Appendix 2

City of Saskatoon
Event Centre / Arena Site Options
Open Survey Report

Data collected: September 13 – October 9, 2022

City of Saskatoon

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Background & Methodology

In March 2022, the City of Saskatoon (the City) contracted Insightrix® Research Inc. (Insightrix) to conduct a public survey with residents and businesses in Saskatoon to gather feedback on two potential sites for a new downtown event centre / arena.

The key research objective of this survey was to gather public feedback on opportunities and challenges for each potential location. The questionnaire used in this study was developed by the City in collaboration with Insightrix.

Mode

- Multi-mode survey (online & in-person)
- The pick list options for key questions (opportunities and challenges of each site) were determined based on coded open-ended comments collected during the representative survey. Respondents were not limited to the pick list and could provide open text responses not identified in the pick list.
- Data was collected from September 13 to October 3, 2022 (online survey) and until October 9, 2022 (in-person surveys).

Sample Source

- A link to the online survey was made available to the public on the City of Saskatoon website and promoted by the City through various online, print and social media channels.
- Insightrix contacted 248 businesses in Saskatoon by telephone to raise awareness of the online survey.
- Insightrix staff conducted 401 in-person surveys at a number of locations throughout Saskatoon. Questions were administered via tablets.

Responses

- 8,378 total responses to the open survey
  - 7,885 individuals
  - 493 businesses / associations / organizations / property managers

In-Person Surveying Locations
(number of surveys completed)

River Landing / Riversdale	153
Downtown Core	48
Midtown Shopping Centre	42
Open Door Society	26
City Park	23
Confederation Mall	22
Caswell Hill	22
Lawson Civic Centre	20
TCU Place	17
SaskTel Centre	14
The Centre Mall	7
Market Mall	7
Total	**401**

Survey Introductory Material

The following background information and map were presented to respondents prior to completing the survey.

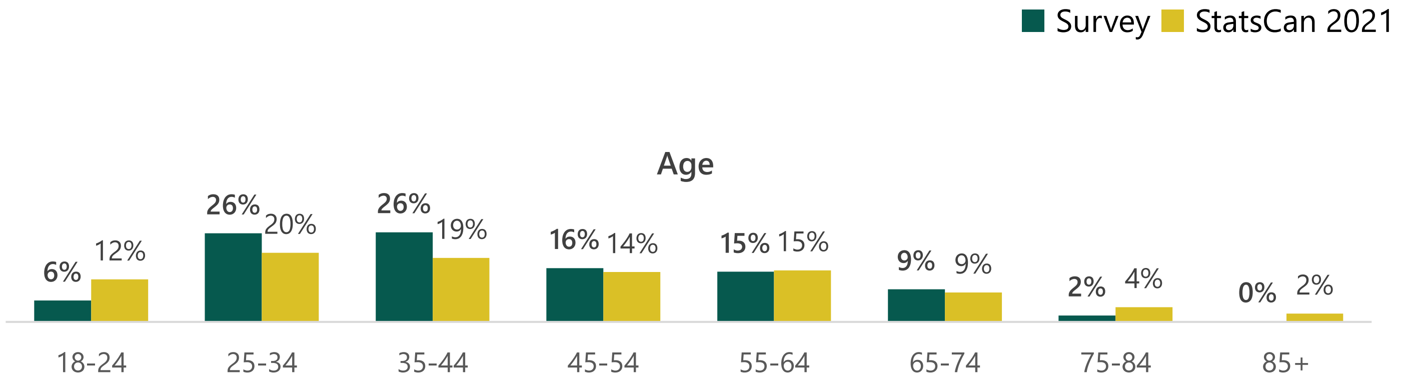
In November 2018, Saskatoon's City Council decided that planning should begin on the development of a Downtown Event & Entertainment District as part of a larger vision to revitalize Saskatoon's Downtown. Anchored by a new event centre/arena and a new or enhanced convention centre, and connected to the rest of the city by a Bus Rapid Transit (BRT) system, the District will be a shared public space offering residents and visitors a gathering place for entertainment and events.

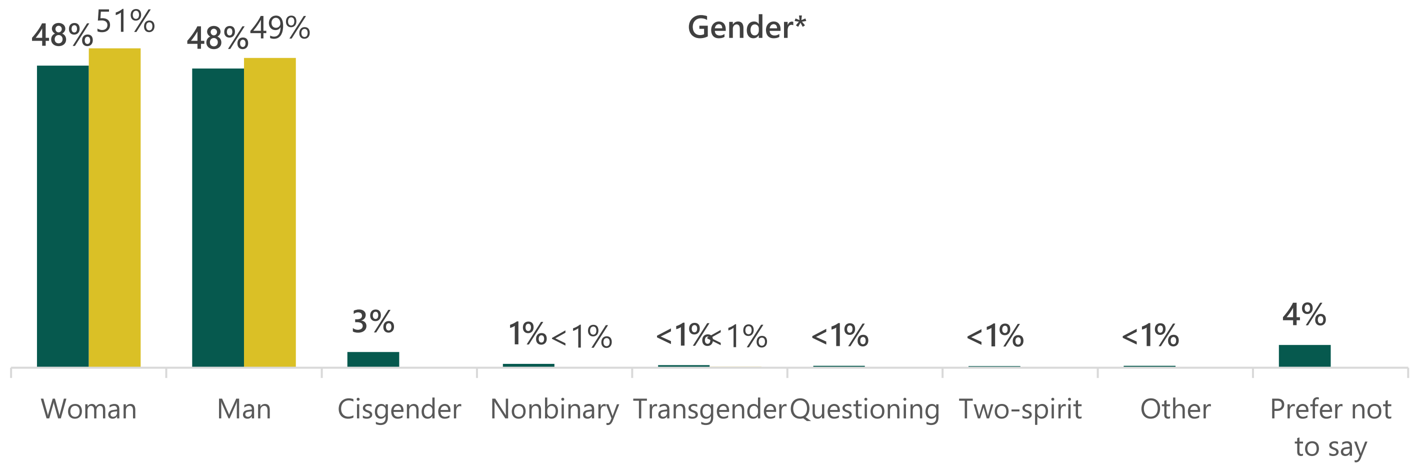
City Administration retained consultants to assist with technical assessments of five potential Downtown locations for an event centre/arena. Based on these assessments and the City's own analysis, two sites have been determined as feasible options and have been ranked based on technical criteria (e.g., available land area, access to parking, proximity to a future BRT station and existing businesses, etc.).

One site has the highest technical score based on the approved evaluation criteria, with the other site location provided as a viable alternative. The City is now seeking feedback from the community on the opportunities and challenges of each site. This feedback will be shared with City Council, who will then make the final decision on the location for the event center/arena, which will become a key anchor for further development of the District.

Who We Surveyed – Individuals

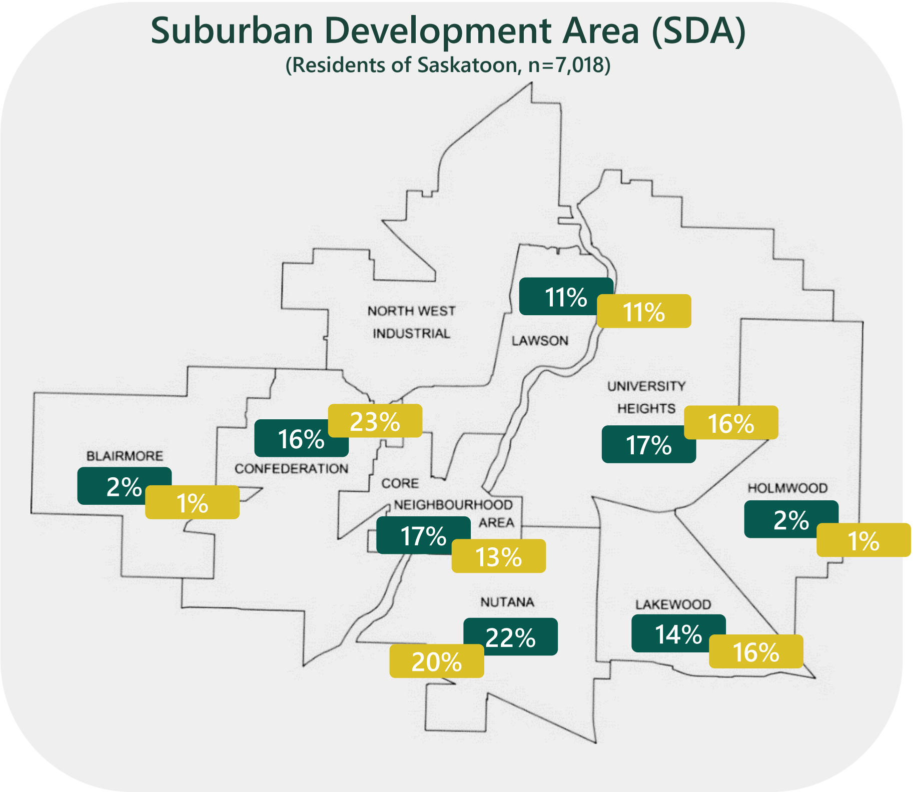
Demographic questions were asked to help understand who we heard from. The distribution of age, gender and SDA in the open survey closely align with the representative survey and Statistics Canada data on the total population of Saskatoon.





