

Results of the Lansdowne Redevelopment Survey

December 2008



Overview

The City of Ottawa has announced its intention to redevelop the Lansdowne Park area and facility in the Glebe. In order to assess public attitudes towards potential plans for the redevelopment of this area, a survey of Ottawa residents was undertaken.

The survey was conducted using EKOS' unique hybrid internet-telephone research panel, *Probit*. This panel is randomly recruited from the general population, meaning that, the only way to be included in *Probit* is through random selection. Unlike opt-in internet-only research panels, *Probit* supports confidence intervals and error testing.

- The field dates for this survey are December 11-16, 2008
- In total, a random sample of 871 Ottawa residents aged 18 and over responded to the survey. A sample of this size provides a margin of error of +/- 3.3 percentage points, 19 times out of 20. The margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as regions).
- All the data were statistically weighted to ensure the samples composition reflects that of the actual population of Ottawa according to Census data.

Highlights (i)

- The “Lansdowne Live” proposal elicits very high awareness (86%) and support (79%)
 - The surrounding areas (Glebe, Ottawa South) are the most engaged; awareness tapers off outside of the downtown core and into Quebec
 - While there is little opposition to the proposal, there is also some interest in seeing alternatives (43%) – particularly among those in the surrounding areas (50%)
 - Overall, however, a very strong majority support the “package” that has been proposed
- High attraction to “Lansdowne Live” is rooted in the proposal’s following strengths:
 - Its ability to revitalize a “dead area”; turning a tax liability into an economic engine
 - The multidimensionality of the plan; people want a full community, urban centre that features participatory elements (e.g., soccer fields for children), a retail hub with restaurants and nightlife, and professional sports teams (i.e., CFL, OHL)
 - The prospect of having a venue that can hold big events (e.g., Commonwealth games, outdoor concerts)

Highlights (ii)

- Solid support for/interest in bringing CFL back to Ottawa
 - Support higher among men, older residents, those of lower socioeconomic standing, and “football fans”
 - When forced to choose, residents of Ottawa are completely divided between professional soccer and CFL; however, interest in Kanata venue is almost nonexistent
 - Overall, CFL (and OHL) just one important aspect of the broader “Lansdowne Live” proposal (i.e., not the only, but an important reason for supporting the proposal)

Bottom Line

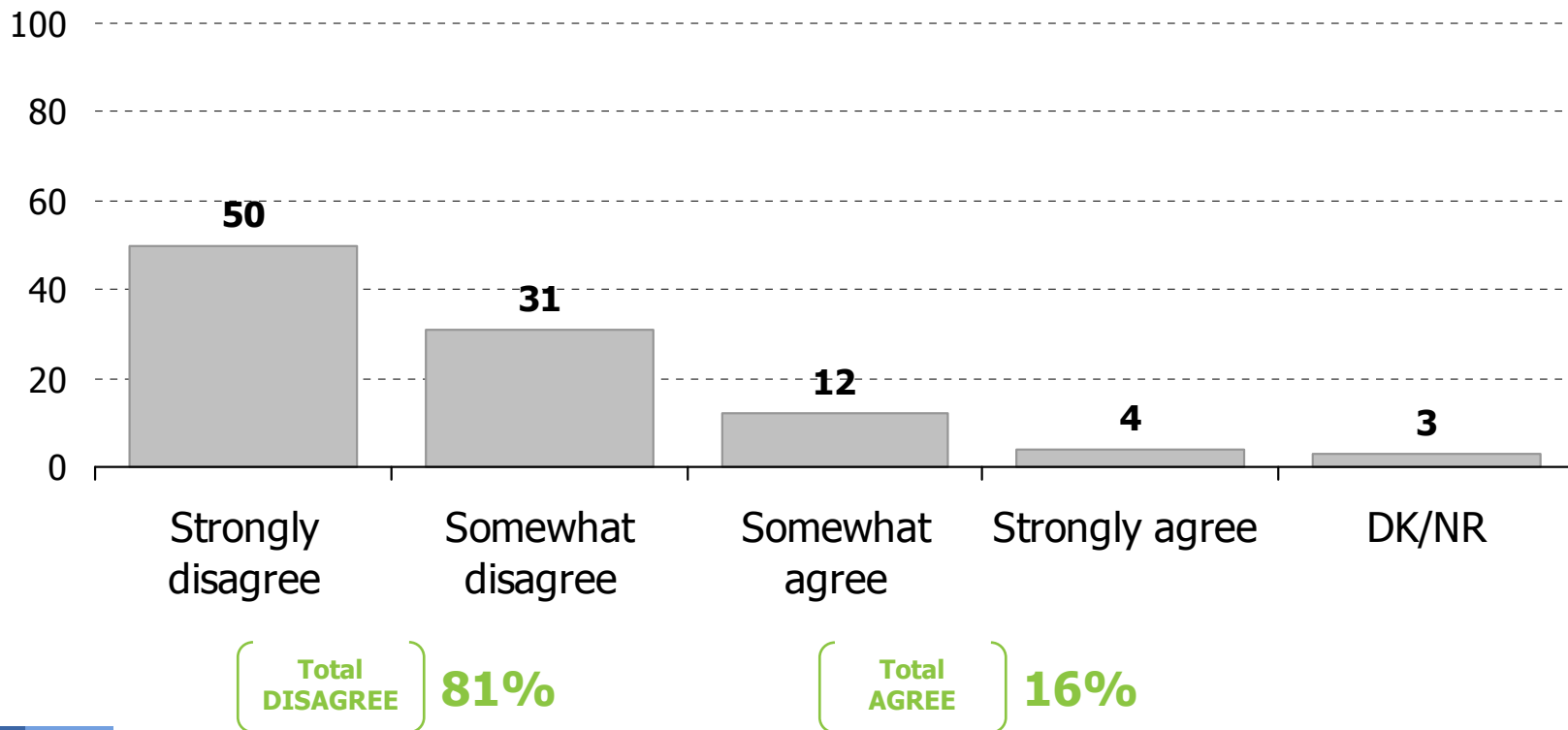
- The biggest potential hurdle is the receptivity to soliciting alternative proposals (particularly among those living in the surrounding areas). There is other evidence, however, that suggests that there is really very little appetite for restarting this process:
 - Support for the “Lansdowne Live” proposal outweighs opposition by a margin of more than 4 to 1; even among those who want to wait, the vast majority find the proposal to be more than acceptable
 - Alternatives are unlikely to incorporate many of the key ingredients found in the “Lansdowne Live” proposal (e.g., sports centres/stadium, CFL, OHL)
 - The idea of a Kanata venue is soundly rejected (even among soccer fans)
 - There is already strong skepticism (i.e., this is never going to happen); another delay would likely only exacerbate these feelings
- The survey evidence overwhelmingly supports expeditious pursuit of “Lansdowne Live.”

