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Fall 1997

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Hello, my name is _____ at St. Cloud State University. I am calling from our survey research center in St. Cloud. We are conducting a study of residents of the state in order to determine how residents feel about various issues *such as* professional sports and drinking while driving // Your telephone number was drawn by a computer in a random sample of the entire state.

[USE ONLY IF NUMBER DOES NOT APPEAR TO BE A RESIDENCE PHONE]

Is this a residential phone.

[IF NO, TERMINATE WITH, E.G.;] I'm sorry I have the wrong place.

1.) It is important that we interview a man in some households and a woman in others so that the results will truly represent all the people in the state. According to the method used by our university I need to interview the _____.

_____ May I speak with that person?

**[ROTATE WITH EVERY INTERVIEW-
KEEP TRACK ON SHEET BY YOUR COMPUTER]**

1. oldest male 18 years of age or older who lives in your household
2. youngest male 18 years of age or older who lives in your household
3. oldest female 18 years of age or older who lives in your household
4. youngest female 18 years of age or older who lives in your household

[IF YES-START INTERVIEW]

**[WHEN SELECTED PERSON ANSWERS REPEAT INTRODUCTION
BUT NOT SCREEN**

IF DESIGNATED RESPONDENT NOT AVAILABLE

When may I call back to reach him/her?

So that I will know who to ask for what is his/her first name?

**[REPEAT BACK TO BE SURE YOU HAVE IT AND SHOW PRONUNCIATION-
IF IT IS A PROBLEM. IF RESPONDENT OBJECTS TO PROVIDING NAME]**

We only need the person's first name; the last name isn't necessary. **[IF DESIGNATED SEX/AGE DOESN'T LIVE IN HOUSEHOLD ASK FOR OPPOSITE SEX/AGE 18 YEARS OF AGE OR OLDER]**

[NAME] _____ **[TIME AND DAY FOR CALL-BACK]**

The questions I need to ask will just take about five to 10 minutes.

But before starting them I want to mention that I would be happy to answer any questions about the study either now or later. Also, this interview is completely voluntary. If we should come to any question which you don't want to answer, just let me know and we'll go on to the next question.

02.) We would like to begin by asking, all in all, do you think things in the Minnesota are generally going in the right direction, or do you feel things have gotten off on the wrong track?

1. RIGHT DIRECTION 2. NEUTRAL-VOL 3. WRONG TRACK
8. DON'T KNOW 9. REFUSED

03.) What do you think is the single most important problem facing the State of Minnesota today? [PROBE FOR ONE SPECIFIC RESPONSE]

01. ABORTION

02. AGRICULTURE

03. CRIME/GANGS/VIOLENCE

04. BUDGET DEFICIT

05. DRUGS

06. ECONOMIC ISSUES (INFLATION-WAGES-EMPLOYMENT)

07. EDUCATION

08. ENVIRONMENTAL ISSUES

09. FAMILY ISSUES

10. FOREIGN POLICY ISSUES

11. GAMBLING

12. HEALTH/MEDICAL ISSUES

13. IMMIGRATION

14. ISSUES RELATING TO INDIANS

15. MORAL ISSUES (VALUES)

.....

16. RELIGIOUS ISSUE

17. POLITICS/POLITICIANS

18. POVERTY/POOR

19. SENIORS/ELDERLY

20. ISSUES RELATING TO SPORTS

21. TAXES

22. WELFARE

23. OTHER-ENTER

ASK NEXT QUESTION-

77. NO PROB. FACING THE STATE

88. DON'T KNOW

99. REFUSED

SKIP TO QUESTION-

.) [FOR THOSE WHO GAVE A RESPONSE IN QUESTION 3]- Which political party, if any, do you think can do a better job of handling the problem you have just mentioned-the Republican Party or the Democratic Party?

1. REPUBLICAN

2. DEMOCRATIC

3. OTHER-VOL ____

4. SAME-VOL

5. NEITHER

8. DON'T KNOW

9. REFUSED

.) Now let's switch to questions about *professional sports in Minnesota*.

Would you please tell me, on a scale of 0 to 100, with 0 being not important at all and 100 being very important, how important is each of the following *professional* sports to you, in terms of having them in Minnesota?

0 .) Professional Hockey-- ____

888. DON'T KNOW

999. REFUSED-----

.) Professional Basketball- ____

888. DON'T KNOW

999. REFUSED-----

.) Professional Baseball- ____

888. DON'T KNOW

999. REFUSED-----

.) Professional Football- ____

888. DON'T KNOW

999. REFUSED-----

.) A proposal is being discussed in which Minnesotans may be asked to support a new \$400 million or more retractable dome stadium for the Minnesota Twins. The Pohlad family has offered to fund about \$50 million leaving the public responsible for \$400 plus million for the stadium. As of today would you strongly support, support, oppose or strongly oppose the State of MN. contributing about \$400 plus million dollars to a new Twins stadium?

1. STRONG SUPP.

2. SUPPORT

3. OPPOSE

4. STRONG OPPOS>>>>IF OPPOSE OR STRONGLY OPPOSE

8. DON'T KNOW

9. REFUSED

.) **IF OPPOSE/STRONGLY OPPOSE** Although you are opposed, if the failure of the State of Minnesota to help the Twins build a new stadium were to result in the Twins moving out of Minnesota would you then be more likely, or less likely to support a state contribution for a new stadium, or would it have no effect on you.

1. MORE LIKELY TO SUPPORT 2. NO CHANGE 3. LESS LIKELY 8. DK 9. REFUSED

.) Now I'd like to ask you some questions about your participation in organized sports during your high school sports to the present time. Did you or do you participate as a player in any organized sports? **[IF YES -WHAT ARE THOSE SPORTS- CAN CHOOSE UP TO FOUR]**

**10. BASEBALL
11. BASKETBALL
12. CROSS COUNTRY
13. FOOTBALL (TACKLE)
14. GOLF
15. GYMNASTICS
16. ICE HOCKEY
17. RACING-AUTO
18. SKIING (CROSS COUNTRY)
19. SKIING (DOWNHILL)
20. SOCCER
21. SOFTBALL (FAST AND SLOW PITCH)
22. SWIMMING /DIVING**

**23. TENNIS
24. TRACK & FIELD
25. VOLLEYBALL
26. WRESTLING
27. OTHER -ENTER
28. DON'T KNOW

29. REFUSED
30. NO OTHERS**

.) What one, if any, professional sport do you follow the most, such as reading about them, watching or listening to them on TV, radio or as a spectator? **[PROBE FOR ONE} SKIP IF RESPONDENT DOESN'T FOLLOW ANY PROFESSIONAL SPORT]**

**10. BASEBALL
11. BASKETBALL

12. FOOTBALL (TACKLE)
13. GOLF
14. GYMNASTICS
15. ICE HOCKEY
16. RACING-AUTO
17. SKIING
18. SOCCER
19. SOFTBALL**

**20. TENNIS
21. TRACK & FIELD
22. VOLLEYBALL
23. PROFESSIONAL WRESTLING
24. OTHER -ENTER
25. DON'T KNOW

26. REFUSED**

.) What is the average amount of time you spend during a typical week, watching or listening to your favorite professional sports team on TV or radio? **[AMOUNT IN ROUNDED HOURS]**

___ 0 TO 96. 97. MORE THAN 98 HOURS 98. DON'T KNOW 99. REFUSED

.) Have you ever bought a season ticket for a professional sports team? [IF YES] What sports are those? [LIST UP TO THREE]

10. BASEBALL
11. BASKETBALL

12. FOOTBALL (TACKLE)
13. GOLF
14. GYMNASTICS
15. ICE HOCKEY
16. RACING-AUTO
17. SKIING
18. SOCCER
19. SOFTBALL

20. TENNIS
21. TRACK & FIELD
22. VOLLEYBALL
23. WRESTLING
24. OTHER -ENTER
25. DON'T KNOW

26. REFUSED
27. NO OTHER

) During the past year, what professional sports at any level have you personally bought tickets for and personally attended? [LIST UP TO THREE]

10. BASEBALL
11. BASKETBALL

12. FOOTBALL (TACKLE)
13. GOLF
14. GYMNASTICS
15. ICE HOCKEY
16. RACING-AUTO
17. SKIING
18. SOCCER
19. SOFTBALL

20. TENNIS
21. TRACK & FIELD
22. VOLLEYBALL
23. WRESTLING
24. OTHER -ENTER
25. DON'T KNOW
26. REFUSED
27. NO OTHER

.) Have you every traveled out of state for the specific purpose of attending a professional sporting event?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

.) Have you ever attended a major professional championship game such as the NBA finals, the World Series, the Super Bowl or the Stanley Cup?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

.) When choosing a newspaper to read, how important is the extent of the sports coverage in your decision to deciding which paper to read-is is very important, somewhat important, a little important or not at all important?

1. VERY IMPORTANT 2. SOMEWHAT IMPORTANT 3. A LITTLE IMPOR
4. NOT AT ALL IMPORTANT 8. DON'T KNOW 9. REFUSED

) Are there any professional sports you would like to attend but are too expensive for you to attend?
[IF YES WHICH IS THE ONE YOU WOULD LIKE TO ATTEND THE MOST-LIST UP TO THREE]

10. BASEBALL
11. BASKETBALL

12. FOOTBALL (TACKLE)
13. GOLF
14. GYMNASTICS
15. ICE HOCKEY
16. RACING-AUTO
17. SKIING
18. SOCCER
19. SOFTBALL

20. TENNIS
21. TRACK & FIELD
22. VOLLEYBALL
23. WRESTLING
24. OTHER -ENTER
25. DON'T KNOW

26. REFUSED
27. NO OTHER

.) The following questions pertain to Minnesota's drunk driving laws. How would you describe Minnesota's drunk driving laws, would you say they are: too harsh, too lenient or about right?

1. TOO SEVERE 2. ABOUT RIGHT 3. NOT SEVERE ENOUGH 8. DK 9. REFUSED

.) On a scale of 1 to 10, with 1 being not at all serious and 10 being very serious, please rate how serious a problem you think drunk driving is in Minnesota.

NUMBER-__ __ 11. DON'T KNOW 12. REFUSED

.) Do you think the penalties for drunk driving in Minnesota are: too severe, about right, not severe enough

1. TOO SEVERE 2. ABOUT RIGHT 3. NOT SEVERE ENOUGH 8. DK 9. REFUSED

.) Do you think hosts or party givers, bartenders, bar owners, alcohol retailers, manufactures of alcohol should be legally responsible for drivers who become drunk and cause a fatal collision.

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

.) I'm going to read a list. Which one group on this list, if any, do you think are not doing as much as they should to help solve the problems of drunk driving: people who drink, the liquor industry, bar and restaurant owners, legal institutions such as police and courts, the advertising industry, media such as television, radio and newspapers, state and local governments, the schools, or the insurance industry?
[PROBE FOR ONE]

01. PEOPLE WHO DRINK
03. BAR AND RESTAURANT OWNERS
05. COURTS
07. MEDIA
09. SCHOOLS
11. OTHER-ENTER

02. LIQUOR INDUSTRY
04. POLICE
06. ADVERTISING INDUSTRY
08. STATE-LOC GOV
10. INSURANCE INDUSTRY
12. DONT KNOW 13. REFUSED

.) The current legal limit at which your drivers license will be automatically revoked in Minnesota is .10 Blood Alcohol Concentration level. Do you think the limit should be: raised, lowered or stay the same?

1. RAISED 2. LOWERED 3. STAY THE SAME 8. DK 9. REFUSED

.) If you feel that the legal limit should be lowered, to what level do you think it should be lowered to:

1- .09 2- .08 3- .07 4- .06 5- .05 6- .04
7 .03 8- .02 9- .01 10-.00 11. DK 12. REFUSED

.) Currently, Minnesota has a "Not a Drop" or a "Zero Tolerance" policy for Underage Drinking and Driving. Anyone under the age of 21 that consumes any amount of alcohol will have their license suspended for 30 days, and a Blood Alcohol Content level of .10 for 6 months. Do you think the penalties for underage drinking and driving should be raised, lowered, or should they stay the same?

1. RAISED 2. LOWERED 3. STAY THE SAME 8. DK 9. REFUSED

.) In your opinion which teaching message, if any, to young teens between 16 and 19 to not drink and drive is most effective? **[READ LIST]**

- ☐ **1. Using scare tactics to get young teens to not drink and drive**
- ☐ **2. Using peer education such as teens teaching teens to drink and drive**
- ☐ **3. Using techniques to increase awareness of drinking and driving**

4. OTHER 5. NONE OF THESE 8. DON'T KNOW 9. REFUSED

.) How would you rate the job that Minnesota schools are doing regarding education for predrivers who are mainly in grades 7 and 8 to not drink? Would you say Minnesota schools are doing a good job, an adequate job or a poor job?

1. GOOD JOB 2. ADEQUATE JOB 3. POOR JOB 8. DK 9. REFUSED

.) Thanks, now lets switch to a few questions on political contributions and spending. ☐
Do you think elected officials are more likely to respond to individuals and organizations that contribute to their campaigns than to voters who do not contribute to their campaigns?

1. YES FOR BOTH 2. YES FOR OGRANIZATIONS 3. YES FOR INDIVIDUALS
5. NO 8. DON'T KNOW 9. REFUSED

) Are you personally less likely to vote or participate in politics because you believe that those who give political contributions have more influence over elected officials than you do?

1. YES 5. NO 8. DON'T KNOW 9. REFUSED

) Do you think that limits on political spending by individuals and organizations would make elected officials more responsive to voters?

1. YES FOR BOTH 2. YES FOR OGRANIZATIONS 3. YES FOR INDIVIDUALS
5. NO 8. DON'T KNOW 9. REFUSED

Now lets switch to some questions about Congress and the Minnesota State Legislature. Again, I want to thank you again for your participation.

.) If the election for the U.S. Congress were being held today and you could choose between a Democrat, a Republican and a candidate who belonged to neither political party-do you think you would vote for the Democrat candidate for Congress in your district, the Republican candidate, or the candidate who belonged to neither party?

DEM. 2. REPUBLICAN 3. NEITHER PARTY 4. OTHER-____
8. DK 9. REF.

.) Has the U.S. Congressional representative from your district done a good enough job to deserve reelection, or it is time to give a new person a chance?

