

## Lansdowne Partnership Plan

### Public Opinion Research

October 2009

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## 1.0 Methodology

The purpose of public opinion research is to identify perceptions within reliable and acceptable statistical margins of accuracy. To that end, Nanos Research was retained to conduct a public opinion survey for the City of Ottawa.

A total of 1,003 telephone interviews were conducted with residents of Ottawa between October 17<sup>th</sup> and October 19<sup>th</sup>, 2009. The margin of accuracy for the survey is 3.1 percentage points, plus or minus, 19 times out of 20. Margins of accuracy may be wider for sub-populations detailed in this report. Also, percentages may not add up to 100 due to rounding.

With 23 wards in the City of Ottawa and a sample size of 1,003, regional variations of opinion are best understood by dividing the City into a smaller number of areas. The 23 wards were reduced to seven different groups in the analysis. The following table shows the name of the region, the number of cases in the sample, and the wards that are included in it.

**Fig. 1 Ward Groupings**

Region	N*	% of Sample	Actual Distribution <sup>1</sup>	Wards
Orleans	93	9.3%	9.6%	1 (Orleans), 2 (Innes)
Kanata	108	10.8%	10.8%	4 (Kanata North), 6 (Stittsville-Kanata West), 23 (Kanata South)
Rural	129	12.9%	12.7%	5 (West Carleton-March), 19 (Cumberland), 20 (Osgoode), 21 (Rideau-Goulbourn)
West	293	29.2%	29.4%	3 (Barrhaven), 7 (Bay), 8 (College), 9 (Knoxdale-Merivale), 10 (Gloucester-Southgate), 22 (Gloucester-South Nepean)
East	191	19.0%	18.7%	11 (Beacon Hill-Cyrville), 15 (Kitchissippi), 16 (River), 18 (Alta Vista)
Rideau/Vanier	103	10.3%	9.9%	12 (Rideau-Vanier), 13 (Rideau-Rockcliffe)
Centre	85	8.5%	8.8%	14 (Somerset), 17 (Capital)

\*Due to weighting, the n-value may not add up to 1,003.

The random sample was created by cross-correlating the postal codes with a non-proprietary database of telephone numbers. Within the sampling universe, potential respondents were randomly selected to participate in the study. All selected members of the sampling universe who were not available were called back five (5) times.

Ten percent of the fieldwork was monitored as part of the firm's quality and data integrity procedures. Validation and testing of key demographic cohorts indicate that the sample profiles were representative of the populations within acceptable margins of statistical accuracy.

This report includes an executive summary and an analysis of the survey findings. This research project was completed in accordance with the standards of and registered with the Marketing Research and Intelligence Association of which Nanos is a Corporate Gold Seal member.

<sup>1</sup> Based on 2009 population projections for each ward.  
Source: [http://www.ottawa.ca/city\\_hall/ward/reports/recommendations/appendix\\_a\\_en.html](http://www.ottawa.ca/city_hall/ward/reports/recommendations/appendix_a_en.html).



## 2.0 Executive Summary

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While virtually everyone in the City of Ottawa has heard about the Lansdowne Live proposal, actual attention to the issue and self-rated knowledge vary considerably. One in four (25%) are following the news about the proposal closely while a majority (56%) are following the news only somewhat closely. When it comes to knowledge, 16 per cent can be considered as having a high level of knowledge (8-10 on the 10 point scale).

The average impression rating of the Lansdowne Partnership Plan on a 10 point scale is 5.2. Residents in Ottawa are more likely to be neutral on the proposal with marginally more residents having a negative rather than a positive impression of the LPP (22.5% negative, 18.7% positive, 49.6% neutral, 9.1% unsure). Those who like the proposal do so primarily because they think it is good for the City (34%) and because they see positive elements like the inclusion of retail (29%). Those who have a negative impression say they have one primarily because they believe the proposal was established through an undemocratic process (18%) or that the proposal is ambiguous and needs improvement (14%).

In general, the positive attributes of the proposal, as viewed by all residents, are that it will be a positive change (11%), it will provide for a lively area (8%), and will allow for the a boost to the economy or the creation of jobs (7%). These positive attributes are balanced against the negative things which include, most prominently, that there is too much retail or commercial development proposed (11%), traffic issues (10%), cost (9%), parking and transportation problems (8%) and concerns that the there was a lack of competition (8%).

Public support is notably higher for elements of the Lansdowne Park proposal that are most consistent with the current uses of the space and those which limit development. The least liked elements relate to the addition of commercial elements to the site. Likewise, there is a consistent relationship between proximity to Lansdowne and views of the LPP (the closer the proximity the more negative the views) and knowledge and support (the greater the knowledge the more positive the impression).

- The highest support is for more green space (mean of 7.5/10) and a permanent farmer's market (7.5) followed by underground parking (6.9).
- The three sports facility related elements are next most favoured with the City renovating the Civic Centre (6.7) and an open-air football/soccer stadium (6.6) favoured somewhat over having the city renovate Frank Clair Stadium (5.9).
- The most disliked of the commercial proposals is the hotel (4.6), followed by the first-run movie theatre (4.7), office space (4.7) and residential component (5.0).
- A retail space at Lansdowne gets more support than the other commercial proposals but is not as supported as the sport or green space related elements of the plan (5.2).
- When it comes to having an arm's length corporation entirely owned by the City manage the new Lansdowne site, the public is more likely to be divided (mean of 5.1).

The public-private partnership approach is notably preferred over a city controlled project by more than a two to one margin (65% versus 26%) and the public is more likely to think that it is time to move forward (53%) than to think that there is no rush to renew Lansdowne Park (41%). There are also more people who think that Lansdowne Park is a natural place for sports (52%) than think that a new sports facility should be located somewhere else in the city (39%).



Although more people would prefer to move forward now, residents are divided about whether accepting an unsolicited proposal. Opponents (43%) slightly outnumber supporters (39%) in accepting an unsolicited proposal.

Given an opportunity, 79 per cent offered a recommendation to city council at the end of the survey. The recommendations are quite diverse, but the most cited recommendation was to just do it/too many delays (23%). After that the five recommendations with the most support are to reconsider the plan/alternatives (11%), to address transportation concerns (6%), to place more emphasis on green space and the environmental impact (5%), keep the public effect in mind (4%) and to review finances and keep costs down (4%).

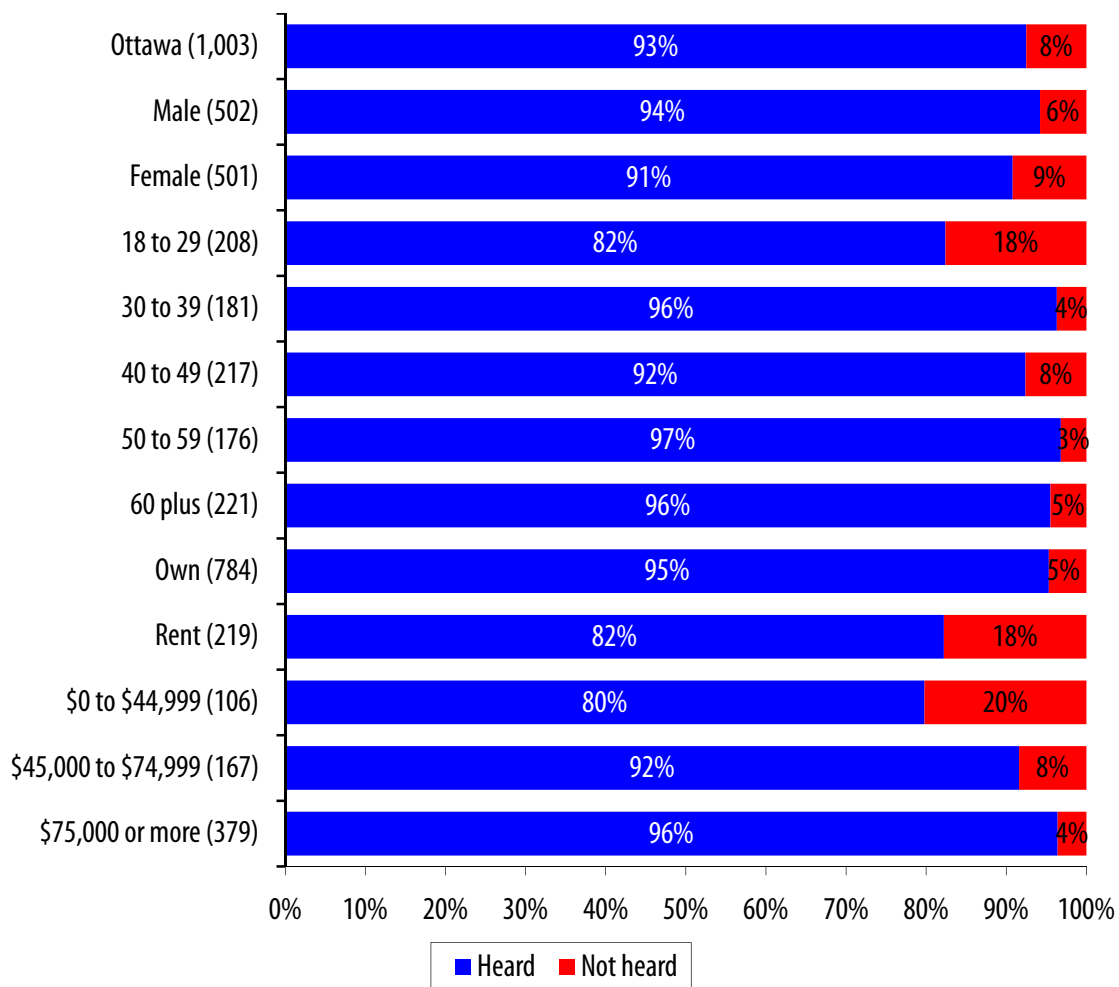


### 3.0 Awareness of the Lansdowne Park Proposal

Virtually everyone in the City has heard about the Lansdowne proposal but attention to the issue and self-rated knowledge varies considerably.

