

Results & Analysis
for
Questionnaire on Proposed Downtown Arena

Background

This report contains a statistical analysis of the results of the closed-ended questions in the Questionnaire on Proposed Downtown Arena . The results analysis includes answers from the entire period in which the questionnaire was available to be completed, Thursday, October 28, 2010 to Saturday, November 20, 2010. 28,979 completed responses were received.

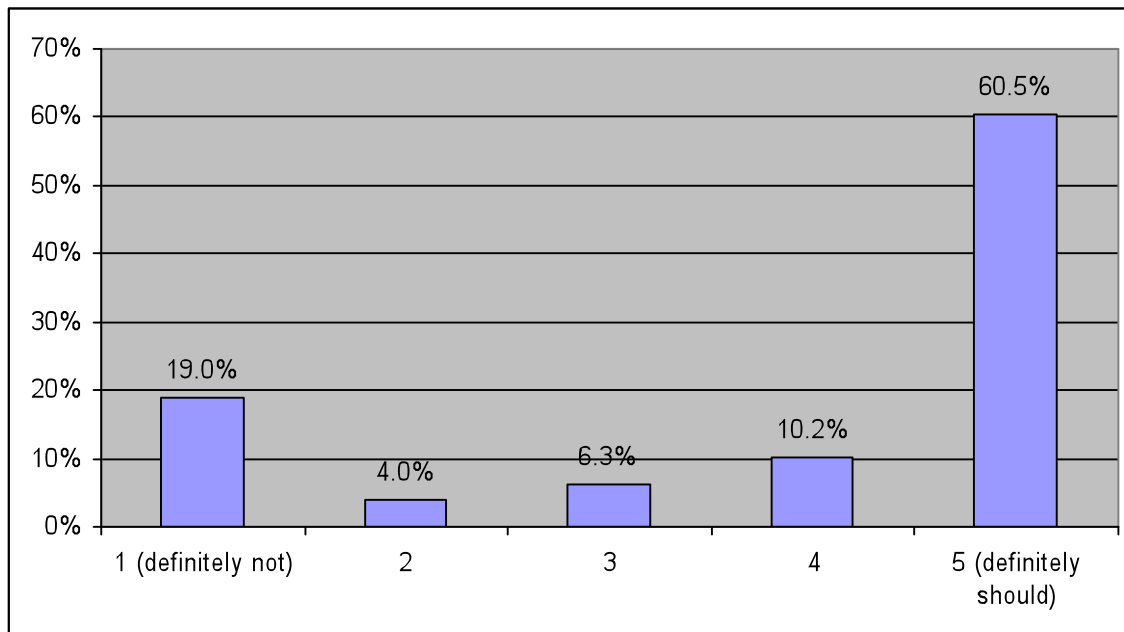
The online questionnaire was not a statistically accurate survey method. Instead, the objective of the questionnaire was to enable people to share their views as a part of the arena consultation even if they could not or did not wish to attend one of the in-person public consultation sessions. There was no mechanism used to prevent the same person from completing the questionnaire multiple times, though there was a written request shown at the start of the questionnaire asking that people only complete it once. Though there were likely some people who completed the questionnaire more than once, 71 percent of the completed questionnaires came from unique IP addresses.

