



Edmonton Arena Study December 2010

-Summary Report -



roi
return on insight

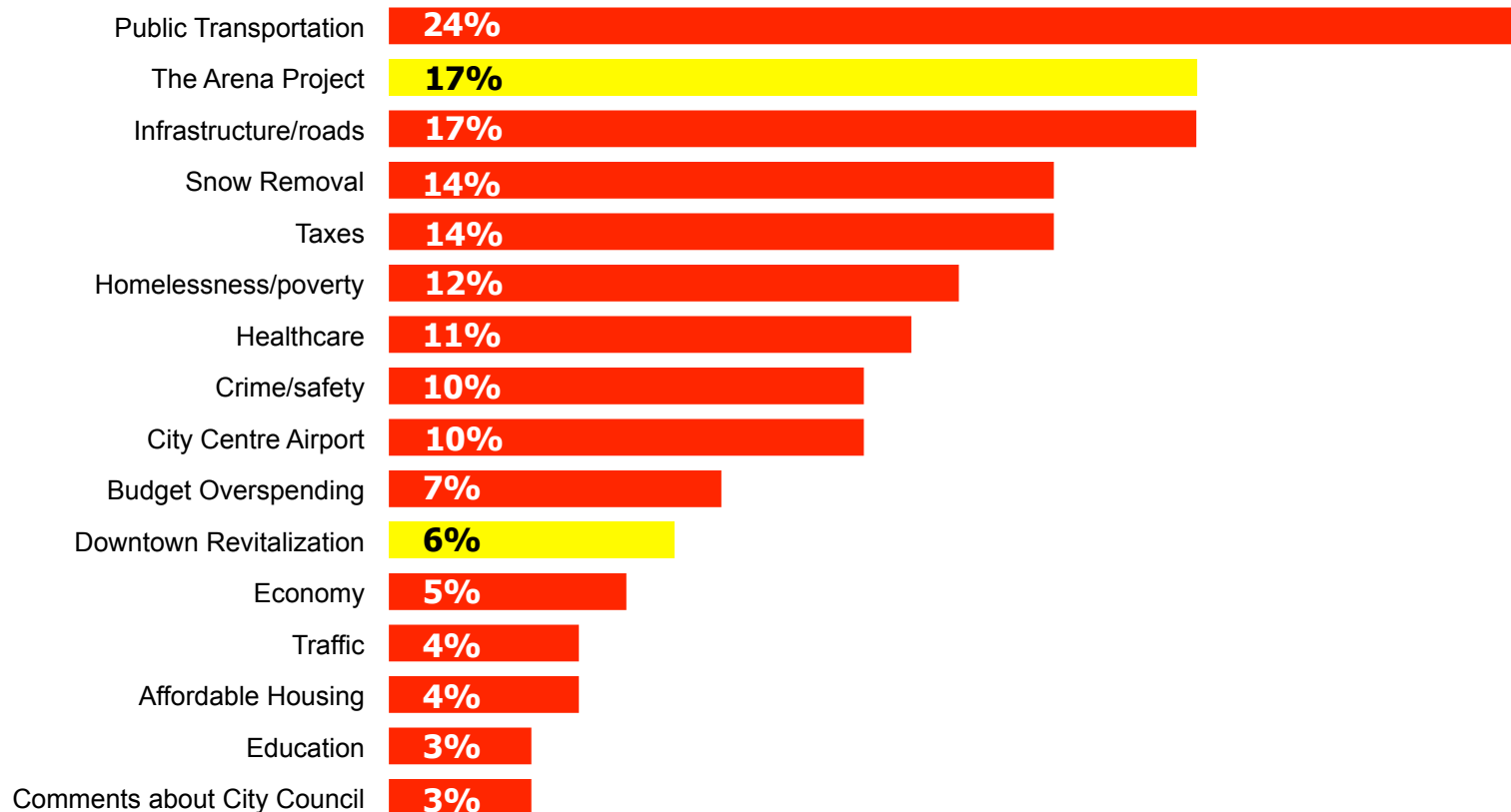
January 6, 2011

Methodology

- Questions fielded in the City of Edmonton December 20-December 23, 2010
- City-wide survey of 800 adult Edmontonians
- Data weighted to reflect accurate gender balance
- Random sample, representative of adults in the City of Edmonton
- Survey of City of Edmonton residents only, as arena proposal is before Edmonton City Council
- Margin of Error: +/-3.5 percentage points, 19 times out of 20
 - Caution should be used when examining sub-samples, as the margin of error increases with smaller base sizes.

Most Important Issues Facing The City of Edmonton

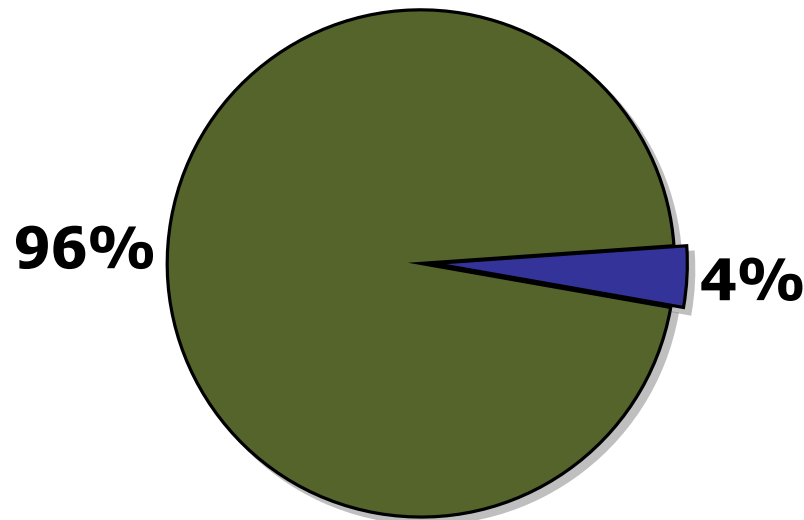
Q1/2. "What is the most important issue facing the City of Edmonton?" "Are there other issues of importance you think the City should address?" TOTAL UNPROMPTED MENTIONS



Awareness of the New Arena Issue

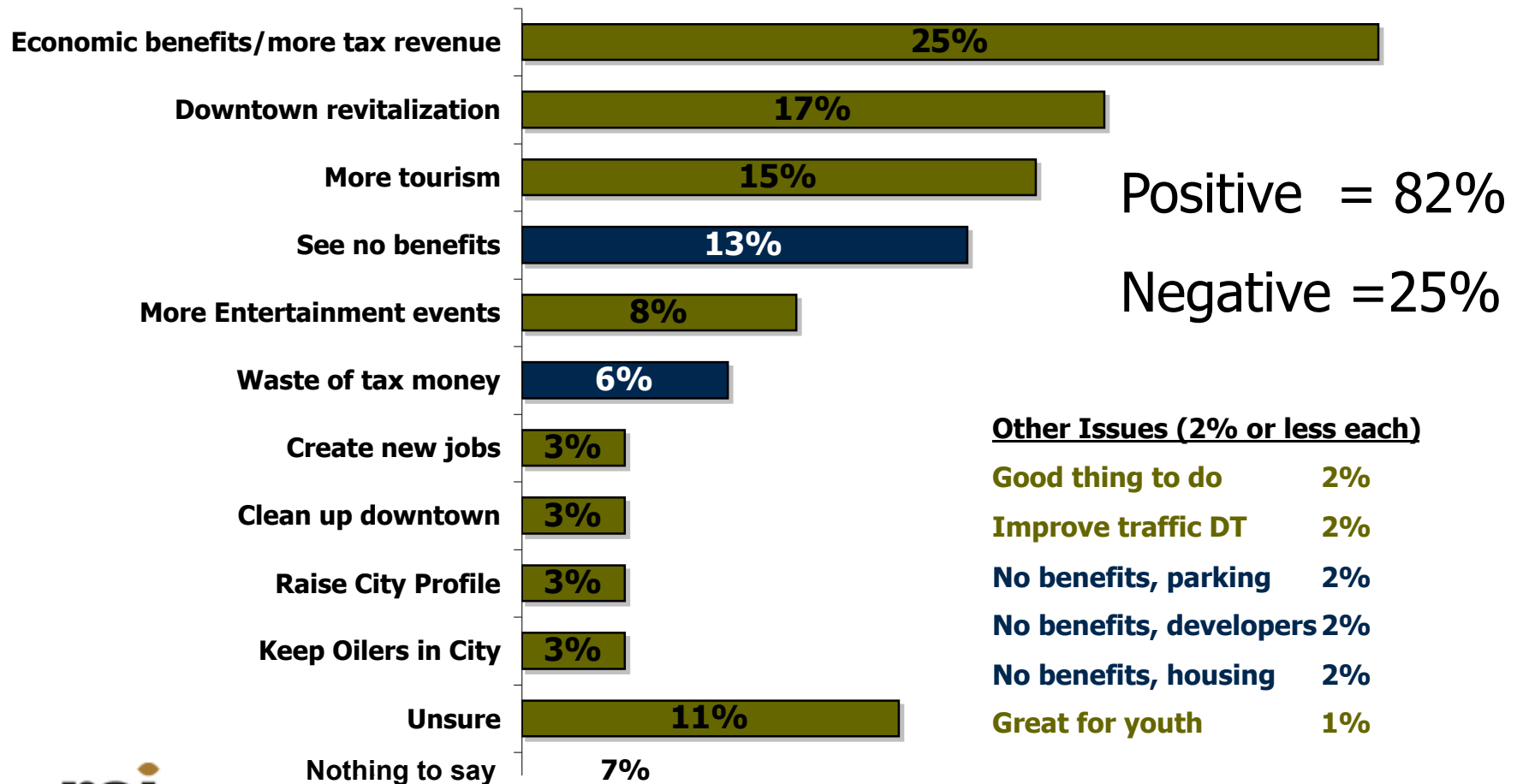
Q3. "Have you read, heard or seen anything in the past year about a proposed plan for building a new hockey arena in downtown Edmonton?"