Young residents, those 18 to 29 years of age, are less likely to have heard about the proposal before the survey (82%) compared with those older. Awareness of the proposal is high, but lower among those who are currently renting (82%) as opposed to owning (95%) their residence as well as lower income groups. For example, 20 per cent of those whose income is less than \$45,000 have not heard about the proposal before the survey.

**Prior to today, have you heard or not heard of the Lansdowne Live Proposal for Lansdowne Park in Ottawa?**  
(Source: Nanos Research, October 2009)



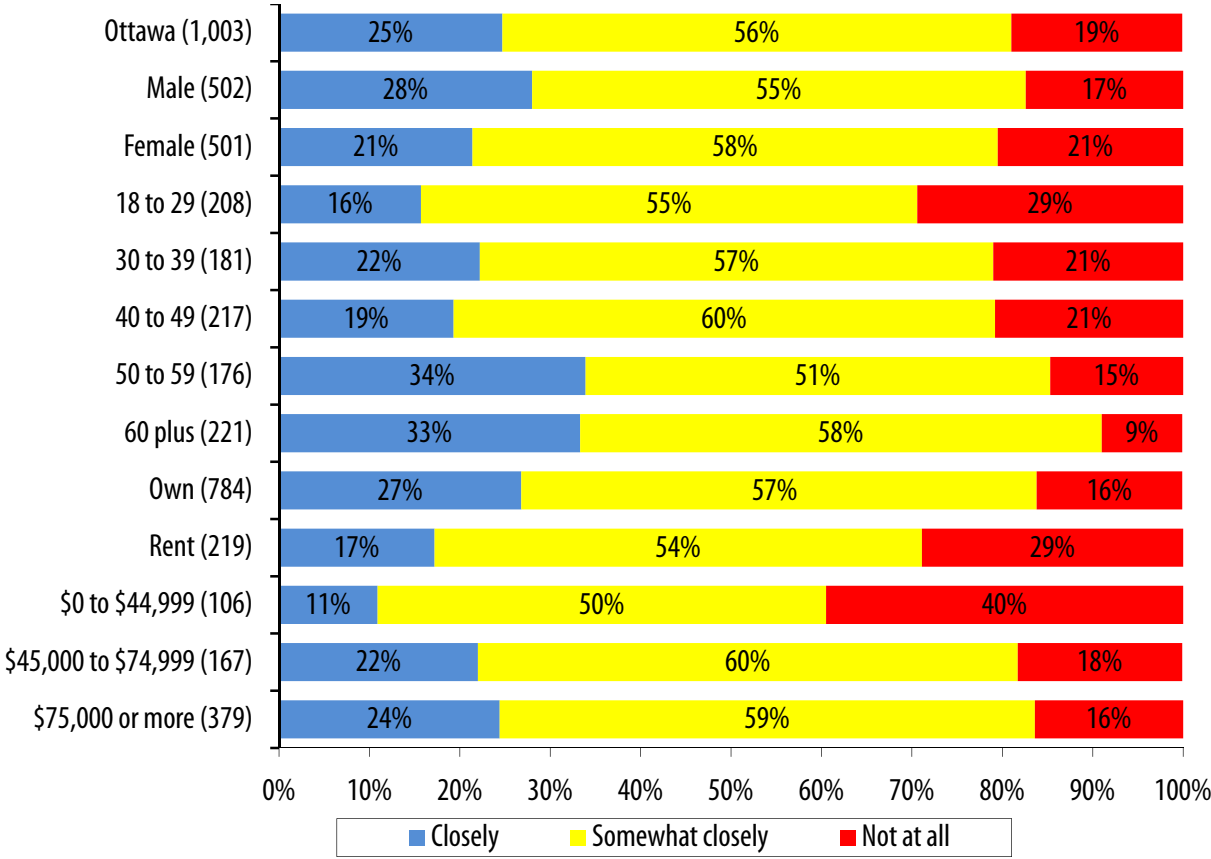
### 3.1 Attention to Debate about Lansdowne Park Proposal

While a quarter of city residents are following the news about the proposal closely, a majority (56%) is following the news only somewhat closely.

There are a number of sub-group differences. For example, men (28%) are more likely than women (21%) to be following the news closely. Older Ottawa residents are also more likely than younger ones to follow the news closely (16% of those 18 to 29 compared with 33% of those 60 or older) as are those with higher levels of household income (11% of those with less than \$45,000 in income compared with 24% for those with household incomes of \$75,000 or more).

Residents who live in the Centre of the City are the most likely to be following the news closely on this issue (29%) followed by those who live in the West (27%). The areas paying the least attention are Kanata (18%), the Rideau/ Vanier area (23%), and the rural areas that are on the outside boundary of Ottawa (24%) [refer to Appendix A – page 3].

**Have you been following the news related to this proposal closely, somewhat closely or not at all?**  
 (Source: Nanos Research, October 2009)



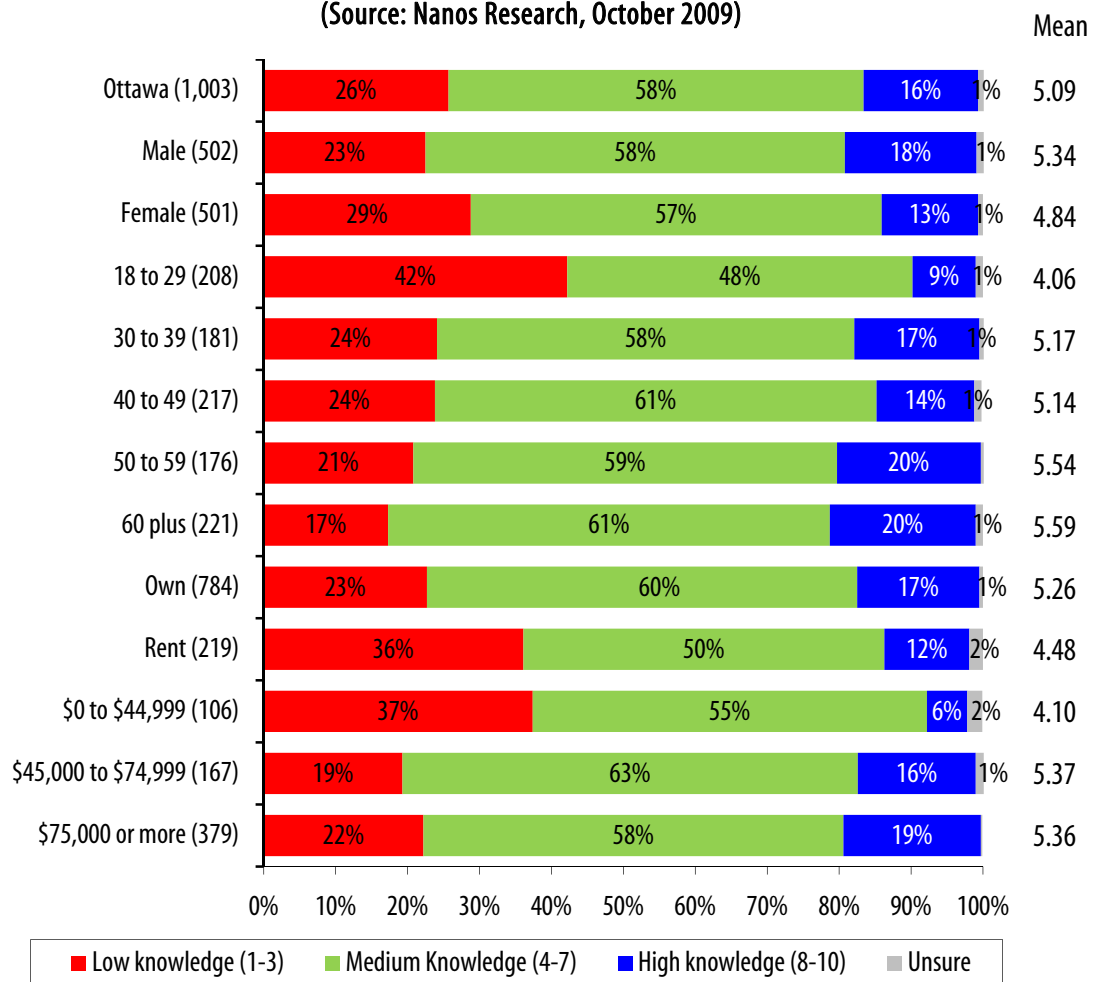
### 3.2 Self-rated Knowledge of Lansdowne Park Proposal

City residents have quite different levels of confidence in their knowledge of the Lansdowne Live proposal. The average rating on the 10 point scale is 5.1 and 16 per cent can be considered having a high level of knowledge (8-10 on the scale).

Consistent with the attention that different groups are paying to the news about the proposal, we find that self-rated knowledge is higher among men (5.3), older residents (5.6 for those 60 or older), those who own their residence (5.3) and those with higher levels of income (5.4 for those with incomes of \$75,000 or more). Knowledge is also highest for those who live in the Centre (5.8) and lowest for those who live in Kanata (4.8) and Orleans (4.9) [refer to Appendix A – page 4].