*Multiple response question. Statistics Canada data based on total population of Saskatchewan over the age of 15 years.

Individuals: n=7,885

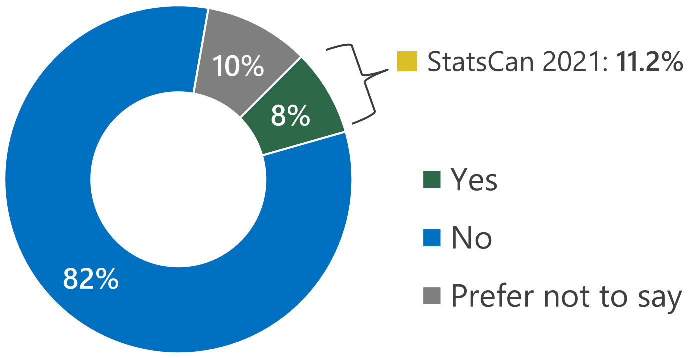


Other Individual Demographics

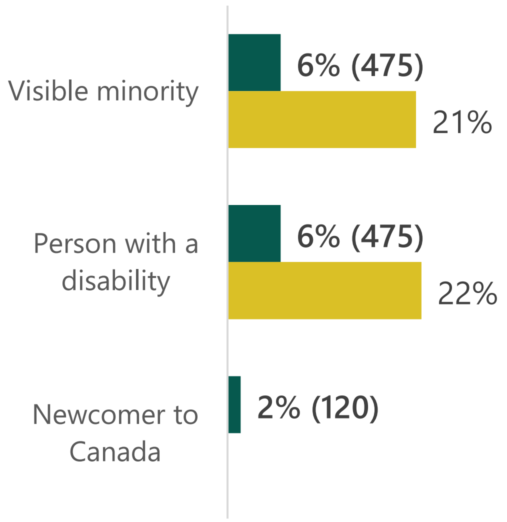
Additional demographic questions were asked to help understand who we heard from. Representation from some demographics is comparatively lower than Statistics Canada Census data. It is worth noting that were almost 1,600 participants, or 20 percent of the sample, who identified as Indigenous, a visible minority or a person with a disability.

Survey StatsCan 2021

Indigenous Representation (637 identified as Indigenous)



Minority Group Representation*

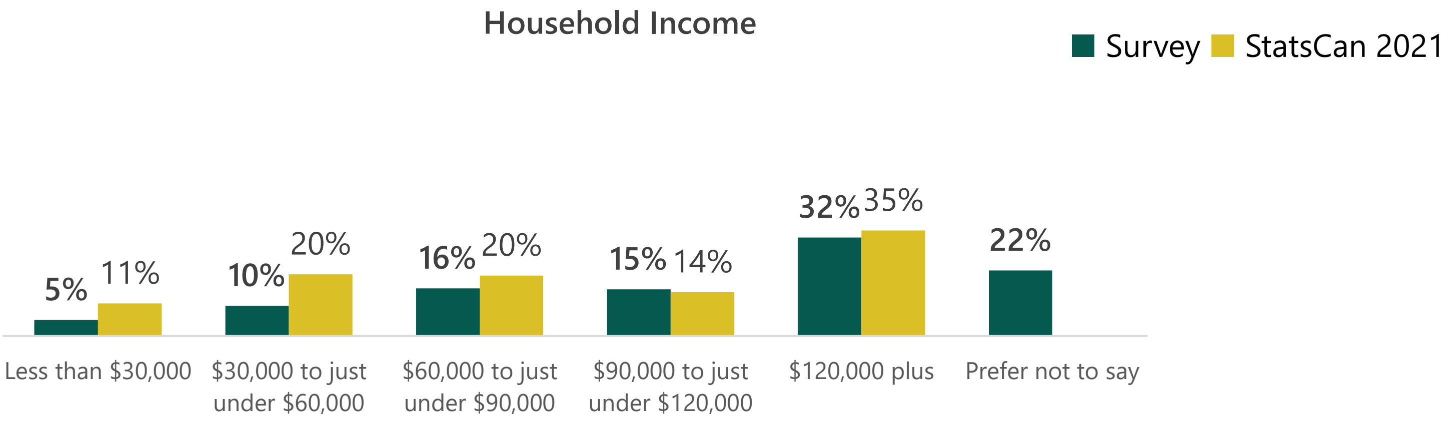


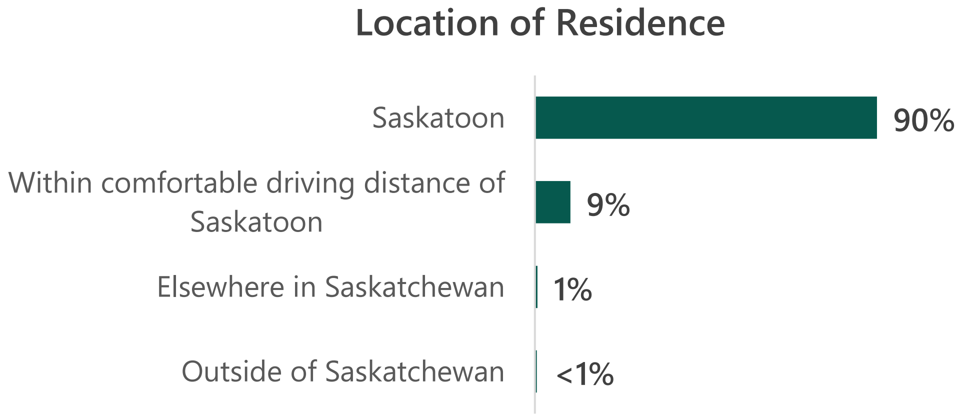
**Statistics Canada 2019 data based on total population of Saskatchewan over the age of 15 years.*

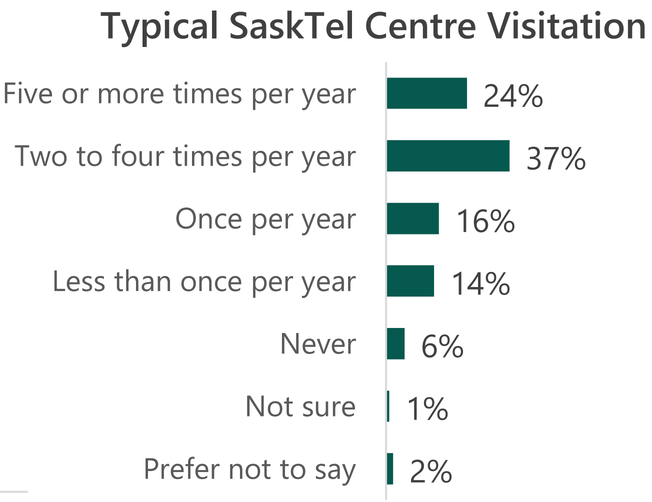
Individuals: n=7,885

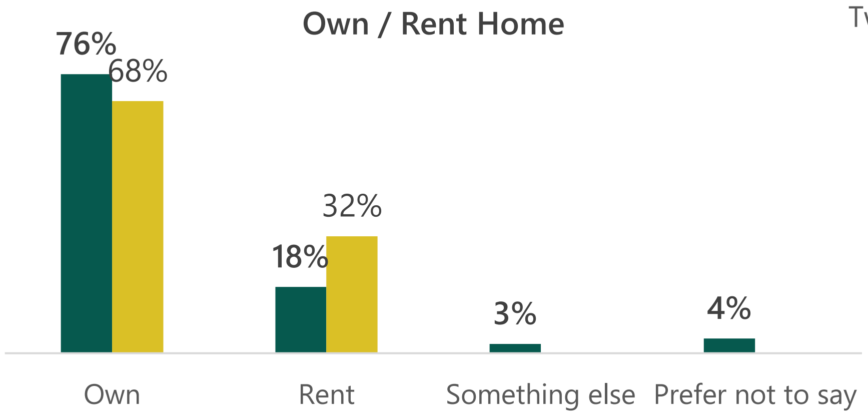
Other Individual Demographics

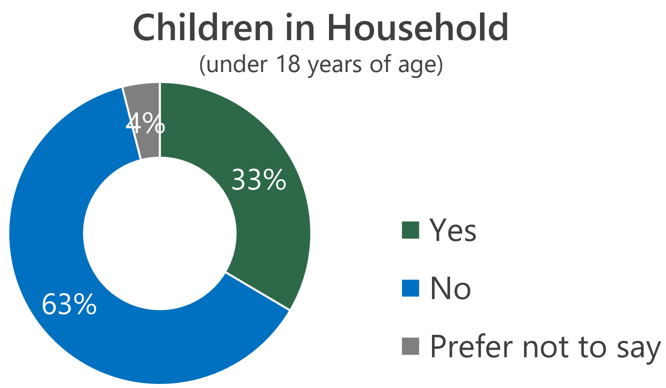
Additional demographic questions were asked to help understand who we heard from. Representation from some demographics is comparatively lower than Statistics Canada Census data.









