



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

Data collected: August 30 - September 5, 2022

Background & Methodology

In March 2022, the City of Saskatoon (the City) contracted Inshightrix® Research Inc. (Inshightrix) to conduct a representative survey with residents of 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 residents' feedback on opportunities and challenges for each potential location. The questionnaire used in this study was developed by the City in collaboration with Inshightrix.

Mode

- Multi-mode survey (online & telephone)
- Data collected from August 30 to September 5, 2022T

Sample Source

- Inshightrix SaskWatch Research® Online Panel
- Telephone list purchased from ASDE Survey Sampler Inc.
- Quotas were set by age, gender and suburban development areas (SDAs) to achieve a representative sample of the city of Saskatoon

Responses

- 818 survey respondents (738 completed the survey online, 80 over the telephone)
- Online response rate: 33.5%
- Telephone response rate: 10%

Survey Introductory Material

The following background information and map were presented to online respondents prior to completing the survey. Locations were described to telephone respondents who were allowed to ask clarifying questions.

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.

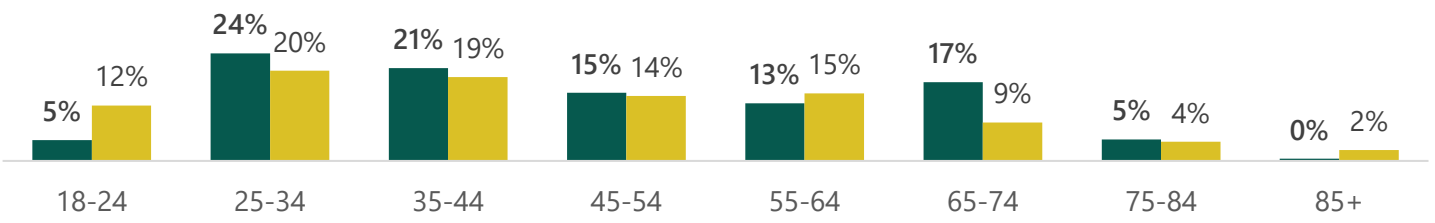


Who We Surveyed

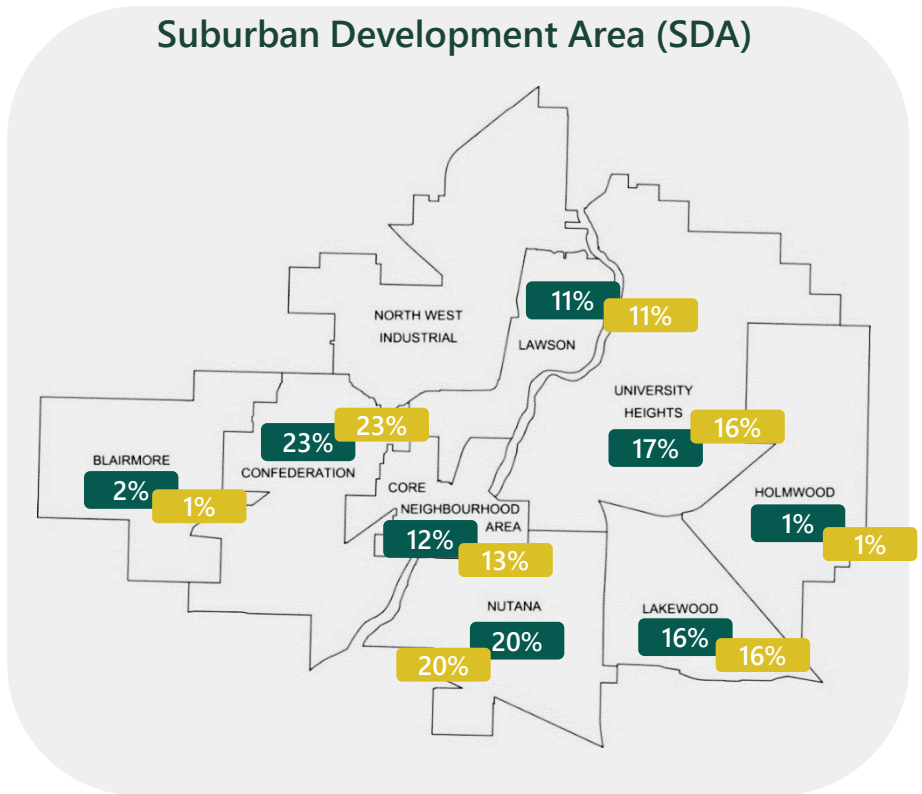
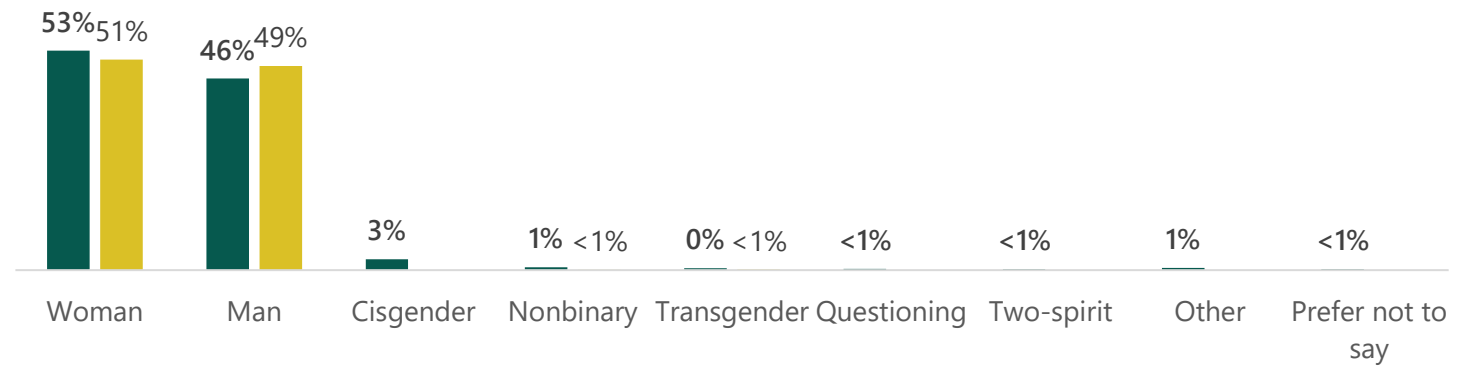
Quotas were set by gender, age and suburban development areas (SDAs) to achieve a representative sample of the city of Saskatoon. Closely matching these quotas through the survey sample improves confidence that the data collected from the survey can be used to make inferences about the population. Data collected in this survey closely represents city demographics.

■ Survey ■ StatsCan 2021

Age



Gender*



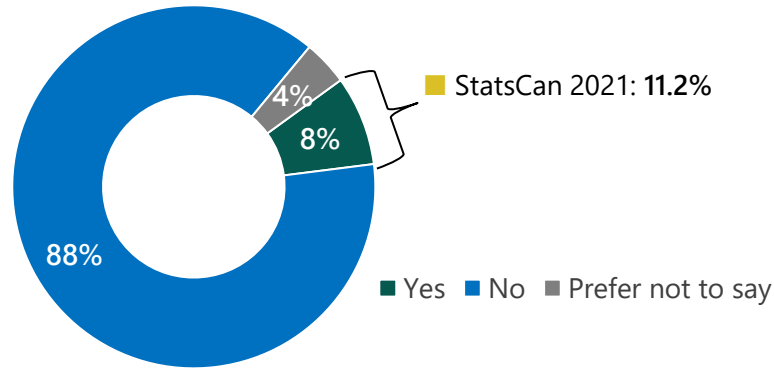
*Multiple response question. Statistics Canada data based on total population of Saskatchewan over the age of 15 years. Due to small sample sizes, only "Woman" and "Man" were compared for statistical significance.

