

# AMERICAN VIEWPOINT

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## Greater St. Louis Area Gateway Arch Area Survey

The Danforth Foundation / Glazer & Associates

December 2007

Hello, my name is \_\_\_\_\_, and I'm with **AMERICAN VIEWPOINT**, an independent market research firm located in Alexandria, Virginia. We are doing a survey on issues in the Greater St. Louis area and I would like to have your opinions.

A. Are you or is any one in your household a reporter or an appointed or elected official?

Yes **(TERMINATE)**

No **(CONTINUE)**

B. Are you 18 years old or older?

Yes **(GO TO Q. 1)**

No **(GO TO Q. C)**

C. Is there anyone in your household who is 18 years old or older?

**(IF YES ASK: MAY I PLEASE SPEAK TO THAT PERSON?)**

Yes **(REPEAT INTRODUCTION)**

No **(THANK AND TERMINATE)**

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Q. 1 - Generally speaking, how would you rate the overall quality of life in the St. Louis area? Would you say it is. . .

9%	Excellent	
37%	Very Good	
42%	About Average	
9%	Below Average	
1%	Depends	<b>(Volunteered)</b>
1%	Don't Know	
<b>47%</b>	<b>TOTAL EXCELLENT/GOOD</b>	
<b>51%</b>	<b>TOTAL AVERAGE/BELOW AVERAGE</b>	

Q. 2 - Thinking about the Gateway Arch grounds, that is the park-like areas to the north and south of the Gateway Arch, which consist mainly of trees, grass and sidewalks, but *not* the riverfront or levee, how often do you and members of your family visit this area?

2%	At Least Once A Week	
3%	A Couple Of Times A Month	
2%	Monthly	
29%	A Few Times A Year	
31%	About Once A Year	
22%	Less Than Once A Year	
11%	Never	
1%	Depends	<b>(Volunteered)</b>
1%	Don't Know	
*	Refused	

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Q. 3 - As you may know, for the past two years civic leaders have been studying the possibility of developing the riverfront area east of Leonor K Sullivan Blvd., the street at the base of the Arch steps close to the river. Their conclusion has been that developing the riverfront would not be feasible, mainly due to the periodic flooding there. As a consequence, there has been some talk lately about developing and improving the Gateway Arch grounds that is, once again, the park-like areas out of the flood plain and just north and south of the Gateway Arch bordered by Eads Bridge to the north, Poplar Street Bridge to the south, the depressed lanes of I-70 to the west, and Leonor K Sullivan Blvd., and the levee to the east. The central grounds on which the Gateway Arch stands on would not be changed. Generally speaking, do you favor or oppose this concept?

28%	Strongly Favor	
31%	Somewhat Favor	
11%	Somewhat Oppose	
16%	Strongly Oppose	
3%	Depends	(Volunteered)
10%	Don't Know	
<b>59%</b>	<b>TOTAL FAVOR</b>	
<b>27%</b>	<b>TOTAL OPPOSE</b>	

Q. 4 - Some have suggested that, while preserving the middle portion of the Gateway Arch grounds as it is and preserving the Arch itself and its views, the Gateway Arch grounds to the north and south of the actual Arch could be developed to provide a variety of cultural, recreational and leisure activities and entertainment. Generally speaking, would you favor or oppose this idea?

34%	Strongly Favor	
29%	Somewhat Favor	
9%	Somewhat Oppose	
20%	Strongly Oppose	
2%	Depends	(Volunteered)
5%	Don't Know	
<b>63%</b>	<b>TOTAL FAVOR</b>	
<b>29%</b>	<b>TOTAL OPPOSE</b>	

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Now, I would like to read you some changes that others have suggested could be made to the Gateway Arch grounds to the north and the south of the Arch and have you tell me if you would favor or oppose each one. To begin with. . **DO NOT ROTATE**

Q. 5 - The Arch itself and the middle portion where the Arch stands would remain unchanged.

63%	Strongly Favor	
23%	Somewhat Favor	
4%	Somewhat Oppose	
6%	Strongly Oppose	
1%	Depends	(Volunteered)
3%	Don't Know	
<b>86%</b>	<b>TOTAL FAVOR</b>	
<b>10%</b>	<b>TOTAL OPPOSE</b>	

However, in the areas to the north and south of the Arch, would you favor or oppose. . **RANDOMIZE**

Q. 6 - Parks and playgrounds

46%	Strongly Favor	
27%	Somewhat Favor	
8%	Somewhat Oppose	
16%	Strongly Oppose	
1%	Depends	(Volunteered)
2%	Don't Know	
<b>72%</b>	<b>TOTAL FAVOR</b>	
<b>24%</b>	<b>TOTAL OPPOSE</b>	