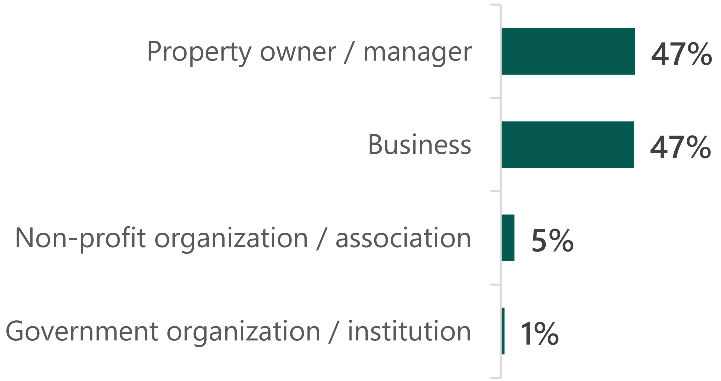


Individuals: n=7,885

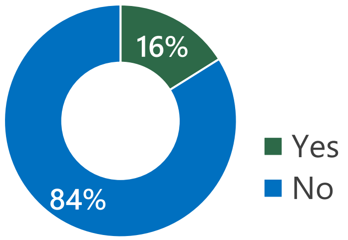
Who We Surveyed – Businesses & Organizations

Profiling questions were asked to help understand who we heard from. Almost half of businesses and organizations are located in the Downtown core. Two-thirds of the business respondents have less than 20 employees.

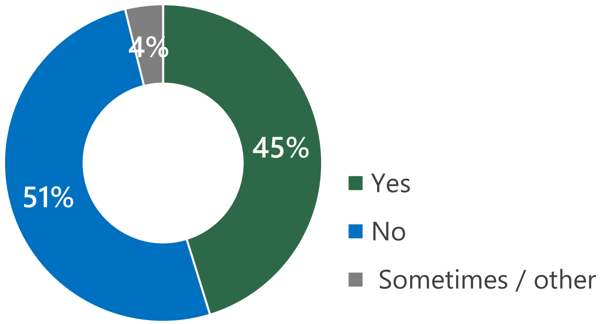
Structure



Home-Based Business

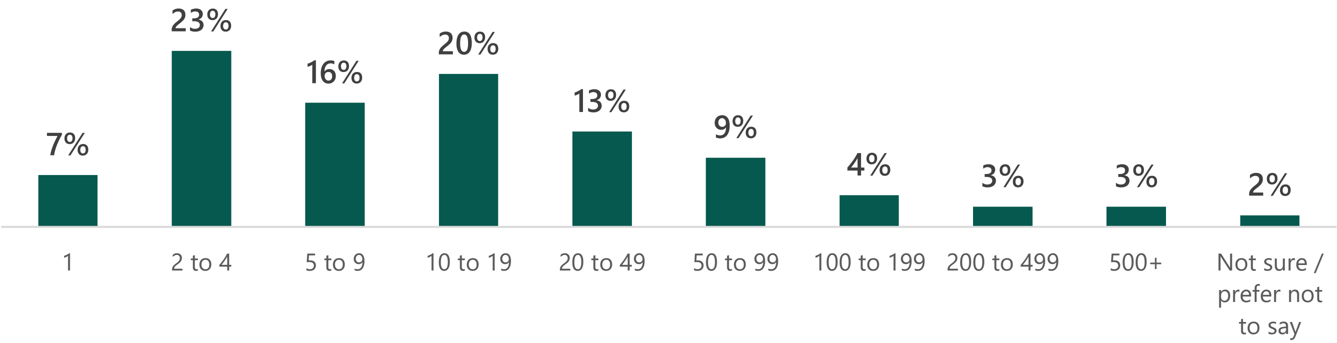


Located in Downtown Core



Number of Employees

(Excluding Property Managers, n=261)

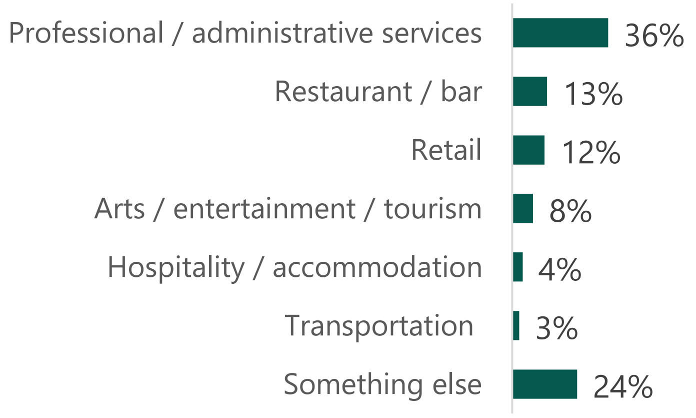


Businesses & Organizations n=493

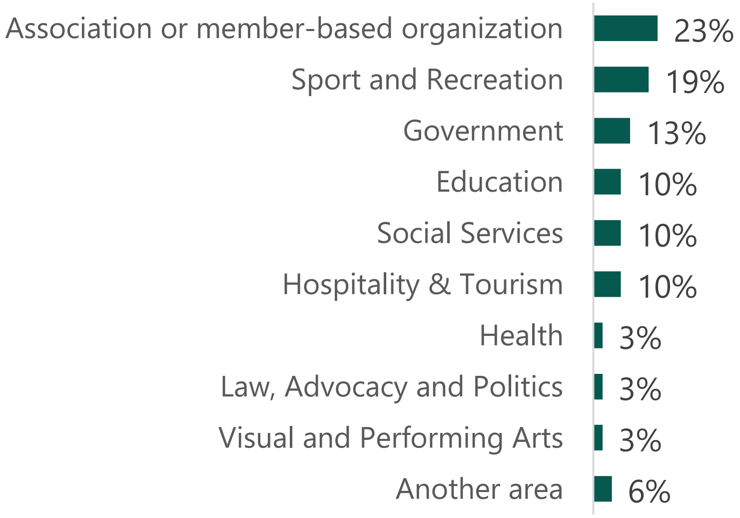
Other Business & Organization Demographics

Profiling questions were asked to help understand who we heard from.

