



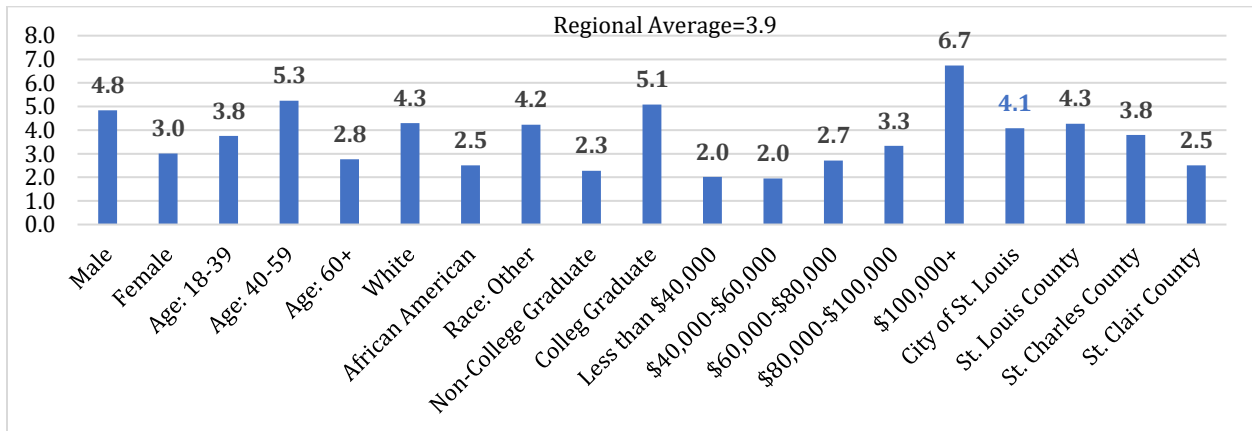
MEMORANDUM

To: Interested Parties
 From: Show Me Victories
 Subject: Regional Airport Survey: Key Findings
 Date: January 15, 2019

Show Me Victories conducted a survey among 1,603 registered voters in the St. Louis area.¹ Telephone interviews were conducted by a professional call center and took place between November 27, 2018 and December 6, 2018. The sampling error, at the ninety-five percent confidence level, is plus-or-minus 2.5%. The margin of error is higher for subgroups. This memo highlights the key findings of the survey.²

St. Louis area residents report using St. Louis Lambert International Airport an average of 3.9 times over the past twelve months. The regional average is 3.9 uses per resident, while residents of the City of St. Louis reported an average of 4.1 uses.

Use of St. Louis Lambert International Airport is stratified along gender, racial, and socio-economic lines. Those who reported using the Airport three or more times over the past year were more likely to be male, white, higher income earners (\$100,000 or more per year), and college graduates. In contrast, individuals who reported using the Airport fewer than two times were more likely to be female, African American, non-college graduates, and earning less than \$60,000 a year. This finding is consistent for both the region and the City of St. Louis.



Area residents give St. Louis Lambert International Airport relatively high marks with the average resident assigning it a “B+” grade on a five-point scale from “A” to “F”. City residents give the Airport a 3.9 or “B+” consistent with the regional average.

	A	B	C	D-F
Overall	23%	43%	22%	6%
City of St. Louis	25%	42%	23%	4%
St. Louis County	23%	44%	22%	6%
St. Charles County	21%	44%	24%	7%
St. Clair County	24%	44%	20%	2%

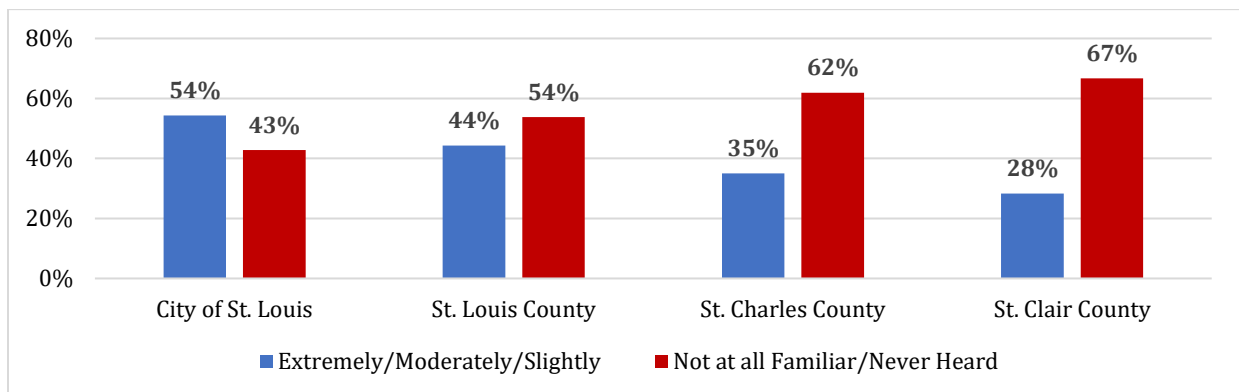
¹ The surveys were administered to respondents in the City of St. Louis (Missouri), St. Louis County (Missouri), St. Charles County (Missouri), and St. Clair County (Illinois).

² Because of rounding, not all results total precisely one hundred percent.

Residents possess limited knowledge regarding the ownership, operations, use, profit sharing function, and funding sources of St. Louis Lambert International Airport. When asked a series of five factual questions about the Airport, on average, area residents were only able to answer two out of the five questions correctly (2.4). City residents were able to answer on average three out of the five questions correctly (2.8).

Region	0 out 5	1 out 5	2 out 5	3 out 5	4 out 5	5 out 5	Mean
Overall	13%	16%	21%	24%	19%	7%	2.39
City of St. Louis	7%	13%	21%	27%	21%	11%	2.76
St. Louis County	11%	15%	22%	24%	21%	7%	2.51
St. Charles County	17%	20%	21%	21%	15%	5%	2.11
St. Clair County	24%	19%	17%	22%	13%	4%	1.93

A majority of area residents (56%) were not aware, or had not heard, that the City of St. Louis was considering leasing the management and operation of St. Louis Lambert International Airport to a private operator. However, among City residents, 54% were either extremely/moderately/slightly familiar with the issue. The groups that are the least familiar (not at all familiar/never heard of) with the leasing issue are females, those aged eighteen to thirty-nine, African Americans, those earning \$60,000 or less, and those who used the Airport two or fewer times over the past twelve months.



Most area residents believe that if St. Louis Lambert International Airport could produce meaningful community investments that city leaders should explore all options.³ The views of City residents are consistent with those from other respondents across the region.

Region	Strongly/Somewhat Agree	Strongly/Somewhat Disagree
Overall	84%	9%
City of St. Louis	81%	11%
St. Louis County	83%	9%
St. Charles County	86%	8%
St. Clair County	88%	5%

³ Respondents were asked to identify the degree to which they either agreed or disagreed with the following statement, “If a city enterprise fund, like Saint Louis Lambert International Airport, could produce meaningful community investments in our neighborhood, city leaders should explore all options.”