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Q. 7 - An ice skating rink

27%	Strongly Favor	
25%	Somewhat Favor	
16%	Somewhat Oppose	
28%	Strongly Oppose	
1%	Depends	(Volunteered)
2%	Don't Know	
<b>52%</b>	<b>TOTAL FAVOR</b>	
<b>43%</b>	<b>TOTAL OPPOSE</b>	

Q. 8 - Water fountains that kids can play in

38%	Strongly Favor	
26%	Somewhat Favor	
10%	Somewhat Oppose	
23%	Strongly Oppose	
1%	Depends	(Volunteered)
2%	Don't Know	
<b>63%</b>	<b>TOTAL FAVOR</b>	
<b>33%</b>	<b>TOTAL OPPOSE</b>	

Q. 9 - Bike Rentals

40%	Strongly Favor	
30%	Somewhat Favor	
9%	Somewhat Oppose	
16%	Strongly Oppose	
1%	Depends	(Volunteered)
3%	Don't Know	
<b>70%</b>	<b>TOTAL FAVOR</b>	
<b>25%</b>	<b>TOTAL OPPOSE</b>	

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Q. 10 - Cultural institutions such as museums

44%	Strongly Favor	
24%	Somewhat Favor	
12%	Somewhat Oppose	
17%	Strongly Oppose	
1%	Depends	(Volunteered)
1%	Don't Know	
<b>69%</b>	<b>TOTAL FAVOR</b>	
<b>28%</b>	<b>TOTAL OPPOSE</b>	

Q. 11 - An aquarium

41%	Strongly Favor	
24%	Somewhat Favor	
12%	Somewhat Oppose	
19%	Strongly Oppose	
2%	Depends	(Volunteered)
3%	Don't Know	
<b>65%</b>	<b>TOTAL FAVOR</b>	
<b>31%</b>	<b>TOTAL OPPOSE</b>	

Q. 12 - Benches and plazas with places to sit and watch the river

63%	Strongly Favor	
25%	Somewhat Favor	
3%	Somewhat Oppose	
6%	Strongly Oppose	
1%	Depends	(Volunteered)
1%	Don't Know	
<b>89%</b>	<b>TOTAL FAVOR</b>	
<b>9%</b>	<b>TOTAL OPPOSE</b>	

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Q. 13 - Biking and walking trails

58%	Strongly Favor	
24%	Somewhat Favor	
5%	Somewhat Oppose	
9%	Strongly Oppose	
1%	Depends	(Volunteered)
2%	Don't Know	
<b>83%</b>	<b>TOTAL FAVOR</b>	
<b>15%</b>	<b>TOTAL OPPOSE</b>	

Q. 14 - Outdoor dining areas and a beer garden with views of the Arch and overlooking the river

42%	Strongly Favor	
25%	Somewhat Favor	
9%	Somewhat Oppose	
21%	Strongly Oppose	
1%	Depends	(Volunteered)
2%	Don't Know	
<b>67%</b>	<b>TOTAL FAVOR</b>	
<b>30%</b>	<b>TOTAL OPPOSE</b>	

Q. 15 - An outdoor stage for concerts and theater

49%	Strongly Favor	
25%	Somewhat Favor	
8%	Somewhat Oppose	
14%	Strongly Oppose	
1%	Depends	(Volunteered)
3%	Don't Know	
<b>74%</b>	<b>TOTAL FAVOR</b>	
<b>22%</b>	<b>TOTAL OPPOSE</b>	

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Q. 16 - A pavilion for ethnic festivals, fairs, exhibitions and family events

49%	Strongly Favor	
27%	Somewhat Favor	
7%	Somewhat Oppose	
13%	Strongly Oppose	
1%	Depends	(Volunteered)
2%	Don't Know	
<b>76%</b>	<b>TOTAL FAVOR</b>	
<b>21%</b>	<b>TOTAL OPPOSE</b>	

Q. 17 - Restaurants

40%	Strongly Favor	
23%	Somewhat Favor	
11%	Somewhat Oppose	
23%	Strongly Oppose	
1%	Depends	(Volunteered)
2%	Don't Know	
<b>63%</b>	<b>TOTAL FAVOR</b>	
<b>34%</b>	<b>TOTAL OPPOSE</b>	

Q. 18 - More safety features such as well-lit walkways and safety patrols

80%	Strongly Favor	
13%	Somewhat Favor	
2%	Somewhat Oppose	
3%	Strongly Oppose	
*	Depends	(Volunteered)
1%	Don't Know	
<b>93%</b>	<b>TOTAL FAVOR</b>	
<b>5%</b>	<b>TOTAL OPPOSE</b>	

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Q. 19 - More convenient parking

