



Ipsos Reid

Northlands – Downtown Arena Public Opinion Research

March 2011

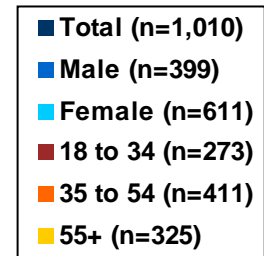
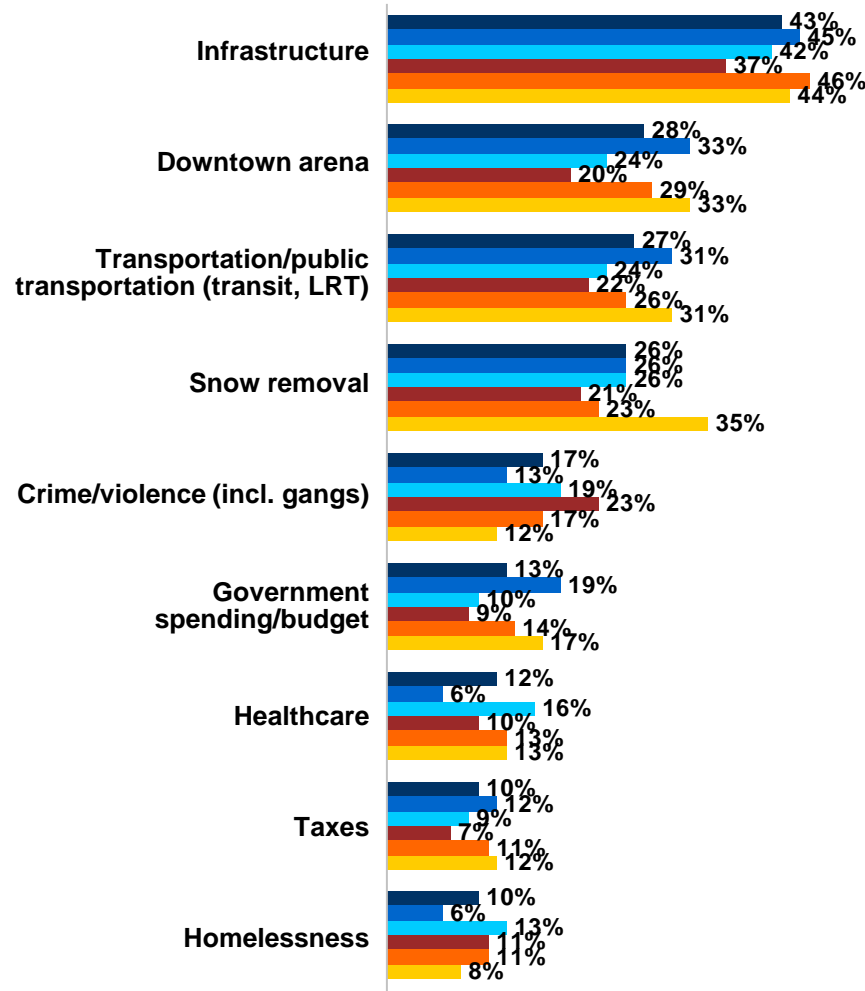


Background, Objectives and Methodology.

- ◆ Northlands was interested in obtaining a gauge of public opinion regarding a new downtown arena/entertainment district in the Edmonton city center proposed by the Katz Group (the owners of the Edmonton Oilers).
- ◆ The key research objectives were to understand:
 - The degree that Edmontonians believe that this is an issue,
 - The importance of a new arena, relative to other societal issues,
 - Who should pay for the new arena
 - Support/Opposition for taxpayer dollars to be used for the new arena/entertainment district.
 - Which organization should control the new arena
 - Which organization has the best interests of the City of Edmonton
- ◆ Ipsos Reid conducted 1010 interviews with Edmontonians between March 16th and 22nd 2011.
- ◆ The interviews were fielded using Ipsos Reid's Internet panel.
- ◆ The margin of error associated with 1010 interviews is $\pm 3.1\%$ at a 95% confidence interval.