Results & Analysis

Questionnaire on Proposed Downtown Arena Responses Received: 28979

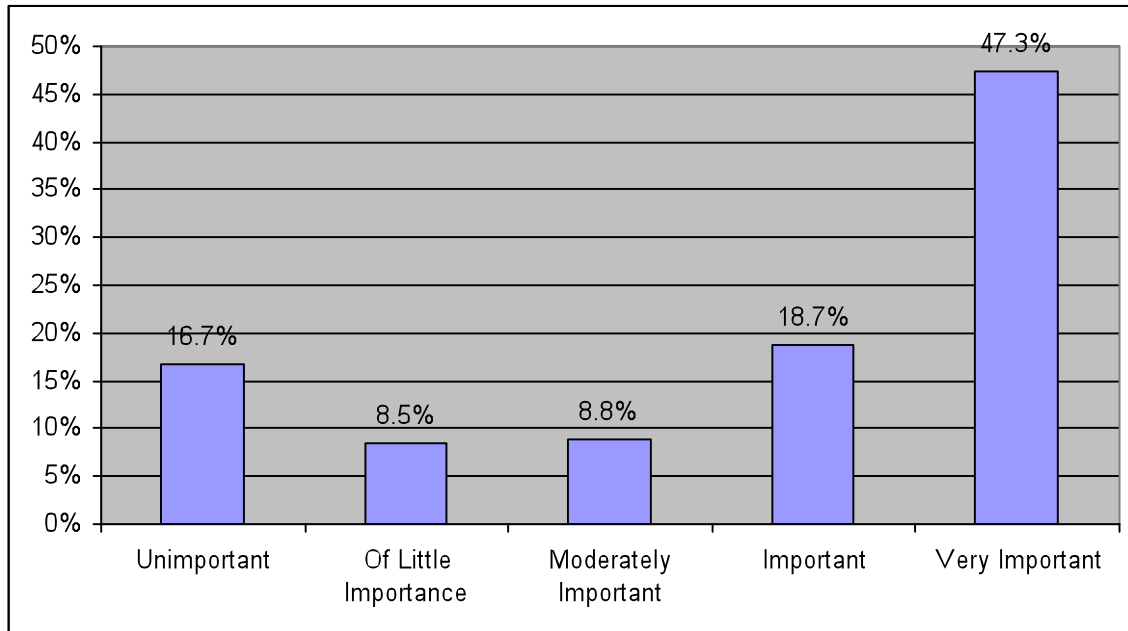
1) Do you think a new downtown arena should be built in Edmonton?
Please answer on a 1-5 scale, where 1 means "definitely not" and 5 means "definitely should".

Response	Count	Percent
1 (definitely not)	5485	19.0%
2	1149	4.0%
3	1830	6.3%
4	2929	10.2%
5 (definitely should)	17443	60.5%



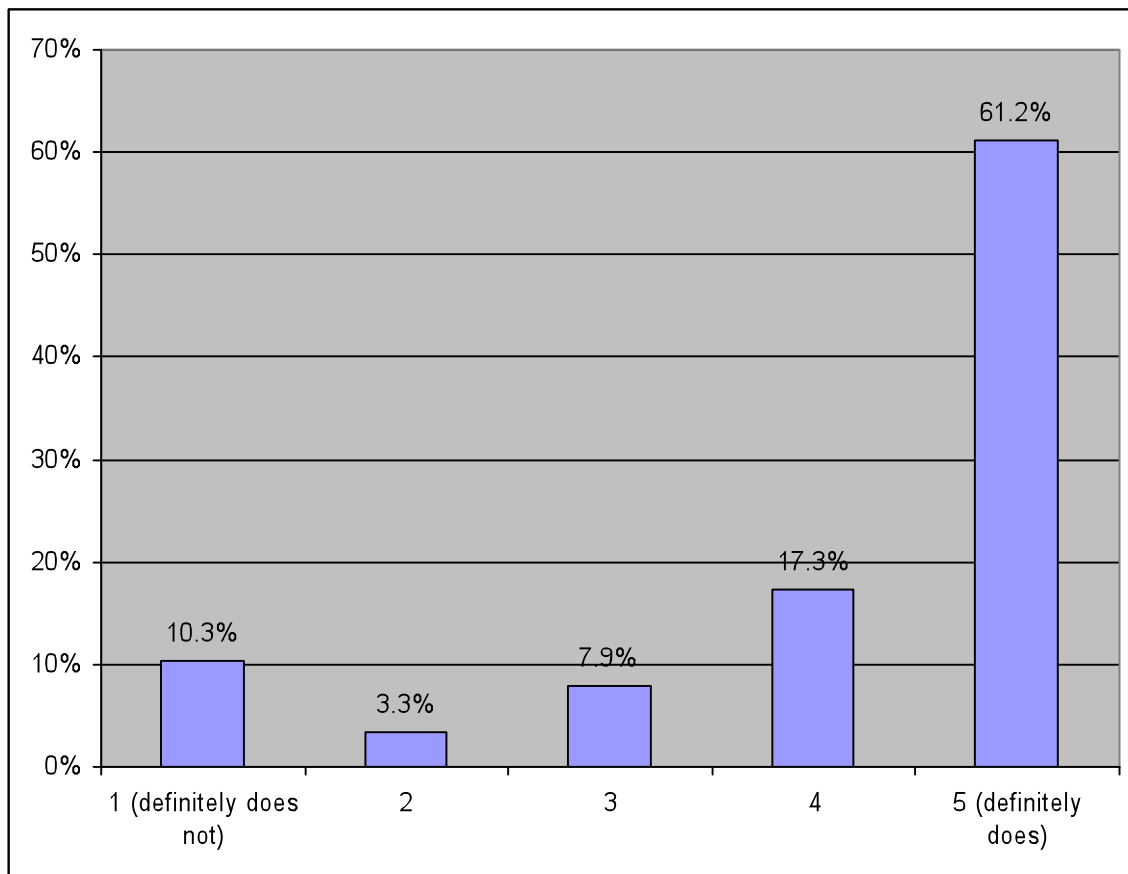
2) Do you think a downtown arena is important to the long-term success of our city?

