

Poll: Little Support for Building a New Arena

Majority think the Sacramento Kings may leave the region in three years

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The Kings moved to Sacramento in 1985, and began playing basketball in a brand new facility, Arco Arena, in 1988. Eighteen years have passed since they claimed Arco Arena as their home. Do the Kings need a new arena now? Who should fund the project if a new facility were to be built? Is the team going to leave the region for another city? How would residents feel if that happens?

According to *the 2006 Sacramento State Annual Survey of the Region*, the majority of residents in the Sacramento region (59%) do not feel that the Sacramento Kings need a new arena, even though 27 percent believe it's necessary for the Kings to have a new facility now. Compared to a year ago (33% support in 2005), support has eroded by five percentage points.

If a new arena were to be built, very few (1%) want to use public tax dollars to pay for it, although more than one-third (34%) think a combination of private and public funds is acceptable. A majority of residents (54%) hope all funding will be provided by private money, however, only a few (13%) would vote "yes" on a ballot measure that would open up thousands of acres of agricultural land for development in return for landowners paying for a new arena for the Sacramento Kings.

Many people in the region like the Kings. Over half of the residents (53%) identify themselves as Kings' fans. This is especially the case for residents in Placer (56%), El Dorado (54%), and Sacramento (54%) counties. A majority of registered voters also claim to be Kings' enthusiasts, regardless of whether they are Republicans (57%), Democrats (55%), or other voters (55%). However, there is a concern that the Kings may leave the region. Our survey shows that more than half (53%) of the residents think it is very or somewhat likely that the Kings will relocate in the next three years. If that occurs, a large portion of the public (53%) feel very or somewhat disappointed. This is especially the case for the fans (83% disappointed), even though a majority of the fans (60%) are not satisfied with the Kings' performance this season.

It is clear from our data that advocates for a new arena need to do much more if they hope to gain public assistance to build it. There is a passion for the Kings among Sacramento County residents as well as residents of the other three counties in the region. Despite that clear support for the team, there is currently little support for helping build a new arena. So the challenges for advocates of a new arena include educating the public

on the needs and funding options, as well as translating a general passion for the team into specific support for funding an arena.

These are some of the results from the *2006 Sacramento State Annual Survey of the Region*, conducted from February 4 to March 5, 2006 by the Institute for Social Research (ISR), California State University, Sacramento. This poll occurred before the Kings' most recent success, therefore our results should be interpreted accordingly.

Little support for building a new arena for the Sacramento Kings

Arco Arena has been a celebrated home for the Sacramento Kings. It seems that there is a lot of attachment to the facility. Only 27 percent of the public in the Sacramento region think the Sacramento Kings need a new arena. The majority (59%) believe a new arena is unnecessary, and 14 percent are undecided or don't know. Support for building a new arena in the region (27%) has decreased five percentage points from a year ago (33% support in 2005, Liu and Sumati 2005).

The strongest support for a new facility comes from fans (39%) and those who think the Kings will relocate in three years (34%). However, even a majority of the fans (53%) and 60 percent of those who believe the Kings are likely to move do not feel the Kings need a new arena.

Those who have lived in the areas 20 or more years (31%) and those who are more than 40 years old (28%) are more likely to support building a new sports complex than those who have lived in the area six years or less (21%), those who have lived in the areas 7 to 19 years (23%), and those who are 40 or younger (24%).

“Do you think the Kings need a new arena?”