Major Issues Facing the City of Edmonton

Total	
Oct 2010	Dec 2010
32%	24%
12%	14%
30%	25%
3%	4%
21%	13%
5%	12%
6%	14%
15%	15%
8%	13%



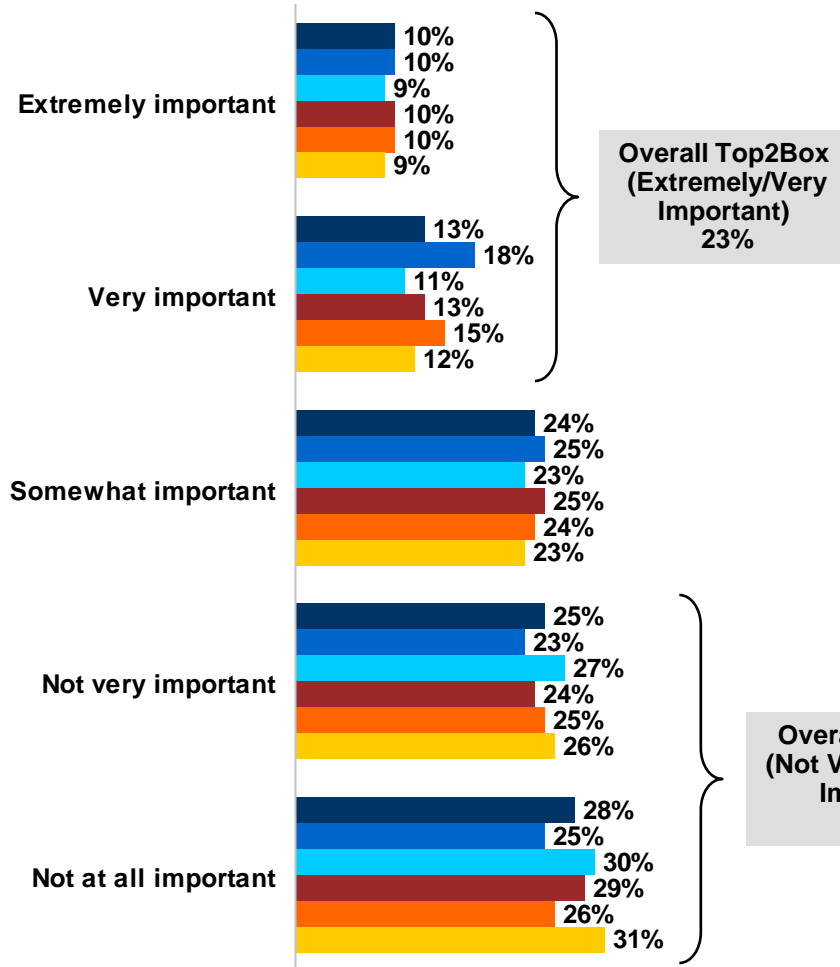
Base: All respondents

Q1. In your opinion, what are the major issues facing the City of Edmonton today?