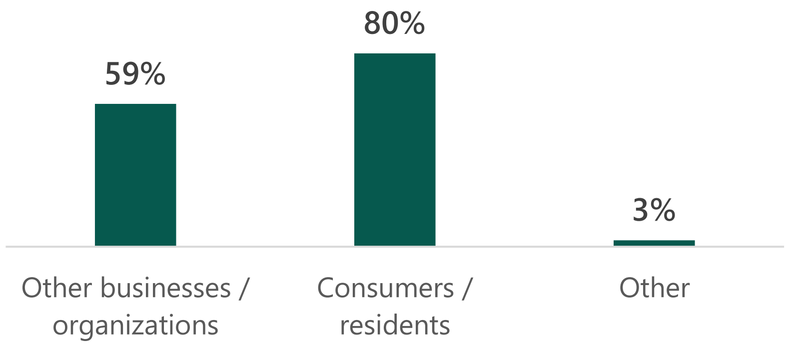
Business Type
(Businesses only n-230)



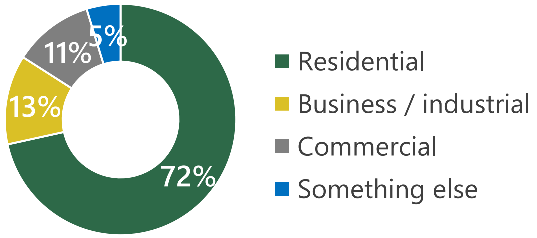
Organization / Association Area of Operation (n=31)



Business Service Model
(Excluding Property Managers, n=261)



Type of Property Managed
(Property Managers Only, n=232)



City of Saskatoon

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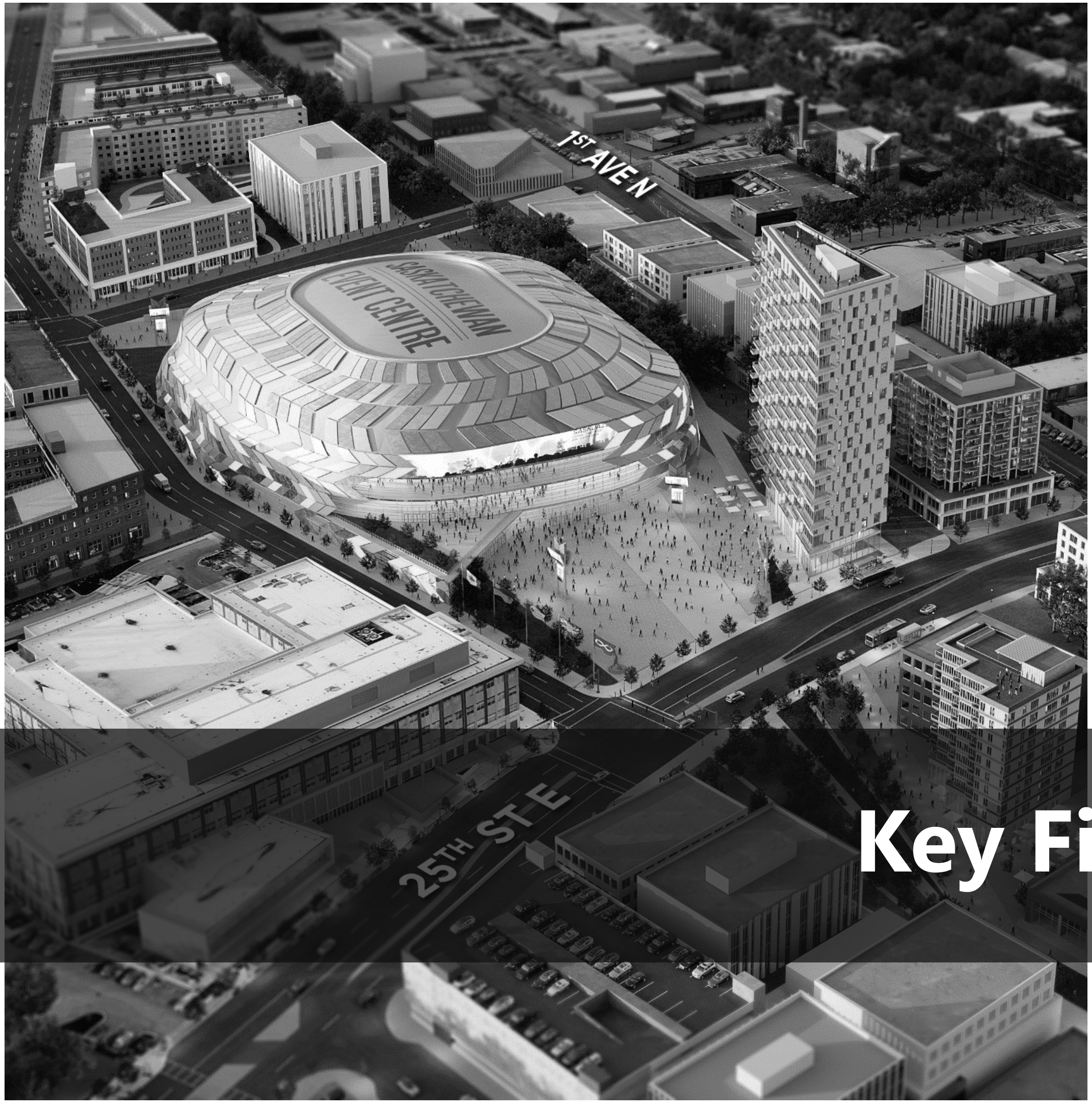
Reporting Notes & Study Limitations

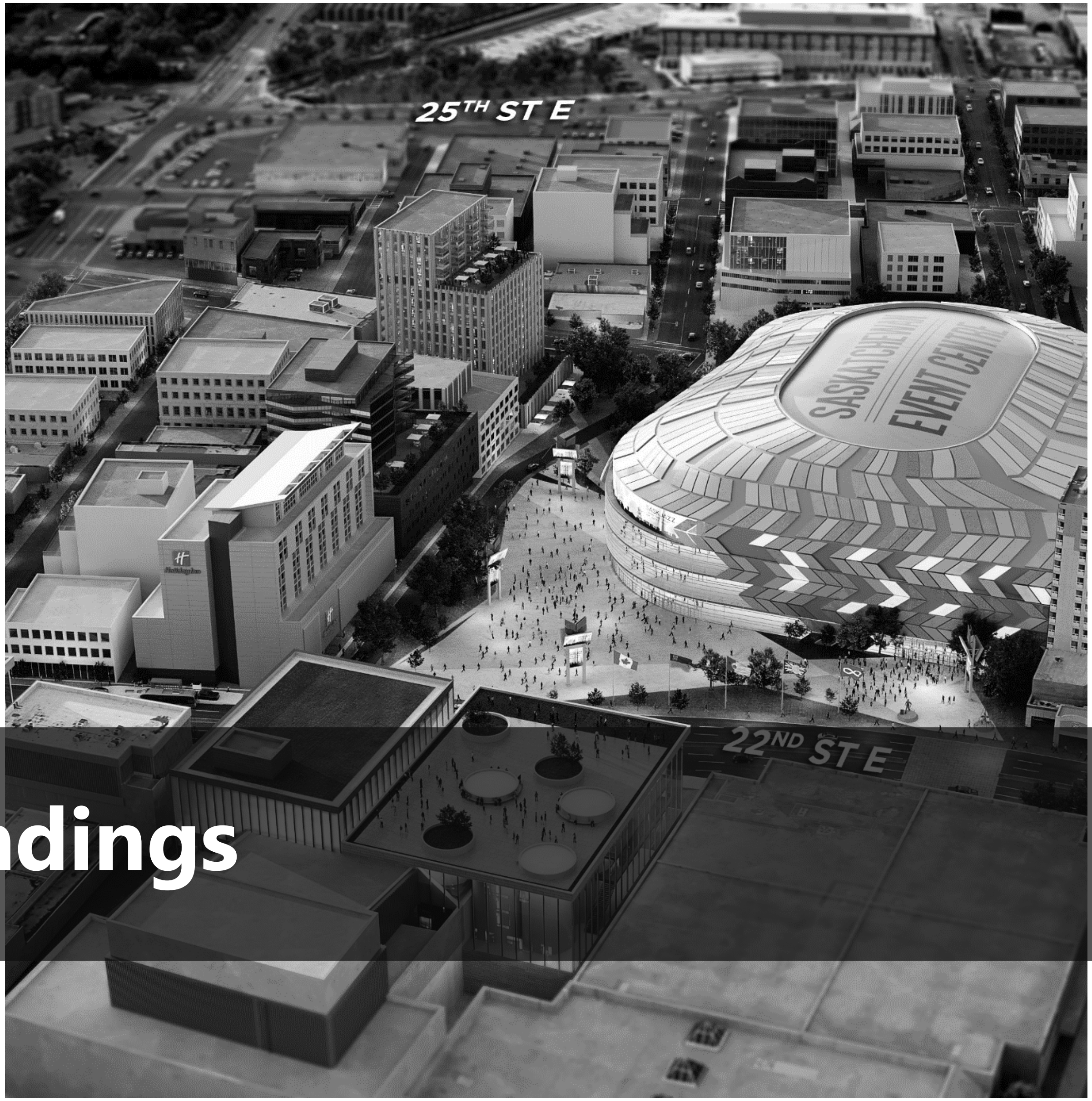
Reporting Notes

- Percentages shown in this report are based off the total number of responses received unless otherwise specified. Base sizes and descriptions for each question can be found at the bottom of each reporting page.
- Data have been rounded to zero decimal places; therefore, percentages may not add up precisely to 100% on some graphs.
- Statistically significant differences between sample subsets (age, gender, neighbourhood / business structure, type, size, location, etc.) have been highlighted in this report with a "▲" or "▼". A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance.
- Online and in-person survey data has been combined for the purpose of this report.
- Open-ended questions have been themed and coded into categories. The percentages from individual codes could total more than 100%, as comments from each respondent could be relevant to more than one code.
- 'Other mentions' represent coded open-ended responses for which there aren't enough similar responses to form a common theme.
- Due to the limited number of responses from gender identities other than "man" or "woman," only those two categories are utilized for comparative analysis in this report.