■ Yes, Aware ■ No, Unaware



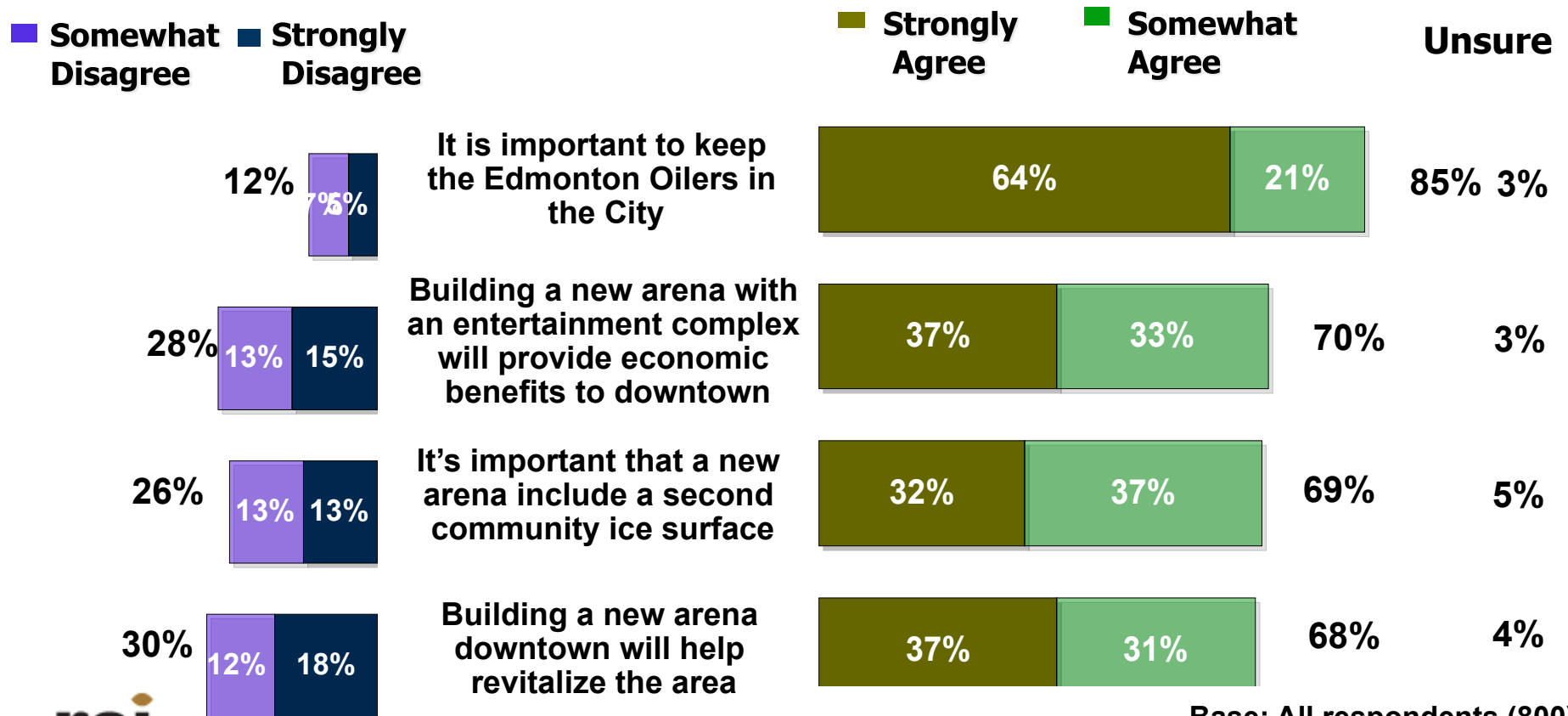
Perceived Benefits of Building a New Downtown Arena

Q4. "What benefits, if any, do you think building a new arena in downtown Edmonton would bring for the City?" TOTAL UNPROMPTED MENTIONS



Attitudes Toward Benefits of Building a New Arena Downtown

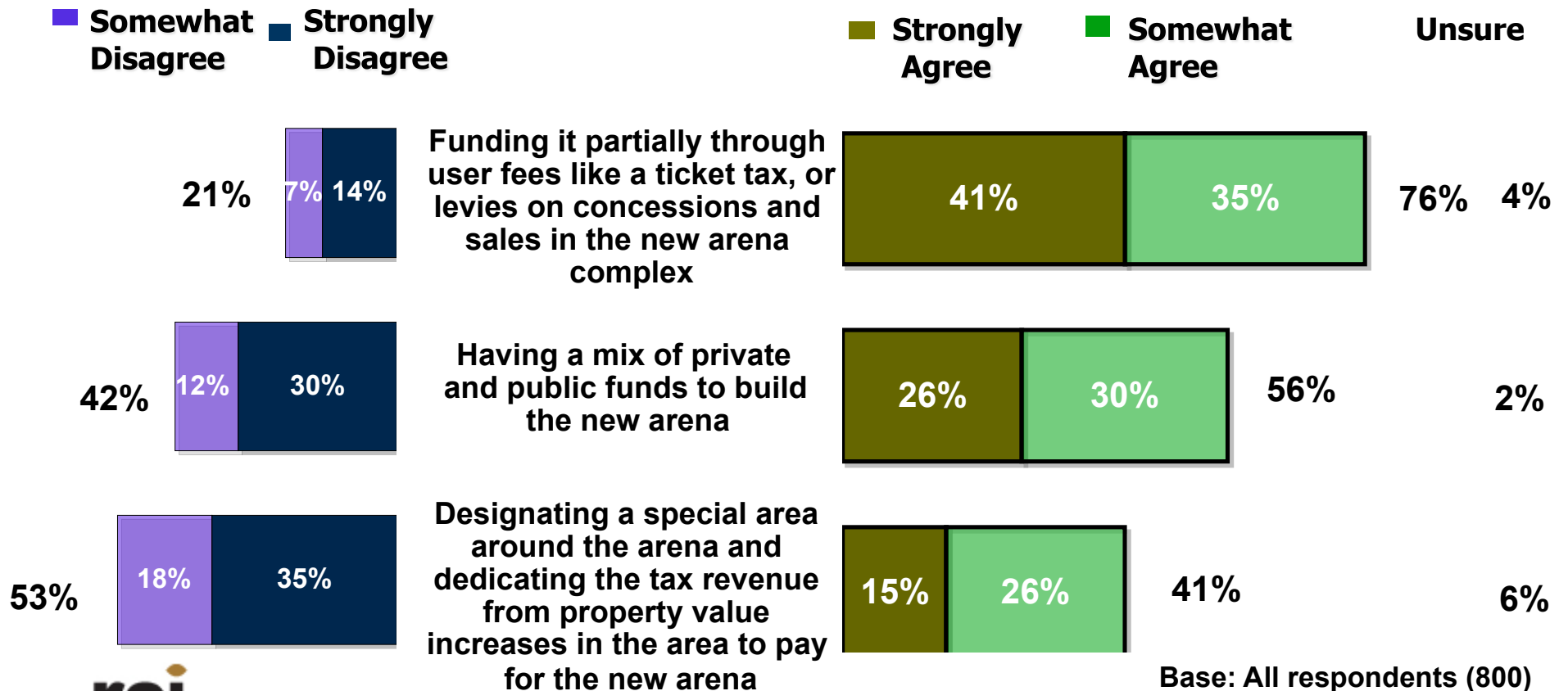
Q5. "There are many different opinions about building a new arena in downtown Edmonton. For each of the following statements I'd like to know if you agree or disagree and is that strongly or somewhat?"