Response	Count	Percent
Unimportant	4831	16.7%
Of Little Importance	2459	8.5%
Moderately Important	2525	8.8%
Important	5391	18.7%
Very Important	13640	47.3%



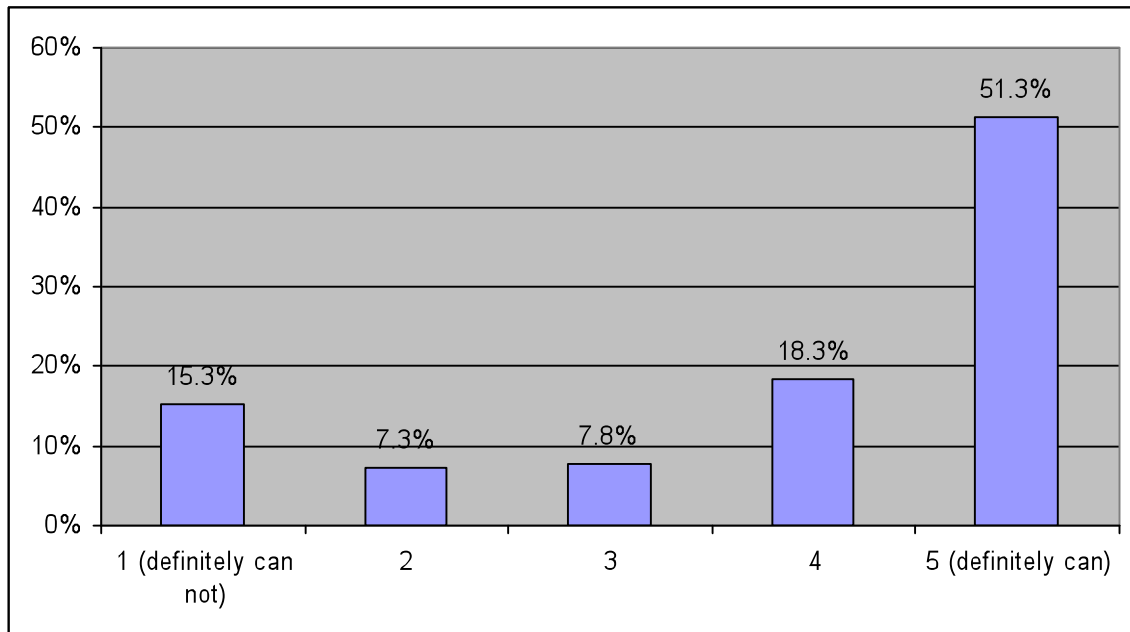
3) Do you believe Edmonton's downtown needs revitalization? Please answer on a 1-5 scale, where 1 means "definitely does not" and 5 means "definitely does".