Personal Importance of a New Downtown Arena

Total	
Oct 2010	Dec 2010
6%	10%
16%	25%
10%	15%
23%	22%
29%	23%
60%	53%
31%	30%



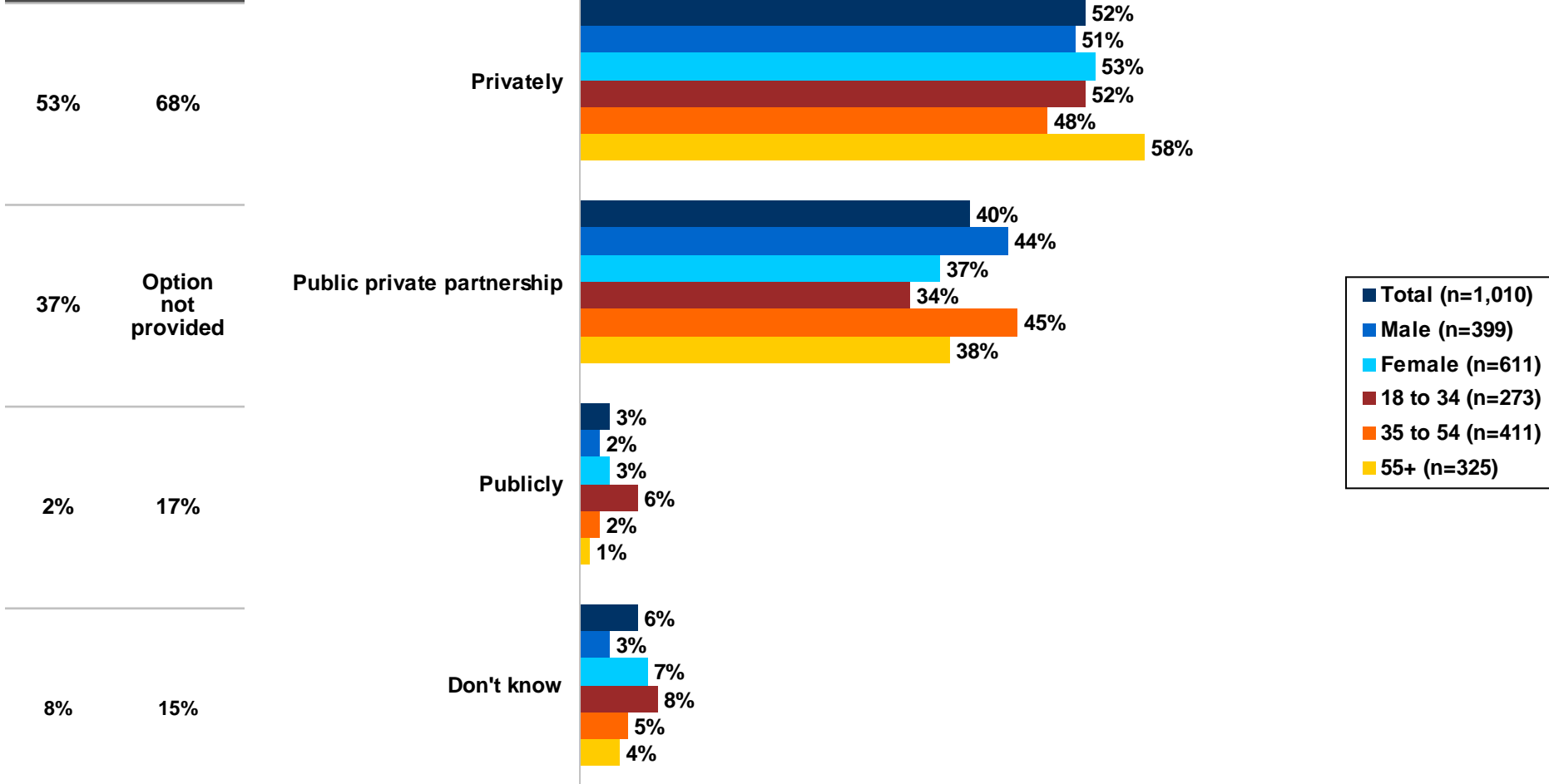
- Total (n=1,010)
- Male (n=399)
- Female (n=611)
- 18 to 34 (n=273)
- 35 to 54 (n=411)
- 55+ (n=325)

Base: All respondents

Q2. Relative to other issues such as Healthcare, Education, and the Economy, how important is the issue of a new downtown arena to you?

How Should the New Arena be Funded?