Base: All respondents (800)

Attitudes Toward Funding Options for a New Arena Deal

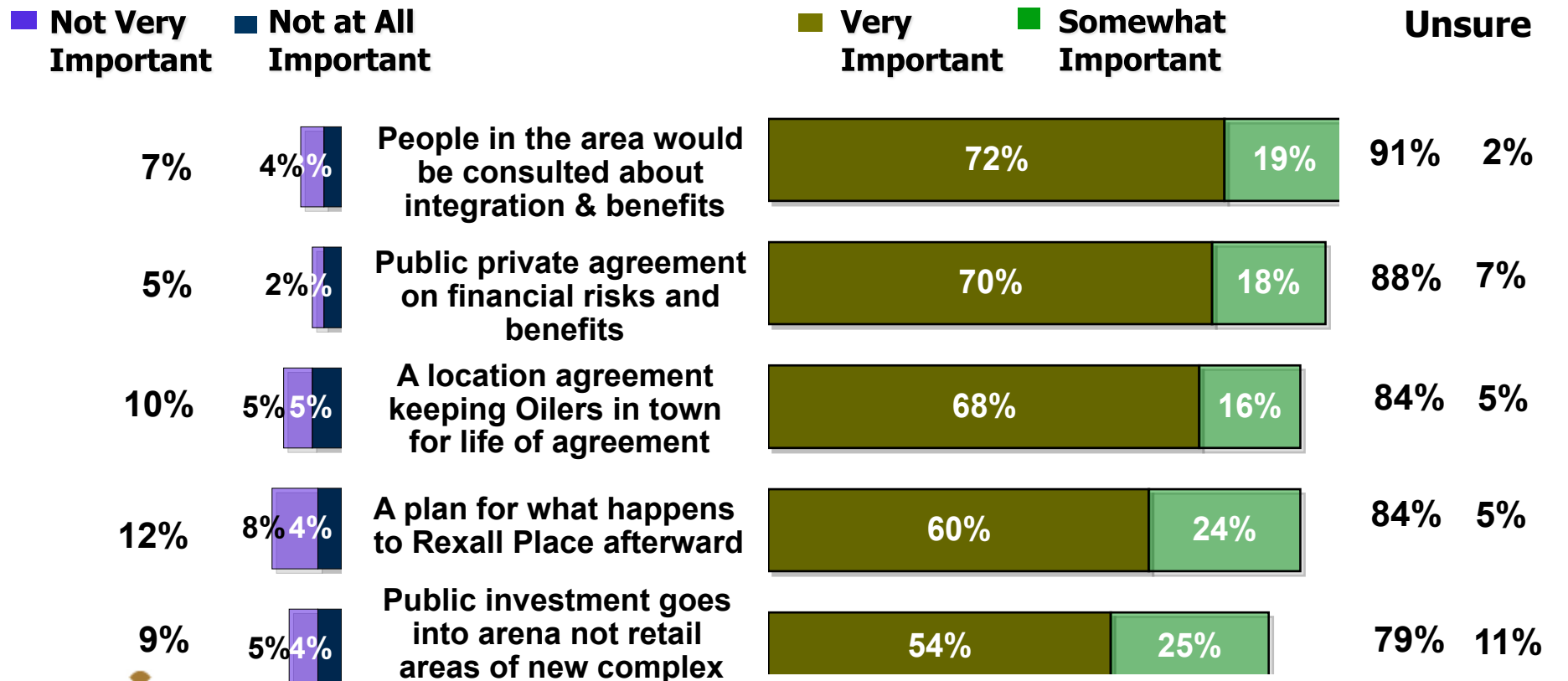
Q6. "Do you personally support or oppose some of the following ideas about how to fund the building of a new downtown arena?"



Base: All respondents (800)

Assurances Desired to Build a New Arena Downtown

Q8. "When the City of Edmonton conducted consultations about the idea of building a new arena, some people stated they would like to see certain assurances made. For each of the following assurances that could be made, do you think it is very important, somewhat important.....?"

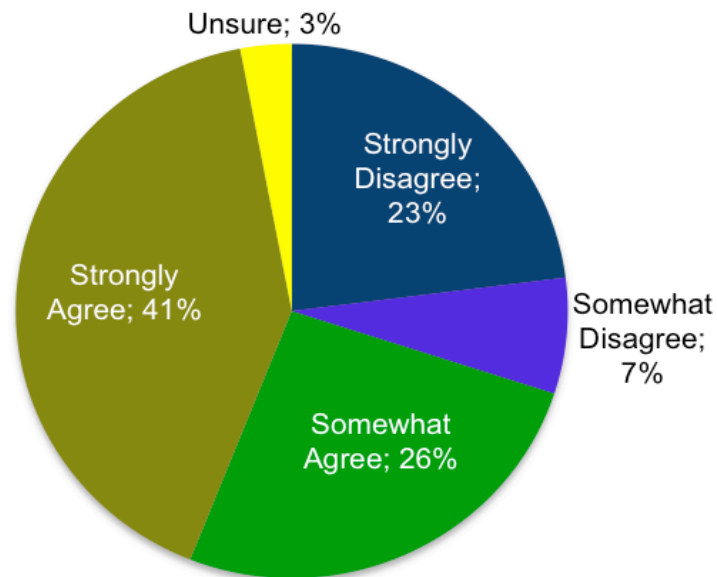


Base: All respondents (800)

Arena Support as Long as Taxes do not Increase or Infrastructure \$ is not Used

Q7. "If the project were to proceed, do you think the City of Edmonton should contribute funds to a new downtown arena as long as it does not raise the property tax rate or reallocate infrastructure funds?"

**Representative Telephone Survey
December 2010**



**Online consultation conducted October-
November 2010 with almost 29,000 submissions
revealed a very similar response:**

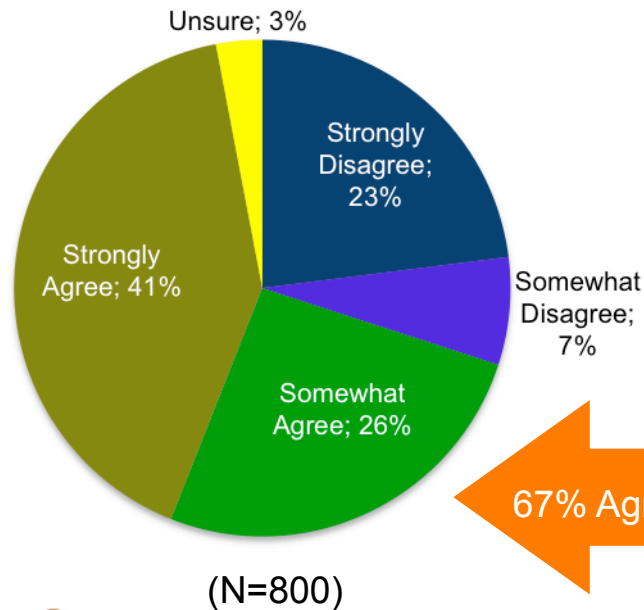
- **41% said the City of Edmonton should definitely proceed (N=28,975)**
- **41% strongly agreed in the representative telephone survey (N=800)**
- **Overall, 60% said the city should proceed in the online consultations**
- **Overall, 67% agreed the City should contribute funds to a new arena**

Arena Support -Qualified and Unqualified-

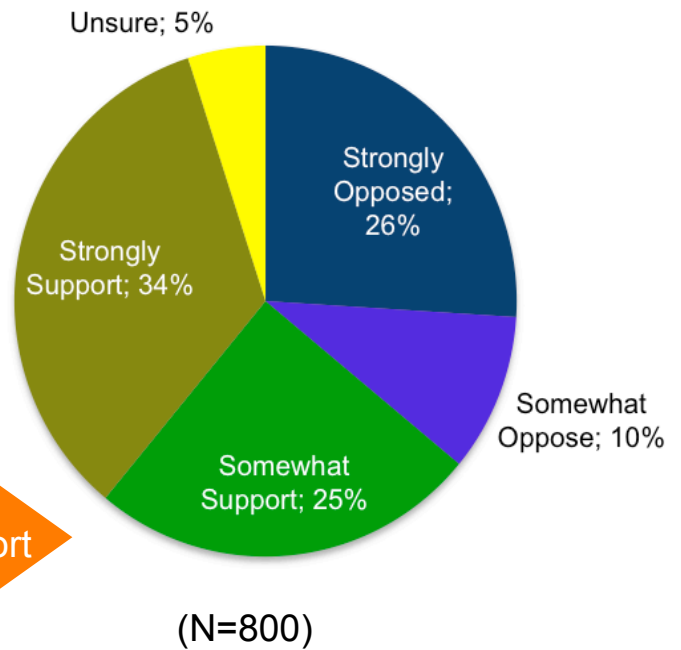
Q7. "If the project were to proceed, do you think the City of Edmonton should contribute funds to a new downtown arena as long as it does not raise the property tax rate or reallocate infrastructure funds?"