Study Limitations

- Survey responses are meant to give a snapshot of resident and business opinions. The opinions expressed in this report may not reflect those of all residents or businesses and organizations.
- Respondents may be more likely to identify opportunities and / or challenges in a pick-list style question as opposed to an open-text response option as was in the representative sample survey. As such, results could differ somewhat compared with the representative survey results.
- Picklist options are open to respondent interpretations which could impact results.
- The surveys were primarily offered online, which can be restrictive as to who can participate. To mitigate this limitation, in-person 'intercept' surveys were conducted at various locations. Customer service also entered surveys for those who phoned the City to provide their input.





Key Findings

Key Findings – Midtown Shopping Centre North Parking Lot

Key findings include the top three items from the pick lists for each question, as well as notable differences by demographic groupings.

Key opportunities:

- Proximity to amenities such as restaurants, bars, shopping, hotels and other entertainment venues (63%)
- Central location (54%)
- Increased downtown activities (53%)
- Men, young (ages 18-34) and middle-aged (ages 35-54) adults, as well as residents of the downtown core are most likely to identify opportunities with the Midtown Shopping Centre North Parking Lot location
- Respondents who visit SaskTel Centre less than once per year are also more likely to identify opportunities with the site
- Businesses and organizations who operate in the downtown core are more likely to identify opportunities such as increased downtown activity, access to transit, traffic flow and parking availability

Key challenges:

- Traffic flow / congestion (70%)
- Parking availability (70%)
- Crowding / small space (58%)
- Price of parking (58%)
- Older adults (ages 55+), women, residents who live outside of the downtown core and those who visit SaskTel Centre frequently are most likely to identify challenges with the site
- Individuals with disabilities are more likely to cite concerns about safety and distance from amenities

Key Findings – North Downtown City Yards

Key findings include the top three items from the pick lists for each question, as well as notable differences by demographic groupings.

Key opportunities:

- Increased downtown activity (34%)
    - Young adults (18-34) are more likely to note increased activity as an opportunity
- Central location (34%)
    - Residents who live in the downtown core are more likely to cite central location as an opportunity
- Traffic flow / access (34%)
- Identified opportunities are similar between individual and business & organization respondents

Key challenges:

- Traffic flow / congestion (51%)
- Parking availability (50%)
- Far from amenities (45%)
- Women, young- (ages 18-34) and middle-aged (ages 35-54) adults as well as residents who live outside of the downtown core are most likely to identify challenges with the North Downtown City Yards
- Individuals with disabilities are more likely to cite concerns with the price of parking and crowding / small space
- Business and organization respondents note distance from amenities, traffic congestion and limited parking availability as key challenges

Detailed Site Feedback: Midtown Shopping Centre North Parking Lot

City of Saskatoon

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Opportunities: Midtown Shopping Centre North Parking Lot

Three quarters identify opportunities with the Midtown Shopping Centre North Parking Lot location. Younger generations and men are most likely to identify opportunities. Residents of the core neighbourhood and those who currently visit SaskTel Centre less frequently are also more likely to identify opportunities. Businesses are more likely to identify opportunities compared with organizations / associations.

	Individual	**Business/Organization**
One opportunity or more:	**74% (5,818)** Age: 18-24 81%▲; 25-34 77%▲; 55+ 60%▼ Gender: Man 80%▲; Woman 70%▼ SDA: Core 82%▲; Rest of Saskatoon 73%▼ SaskTel Visitation: Once per year or less 77%▲; More than once per year 73%▼	**73% (363)** Structure: Business 81%▲; Association / organization 67%▼
No comment:	2% (196)	2% (9)
No opportunities	24% (1,874)	25% (122)

What opportunities do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Opportunities: Midtown Shopping Centre North Parking Lot

Young (ages 18-34) and middle-aged (ages 35-54) male adults, those who live in the downtown core, and those who currently visit SaskTel centre infrequently are most likely to identify opportunities with the Midtown Shopping Centre North Parking Lot location, with the largest opportunity being proximity to nearby amenities.

Individual Respondents (7,885)

		Age			Gender		SDA		SaskTel Centre Visitation	
		18-34	35-54	55+	Man	Woman	Rest of Saskatoon	Core Neighbourhood	Once per year or less	More than once per year
Nearby amenities	63%	70%▲	67%▲	49%▼	69%▲	59%▼	63%▼	69%▲	65%▲	63%▼
Central location	54%	60%▲	57%▲	42%▼	63%▲	47%▼	53%▼	64%▲	57%▲	54%▼
Increased downtown activity	53%	61%▲	57%▲	40%▼	63%▲	45%▼	53%▼	61%▲	54%	54%
Transit / bus service	40%	45%▲	42%▲	32%▼	47%▲	35%▼	39%▼	50%▲	45%▲	38%▼
Parking availability	19%	21%▲	19%▲	15%▼	23%▲	15%▼	18%▼	24%▲	20%▲	18%▼
Traffic flow / access	17%	19%▲	18%▲	14%▼	22%▲	13%▼	17%▼	22%▲	17%	17%
Other	1%									

Note: Statistically significant differences between sample subsets (age, gender, neighbourhood, etc.) have been highlighted in this report with a "▲" or "▼". A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance

What opportunities do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Opportunities: Midtown Shopping Centre North Parking Lot

Businesses and organizations located in the downtown core are most likely to identify opportunities with the Midtown Shopping Centre North Parking Lot location. Like individual responses, business and organizational responses identify proximity to nearby amenities as the most prominent amenity.

Business and Organization Respondents (493)

		Structure		Located in Downtown Core	
	Total	Business	Association/ organization	Yes	No
Nearby amenities	63%	75%▲	54%▼	68%	61%
Central location	57%	66%▲	49%▼	60%	55%
Increased downtown activity	57%	67%▲	47%▼	62%▲	52%▼
Transit / bus service	46%	56%▲	38%▼	53%▲	40%▼
Traffic flow / access	26%	33%▲	19%▼	32%▲	21%▼
Parking availability	26%	30%	22%	33%▲	19%▼
Other	3%				

Note: Statistically significant differences between sample subsets (age, gender, neighbourhood, etc.) have been highlighted in this report with a "▲" or "▼". A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance

What opportunities do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Challenges: Midtown Shopping Centre North Parking Lot

Nine in ten cite challenges with the Midtown Shopping Centre North Parking Lot location. Older adults and women are most likely to cite challenges with the site.

	Individual	Business/Organization
One challenge or more:	**90% (7,102)** Age: 18-24 90%; 25-34 89%▼; 55+ 92%▲ Gender: Man 86%▼; Woman 94%▲ SDA: Core 91%▲; Rest of Saskatoon 83%▼	**83% (409)** Note: No significant differences were found between business and organization subsets.
No comment:	2% (144)	2% (11)
No challenges	8% (640)	15% (73)

What challenges do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Challenges: Midtown Shopping Centre North Parking Lot

Older adults (ages 55+), women, residents not living in the downtown core and those who visit SaskTel Centre regularly are most likely to identify challenges with the site. Persons with a disability are more likely to identify safety concerns.

Individual Respondents (7,885)

	Total	Age			Gender		SDA		SaskTel Centre Visitation		Person With a Disability	
		18-34	35-54	55+	Man	Woman	Rest of Saskatoon	Core Neighbourhood	Once per year or less	More than once per year	Yes	No
Traffic flow / congestion	70%	70%	69%▼	72%▲	63%▼	77%▲	71%▲	61%▼	68%▼	71%▲	71%	69%
Parking availability	70%	67%▼	69%▼	75%▲	63%▼	77%▲	72%▲	56%▼	66%▼	72%▲	71%	69%
Too crowded / small space	58%	55%▼	57%▼	63%▲	48%▼	67%▲	60%▲	43%▼	55%▼	59%▲	62%	56%
Price of parking	58%	59%▼	55%▼	62% ▲	51%▼	65%▲	60%▲	43%▼	54%▼	60%▲	62%	56%
Safety concerns	42%	40%▼	43%▲	45%▲	35%▼	49%▲	44%▲	31%▼	38%▼	45%▲	48%▲	40%▼
Transit / bus service	24%	25%	23%	24%	21%▼	25%▲	25%▲	17%▼	19%▼	26%▲	26%	22%
Far from amenities	4%	5%	4%	4%	4%	4%	5%▲	3%▼	3%▼	5%▲	6%▲	4%▼
Other	5%											

Note: Statistically significant differences between sample subsets (age, gender, neighbourhood, etc.) have been highlighted in this report with a "▲" or "▼". A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance

What challenges do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Challenges: Midtown Shopping Centre North Parking Lot

Businesses located outside of the downtown core are more likely to identify challenges with the site, with traffic flow and parking being the most cited challenges.