Other Demographics

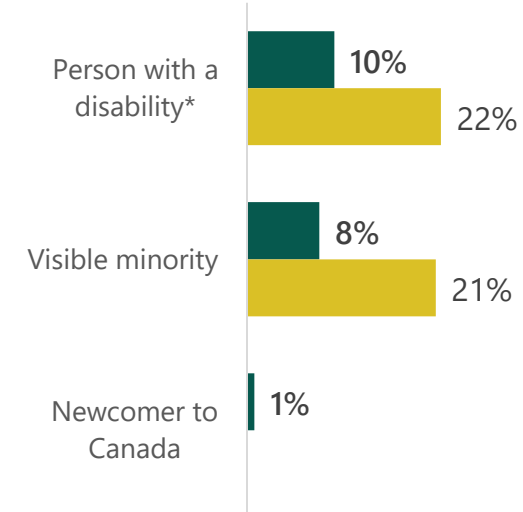
Additional demographic questions were asked to help understand who we heard from. Representation from some demographics is comparatively lower than Statistics Canada Census data.

■ Survey ■ StatsCan 2021

Indigenous Representation



Minority Group Representation*



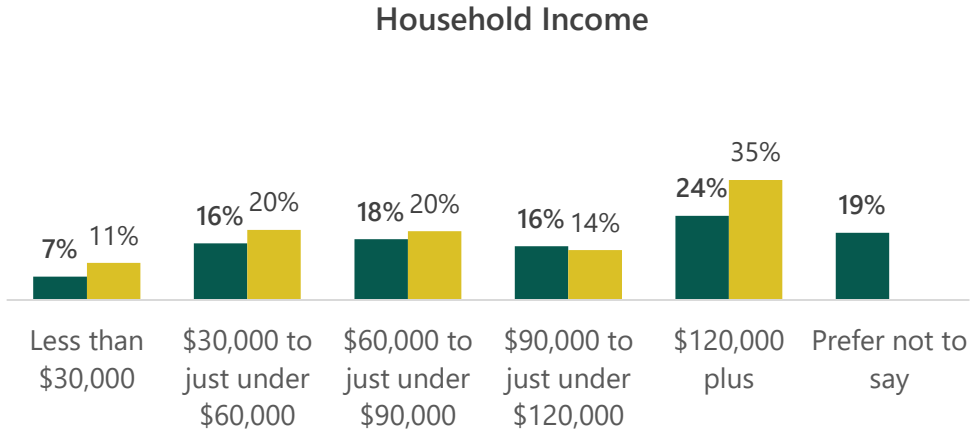
*Statistics Canada 2019 data based on total population of Saskatchewan over the age of 15 years.

Other Demographics

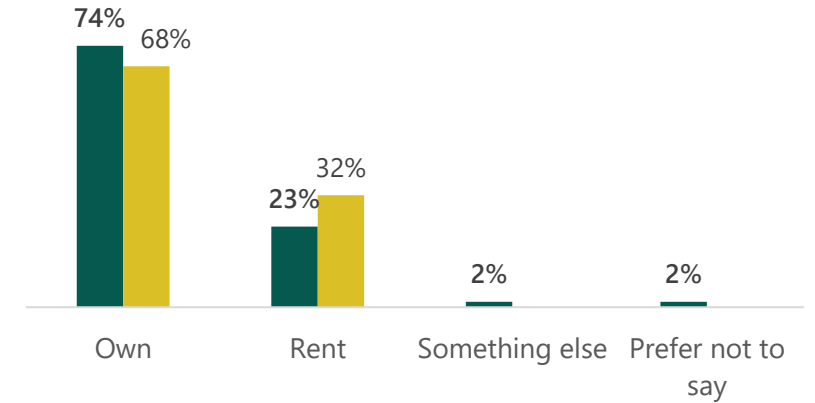
Additional demographic questions were asked to help understand who we heard from. Representation from some demographics differ somewhat from Statistics Canada Census data.

■ Survey ■ StatsCan 2021

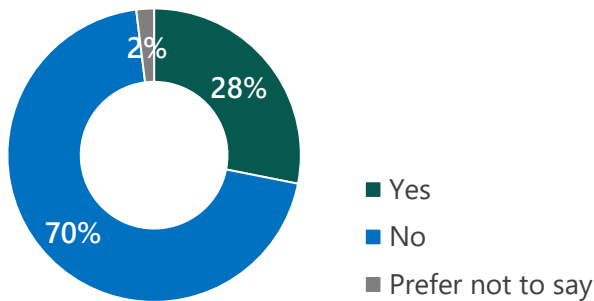
Household Income



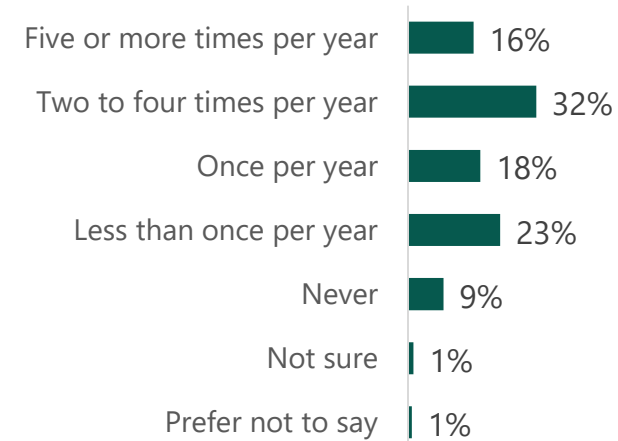
Own / Rent Home



Children in Household (under 18 years of age)