64%	Strongly Favor	
17%	Somewhat Favor	
6%	Somewhat Oppose	
9%	Strongly Oppose	
1%	Depends	(Volunteered)
3%	Don't Know	
<b>81%</b>	<b>TOTAL FAVOR</b>	
<b>15%</b>	<b>TOTAL OPPOSE</b>	

Q. 20 - More public restrooms and drinking fountains

64%	Strongly Favor	
23%	Somewhat Favor	
3%	Somewhat Oppose	
6%	Strongly Oppose	
1%	Depends	(Volunteered)
2%	Don't Know	
<b>87%</b>	<b>TOTAL FAVOR</b>	
<b>9%</b>	<b>TOTAL OPPOSE</b>	

Now I would like to read you some things that others have said about developing the Gateway Arch grounds to the north and south of the Gateway Arch and have you tell me if you agree or disagree with each one. The first one is. . . **RANDOMIZE**

Q. 21 - The park-like areas to the north and south of the Gateway Arch are hallowed ground and should remain just as they are.

32%	Strongly Agree	
14%	Not Strongly Agree	
20%	Not Strongly Disagree	
29%	Strongly Disagree	
5%	Don't Know	
<b>46%</b>	<b>TOTAL AGREE</b>	
<b>49%</b>	<b>TOTAL DISAGREE</b>	

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Q. 22 - With proper planning, the grounds to the north and south of the Arch could be developed in such a way that they would complement the magnificence of the Arch, making the area even more remarkable than it already is.

62% Strongly Agree  
18% Not Strongly Agree  
4% Not Strongly Disagree  
11% Strongly Disagree  
3% Don't Know  
**81% TOTAL AGREE**  
**16% TOTAL DISAGREE**

Q. 23 - I would be much more likely to visit this area if there were a cultural and family oriented entertainment destination there.

53% Strongly Agree  
15% Not Strongly Agree  
11% Not Strongly Disagree  
17% Strongly Disagree  
3% Don't Know  
**68% TOTAL AGREE**  
**28% TOTAL DISAGREE**

Q. 24 - Other major cities have destinations that provide a variety of cultural, recreational and leisure activities and entertainment and the St. Louis area should have one too.

61% Strongly Agree  
16% Not Strongly Agree  
6% Not Strongly Disagree  
12% Strongly Disagree  
4% Don't Know  
**78% TOTAL AGREE**  
**18% TOTAL DISAGREE**

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Q. 25 - This plan could accommodate unique annual events, be great for tourism, benefit the local economy and create jobs.

64%	Strongly Agree
17%	Not Strongly Agree
6%	Not Strongly Disagree
10%	Strongly Disagree
2%	Don't Know
<b>81%</b>	<b>TOTAL AGREE</b>
<b>16%</b>	<b>TOTAL DISAGREE</b>

Q. 26 - Now that you know a little more about these proposals, do you favor or oppose these efforts to develop the Gateway Arch grounds to the north and south of the actual Arch to provide a variety of cultural, recreational and leisure activities and entertainment?

51%	Strongly Favor	
25%	Somewhat Favor	
6%	Somewhat Oppose	
12%	Strongly Oppose	
2%	Depends	<b>(Volunteered)</b>
3%	Don't Know	
<b>76%</b>	<b>TOTAL FAVOR</b>	
<b>18%</b>	<b>TOTAL OPPOSE</b>	

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And now I have just a few questions for statistical purposes only . . .

Q. 27 - Are you registered to vote?

94%	Yes
6%	No
*	Don't Know
*	Refused

Q. 28 - Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

20%	Republican
37%	Democrat
25%	Independent
9%	Other
3%	Don't Know
5%	Refused

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Q. 29 - What is your age?

5%	18-24
5%	25-29
7%	30-34
7%	35-39
10%	40-44
11%	45-49
13%	50-54
10%	55-59
10%	60-64
6%	65-69
6%	70-74
6%	75 And Over
4%	Refused

Q. 30 - Which of the following income groups includes your total household income in 2006 before taxes?

4%	Under \$10,000
6%	\$10,000 To \$19,999
8%	\$20,000 To \$29,999
9%	\$30,000 To \$39,999
8%	\$40,000 To \$49,999
16%	\$50,000 To \$74,999
14%	\$75,000 To \$100,000
15%	Over \$100,000
4%	Don't Know
17%	Refused

Q. 31 - Do you consider yourself to be White, Black, Hispanic, Asian or something else?

69%	White
20%	Black
*	Hispanic
1%	Asian
5%	Other
*	Don't Know
4%	Refused

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Q. 32 - SEX OF RESPONDENT:

48% Male  
52% Female

Regions

**76% TOTAL MISSOURI**  
16% City of St. Louis  
47% St. Louis County  
13% St. Charles County  
**24% TOTAL ILLINOIS**  
12% Madison County  
12% St. Clair County