Total	Total
Oct 2010	Dec 2010



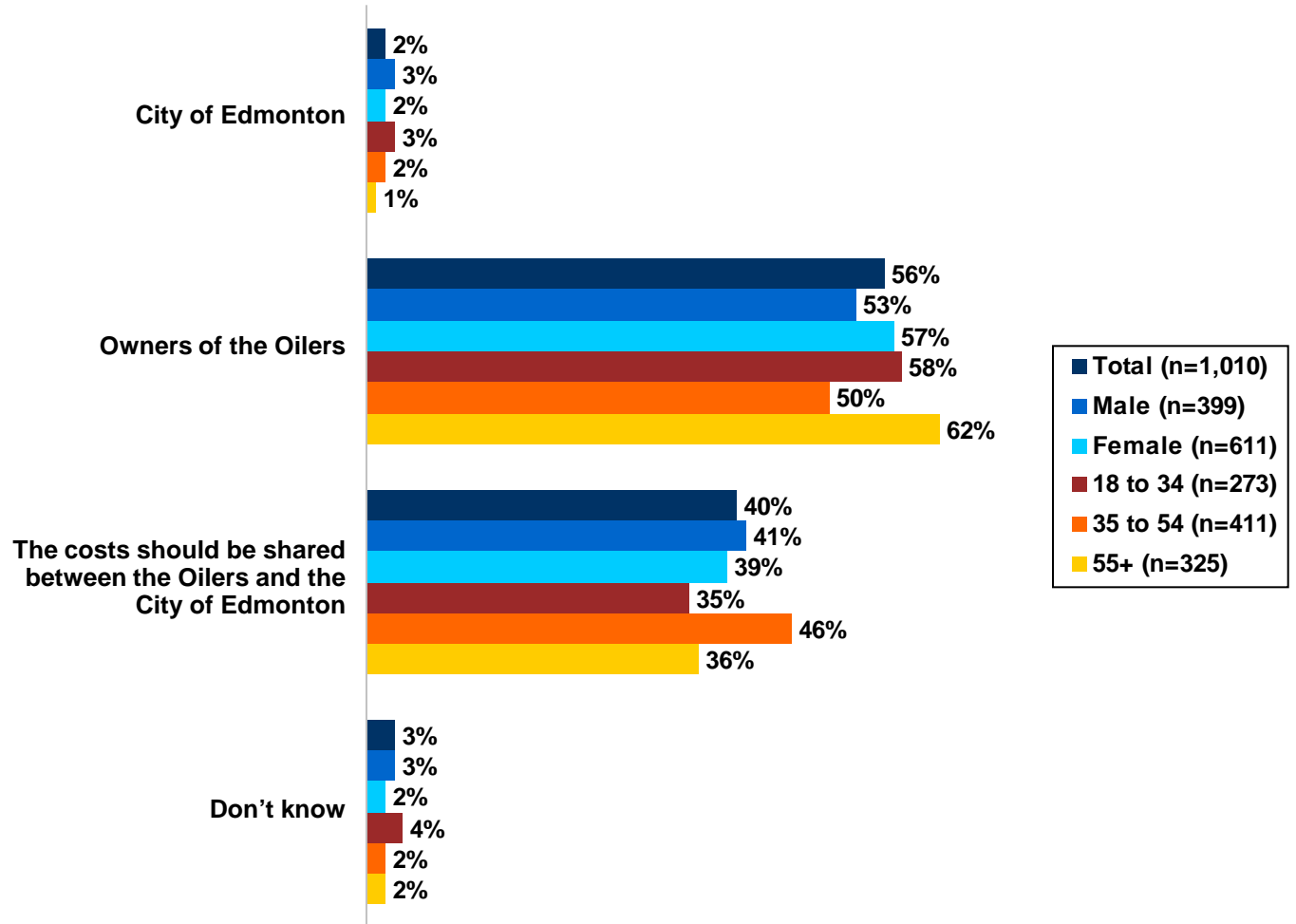
Base: All respondents

Q2b. A new downtown arena has been proposed for the City of Edmonton. In your opinion should the new Arena be funded privately or publicly?



Who Should Pay for Downtown Arena District

Total	
Oct 2010	Dec 2010
1%	3%
57%	53%
37%	40%
5%	3%



Base: All respondents

Q3. A new downtown arena district, including a new arena, has been proposed by the owners of the Edmonton Oilers? In your opinion who should pay for the downtown arena?



