

THINKHQ/METRO NEWS

ALBERTA POLL - CALGARYNEXT

January 2016

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RESEARCH METHODOLOGY

- Study fielded via online research panel
 - Field dates: January 17 to 21, 2016
 - Panel source: Voice of Alberta & Angus Reid Forum
- n=489
- Weighted to reflect gender and age of city of Calgary according to Stats Canada
- This online survey utilizes a representative but non-random sample, therefore margin of error is not applicable. However, a probability sample of this size would yield a margin of error of +/- 4.4 percentage points at a 95% confidence interval.
- Accuracy of sub-samples of the data decline based on sample sizes

CALGARIANS WEIGH IN ON CALGARYNEXT



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CALGARIANS TAKE ON CALGARYNEXT

CalgaryNEXT is a “talker” with high awareness and reasonably high attentiveness, but one of its major failings is the widely divided opinion on the state of the facilities it is designed to replace.

- Calgaryans fairly split in assessments about the condition of the Saddledome and McMahon Stadium
 - Saddledome: 1/3 think its fine as is, 1/4 believe it should probably be renovated and just under 1/3 say replace it. Another 10% are unsure
 - McMahon Stadium: Just under 1/3 say “its fine” or “renovate it”, while 1/4 believe it should be replaced. Another 13% are unsure
- Fully 86% of Calgaryans have heard of the CalgaryNEXT proposal to replace the NHL/CFL arenas in a major new development on the west end of downtown, and six-in-ten (61%) have been following the issue at least “fairly closely”
- Almost one-half (49%) of Calgaryans believe that CalgaryNEXT is unlikely to ever be built vs. 39% who say it at least somewhat likely



CALGARIANS PAN CALGARYNEXT

At this stage, Calgarians do not support CalgaryNEXT going forward, particularly taking into account the proposed funding model.

- Roughly four-in-ten (39%) of Calgarians offer support for the CalgaryNEXT concept as it stands today, however over 1/2 (52%) are opposed to the idea (30% strongly disapprove)
 - Men are more supportive of the CalgaryNEXT concept than women, and approval declines with age
 - Politically, 2015 provincial NDP voters are least supportive of CalgaryNEXT
- Support drops/opposition increases as the proposed funding model is introduced to the equation. Just over 1/4 (27%) of those interviewed agree with the funding model outlined in the CalgaryNEXT proposal vs. two-thirds (64%) who disapprove (40% strongly)

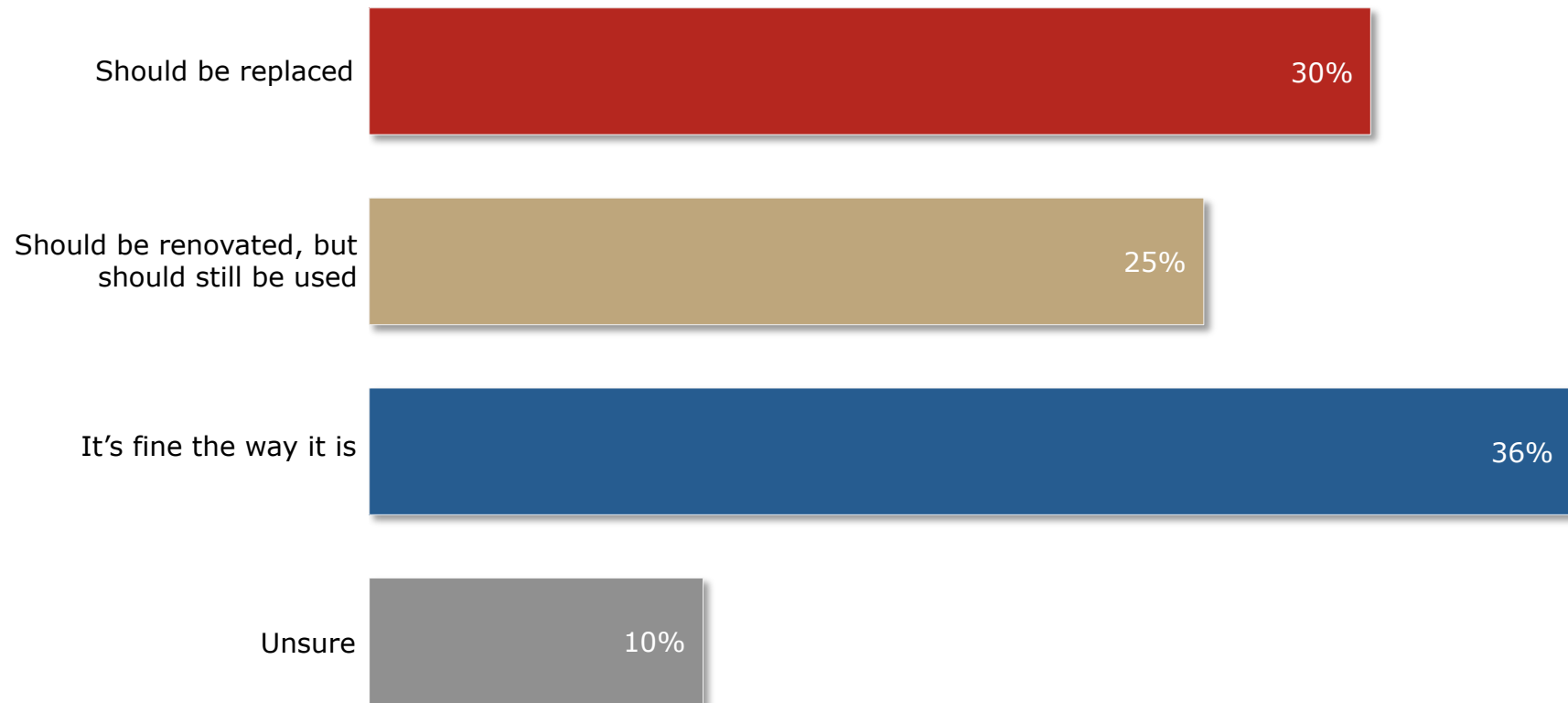
Calgarians aren't widely opposed to some form of government participation in the project, however their expectations about how much government participation are decidedly more modest than those of CalgaryNEXT authors