Response	Count	Percent
1 (definitely does not)	2956	10.3%
2	951	3.3%
3	2274	7.9%
4	4990	17.3%
5 (definitely does)	17596	61.2%



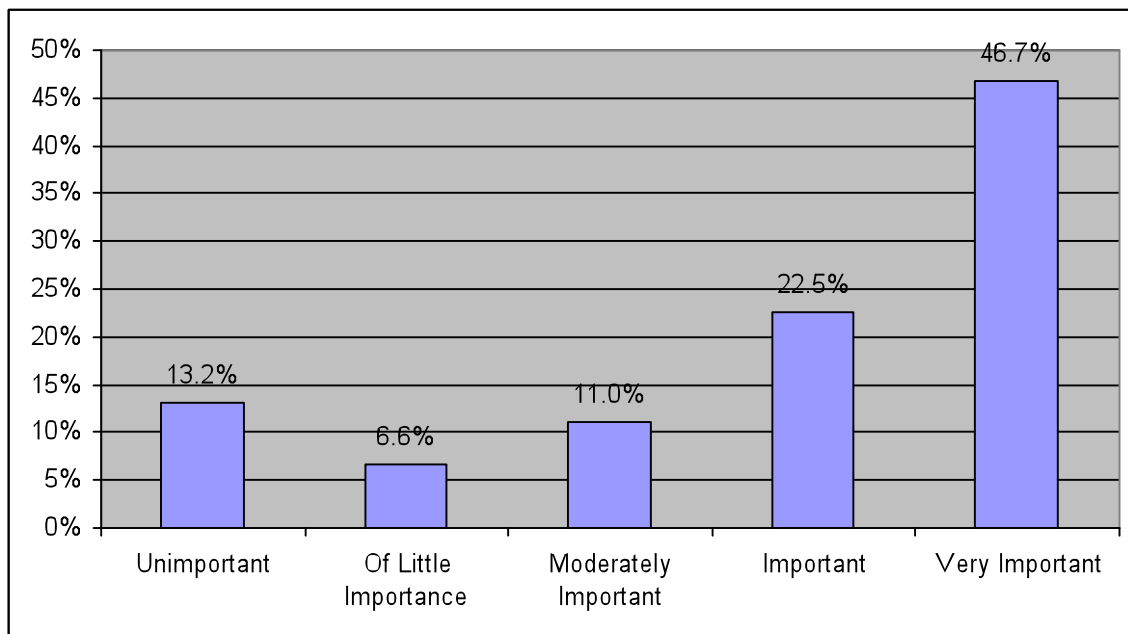
4) Do you think a new downtown arena and entertainment district can spur revitalization of the downtown? Please answer on a 1-5 scale, where 1 means "definitely can not" and 5 means "definitely can".

Response	Count	Percent
1 (definitely can not)	4412	15.3%
2	2089	7.3%
3	2235	7.8%
4	5270	18.3%
5 (definitely can)	14779	51.3%



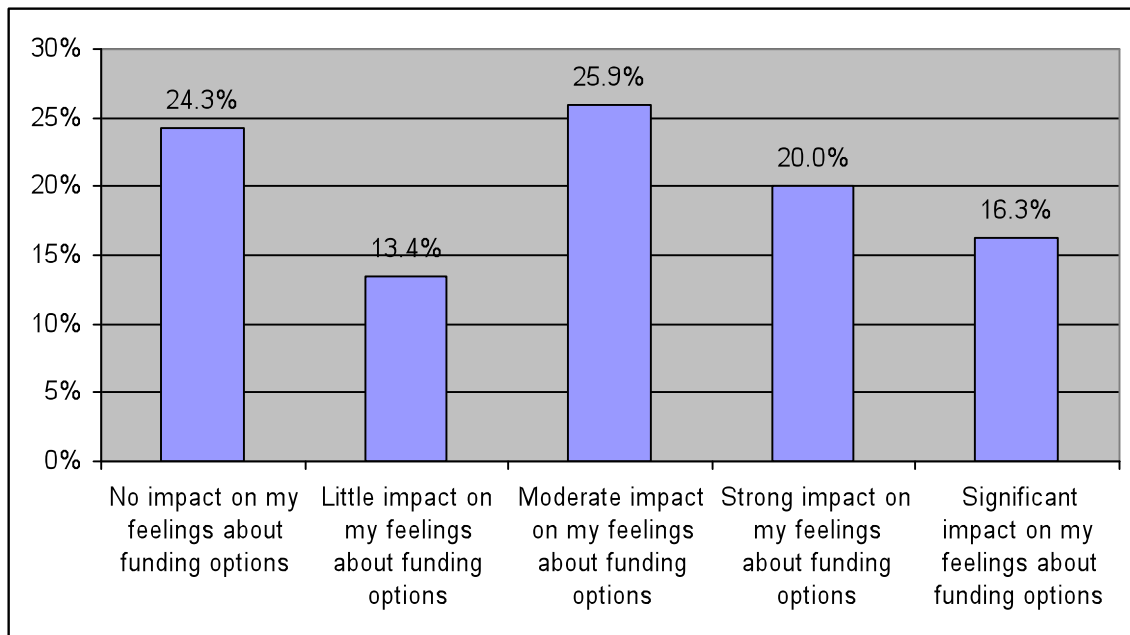
5) The Katz Group envisions an arena development that provides opportunities for public use of the space, including a second ice surface available for community use. Do you support a vision for the arena that provides opportunities for community use of the facilities? Community use is...