Typical SaskTel Centre Visitation



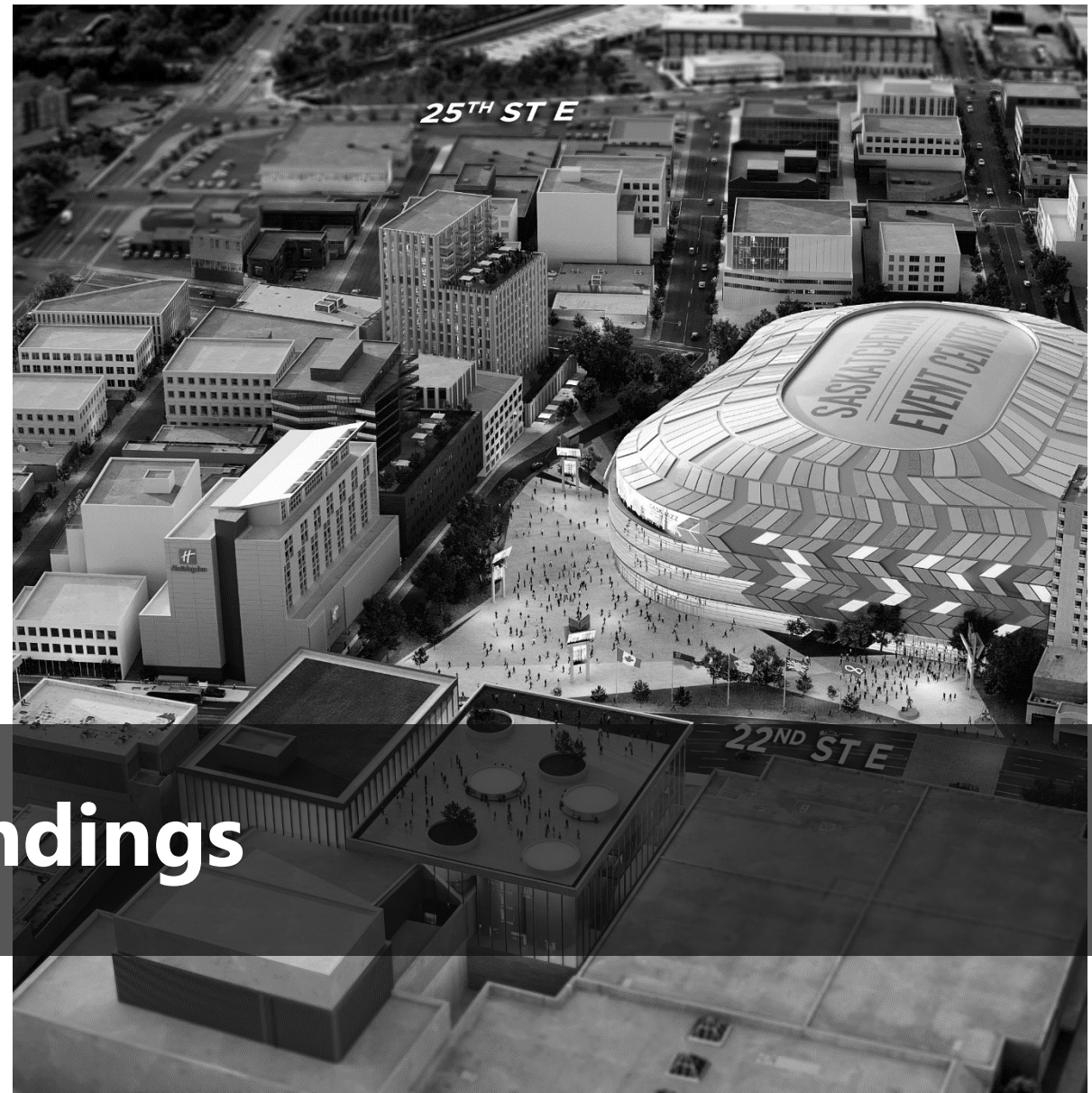
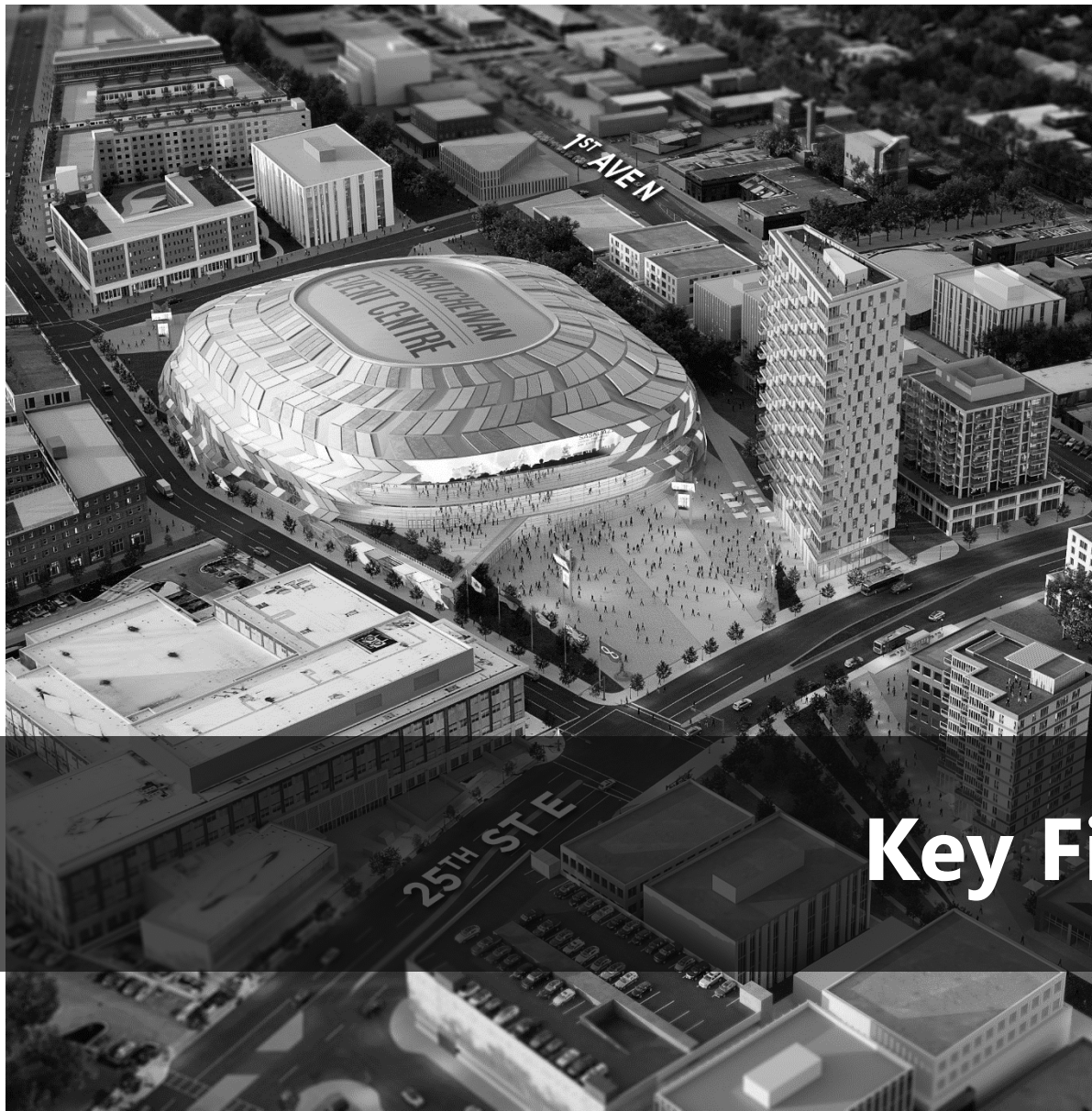
Reporting Notes & Study Limitations

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, 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. Note: no significant differences were found by neighbourhood.
- No significant differences were found between telephone and online responses. As such, data have 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.

Study Limitations

- Since a portion of this study was completed online, it is considered a non-probability sample and margins of error are not applicable. In a random sample of 818 responses, the margin of error is ± 3.43 percentage points 95% of the time.
- In lieu of showing telephone respondents maps of the proposed sites, site locations were verbally described, and respondents' questions were answered in an effort to help clarify the locations.
- Efforts were made to closely replicate city of Saskatoon demographics including adequate representation by age, gender and region. Best efforts were made to represent additional demographic characteristics such as household income and identified minority groups; however, data distribution differs in some cases compared with Statistics Canada census data (see slide 4).
- Survey responses are meant to give a snapshot of residents' opinions following a representative sampling methodology. The opinions expressed in this report may not reflect those of all residents.



Key Findings

Key Findings – Midtown Shopping Centre North Parking Lot

Key findings include the top three themes 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
 - Older adults (ages 55+) and residents with children in the home report such opportunities most frequently
- Ease of access due to the central location
- Revitalization opportunities such as being good for downtown businesses.