Use of Taxpayer Money for a New Downtown Arena

Total	
Oct 2010	Dec 2010

5% 6%

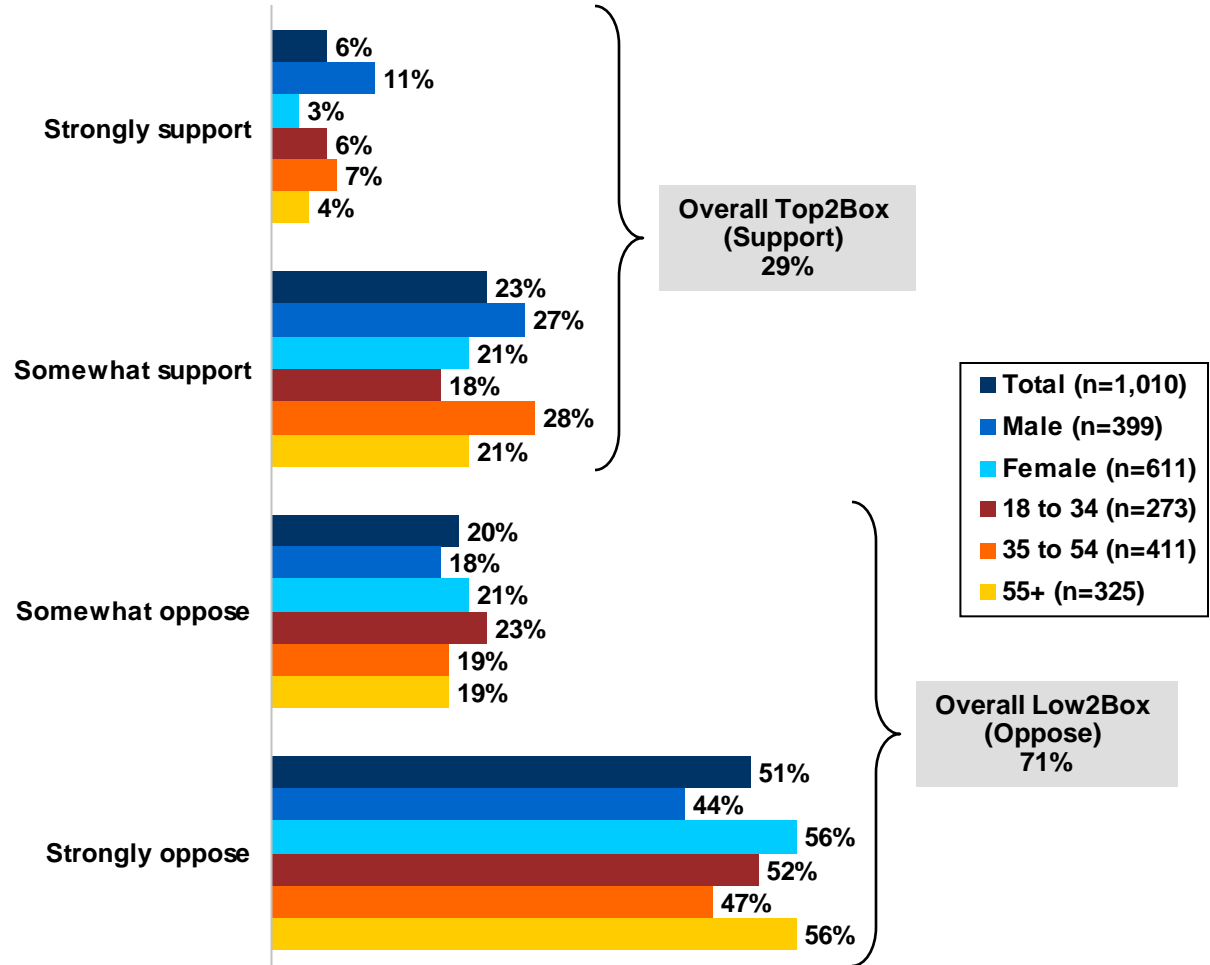
27% 28%

22% 22%

21% 21%

72% 72%

51% 50%

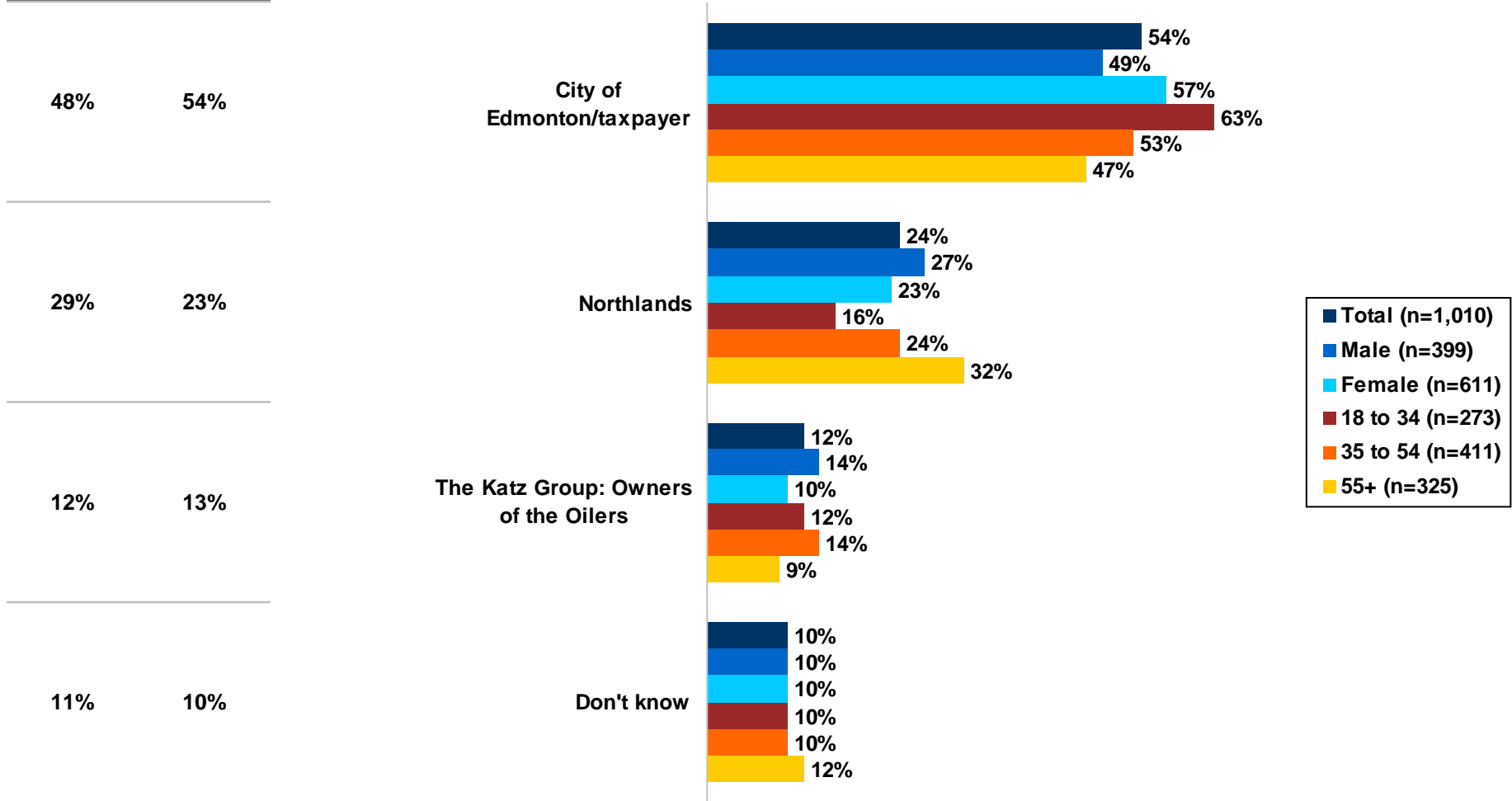


Base: All respondents

Q4. Do you support or oppose the following statement. 'The City of Edmonton should provide taxpayer's money for a new downtown arena.' Would you say strongly support, somewhat support, somewhat oppose or strongly oppose?