1. DESERVE REELECTION 5. NEW PERSON 8. DON'T KNOW 9. REFUSED--

.) Now could you please respond to some similar questions with respect to the Minnesota state legislature. Do you approve or disapprove of the way the Minnesota State Legislature is handling its job.

1. APPROVE 5. DISAPPROVE 8. DON'T KNOW 9. REFUSED-----

.) Has the Minnesota State Legislature representative from your district done a good enough job to deserve reelection, or it is time to give a new person a chance?

1. DESERVE REELECTION 5. NEW PERSON 8. DON'T KNOW
9. REFUSED-----

.) Thank you. Looking ahead to next November's election in which all members of the Minnesota state house of representatives will be elected, which of the following would you like to see happen--the Republicans gain control of the state house, the Democrats maintain control of the house; or haven't you thought much about this issue

1. REPUB. CONTROL 2. DEM. CONTROL 3. DIVIDED-VOLUNTEERED
4. HAVEN'T THOUGHT MUCH 6. OTHER-____ 8. DON'T KNOW 9. REFUSED

Here's a different kind of question. Please think of a thermometer that has a range of 0 to 100 degrees. I'd like you to rate your feelings toward some of our political leaders and other people who are in the news. Ratings on the thermometer between 50 and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 and 50 mean that you don't feel too favorable toward the person. If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one. If you do recognize the name, but don't feel particularly warm or cold toward the person, you would rate the person at the 50 degree mark.

	<u>RATING</u> <u>000 TO 100</u>	<u>CAN'T</u> <u>JUDGE</u>	<u>DON'T</u> <u>KNOW</u>	<u>REFUSED</u>
.) Bill Clinton-----	777	888	999-----	
.) Rod Grams-----	777	888	999-----	
.) Paul Wellstone -----	777	888	999-----	
.) Hubert H. Humphrey III-----	777	888	999-----	
.) Arnie Carlson-----	777	888	999-----	
.) George Latimer-----	777	888	999-----	
.) Joanne Benson-----	777	888	999-----	
.) Newt Gingrich -----	777	888	999-----	
.) Norm Coleman-----	777	888	999	
.) Alan Quist				
.) Roy Terwilliger				
.) Tim Pawlenty				
.) Dean Johnson				

- .) Mike Freeman
- .) Ted Mondale -----
- .) Mark Dayton-----
- .) Dean Barkley-----

.) Do you usually consider yourself to be a Democrat, Republican or independent?--[**IF DEMOCRAT OR REPUBLICAN**]-Would you say that you always vote Democrat/Republican) or do you sometimes vote for a person of the other party? [**IF INDEPENDENT**]-Although you are an independent, do you usually consider yourself to be closer to the Democrats or the Republicans?

01. ALWAYS VOTES DEMOCRATIC

02. DEMOCRAT WHO SOMETIMES VOTES FOR OTHER PARTY SKIP TO

03. INDEPENDENT CLOSER TO DEMOCRATS

04. INDEPENDENT CLOSER TO REPUBLICANS

05. REPUBLICAN WHO SOMETIMES VOTES FOR OTHER PARTYASK NEXT QUESTION--

06. ALWAYS VOTES REPUBLICAN

07. INDEPENDENT 08. OTHER-ENTER 09. DON'T KNOW 10. REFUSED SKIP TO

.) [**FOR REPUBLICANS ONLY**] -Next September there may be a Republican primary election for Governor of Minnesota. If that election were held today and the candidates were Joanne Benson, Norm Coleman, Dean Johnson, Roy Terwilliger or Tim Pawlenty, for whom would you vote?

1. BENSON 2. COLEMAN 3. JOHNSON 4. PAWLENTY 5. TERWILLIGER

6. OTHER - ____ 8. DK/WON'T VOTE 9. REF

.) [**FOR DEMOCRATS ONLY**] -Next September there may be a Democrat primary election for Governor of Minnesota. If that election were held today and the candidates Mark Dayton, Mike Freeman, Hubert H. Humphrey III or Ted Mondale, for whom would you vote?

1. DAYTON 2. FREEMAN 3. HUMPHDREY 4. MONDALE

5. OTHER - ____ 8. DK/WON'T VOTE 9. REF

.) Did you get a chance to vote in the 1996 election for President between Bob Dole, Bill Clinton and Ross Perot?

1. YES 2. NO -[BUT HAD GOOD REASON SUCH AS NOT 18 YEARS OLD-ILL-OUT OF COUNTRY]

5. NO 8. DON'T KNOW 9. REFUSED

.) The following questions are primarily for statistical analysis and to help us determine if we are getting a random sample. You don't have to answer all the questions but it will help us if you do. What age group are you? Are you... [**READ CATEGORIES-AS NECESSARY**]

_1. 18-24 _3. 35-44 _5. 55-65

_2. 25-34 _4. 45-54 _6. 65+ _9. REFUSED

.) Are you working now, temporarily laid off, unemployed, retired, a household manager, a student or what? **[IF MORE THAN ONE]:** What do you consider yourself primarily?]

1. WORKING NOW-
2. LAID OFF
3. UNEMPLOYED
4. RETIRED
5. DISABLED
6. HOUSEHOLD MANAGER
7. STUDENT
9. REFUSED

.) What was the last grade in school you completed?

1. LESS THAN 9
2. 9-11 YEARS
3. 12 YEARS
4. POST HIGH-NO COLL
5. 13-15 (SOME COLL)
6. 16-COLL GRAD
7. 16+--GRAD EDUCATION-----
8. DON'T KNOW
9. REFUSED

.) What...if any...is your religious preference? **[IF DON'T KNOW/NO RESPONSE]**--Well are you closer to being Catholic, Lutheran, Baptist, Presbyterian, or something else?

01. CATHOLIC
02. BAPTIST
03. LUTHERAN
04. PRESBYTERIAN
05. METHODIST
- ASK NEXT QUES.
06. EPISCOPALIAN
07. OTHER CHRIS.(MORMON, JEH. WIT. ,ETC.) -----
08. JEWISH
09. NONE
10. OTHER-/EXPLAIN] _____ SKIP TO QUES-
88. DON'T KNOW
99. REFUSED

.) Would you call yourself a born again Christian, that is, have you personally had a conversion experience related to Jesus Christ?

1. YES-BORN AGAIN
5. NOT BORN AGAIN
6. OTH-
8. DK
9. REF. -----

.) Would you please tell me the range which best represents the total income, before taxes, of all immediate family living in your household? **[READ LIST UNTIL STOPPED IF NECESSARY]**

- _ 01. under \$10,000
- _ 05. \$25-30 thousand
- _ 02. \$10-15 thousand
- _ 06. \$30-40 thousand
- _ 03. \$15-20 thousand
- _ 07. \$40-\$50 thousand
- _ 04. \$20-\$25 thousand
- _ 08. \$50-\$100,000 thousand
- _ 09. \$100,000+
- _ 88. DON'T KNOW
- _ 99. REFUSED

T: You have been very helpful. If you are interested in the results of this study you may contact Dr. Steve Frank at Saint Cloud State University in about two weeks.
Good-By **[CONTACT PERSON STEVE FRANK 320-255-4131]**

INTERVIEWER- BRING TO A DIRECTOR'S ATTENTION ANY PROBLEMS WITH THE INTERVIEW, SUCH AS DIFFICULT QUESTIONS ETC.

TWINS AND SPORTS SECTION RESULTS —SCSU FALL, 1997 STATEWIDE OMNIBUS SURVEY

The SCSU Survey has just completed its annual fall, statewide telephone survey of a random sample of 602 Minnesota adults administered between October 12 and October 19. The survey consists of three major sections: a series of sports related questions (see below); a series of questions about Minnesota's views on issues relating to alcohol and drinking and driving; and our annual political section which this year primarily concentrates on issues and candidates for the upcoming governors race.

Summary of Findings:

The findings of this survey with respect to public funding of a new stadium match other past and recent statewide surveys. Over two thirds of Minnesota adults do not support public funding of the stadium as recommended by a special legislative task force. Moreover, over seven of ten who are opposed would not change their mind even if this would mean the loss of the Twins. While 8% of those opposed would then support public funding, 17% would be even less likely to support the proposal, which is a 10% increase from last February. Although there are few differences by most demographics such as age and political party, there are gender and regional differences. Men and the seven county metro area are more supportive by about 9-10%, but majorities of both groups still oppose.

The sports questions were under development before the special session was called. We have asked questions about the Twins' stadium during 10/96 and 2/97. This October's Twins stadium survey question was modified to represent the proposal of the special legislative task force on the Twin's stadium. We also replicated the importance of the four professional sports questions and developed some others that were asked by survey researchers outside Minnesota. Last October, 1996 we found about 81% would vote against supporting the Twins if a referendum were put to them. During February 1997 we found 65% opposed while 31% supported supporting a new Twins stadium if the money came from various user taxes and not general taxes such as sales, property or income taxes.

Last February, 1996 we also asked Minnesotans to give a score of 1-100 about the importance of having professional football, baseball, basketball or hockey in Minnesota. Football had a score of 56, baseball 53, hockey 41 and basketball 38. This October, using a 0-100 rating system, football and hockey stayed about the same while professional basketball increased about five points and baseball dropped about nine points.

About 45% of Minnesotans state they follow professional football the most and baseball is a distant second with 20%. When asked what sport they would like to attend but is too expensive, football led with 26% followed by professional basketball (14%) baseball-13% and hockey with 5%.

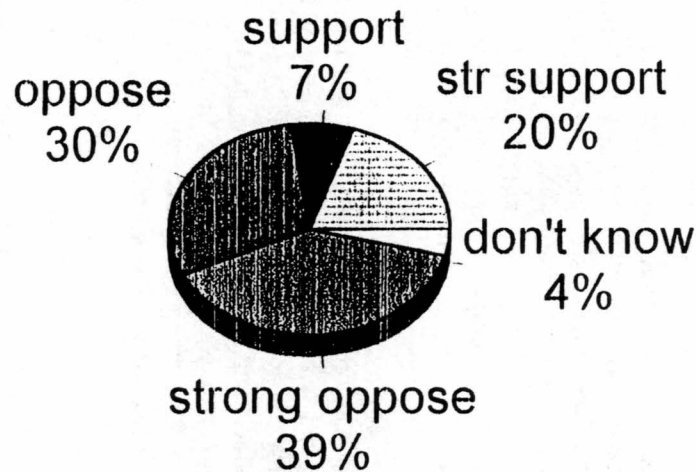
When asked have they bought and personally attended a professional sports event during the past year at any level, baseball led with 23% of adult Minnesotans saying they had attended an event. This was followed by football (13%). 80% of Minnesotans have never bought a season ticket for a professional sports season ticket. 23% of Minnesotans never watch or listen during a week to a professional sports team. Among those who do listen or watch the overwhelming majority do this about four hours or less a week. About 10% of Minnesotans say that sports coverage are very important in their choice of a newspaper.

When asked to list up to four choices as to what organized sports they have participated in from their high school years to the present 24% of adult Minnesotans have never done this. Basketball and football led with 13% each followed by baseball and track/field with 8% each.

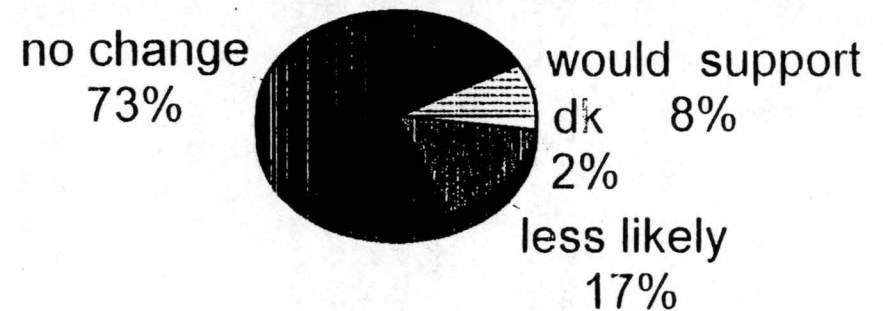
More information and breakdowns are available by contacting Steve Frank at 320-255-4131 or email at sfsurvey@stcloudstate.edu.