Comparison between 2005 and 2006

	2006	2005
Yes	27%	33%
No	59	56
Don't know	14	11

Comparison between Fans and Non-fans

	Fan	Non-fan/Don't know
Yes	39%	13%
No	53	66
Don't know	8	21

Comparison among People with Different Perception of Whether the Kings Will Leave Sacramento for another City Outside the Region

	Likely to Leave	Unlikely to Leave	Don't Know
Yes	34%	27%	8%
No	60	65	47
Don't know	6	8	45

Comparison among People with Different Length of Residence

	6 years or less	7 to 19 years	20 or more years
Yes	21%	23%	31%
No	58	62	58
Don't know	21	15	11

Comparison among People with Different Age Groups

	40 or younger	41 to 64	65 or older
Yes	24%	28%	28%
No	63	60	51
Don't know	13	12	21

Taxpayers unwilling to pay for a new arena

The important question behind the construction of a new arena for the Sacramento Kings is who should pay for it. If a new arena were to be constructed, only one percent of the public thinks the funding should come strictly from public tax dollars, whereas more than half (54%) claim it should be funded by private money only. Thirty-four percent say a combination of private and public funding would be acceptable, seven percent prefer other means, and four percent have no opinion. This is quite similar to the results found in the survey we did last year (Liu and Sumati 2005). A year ago, half of the respondents (51%) thought private money should pay for the new arena, and 37 percent regarded the combination of both public and private fundings as appropriate. A small percentage (8%) of respondents stated that they felt other means of funding should be used, such as contributions from the Maloofs, the players, or the fans.

Preferences for funding for a new arena don't vary a great deal among the four counties. However, big differences exist between those who believe the Kings need a new facility and those who don't think so. Nearly two-thirds (64%) of those who think Kings need a new facility hope the new arena would be paid for by a combination of public and private money. In sharp contrast, more than two-thirds (69%) of those who think the Kings do not need a new arena indicate that only private money should be used to finance the building.

Fans and non-fans also disagree on how to fund the new project. Fans are divided: forty-five percent of the fans prefer private funding only, while 46 percent hope a combination

of both public and private funds can be used. In contrast, 65 percent of non-fans think funds have to come strictly from private money, and only 20 percent of non-fans want to use both private and public money. It seems that many fans and those who think the Kings need a new arena recognize that private money may not be enough to build a new arena, therefore they hope a team effort by the public and the private sectors will make it work.

“If a new arena were built, how, do you think, it should be paid for?”

Comparison between 2005 and 2006

	2006	2005
By public tax dollars only	1%	1%
By private money only	54	51
Combination of private and public money	34	37
By other means	7	8
Don't know	4	3

Comparison between Those Who Think Sacramento Kings Need a New Arena and Those Who Don't Think So

	Need an Arena	Don't Need an Arena	Don't Know
By public tax dollars only	1%	1%	0%
By private money only	27	69	42
By public and private money	64	21	29
By other means	6	7	7
Don't know	2	2	22

Comparison of Fans and Non-fans

	Fan	Non-fan/Don't Know
By public tax dollars only	1%	0%
By private money only	45	65
Combination of private and public money	46	20
By other means	6	8
Don't know	2	7

Little support to exchange agricultural land for a new arena for the Kings

Residents in the Sacramento region react negatively to the proposal to exchange agricultural land for a new arena for the Kings which would be paid for by landowners. Three-quarters of respondents (74%) claim they are not willing to give up farming land for development even if it means an opportunity for a new arena to be built. Only 13 percent say they are willing, six percent indicate that their opinion will depend on the details of the plan, and seven percent don't know.

Support for the proposal to exchange land for a new arena for the Kings has decreased. A similar proposal was made in 2005 and a similar question was asked in the 2005 annual survey, with a specific area (North Natomas) and a more specific size of the land (about 10,000 acres). At that time, 32 percent of the public said they would vote “yes” on the ballot measure that would open up about 10,000 acres for development in North Natomas in return for landowners paying for a new arena for the Sacramento Kings, compared to 13 percent support of a land for arena plan asked in the survey this year.

Endorsement for the land for arena plan is the highest for those who think the Kings need a new arena (30%), compared to only eight percent for those who hold the opposite view. However, even among those who support building a new arena, more than half (53%) would vote “no” on this measure.

Kings’ fans (18%) and those who think the team is unlikely to leave (18%) are more apt to give up rural land for development with a new sports facility attached, compared to non-fans (8%) and those who think the Kings are more likely to relocate (14%). However, nearly 70 percent (69%) of Kings’ fans and 75 percent of residents who think Kings will relocate don’t want to use agricultural land as leverage to build a new arena for the Kings.