Business and Organization Respondents (493)

	Total	Downtown Based: Yes	Downtown Based: No
Traffic flow / congestion	61%	53%▼	65%▲
Parking availability	60%	50%▼	70%▲
Too crowded / small space	47%	40%▼	53%▲
Price of parking	45%	38%▼	51%▲
Safety concerns	41%	40%	42%
Transit / bus service	20%	18%	21%
Far from amenities	5%	5%	4%
Other	6%		

Note: Statistically significant differences between sample subsets (age, gender, neighbourhood, etc.) have been highlighted in this report with a "▲" or "▼". A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance

What challenges do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Detailed Site Feedback: North Downtown City Yards

City of Saskatoon

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Opportunities: North Downtown City Yards

Young and middle aged adults, those who live in the downtown core and those who have children in the home were more likely to identify one or more opportunity with this site.

	Individual	Business/Organization
One opportunity or more:	**68% (5,345)**	**64% (314)** Note: No significant differences were found between business and organization subsets.
No comment:	5% (381)	6% (29)
No opportunities	27% (2,161)	30% (150)

Age		SDA		Children in Home		SaskTel Visitation	
18-24	71%▲	Core	72%▲	Yes	71%▲	Once per year or less	70%▲
25-34	69%▲	Rest of Saskatoon	68%▼	No	67%▼	More than once per year	67%▼
55+	61%▼						

What opportunities do you see with the North Downtown City Yards location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Opportunities: North Downtown City Yards

Increased downtown activity is an opportunity most cited by young adults. Parking availability is most recognized by middle aged and older adults. Core neighbourhood residents appreciate the central location.

Individual Respondents (7,885)

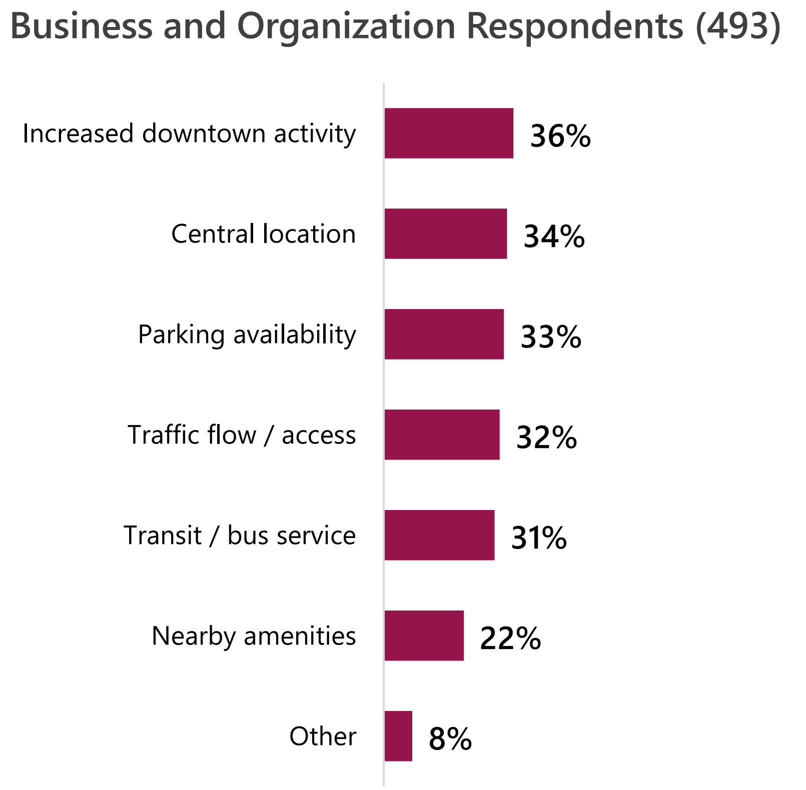
	Total	Age			Gender		SDA	
		18-34	35-54	55+	Man	Woman	Rest of Saskatoon	Core Neighbourhood
Increased downtown activity	34%	36%▲	35%▲	29%▼	35%	34%	34%	37%
Central location	34%	33%	34%	34%	32%	35%	33%▼	38%▲
Traffic flow / access	34%	34%	32%	35%	34%	34%	33%	32%
Parking availability	32%	28%▼	33%▲	36%▲	33%	32%	34%	36%
Transit / bus service	31%	32%	30%	29%	31%	30%	30%▼	35%▲
Nearby amenities	25%	25%	24%	25%	21%▼	28%▲	24%	26%
Other	6%							

Note: Statistically significant differences between sample subsets (age, gender, neighbourhood, etc.) have been highlighted in this report with a "▲" or "▼". A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance

What opportunities do you see with the North Downtown City Yards location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Opportunities: North Downtown City Yards

Business/organization respondents suggest that the most mentioned opportunity for this site is increased downtown activity. No significant differences were found between business and organization subsets.



What opportunities do you see with the North Downtown City Yards location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Challenges: North Downtown City Yards

Young and middle aged adults, those who have children in the home as well as residents who visit SaskTel Centre more than once per year were more likely to identify one or more challenge with this site. Residents who live outside the downtown core were also more likely to identify challenges.

	Individual	Business/Organization
One challenge or more:	**88% (6,960)**	**83% (408)** Note: No significant differences were found between business and organization subsets.
No comment:	3% (262)	3% (17)
No challenges	8% (663)	14% (68)

Group	Subgroup	One challenge or more (Individual)
Age	18-24	92%▲
Age	25-34	89%▲
Age	55+	83%▼
SDA	Core	84%▼
SDA	Rest of Saskatoon	89%▲
Children in Home	Yes	90%▲
Children in Home	No	88%▼
SaskTel Visitation	Once per year or less	87%▼
SaskTel Visitation	More than once per year	89%▲

What challenges do you see with the North Downtown City Yards location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Challenges: North Downtown City Yards

Generally, young adults, women and residents who live outside of the downtown core are most likely to identify challenges with the North Downtown City Yards location. Persons with a disability are more likely identify challenges related to price of parking and crowding due to small space.

Individual Respondents (7,885)

	Total	Age			Gender		SDA		Person With a Disability	
		18-34	35-54	55+	Man	Woman	Rest of Saskatoon	Core Neighbourhood	Yes	No
Traffic flow / congestion	51%	53%▲	51%▲	47%▼	47%▼	55%▲	52%▲	44%▼	52%	50%
Parking availability	50%	53%▲	49%▼	47%▼	44%▼	56%▲	51%▲	38%▼	52%	49%
Far from amenities	45%	49%▲	47%▲	36%▼	53%▲	38%▼	45%	47%	36%	47%
Safety concerns	39%	36%▼	41%▲	39%	34%▼	42%▲	40%▲	31%▼	41%	37%
Price of parking	38%	41%▲	36%▼	37%▼	32%	43%▲	33%▲	24%▼	38%▲	31%▼
Too crowded / small space	33%	35%▲	32%▼	33%	27%▼	38%▲	39%▲	25%▼	43%▲	36%▼
Transit / bus service	28%	30%▲	28%	25%▼	28%	28%	29%▲	25%▼	30%	27%
Other	6%									