Minnesota Support for Proposed New Twins Retractable Dome Stadium - If Opposed Would Opponents Change Their Mind If Lack Of Support Would Mean the Loss of the Twins

Level of Question Based on Legislator's Likelihood to Oppose Funding



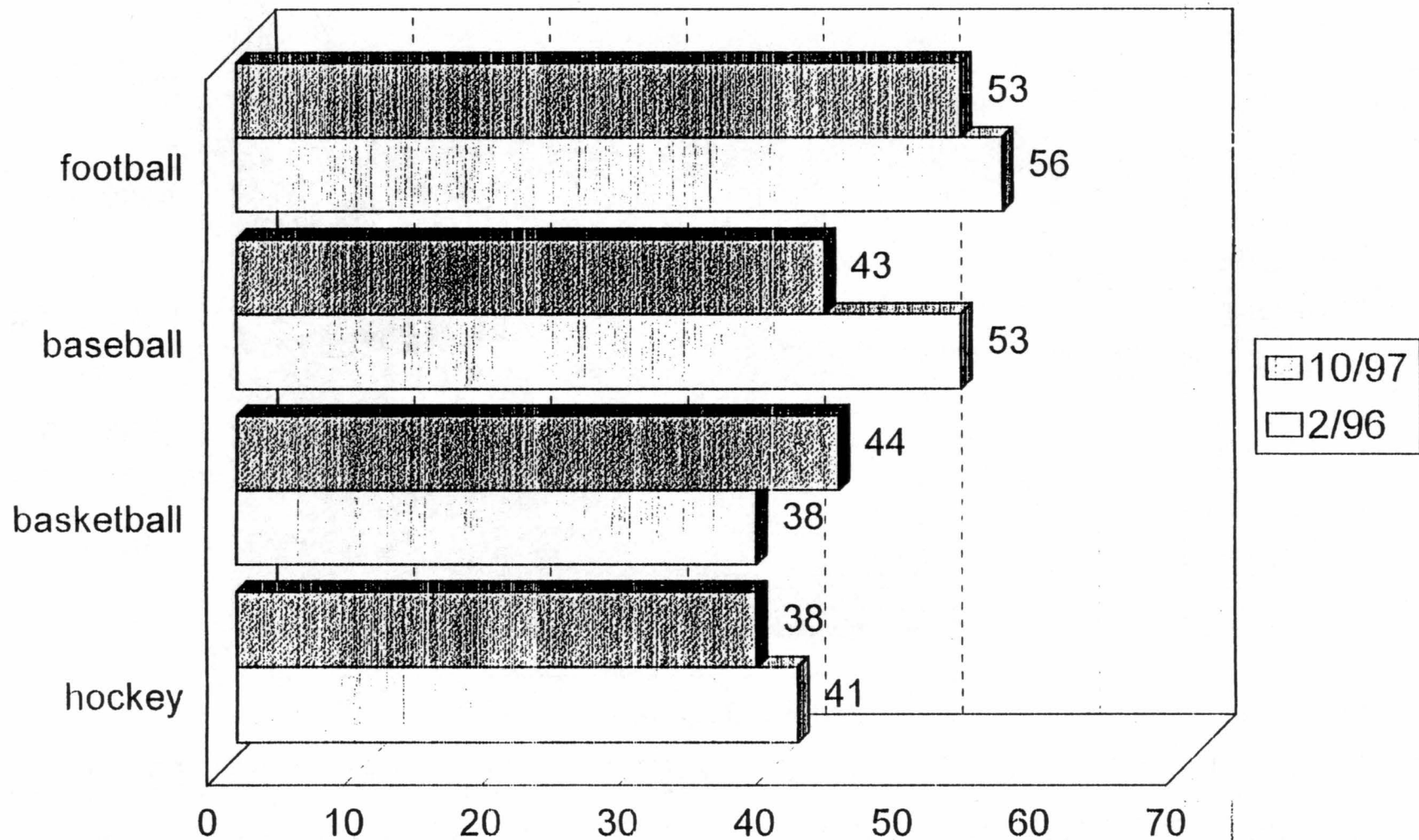
support for funding



If opposed would they change their mind

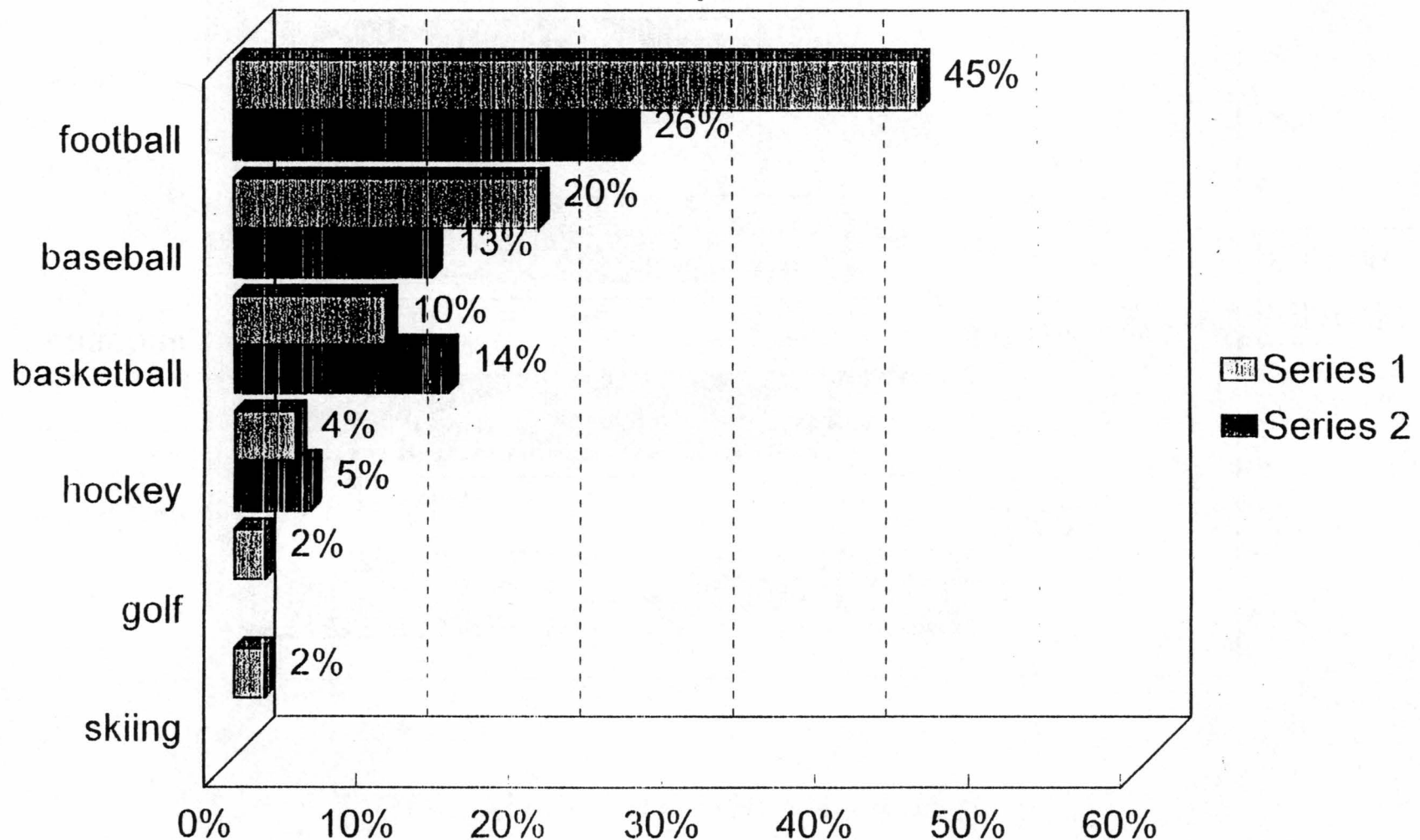
Source: SCSU Survey 10/97 n=602

MN. Adults Rank From 0-100 Their Importance of Having Each Of Four Professional Sports In MN.



Source: SCSU Survey 10/97 n=602 2/96 n=702 (2/96 survey ranked from 1-100)

What One Professional Sport Do Minnesotans Follow the Most & What Professional Sport MN. Would Like To Attend But Is Too Expensive



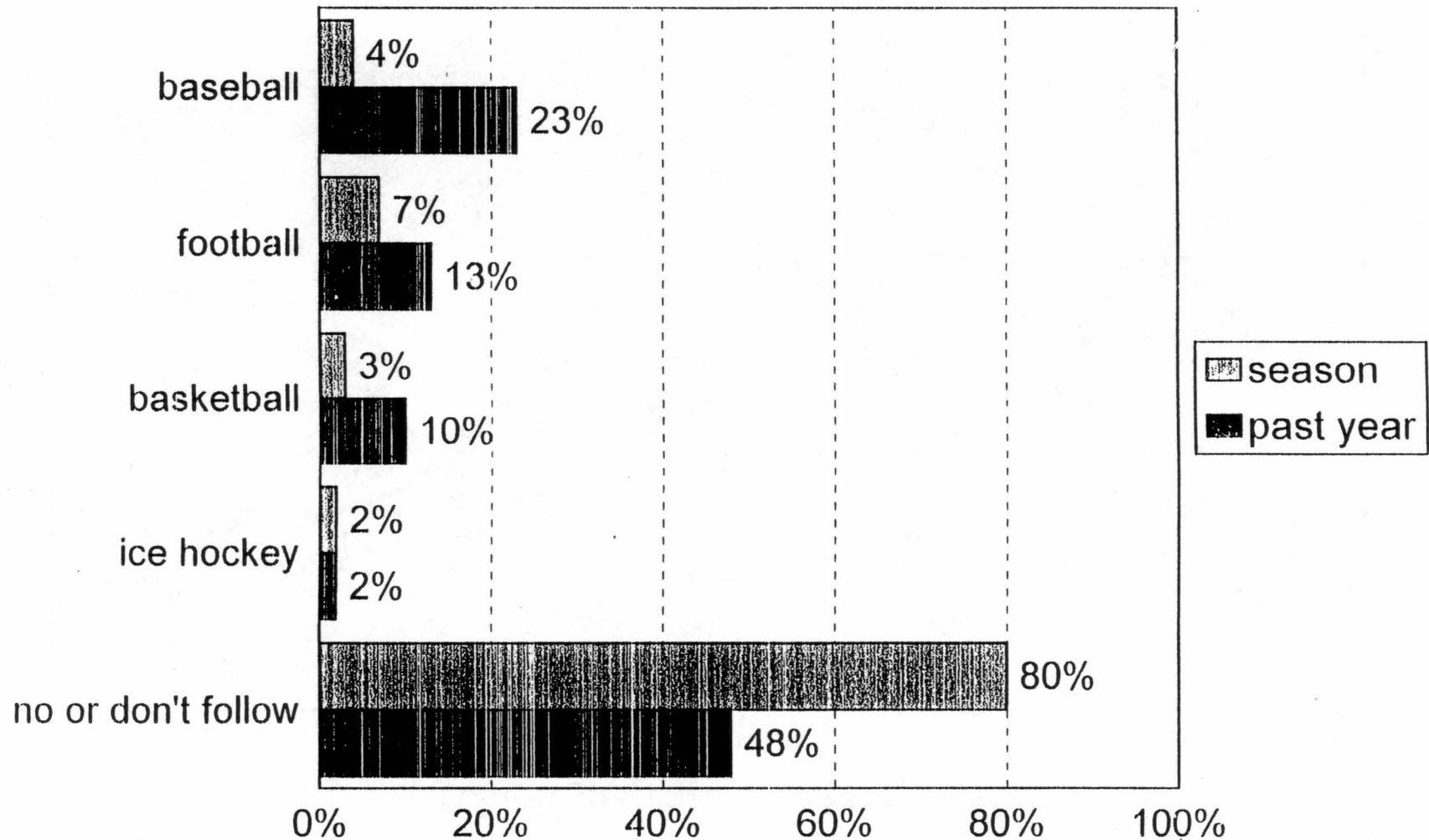
series 1=follow most

series 2=would like to attend

Source: SCSU Survey 10/97 n=602 Up to three choices for like to attend

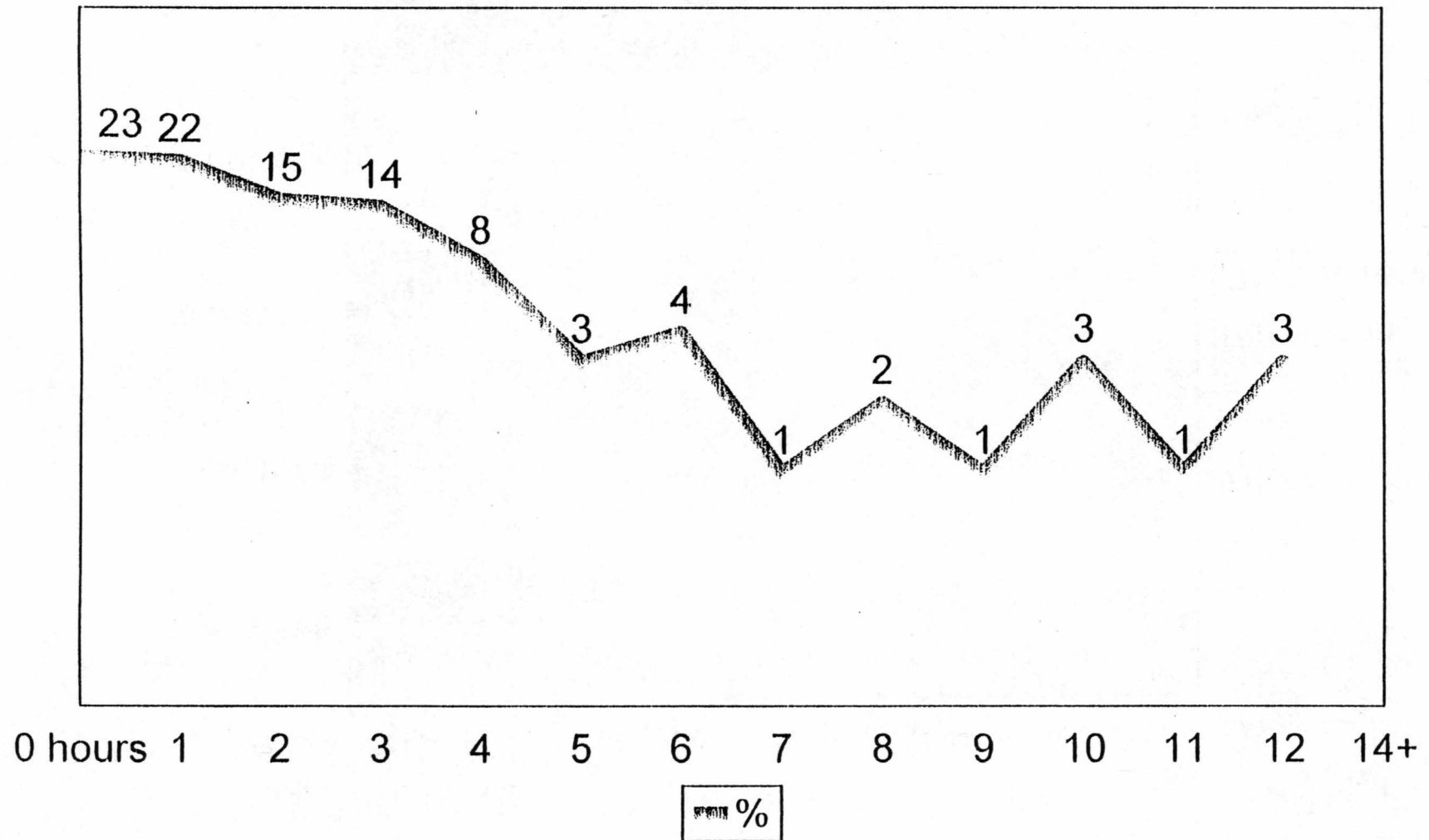
Quest. 1-Ever bought a professional sports season ticket

Quest. 2- During past year bought ticket and personally attended a professional sport



Source: SCSU Survey 10/97 n=602 up to three choices for each (doesn't = 100% due to some exclusions)

Average time per week watching or listening to your favorite professional sports team