**On a scale of 1 to 10 where 1 is not at all knowledgeable and 10 is very knowledgeable how would you rate your own knowledge of the Lansdowne Live Proposal?**

(Source: Nanos Research, October 2009)



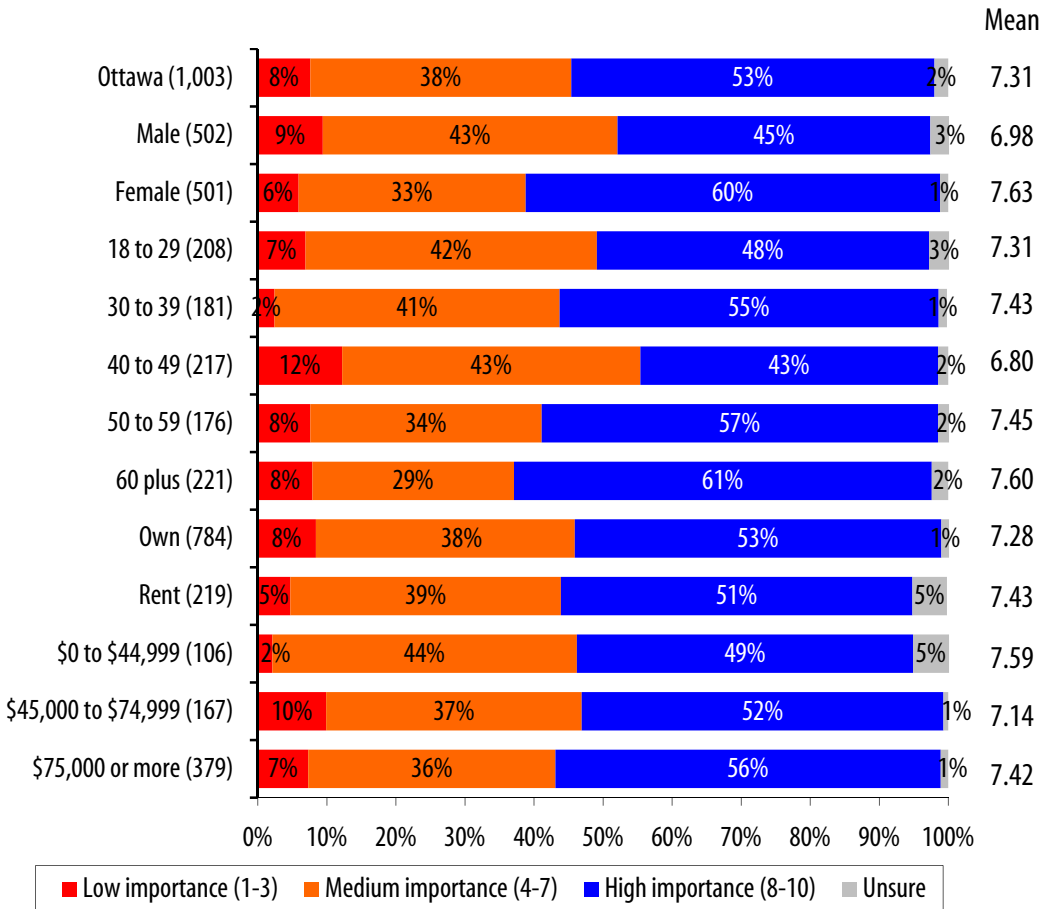


### 4.0 Importance of Lansdowne Park for Ottawa Residents

Lansdowne Park is perceived as important to Ottawa by many residents. On the 10 point scale, the average rating is 7.3 and 22 per cent of residents use the highest value (10) on the scale. Women (7.6) are more likely than men (7.0) to think that Lansdowne Park is important to Ottawa.

There are also significant regional differences in the perceived importance of the Park for Ottawa. In the Centre geographic sub-sample, the average importance is 8.0 compared with much lower ratings in the regions at further distance from Lansdowne such as Orleans (6.5) and Kanata (6.8). Interestingly, those who live in the Rural areas are about average (7.3) in seeing the Park as important [refer to Appendix A – page 1].

**On a scale of 1 to 10 where 1 is not at all important and 10 is very important, how would you rate the importance of Lansdowne Park to Ottawa?**  
 (Source: Nanos Research, October 2009)



## 4.1 Impression of the Lansdowne Live Proposal

The average rating of the Lansdowne proposal on a 10 point scale is 5.2. Residents in Ottawa are more likely to be neutral on the proposal with marginally more residents having a negative rather than a positive impression of the LPP (22.5% negative, 18.7% positive, 49.6% neutral, 9.1% unsure).

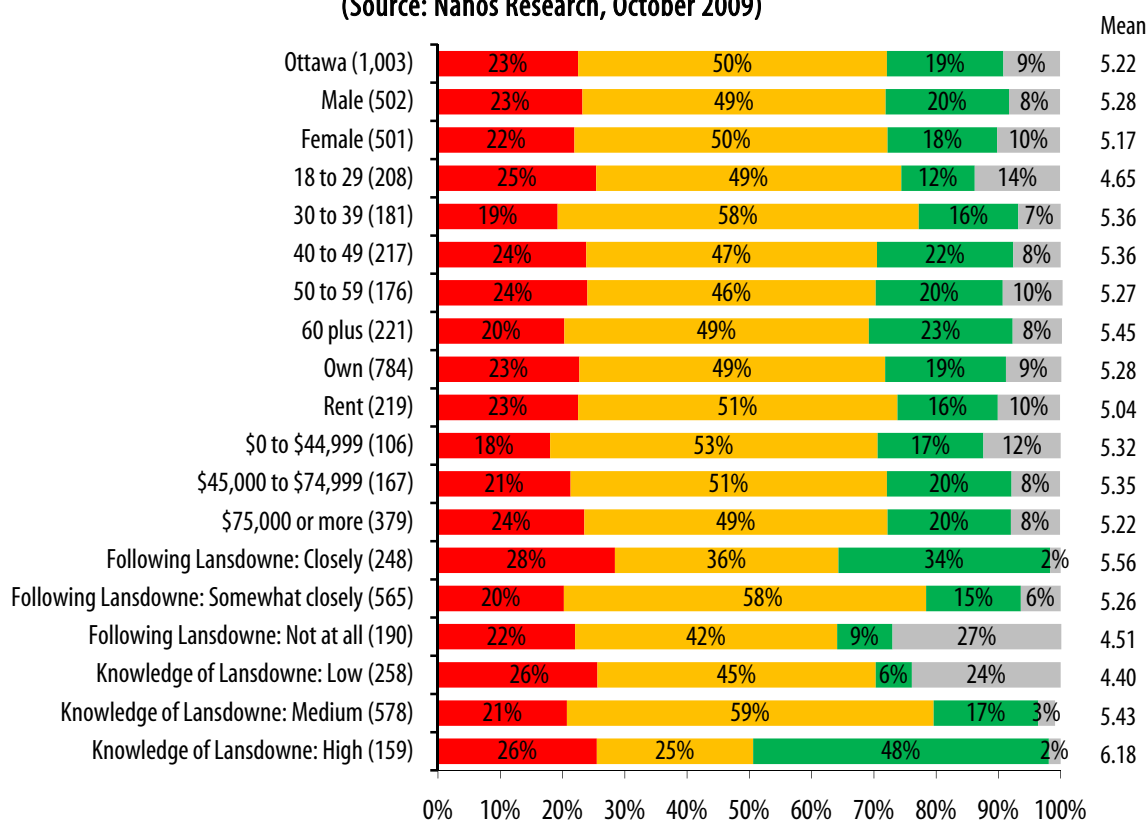
Differences based on gender and incomes are not significant and the only significant difference for age is that the youngest group (18-29) has the least positive impression (4.7).

Those who are paying closer attention to the news about the proposal are more likely to have a positive impression of the proposal. The average rating for those who are paying close attention is 5.6 compared with 5.3 for those who are paying somewhat close attention and 4.5 for those not at all paying attention. It is also true that those people who think they are knowledgeable about the proposal tend to have a more positive impression. As such, the average rating for those who have a high level of knowledge (self-rated) is 6.2 compared with 4.4 for those who have a low rating of their knowledge.

Support for the proposal varies considerably by region within the City. In the Centre, the proposal gets an average rating of 3.9 out of 10 with 44 per cent giving it a somewhat or strongly negative rating (1-3). The proposal also fares less well in the East (5.0). Residents of Kanata are the most positive (6.0) followed by those in Orleans (5.5), Rideau/Vanier (5.4), and the West (5.4) [refer to Appendix A – page 6].

### On a scale of 1 to 10 where 1 is very negative and 10 is very positive, how would you rate your impression of the Lansdowne Live Proposal?

(Source: Nanos Research, October 2009)



## 4.2 Reason for Impression

Nineteen per cent of Ottawa residents hold a favourable view of the proposal and those who like the proposal do so primarily because of the perception that it is good for the City (34%) and because they see positive elements like the inclusion of retail (29%). Other significant reasons include the perception that the proposal is better than nothing at all (6%) and it is the best option available (5%). Only 10 per cent did not offer a reason for having a positive impression.

As mentioned, more residents hold unfavourable views (23%) and those who have a negative impression say they have one primarily because the proposal was established through an undemocratic process (18%). Other negative impressions articulated were that the proposal is ambiguous and needs improvement (14%) or it is too commercial (12%). Other reasons for holding an unfavourable impression include a general negative feeling (11%), that it is too costly (7%) and that they do not know enough (5%). Sixteen percent are unsure as to why they have an unfavourable impression.

Those who hold neutral views about the proposal explain their rating primarily in terms of a lack of knowledge (10%) or they are unsure (26%). Some (10%) think the proposal is too ambiguous and needs improvement, while others see positive elements (7%). Others were neutral based on their perceptions that the proposal was established through an undemocratic process (8%) or that it is good for the community (5%), among other diverse reasons.