Residents from Sacramento County (16%), males (17%), and residents from other racial groups (15%) are more likely to support the measure. However, regardless of gender, race, or county of residence, more than two-thirds of people in the four counties, whether they are men or women, white residents or people from other racial groups, do not favor using agricultural land for development even with a new sports arena attached to the deal.

“If an election were held today, would you vote yes or no on a ballot measure to open up thousands of acres of agricultural land in return for landowners paying for a new arena for the Kings?”

Comparison between 2006 and 2005

	2006 Sacramento Region	2005 Sacramento Region ¹
Yes	13%	32%
No	74	51
Depends on the details of the measure	6	8
Don’t know	7	9

¹ The question in 2005 was slightly different. We asked, “If an election were held today, would you vote yes or no on a ballot measure to open up 10,000 acres for development in the North Natomas in return for landowners paying for a new arena for the Sacramento Kings?”

Comparison between Those Who Think Sacramento Kings Need a New Arena and Those Who Don't Think So

	Need an Arena	Don't Need an Arena	Don't Know
Yes	30%	8%	4%
No	53	84	70
Depends on the details of the measure	10	4	3
Don't know	7	4	23

Comparison among People with Different Perception of Whether the Kings Will Leave Sacramento for another City Outside the Region

	Likely to Leave	Unlikely to Leave	Don't Know
Yes	14%	18%	4%
No	75	70	75
Depends on the details of the measure	6	5	4
Don't know	5	7	17

Comparison between Fans and Non-fans

	Fans	Non-fans
Yes	18%	8%
No	69	80
Depends on the details of the measure	7	3
Don't know	6	9

Comparison among the Four Counties in the Sacramento Region

	El Dorado County	Placer County	Sacramento County	Yolo County
Yes	10%	8%	16%	8%
No	77	82	71	75
Depends on the details of the measure	10	6	4	10
Don't know	3	4	9	7

Comparison between Men and Women

	Male	Female
Yes	17%	11%
No	69	77
Depends on the details of the measure	7	5
Don't know	7	7

Comparison between White and Other Racial Groups

	White	Other Racial Group
Yes	12%	15%
No	76	67
Depends on the details of the measure	6	5
Don't know	6	13

Kings' performance has little impact on support for a new arena

Nearly half (47%) of those surveyed say they are somewhat or very dissatisfied with the Kings' performance this season, 28 percent claim they are very or somewhat satisfied, and one-quarter (25%) say they don't know about the performance. Of those who identify themselves as fans, 60 percent say they are not satisfied and only 36 percent report being satisfied. In contrast, half of the non-fans (51%) don't know about the Kings' performance. Moreover, half of those whose household incomes earn \$75,000 or more (51%), respondents aged 41 to 64 years (51%), residents who have lived in the region twenty years or more (51%), and homeowners (49%) are more likely to feel dissatisfied.

However, residents' satisfaction with the Kings' performance doesn't affect their support for building a new arena for the Kings. The public shows little interest in building a new arena now no matter whether they are satisfied or unsatisfied with this season's performance. Only about one-third (32% satisfied vs. 33% dissatisfied) think the Kings need a new arena. In contrast, about 60 percent say a new arena is unnecessary (60% satisfied and 59% dissatisfied). If a new facility were to be built, more than half (52% satisfied vs. 51% unsatisfied) prefer using private money to pay for it regardless of the satisfaction levels. Moreover, only about 15 percent (18% for those satisfied and 14% for unsatisfied) are willing to allow agricultural land to be developed in exchange for landowners to pay for a new arena for the Kings.

“How satisfied are you with the Kings' overall performance this season?”