- When asked what proportion of the costs for the project should be paid from different pockets, Calgarians believe the Flames/Stampeders ownership should be paying the bulk of the bill (mean 56.2%), and that users, through a ticket tax, should also take on a significant portion (mean 17.9%)
- Calgarians believe that the various orders of government should be "junior partners" (mean under 10% for each), however a significant minority of those interviewed don't believe ANY government money should be going into the new facilities



CALGARIANS' VIEWS ON STATE OF SCOTIABANK SADDLEDOME

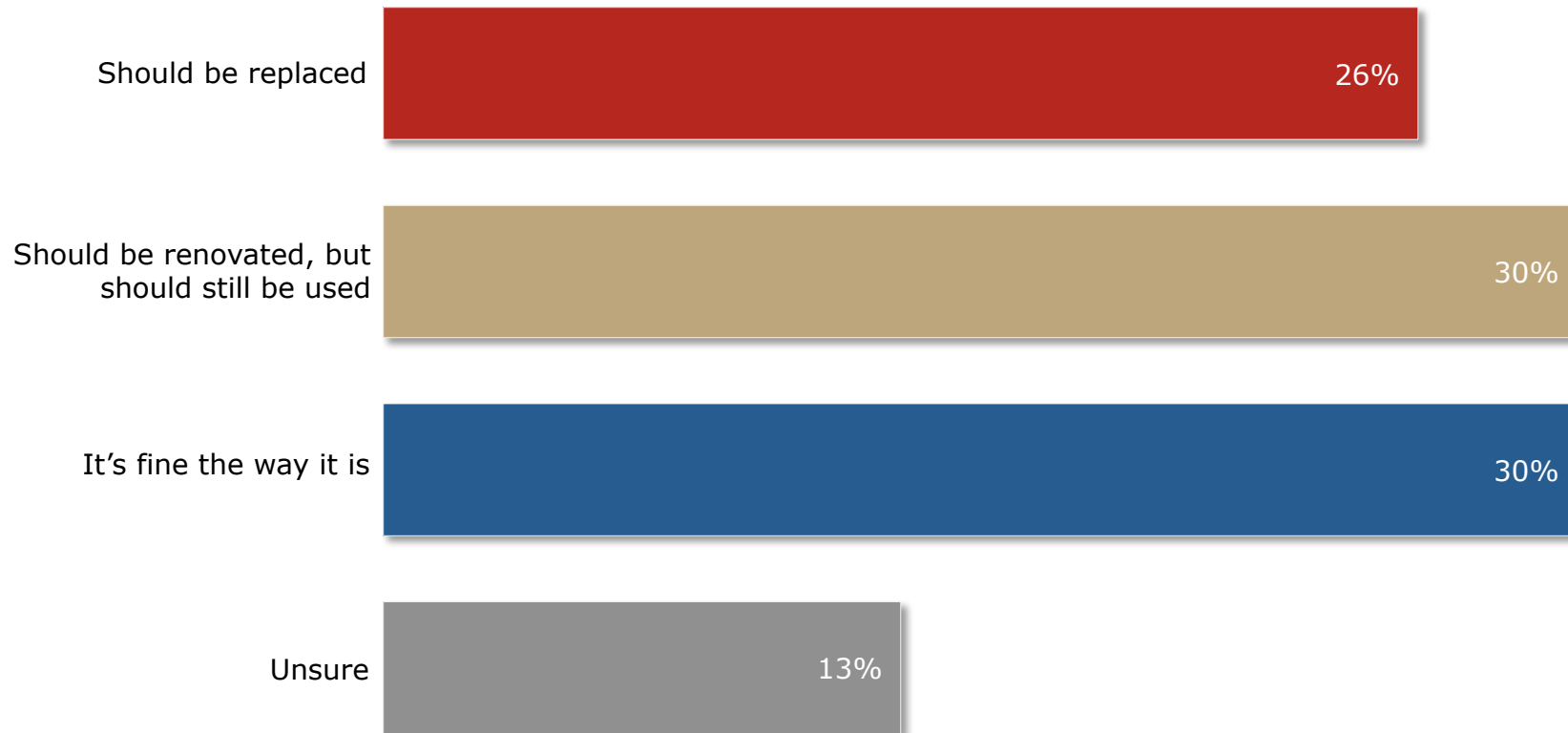
Next we'd like to switch gears and ask you a couple of questions about local issues, specifically some questions about some **major facilities in Calgary**. Which of the following best represents your own personal feelings about the **Scotiabank Saddledome**, the arena where the Calgary Flames and Calgary Hitmen play? The Saddledome...



% Calgaryans
(n=489)

CALGARIANS' VIEWS ON STATE OF McMAHON STADIUM

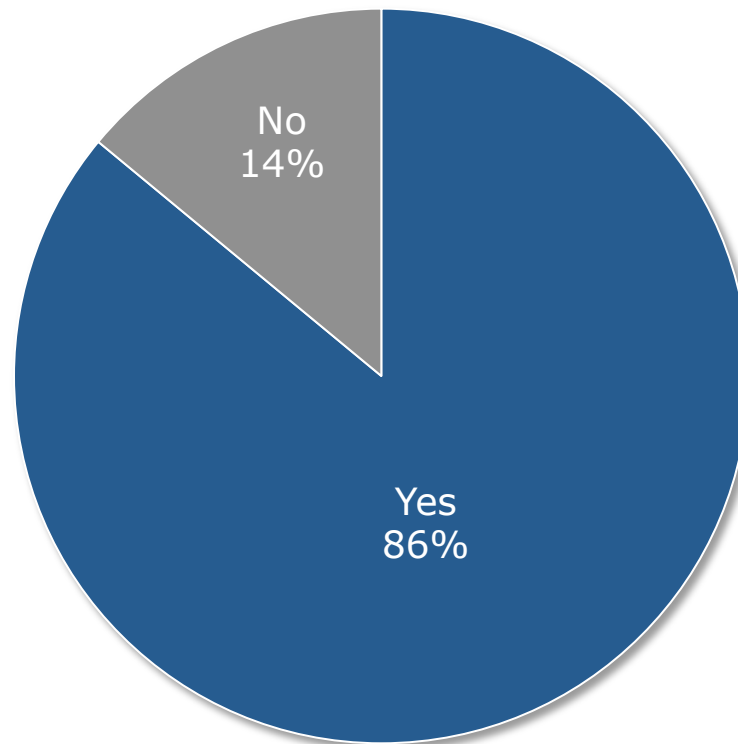
Which of the following best represents your own personal feelings about **McMahon Stadium**, the stadium where the Calgary Stampeders play?