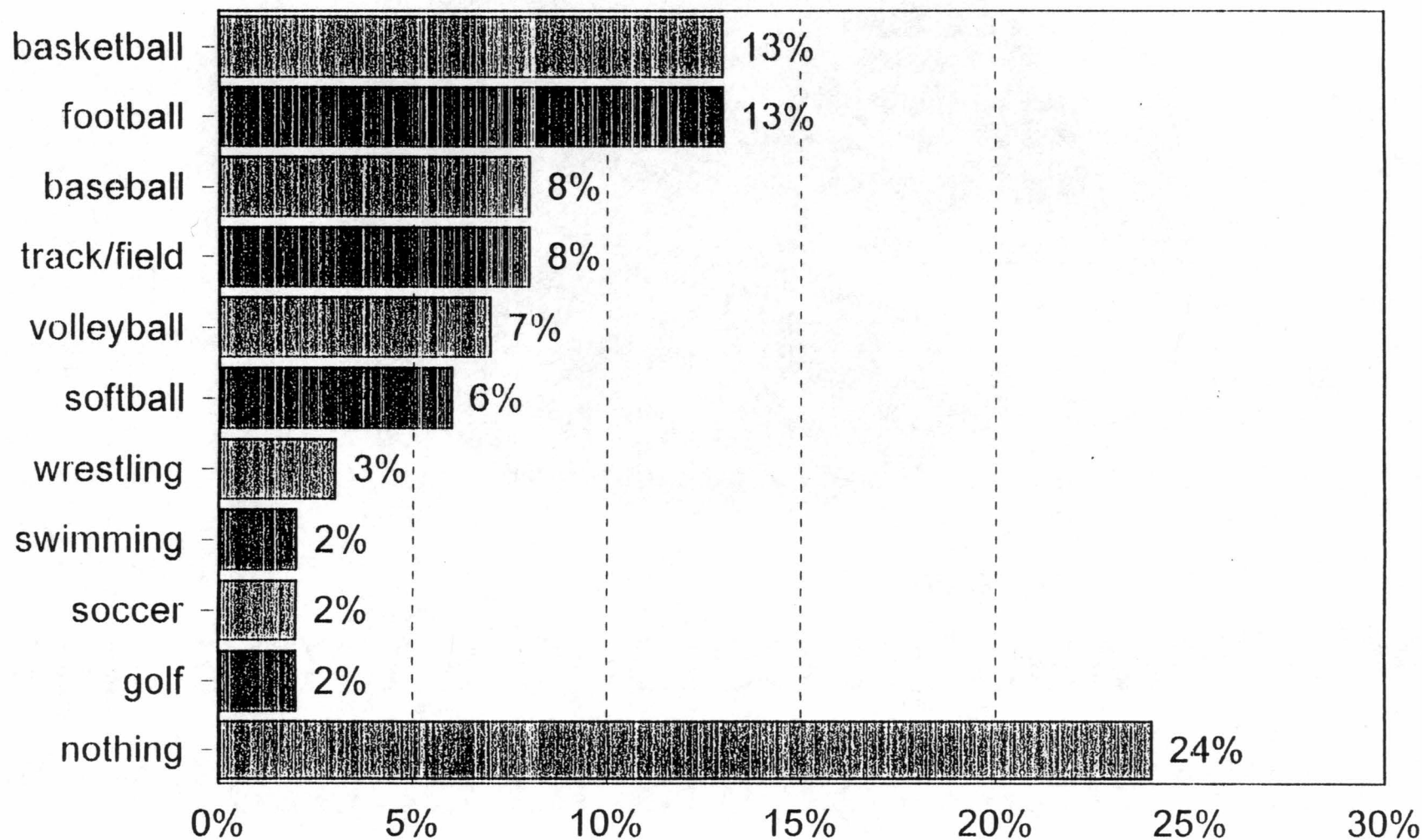


Source: SCSU Survey 10/97 n=602

MN. Adults Participation In Organized Sports From High School To The Present

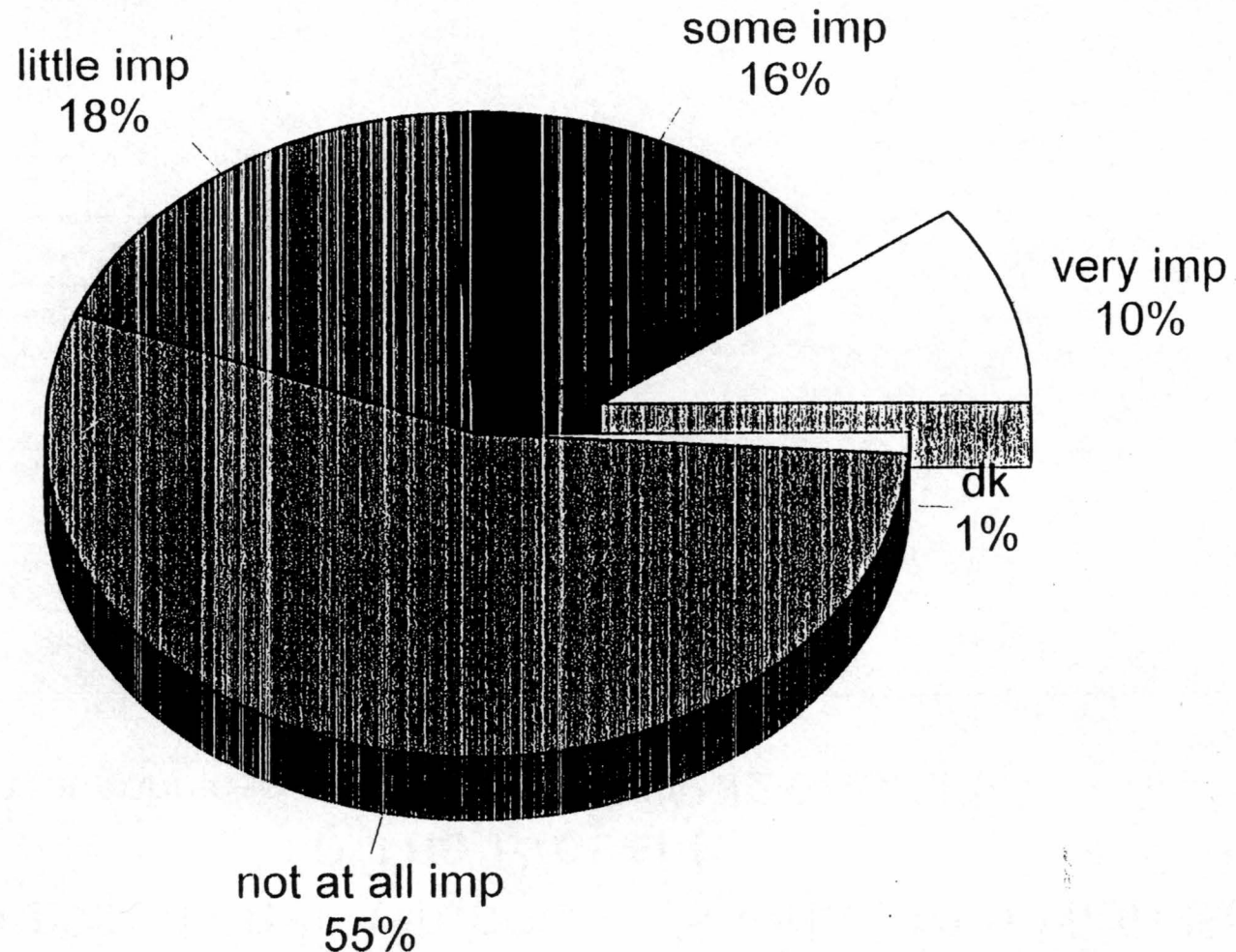
up to four choices

TOP 12 CHOICES



Source: SCSU Survey 10/97 n=602

Importance of sports coverage in MN. adult's choice of newspaper



Source: SCSU Survey 10/97 n=602

SPORTS QUESTIONS

Now let's switch to questions about professional sports in Minnesota. Would you please tell me, on a scale of 0 to 100, with 0 being not important at all and 100 being very important, how important is each of the following professional sports to you, in terms of having them in Minnesota?

Professional Hockey--___ 888. DON'T KNOW 999.REFUSED

Professional Baseball -___ 888. DON'T KNOW 999.REFUSED

Professional Football-___ 888. DON'T KNOW 999. REFUSED

Professional Basketball -___ 888. DON'T KNOW 999.REFUSED

A Minnesota legislative taskforce has just proposed a new approximately \$400 million retractable dome stadium be built for the Minnesota Twins. The state's contribution would be about \$250 million. About \$50 million would come from the city and county where the stadium would be located and the Twins would be asked to contribute about \$100 million. The \$250 million from the general public could come from one or a combination of increased cigarette taxes; user taxes on hotels and car rentals in the Twin Cities area; or funds from gambling, that may include general fund revenues diverted from lottery receipts or slot machines at the Canterbury Park racetrack. As of today would you strongly support, support, oppose or strongly oppose the State of MN. contributing about \$250 million dollars to a new Twins stadium?

1. STRONG SUPP.
2. SUPPORT
3. OPPOSE
4. STRONG OPPOS>>>>IF OPPOSE OR STRONGLY OPPOSE

Although you are opposed, if the failure of the State of Minnesota to help the Twins build a new stadium were to result in the Twins moving out of Minnesota would you then be more likely, or less likely to support a state contribution for a new stadium, or would it have no effect on you.

1. MORE LIKELY TO SUPPORT
2. NO CHANGE
3. LESS LIKELY
8. DK
9. REFUSED

Now I'd like to ask you some questions about your participation in organized sports during your high school years to the present time. Did you or do you participate as a player in any organized sports? [IF YES -What are those sports?-CAN CHOOSE UP TO FOUR CHOICES]

- | | |
|-------------------------------|----------------------------|
| 10. BASEBALL | 20. SOFTBALL(FAST AND SLOW |
| 11. BASKETBALL | 21. SWIMMING AND DIVING |
| 12. CROSS COUNTY | 22. TRACK AND FIELD |
| 13. FOOTBALL (TACKLE) | 23. VOLLEYBALL |
| 14. GOLF | 24. WRESTLING |
| 15. GYMNASTICS | 25. DID NOT PARTICIPATE |
| 16. ICE HOCKEY | 26. OTHER ENTER |
| 17. RACING-AUTO | 27. DON'T KNOW |
| 18. SKIING/CROSS COUNTRY/DOWN | 28. REFUSED |
| 19. SWIMMING/DIVING | |

What one, if any, professional sport do you follow the most, such as reading about them, watching or listening to them on TV, radio or as a spectator? [PROBE FOR ONE-SKIP IF RESPONDENT DOESN'T FOLLOW ANY PROFESSIONAL SPORT]

- 10. BASEBALL
- 11. BASKETBALL
- 12. FOOTBALL (TACKLE)
- 13. GOLF
- 14. ICE HOCKEY
- 15. RACING-AUTO
- 16. SKIING-ALL
- 17. SOCCER
- 18. SOFTBALL-ALL
- 19. SWIMMING/DIVING

- 20. TENNIS
- 21. TRACK/FIELD
- 22. VOLLEYBALL
- 23. WRESTLING-PROFESSIONAL
- 24. OTHER
- 25. DO NOT FOLLOW PROF. SPORTS
- 26. DON'T KNOW
- 27. REFUSED

What is the average amount of time you spend during a typical week, watching or listening to your favorite professional sports team on TV or radio? [AMOUNT IN ROUNDED HOURS]

- — 0 TO 96. 97. MORE THAN 98 HOURS
98. DON'T KNOW 99. REFUSED

Have you ever bought a season ticket for a professional sports team? [IF YES] What sports are those? [LIST UP TO THREE]

- 10. BASEBALL
- 11. BASKETBALL
- 12. FOOTBALL (TACKLE)
- 13. GOLF
- 14. ICE HOCKEY
- 15. RACING-AUTO
- 16. SKIING-ALL
- 17. SOCCER
- 18. SOFTBALL-ALL
- 19. SWIMMING/DIVING

- 20. TENNIS
- 21. TRACK/FIELD
- 22. VOLLEYBALL
- 23. WRESTLING-PROFESSIONAL
- 24. OTHER
- 25. DO NOT FOLLOW PROF. SPORTS
- 26. NO-HAVE NOT BOUGHT
- 27. DON'T KNOW
- 28. REFUSED
- 29. NO OTHER RESPONSE

During the past year, what professional sports at any level have you personally bought tickets for and personally attended?

[LIST UP TO THREE]

10. BASEBALL
11. BASKETBALL
12. FOOTBALL (TACKLE)
13. GOLF
14. ICE HOCKEY
15. RACING-AUTO
16. SKIING-ALL
17. SOCCER
18. SOFTBALL-ALL
19. SWIMMING/DIVING

20. TENNIS
21. TRACK/FIELD
22. VOLLEYBALL
23. WRESTLING-PROFESSIONAL
24. OTHER
25. DO NOT FOLLOW PROF. SPORTS
26. HAVE NOT BOUGHT
27. DON'T KNOW
28. REFUSED
29. NO OTHER RESPONSE

When choosing a newspaper to read, how important is the extent of the sports coverage in your decision to decide which paper

to read-is it very important, somewhat important, a little important or not at all important?

1. VERY IMPORTANT
2. SOMEWHAT IMPORTANT
3. A LITTLE IMPOR
4. NOT AT ALL IMPORTANT
8. DON'T KNOW
9. REFUSED

Are there any professional sports you would like to attend but are too expensive for you to attend?

[IF YES]- Which ones would like to attend the most?