### Why do you have that impression?

[Follow up to: On a scale of 1 to 10 where 1 is very negative and 10 is very positive how would you rate your impression of the Lansdowne Live Proposal.]  
(Source: Nanos Research, October 2009)

Response	Negative (1-3)	Neutral (4-7)	Positive (8-10)	Unsure	Total
	n=226	n=497	n=189	n=92	n=1004
It is a necessity for the city of Ottawa. Good for community	0.0%	5.2%	33.9%	1.1%	<b>9.1%</b>
Positive (i.e. Like the retail aspect, like the overall plan)	0.0%	7.2%	28.6%	0.0%	<b>9.0%</b>
The proposal is very ambiguous. Can use improvement.	13.7%	10.1%	4.2%	0.0%	<b>8.9%</b>
Established through undemocratic process	17.7%	8.2%	1.6%	1.1%	<b>8.5%</b>
Do not know enough.	5.3%	10.3%	1.6%	14.1%	<b>7.9%</b>
Too commercial. Focus needs to be on green space.	11.9%	5.4%	0.0%	0.0%	<b>5.4%</b>
Negative (general)	11.1%	2.0%	0.0%	0.0%	<b>3.5%</b>
Too costly. Taxes too high for citizens.	7.1%	2.2%	0.0%	0.0%	<b>2.7%</b>
It is better than nothing at all - current site is an eyesore	0.0%	2.0%	6.3%	0.0%	<b>2.2%</b>
Neutral (there are pros and cons to consider)	0.0%	3.4%	0.0%	1.1%	<b>1.8%</b>
Have not been following it	0.0%	3.0%	0.0%	2.2%	<b>1.7%</b>
Other (less than 1.4% each of total)	16.6%	14.8%	13.7%	0.0%	<b>13.8%</b>
Unsure	16.4%	26.0%	10.1%	80.4%	<b>25.8%</b>



### 4.3 Positive Mentions Regardless of Impression

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Although everyone was asked to give two positive things associated with the proposal regardless of their overall impression, twenty per cent of respondents were unsure. Of the remaining mentions, the most frequent mention is that the proposal is perceived to be a positive change (10%) and will provide for a lively area (8% mentioned this). The positive mentions are diverse but most prominently they include effects on the economy and the creation of jobs (7%) and the presence of green space (6%). Some (6%) had nothing positive to say.

**Regardless of your overall impression, please name two positive things you associate with the Lansdowne Live Proposal.**  
(Source: Nanos Research, October 2009)

Responses	All mentions* (n=1483)
Positive change/change for the better	10.4%
Lively area (lots of things going on)	7.9%
Money/Economy/will create jobs	7.2%
Will include park/green space	5.5%
Nothing positive to say	5.5%
Will have a nice stadium	5.4%
Athletics/sports/recreation	4.9%
Retail/Shopping (commercial value)	4.4%
Taking action - finally	3.6%
Football will be back in Ottawa	3.6%
Good for city overall. Canadian/Ottawa pride	2.9%
Will foster community cohesion	2.6%
Beauty/aesthetics/will look good	2.5%
Other (less than 2.5% each)	13.8%
Unsure	20.00%

\*Values in the 'All mentions' column represent the percentage each comment has appear within the total number of 1483 comments



## 4.4 Negative Mentions Regardless of Impression

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Everyone was also asked to provide two negative things about the proposal. Twenty-two per cent are unsure and thus unable to offer a negative perception.

The most cited negative mention is that the Lansdowne proposal is too commercial or has too much retail (11%). A major theme is also the transportation related issues, as ten per cent explicitly mention traffic issues and eight per cent mention parking and transportation problems. There is also concern related to cost (9%), while another eight percent have negative associations regarding a lack of competition in the process (8%). Six percent of Ottawa resident couldn't think of any negatives.

**Regardless of your overall impression, please name two negative things you associate with the Lansdowne Live Proposal.**

**(Source: Nanos Research, October 2009)**

<b>Responses</b>	<b>All Mentions* (n=1406)</b>
Too commercial/too much retail	10.6%
Traffic issues	9.7%
Too costly/taxes too high	9.3%
Parking and transportation problems	8.2%
Lack of competition	8.1%
Can't think of any negatives/none	5.7%
Wrong location	4.3%
Problems for local neighbourhoods	3.5%
Government/city council/political issues	2.8%
Other (less than 2.8% each)	16.1%
Unsure	21.6%

\*Values in the 'All mentions' column represent the percentage each comment has appear within the total number of 1406 comments



## 5.0 Support for Elements of Lansdowne Park Proposal

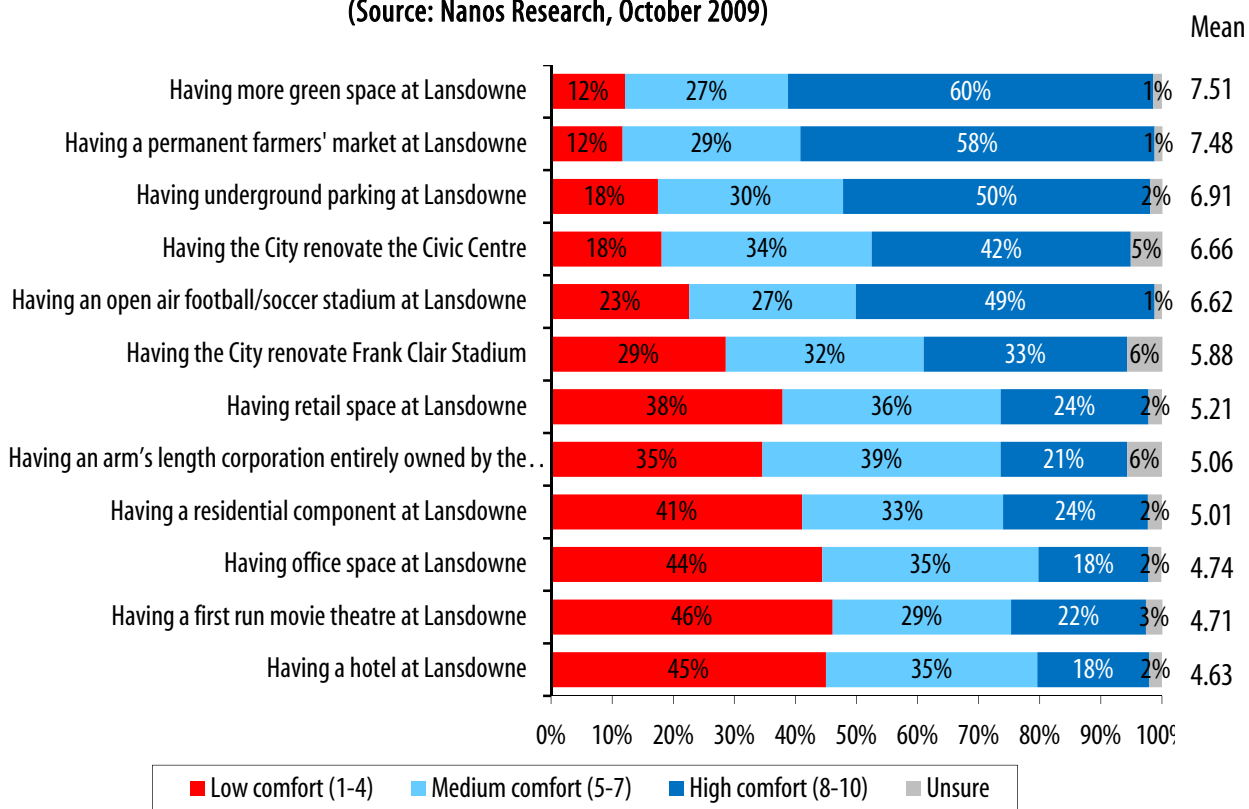
Public support is notably higher for elements of the Lansdowne Park proposal that are most consistent with the current uses of the space and those which limit development. The highest support is for more green space (mean of 7.5/10) and a permanent farmer's market (7.5) followed by underground parking (6.9). The three sports facility related elements are next most favoured, with the City renovating the Civic Centre (6.7), and an open-air football/soccer stadium (6.6) favoured somewhat over having the city renovate Frank Clair Stadium (5.9).

The least liked elements of the proposal relate to the addition of retail and commercial space at the site. Most disliked is the hotel (4.6), the first-run movie theatre (4.7), office space (4.7), and having a residential component (5.0). For each of these elements of the Lansdowne Live Plan, one fifth or more of the city is not at all comfortable (the most negative point on the scale). Retail space is slightly more favoured than the other commercial uses (5.2) but even here, 18 per cent are not at all comfortable compared with 11 per cent who are very comfortable.

When it comes to having an arm's length corporation entirely owned by the City manage the new Lansdowne site, the public is more likely to be divided (mean of 5.1).

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**

(Source: Nanos Research, October 2009)



## 5.1 Support for Green Space, Farmer's Market and Parking

The green space element is the aspect of the proposal for which the public is most comfortable. Sixty per cent of Ottawa residents are comfortable (8-10) with having green space at Lansdowne Park with an average score of 7.5 out of 10. The permanent farmers' market gets equally high ratings (7.5) followed by underground parking (6.9) for which a smaller group is comfortable.

While all groups of residents have a high level of comfort with having green space and a permanent farmers' market at Lansdowne, women are particularly more likely to feel comfortable with these elements. The average comfort for having the farmers' market is 7.8 for women and 7.2 for men. There is not a gender difference, however, when it comes to parking. On this question, lower income (less than \$45,000) residents are more comfortable with underground parking than higher income ones (7.4 compared with 7.0 for those earning \$75,000 or more).

There is particularly high support for more green space at Lansdowne among residents of the Centre (8.1) and the Rideau/Vanier areas (7.9). A permanent farmers' market is also most supported by those who live in the Centre (7.8) and, in this case, by rural residents (7.8). Interestingly, support for having underground parking is similar across the City [refer to Appendix B].