% Calgarians
(n=489)

CALGARIANS' SUPPORT OF CALGARYNEXT PROPOSAL

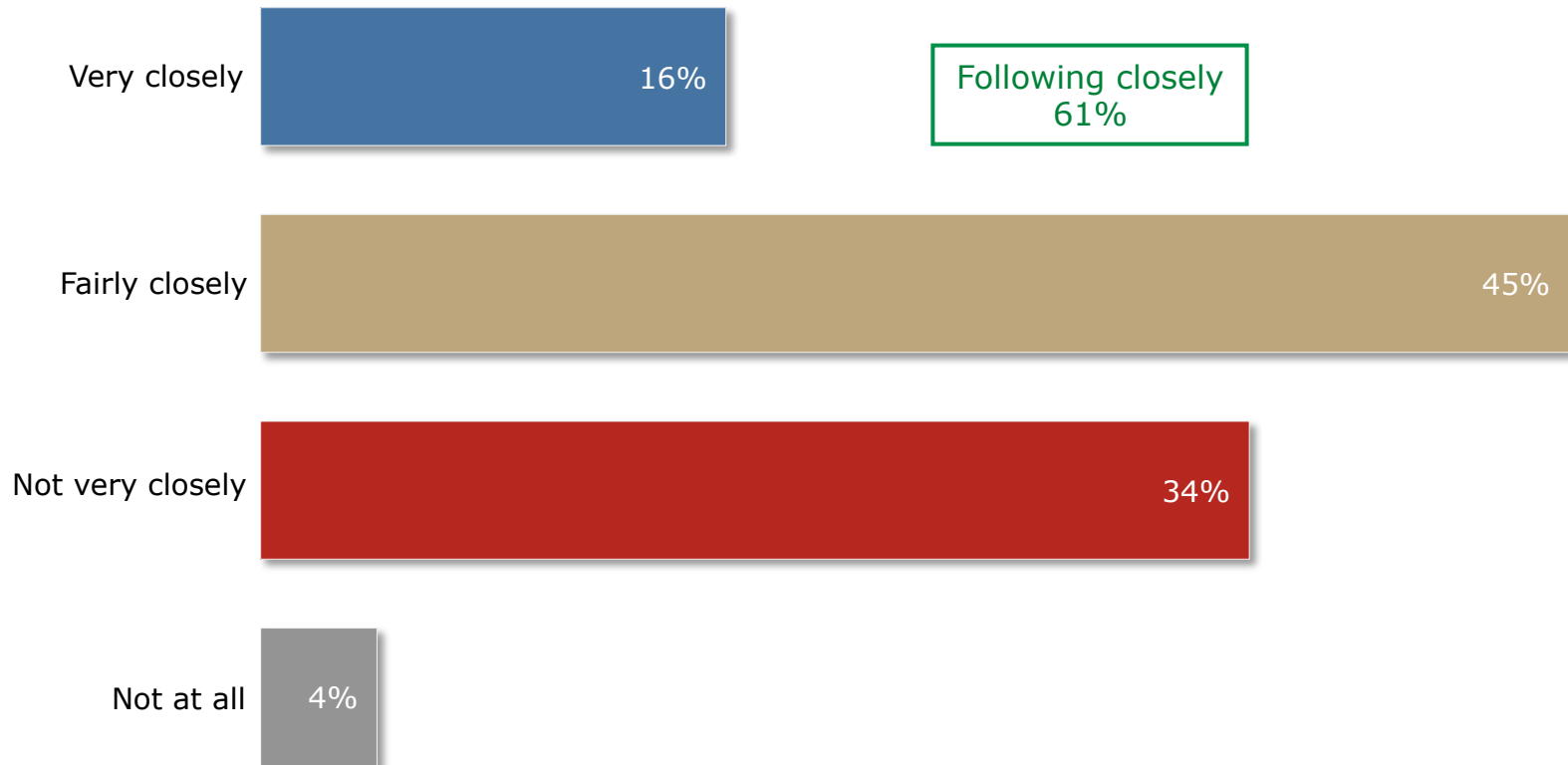
In the summer of last year, the Calgary Flames/Stampeders ownership group put forward a proposal called **CalgaryNEXT**. This proposal calls for development of a major new sports facility on the west side of downtown, which would include a new NHL hockey arena, a new CFL stadium and incorporate a municipal field house for major track and field events.
Have you personally heard of the **CalgaryNEXT** proposal before today?



% Calgarians
(n=489)