General Attitudes towards Lansdowne Redevelopment



Residents have vested interest in redevelopment

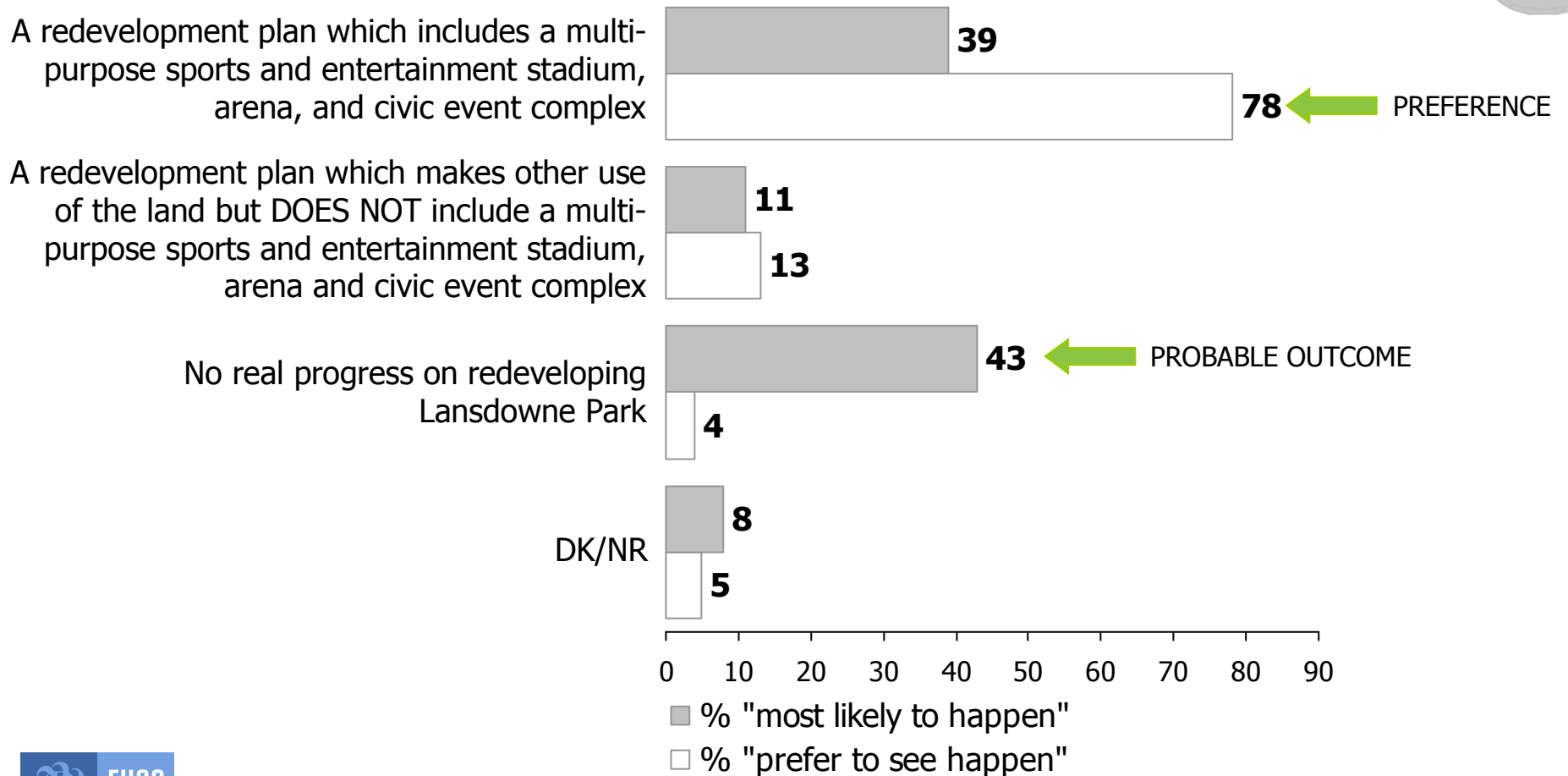
*Q. I really don't care too much what is done with the redevelopment of Lansdowne Park.
[agree/disagree]*



BASE: Residents of Ottawa; Dec. 08 n=871

Gap between likely vs. preferred outcome for Lansdowne

Q. Which of the following three options do you think [will MOST LIKELY happen / would you PREFER to see happen] for Lansdowne Park over the next 3 to 5 years?



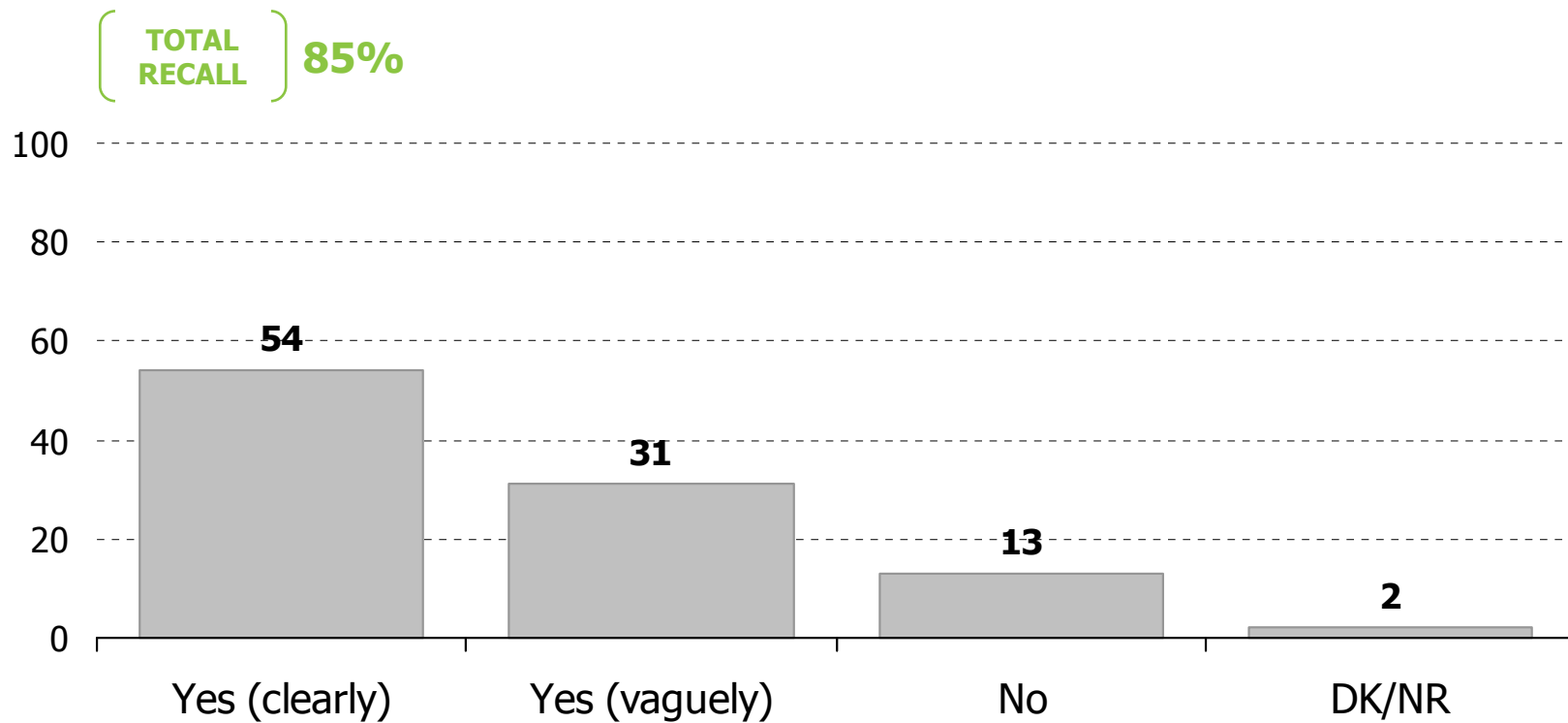
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Attitudes towards a new CFL Franchise