Q9. Considering all of the factors we have discussed, such as the cost, the potential economic impact and the agreement that might be reached between private and public sector partners, overall do you support or oppose building a new downtown arena?

**Q7. Representative Telephone Survey
(Qualified) December 2010**



**Q9. Representative Telephone Survey
(Unqualified) Dec 2010**



1. Awareness and Importance

- On an unprompted basis, one in five people mention the issue of building a new arena (17%) and a further 6% point to downtown revitalization as a key issue facing the City of Edmonton.
- The only issue of greater importance is public transportation (24%), and road infrastructure (17%) is of equal importance.
- On a prompted basis, awareness of discussions about building a new arena are almost universal (96%), having increased from 87% in 2008.
- The importance of the Oilers hockey club to Edmonton is very widely acknowledged (85% agree it is important to keep them in the City).

2. Perceived Benefits of a New Downtown Arena

- Attitudes toward the project are generally positive, with 82% of the unprompted comments pointing to benefits, compared to a total of 25% negative comments.
- Perceived benefits include the economic impact (25%), downtown revitalization (17%), and increased tourism (15%), as well as more entertainment events (8%).
- Most people see the new arena bringing economic benefits (70%), and downtown revitalization (68%); others think it's important to include a 2nd community ice surface (69%).
- Among the negative comments, many were general in nature (13%), as well as wasting taxpayer's money (6%), and other specific concerns about the lack of benefits (6%).

3. Attitudes Toward Funding Options

- In terms of **funding options**, the idea of user pay features (like a ticket tax and concession levies) is widely supported (76%).
- On the other hand, reaction to a designated community revitalization levy, while not fully explained due to its complexity, is divided (41% support, 53% oppose).
- Having a mix of private and public funds to build the new arena is supported by a majority of people (56%).

4. Assurances Desired

The telephone survey tested reaction toward a number of assurances mentioned in the public consultations. Assurances people would like to see put into place before building a new arena include:

- consulting with the local community about benefits and integration of the project (91% say that is important),
- risk and benefit sharing between the private and public partners (88%),
- a location agreement for the Oilers (84%),
- a plan for Rexall Place afterward (84%), and
- assurances that any public funding does not go into the retail components of the project (79%).

5. Assessing Support

- When asked if the City should contribute funds as long as property taxes are not raised and infrastructure funds are not utilized, 67% support the City contributing funds toward building a new arena, while 30% oppose and 3% are unsure.
- This compares closely to the online survey results, in which 60% expressed support for building a new arena.
- When all factors are considered, from the cost to the potential economic impacts and partnership agreements that would have to be reached, 59% support building a new arena, while 36% oppose the idea and 5% are unsure.
- Men (66%) are more supportive of a new arena than women (52%), though both genders are in favour.

Overall Summary

- Attitudes toward building a new arena with City support are generally positive, due in large part to the perceived economic benefits and the expected impact on revitalization of downtown.
- People support user pay features such as a ticket tax and concession levies, but are divided over a potential community revitalization levy as part of the overall funding model. It will be important to fully explain the CRL aspect of the funding model, and provide opportunities for surrounding communities to have meaningful input into how they would benefit from the project.
- If certain assurances are in place to share the risks and benefits between private and public partners, and if a team location agreement is part of the deal, support for building an arena will remain strong. Other ingredients for maintaining support include having a plan for Rexall Place afterward and ensuring that public funding does not go into the retail components of the project.

2010 Telephone Survey Proposed Downtown Arena Data Tables

The following pages contain the survey data from the 2010 telephone survey on the proposed downtown arena project.

Gender

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Male	COUNT	385	385		183	181	241	128	255	112
	COL %	48%	100% B		56% D	42%	45%	53% E	54% H	38%
Female	COUNT	415		415	146	245	297	115	215	179
	COL %	52%		100% A	44%	58% C	55% F	47%	46%	62% G

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q1. What is the most important issue facing the City of Edmonton?

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Don't know	COUNT	110	52	58	34	68	84	21	69	36
	COL %	14%	14%	14%	10%	16% C	16% F	9%	15%	12%
Public Transportation/ LRT	COUNT	98	38	60	45	46	71	25	71	23
	COL %	12%	10%	14% A	14%	11%	13%	10%	15% H	8%
Healthcare/ Hospitals/ Long waiting time/ Lack of doctors	COUNT	65	17	48	25	35	43	21	34	29
	COL %	8%	4%	12% A	8%	8%	8%	9%	7%	10%
Infrastructure/ Road conditions	COUNT	61	39	22	27	32	47	13	35	21
	COL %	8%	10% B	5%	8%	8%	9% f	5%	7%	7%
The arena project	COUNT	59	30	29	31	23	43	15	40	18
	COL %	7%	8%	7%	9% D	5%	8%	6%	9%	6%
Taxes (e.g. high income tax, property tax, etc.)	COUNT	54	32	22	25	27	25	26	28	19
	COL %	7%	8% b	5%	8%	6%	5%	11% E	6%	7%
Snow removal/ Streets and sidewalks cleaning	COUNT	49	26	23	23	25	39	9	29	17
	COL %	6%	7%	6%	7%	6%	7% F	4%	6%	6%
Budget/ Over spending	COUNT	43	26	17	17	25	21	22	22	19
	COL %	5%	7% b	4%	5%	6%	4%	9% E	5%	7%
Homelessness/ Poverty/ Welfare	COUNT	40	13	27	12	27	26	14	17	22
	COL %	5%	3%	7% A	4%	6% c	5%	6%	4%	8% G
Crime/ Public safety/ Drugs/ Youth gangs	COUNT	34	12	22	9	23	26	7	21	12
	COL %	4%	3%	5%	3%	5% c	5%	3%	4%	4%
Urban sprawl/ City development/ Downtown revitalization	COUNT	30	12	18	16	12	22	8	21	8
	COL %	4%	3%	4%	5%	3%	4%	3%	4%	3%
City Center Airport/ Closure of the airport	COUNT	27	14	13	12	15	20	7	19	8
	COL %	3%	4%	3%	4%	4%	4%	3%	4%	3%
Other	COUNT	26	11	15	14	10	13	12	15	11
	COL %	3%	3%	4%	4%	2%	2%	5%	3%	4%
Economy/ Employment/ Business growth	COUNT	25	16	9	15	10	15	9	15	9
	COL %	3%	4%	2%	5%	2%	3%	4%	3%	3%
Traffic/ Bad driving conditions/ Parking	COUNT	22	14	8	8	12	13	9	10	10
	COL %	3%	4%	2%	2%	3%	2%	4%	2%	3%
Performance of the city/ Electing a new Mayor/ Council	COUNT	13	9	4	1	12	4	8	3	10
	COL %	2%	2%	1%	0%	3% C	1%	3% E	1%	3% G
Affordable Housing	COUNT	12	5	7	3	8	7	5	5	6
	COL %	2%	1%	2%	1%	2%	1%	2%	1%	2%
Education/ School systems/ Schools are being shut down	COUNT	8	3	5	3	4	7	1	4	3
	COL %	1%	1%	1%	1%	1%	1%	0%	1%	1%

Edmonton Arena Study
Source: ROI (www.returnoninsight.ca)
23 Dec 10, lw

Q1. What is the most important issue facing the City of Edmonton?

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
Law enforcement/ More police officers	COUNT	5	4	1	2	2	1	4		4
	COL %	1%	1%	0%	1%	0%	0%	2%	e	1% G
High cost of living (e.g. rent, groceries & electricity)	COUNT	4	3	1		4	2	2	3	1
	COL %	1%	1%	0%		1% C	0%	1%	1%	0%
More public services/ Recreation facilities	COUNT	4	3	1	1	2	3	1	1	3
	COL %	1%	1%	0%	0%	0%	1%	0%	0%	1%
Senior care	COUNT	4	3	1	2	1	2	1	2	2
	COL %	1%	1%	0%	1%	0%	0%	0%	0%	1%
Too much construction	COUNT	3	1	2	1	2	1	2	3	
	COL %	0%	0%	0%	0%	0%	0%	1%	1% h	
Pollutions/ Environment issues/ Sewage/ Water management	COUNT	2	1	1	2		2		2	
	COL %	0%	0%	0%	1%		0%		0%	
No particular issues	COUNT	2	1	1	1	1	1	1	1	
	COL %	0%	0%	0%	0%	0%	0%	0%	0%	

Edmonton Arena Study
 Source: ROI (www.retumoninsight.ca)
 23 Dec 10, lw

Q2. Are there any other issues of importance you think the City of Edmonton should address?