CALGARIANS' INTEREST IN CALGARYNEXT PROPOSAL

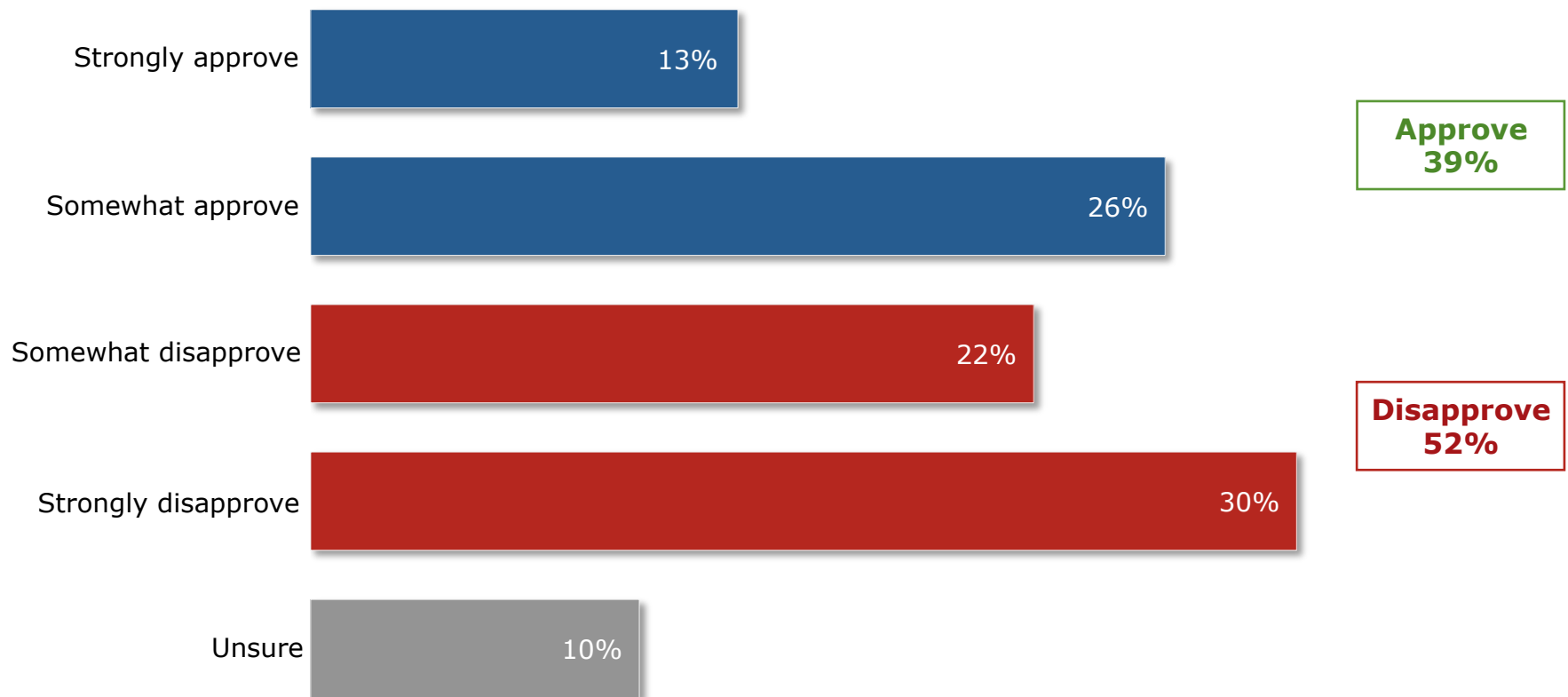
And since then, would you say that you personally have been **following news** about the CalgaryNEXT proposal...?



% Calgarians
Aware of CalgaryNEXT proposal
(n=421)

CALGARIANS' APPROVAL OF CALGARYNEXT PROPOSAL

Based upon what you've seen, heard or read, or your own personal impressions, overall would you say that you **approve** or **disapprove** of the **CalgaryNEXT proposal** for a new major sports facility on the west end of downtown?

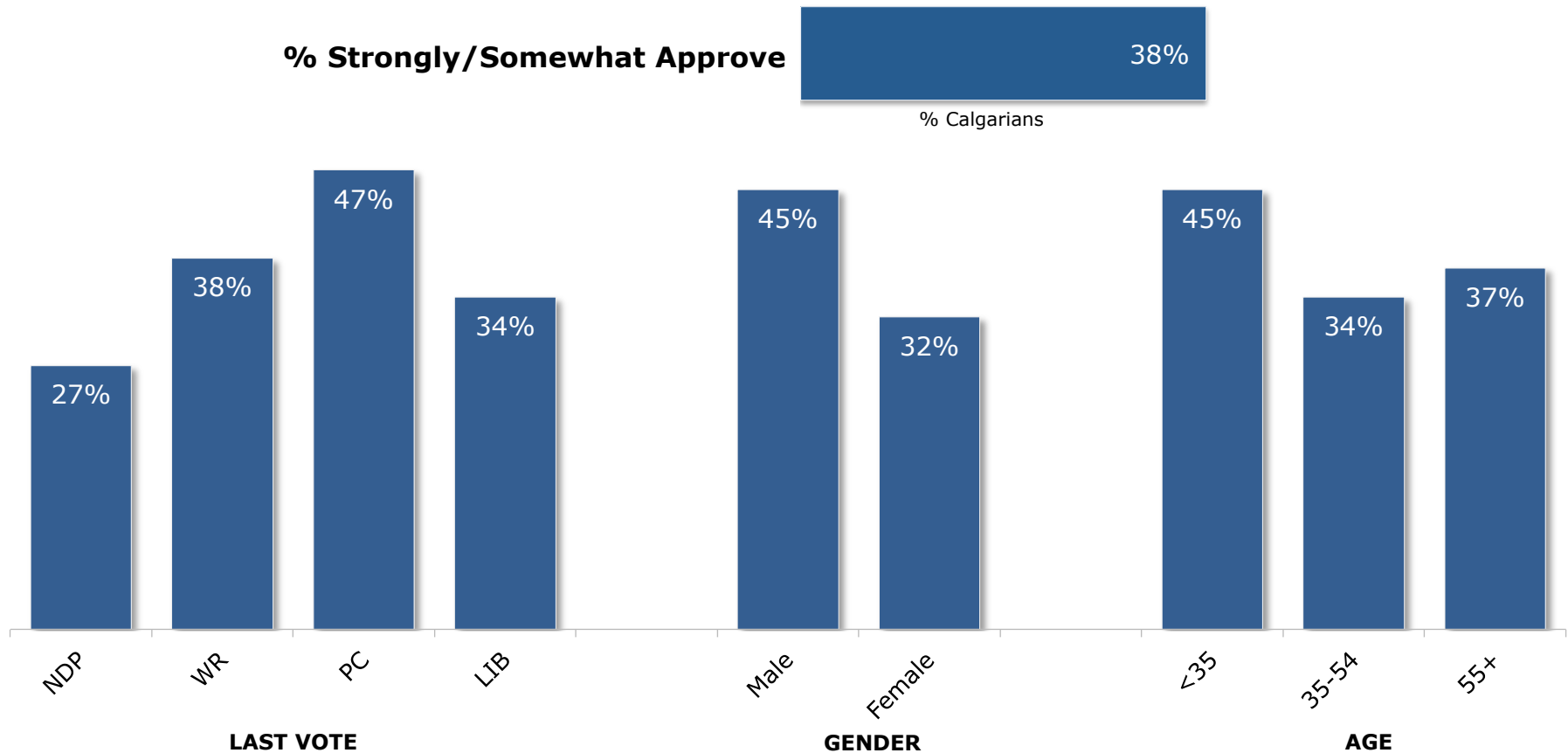


% Calgaryans
(n=489)