Comparison between Fans and Non-fans

	Sacramento Region	Fans	Non-fans
Satisfied (very/somewhat)	28%	36%	18%
Dissatisfied (very/somewhat)	47	60	31
Don't know	25	4	51

Comparison among People with Different Household Incomes

	Less than \$30,000	\$30,000 to less than \$75,000	\$75,000 or Plus
Satisfied (very/somewhat)	30%	26%	31%
Dissatisfied (very/somewhat)	34	47	51
Don't know	36	27	18

Comparison among People with Different Age Groups

	40 or Less	41 to 64 Years	65 or Plus
Satisfied (very/somewhat)	28%	28%	26%
Dissatisfied (very/somewhat)	43	51	42
Don't know	29	21	32

Comparison among People with Different Length of Residence

	6 Years or less	7 to 19 years	20 or Plus
Satisfied (very/somewhat)	27%	29%	28%
Dissatisfied (very/somewhat)	35	45	51
Don't know	38	26	21

Comparison between Homeowners and Non-Homeowners

	Homeowners	Non-Homeowners
Satisfied (very/somewhat)	28%	29%
Dissatisfied (very/somewhat)	49	38
Don't know	23	33

“Do you think the Kings need a new arena?”

Comparison among People with Different Levels of Satisfaction with Kings' Performance

	Satisfied	Dissatisfied	Don't Know
Yes	32%	33%	9%
No	60	59	59
Don't know	8	8	32

“If a new arena were built, how, do you think, it should be paid for?”

Comparison among People with Different Levels of Satisfaction with Kings' Performance

	Satisfied	Dissatisfied	Don't Know
By public tax dollars only	2%	1%	0%
By private money only	52	51	64
Combination of private and public money	37	40	18
By other means	7	6	7
Don't know	2	2	11

“If an election were held today, would you vote yes or no on a ballot measure to open up thousands of acres of agricultural land in return for landowners paying for a new arena for the Kings?”

Comparison among People with Different Levels of Satisfaction with Kings’ Performance

	Satisfied	Dissatisfied	Don’t Know
Yes	18%	14%	6%
No	70	74	77
Depend on the details of the measure	7	6	3
Don’t know	5	6	14

Majority of residents and registered voters are Kings’ fans

Sacramento’s only professional sports team franchise, the Sacramento Kings, have a large support base in the region. Over half of those living in the Sacramento region (53%) identify themselves as enthusiasts of the Kings. Most respondents living in Placer (56%), El Dorado (54%), and Sacramento (54%) counties also declare they are Kings’ fans, even though only forty-six percent (46%) of those living in Yolo County think so. A large portion of males (54%) and females (53%) are equally likely to view themselves as enthusiasts. Moreover, a majority of registered voters love the Kings, regardless of whether they are Republicans (57%), Democrats (55%), or other voters (55%).

A large segment of those who are 41 to 64 years of age (58%), white respondents (57%), and homeowners (56%) claim to be fans of the Kings. Those residents whose households make \$75,000 a year (63%) and those who have lived in the area 20 or more years (60%) are the most likely to regard themselves as Kings’ fans. In contrast, only one-third of those whose households make less than \$30,000 a year (35%) and who have lived in the Sacramento region six years or less (36%) indicate that they are supporters of the Kings.

“Are you a Kings’ fan?”

Comparison among the Four Counties in the Sacramento Region

	Sacramento Region	El Dorado County	Placer County	Sacramento County	Yolo County
Yes	53%	54%	56%	54%	46%
No	42	41	40	42	50
Don’t know	5	5	4	4	4

Comparison between Men and Women

	Male	Female
Yes	54%	53%
No	40	44
Don’t know	6	3

Comparison among Registered Voters

	Democrats	Republicans	Other Voters
Yes	55%	57%	55%
No	42	39	44
Don't know	3	4	1

Comparison among People with Different Ages

	40 or Less	41 to 64 Years	65 or Plus
Yes	48%	58%	49%
No	48	38	46
Don't know	4	4	5