Key challenges:

- Limited parking availability
 - Middle-aged (ages 35-54) and older adults (ages 55+) mention limited parking most frequently
- Traffic coordination/congestion
- Crowded/congestion in the area
 - Women tend to mention crowding/congestion most frequently

Key Findings – North Downtown City Yards

Key findings include the top three themes for each question, as well as notable differences by demographic groupings.

Key opportunities:

- The space is perceived to be larger and less crowded
- Accessible parking
 - Older adults (ages 55+) mention accessible parking most frequently.
- Proximity to the police station alleviates safety concerns for some
 - Young adults (ages 18-34) mention proximity to the police station most frequently
- Revitalization opportunities such as opportunity for redevelopment.

Key challenges:

- Traffic coordination / congestion
 - Young adults (ages 18-34) mention traffic coordination/congestion most frequently.
- Distance from amenities
 - Men mention distance from amenities such as restaurants and bars most frequently
- Limited parking availability
 - Women and young adults (ages 18-34) tend to mention parking
- Proximity to the railroad



25TH ST E

Idylwyld DR

1ST AVEN

Detailed Site Feedback: Midtown Shopping Centre North Parking Lot

Opportunities: Midtown Shopping Centre North Parking Lot



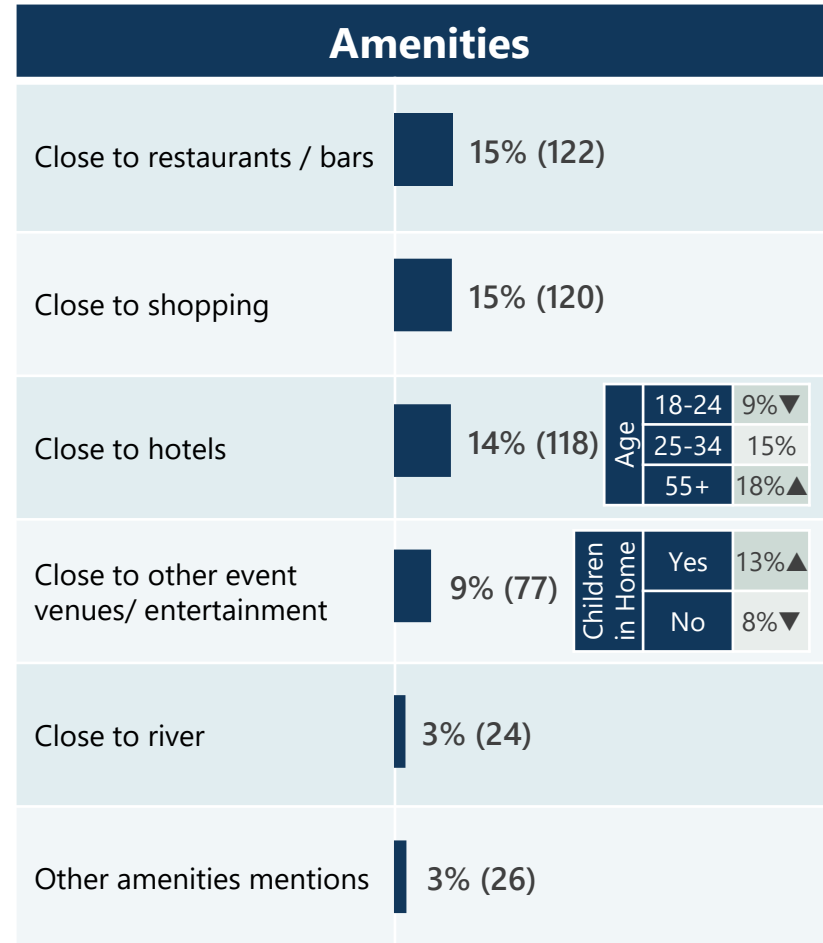
One or more opportunity:	60% (487)
Don't know / no comment:	26% (211)
No opportunities / negative mentions	15% (121)

What opportunities do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Open-ended survey question.

Opportunities: Midtown Shopping Centre North Parking Lot

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

The opportunities related to amenities mentioned most frequently include proximity to restaurants/bars, shopping and hotels.



Verbatim Survey Responses

Closer to many of the popular downtown restaurants/pubs where one would be able to go for food and beverages before and after the events.

Central to downtown! Will increase nightlife after events, walking distance to restaurants, hotels, bars, shopping centers, riverside activities and more incentive to live downtown!

More opportunities for people. They can do some shopping, see the artistic culture (Remai Gallery) enjoy the River Landing and amenities downtown, walk along the Meewasin, hotels and many eating places.

Closer to dining, shopping, and other ventures to downtown.

Central, closer to existing TCU which can be incorporated as well as closer to existing restaurants.

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What opportunities do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Opportunities: Midtown Shopping Centre North Parking Lot

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

The opportunities related to access mentioned most frequently include central location, access to transit, parking and increased foot traffic.

Access	
Central location / easy access	17% (136)
Accessible transit routes	7% (59)
Accessible to parking	7% (57)
Increased foot traffic	6% (49)
Better traffic flow / less traffic	2% (17)
Other access mentions	<1% (2)

Verbatim Survey Responses

Lots of bus routes and hotels, as well as parking and walking distance to places of interest and the river.

More people being able to go to events, because they can bus or walk

More central to the downtown core. Quicker access before and after to local venues for food/drink/etc.

Centralized downtown location. Walking distance to bars/restaurants. Several hotel options nearby with 2 prime hotel locations in the immediate area. Close to future BRT station.

More central.

Fairly easy to get to. In the core area.

Easily accessible from circle drive.

What opportunities do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Opportunities: Midtown Shopping Centre North Parking Lot

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

The opportunities related to revitalization mentioned most frequently relate to benefits for Downtown businesses.

Revitalization	
Good for Downtown businesses	9% (75)
Opportunity to connect to existing development	3% (25)
Develop Downtown	3% (25)
Opportunity for new development	2% (2)
Other revitalization mentions	<1% (3)

Verbatim Survey Responses

Potentially good for restaurants and shops downtown with increased foot traffic.

Increased people traffic to downtown, support of the downtown economy, increased opportunity for walk/bike transportation.

Revitalization of downtown. Ideal location. Close to hotels/shopping/restaurants.

More opportunity for the downtown core to be improved. More street traffic in the mall and other stories when they come into town for these events.

Increased restaurant, associated business activities, more downtown residential development.

What opportunities do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: Midtown Shopping Centre North Parking Lot



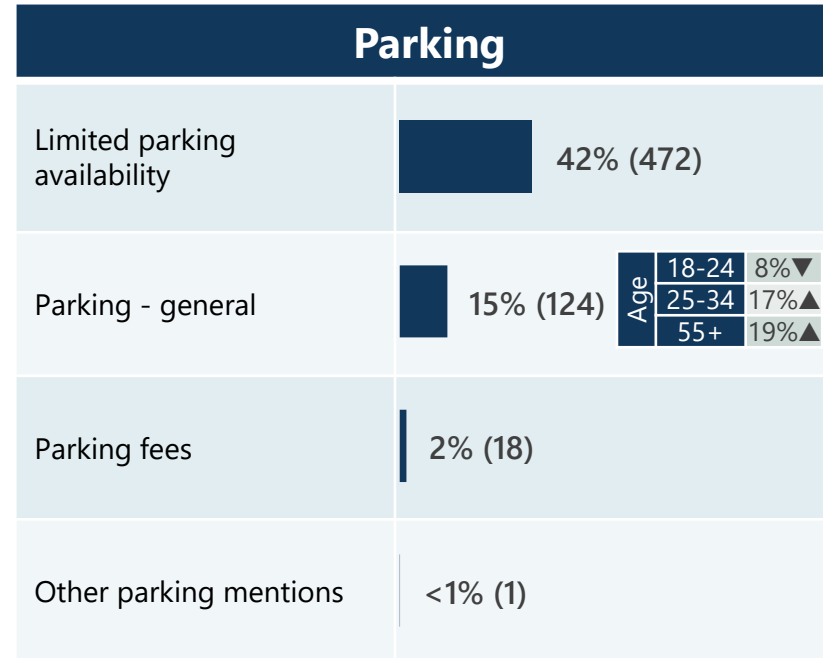
One or more challenges:	83% (679)
Don't know / no comment:	14% (116)
No challenges	3% (23)

What challenges do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Open-ended survey question.