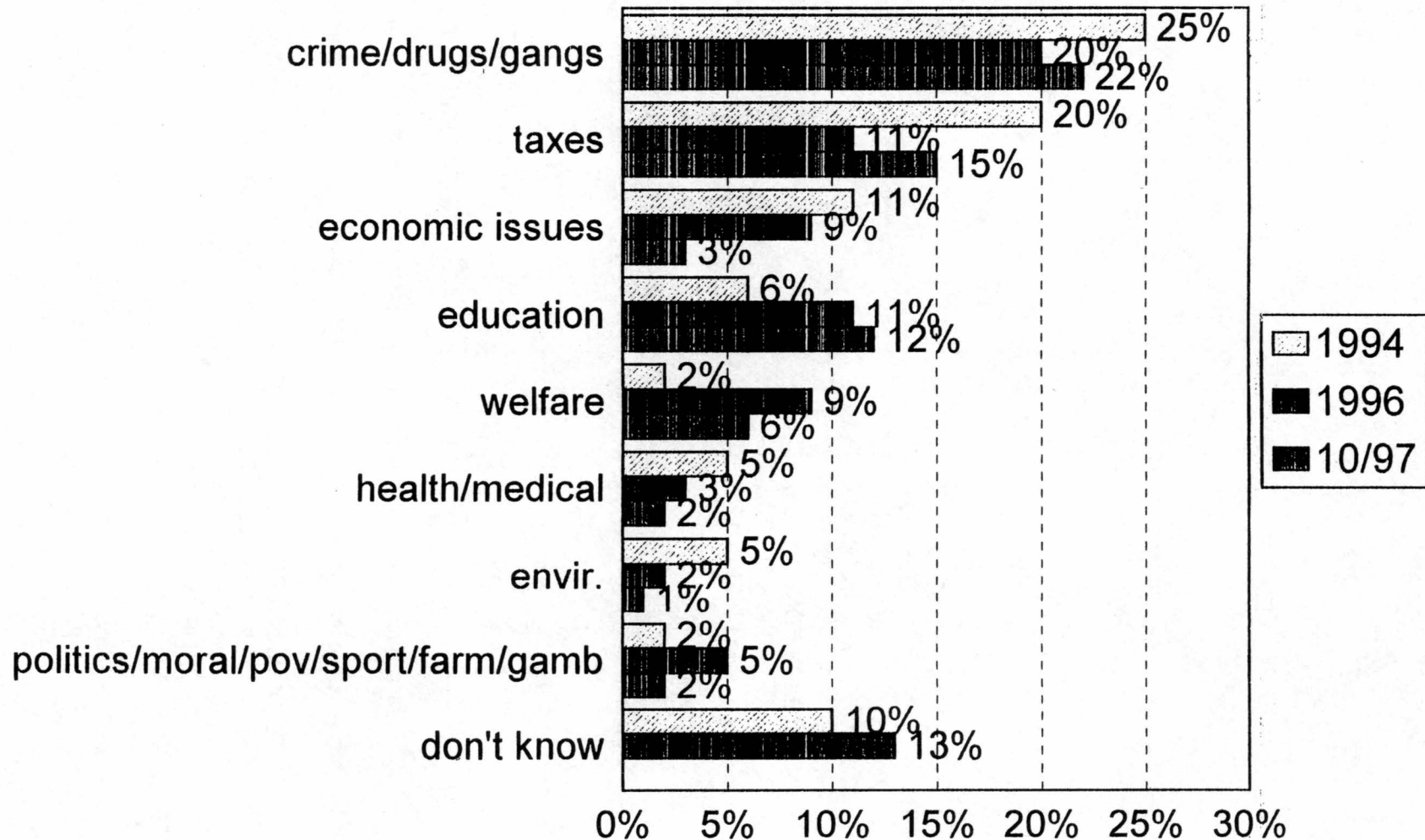
LIST UP TO THREE]

10. BASEBALL
11. BASKETBALL
12. FOOTBALL (TACKLE)
13. GOLF
14. ICE HOCKEY
15. RACING-AUTO
16. SKIING-ALL
17. SOCCER
18. SOFTBALL-ALL
19. SWIMMING/DIVING

20. TENNIS
21. TRACK/FIELD
22. VOLLEYBALL
23. WRESTLING-PROFESSIONAL
24. OTHER
25. NO- DO NOT FOLLOW PROF. SPORTS
26. DON'T KNOW
27. REFUSED
28. NO OTHER RESPONSES

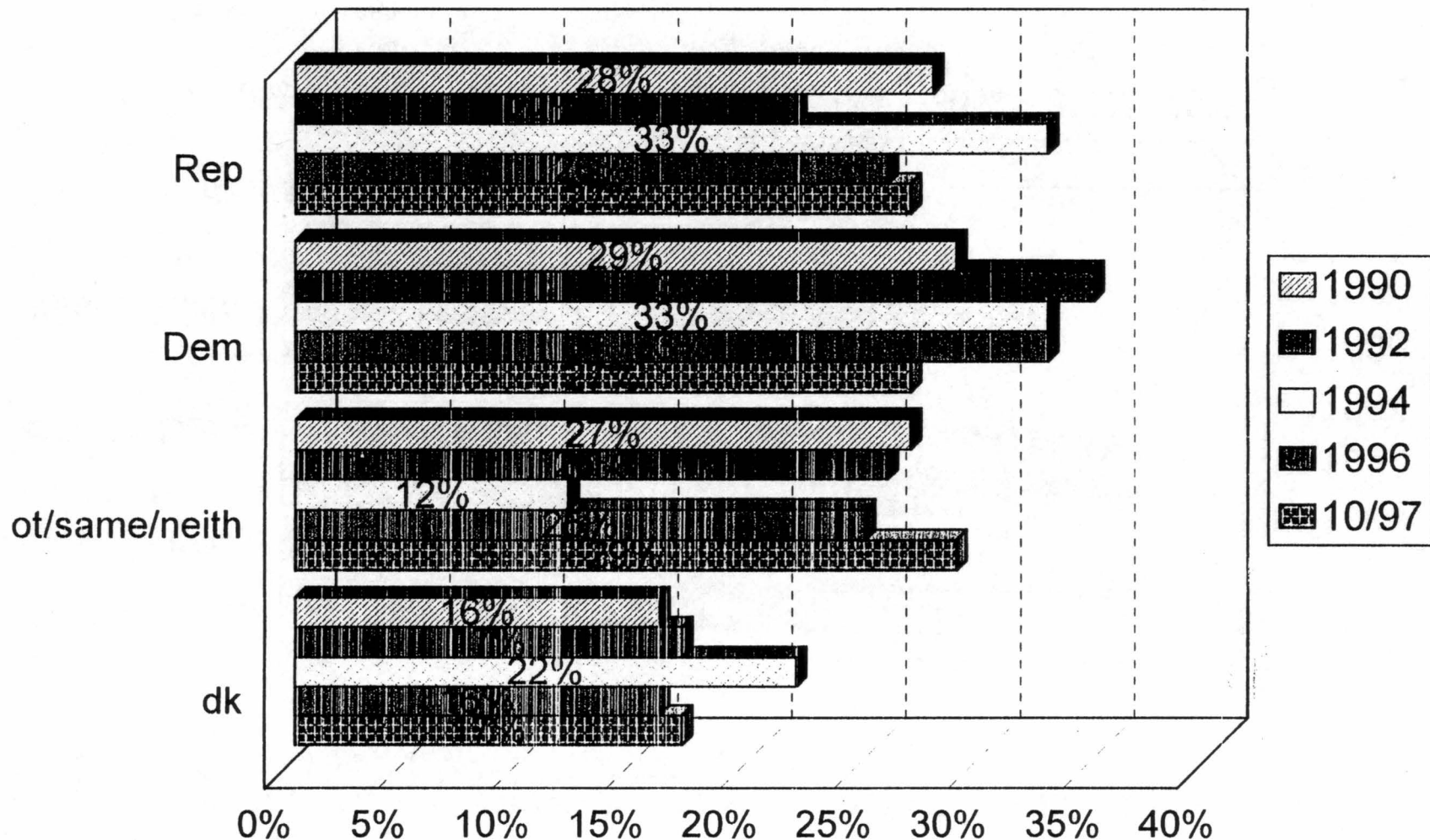
SINGLE MOST IMPORTANT PROBLEM FACING THE STATE OF MN.

Recoded Major Categories



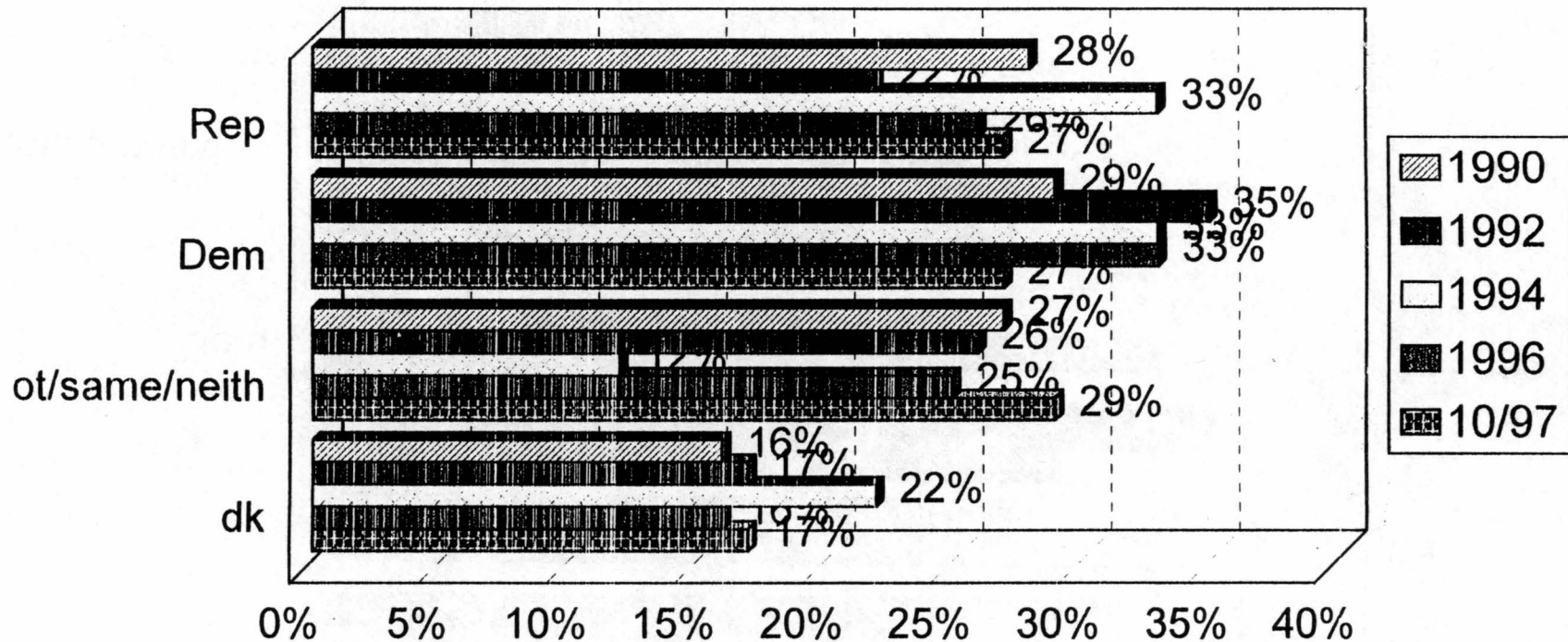
Source: SCSU Survey 10/97 n=602 1-2/96 n=702 4-5/94 n=702

WHICH POLITICAL PARTY, IF ANY CAN HANDLE NAMED MOST IMPORTANT PROBLEM FACING THE STATE OF MN.



SOURCE: SCSU SURVEY

WHICH POLITICAL PARTY, IF ANY CAN HANDLE NAMED MOST IMPORTANT PROBLEM FACING THE STATE OF MN.

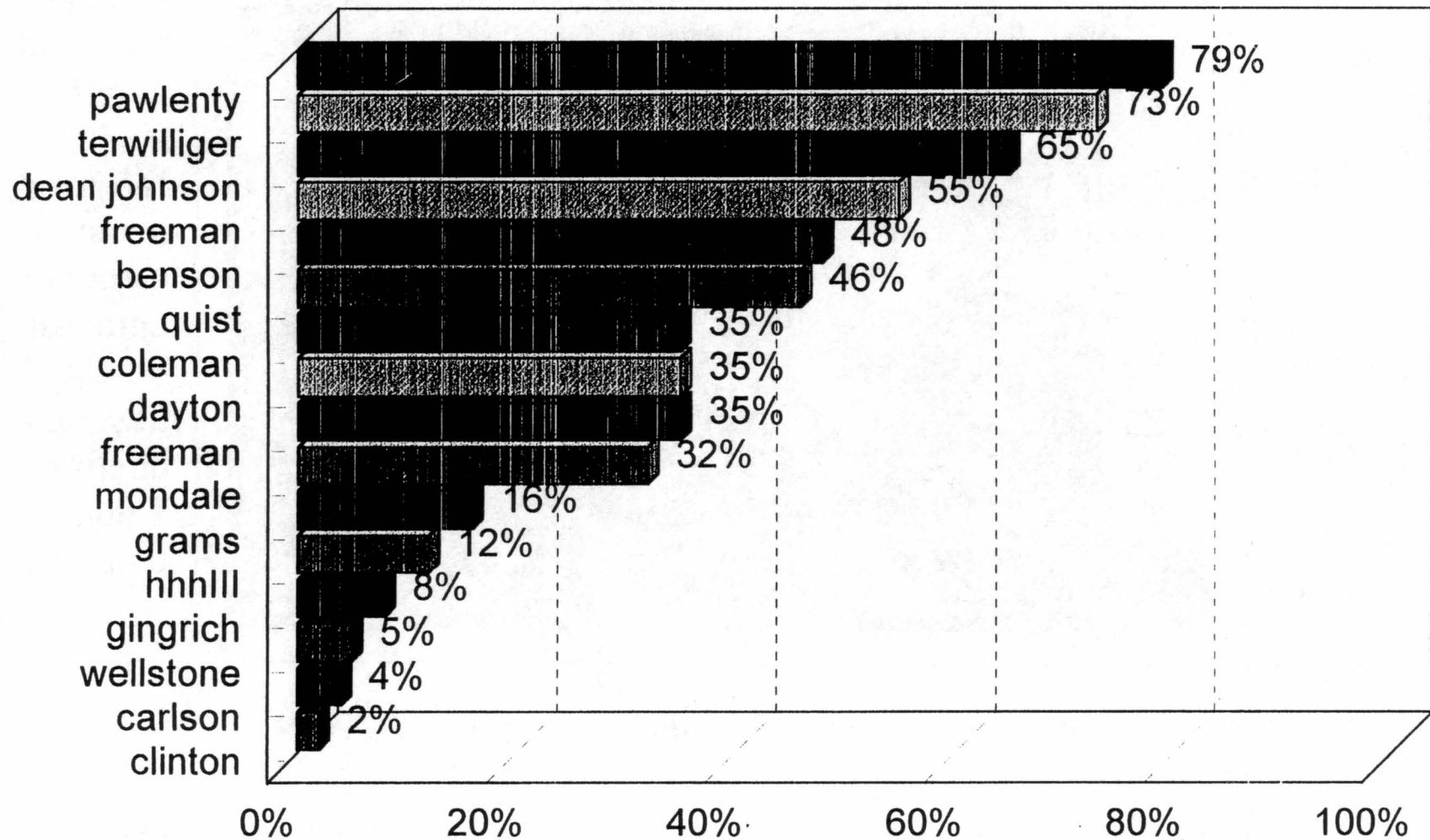


	Rep	Dem	ot/same/neith	dk
1990	28%	29%	27%	16%
1992	22%	35%	26%	17%
1994	33%	33%	12%	22%
1996	26%	33%	25%	16%
10/97	27%	27%	29%	17%