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**  
(Source: Nanos Research, October 2009)

	Having more green space at Lansdowne	Having a permanent farmers' market at Lansdowne	Having underground parking at Lansdowne
Ottawa (1,003)	7.51	7.48	6.91
Male (502)	7.32	7.15	7.02
Female (501)	7.70	7.81	6.79
18 to 29 (208)	7.75	7.36	6.70
30 to 39 (181)	7.69	7.89	7.23
40 to 49 (217)	7.41	7.42	7.07
50 to 59 (176)	7.36	7.38	6.67
60 plus (221)	7.33	7.39	6.87
\$0 to \$44,999 (106)	7.59	7.50	7.41
\$45,000 to \$74,999 (167)	7.65	7.63	6.80
\$75,000 or more (379)	7.58	7.65	6.97



## 5.2 Support for Sports Facilities at Lansdowne Park

Ottawa residents are comfortable with the three sports facility related elements of the proposal. On average, the City renovating the Civic Centre gets a mean score of 6.7 out of 10 and 42 per cent are comfortable (8-10) compared with 15 per cent who are uncomfortable (1-3). Residents are also comfortable with an open-air football/soccer stadium (6.6/10) and having the city renovate Frank Clair Stadium (5.9/10).

For all three sport-related elements, higher income residents are slightly less comfortable. For example, when it comes to having the City renovate the Civic Centre the mean score for those with household incomes of less than \$45,000 is 7.3 compared with only 6.6 for those with incomes of \$75,000 or more. The other point of differentiation is age. Older residents are less comfortable with the sport-related elements of the plan. For example, the average score for those 60 and over is 6.4 compared with 7.0 for those 18 to 29 and 7.2 for those 30 to 39 years of age.

Residents of the Centre are the least positive about the overall proposal and they tend to be below average in terms of their comfort with the sports related aspects of the proposal. Residents of Orleans and Kanata are often the most uncomfortable with these aspects. For example, the average support for the renovation of the Civic Centre in Kanata is 6.1 compared with 6.5 in the Centre [refer to Appendix B].

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**  
(Source: Nanos Research, October 2009)

	Having the City renovate the Civic Centre	Having an open air football/soccer stadium at Lansdowne	Having the City renovate Frank Clair Stadium
Ottawa (1,003)	6.66	6.62	5.88
Male (502)	6.70	6.63	5.84
Female (501)	6.63	6.62	5.92
18 to 29 (208)	6.97	6.96	6.01
30 to 39 (181)	7.17	6.97	6.49
40 to 49 (217)	6.51	6.69	6.08
50 to 59 (176)	6.38	6.10	5.37
60 plus (221)	6.35	6.38	5.48
\$0 to \$44,999 (106)	7.25	7.40	106
\$45,000 to \$74,999 (167)	6.97	6.57	167
\$75,000 or more (379)	6.59	6.32	379





### 5.3 Support for Residential, Retail and Other Commercial Development

When it comes to new developments, different from existing uses, the retail part of the proposal is comparatively the most liked (mean of 5.2) followed by the proposal to add residential development at the site (5.0). The most disliked, or the ones that residents are least comfortable overall, are the hotel (4.6), the first-run movie theatre (4.7), office space (4.7), and having a residential component (5.0). There is much less comfort with these elements than with the ones related to the sports and the additions of green space, parking and a permanent farmers' market.

There are notable demographic differences in how Ottawa residents respond to the development proposals.

- On all of the elements but one, men are more comfortable with its inclusion in the proposal than women. Only on the question of a first-run movie theatre is the difference insignificant. Consider, for example, the idea of including office space. The average score on the 10 point scale is 5.0 for men and 4.5 for women.
- Younger residents are consistently more comfortable with the new ideas than older ones. Interestingly, it is the 30 to 39 year group which is most comfortable. For example, the average for 30 to 39 year olds for having office space is 5.30 compared with only 4.2 for those 60 and older.
- Residents of the Centre are across the board less comfortable with all of the new development elements. Comfort ranges from a high of 4.8 for residential development to a low of 3.7 for hotel development. Kanata residents tend to be the most pro-development with support for retail the highest at 5.5 and support for hotel development the lowest at 4.9 [refer to Appendix B].

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**  
(Source: Nanos Research, October 2009)

	Having a residential component at Lansdowne	Having retail space at Lansdowne	Having office space at Lansdowne	Having a first run movie theatre at Lansdowne	Having a hotel at Lansdowne
Ottawa (1,003)	5.01	5.21	4.74	4.71	4.63
Male (502)	5.28	5.41	5.00	4.78	4.95
Female (501)	4.74	5.01	4.48	4.64	4.32
18 to 29 (208)	5.01	5.41	4.84	5.07	4.67
30 to 39 (181)	5.53	5.82	5.30	5.24	4.94
40 to 49 (217)	5.05	5.01	4.66	4.75	4.83
50 to 59 (176)	5.06	5.23	4.81	4.50	4.69
60 plus (221)	4.49	4.70	4.20	4.09	4.11
\$0 to \$44,999 (106)	5.27	5.74	5.38	5.75	4.96
\$45,000 to \$74,999 (167)	4.68	5.05	4.52	4.37	4.75
\$75,000 or more (379)	5.08	5.28	4.78	4.53	4.59



## 5.4 Comfort with Arm's Length Corporation Managing Lansdowne

The public is more likely to be divided (mean of 5.1) with having an arm's length corporation entirely owned by the City manage the new Lansdowne site. While many respondents rated their comfort in the middle range of 4 to 7 on the ten point scale (44%), 30 per cent are uncomfortable (1-3) and only 21 per cent are comfortable with this approach as provided in the Lansdowne Live proposal.

Comfort with the creation of a City-owned corporation to manage the site is highest among those who are younger (mean of 5.3 for those who are 18 to 29) and those with lower household incomes (mean of 5.7 for those who have incomes of less than \$45,000). Residents of Orleans (4.7), Kanata (4.8) and Rural areas (4.9) are the least likely to be comfortable with the plan to have an arm's length corporation owned by the City manage the site [refer to Appendix B].

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**  
(Source: Nanos Research, October 2009)

	Having an arm's length corporation entirely owned by the City manage the new Lansdowne site
Ottawa (1,003)	5.06
Male (502)	5.08
Female (501)	5.05
18 to 29 (208)	5.26
30 to 39 (181)	5.41
40 to 49 (217)	4.80
50 to 59 (176)	4.96
60 plus (221)	4.95
\$0 to \$44,999 (106)	5.71
\$45,000 to \$74,999 (167)	5.08
\$75,000 or more (379)	5.11



## 6.0 Support for Public-Private Partnership

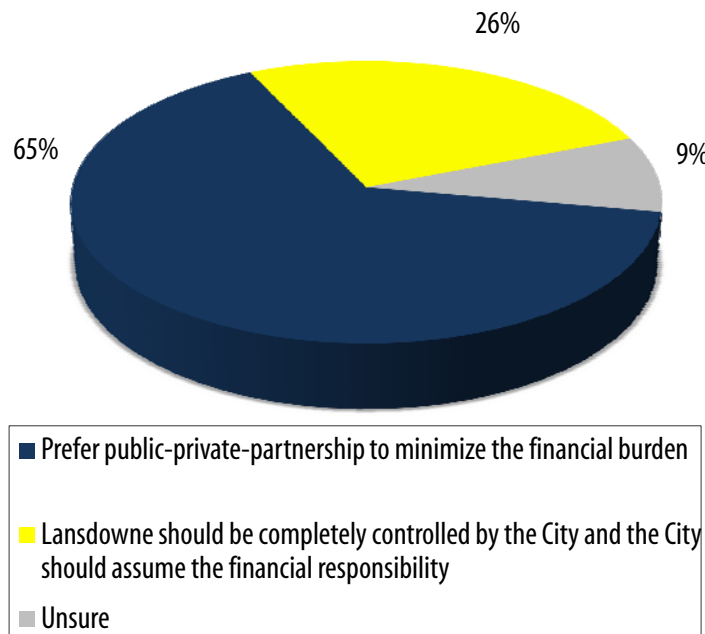
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A public-private partnership is preferred over a city controlled project by more than a two to one margin (65% versus 26%). Support for the public-private partnership approach is consistent across demographics groups. Consistent with their less positive impression of the proposal, those living in the Centre are the least likely (48%) to support a public-private partnership. Support for this approach is higher in Kanata (76%) and Orleans (74%) [refer to Appendix A – page 21].

**[ROTATE] Some people think that given the choice they would prefer a public-private-partnership to minimize the financial burden to the city for the Lansdowne Park project. Others think that Lansdowne should be completely controlled by the City and that the City should assume the financial responsibility for the Lansdowne Park project.**

**Which of these two views, best reflects your personal opinion?**

(Source: Nanos Research, October 2009)