CALGARIANS' APPROVAL OF CALGARYNEXT PROPOSAL

-BY LAST VOTE, GENDER AND AGE-

Based upon what you've seen, heard or read, or your own personal impressions, overall would you say that you **approve** or **disapprove** of the **CalgaryNEXT proposal** for a new major sports facility on the west end of downtown?



CALGARIANS' APPROVAL OF CALGARYNEXT PROPOSAL

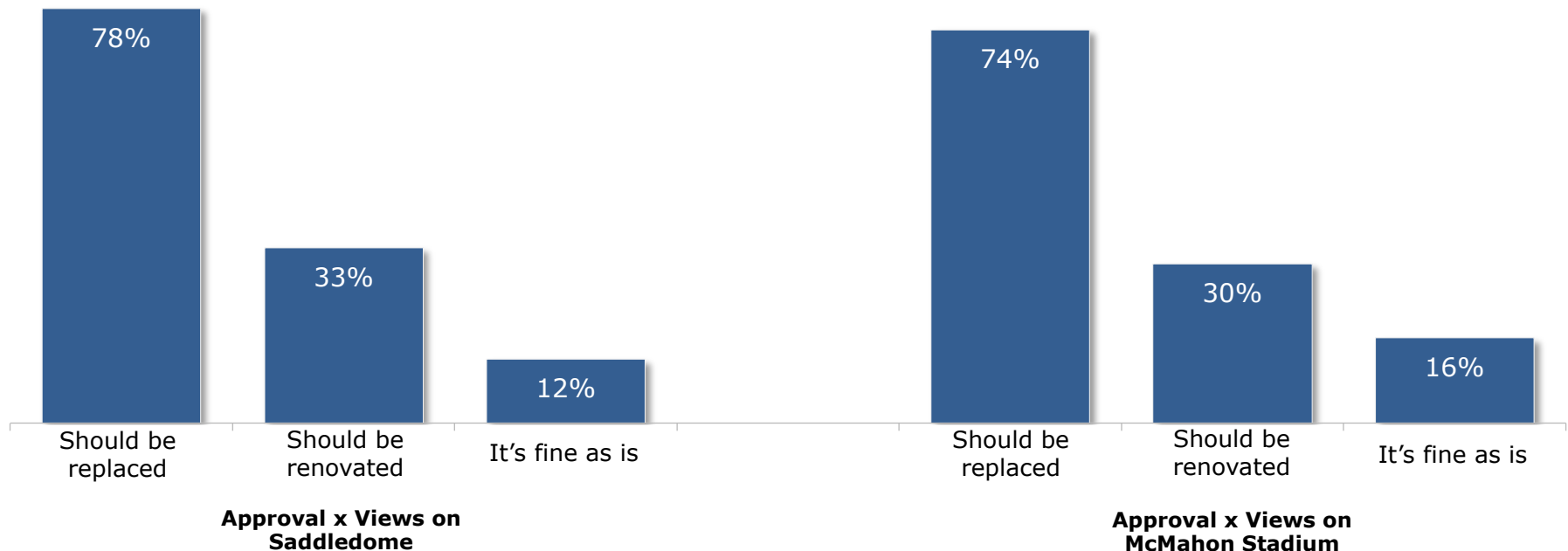
-BY VIEWS ON SADDLEDOME/McMAHON STADIUM-

Based upon what you've seen, heard or read, or your own personal impressions, overall would you say that you **approve** or **disapprove** of the **CalgaryNEXT proposal** for a new major sports facility on the west end of downtown?