SOURCE: SCSU SURVEY

10/1997 SCSU "Feeling Thermometer"

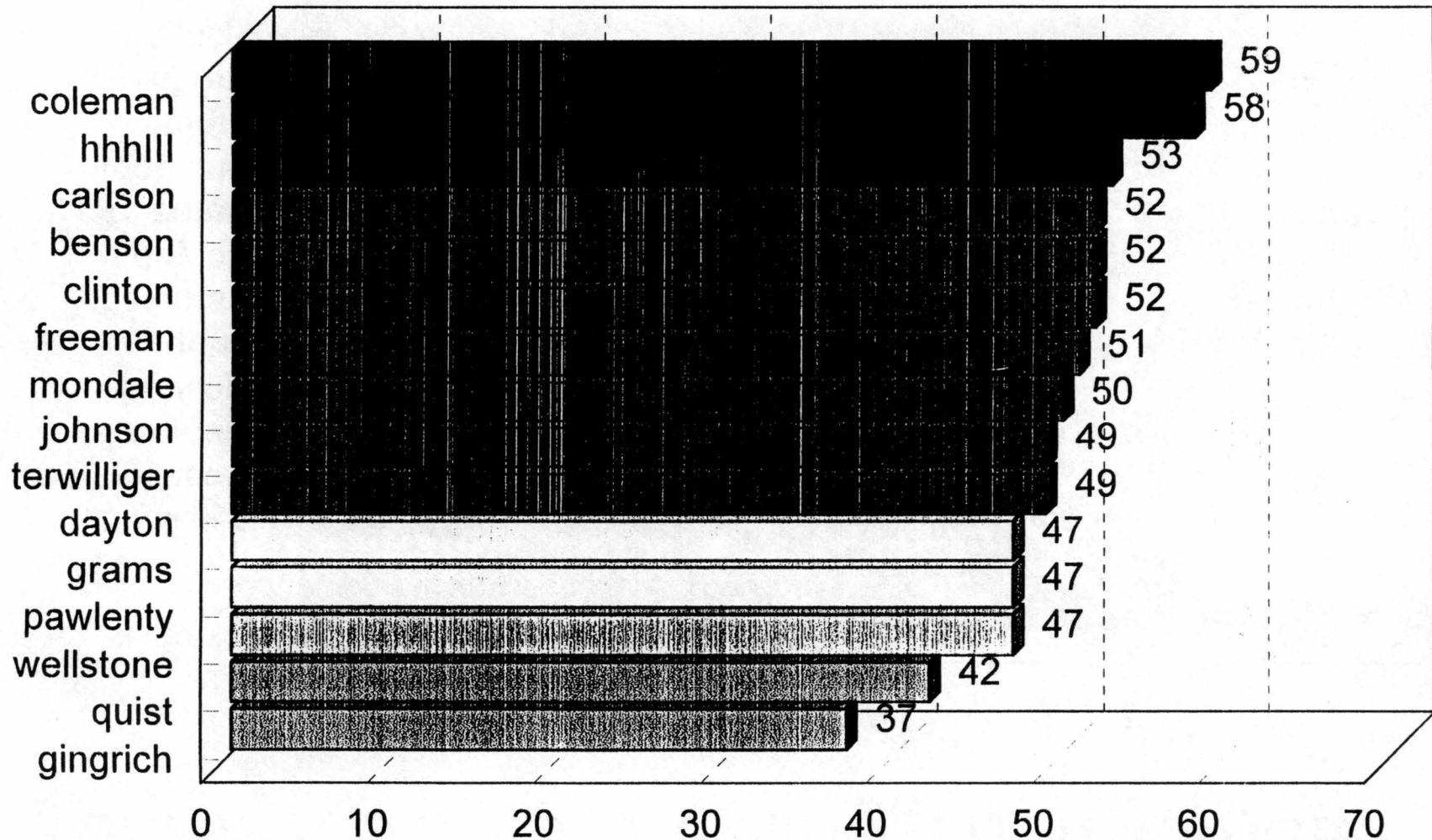
% stating can't judge and don't know



Source: SCSU Survey 10/97 n=602

10/97 SCSU "Feeling Thermometer"

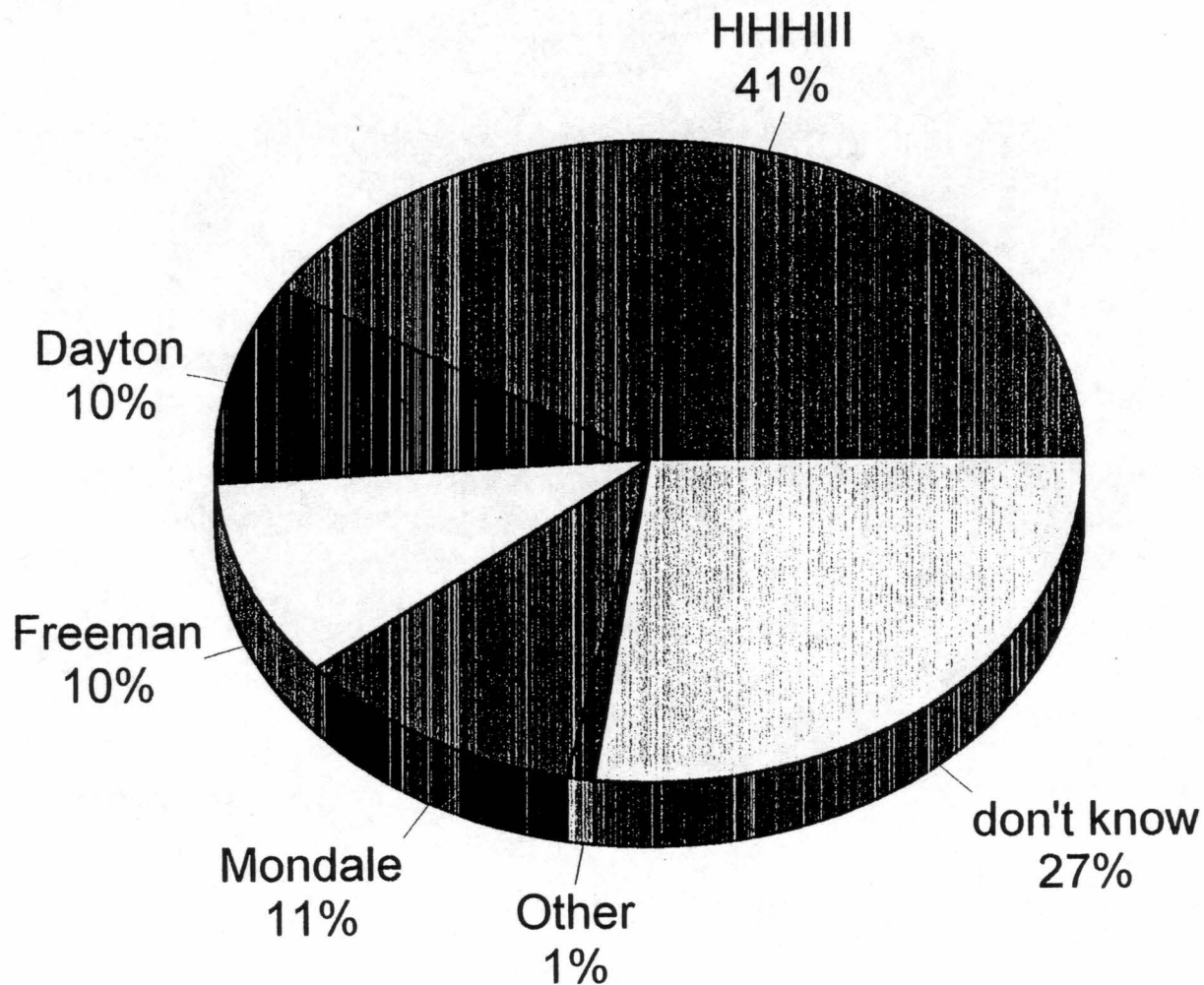
means or averages on 0-100 scale



Source: SCSU Survey 10/97 Overall n= 602 This is not a %. Don't knows and can't judge excluded

Democratic Gubernatorial "Horserace" Results

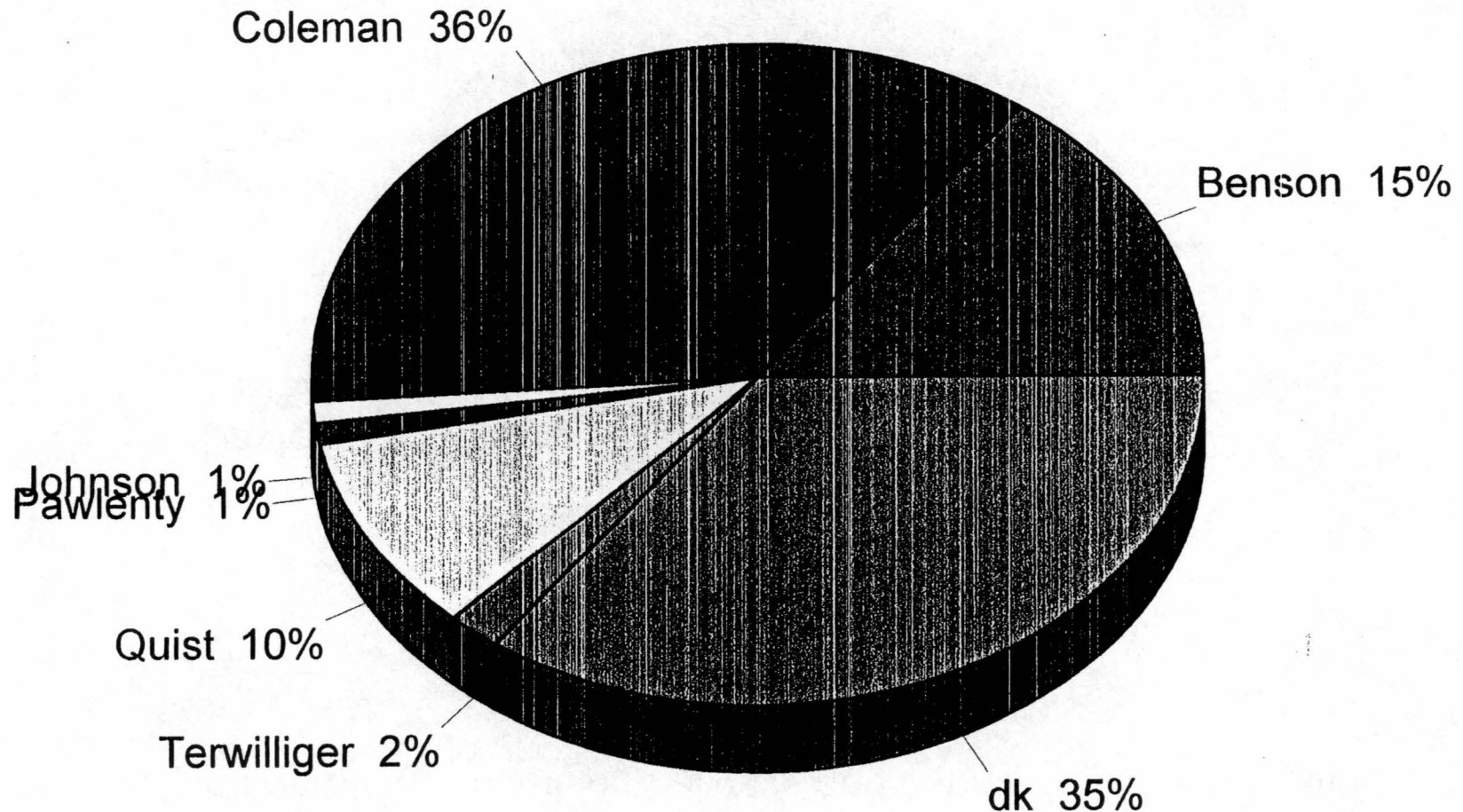
Democrats are combined always and usually vote Democratic.