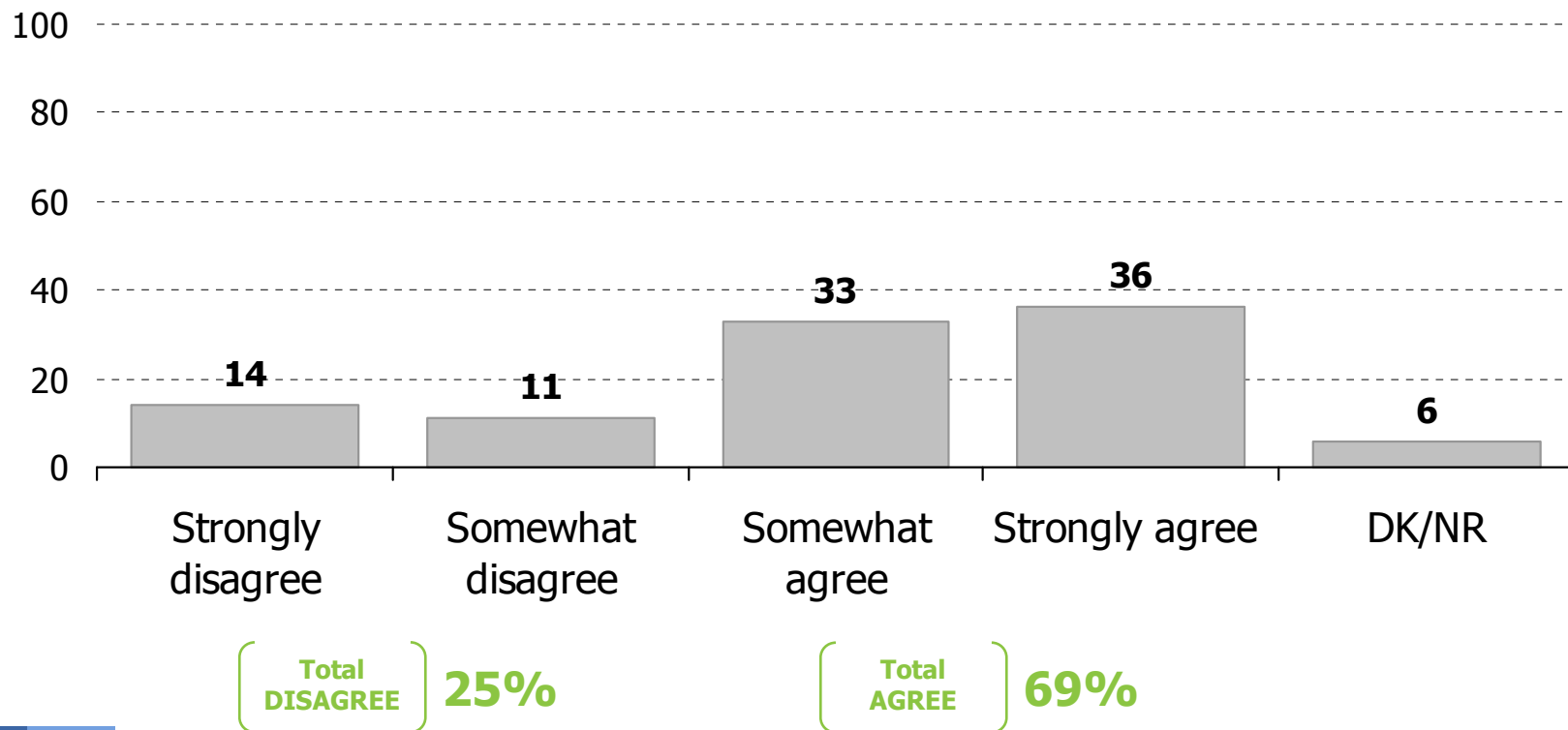
Most citizens aware of plans to bring back the CFL...

Q. Do you recall reading, hearing or seeing anything about a plan to bring a CFL franchise back to Ottawa?



...and 2 in 3 think Ottawa should have a CFL franchise

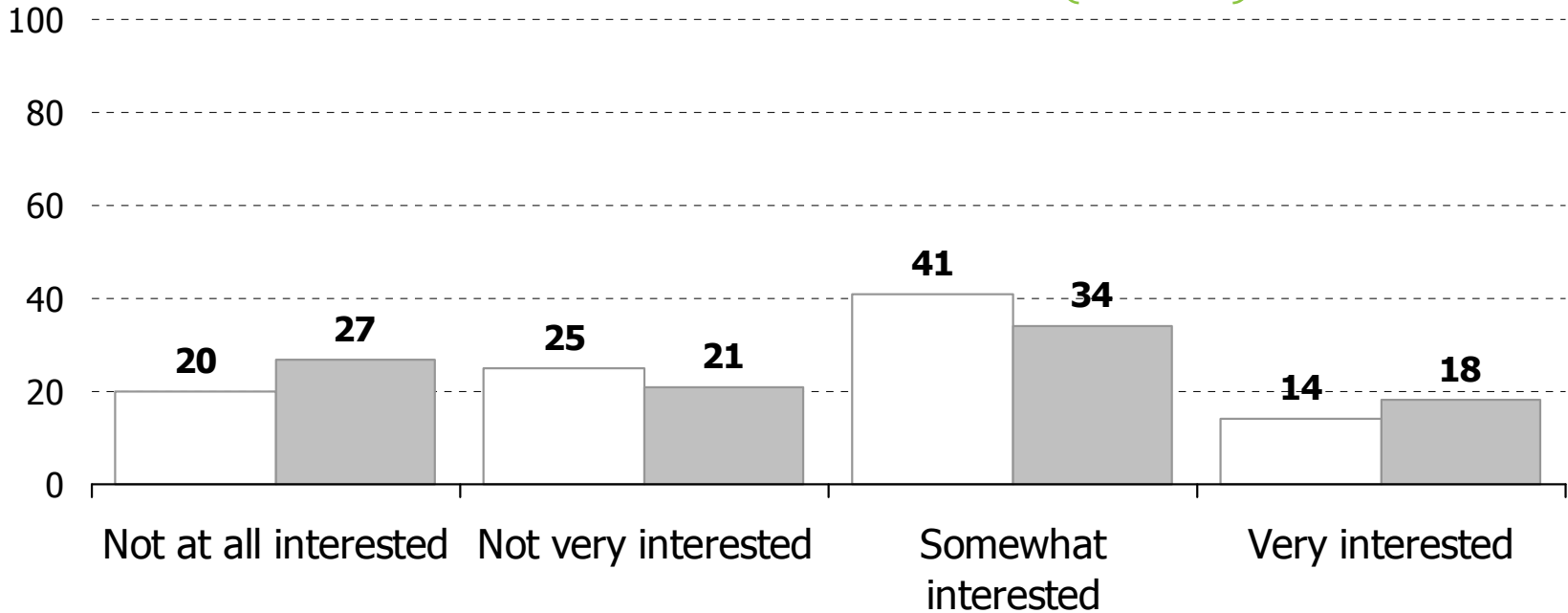
Q. As a major Canadian city, Ottawa should have a CFL football franchise [agree/disagree]