Response	Count	Percent
Unimportant	3813	13.2%
Of Little Importance	1889	6.6%
Moderately Important	3167	11.0%
Important	6497	22.5%
Very Important	13459	46.7%



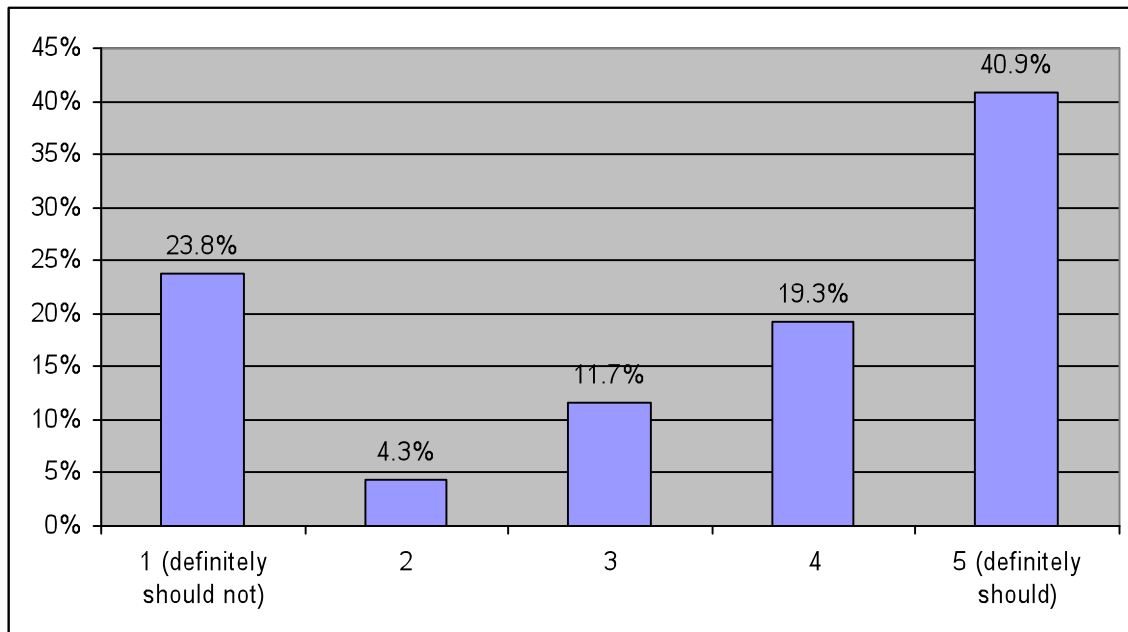
6) Do opportunities for community use of the arena facilities for hockey and other activities influence how you feel about the funding model options?