Source: SCSU Survey 10/97 overall n=602 Horserace n=198 (sample error for HHHIII is +/- 7%)

Republican Gubernatorial "Horserace" Results

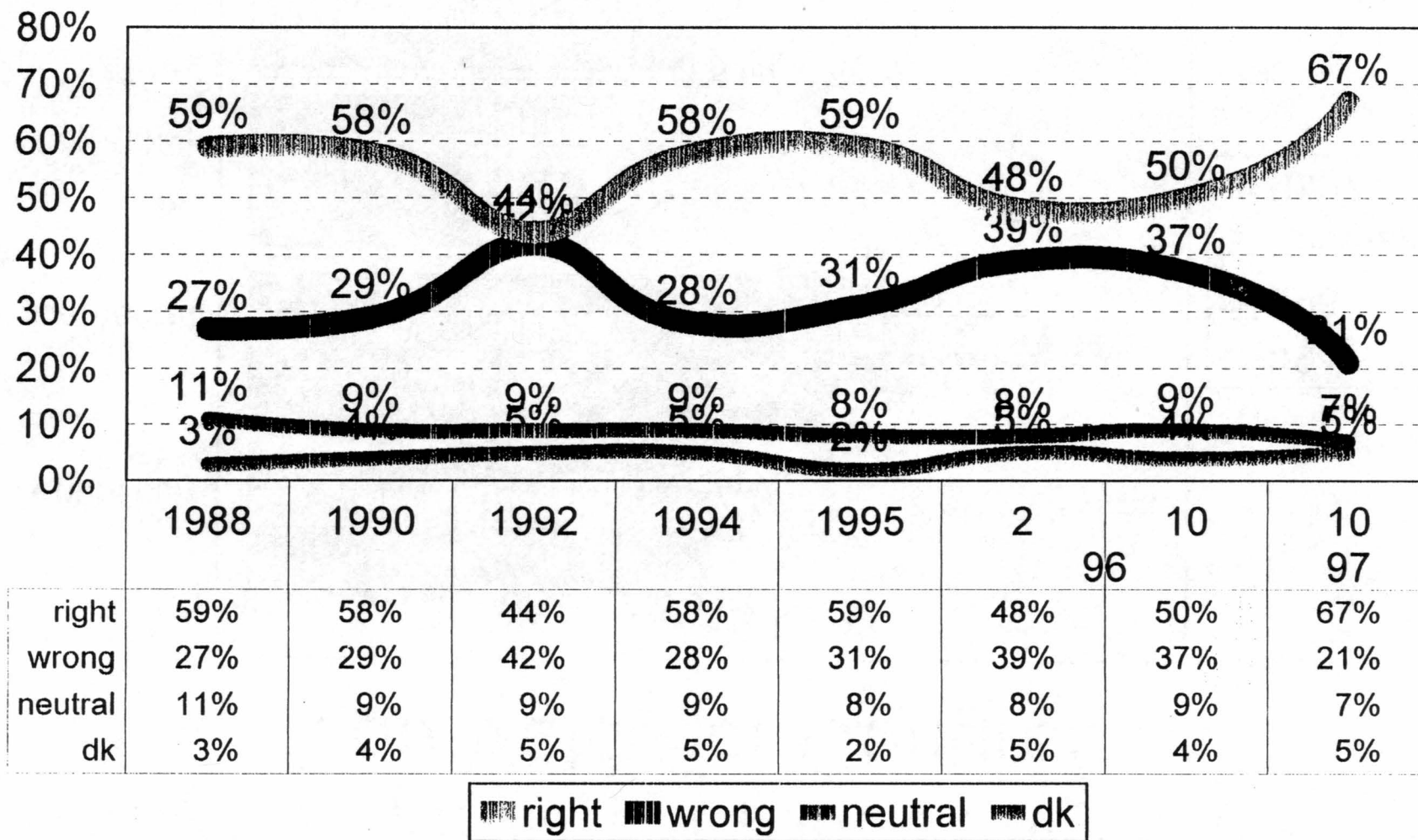
Republicans are combined always and usually vote Republican



Source: SCSU Survey 10/97 overall n=602 Horserace n=153 (sample error for Coleman is +/- 7.5%)

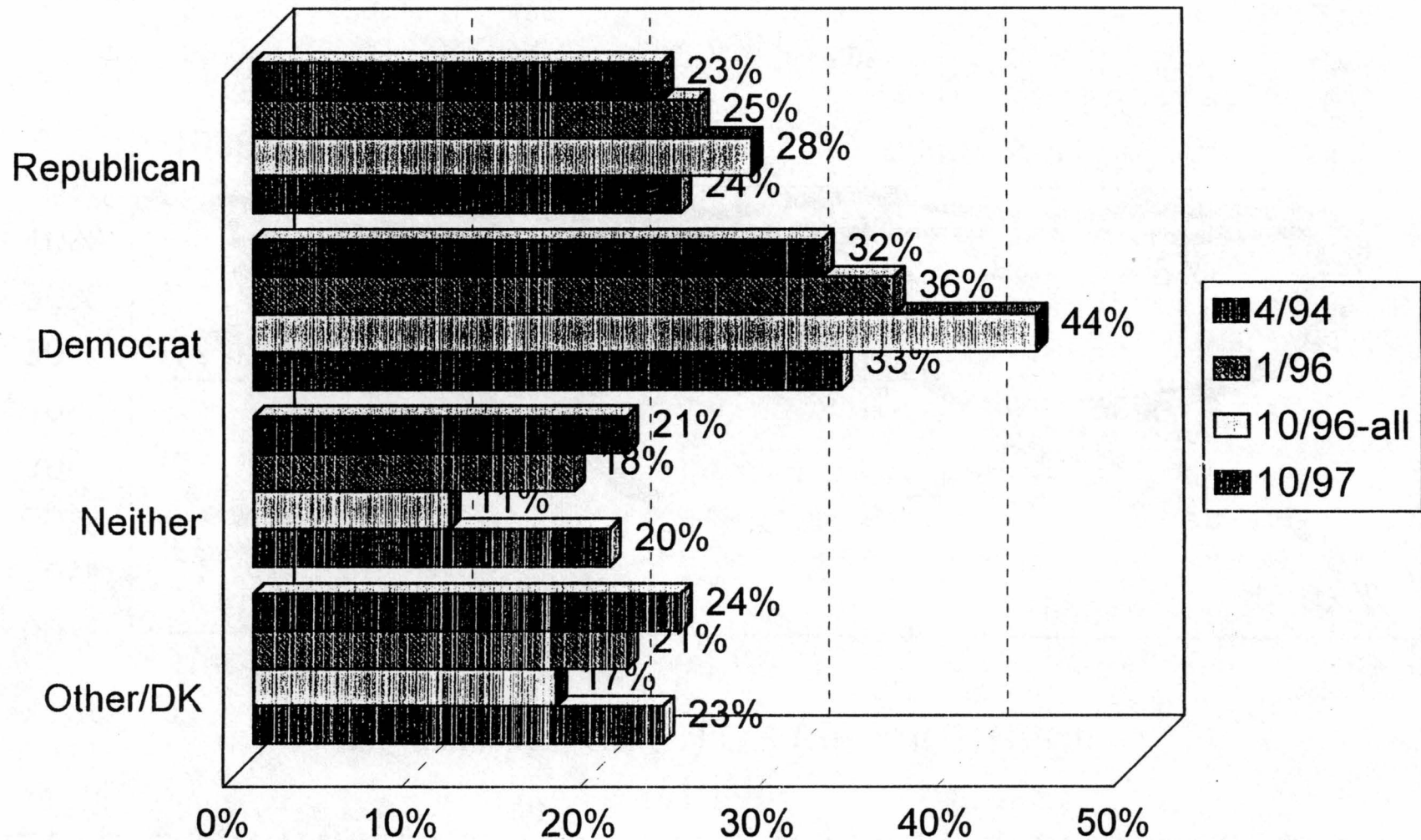
VIEWS OF MINNESOTANS AS TO HOW THINGS ARE GOING IN MN.

RIGHT DIRECTION OR WRONG TRACK



Source: SCSU Survey 10/97 N=602 10/96 n=704 1-2/96 n=702 1/95 n=686 4-5/94 n=712 2/92 n=807 4/90n=754 10/88 n=801

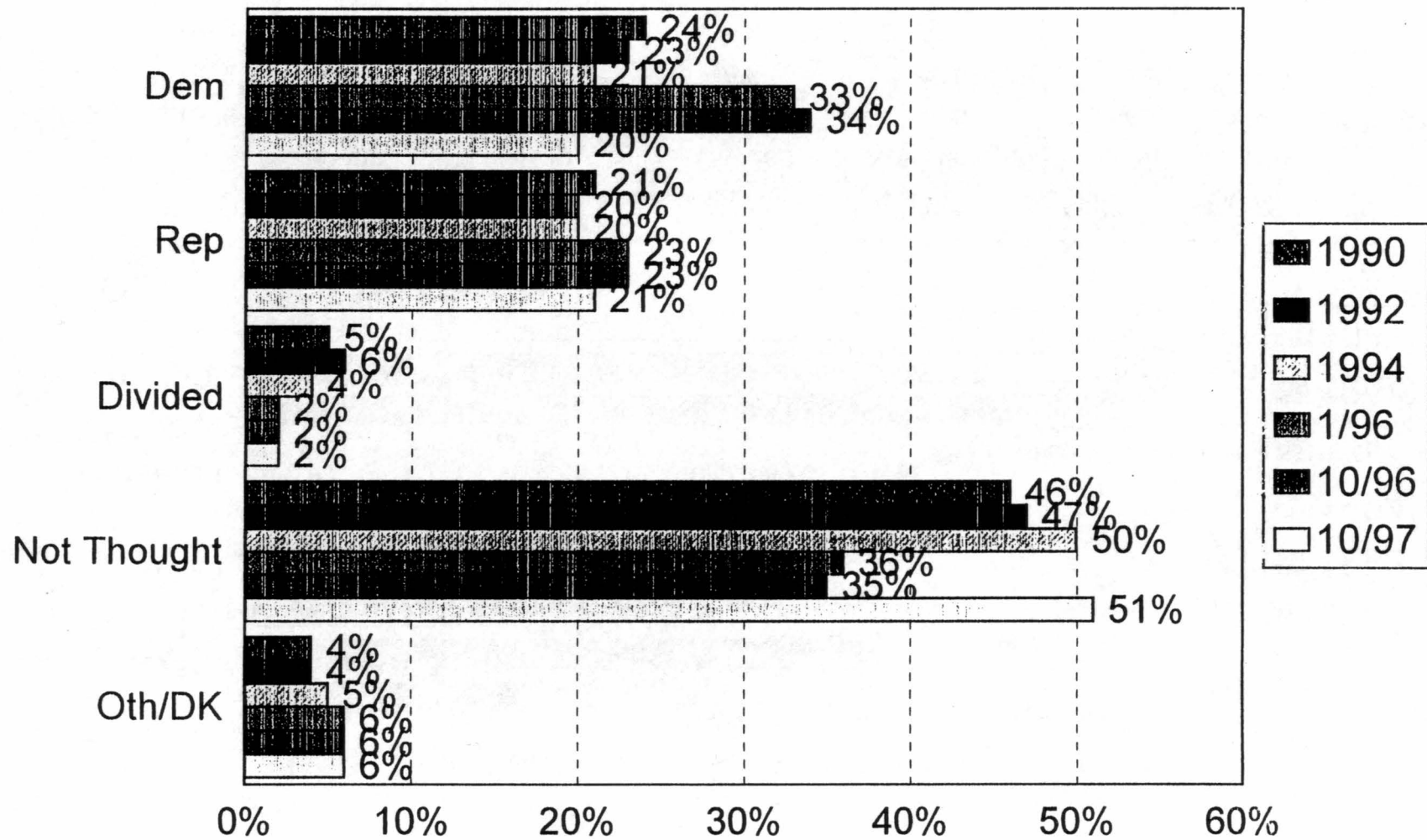
Which Party, If Any, From Your District Will You Vote For Congress



Source: SCSU Survey 10/97 n=602 4/96 n=702 1/96 n=702 10/96 n=704

What Political Party Should Control the MN. Legislature

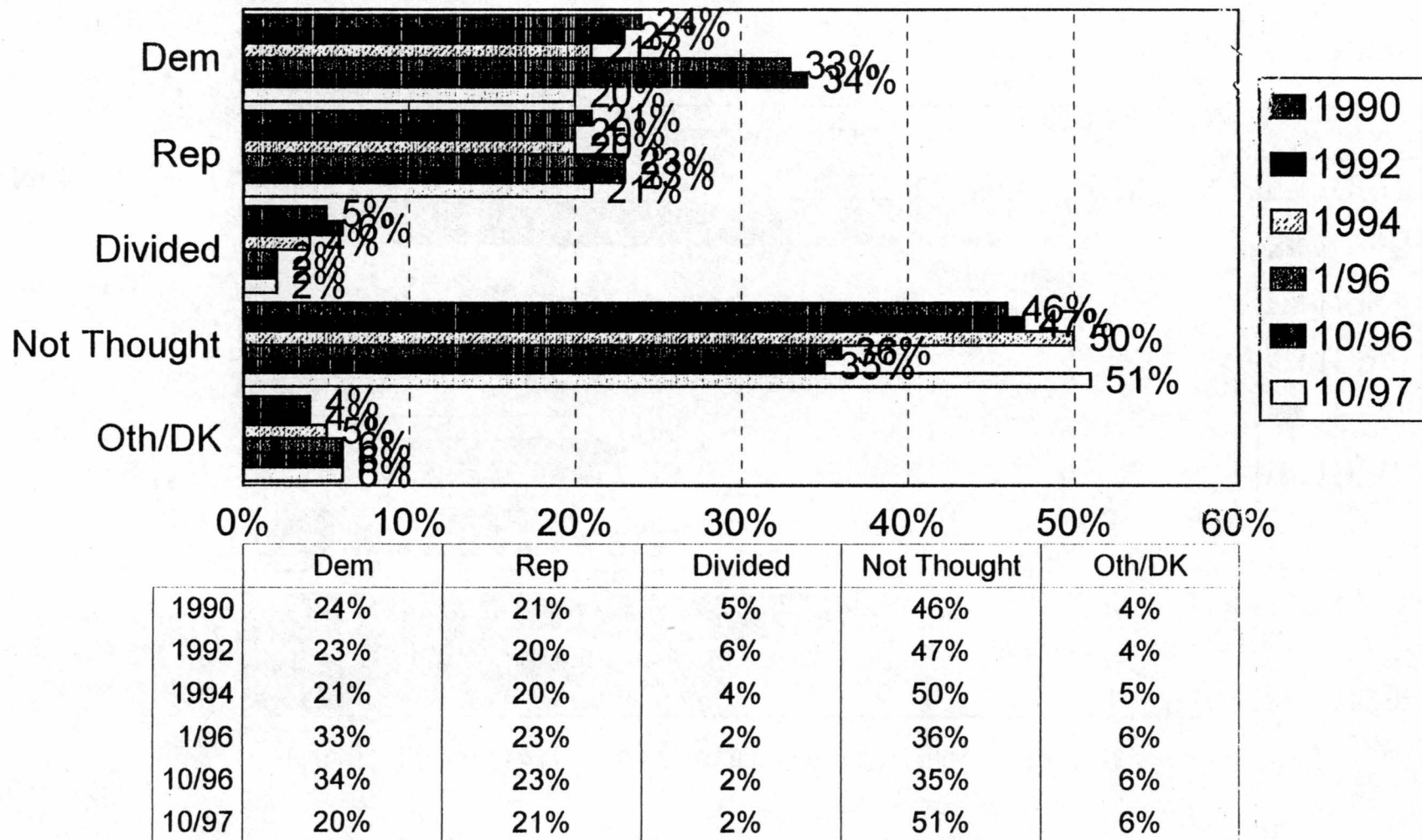
1994, 1/96 10/97 Questions Referred to House Only