% Strongly/Somewhat Approve

38%

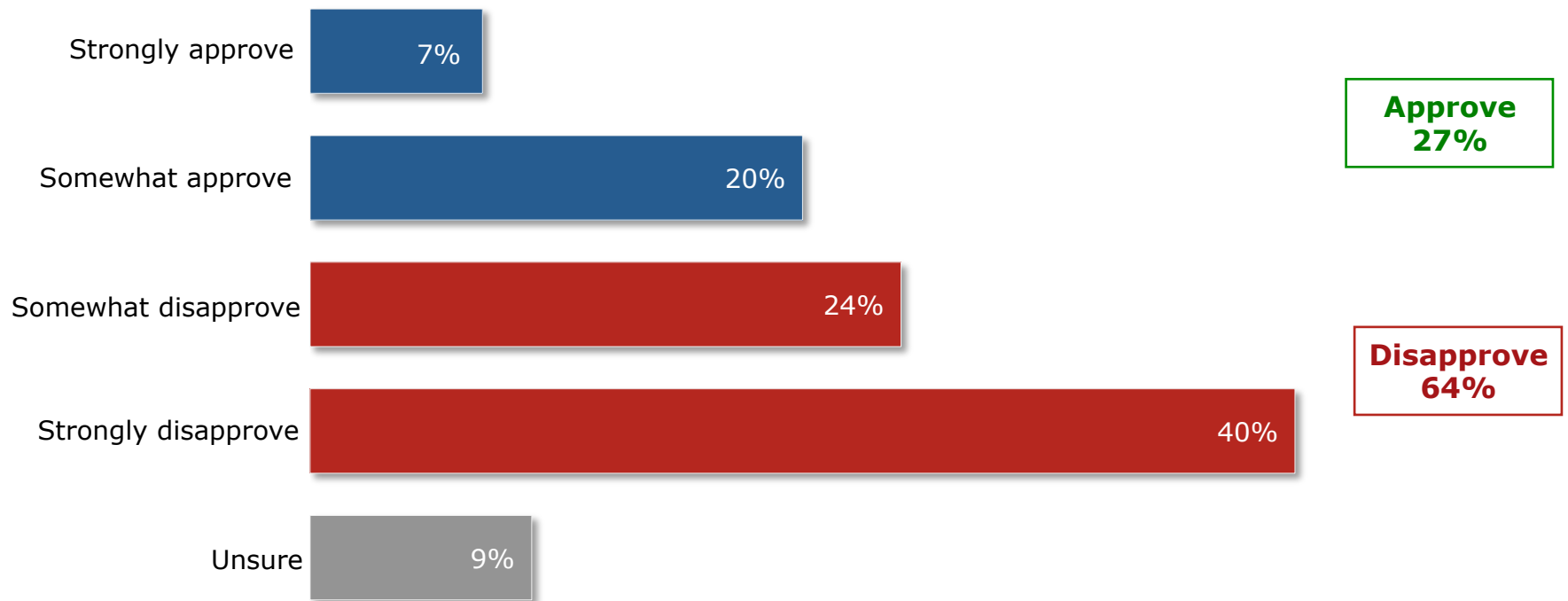
% Calgarians



CALGARIANS' APPROVAL OF CALGARYNEXT FUNDING MODEL

As it is proposed today, the CalgaryNEXT facility project would be built on city-owned land and **funding** for the project would come from the **following sources**: \$200M from Flames/Stampeders ownership, \$200M from The City for the new field house, \$250M from a ticket tax on users of the facility, and \$240M from a Community Revitalization Levy with municipal and provincial governments dedicating new tax revenue from the area for a number of years. These costs are for the **facility itself**, and don't include any costs that might be associated with environmental cleanup of the land or new infrastructure like roads, sewers, sidewalks, etc.

Generally speaking, would you say that you personally **approve** or **disapprove** of the funding model as it is proposed today?

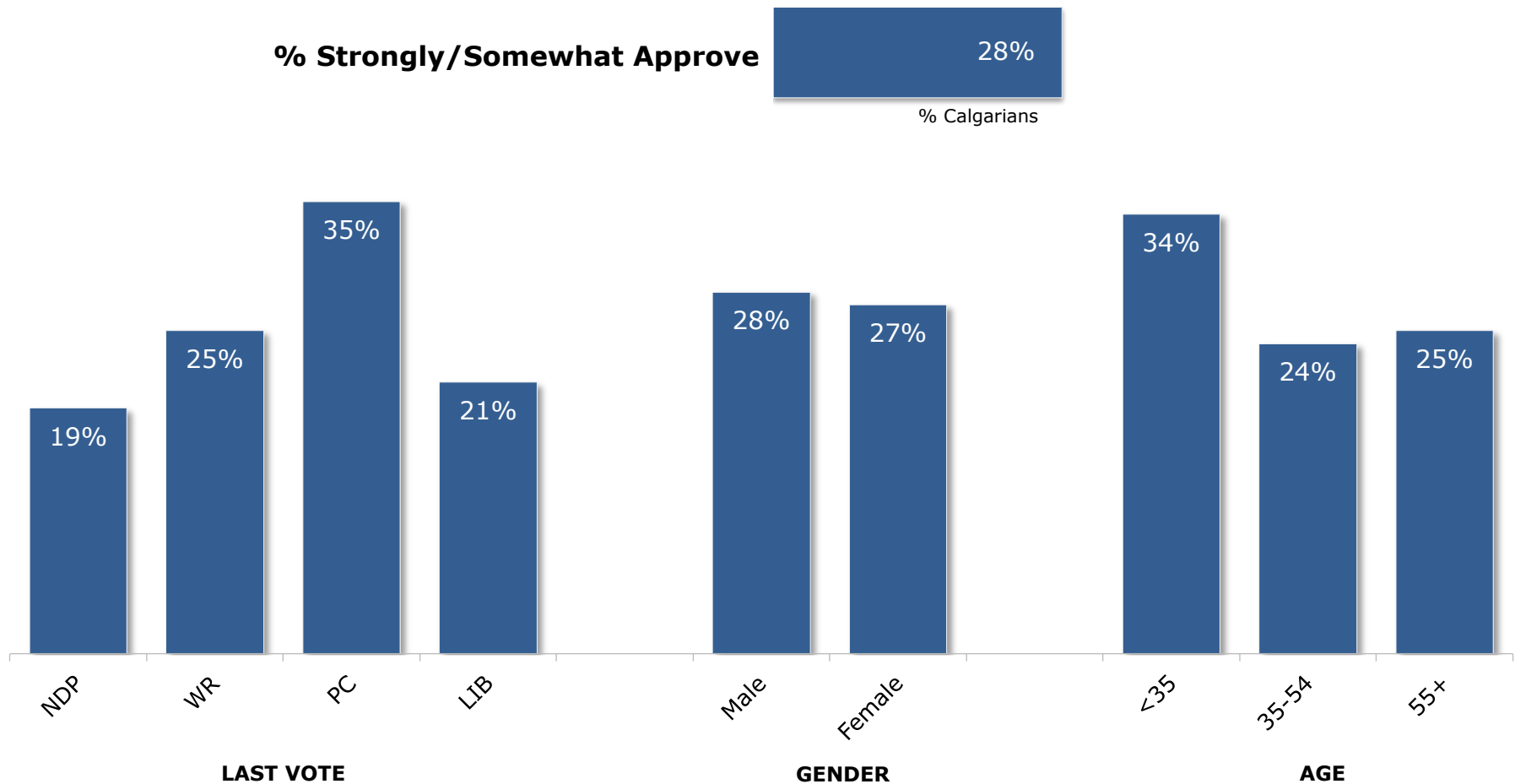


% Calgarians
(n=489)

CALGARIANS' APPROVAL OF CALGARYNEXT FUNDING MODEL

-BY LAST VOTE, GENDER AND AGE-

Generally speaking, would you say that you personally **approve** or **disapprove** of the funding model as it is proposed today?