About 1 in 2 “personally interested” in CFL & the 67’s

Q. How interested are you personally...

HIGHER interest 55% the Ottawa 67's
52% the CFL



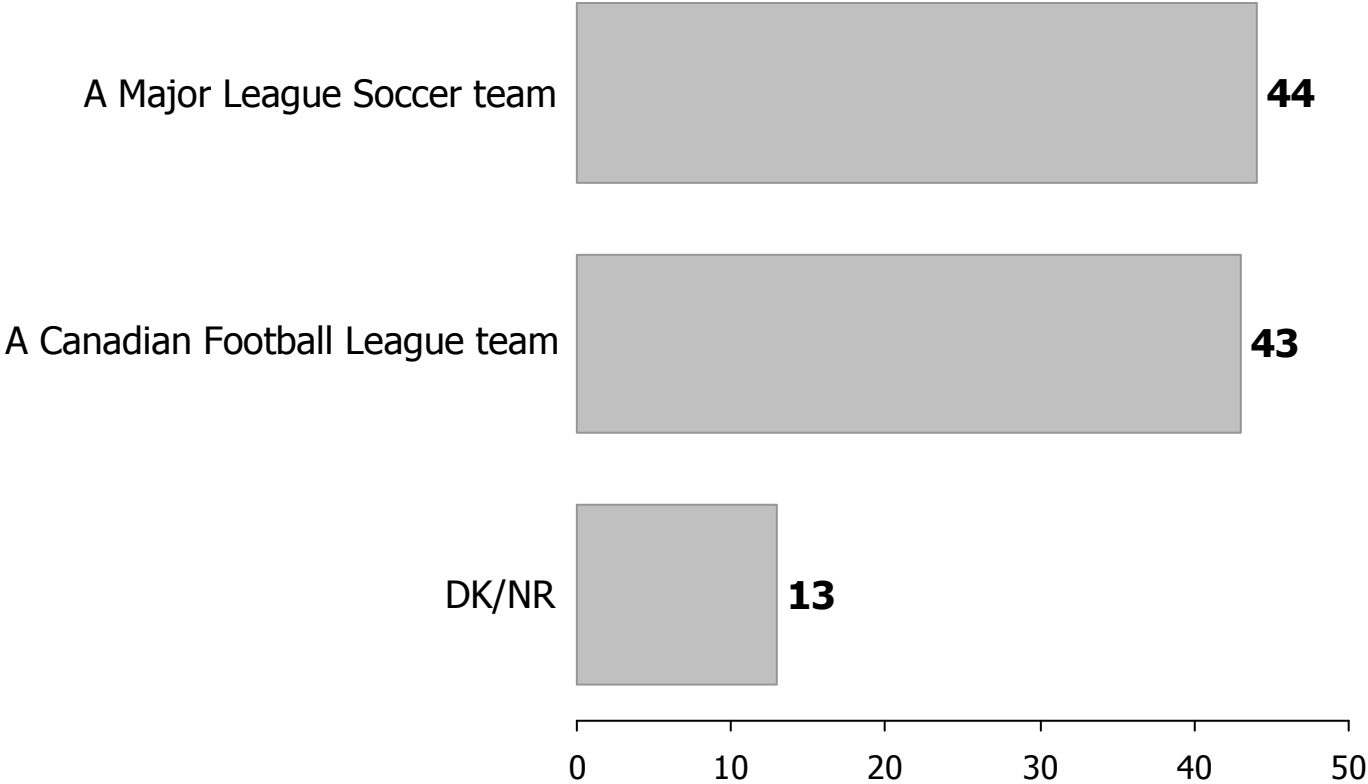
□ ...the Ottawa 67's hockey team ■ ...the Canadian Football League (CFL)



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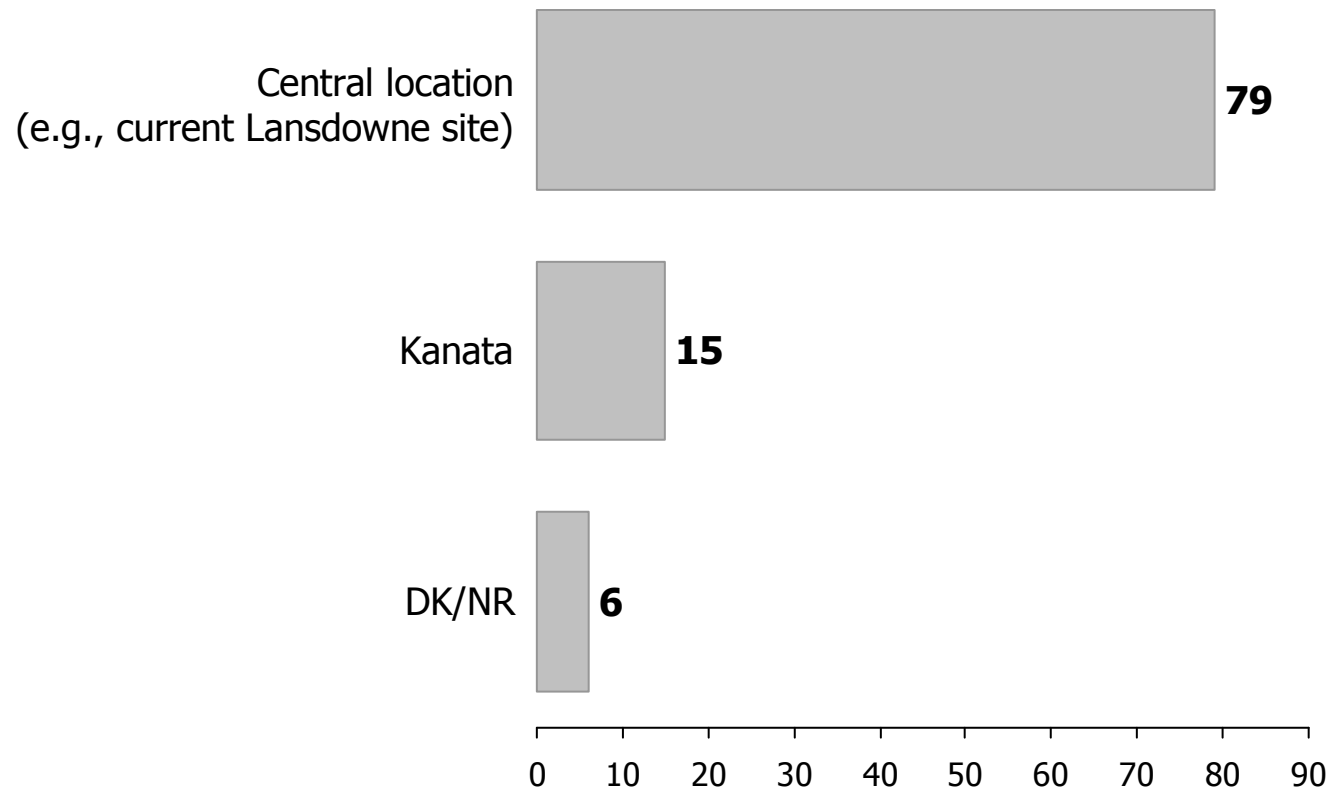
Ottawa residents divided between soccer and CFL, but...