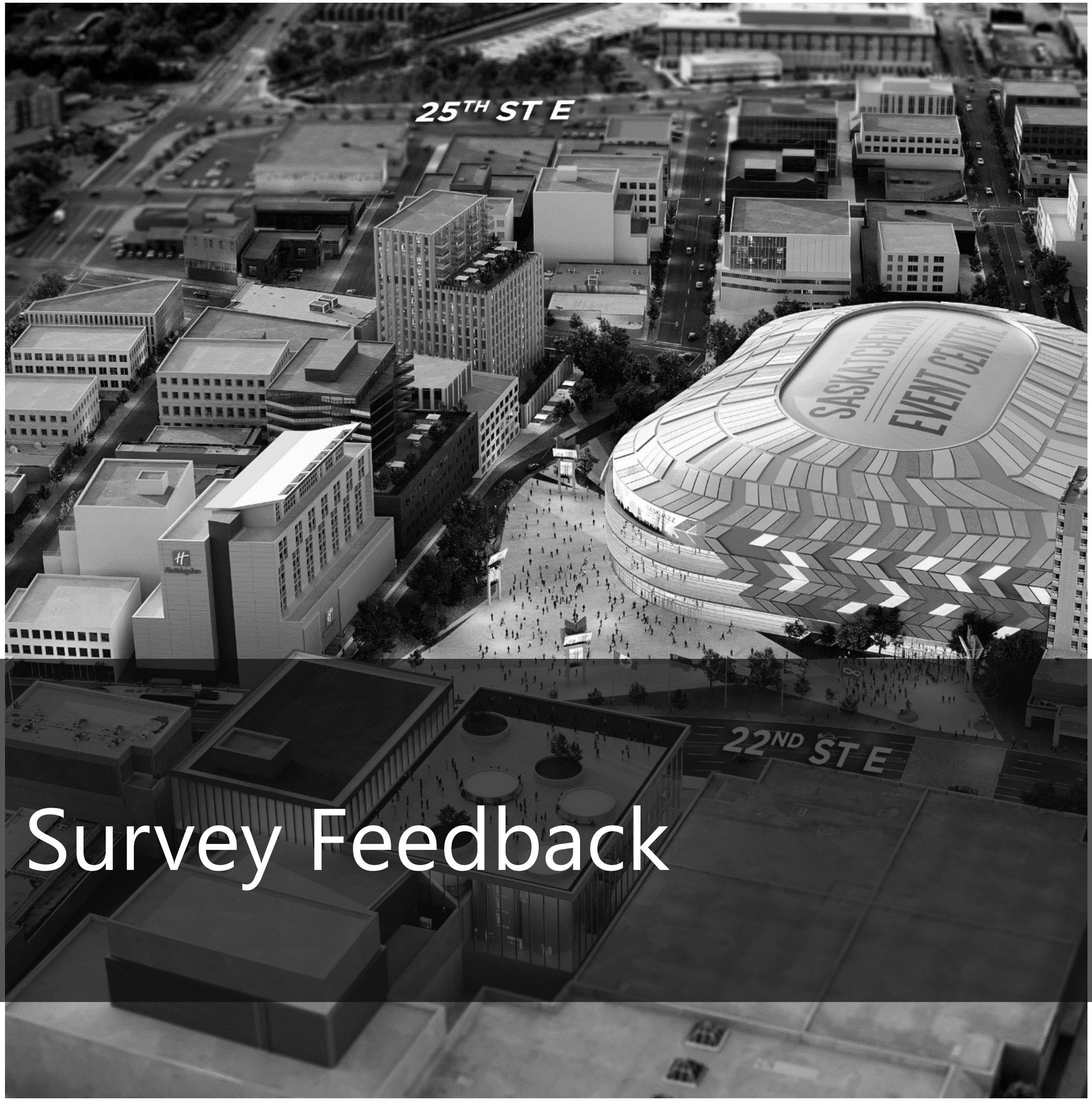
Note: Statistically significant differences between sample subsets (age, gender, neighbourhood, etc.) have been highlighted in this report with a "▲" or "▼". A standard alpha value of less than 0.05 is considered statistically significant. This means there is less than a 5% chance the results would have occurred by chance

What challenges do you see with the North Downtown City Yards location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.

Challenges: North Downtown City Yards

Business/organization respondents mention distance from amenities, challenges with traffic flow / congestion, parking availability and safety concerns as top challenges with this location. No significant differences were found between business and organization subsets.

What challenges do you see with the North Downtown City Yards location? Base: All respondents; Individuals: n=7,885, Businesses: n=493. Percentages are calculated based out of all respondents.



Final Comments & Survey Feedback

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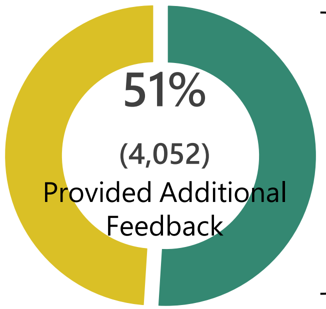
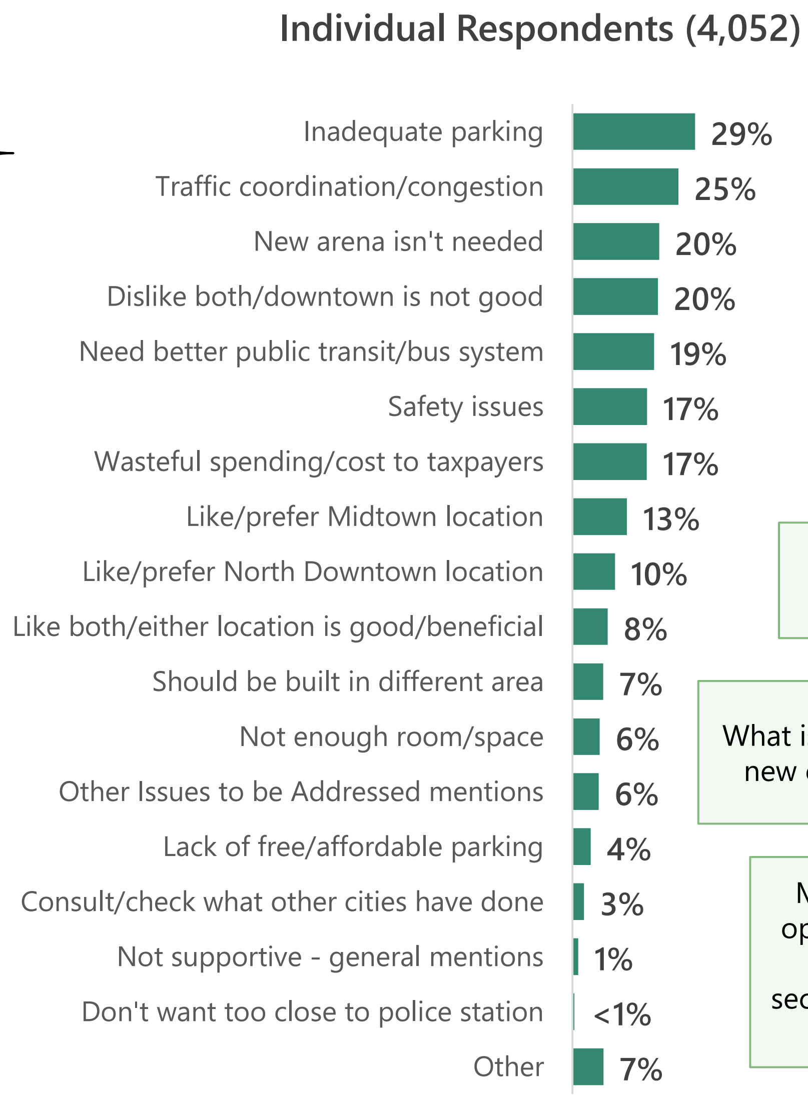
Additional Feedback About Potential Locations



49% (3,833) Provided No Additional Feedback



I would sooner make a weekend of going to Edmonton, Calgary or Winnipeg events than deal with the traffic and parking downtown. I already didn't go downtown on the weekends because there was no parking.

As a commuter from Warman, these locations are very unappealing. Traffic flow is already a concern at SaskTel Centre, tighter streets and more population will be just as much of a concern. Getting to events at TCU is a headache, with a lot less people in the venue. Even going downtown for supper is unappealing due to traffic and parking issues. I do not want to drive to a location, wait outside for a bus, then wait in a bus to get to a venue. This would add multiple hours to an evening. Very unappealing!!!

Use the money to update the current facilities.

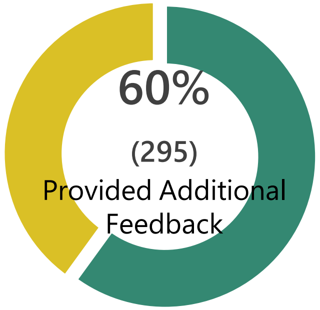
Until we have rapid transit like the larger cities with downtown arenas this is a bad idea.

What is wrong with SaskTel Centre? Why are we paying more money to build a new centre when we have a perfectly fine one!!! Downtown is [...] not safe!!!

Multiple modes of transport will need massive improvements ahead of any large new venue opening, this includes multiple additional parking structures within walking distance periphery of the location, safe and efficient transit stops (preferably with shelters, washrooms and security) or preferably an adjacent main terminal, pedestrian and cycling infrastructure needs to be improved upon to separate vehicle traffic as much as possible.