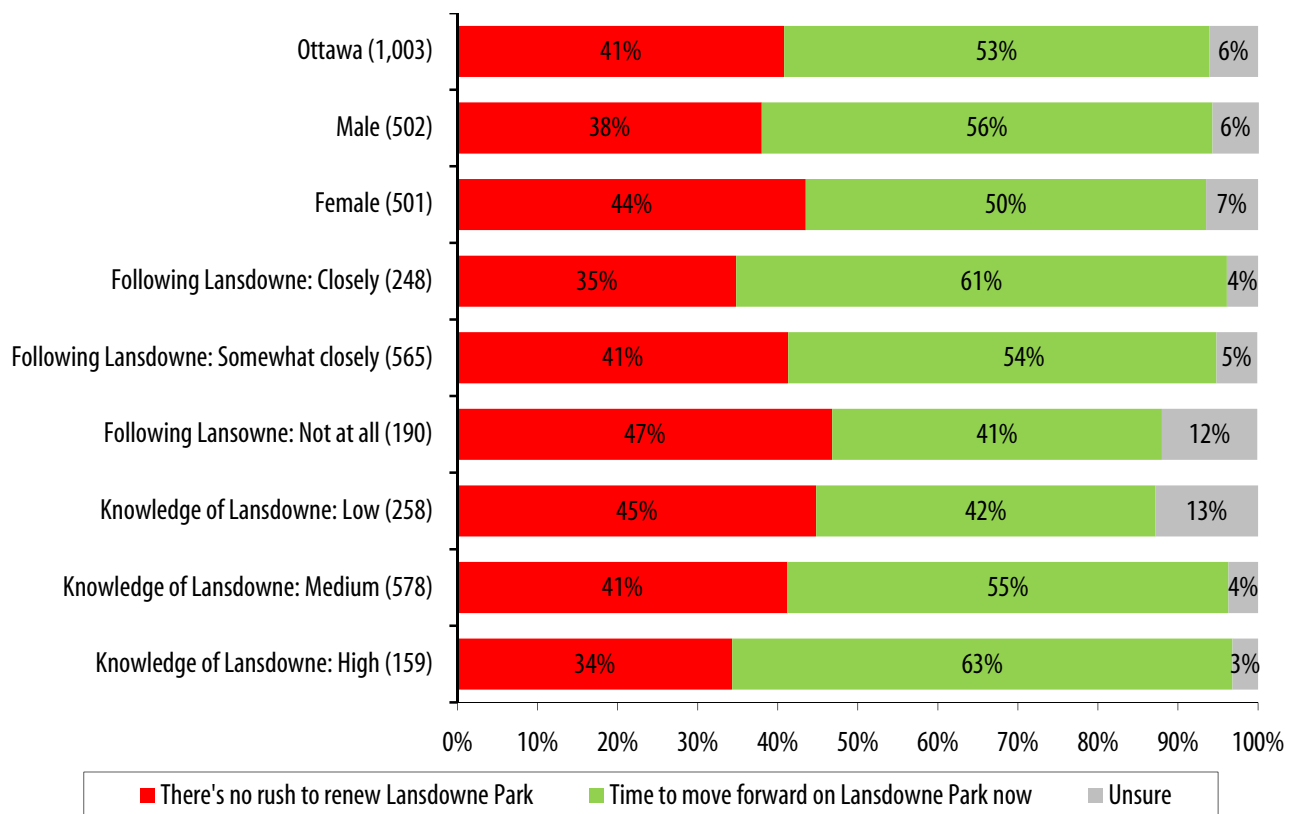
## 6.1 Moving Forward

Overall, the public is comparatively more likely to think that it is time to move forward (53%) than think that there is no rush to renew Lansdowne Park (41%). Women are slightly more likely than men to say that there is no rush (44% versus 38%). Those who are following the news more closely tend to think that it is time to move forward (61% versus 41% for those who are not following the news at all). Those who say they are more knowledgeable about the Lansdowne proposal also tend to be more supportive of the view that it is time to move forward (63% share this view).

Residents of both Centre (50%) and Rideau/Vanier (53%) share the view that there is no rush to renew Lansdowne Park with those who live in Kanata (64%) the most likely to think that it is time to move forward. The time to move forward view is also shared with residents of the West (59%) and Orleans (60%) [refer to Appendix A – page 22].

**Some people think that there's no rush to renew Lansdowne Park and that more discussion is needed prior to a decision. Others think that it's time to move forward on Lansdowne Park now and that there has been enough discussion. Which of these two views best reflects your personal opinion?**

(Source: Nanos Research, October 2009)



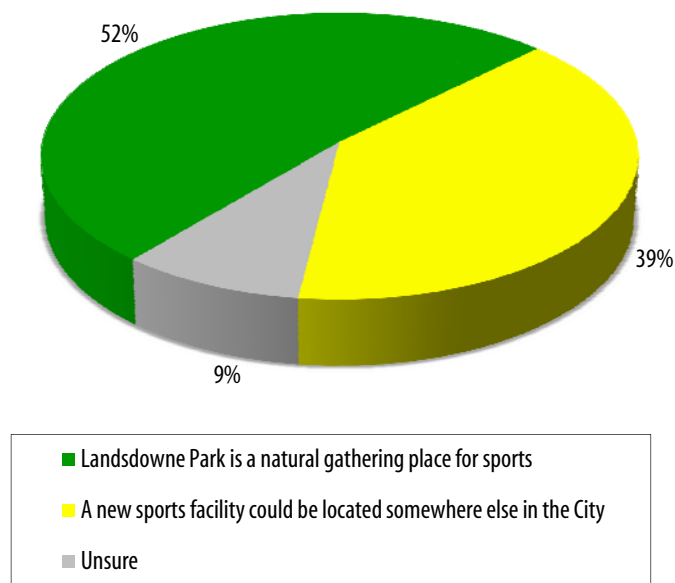
## 6.2 Lansdowne Park as Location for Sports

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More people think that Lansdowne Park is a natural place for sports (52%) than think that a new sports facility should be located somewhere else in the city (39%) with a small group (9%) who are unsure. Consistent with earlier findings, residents of the Centre are the least likely (39%) to think that the Park is the natural place for sports. All other regions are more likely by a large margin to say that the Park is the natural place for sports with the largest support for this view in Rural areas (60%) [refer to Appendix A – page 23].

**[ROTATE] Some people think that Lansdowne Park is a natural gathering place for sports. Others think that if there was a new sports facility it could be located somewhere else in the City. Which of these two views best reflects your personal opinion?**

(Source: Nanos Research, October 2009)



### 6.3 Acceptability of Unsolicited Proposal

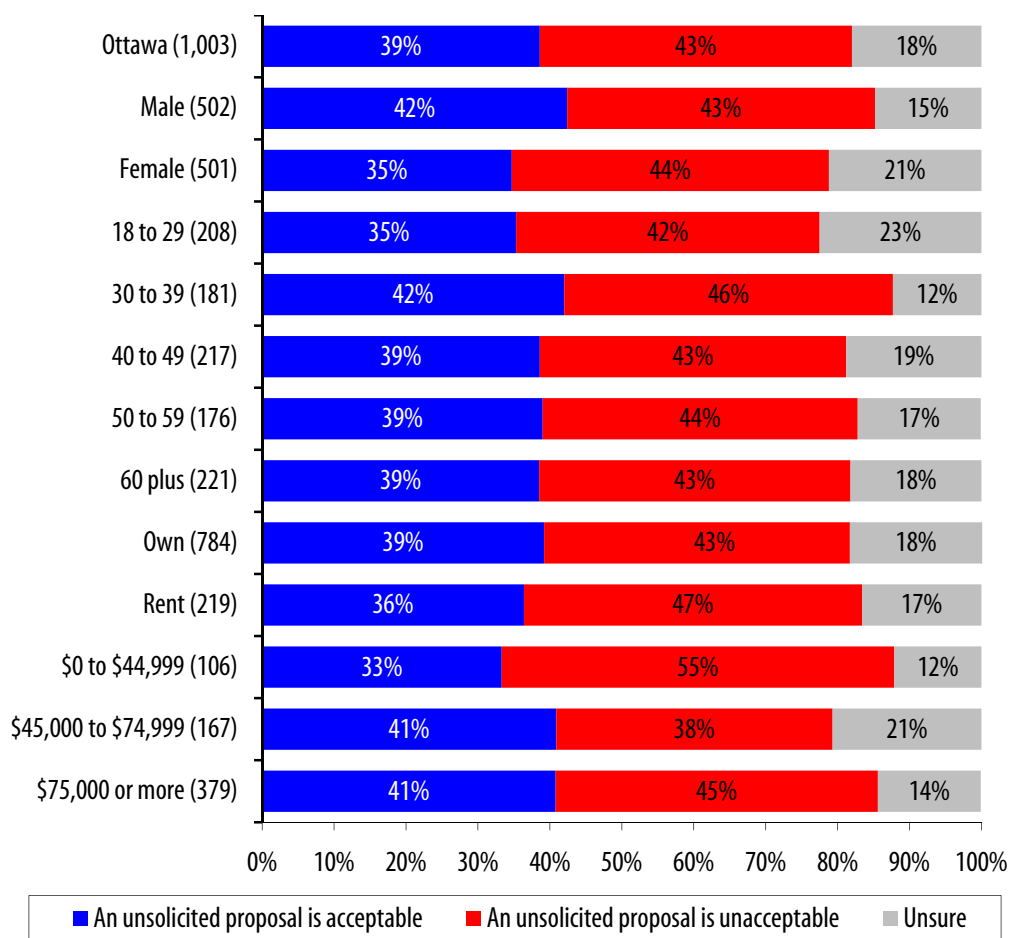
Although it is noted earlier that the time to move forward view is held more widely than the no rush view, the city is divided about accepting an unsolicited proposal. Opponents (43%) slightly outnumber supporters (39%) of accepting an unsolicited proposal with many unsure (18%).

Women are much less likely to think that an unsolicited proposal is acceptable (35% versus 42% for men) but they are also much more likely to be unsure which view is best (21% don't know versus 15% for men). Support for accepting an unsolicited proposal is also higher among those who have higher levels of household income (41% versus 33% for those earning less than \$45,000).

In general the division of opinion across the City is very similar except for two areas. In Rideau/ Vanier (52%) and the Centre (49%), there is the highest support for the view that the unsolicited proposal is not acceptable [refer to Appendix A – page 24].

**Some people think an unsolicited proposal for the Lansdowne Park project is acceptable because it moves the project forward. Others think that accepting an unsolicited proposal is unacceptable because of the importance of the project. Which of these two views, best reflects your personal view? [ROTATE]**

(Source: Nanos Research, October 2009)



## 6.4 Recommendation to City Council

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At the end of the survey, respondents were given an opportunity to share their recommendation for City Council to consider in its deliberations. Seventy-nine per cent offered recommendations and, while they are quite diverse, the most cited recommendation was to just do it/too many delays (23%). After that the five recommendations with the most cited are to reconsider plan/have alternatives (11%), to address transportation concerns (6%), to place more emphasis on green space and the environmental impact (5%), keep the public effect in mind (4%) and to review finances and keep costs down (4%).