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Don't know	COUNT	187	90	97	77	100	140	42	125	54
	COL %	23%	23%	23%	23%	23%	26% F	17%	27% H	19%
Public Transportation/ LRT	COUNT	96	56	40	40	53	62	34	59	33
	COL %	12%	15% B	10%	12%	12%	12%	14%	13%	11%
The arena project	COUNT	77	38	39	41	34	51	25	49	26
	COL %	10%	10%	9%	12% D	8%	9%	10%	10%	9%
Infrastructure/ Road conditions	COUNT	71	30	41	25	43	41	27	41	29
	COL %	9%	8%	10%	8%	10%	8%	11%	9%	10%
No particular issues	COUNT	70	31	39	30	35	43	26	44	23
	COL %	9%	8%	9%	9%	8%	8%	11%	9%	8%
Snow removal/ Streets and sidewalks cleaning	COUNT	61	29	32	25	34	40	19	36	23
	COL %	8%	8%	8%	8%	8%	7%	8%	8%	8%
Taxes (e.g. high income tax, property tax, etc.)	COUNT	54	31	23	20	31	37	16	29	21
	COL %	7%	8%	6%	6%	7%	7%	7%	6%	7%
Homelessness/ Poverty/ Welfare	COUNT	53	21	32	17	31	36	17	23	26
	COL %	7%	5%	8%	5%	7%	7%	7%	5%	9% G
City Center Airport/ Closure of the airport	COUNT	49	24	25	20	23	28	20	27	21
	COL %	6%	6%	6%	6%	5%	5%	8%	6%	7%
Crime/ Public safety/ Drugs/ Youth gangs	COUNT	45	25	20	22	22	32	12	27	14
	COL %	6%	6%	5%	7%	5%	6%	5%	6%	5%
Other	COUNT	26	11	15	7	15	13	11	14	12
	COL %	3%	3%	4%	2%	4%	2%	5%	3%	4%
Healthcare/ Hospitals/ Long waiting time/ Lack of doctors	COUNT	22	5	17	9	12	17	3	9	10
	COL %	3%	1%	4% A	3%	3%	3% f	1%	2%	3%
Education/ School systems/ Schools are being shut down	COUNT	20	4	16	8	11	17	3	11	8
	COL %	3%	1%	4% A	2%	3%	3% f	1%	2%	3%
Affordable Housing	COUNT	19	11	8	9	10	15	4	11	8
	COL %	2%	3%	2%	3%	2%	3%	2%	2%	3%
Urban sprawl/ City development/ Downtown revitalization	COUNT	19	7	12	10	6	12	6	11	6
	COL %	2%	2%	3%	3%	1%	2%	2%	2%	2%
Budget/ Over spending	COUNT	16	7	9	6	10	10	4	6	9
	COL %	2%	2%	2%	2%	2%	2%	2%	1%	3%
Economy/ Employment/ Business growth	COUNT	12	4	8	3	9	8	4	6	6
	COL %	2%	1%	2%	1%	2%	1%	2%	1%	2%
Senior care	COUNT	12	6	6	4	8	9	2	5	7
	COL %	2%	2%	1%	1%	2%	2%	1%	1%	2%
High cost of living (e.g. rent, groceries & electricity)	COUNT	11	6	5	4	7	9	2	4	6
	COL %	1%	2%	1%	1%	2%	2%	1%	1%	2%
Traffic/ Bad driving conditions/ Parking	COUNT	11	3	8	4	6	9	2	5	4
	COL %	1%	1%	2%	1%	1%	2%	1%	1%	1%

Edmonton Arena Study
Source: ROI (www.returnonsight.ca)
23 Dec 10, lw

Q2. Are there any other issues of importance you think the City of Edmonton should address?

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
Law enforcement/ More police officers	COUNT	11	7	4	5	5	6	4	5	4
	COL %	1%	2%	1%	2%	1%	1%	2%	1%	1%
Pollutions/ Environment issues/ Sewage/ Water management	COUNT	10	4	6	4	6	4	6	3	5
	COL %	1%	1%	1%	1%	1%	1%	2%	1%	2%
More public services/ Recreation facilities	COUNT	9	6	3	6	3	5	4	5	4
	COL %	1%	2%	1%	2%	1%	1%	2%	1%	1%
Performance of the city/ Electing a new Mayor/ Council	COUNT	9	2	7	1	6	6	3	5	4
	COL %	1%	1%	2%	0%	1% c	1%	1%	1%	1%
Too much construction	COUNT	2	2			2			2	
	COL %	0%	1%			0%			0%	

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q1/Q2. Are there any issues of importance you think the City of Edmonton should address?

(Total Mentions)

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Public Transportation/ LRT	COUNT	194	94	100	85	99	133	59	130	56
	COL %	24%	24%	24%	26%	23%	25%	24%	28% H	19%
The arena project	COUNT	136	68	68	72	57	94	40	89	44
	COL %	17%	18%	16%	22% D	13%	17%	16%	19%	15%
Infrastructure/ Road conditions	COUNT	132	69	63	52	75	88	40	76	50
	COL %	17%	18%	15%	16%	18%	16%	16%	16%	17%
Snow removal/ Streets and sidewalks cleaning	COUNT	110	55	55	48	59	79	28	65	40
	COL %	14%	14%	13%	15%	14%	15%	12%	14%	14%
Don't know	COUNT	111	52	59	34	69	84	22	70	36
	COL %	14%	14%	14%	10%	16% C	16% F	9%	15%	12%
Taxes (e.g. high income tax, property tax, etc.)	COUNT	108	63	45	45	58	62	42	57	40
	COL %	14%	16% B	11%	14%	14%	12%	17% E	12%	14%
Homelessness/ Poverty/ Welfare	COUNT	93	34	59	29	58	62	31	40	48
	COL %	12%	9%	14% A	9%	14% C	12%	13%	9%	16% G
Healthcare/ Hospitals/ Long waiting time/ Lack of doctors	COUNT	87	22	65	34	47	60	24	43	39
	COL %	11%	6%	16% A	10%	11%	11%	10%	9%	13% g
Crime/ Public safety/ Drugs/ Youth gangs	COUNT	79	37	42	31	45	58	19	48	26
	COL %	10%	10%	10%	9%	11%	11%	8%	10%	9%
City Center Airport/ Closure of the airport	COUNT	76	38	38	32	38	48	27	46	29
	COL %	10%	10%	9%	10%	9%	9%	11%	10%	10%
Budget/ Over spending	COUNT	59	33	26	23	35	31	26	28	28
	COL %	7%	9%	6%	7%	8%	6%	11% E	6%	10% g
Urban sprawl/ City development/ Downtown revitalization	COUNT	49	19	30	26	18	34	14	32	14
	COL %	6%	5%	7%	8% D	4%	6%	6%	7%	5%
Other	COUNT	46	19	27	20	21	24	19	26	20
	COL %	6%	5%	7%	6%	5%	4%	8% e	6%	7%
Economy/ Employment/ Business growth	COUNT	37	20	17	18	19	23	13	21	15
	COL %	5%	5%	4%	5%	4%	4%	5%	4%	5%
Traffic/ Bad driving conditions/ Parking	COUNT	33	17	16	12	18	22	11	15	14
	COL %	4%	4%	4%	4%	4%	4%	5%	3%	5%
Affordable Housing	COUNT	31	16	15	12	18	22	9	16	14
	COL %	4%	4%	4%	4%	4%	4%	4%	3%	5%
Education/ School systems/ Schools are being shut down	COUNT	28	7	21	11	15	24	4	15	11
	COL %	4%	2%	5% A	3%	4%	4% F	2%	3%	4%

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Q1/Q2. Are there any issues of importance you think the City of Edmonton should address?

(Total Mentions)

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
Performance of the city/ Electing a new Mayor/ Council	COUNT	22	11	11	2	18	10	11	8	14
	COL %	3%	3%	3%	1%	4% C	2%	5% e	2%	5% G
Senior care	COUNT	16	9	7	6	9	11	3	7	9
	COL %	2%	2%	2%	2%	2%	2%	1%	1%	3%
Law enforcement/ More police officers	COUNT	16	11	5	7	7	7	8	5	8
	COL %	2%	3%	1%	2%	2%	1%	3%	1%	3%
High cost of living (e.g. rent, groceries & electricity)	COUNT	15	9	6	4	11	11	4	7	7
	COL %	2%	2%	1%	1%	3%	2%	2%	1%	2%
More public services/ Recreation facilities	COUNT	13	9	4	7	5	8	5	6	7
	COL %	2%	2%	1%	2%	1%	1%	2%	1%	2%
Pollutions/ Environment issues/ Sewage/ Water management	COUNT	12	5	7	6	6	6	6	5	5
	COL %	2%	1%	2%	2%	1%	1%	2%	1%	2%
Too much construction	COUNT	5	3	2	1	4	3	2	5	
	COL %	1%	1%	0%	0%	1%	1%	1%	1% H	

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q3. Have you read, heard or seen anything in the past year about a proposed plan for building a new hockey arena in downtown Edmonton?