Response	Count	Percent
No impact on my feelings about funding options	7001	24.3%
Little impact on my feelings about funding options	3849	13.4%
Moderate impact on my feelings about funding options	7449	25.9%
Strong impact on my feelings about funding options	5764	20.0%
Significant impact on my feelings about funding options	4702	16.3%



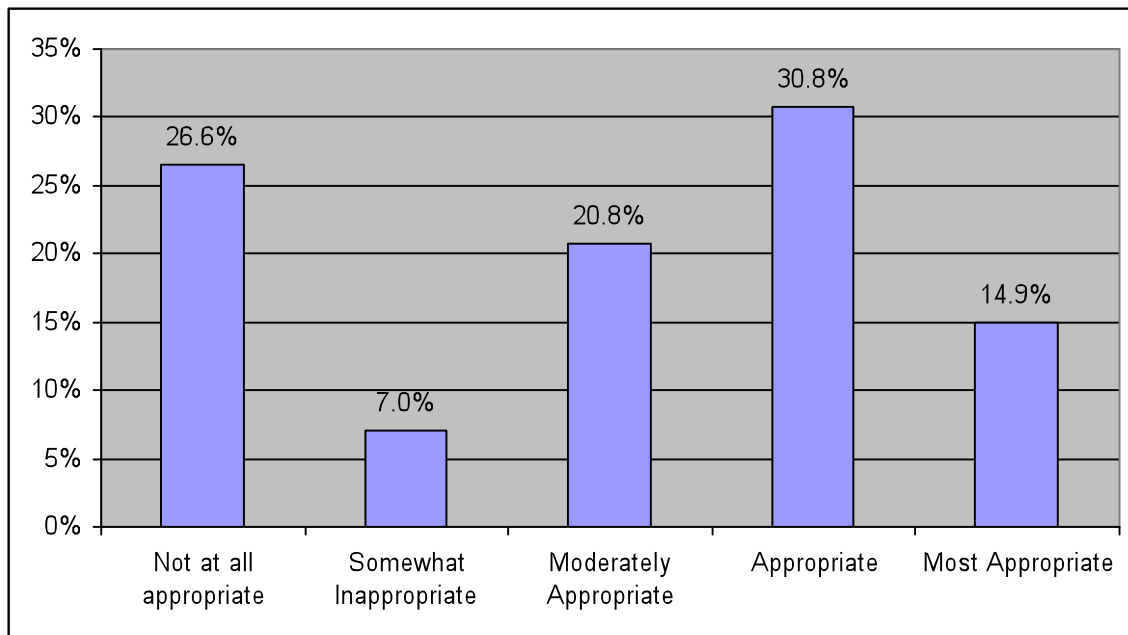
7) Do you think the City of Edmonton should contribute funds to a new downtown arena as long as it does not raise the property tax rate or reallocate infrastructure funds? Please answer on a 1-5 scale, where 1 means "definitely should not" and 5 means "definitely should".

Response	Count	Percent
1 (definitely should not)	6857	23.8%
2	1242	4.3%
3	3379	11.7%
4	5551	19.3%
5 (definitely should)	11766	40.9%



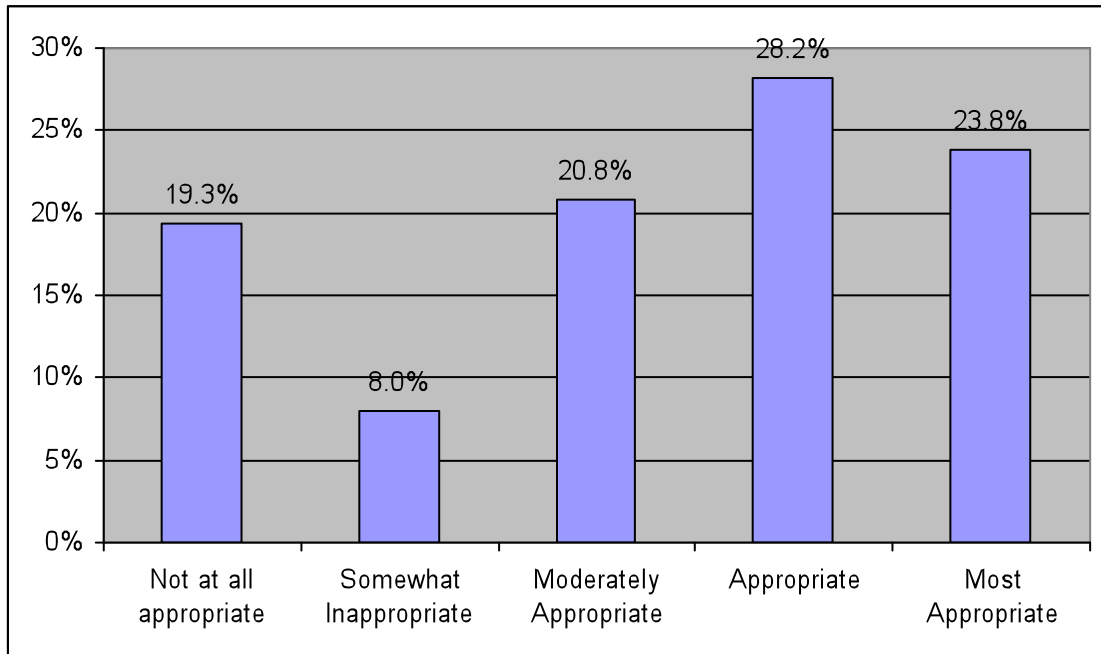
8) Do you think a community revitalization levy (CRL) is an appropriate funding mechanism for a new arena?