Challenges: Midtown Shopping Centre North Parking Lot

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

The most frequently mentioned challenges related to parking include concerns with limited availability of parking spaces.



Verbatim Survey Responses

Parking is going to be a big issue. Traffic flow will also probably be a big issue for major events. 22nd is already a very busy street.

Too congested/small. People will still be using parking downtown for work and shopping and there won't be enough for events, etc.

Takes up valuable parking space.

Will eliminate 200+ above ground parking spaces while increasing need for parking.

Loss of parking for downtown patrons.

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What challenges do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: Midtown Shopping Centre North Parking Lot

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

The most frequently mentioned challenges related to access focus on concerns with traffic coordination and congestion and the area being crowded/congested in general.

Access						
Traffic coordination / congestion	24% (364)					
Crowded / congested	11% (93)					
	<table border="1"> <tr> <td>Gender</td> <td>Woman</td> <td>14%▲</td> </tr> <tr> <td></td> <td>Man</td> <td>8%▼</td> </tr> </table>	Gender	Woman	14%▲		Man
Gender	Woman	14%▲				
	Man	8%▼				
Poor transit access	7% (61)					
Small lot / size of property	7% (59)					
Too close to hotel(s)	1% (10)					
Proximity of railroad	1% (7)					
Other access mentions	2% (14)					

Verbatim Survey Responses

Loses a major parking lot downtown. Bus system is not prepared for it. Need to revamp bus system entirely prior to holding any events. Difficult to get in and out of downtown. Smaller area option of the two.

I see problems with traffic flow and congestion. That area is already busy and adding something else there will cause problems for other services in the downtown district and will personally discourage me from going downtown.

Downtown is not designed for heavy traffic at all! We do not have a rapid transit system like the cities you are comparing this to.

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What challenges do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: Midtown Shopping Centre North Parking Lot

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

The most frequently mentioned challenges related to safety include concerns with the homeless population, public safety concerns and crime.

Safety	
Concern with homeless population	5% (42)
Public safety concerns	4% (36)
Crime	4% (30)
Other safety mentions	<1% (3)

Verbatim Survey Responses

Downtown Saskatoon is not safe at night and so this will make it worse.

It's next to the highest area of crime and homeless in the city.

The neighborhood is not a good one after dark and it's hard to see how wedging an arena in there will improve this. Reputation alone is bad and actual crime/derelection will increase, not magically reduce.

Too many people may bring about conflict.

What challenges do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: Midtown Shopping Centre North Parking Lot

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

Distance from amenities, general dislike for the location and wasteful spending are lesser mentioned challenges with the location.

Amenities	
Distance from amenities	3% (23)

Other	
Dislike location - general	3% (26)
Wasteful spending / costly to taxpayers	3% (23)
Other mentions	3% (22)

Verbatim Survey Responses

Just a touch too far from the heart of downtown Saskatoon to make best advantage by existing businesses.

Could be loud for all neighboring businesses, the hotels.

Convincing everyone that it should be downtown in the first place. It's an old wound.

Development will take years and will spend years decreasing business for downtown.

There's a lot of high rise in downtown, there should be a grocery store downtown. I don't want an arena built downtown. If they do, where they do put the parking lot? Downtown is enough. Maybe put it in an outskirt of town, by the edge of the city.

What challenges do you see with the Midtown Shopping Centre North Parking Lot location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.



Detailed Site Feedback: North Downtown City Yards

Opportunities: North Downtown / City Yards



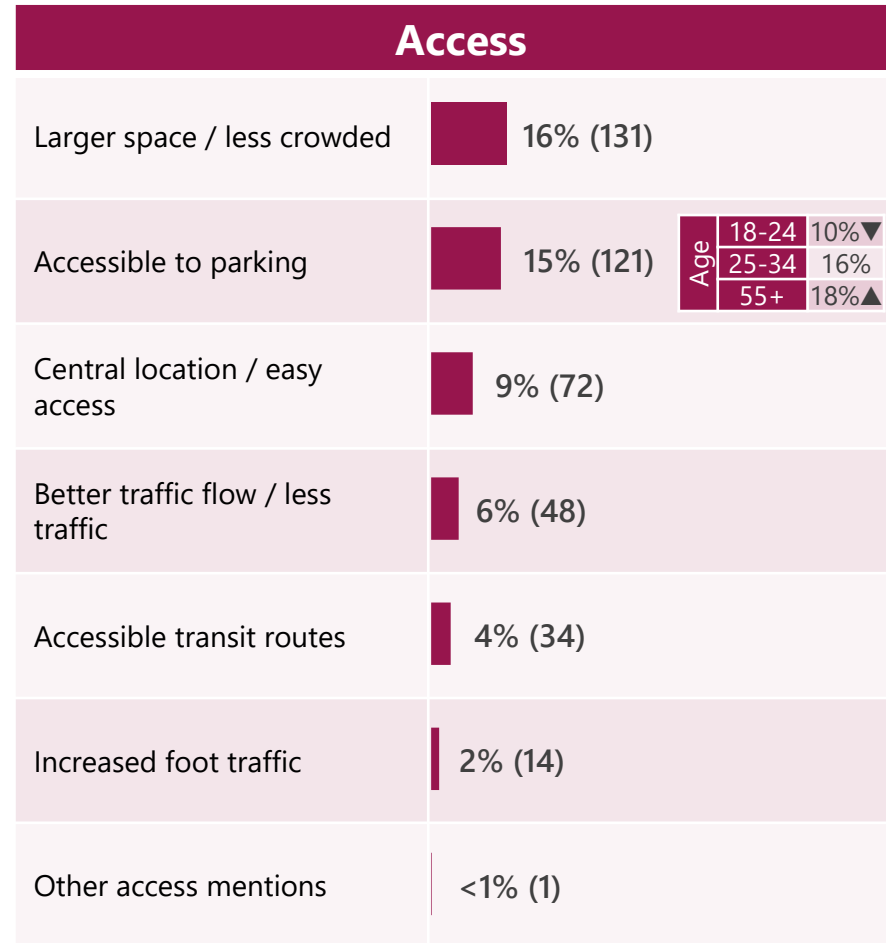
One or more opportunity:	62% (511)
Don't know / no comment:	27% (223)
No opportunities / negative mentions	10% (85)

What opportunities do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Open-ended survey question.

Opportunities: North Downtown / City Yards

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

The most frequently mentioned opportunities related to access include the site being a larger space/less crowded and access to parking.



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

Verbatim Survey Responses

Easier to catch public transportation, walk to and from, go to restaurants and pubs, closer to hotels!

I think it's not as congested as the Midtown area. They University bridge could bring in traffic from the east. There are a few restaurants and a hotel in the area. Might be nice to have the police station so close by.