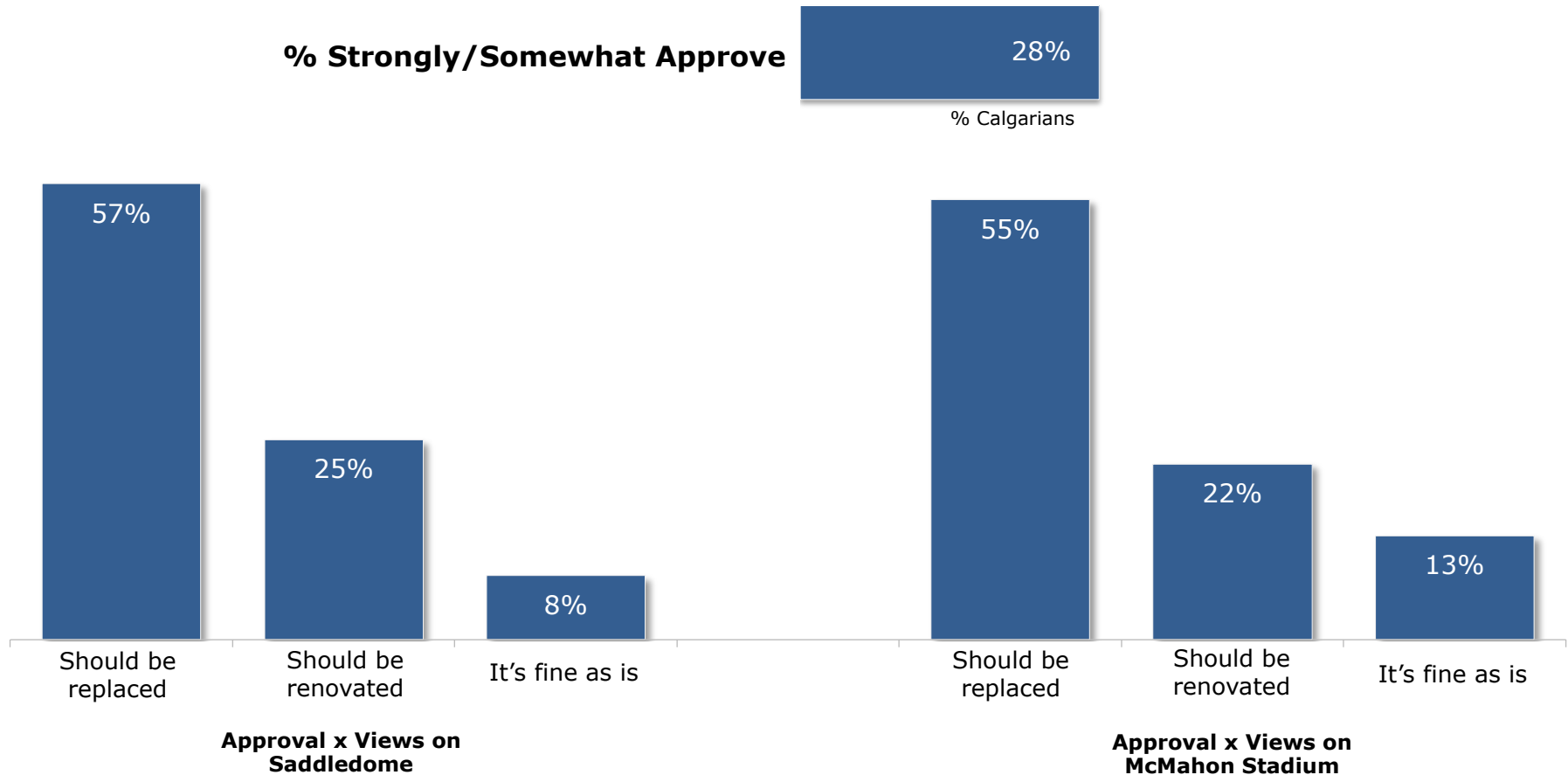


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CALGARIANS' APPROVAL OF CALGARYNEXT FUNDING MODEL

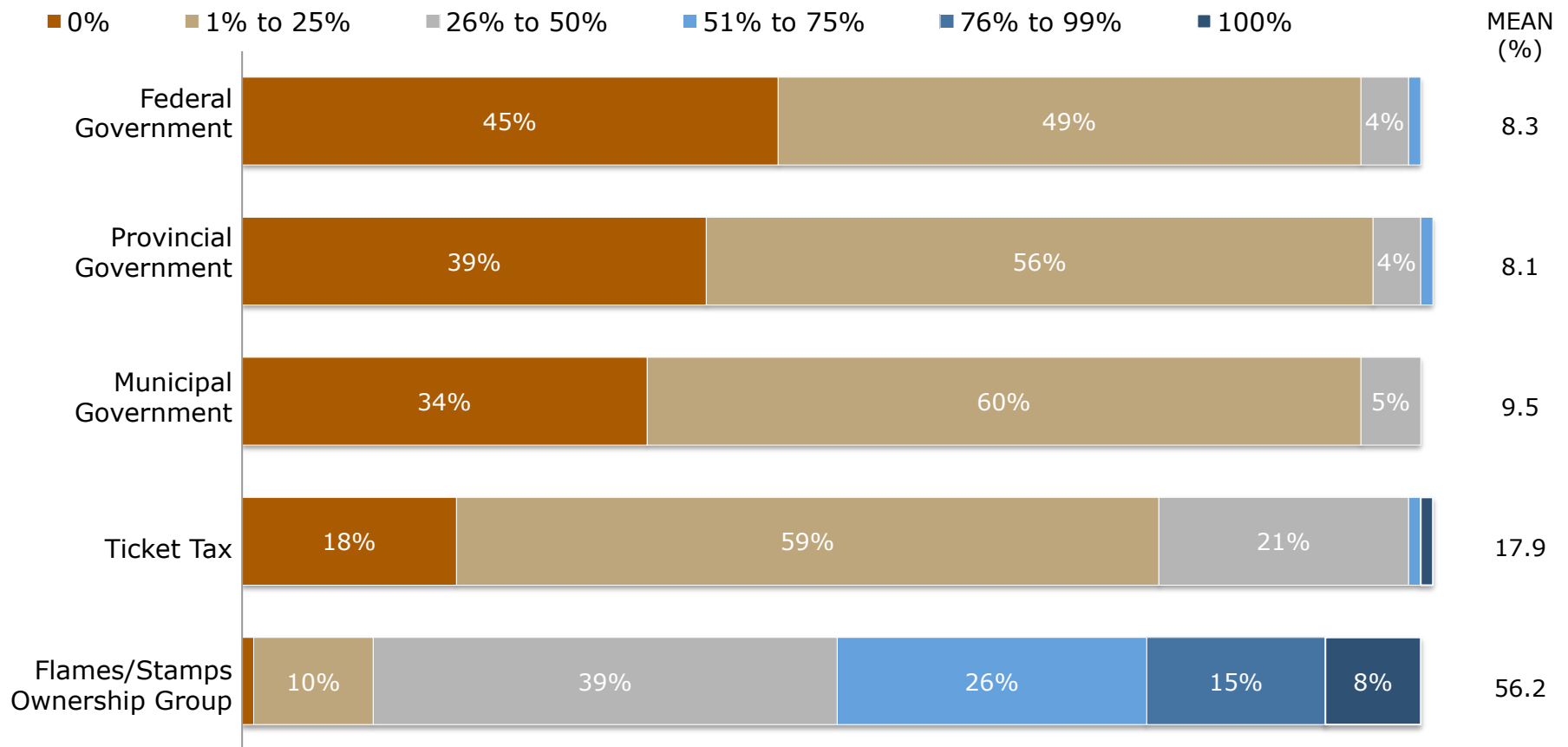
-BY VIEWS ON SADDLEDOME/McMAHON STADIUM-