Response	Count	Percent
Not at all appropriate	7633	26.6%
Somewhat Inappropriate	1999	7.0%
Moderately Appropriate	5963	20.8%
Appropriate	8838	30.8%
Most Appropriate	4284	14.9%



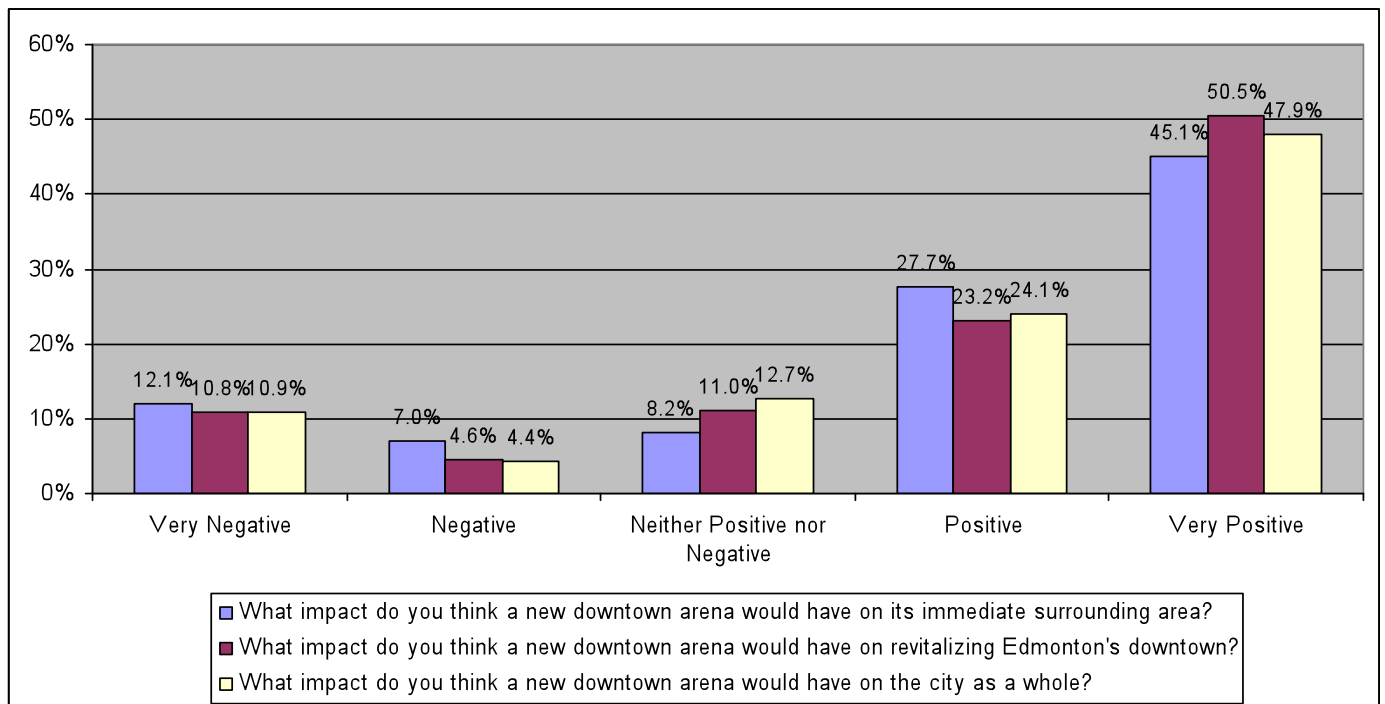
9) Do you think a ticket surcharge or some form of "user pay" is an appropriate funding mechanism for a new arena?