Comparison between White and Other Racial Groups

	White	Other Racial Group
Yes	57%	46%
No	40	47
Don't know	3	7

Comparison between Homeowners and Non-Homeowners

	Homeowners	Non-Homeowners
Yes	56%	46%
No	40	49
Don't know	4	5

Comparison among People with Different Household Incomes

	Less Than \$30,000	\$30,000 to Less Than \$75,000	\$75,000 or Plus
Yes	35%	50%	63%
No	58	46	35
Don't know	7	4	2

Comparison among People with Different Length of Residence

	6 Years or Less	7 to 19 Years	20 or More Years
Yes	36%	52%	60%
No	59	42	37
Don't know	5	6	3

Most residents think the Kings will relocate in three years

There is rising anxiety that the Kings may look for a new home in another city. Fifty-three percent of those surveyed feel it is very or somewhat likely that the Kings will leave the Sacramento region for another city in the next three years, 28 percent don't think so, and 19 percent have no idea what the Kings plan to do. Fans (61%) are more likely than non-fans (43%) to worry that the Kings will find another home. However, at the same time, fans (31%) are also more likely than non-fans (25%) to feel more optimistic that the Kings will stay in Sacramento. Only eight percent of fans don't know whether the Kings will stay in Sacramento or not. In contrast, nearly one-third (32%) of non-fans have no clues about the relocation issue.

Those residents whose households make \$75,000 a year (62%) are much more likely to believe that the Kings will leave for another city than those earning less than \$30,000 (40%). Moreover, the longer residents have lived in the region, the more pessimistic they are about the Kings' future. Less than half of those living in the region for six years or less (47%), 52 percent of those who have been in the area seven to nineteen years, and 62 percent of those who have lived here twenty years or more years feel the Kings are likely to depart.

How likely do you think it is that the Kings will leave the Sacramento Region for another city in the next three years?"

Comparison between fans and non-fans in the Sacramento Region

	Sacramento Region	Fans	Non-fans
Likely (very/somewhat)	53%	61%	43%
Unlikely	28	31	25
Don't know	19	8	32

Comparison among People with Different Household Incomes

	Less than \$30,000	\$30,000 to less than \$75,000	\$75,000 or Plus
Likely (very/somewhat)	40%	51%	62%
Unlikely	31	29	28
Don't know	29	20	10

Comparison of Length of Residence

	6 Year or Less	7 to 19 Years	20 Years or More
Likely (very/somewhat)	47%	52%	55%
Unlikely	25	28	29
Don't know	28	20	16

Majority of residents feel disappointed if the Kings move

Fifty-two percent of those surveyed feel very or somewhat disappointed if the team decides to leave the region for another city, 43 percent do not share such a sad feeling, and only five percent don't know. Reactions from fans and non-fans are quite different. Eighty-three percent of Kings' fans say that they feel upset if the team decides to leave, and 16 percent do not share this sentiment. In sharp contrast, 73 percent of non-fans claim they would not be disenchanted, and only 18 percent feel disappointed. Losing C Webb had a huge impact on the fans of the Sacramento Kings, and losing the entire team may devastate many loyal Kings' fans.

Of those earning \$75,000 or more, 62 percent report they would feel disappointed if the Kings leave, whereas less than half of the other income categories convey the same sentiment. Fifty-six percent of residents living in the area seven to nineteen years and 54 percent of those staying in the region twenty years or longer say they feel disheartened. Among different age groups, 51 percent of people who are 65 years or older claim they would not be let down if the Kings decide to leave. In contrast, 55 percent of all other age groups said they would be upset. Over half of white respondents (54%) and homeowners (54%) would also be saddened if the Kings relocate.

However, many residents have a great deal of attachment to the Kings. Two thirds of the residents, regardless of whether they satisfied (66%) or dissatisfied (66%) with the Kings' performance, would feel disappointed if the Kings decide to leave.

“If the Kings decide to leave how disappointed would you feel, very disappointed, somewhat disappointed, or not disappointed at all?”