Source: SCSU Survey 10/97 n=602 10/96 n=704 1-2/96 n=702 4-5/94 n=702 1992 n=794 1990 n=738

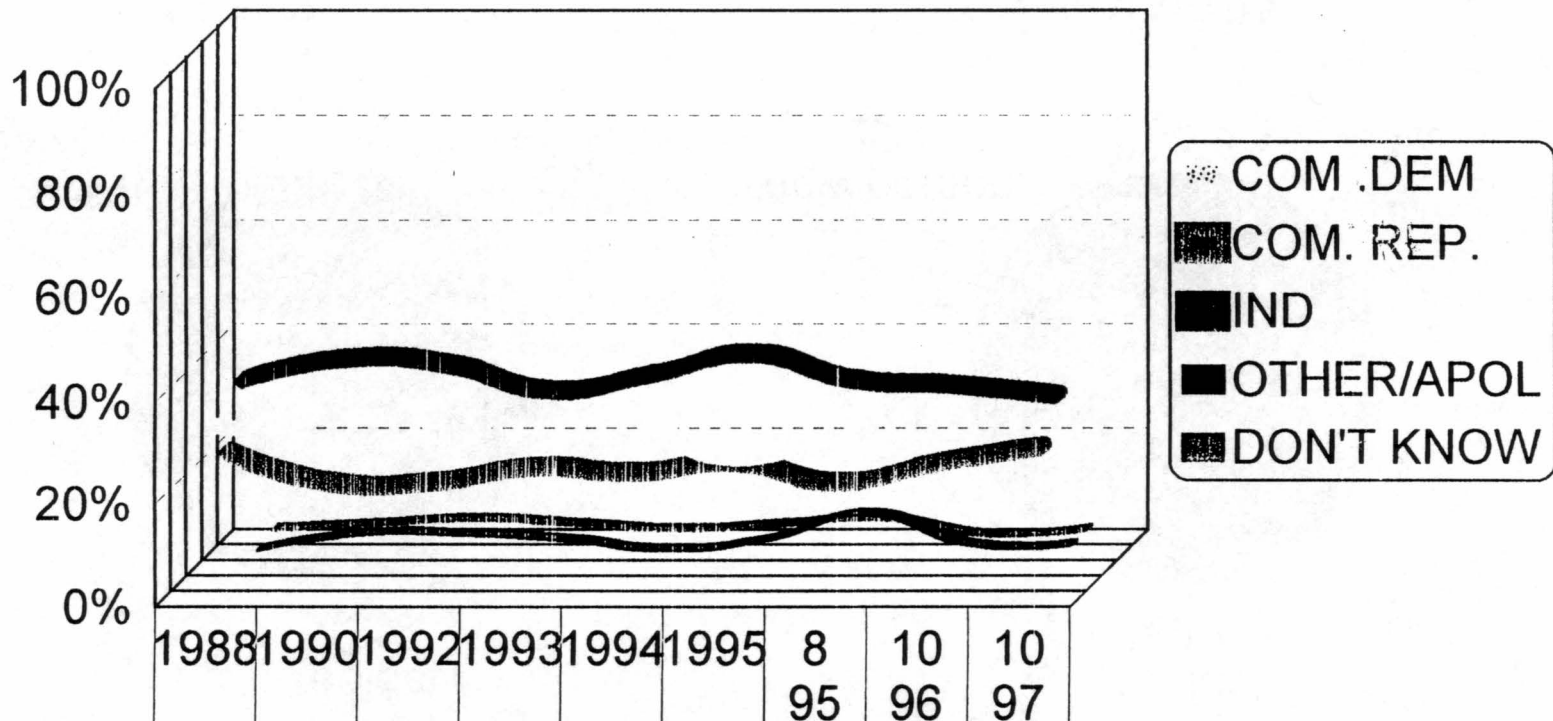
What Political Party Should Control the MN. Legislature

1994, 1/96 10/97 Questions Referred to House Only



Source: SCSU Survey 10/97 n=602 10/96 n=704 1-2/96 n=702 4-5/94 n=702 1992 n=794 1990 n=738

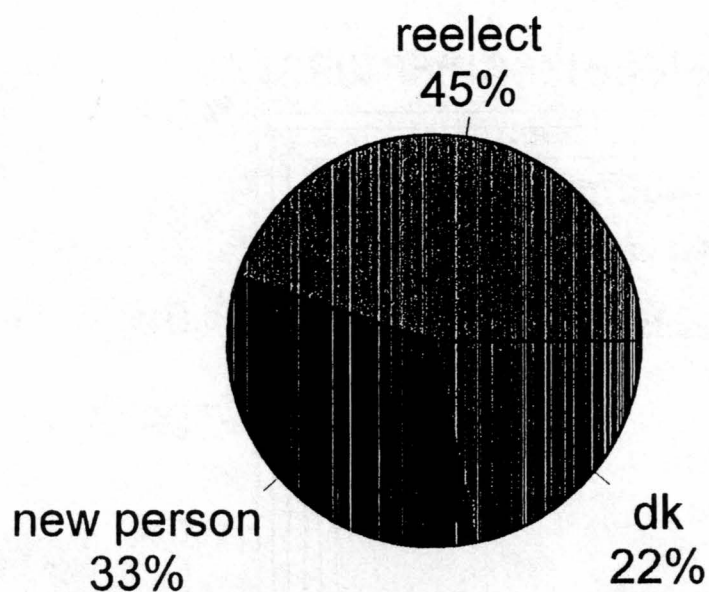
POLITICAL PARTY AFFILIATION OF MN. ADULTS 1988-1997



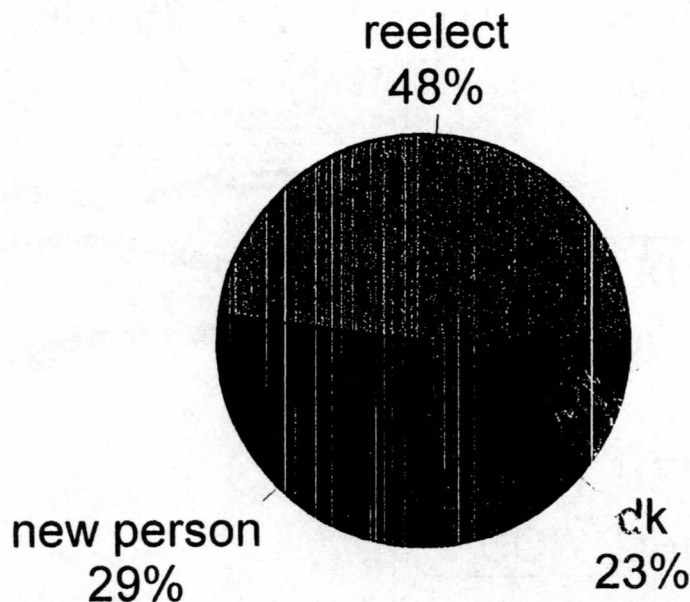
	1988	1990	1992	1993	1994	1995	8 95	10 96	10 97
COM .DEM	34%	32%	32%	36%	37%	28%	31%	37%	35%
COM. REP.	26%	20%	20%	23%	22%	24%	20%	24%	27%
IND	37%	41%	40%	35%	38%	42%	37%	36%	34%
OTHER/APOL	1%	4%	4%	3%	1%	3%	8%	2%	2%
DON'T KNOW	2%	3%	4%	3%	2%	3%	4%	1%	2%

SOURCE: SCSU SURVEY (1994 LIKELY VOTERS ONLY) REP& DEM ARE COMBINED ALWAYS
 VOTE REP/DEP AND USUALLY VOTE DEM/REP-IND ARE IND + IND WHO FEEL CLOSER TO
 DEM AND REP.

Minnesotans State Whether Their Congressperson or State Legislator Has Done A Good Enough Job To Deserve Reelection (or is time to give another person a chance)



Congressperson



State Legislator

Source: SCSU Survey 10/97 n=602

PRESS NOTIFICATION

SCSU Fall, 1997 Statewide Omnibus Survey

Release of "Minnesota's views on issues relating to alcohol and drinking and Driving Section Results"

Minnesotans believe that drunk driving is a serious problem according to over seven in ten surveyed in a recent poll conducted by St. Cloud State University. About half of Minnesotans also said that the penalties are not severe enough for those convicted of drunk driving. People who drink are the ones that should be held more accountable for this serious problem of drunk driving in Minnesota.

The SCSU Survey has completed its analysis of the drinking and driving portion of its annual fall survey. A statewide telephone survey of a random sample of 602 Minnesota adults administered between October 12 and October 19, 1997 was conducted. The survey consisted of three major sections: a series of sports related questions; a series of questions relating to Minnesota's views relating to alcohol and drinking and driving; and our annual political section which this year primarily concentrates on issues and candidates for the upcoming governors race.

[See enclosed charts, actual questions and methodology statement].

Summary of Findings:

The findings of this survey with respect to Minnesota's views on alcohol and drinking and driving concentrated on four areas: Minnesota's drunk driving laws; who should be responsible for drunk drivers; the Blood Alcohol Concentration level; and underage drinking. Two questions were developed for the MN. Highway Traffic Center at SCSU. If time allows these results will be released. The questions dealt with teaching messages to preteens and 16-19 year olds about drinking and driving.

When asked if they thought Minnesota's drunk driving laws were too severe, about right or not severe enough, almost one half (46%) thought that current laws were not severe enough and about four of ten (42%) thought they were about right. About 6 in 100 (6%) of those surveyed thought that Minnesota's drunk driving laws were too severe.

The next question asked on a scale of 1 to 10, with 1 being not at all serious and 10 being very serious, rate how serious a problem drunk driving is in Minnesota. About seven in ten of those asked rated drunk driving problems in Minnesota as serious.

Minnesotans were then asked if the penalties for drunk driving were too severe, about right, or not severe enough. Only 6% thought they were too severe but 1/2 (50%) thought the penalties were not severe enough and about four of ten (39%) thought they were about right.

Next is the series of questions relating to who should be responsible for drivers who become drunk and who should help solve the problems of drunk driving. The first question asked whether or not hosts or party givers, bartenders, bar owners, alcohol retailers, manufacturers of alcohol should be legally responsible for drivers who become drunk and cause a fatal collision. About six in ten (59%) said that no they should not be held responsible. Then when asked who should do more to help solve the problems of drunk driving Minnesotans were read a list and asked which, if any, on this list are not doing as much as they should to help solve the problems of drunk driving. The list included: people who drink; the liquor industry; bar and restaurant owners; legal institutions such as police and courts; the advertising industry; media such as television, radio and newspapers; state and local governments; the schools; or the insurance industry. Over 1/2 (51%) of those surveyed said that people who drink should do more to help solve the problems of drunk driving. Everyone else on the list received between 1% and 8% with the insurance industry receiving 1% and the courts receiving 8%.

The next two questions on the survey related to the Blood Alcohol Concentration levels. The first one stated that the current legal limit at which your drivers license will be automatically revoked in Minnesota is .10 Blood Alcohol Concentration (BAC) level. Should the limit be raised, lowered or stay the same. About six in ten thought (57%) it should stay the same and one in ten (10%) said it should be raised.

Of the 140 respondents answering the previous question with lowering the BAC level they were then asked to which BAC level it should be lowered to. The highest of the responses (39%) were to lower the BAC level to .08, and 24% suggested lowering the level to .05.

The last question related to underage drinking in Minnesota. The question stated that currently Minnesota has a "Not a Drop" or a "Zero Tolerance" policy for underage drinking and driving. Anyone under the age of 21 that consumes any amount of alcohol will have their license suspended for 30 days, and if they have a Blood Alcohol Content level of .10 will have their license suspended for six months. Should the penalties for underage drinking and driving be raised, lowered, or should they stay the same? Overall, Minnesotans were split on this question, 48% thought they should stay the same and 45% thought the penalties should be raised. Only 5% thought the penalties for underage drinking should be lowered. Additionally, of those 18 to 21 years of age surveyed 47% thought that they should be raised while only 43% thought they should stay the same. Only 10% of the 18 to 21 year olds thought the penalties should be lowered.

More information and breakdowns are available by contacting Steve Frank at 320-255-4131 or e-mail at sfsurvey@stcloudstate.edu.

Student Directors John Baker and Jason Rice are responsible for most of the research on these questions. Director Amanda Gaetz did much of the research on the teaching message questions.

>ST. CLOUD, Minn. - Two-thirds of Minnesotans believe that drunken driving >is a serious problem, a recent St. Cloud State University poll indicates. > Minnesotans also believe that the penalties are not severe enough >for those convicted of driving drunk. State residents, meanwhile, are split >on whether penalties for underage drinking and driving should be raised, >lowered or stay the same.ADDITIONALLY, MN BELIEVE THAT MOST OF THE RESPONSIBLY FOR DEALING WITH THIS PROBLEM RESTS ON INDIVIDUALS THEMSELVES.AS TO WHO should be responsible for drivers who become drunk and who should help solve the problems of drunk driving SUCH AS hosts or party givers, bartenders, bar owners, alcohol retailers, manufactures of alcohol---2/3 said that no they should not be held responsible. Then when asked who should do more to help solve the problems of drunk driving Minnesotans OVER 50% of those surveyed said that people who drink should do more to help solve the problems of drunk driving. Everyone else on the list received between 1% and 9%

TheSES findings AND OTHERS RELATED TO THE TOPIC are the result of a statewide telephone survey of a >random sample of 602 Minnesota adults administered this fall by the SCSU >Survey, >a research arm of the university.

> The results will be released at a press conference at > 3 p.m. Monday, Dec. 15 in the St. Croix Room >of Atwood Memorial Center on the SCSU campus.