Better access. Less crowding. Better traffic flow. More room for future expansion (parking etc.).

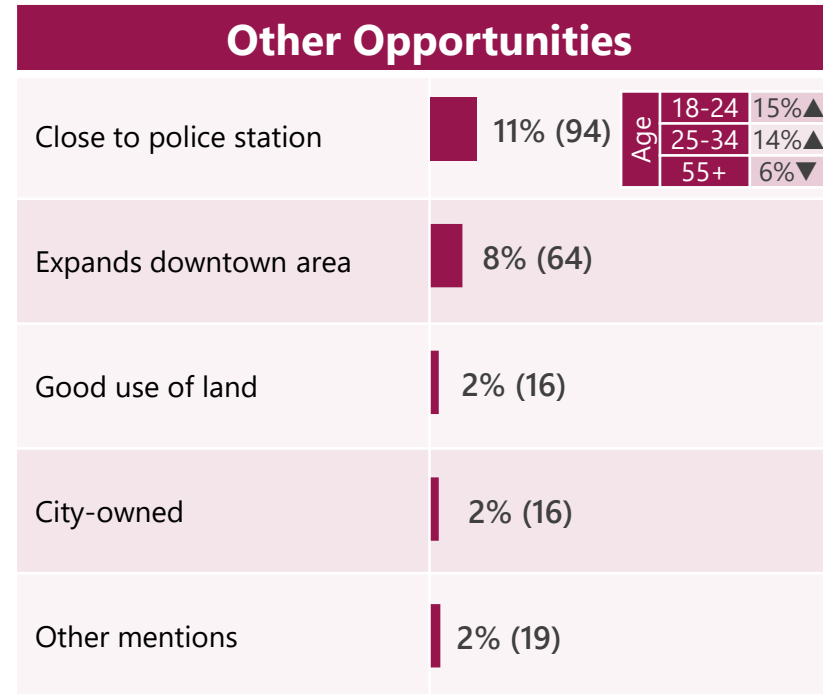
I think there would be more space there and I also think that the land there would be easier to redevelop. I also think it would be easy to access for people coming from Martinsville or Warman. They could come off as far as Idylwyld and then catch a shuttle.

What opportunities do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Opportunities: North Downtown / City Yards

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

Other key opportunities identified include proximity to the police station and expansion of the downtown area.



Verbatim Survey Responses

With it being so close to the police station, it may deter the crime level around the arena.

The activity of downtown tapers off from the river, so having a major anchor located there may stimulate dense development throughout downtown, as opposed to only by the river.

Expansion of Downtown entertainment district by creating a second anchor in the north, with the Remai in the south of Downtown.

Job creation, tourist attractions and traffic control during peak hours.

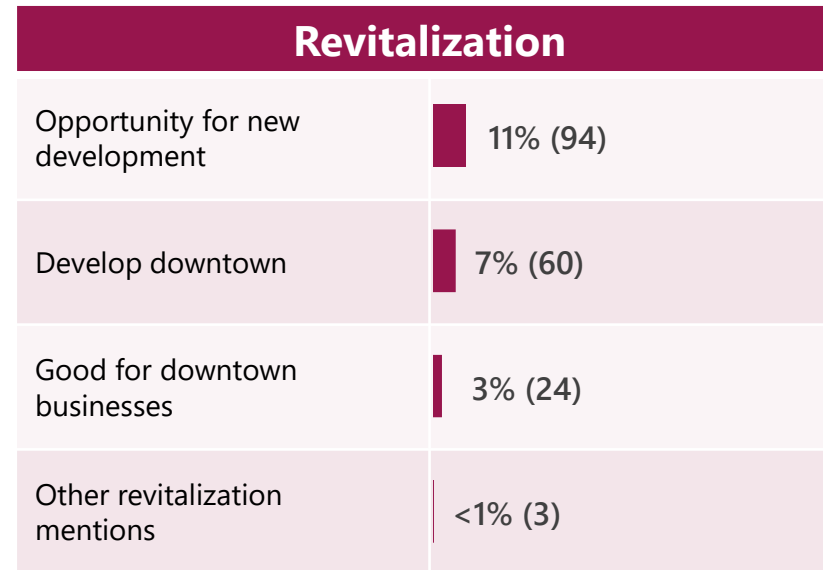
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What opportunities do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Opportunities: North Downtown / City Yards

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

Frequently mentioned opportunities related to revitalization include opportunities for developments and developing the current downtown area.



Verbatim Survey Responses

That location would help grow the downtown rather than congest it. It will allow growth for future businesses in that area.

I think that area of town could use an upgrade and if the new structure brings a better esthetic, it would increase the attractiveness of attending events downtown, and hopefully offer other opportunities for an increase in cultural activities and events.

I do think that location would support the businesses in the downtown area district and create higher area of foot traffic in that area and could develop a lot more businesses in that area and spots that are vacant and not leased. Could fill the spots in that area.

What opportunities do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Opportunities: North Downtown / City Yards

The chart on this page demonstrates the frequency a response was provided. Since respondents could provide more than one opportunity, the percentages do not add up to 100%.

Proximity to amenities are lesser mentioned opportunities of the site.

Amenities	
Close to hotels	2% (15)
Close to restaurants / bars	2% (15)
Close to shopping	1% (11)
Close to other event venues / entertainment	1% (11)
Close to river	<1% (1)
Other amenities mentions	1% (11)

Verbatim Survey Responses

Greater opportunities for hotel and food industry. Attract more talent. Less drinking and driving. More people attending shows with more eco friendly options.

Within walking distance to bus station and places to stay (hotels). Close to midtown and other downtown shopping and attractions.

Still close enough to the downtown core that people can walk to restaurants or bars before/after concerts.

Within walking distance to bus station and places to stay (hotels). Close to midtown and other downtown shopping and attractions.

What opportunities do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: North Downtown / City Yards



One or more challenges:	75% (612)
Don't know / no comment:	20% (166)
No challenges	5% (40)

What challenges do you see with the North Downtown / City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: North Downtown / City Yards

The charts on the next two pages demonstrates the frequency a response was provided. Since respondents could provide more than one challenge, the percentages do not add up to 100%.

The most frequently mentioned challenges relate to traffic and proximity to the railroad.

Access			
Traffic coordination / congestion	22% (178)	Age	18-24 26%▲ 25-34 24% 55+ 16%▼
Too close to railroad tracks	9% (76)		
Poor transit access	7% (58)		
Too close to police station	4% (31)	Age	18-24 6%▲ 25-34 5%▲ 55+ 1%▼
Crowded / congested	3% (28)	Age	18-24 6%▲ 25-34 3% 55+ 1%▼
Smaller size of property	2% (16)		
Other access mentions	<1% (3)		

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Verbatim Survey Responses

The biggest is gonna be traffic and congestion in the downtown area.

The traffic flow will be a challenge without altering some streets. There is the campus, some railway tracks and other issues, it pigeon holes, unless they change that there is going to be a larger issue in my opinion. If you put a large event center there and have train come though, there will be mass confusion.