Q. If you had to make a choice between the two, would you prefer Ottawa get a Canadian Football League team or a Major League Soccer team?



...strong preference for a centrally located site

Q. If Ottawa was to invest in one multi-purpose sports and entertainment complex, would you prefer that it be located in a central location like the current Lansdowne site or in a location such as Kanata?

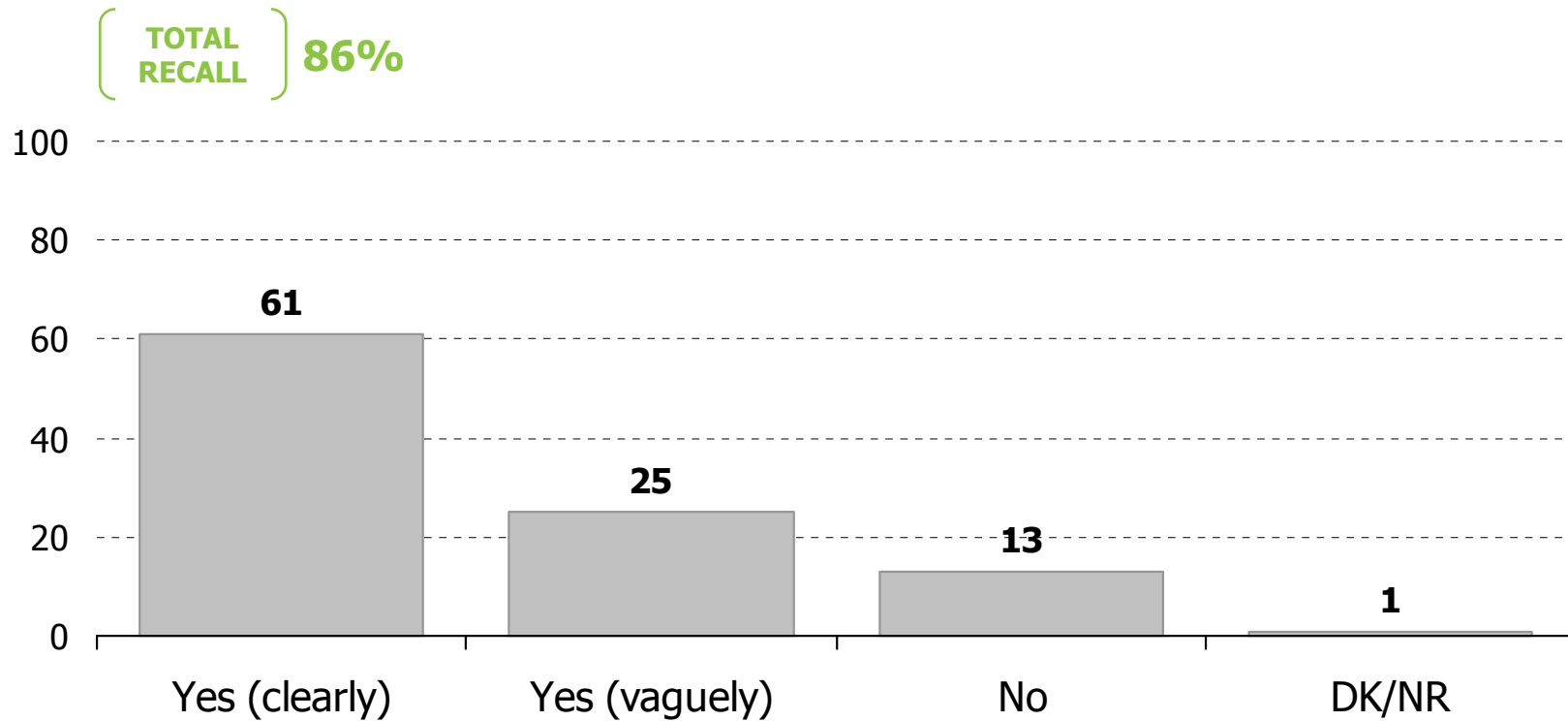


Attitudes towards the Proposed Lansdowne Redevelopment



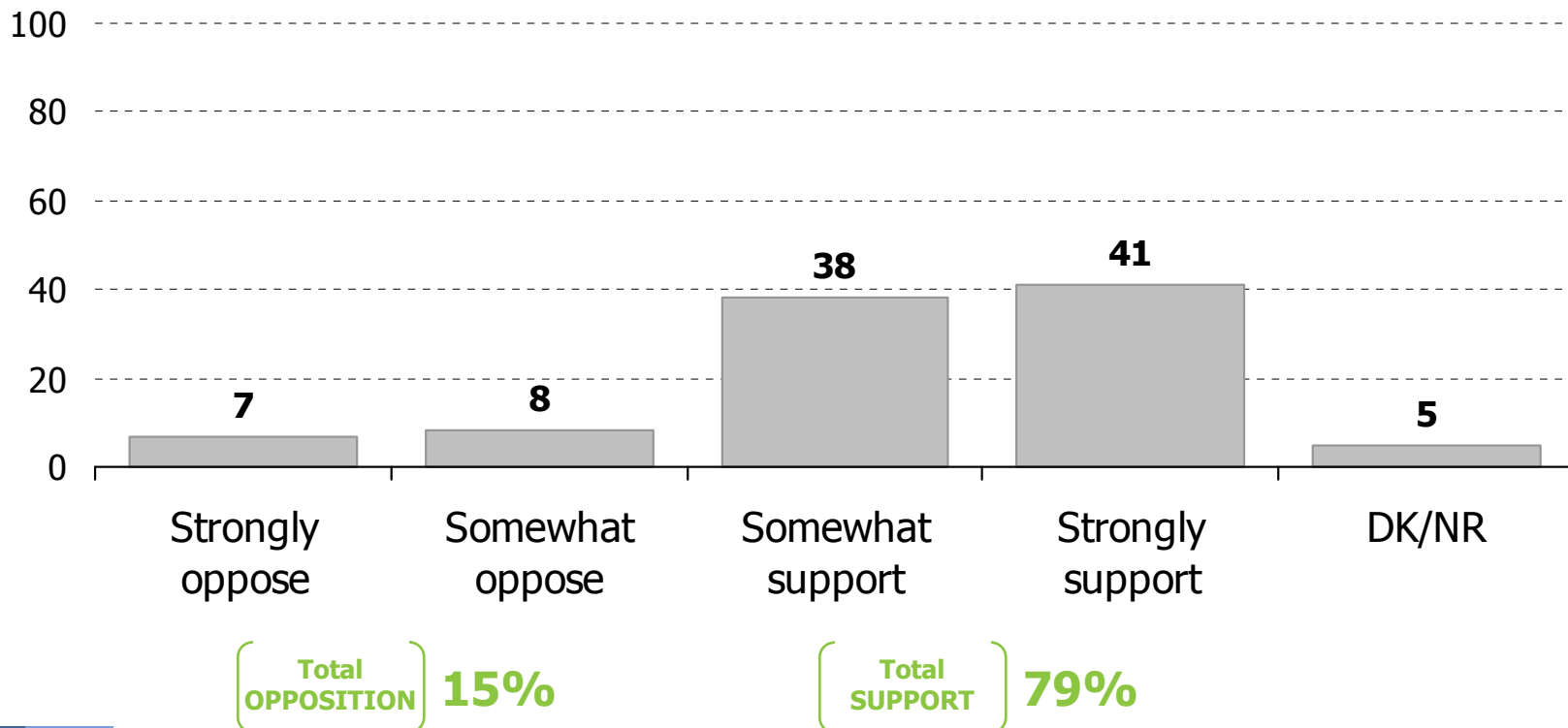
Most citizens aware of plans for Lansdowne redevelopment

Q. Do you recall reading, hearing or seeing anything about a plan to redevelop the stadium at Lansdowne Park and the area around it?



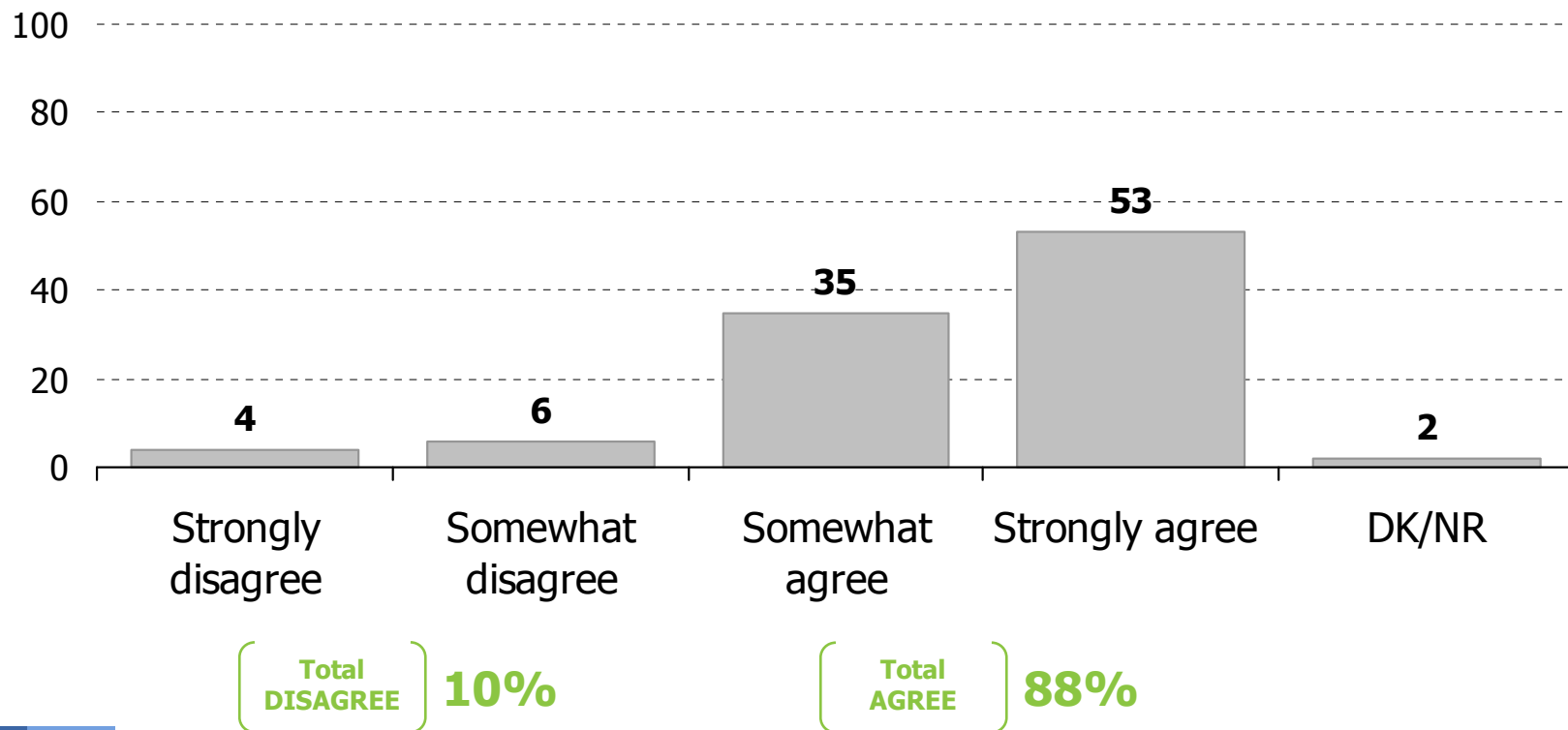
Majority supports the “Lansdowne Live” proposal

Q. *The City of Ottawa has announced its intention to redevelop the Lansdowne Park area and facility in the Glebe. At the same time, a local group of business and community leaders has been awarded a conditional franchise to bring a CFL football team back to Ottawa. Do you support or oppose a plan to redevelop the area at Lansdowne park in the Glebe with a renovated multi-purpose sports and entertainment stadium, arena and civic event complex, known as "Lansdowne Live"?*



New facility perceived as having economic benefits

Q. A multi-purpose sports and recreation facility in the heart of City would bring great economic benefits to Ottawa. [agree / disagree]



Proposed aspects of new facility increase overall support

Q. Thinking about some possible aspects of the new facility, what impact does each of the following have on your level of support or opposition. What if...?