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Yes	COUNT	764	368	396	313	407	510	235	444	281
	COL %	96%	96%	95%	95%	96%	95%	97%	94%	97%
No	COUNT	34	17	17	16	17	26	8	25	9
	COL %	4%	4%	4%	5%	4%	5%	3%	5%	3%
Don't know	COUNT	2		2		2	2		1	1
	COL %	0%		0%		0%	0%		0%	0%

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q4. What benefits, if any, do you think building a new arena in downtown Edmonton would bring for the City?

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Economic benefits/ Generate more business/ revenue/ tax	COUNT	203	105	98	95	98	164	34	163	33
	COL %	25%	27%	24%	29% d	23%	30% F	14%	35% H	11%
Revitalization for downtown/ develop downtown core	COUNT	137	84	53	91	40	109	23	124	8
	COL %	17%	22% B	13%	28% D	9%	20% F	9%	26% H	3%
Tourism, bring more people to the city/ downtown	COUNT	118	52	66	56	55	97	18	91	22
	COL %	15%	14%	16%	17%	13%	18% F	7%	19% H	8%
No benefits (general) (incl. old arena is fine)	COUNT	100	49	51	20	78	48	51	21	75
	COL %	13%	13%	12%	6%	18% C	9%	21% E	4%	26% G
Don't know	COUNT	91	42	49	31	51	63	26	42	38
	COL %	11%	11%	12%	9%	12%	12%	11%	9%	13% g
Bring more events/ entertainments (incl. sports, concerts)	COUNT	62	36	26	38	23	52	7	55	7
	COL %	8%	9%	6%	12% D	5%	10% F	3%	12% H	2%
None/ nothing to say	COUNT	58	20	38	14	42	25	32	4	51
	COL %	7%	5%	9% A	4%	10% C	5%	13% E	1%	18% G
No benefits - Waste money/ tax payers should not pay for it	COUNT	44	20	24	9	30	19	23	12	28
	COL %	6%	5%	6%	3%	7% C	4%	9% E	3%	10% G
Create new jobs	COUNT	27	17	10	12	14	18	9	21	5
	COL %	3%	4%	2%	4%	3%	3%	4%	4% H	2%
Clean up downtown & surrounding area (incl. reduce crime)	COUNT	22	11	11	17	5	17	4	21	1
	COL %	3%	3%	3%	5% D	1%	3%	2%	4% H	0%
Raise the city profile	COUNT	22	14	8	16	4	15	7	22	
	COL %	3%	4%	2%	5% D	1%	3%	3%	5% H	
Will keep the Oilers in Edmonton/ Better place for Oilers	COUNT	20	10	10	12	8	14	5	16	4
	COL %	3%	3%	2%	4%	2%	3%	2%	3% h	1%
Good thing to do/ will bring benefits (general)	COUNT	19	6	13	8	8	15	4	18	
	COL %	2%	2%	3%	2%	2%	3%	2%	4% H	
No benefits - Parking/ traffic is bad in downtown already	COUNT	18	3	15	1	17	12	6	4	13
	COL %	2%	1%	4% A	0%	4% C	2%	2%	1%	4% G
No benefits - Only will benefit private sectors/ developers	COUNT	18	7	11	4	10	6	11	3	15
	COL %	2%	2%	3%	1%	2%	1%	5% E	1%	5% G
Other	COUNT	16	9	7	4	11	11	5	12	4
	COL %	2%	2%	2%	1%	3%	2%	2%	3%	1%

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q4. What benefits, if any, do you think building a new arena in downtown Edmonton would bring for the City?

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
No benefits - Other more important things, e.g. LRT, housing	COUNT	15	7	8	5	8	6	7	3	12
	COL %	2%	2%	2%	2%	2%	1%	3%	1%	4% G
Improve the traffic condition/ transit/ downtown parking	COUNT	12	5	7	5	5	10	2	12	
	COL %	2%	1%	2%	2%	1%	2%	1%	3% H	
Great for the youths	COUNT	4		4	2	2	4		4	
	COL %	1%		1% A	1%	0%	1% F		1% H	

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q5a. Do you strongly or somewhat agree or disagree?

Building a new arena downtown with an entertainment complex will provide significant economic benefits to Edmonton's city centre.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Strongly agree	COUNT	292	157	135	172	104	246	39	269	16
	COL %	37%	41% B	33%	52% D	24%	46% F	16%	57% H	5%
Somewhat agree	COUNT	267	125	142	115	140	192	69	165	84
	COL %	33%	32%	34%	35%	33%	36% F	28%	35% h	29%
Somewhat disagree	COUNT	101	39	62	20	79	47	51	28	69
	COL %	13%	10%	15% A	6%	19% C	9%	21% E	6%	24% G
Strongly disagree	COUNT	118	52	66	16	94	38	79	5	109
	COL %	15%	14%	16%	5%	22% C	7%	33% E	1%	37% G
Don't know	COUNT	22	12	10	6	9	15	5	3	13
	COL %	3%	3%	2%	2%	2%	3%	2%	1%	4% G
- Total % Agree (Strongly/ Somewhat)		70%	73% B	67%	87% D	57%	81% F	44%	92% H	34%
- Total % Disagree (Strongly/ Somewhat)		27%	24%	31% A	11%	41% C	16%	53% E	7%	61% G

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q5b. Do you strongly or somewhat agree or disagree?

Building a new arena downtown will help to revitalize the downtown area.

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)		
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)	
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291	
Strongly agree	COUNT	295	161	134	180	103	243	42	273	17
	COL %	37%	42% B	32%	55% D	24%	45% F	17%	58% H	6%
Somewhat agree	COUNT	244	119	125	99	135	172	68	158	73
	COL %	31%	31%	30%	30%	32%	32%	28%	34% H	25%
Somewhat disagree	COUNT	93	38	55	24	64	54	37	25	59
	COL %	12%	10%	13%	7%	15% C	10%	15% e	5%	20% G
Strongly disagree	COUNT	140	54	86	21	113	47	92	6	131
	COL %	18%	14%	21% A	6%	27% C	9%	38% E	1%	45% G
Don't know	COUNT	28	13	15	5	11	22	4	8	11
	COL %	4%	3%	4%	2%	3%	4% F	2%	2%	4%
- Total % Agree (Strongly/ Somewhat)	67%	73% B	62%	85% D	56%	77% F	45%	92% H	31%	
- Total % Disagree (Strongly/ Somewhat)	29%	24%	34% A	14%	42% C	19%	53% E	7%	65% G	

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q5c. Do you strongly or somewhat agree or disagree?

It is important to keep the Edmonton Oilers in the city.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Strongly agree	COUNT	516	245	271	246	242	403	101	377	113
	COL %	65%	64%	65%	75% D	57%	75% F	42%	80% H	39%
Somewhat agree	COUNT	167	81	86	60	100	92	70	76	82
	COL %	21%	21%	21%	18%	23% c	17%	29% E	16%	28% G
Somewhat disagree	COUNT	53	28	25	11	38	16	35	10	41
	COL %	7%	7%	6%	3%	9% C	3%	14% E	2%	14% G
Strongly disagree	COUNT	38	21	17	6	30	15	23	2	36
	COL %	5%	5%	4%	2%	7% C	3%	9% E	0%	12% G
Don't know	COUNT	26	10	16	6	16	12	14	5	19
	COL %	3%	3%	4%	2%	4%	2%	6% E	1%	7% G
- Total % Agree (Strongly/ Somewhat)		85%	85%	86%	93% D	80%	92% F	70%	96% H	67%
- Total % Disagree (Strongly/ Somewhat)		11%	13%	10%	5%	16% C	6%	24% E	3%	26% G

Edmonton Arena Study
 Source: ROI (www.returninsight.ca)
 23 Dec 10, lw

Q5d. Do you strongly or somewhat agree or disagree?