**If you had one recommendation you would like Ottawa City Council to consider as part of its deliberations on the Lansdowne Live Proposal, what would it be?**  
(Source: Nanos Research, October 2009)

<b>Recommendation</b>	<b>Percent (n=1,003)</b>
Just do it/so many delays	23.2%
Reconsider plan/have alternatives	10.7%
Address transportation concerns more (parking, transit, etc)	5.5%
Place more emphasis on green space, and low-environment impact	5.2%
Keep public effect close in mind (accidents/safety/crime concerns)	4.1%
Review finances - keep costs down/taxes will be too high	4.1%
Other (less than 4.1% each)	26.1%
Unsure/no recommendation	21.3%





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## Appendix A

### Detailed Tabulations

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

		Question 1 - On a scale of 1 to 10 where 1 is not at all important and 10 is very important, how would you rate the importance of Lansdowne Park to Ottawa?															
		Responses	Total Mean	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 %	Unsure %	Low (1-3) %	Med (4-7) %	High (8-10) %
	Ottawa 200910	1003	7.31	2.9	1.3	3.4	2.7	10.2	8.6	16.3	22.3	8.4	21.9	2	7.6	37.8	52.6
Gender	Male	502	6.98	3.4	1.5	4.5	3.7	10.5	10.3	18.2	21.9	6.0	17.4	2.7	9.4	42.7	45.3
	Female	501	7.63	2.4	1.2	2.3	1.7	9.9	6.9	14.4	22.8	10.7	26.5	1.2	5.9	32.9	60
Age	18 to 29	208	7.31	1.0	1.0	4.9	1.0	10.8	8.8	21.6	21.6	6.9	19.6	2.9	6.9	42.2	48.1
	30 to 39	181	7.43	.6	.6	1.2	3.7	8.6	12.3	16.7	30.9	8.6	15.4	1.2	2.4	41.3	54.9
	40 to 49	217	6.80	4.1	3.0	5.1	3.6	10.2	9.6	19.8	20.8	7.1	15.2	1.5	12.2	43.2	43.1
	50 to 59	176	7.45	4.4	.4	2.8	1.2	10.4	7.2	14.7	22.3	12.4	22.7	1.6	7.6	33.5	57.4
	60 plus	221	7.60	4.1	1.4	2.4	3.8	11.0	5.5	8.9	17.5	7.6	35.4	2.4	7.9	29.2	60.5
Home	Own	784	7.28	3.3	1.3	3.8	3.0	11.1	8.2	15.2	21.5	8.1	23.5	1.1	8.4	37.5	53.1
	Rent	219	7.43	1.4	1.4	1.9	1.4	7.3	10.2	20.3	25.2	9.3	16.4	5	4.7	39.2	50.9
Income	\$0 to \$44,999	106	7.59	1.4	.0	.7	.7	12.7	12.0	18.7	16.9	5.7	26.1	5.2	2.1	44.1	48.7
	\$45,000 to \$74,999	167	7.14	5.3	2.3	2.3	2.7	8.9	10.5	14.9	22.6	9.2	20.6	0.7	9.9	37	52.4
	\$75,000 or more	379	7.42	2.1	1.9	3.3	2.7	9.6	6.7	16.8	24.0	8.8	23.0	1.1	7.3	35.8	55.8
	Refusal	351	7.19	3.0	.7	4.7	3.2	10.8	8.7	15.8	22.0	8.2	20.2	2.6	8.4	38.5	50.4
Following Lansdowne	Closely	248	7.93	3.5	.7	2.1	2.1	6.8	4.0	13.7	18.9	12.8	35.3	0	6.3	26.6	67
	Somewhat closely	565	7.34	1.7	1.2	4.2	2.5	8.7	9.4	17.9	25.3	7.1	20.2	1.8	7.1	38.5	52.6
	Not at all	190	6.37	5.5	2.6	2.6	4.1	19.3	12.1	14.9	17.9	6.3	9.7	4.9	10.7	50.4	33.9
Knowledge of Lansdowne	Low	258	6.49	3.5	2.2	6.2	3.7	17.8	11.5	17.1	17.7	5.7	12.2	2.4	11.9	50.1	35.6
	Medium	578	7.43	2.2	1.2	2.5	2.3	8.8	8.9	18.0	25.4	8.0	20.9	1.9	5.9	38	54.3
	High	159	8.20	4.6	.5	2.1	2.1	3.2	2.8	9.8	18.6	14.4	42.1	0	7.2	17.9	75.1
Region	Orleans (1;2)	93	6.55	3.1	3.2	8.1	1.6	17.6	14.5	10.2	18.3	5.8	15.9	1.6	14.4	43.9	40
	Kanata (4;6;23)	108	6.79	1.0	.0	7.2	5.5	14.4	10.1	21.9	24.0	2.4	13.5	0	8.2	51.9	39.9
	Rural (5;19;20;21)	129	7.32	3.1	.6	3.6	2.6	10.4	7.9	16.9	21.8	9.7	20.5	3	7.3	37.8	52
	West (3;7;8;9;10;22)	293	7.28	3.9	1.0	3.4	2.6	8.4	8.6	18.4	22.4	9.6	20.5	1.1	8.3	38	52.5
	East (11;15;16;18)	191	7.64	2.6	1.3	.9	3.5	7.9	8.3	14.2	19.7	8.5	28.1	5	4.8	33.9	56.3
	Rideau/Vanier (12;13)	103	7.46	1.8	3.1	.7	1.1	12.6	5.0	16.7	30.5	5.1	22.6	0.7	5.6	35.4	58.2
	Centre (14;17)	85	7.99	3.1	1.3	1.3	.8	5.4	6.4	12.2	20.9	16.0	31.7	0.9	5.7	24.8	68.6

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.



**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

		Question 2 - Prior to today, have you heard or not heard of the Lansdowne Live Proposal for Lansdowne Park in Ottawa?		
		Total	Heard	Not heard
		Responses	Percentage	Percentage
	Ottawa 200910	1003	92.5	7.5
Gender	Male	502	94.2	5.8
	Female	501	90.8	9.2
Age	18 to 29	208	82.4	17.6
	30 to 39	181	96.3	3.7
	40 to 49	217	92.4	7.6
	50 to 59	176	96.8	3.2
	60 plus	221	95.5	4.5
Home	Own	784	95.3	4.7
	Rent	219	82.2	17.8
Income	\$0 to \$44,999	106	79.8	20.2
	\$45,000 to \$74,999	167	91.6	8.4
	\$75,000 or more	379	96.4	3.6
Following Lansdowne	Refusal	351	92.6	7.4
	Closely	248	97.5	2.5
	Somewhat closely	565	97.9	2.1
Knowledge of Lansdowne	Not at all	190	69.9	30.1
	Low	258	77.5	22.5
	Medium	578	98.6	1.4
Region	High	159	97.9	2.1
	Orleans (1;2)	93	98.4	1.6
	Kanata (4;6;23)	108	95.7	4.3
	Rural (5;19;20;21)	129	91.7	8.3
	West (3;7;8;9;10;22)	293	94.0	6.0
	East (11;15;16;18)	191	87.0	13.0
	Rideau/Vanier (12;13)	103	91.4	8.6
	Centre (14;17)	85	91.3	8.7

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.



**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

		Question 3 - Have you been following the news related to this proposal closely, somewhat closely or not at all?			
		Total	Closely	Somewhat closely	Not at all
		Responses	Percentage	Percentage	Percentage
	Ottawa 200910	1003	24.7	56.3	18.9
Gender	Male	502	28.0	54.6	17.4
	Female	501	21.4	58.1	20.5
Age	18 to 29	208	15.7	54.9	29.4
	30 to 39	181	22.2	56.8	21.0
	40 to 49	217	19.3	59.9	20.8
	50 to 59	176	33.9	51.4	14.7
	60 plus	221	33.3	57.7	8.9
Home	Own	784	26.8	57.0	16.1
	Rent	219	17.2	53.9	28.9
Income	\$0 to \$44,999	106	10.9	49.6	39.5
	\$45,000 to \$74,999	167	22.0	59.7	18.2
	\$75,000 or more	379	24.4	59.2	16.4
Following Lansdowne	Refusal	351	30.6	53.7	15.7
	Closely	248	100.0	.0	.0
	Somewhat closely	565	.0	100.0	.0
Knowledge of Lansdowne	Not at all	190	.0	.0	100.0
	Low	258	9.7	35.7	54.6
	Medium	578	18.3	74.0	7.6
Region	High	159	72.3	26.5	1.2
	Orleans (1;2)	93	22.8	52.8	24.4
	Kanata (4;6;23)	108	18.1	60.1	21.8
	Rural (5;19;20;21)	129	23.7	59.0	17.3
	West (3;7;8;9;10;22)	293	27.0	53.5	19.5
	East (11;15;16;18)	191	25.5	55.7	18.8
	Rideau/Vanier (12;13)	103	23.2	62.7	14.1
Centre (14;17)	85	29.1	54.9	16.1	

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

Question 4 - On a scale of 1 to 10 where 1 is not at all knowledgeable and 10 is very knowledgeable, how would you rate your own knowledge of the Lansdowne Live Proposal?