...it created an improved facility in a core area that is largely unused now



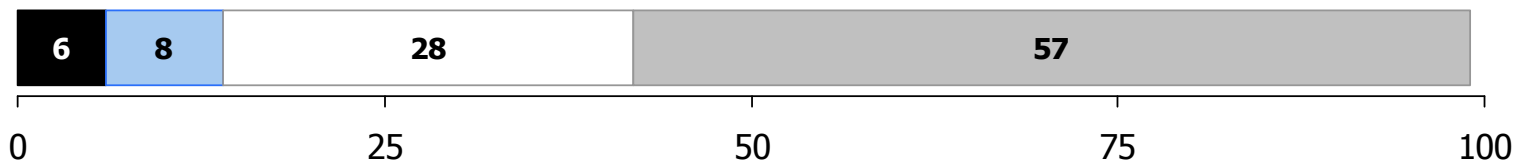
...it allowed the City to compete to hold events like the Commonwealth Games or a Grey Cup



...it was led by established local business and community leaders with a proven track record of success



...the City's financial contribution did not increase from its current costs for Lansdowne Park



■ DK/NR ■ Support LESS □ No real impact ■ Support MORE

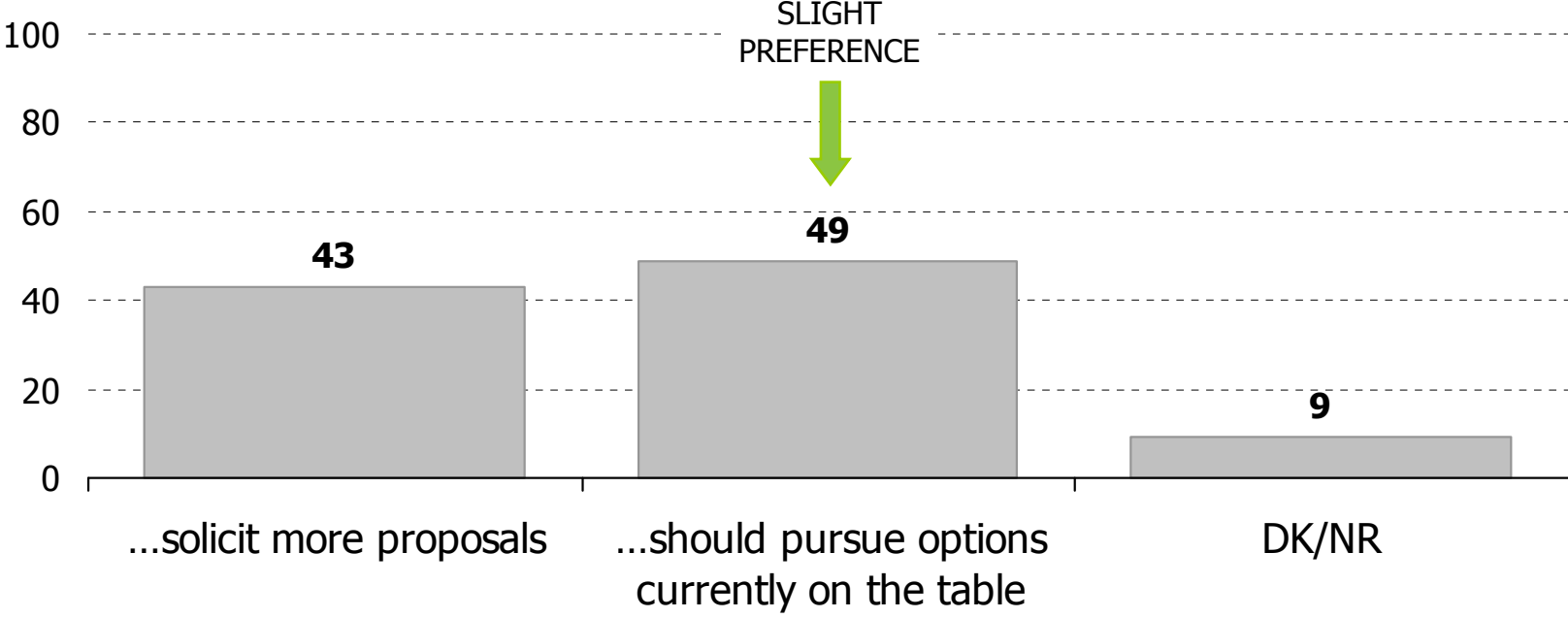


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Slight lean to City moving ahead with current proposal

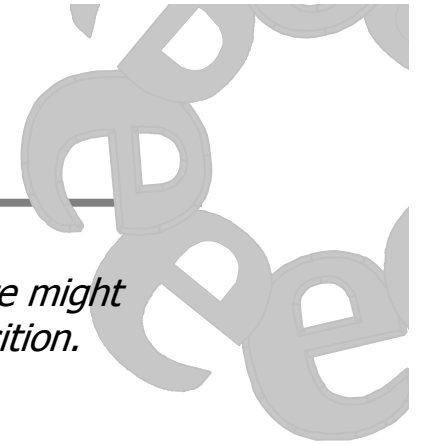
Q. Some groups in the City have said that Ottawa should wait and solicit more proposals for redeveloping Lansdowne Park. Others have said that the site has been poorly used and in disrepair for too long, if a viable option is on the table we should pursue that. Which statement is closest to your own point of view?






Next Steps: What should the redevelopment look like?