Response	Count	Percent
Not at all appropriate	5564	19.3%
Somewhat Inappropriate	2293	8.0%
Moderately Appropriate	5975	20.8%
Appropriate	8108	28.2%
Most Appropriate	6834	23.8%



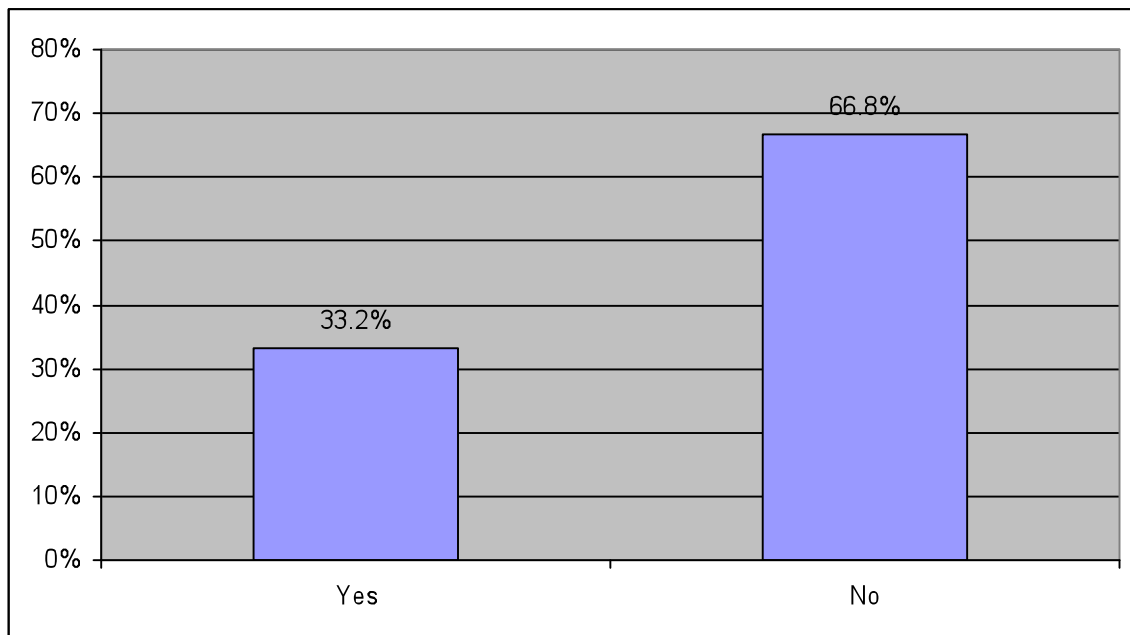
10) Please read the following statements and indicate your choice on the scale.

	Very Negative	Negative	Neither Positive nor Negative	Positive	Very Positive
What impact do you think a new downtown arena would have on its immediate surrounding area?	12.1% (3478)	7.0% (2017)	8.2% (2359)	27.7% (7969)	45.1% (12973)
What impact do you think a new downtown arena would have on revitalizing Edmonton's downtown?	10.8% (3084)	4.6% (1313)	11.0% (3139)	23.2% (6652)	50.5% (14469)
What impact do you think a new downtown arena would have on the city as a whole?	10.9% (3113)	4.4% (1243)	12.7% (3633)	24.1% (6892)	47.9% (13660)



11) Should Edmonton Northlands be involved in a new arena?

Response	Count	Percent
Yes	9301	33.2%
No	18741	66.8%



12) Would a new downtown arena encourage you to visit downtown Edmonton more often? Please answer on a 1-5 scale, where 1 means "not at all" and 5 means "definitely".

Response	Count	Percent
1 (not at all)	7204	25.0%
2	1018	3.5%
3	2350	8.2%
4	4903	17.0%
5 (definitely)	13294	46.2%