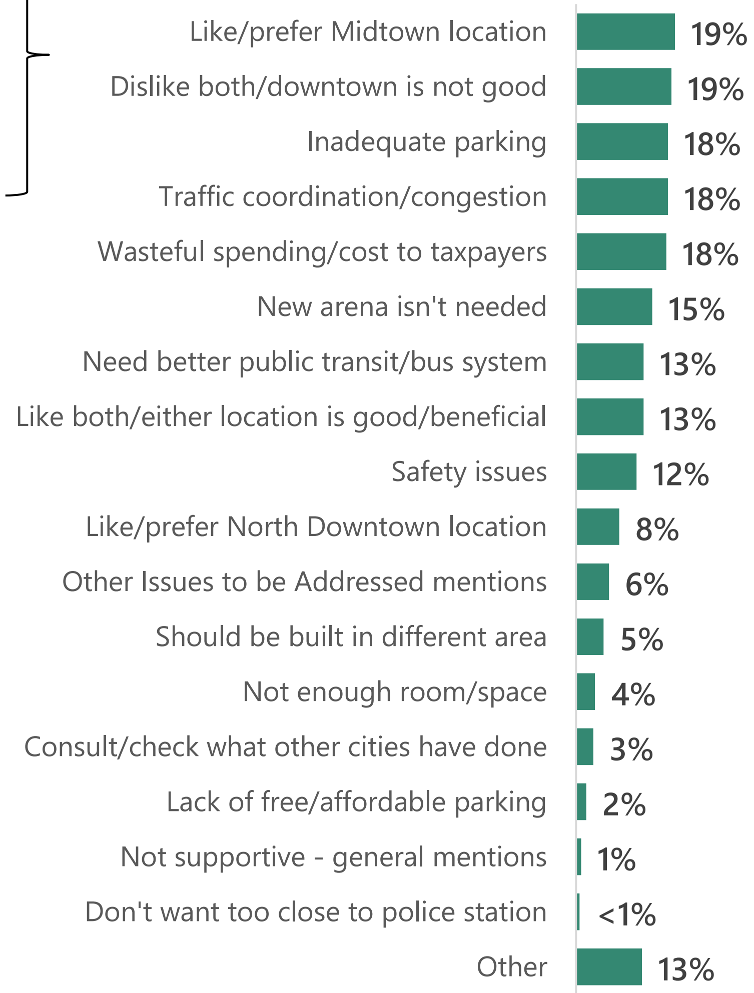
Do you have any additional feedback about the potential locations? Base: All respondents; Individuals: n=7,885. Open-ended survey question.

Additional Feedback About Potential Locations



40% (198) Provided No Additional Feedback

Business and Organization Respondents (295)



> There is really no comparison between these two locations. the North site beside the police station has no amenities associated with it, and there is only one main street currently serving the area. It also destroys the vision and concept for the North Downtown. The Midtown site is served on two sides by the BRT and will only add activity to an area with retail, hotel, restaurant and conference facilities nearby.

> I don't see either locations as good viable locations due to lack to transit and roadways and parking.

> Not downtown. This city is not set up for something like this (transportation, parking, traffic flow, safety…)You will not build an arena any easier to get to and from than where it is now. Our city is not so big that you have to travel long distances to get anywhere. If it is necessary to have a new arena (is it?) NOT in the downtown!

> Serious consideration of impact to current businesses in the area. If traffic and parking become an issue it will seriously impact my business. Considering the amount of property taxes that my business is responsible for, it is a huge disappointment that my tax dollars could potentially be going toward something that may force me to close my doors.

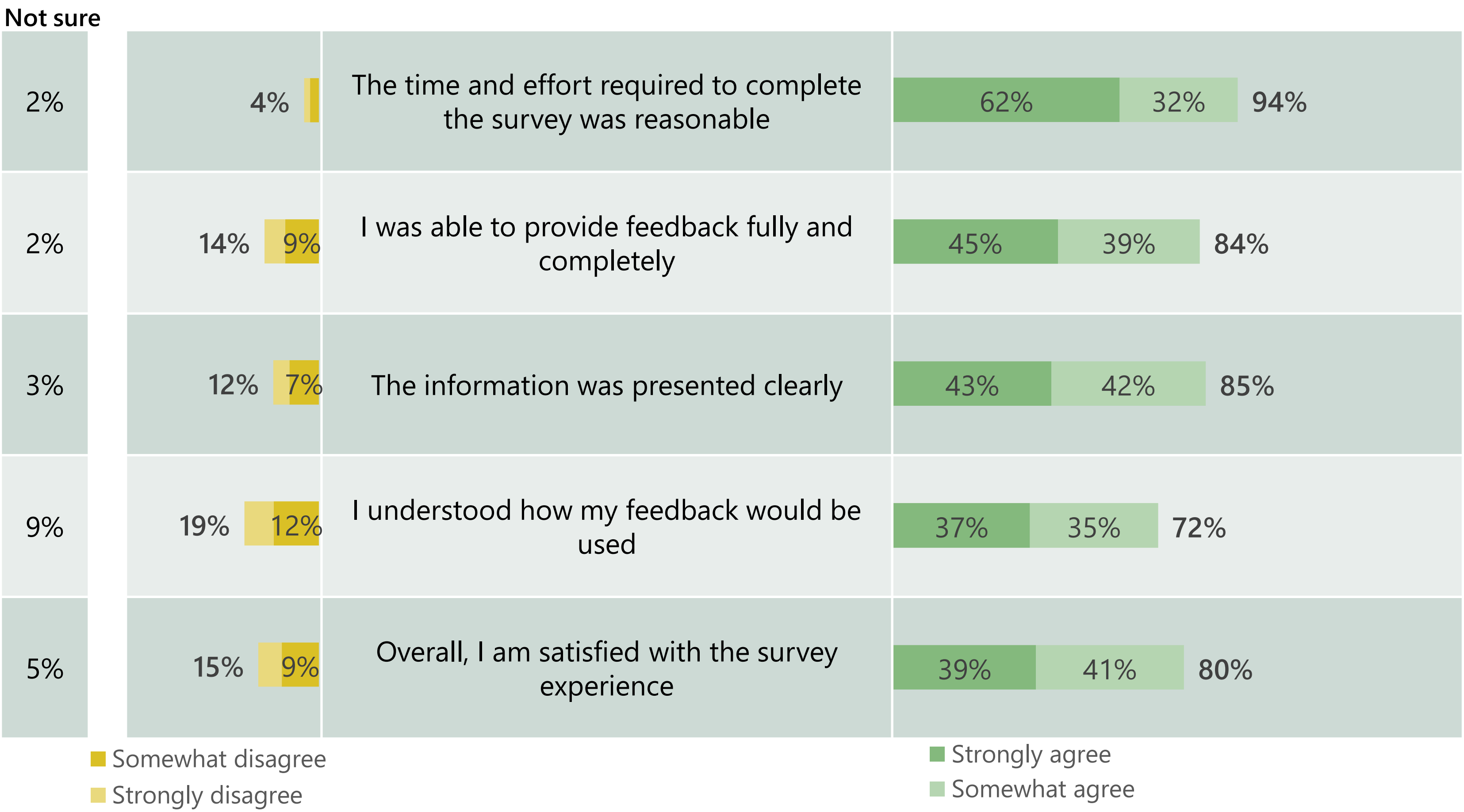
> Would be a great idea for it to be downtown regardless, as it would force for better transit, and push Saskatoon to be more like other big cities in Canada.

> Either one would be fantastic! We need this central arena for our city!

Do you have any additional feedback about the potential locations? Base: All respondents, Businesses: n=493. Open-ended survey question.

Survey Experience / Feedback

Respondent feedback regarding the engagement survey is important for understanding study participants' experiences and satisfaction with the engagement process. In order to minimize respondent burden, in-person (intercept) survey respondents were not asked this set of follow up questions. No variance was found with respect to individuals compared with businesses and organizations. Data are combined for this question.



A next steps summary would be appreciated or an acknowledgement of how the information provided will be addressed.

We do not need a new facility, the one we have is just fine.

I would like to see the downtown cleaned up in a few years.

I think the stadium project will be great for the city and generate a lot of excitement and tourism.

While I realize the goal is to revitalize downtown our downtown is not safe.

You didn't ask the fundamental question. Does the City of Saskatoon need a new arena?

Finally, we'd like your feedback about this survey. Do you agree or disagree with each of the statements? Base: All online respondents (excluding intercepts); n=7977.