Highly positive reaction to different concepts

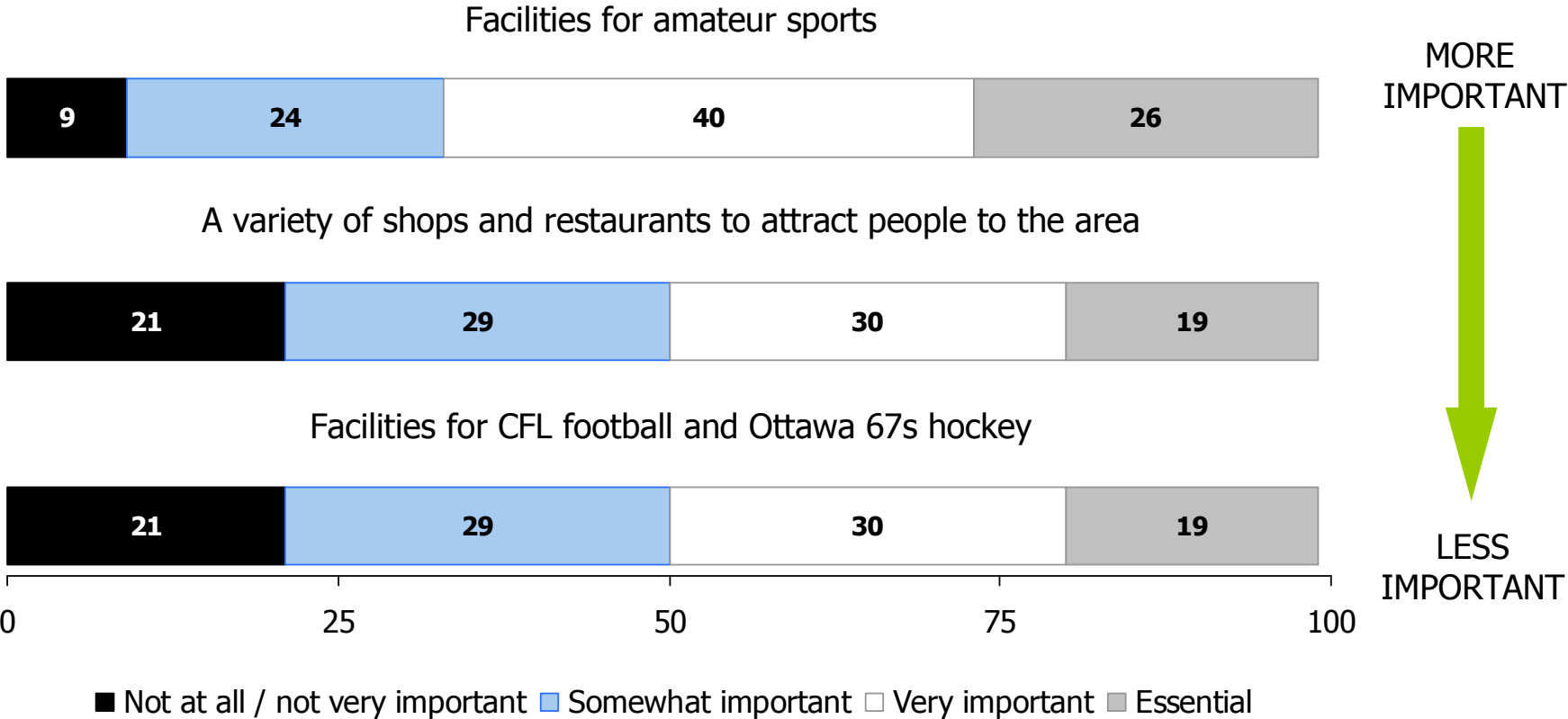


Q. Please review each of the following concept drawings of what a new Lansdowne site might look like and tell us what impact each might have on your level of support or opposition.

Visual Concept	OPPOSE (strongly / somewhat)	SUPPORT (strongly / somewhat)
	11	86
	16	81
	17	81

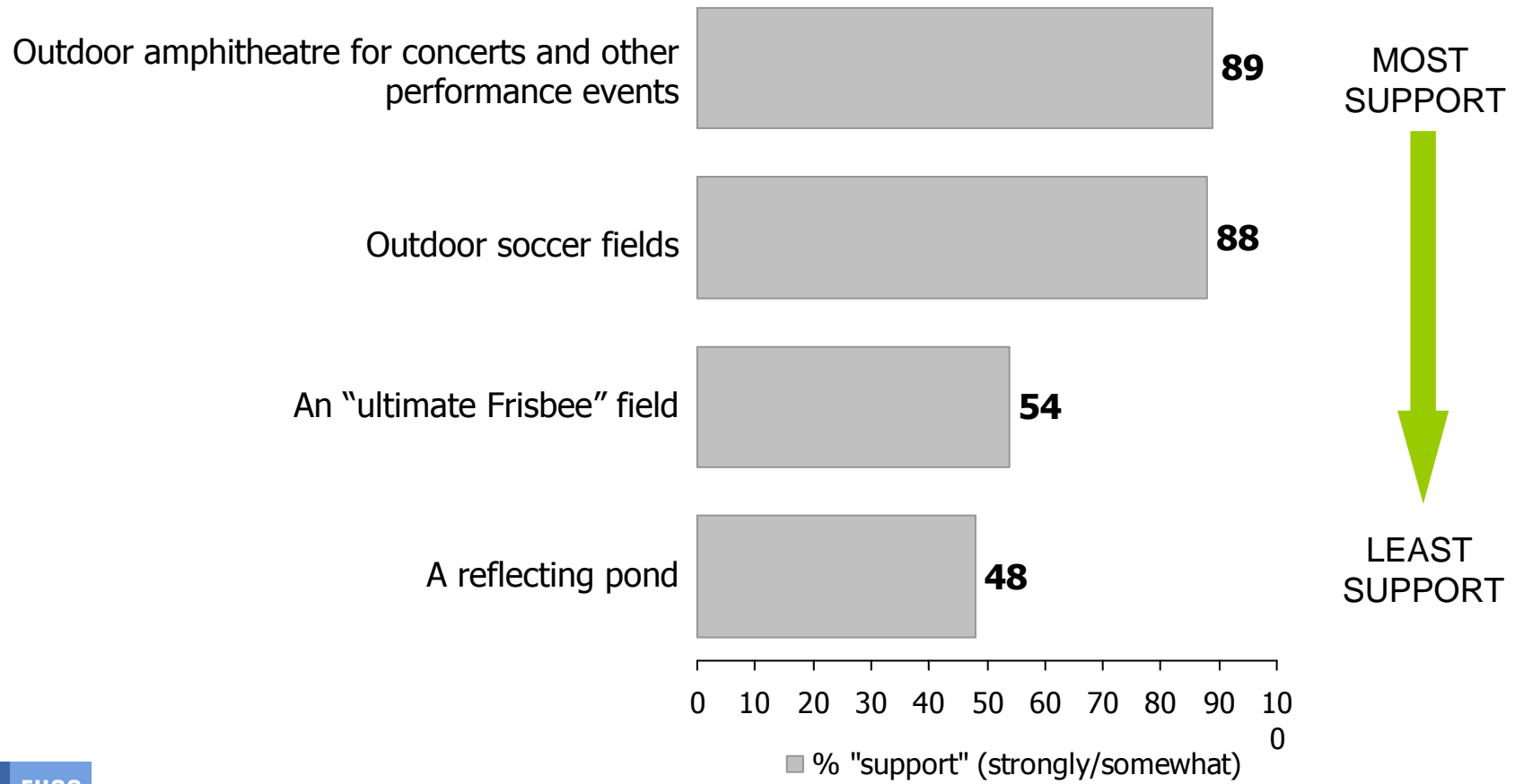
Importance of different features of the redevelopment

Q. How important would each of the following features of a redeveloped Lansdowne Park be?



Event venue and soccer fields essential to the plan

Q. Keeping in mind that many amenities at a redeveloped Lansdowne site would involve the investment of public funds, would you support or oppose each of the following possible amenities?



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For more information:

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