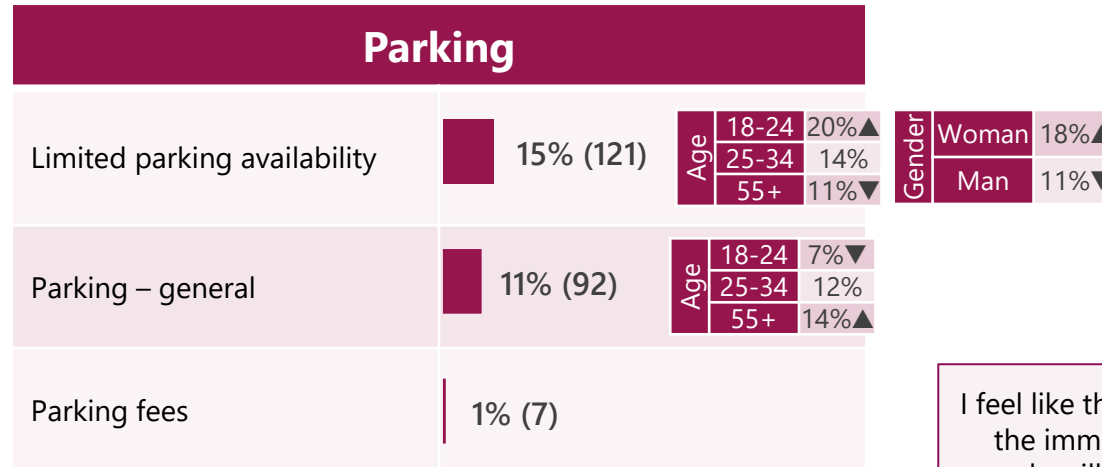
My one concern would be accessibility. They would have to build better road facilities for people to access. They would have to build ways to get buses moving without traffic jams.

What challenges do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: North Downtown / City Yards

The charts on the next two pages demonstrates the frequency a response was provided. Since respondents could provide more than one challenge, the percentages do not add up to 100%.

The top concern with parking relates to limited parking availability.



Verbatim Survey Responses

Being downtown. There's not enough parking to begin with so bringing a big events centre with no extra parking will bring issues. We are not set up to have proper buses or other forms of mass transportation so parking will most definitely be an issue.

I feel like there is less parking in the immediate vicinity and people will have to walk further than they would probably like.

Availability of free accessible parking.

Congestion when trying to get there with all the lights, having to park at a distance.

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What challenges do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: North Downtown / City Yards

The charts on the next two pages demonstrates the frequency a response was provided. Since respondents could provide more than one challenge, the percentages do not add up to 100%.

The most frequently mentioned challenges related to amenities are around the distance from the downtown core.

Amenities	
Distance from downtown core	14% (116)
Farther from restaurants	7% (60)
Farther from hotels	4% (31)
Farther from shopping	2% (17)
Farther from river	2% (15)
Other amenities mentions	1% (5)

Verbatim Survey Responses

A little further away from the heart of downtown.

I think it's far removed from what would make the downtown attractive. It lacks restaurants and night-time activities. Most of the activity is downtown near the river. There aren't hotels nearby, a lot of the restaurants are far away, it's just kind of still seen as a part of center industrial by most of us.

The location is NOT downtown. Having it located here will not do much for the restaurants in the real downtown (2nd, 3rd Avenues from 19th to 25th Streets).

What challenges do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: North Downtown / City Yards

The charts on the next two pages demonstrates the frequency a response was provided. Since respondents could provide more than one challenge, the percentages do not add up to 100%.

The top challenge related to general public safety concerns.

Safety	
Public safety concerns	5% (38)
Crime	2% (19)
Concerns with homeless population	2% (14)

Verbatim Survey Responses

Not a great area, crime is high

I think it might be a little too far outside of the core of Downtown and issues with crime may be a problem.

A little industrial, no night life, no restaurants, or hotels in walking distance, not sure how safe if you had to walk the roadway system is a little weird around there.

Same as the other location, downtown Saskatoon is not safe at night. So having something like this will make it worse and not safe. Not a lot of people go downtown anymore I'm the evening.

What challenges do you see with the North Downtown/City Yards location? Base: All respondents; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

Challenges: North Downtown / City Yards

The charts on the next two pages demonstrates the frequency a response was provided. Since respondents could provide more than one challenge, the percentages do not add up to 100%.

Other key challenges most commonly focus on concerns with spending.

Other Challenges											
Wasteful spending / costly to taxpayers	6% (47)	<table border="1"> <tr> <td>Age</td> <td>18-24</td> <td>4%▼</td> </tr> <tr> <td></td> <td>25-34</td> <td>4%▼</td> </tr> <tr> <td></td> <td>55+</td> <td>9%▲</td> </tr> </table>	Age	18-24	4%▼		25-34	4%▼		55+	9%▲
Age	18-24	4%▼									
	25-34	4%▼									
	55+	9%▲									
Dislike location - general	4% (35)										
Other mentions	5% (39)										

Verbatim Survey Responses

That part of town is a little remote and underdeveloped, which may be daunting for visitors and families. I'd love to see a bit more foliage to make it feel more natural.

Too close to residential area (Caswell Hill); very noisy for nearby residents

Cost to prepare this site.

Disruption to residential areas and businesses

Railroads, cost of moving existing things, it'll cost more money at this location.

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; n=818. Percentages are calculated based out of all respondents. Open-ended survey question.

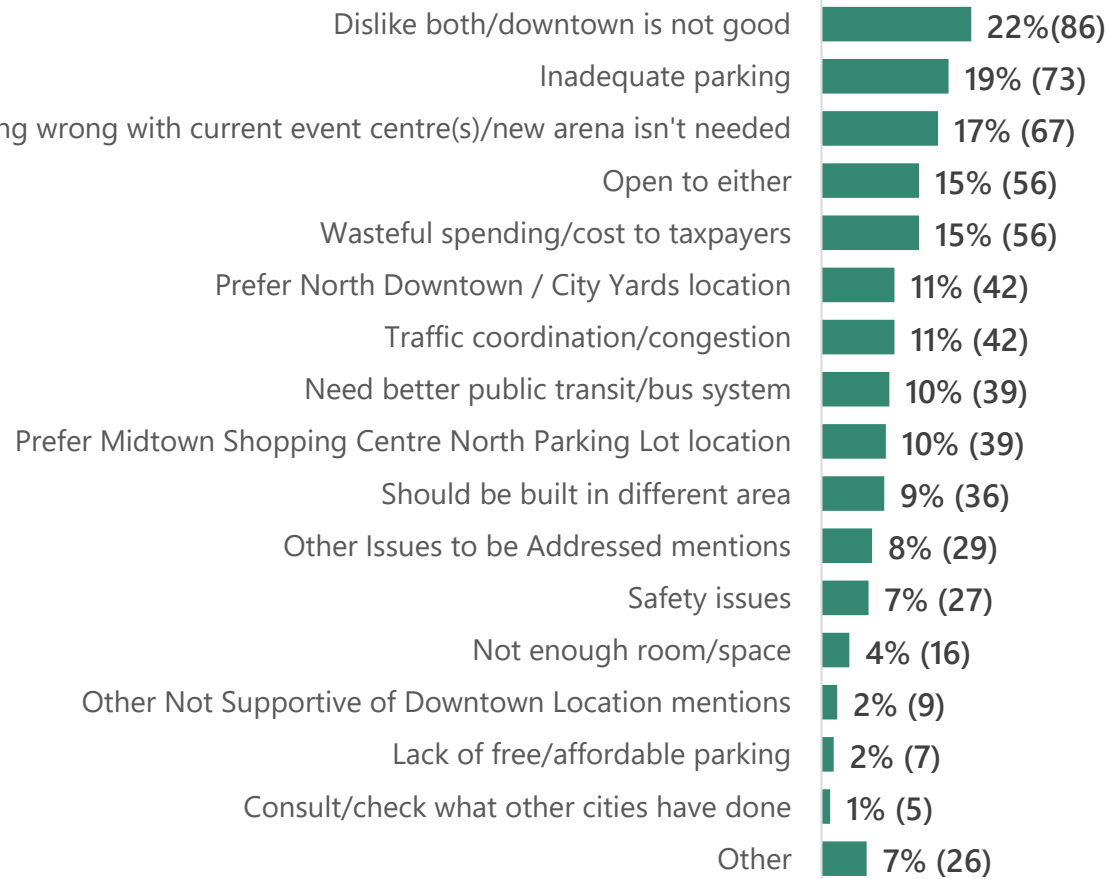
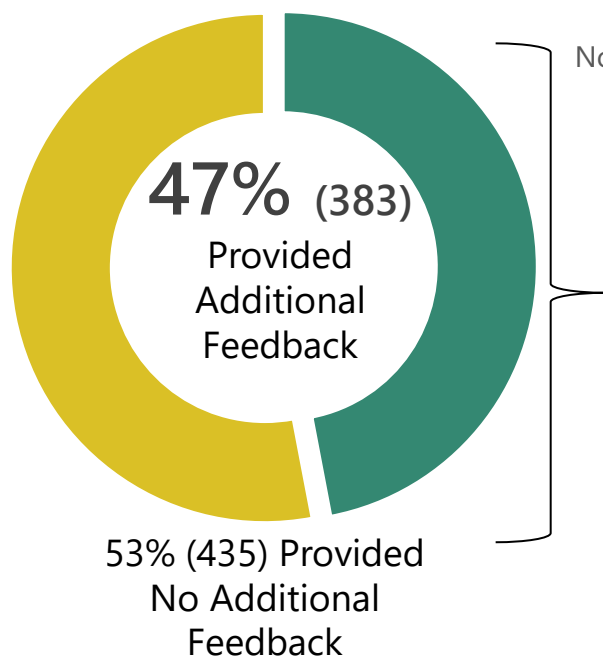