Generally speaking, would you say that you personally **approve** or **disapprove** of the funding model as it is proposed today?



CALGARIANS' PERCEPTIONS OF WHO SHOULD PAY FOR CALGARYNEXT

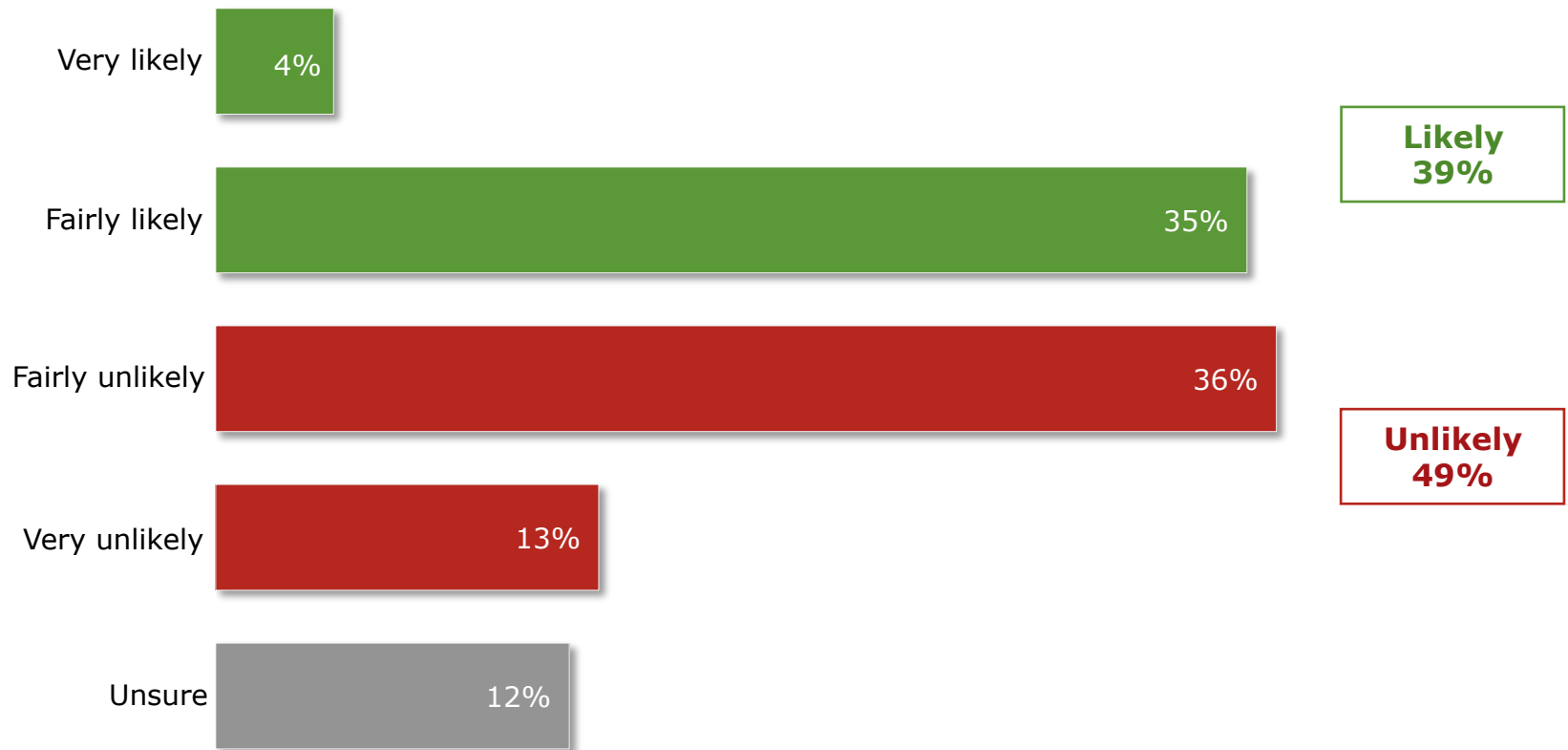
The CalgaryNEXT proposal includes a new NHL arena, a CFL stadium and a new municipal field house, at a total cost of \$890 Million. **What percentage**, if any, (out of 100 percent) do you personally think should be paid for by each of the following?



% Calgarians (n=489)

LIKELIHOOD OF CALGARYNEXT PROPOSAL PROCEEDING

Based upon your personal impressions, what is the **likelihood** that the CalgaryNEXT proposal will actually move forward and be built? Do you think it is **likely** or **unlikely** to happen?



% Calgarians
(n=489)

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