It is important that a new downtown arena facility includes amenities that the community can access, such as a separate ice surface.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Strongly agree	COUNT	255	120	135	120	123	208	42	200	43
	COL %	32%	31%	33%	36% D	29%	39% F	17%	43% H	15%
Somewhat agree	COUNT	293	150	143	145	135	221	63	205	77
	COL %	37%	39%	34%	44% D	32%	41% F	26%	44% H	26%
Somewhat disagree	COUNT	102	59	43	33	66	51	50	40	55
	COL %	13%	15% B	10%	10%	15% C	9%	21% E	9%	19% G
Strongly disagree	COUNT	109	35	74	25	78	40	67	14	92
	COL %	14%	9%	18% A	8%	18% C	7%	28% E	3%	32% G
Don't know	COUNT	41	21	20	6	24	18	21	11	24
	COL %	5%	5%	5%	2%	6% C	3%	9% E	2%	8% G
- Total % Agree (Strongly/ Somewhat)		69%	70%	67%	81% D	61%	80% F	43%	86% H	41%
- Total % Disagree (Strongly/ Somewhat)		26%	24%	28%	18%	34% C	17%	48% E	11%	51% G

Edmonton Arena Study
 Source: ROI (www.returninsight.ca)
 23 Dec 10, lw

TOP BOX SUMMARY TABLE (Agree: Very/Somewhat)

Q5. Do you strongly or somewhat agree or disagree?

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291
Q5a. Building a new arena downtown with an entertainment complex will provide significant economic benefits to Edmonton's city centre.	70%	73% B	67%	87% D	57%	81% F	44%	92% H	34%
Q5b. Building a new arena downtown will help to revitalize the downtown area.	67%	73% B	62%	85% D	56%	77% F	45%	92% H	31%
Q5c. It is important to keep the Edmonton Oilers in the city.	85%	85%	86%	93% D	80%	92% F	70%	96% H	67%
Q5d. It is important that a new downtown arena facility includes amenities that the community can access, such as a separate ice surface.	69%	70%	67%	81% D	61%	80% F	43%	86% H	41%

Edmonton Arena Study
Source: ROI (www.returnoninsight.ca)
23 Dec 10, lw

LOW BOX SUMMARY TABLE (Disagree: Very/Somewhat)

Q5. Do you strongly or somewhat agree or disagree?

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291
Q5a. Building a new arena downtown with an entertainment complex will provide significant economic benefits to Edmonton's city centre.	27%	24%	31% A	11%	41% C	16%	53% E	7%	61% G
Q5b. Building a new arena downtown will help to revitalize the downtown area.	29%	24%	34% A	14%	42% C	19%	53% E	7%	65% G
Q5c. It is important to keep the Edmonton Oilers in the city.	11%	13%	10%	5%	16% C	6%	24% E	3%	26% G
Q5d. It is important that a new downtown arena facility includes amenities that the community can access, such as a separate ice surface.	26%	24%	28%	18%	34% C	17%	48% E	11%	51% G

Edmonton Arena Study
Source: ROI (www.returnoninsight.ca)
23 Dec 10, lw

Q6a. Do you support/oppose some of the following ideas about how to fund the building of a new downtown arena?

Having a mix of private and public funds to build the new arena.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Strongly support	COUNT	206	97	109	120	70	185	16	162	19
	COL %	26%	25%	26%	36% D	16%	34% F	7%	39% H	7%
Somewhat support	COUNT	240	116	124	120	112	211	26	180	50
	COL %	30%	30%	30%	36% D	26%	39% F	11%	38% H	17%
Somewhat oppose	COUNT	97	50	47	41	51	58	37	45	46
	COL %	12%	13%	11%	12%	12%	11%	15% e	10%	16% G
Strongly oppose	COUNT	239	112	127	42	186	74	158	56	169
	COL %	30%	29%	31%	13%	44% C	14%	65% E	12%	58% G
Don't know	COUNT	18	10	8	6	7	10	6	7	7
	COL %	2%	3%	2%	2%	2%	2%	2%	1%	2%
- Total % Support (Strongly/ Somewhat)		56%	55%	56%	73% D	43%	74% F	17%	77% H	24%
- Total % Oppose (Strongly/ Somewhat)		42%	42%	42%	25%	56% C	25%	80% E	21%	74% G

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q6b. Do you support/oppose some of the following ideas about how to fund the building of a new downtown arena?

Funding the arena partially through user fees like a ticket tax, or levies on concessions and merchandising/retail sales in the new complex.

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)		
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)	
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291	
Strongly support	COUNT	324	174	150	169	143	235	82	219	93
	COL %	41%	45% B	36%	51% D	34%	44% F	34%	47% H	32%
Somewhat support	COUNT	283	126	157	117	149	199	77	179	90
	COL %	35%	33%	38%	36%	35%	37%	32%	38% H	31%
Somewhat oppose	COUNT	54	24	30	17	35	35	19	30	22
	COL %	7%	6%	7%	5%	8% c	7%	8%	6%	8%
Strongly oppose	COUNT	109	49	60	23	77	53	56	33	69
	COL %	14%	13%	14%	7%	18% C	10%	23% E	7%	24% G
Don't know	COUNT	30	12	18	3	22	16	9	9	17
	COL %	4%	3%	4%	1%	5% C	3%	4%	2%	6% G
- Total % Support (Strongly/ Somewhat)	76%	78%	74%	87% D	69%	81% F	65%	85% H	63%	
- Total % Oppose (Strongly/ Somewhat)	20%	19%	22%	12%	26% C	16%	31% E	13%	31% G	

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q6c. Do you support/oppose some of the following ideas about how to fund the building of a new downtown arena?

Designating a special area around the arena and dedicating the tax revenue from property value increases in the area to pay for the arena.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Strongly support	COUNT	118	66	52	118		97	18	97	20
	COL %	15%	17% b	13%	36% D		18% F	7%	21% H	7%
Somewhat support	COUNT	211	117	94	211		163	44	161	41
	COL %	26%	30% B	23%	64% D		30% F	18%	34% H	14%
Somewhat oppose	COUNT	142	57	85		142	103	38	94	40
	COL %	18%	15%	20% A		33% C	19%	16%	20% H	14%
Strongly oppose	COUNT	284	124	160		284	145	131	95	176
	COL %	36%	32%	39% a		67% C	27%	54% E	20%	60% G
Don't know	COUNT	45	21	24			30	12	23	14
	COL %	6%	5%	6%			6%	5%	5%	5%
- Total % Support (Strongly/ Somewhat)		41%	48% B	35%	100% D		48% F	26%	55% H	21%
- Total % Oppose (Strongly/ Somewhat)		53%	47%	59% A		100% C	46%	70% E	40%	74% G

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q7. If the project were to proceed, do you think the City of Edmonton should contribute funds to a new downtown arena as long as it does not raise the property tax rate or reallocate infrastructure funds?

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291
Strongly agree	COUNT	328	148	180	173	141	328	257	62
	COL %	41%	38%	43%	53% D	33%	61% F	55% H	21%
Somewhat agree	COUNT	210	93	117	87	107	210	131	62
	COL %	26%	24%	28%	26%	25%	39% F	28% H	21%
Somewhat disagree	COUNT	59	29	30	24	34	59	27	29
	COL %	7%	8%	7%	7%	8%	24% E	6%	10% G
Strongly disagree	COUNT	184	99	85	38	135	184	44	132
	COL %	23%	26% b	20%	12%	32% C	76% E	9%	45% G
Don't know	COUNT	19	16	3	7	9		11	6
	COL %	2%	4% B	1%	2%	2%		2%	2%
- Total % Agree (Strongly/ Somewhat)	67%	63%	72% A	79% D	58%	100% F		83% H	43%
- Total % Disagree (Strongly/ Somewhat)	30%	33% b	28%	19%	40% C		100% E	15%	55% G

Edmonton Arena Study
Source: ROI (www.returnoninsight.ca)
23 Dec 10, lw

Q8a. Do you think it is...

A location agreement in which the Oilers would remain in Edmonton for the life of the building.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Very important	COUNT	541	259	282	248	266	398	131	358	157
	COL %	68%	67%	68%	75% D	62%	74% F	54%	76% H	54%
Somewhat important	COUNT	132	58	74	47	79	88	42	74	51
	COL %	17%	15%	18%	14%	19%	16%	17%	16%	18%
Not very important	COUNT	42	22	20	14	24	25	17	17	24
	COL %	5%	6%	5%	4%	6%	5%	7%	4%	8% G
Not at all important	COUNT	42	24	18	11	30	13	29	9	33
	COL %	5%	6%	4%	3%	7% C	2%	12% E	2%	11% G
Don't know	COUNT	43	22	21	9	27	14	24	12	26
	COL %	5%	6%	5%	3%	6% C	3%	10% E	3%	9% G
- Total % Important (Very/ Somewhat)		84%	82%	86%	90% D	81%	90% F	71%	92% H	71%
- Total % Not Important (Not at all/ Not very)		11%	12%	9%	8%	13% C	7%	19% E	6%	20% G

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q8b. Do you think it is...