Who Should Control the New Arena

Total	
Oct 2010	Dec 2010

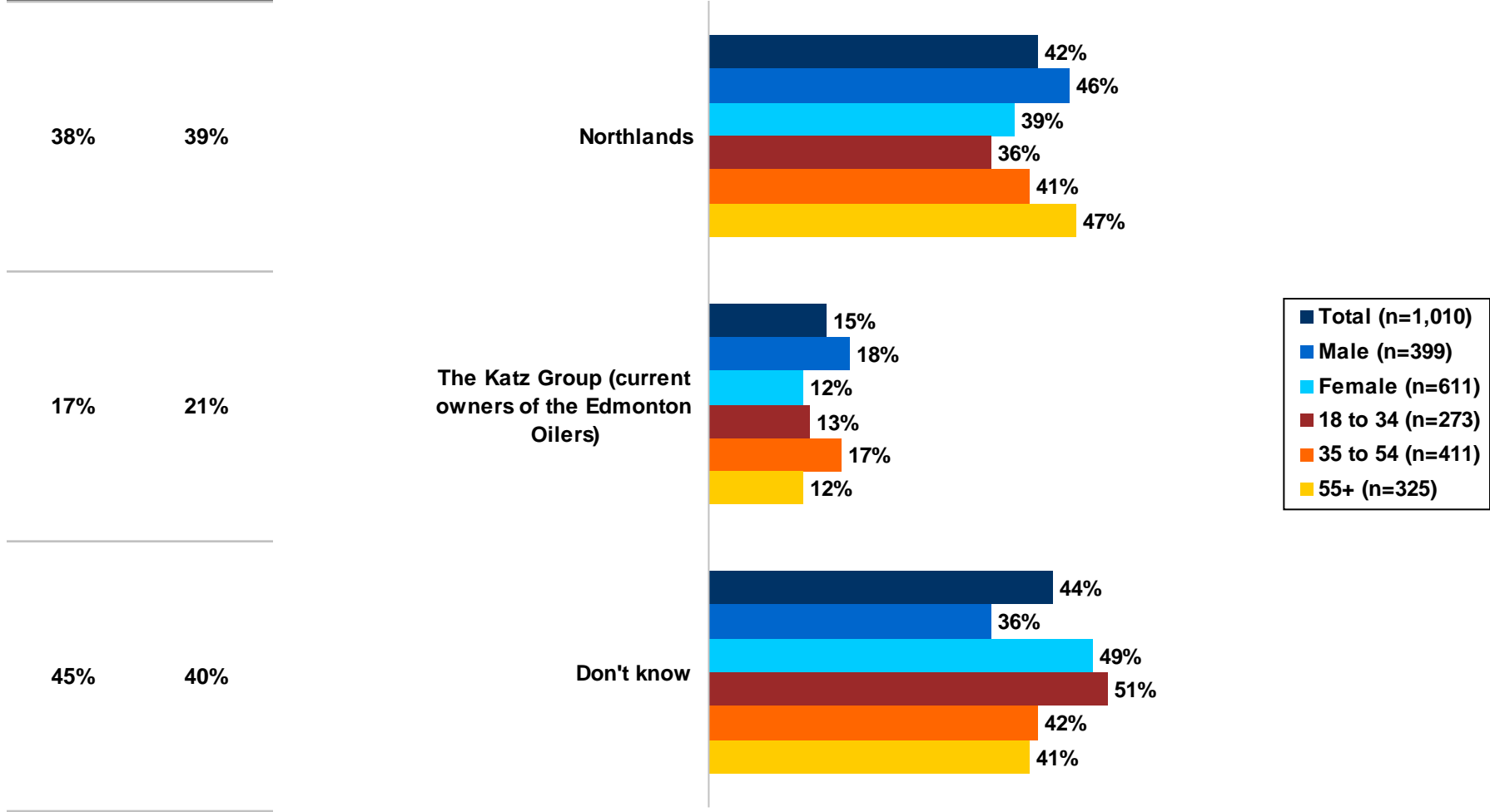


Base: All respondents

Q5. If taxpayer money is used to build a new downtown arena in Edmonton who should control the facility on behalf of the community?

Who Has the Best Interests of the City of Edmonton

Total	
Oct 2010	Dec 2010



Base: All respondents

Q6. In your opinion, which of the following organizations has the best interests of the City of Edmonton?



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