Comparison between Fans and Non-fans

	Sacramento Region	Fans	Non-fans
Disappointed (very/somewhat)	52%	83%	18%
Not disappointed	43	16	73
Don't know	5	1	9

Comparison among People with Different Household Incomes

	Less than \$30,000	\$30,000 to less than \$75,000	\$75,000 or Plus
Disappointed (very/somewhat)	39%	48%	62%
Not disappointed	50	48	37
Don't know	11	4	1

Comparison among People with Different Length of Residence

	6 Years or less	7 to 19 years	20 or Plus
Disappointed (very/somewhat)	43%	56%	54%
Not disappointed	51	38	42
Don't know	6	6	4

Comparison among People with Different Age Groups

	40 or less	41 to 64 Years	65 or Plus
Disappointed (very/somewhat)	55%	55%	43%
Not disappointed	39	43	51
Don't know	6	2	6

Comparison between White and Other Racial Groups

	White	Other Racial Groups
Disappointed (very/somewhat)	54%	49%
Not disappointed	43	42
Don't know	3	9

Comparison between Homeowners and Non-Homeowners

	Homeowners	Non-Homeowners
Disappointed (very/somewhat)	54%	48
Not disappointed	42	45
Don't know	4	7

Comparison among People with Different Levels of Satisfaction with Kings' Performance

	Satisfied	Dissatisfied	Don't Know
Disappointed (very/somewhat)	66%	66%	13%
Not disappointed	34	33	72
Don't know	0	1	15

Survey Methods

The above results are based on our fifth annual survey, *The 2006 Sacramento State Annual Survey of the Region*¹. This study is a computer-assisted telephone interview of 1122 adult residents age 18 and older from randomly selected households in the Sacramento region, which includes Sacramento, Yolo, Placer, and El Dorado counties. The objective of this project is to assess quality of life and public opinion regarding a wide range of important local and national issues in the Sacramento region.

¹ This study was called Annual Survey of Public Opinion and Life Quality in the Sacramento Region.

More than 30 students conducted phone interviews in English and Spanish from February 4 to March 5, 2006, at the Institute for Social Research, California State University, Sacramento. The sample is representative of the four counties in the Sacramento region and comparable to the 2000 U.S. Census (68% residents in the Census vs. 65.4% in the sample in Sacramento County, 14% in the Census vs. 16.3% in the sample in Placer County, 9% in the Census vs. 8.2% in the sample in Yolo County; and 9% in the Census vs. 10.1% in the sample in El Dorado County). The margin of error for the survey is approximately ± 3 percentage points at the 95 percent confidence level. The error for group comparisons in the Sacramento region would be higher than ± 3 percentage points at the 95 percent confidence level.

This survey has compared the Sacramento region findings with those from other California regions, the state, and the nation. Data cited regarding the state and other California regions often comes from the Public Policy Institute of California (PPIC) Statewide Surveys. Nationwide data often comes from Gallup polls.

The College of Social Sciences and Interdisciplinary Studies (SSIS), Department of Sociology, the Office of Public Affairs, the Office of Community Collaboration at California State University (CSU), Sacramento, and CSU, Office of Community Service Learning sponsored this project. Dr. Joseph Sheley is actively involved in this project and has made great contributions.

This research is directed by Amy Q. Liu, Ph.D., Department of Sociology and Institute for Social Research, California State University, Sacramento. Dr. Liu is an expert in public opinion polls, and has conducted over 20 surveys in the past nine years, including:

- 2005, 2004, 2003, and 2002 Annual Surveys of Public Opinion and Life Quality in the Sacramento Region
- Survey of Iowa Business about Eldercare and Eldercare Needs
- Story County Conservation Board Survey
- Grundy County Youth Needs Assessment

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Reference

Liu, Amy Qiaoming and Lana Sumati. April 1, 2005. "Poll: Public Says "No" to A New Arena for the Sacramento Kings." California State University, Sacramento.

Appendix I: The 2006 Annual Survey Research Team Members and Sponsors

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