Final Comments & Survey Feedback

Additional Feedback About Potential Locations

Respondents were asked to provide any final feedback about the potential locations in an open-ended survey question. A total of 47% (383) of respondents provided final comments. Responses were coded based on common themes and are presented in the chart on the right.

Note: Data in this chart are calculated as a percentage of those who provided additional feedback, n=383.



I do not think a downtown arena is in anyway a good idea. The location where it is now is perfectly acceptable and there is no need to spend all of this money moving it downtown!

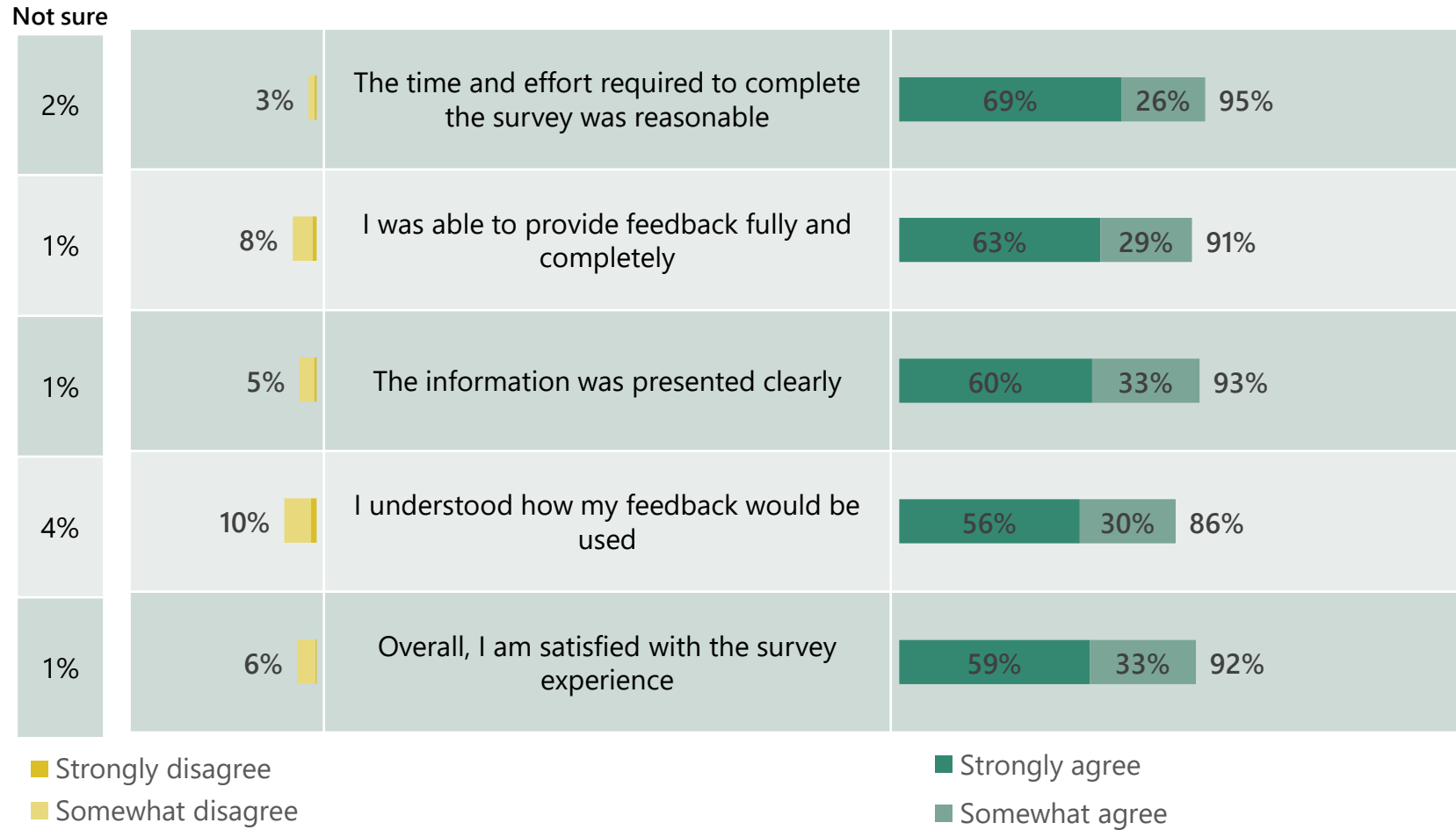
I'm all for public transport and I hope that saskatoon gets a proper system soon but you still need parking at an arena and both look like parking disasters.

I think building a downtown site is a great idea. I have been to several destinations where the rink is located centrally and it makes for a great experience. Nashville is one place where you walk out the doors and a block away you have an evening of fun ahead of you. I see this as an opportunity for Saskatoon to become a destination place.

Do you have any additional feedback about the potential locations? Base: All respondents; n=818. 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, telephone respondents were not asked this set of follow up questions.



I think this is a good opening survey, but I think that more extensive public feedback is needed as the project progresses.

Some multiple-choice questions would have been nice to help lead my mind to the possibility of other concerns. Coming into the survey cold it is hard to think through all the issues, so a little nudging might have been nice.

Would have preferred to have been asked whether we should even build a new arena.

Thanks for the opportunity to have my say. I only hope that I won't have to say - AGAIN - that we made another mistake by not locating it in the TRUE downtown.

I would hope there are more surveys on the new arena.

Finally, we'd like your feedback about this survey. Do you agree or disagree with each of the statements?
 Base: Online respondents only (no telephone); n=738. Percentages are calculated based out of online respondents only.