Assurances that any public investment goes into the arena and not the retail components of the project.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Very important	COUNT	433	204	229	184	230	317	106	260	152
	COL %	54%	53%	55%	56%	54%	59% F	44%	55%	52%
Somewhat important	COUNT	201	92	109	97	95	148	50	139	52
	COL %	25%	24%	26%	29% D	22%	28% F	21%	30% H	18%
Not very important	COUNT	43	27	16	18	24	25	17	27	15
	COL %	5%	7% B	4%	5%	6%	5%	7%	6%	5%
Not at all important	COUNT	35	15	20	10	24	11	23	8	25
	COL %	4%	4%	5%	3%	6% c	2%	9% E	2%	9% G
Don't know	COUNT	88	47	41	20	53	37	47	36	47
	COL %	11%	12%	10%	6%	12% C	7%	19% E	8%	16% G
- Total % Important (Very/ Somewhat)		79%	77%	81%	85% D	76%	86% F	64%	85% H	70%
- Total % Not Important (Not at all/ Not very)		10%	11%	9%	9%	11%	7%	16% E	7%	14% G

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q8c. Do you think it is...

Assurances that the public and people living in the area where a new arena would be built would be consulted about the integration of the project in the community and potential benefits to the community.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Very important	COUNT	577	257	320	221	325	397	169	311	231
	COL %	72%	67%	77% A	67%	76% C	74%	70%	66%	79% G
Somewhat important	COUNT	155	87	68	87	63	108	44	122	32
	COL %	19%	23% B	16%	26% D	15%	20%	18%	26% H	11%
Not very important	COUNT	29	16	13	14	12	20	9	22	6
	COL %	4%	4%	3%	4%	3%	4%	4%	5% H	2%
Not at all important	COUNT	22	16	6	4	17	8	12	10	11
	COL %	3%	4% B	1%	1%	4% C	1%	5% E	2%	4%
Don't know	COUNT	17	9	8	3	9	5	9	5	11
	COL %	2%	2%	2%	1%	2%	1%	4% E	1%	4% G
- Total % Important (Very/ Somewhat)		92%	89%	93% A	94%	91%	94% F	88%	92%	90%
- Total % Not Important (Not at all/ Not very)		6%	8% B	5%	5%	7%	5%	9% e	7%	6%

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q8d. Do you think it is...

An agreement between the private and public sector partners on how the financial risk of the project - and the project's benefits - would be shared.

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)		
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)	
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291	
Very important	COUNT	556	258	298	233	293	387	159	334	192
	COL %	70%	67%	72%	71%	69%	72% f	65%	71%	66%
Somewhat important	COUNT	146	75	71	78	64	118	27	100	44
	COL %	18%	19%	17%	24% D	15%	22% F	11%	21% H	15%
Not very important	COUNT	19	10	9	4	15	7	12	6	12
	COL %	2%	3%	2%	1%	4% C	1%	5% E	1%	4% G
Not at all important	COUNT	22	16	6	4	17	4	16	9	12
	COL %	3%	4% B	1%	1%	4% C	1%	7% E	2%	4% g
Don't know	COUNT	57	26	31	10	37	22	29	21	31
	COL %	7%	7%	7%	3%	9% C	4%	12% E	4%	11% G
- Total % Important (Very/ Somewhat)	88%	86%	89%	95% D	84%	94% F	77%	92% H	81%	
- Total % Not Important (Not at all/ Not very)	5%	7% B	4%	2%	8% C	2%	12% E	3%	8% G	

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q8e. Do you think it is...

A plan for what happens with Rexall Place if a new arena is built.

		TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
			Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS		800	385	415	329	426	538	243	470	291
Very important	COUNT	479	211	268	190	271	317	153	253	202
	COL %	60%	55%	65% A	58%	64%	59%	63%	54%	69% G
Somewhat important	COUNT	189	92	97	86	95	136	48	133	48
	COL %	24%	24%	23%	26%	22%	25% f	20%	28% H	16%
Not very important	COUNT	65	37	28	29	31	47	18	51	14
	COL %	8%	10%	7%	9%	7%	9%	7%	11% H	5%
Not at all important	COUNT	28	21	7	15	12	19	8	19	7
	COL %	4%	5% B	2%	5%	3%	4%	3%	4%	2%
Don't know	COUNT	39	24	15	9	17	19	16	14	20
	COL %	5%	6% b	4%	3%	4%	4%	7% e	3%	7% G
- Total % Important (Very/ Somewhat)		84%	79%	88% A	84%	86%	84%	83%	82%	86%
- Total % Not Important (Not at all/ Not very)		12%	15% B	8%	13%	10%	12%	11%	15% H	7%

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

TOP BOX SUMMARY TABLE (Important: Very/Somewhat)

Q8. Do you think it is...

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291
Q8a. A location agreement in which the Oilers would remain in Edmonton for the life of the building.	84%	82%	86%	90% D	81%	90% F	71%	92% H	71%
Q8b. Assurances that any public investment goes into the arena and not the retail components of the project.	79%	77%	81%	85% D	76%	86% F	64%	85% H	70%
Q8c. Assurances that the public and people living in the area where a new arena would be built would be consulted about the integration of the project in the community and potential benefits to the community.	92%	89%	93% A	94%	91%	94% F	88%	92%	90%
Q8d. An agreement between the private and public sector partners on how the financial risk of the project - and the project's benefits - would be shared.	88%	86%	89%	95% D	84%	94% F	77%	92% H	81%
Q8e. A plan for what happens with Rexall Place if a new arena is built.	84%	79%	88% A	84%	86%	84%	83%	82%	86%

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

LOW BOX SUMMARY TABLE (Not Important: Not at all/Not very)

Q8. Do you think it is...

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291
Q8a. A location agreement in which the Oilers would remain in Edmonton for the life of the building.	11%	12%	9%	8%	13% C	7%	19% E	6%	20% G
Q8b. Assurances that any public investment goes into the arena and not the retail components of the project.	10%	11%	9%	9%	11%	7%	16% E	7%	14% G
Q8c. Assurances that the public and people living in the area where a new arena would be built would be consulted about the integration of the project in the community and potential benefits to the community.	6%	8% B	5%	5%	7%	5%	9% e	7%	6%
Q8d. An agreement between the private and public sector partners on how the financial risk of the project - and the project's benefits - would be shared.	5%	7% B	4%	2%	8% C	2%	12% E	3%	8% G
Q8e. A plan for what happens with Rexall Place if a new arena is built.	12%	15% B	8%	13%	10%	12%	11%	15% H	7%

Edmonton Arena Study
 Source: ROI (www.returnoninsight.ca)
 23 Dec 10, lw

Q9. Considering all of the factors we have discussed, such as the cost, the potential economic impact and the agreement that might be reached between private and public sector partners, overall do you support or oppose building a new downtown arena?

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291
Strongly support	COUNT	268	156	112	158	96	231	30	268
	COL %	34%	41% B	27%	48% D	23%	43% F	12%	57% H
Somewhat support	COUNT	202	99	103	100	93	157	41	202
	COL %	25%	26%	25%	30% D	22%	29% F	17%	43% H
Somewhat oppose	COUNT	79	33	46	30	45	48	27	79
	COL %	10%	9%	11%	9%	11%	9%	11%	27% G
Strongly oppose	COUNT	212	79	133	31	171	76	134	212
	COL %	27%	21%	32% A	9%	40% C	14%	55% E	73% G
Don't know	COUNT	39	18	21	10	21	26	11	
	COL %	5%	5%	5%	3%	5%	5%	5%	
- Total % Support (Strongly/ Somewhat)	59%	66% B	52%	78% D	44%	72% F	29%	100% H	
- Total % Oppose (Strongly/ Somewhat)	36%	29%	43% A	19%	51% C	23%	66% E		100% G

Edmonton Arena Study
Source: ROI (www.returnoninsight.ca)
23 Dec 10, lw

Q10. Do you own or rent your home?

	TOTAL	Gender		Q6c. CRL Support		Q7. Support for Arena (qualified re taxes, infrastructure)		Q9. Support for Arena (all things considered)	
		Male (A)	Female (B)	Support (C)	Oppose (D)	Agree (E)	Disagree (F)	Support (G)	Oppose (H)
BASE: ALL RESPONDENTS	800	385	415	329	426	538	243	470	291
Own	COUNT	607	290	317	253	326	403	193	351
	COL %	76%	75%	76%	77%	77%	75%	79%	75% 76%
Rent	COUNT	184	91	93	74	95	130	47	115
	COL %	23%	24%	22%	22%	22%	24%	19%	24% 22%
Don't know	COUNT	9	4	5	2	5	5	3	4
	COL %	1%	1%	1%	1%	1%	1%	1%	1% 2%

Edmonton Arena Study
Source: ROI (www.returnoninsight.ca)
23 Dec 10, lw