		Total		1	2	3	4	5	6	7	8	9	10	Unsure	Low (1-3)	Med (4-7)	High (8-10)
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Ottawa 200910	1003	5.09	11.9	6.4	7.4	10.4	17.9	14.8	14.6	10.0	2.5	3.4	.8	25.7	57.7	15.9
Gender	Male	502	5.34	10.8	6.0	5.7	8.8	16.8	15.8	16.9	11.1	3.6	3.6	1.0	22.5	58.3	18.3
	Female	501	4.84	13.0	6.8	9.0	12.0	19.0	13.8	12.3	9.0	1.3	3.1	.7	28.8	57.1	13.4
Age	18 to 29	208	4.06	27.5	10.8	3.9	9.8	15.7	9.8	12.7	4.9	2.9	1.0	1.0	42.2	48	8.8
	30 to 39	181	5.17	8.0	6.8	9.3	11.1	18.5	16.7	11.7	13.0	1.9	2.5	.6	24.1	58	17.4
	40 to 49	217	5.14	9.1	5.1	9.6	9.6	19.3	19.3	13.2	8.6	2.0	3.0	1.0	23.8	61.4	13.6
	50 to 59	176	5.54	7.2	4.0	9.6	10.4	16.3	13.5	18.7	12.0	3.2	4.8	.4	20.8	58.9	20
	60 plus	221	5.59	6.9	5.2	5.2	11.0	19.2	14.4	16.8	12.4	2.4	5.5	1.0	17.3	61.4	20.3
Home	Own	784	5.26	9.4	5.5	7.8	11.2	18.0	15.6	15.0	10.7	2.4	3.9	.5	22.7	59.8	17
	Rent	219	4.48	20.7	9.6	5.8	7.5	17.4	11.9	13.4	7.7	2.6	1.5	1.9	36.1	50.2	11.8
Income	\$0 to \$44,999	106	4.10	21.1	13.6	2.7	11.1	19.2	14.3	10.2	3.9	1.0	.7	2.1	37.4	54.8	5.6
	\$45,000 to \$74,999	167	5.37	7.1	3.5	8.7	11.1	21.0	14.6	16.6	11.0	3.7	1.7	1.1	19.3	63.3	16.4
	\$75,000 or more	379	5.36	7.7	4.7	9.8	10.7	16.1	18.0	13.6	13.7	2.5	2.9	.2	22.2	58.4	19.1
Following Lansdowne	Refusal	351	4.96	16.0	7.4	5.5	9.4	17.9	11.5	16.1	7.5	2.3	5.4	1.0	28.9	54.9	15.2
	Closely	248	6.84	6.3	2.0	1.8	4.3	9.4	8.7	20.3	25.7	8.8	12.0	.8	10.1	42.7	46.5
	Somewhat closely	565	5.20	3.0	5.3	8.0	14.1	24.6	20.4	16.6	6.2	.5	.7	.5	16.3	75.7	7.4
Knowledge of Lansdowne	Not at all	190	2.45	45.7	15.4	12.8	7.2	9.1	5.8	1.2	1.0	.0	.0	1.7	73.9	23.3	1
	Low	258	1.82	46.3	24.9	28.8	.0	.0	.0	.0	.0	.0	.0	.0	100	0	0
	Medium	578	5.58	.0	.0	.0	18.0	31.0	25.6	25.4	.0	.0	.0	.0	0	100	0
Region	High	159	8.58	.0	.0	.0	.0	.0	.0	.0	63.3	15.6	21.1	.0	0	0	100
	Orleans (1;2)	93	4.93	16.1	4.0	8.6	11.2	21.2	8.6	9.3	13.8	2.0	4.3	.8	28.7	50.3	20.1
	Kanata (4;6;23)	108	4.78	8.1	7.9	10.2	10.7	23.9	18.6	12.5	4.2	.0	2.0	1.9	26.2	65.7	6.2
	Rural (5;19;20;21)	129	5.32	7.7	7.1	7.8	9.6	16.6	17.4	15.4	11.6	2.7	3.1	1.1	22.6	59	17.4
	West (3;7;8;9;10;22)	293	5.03	14.4	5.3	6.5	10.9	17.5	14.4	14.8	11.5	1.8	2.8	.4	26.2	57.6	16.1
	East (11;15;16;18)	191	4.95	12.7	6.6	8.1	9.5	19.0	17.2	11.1	7.8	3.8	2.7	1.5	27.4	56.8	14.3
	Rideau/Vanier (12;13)	103	5.14	10.2	8.4	6.6	13.4	16.1	10.7	19.4	8.1	1.8	5.2	.0	25.2	59.6	15.1
Centre (14;17)	85	5.75	10.1	7.2	4.3	6.8	9.7	13.5	23.5	13.3	6.0	5.6	.0	21.6	53.5	24.9	

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.



**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

		Question 5 - On a scale of 1 to 10 where 1 is very negative and 10 is very positive, how would you rate your impression of the Lansdowne Live Proposal?														Low	Med	High
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	(1-3)	(4-7)	(8-10)		
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%		
Gender	Ottawa 200910	1003	5.22	10.0	6.3	6.2	7.9	22.7	9.4	9.6	9.6	3.1	6.0	9.1	22.5	49.6	18.7	
	Male	502	5.28	9.4	6.4	7.4	6.1	23.7	9.2	9.7	10.1	4.0	5.7	8.2	23.2	48.7	19.8	
Age	Female	501	5.17	10.6	6.2	5.1	9.7	21.7	9.5	9.4	9.0	2.3	6.3	10.1	21.9	50.3	17.6	
	18 to 29	208	4.65	14.7	7.8	2.9	7.8	26.5	3.9	10.8	8.8	1.0	2.0	13.7	25.4	49	11.8	
	30 to 39	181	5.36	5.6	8.0	5.6	8.6	21.6	17.3	10.5	8.0	3.1	4.9	6.8	19.2	58	16	
	40 to 49	217	5.36	9.1	6.1	8.6	4.6	24.4	9.1	8.6	10.2	5.1	6.6	7.6	23.8	46.7	21.9	
	50 to 59	176	5.27	11.2	4.8	8.0	8.0	18.3	10.4	9.6	10.8	2.4	7.2	9.6	24	46.3	20.4	
	60 plus	221	5.45	9.3	4.8	6.2	10.7	22.0	7.6	8.6	10.0	3.8	9.3	7.9	20.3	48.9	23.1	
Home	Own	784	5.28	10.2	6.2	6.3	7.4	22.4	9.7	9.6	9.0	3.6	6.8	8.9	22.7	49.1	19.4	
	Rent	219	5.04	9.5	6.8	6.2	9.8	23.7	8.2	9.6	11.4	1.4	3.3	10.0	22.5	51.3	16.1	
Income	\$0 to \$44,999	106	5.32	4.4	6.3	7.3	9.3	24.8	11.0	7.5	11.0	.7	5.3	12.4	18	52.6	17	
	\$45,000 to \$74,999	167	5.35	10.3	3.3	7.7	9.4	19.6	12.8	9.0	8.6	5.8	5.6	7.8	21.3	50.8	20	
	\$75,000 or more	379	5.22	10.2	6.5	6.8	8.2	21.8	10.0	8.7	10.4	3.4	6.0	7.9	23.5	48.7	19.8	
Following Lansdowne	Refusal	351	5.14	11.5	7.5	4.6	6.5	24.5	6.6	11.4	8.7	2.2	6.5	10.1	23.6	49	17.4	
	Closely	248	5.56	14.3	8.5	5.6	5.3	16.3	9.0	5.3	13.9	7.2	12.9	1.7	28.4	35.9	34	
	Somewhat closely	565	5.26	6.9	6.5	6.8	10.1	22.3	12.0	13.8	9.6	2.0	3.6	6.4	20.2	58.2	15.2	
Knowledge of Lansdowne	Not at all	190	4.51	13.6	2.8	5.6	4.9	32.4	2.3	2.5	3.6	1.0	4.3	27.1	22	42.1	8.9	
	Low	258	4.28	13.5	4.5	7.6	5.2	33.8	1.7	4.0	2.5	.6	2.7	23.9	25.6	44.7	5.8	
	Medium	578	5.29	7.0	7.2	6.5	9.7	22.1	13.9	13.2	10.9	2.1	3.8	3.7	20.7	58.9	16.8	
Region	High	159	6.18	15.8	6.2	3.5	5.9	7.3	5.8	6.1	16.7	11.0	19.8	1.9	25.5	25.1	47.5	
	Orleans (1;2)	93	5.48	7.2	1.6	6.7	12.9	27.7	7.3	5.9	9.8	1.9	9.5	9.7	15.5	53.8	21.2	
	Kanata (4;6;23)	108	6.00	4.1	2.7	2.7	5.6	25.7	10.5	17.3	12.7	3.5	5.7	9.5	9.5	59.1	21.9	
	Rural (5;19;20;21)	129	5.16	10.1	7.0	10.0	4.3	22.3	8.7	10.2	8.5	5.1	5.0	8.7	27.1	45.5	18.6	
	West (3;7;8;9;10;22)	293	5.37	8.4	6.4	5.5	7.8	23.7	9.1	9.2	8.6	5.4	6.0	9.8	20.3	49.8	20	
	East (11;15;16;18)	191	4.99	13.1	5.8	6.3	7.1	23.3	8.9	11.6	10.2	.9	4.5	8.2	25.2	50.9	15.6	
	Rideau/Vanier (12;13)	103	5.43	6.6	6.3	7.5	10.6	17.4	11.2	4.2	14.5	1.4	8.1	12.0	20.4	43.4	24	
Centre (14;17)	85	3.92	23.2	15.5	5.5	10.0	15.8	11.2	6.0	2.6	.0	5.4	4.7	44.2	43	8		

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

### Why do you have that impression?

[Follow up to: On a scale of 1 to 10 where 1 is very negative and 10 is very positive how would you rate your impression of the Lansdowne Live Proposal.]

[Open-ended]

	Negative (1-3) (n=226)	Neutral (4-7) (n=497)	Positive (8-10) (n=189)	Unsure (n=92)	Total (n=1,004)
It is a necessity for the city of Ottawa. Good for community	0.00%	5.20%	33.90%	1.10%	<b>9.10%</b>
Positive (i.e. Like the retail aspect, like the overall plan)	0.00%	7.20%	28.60%	0.00%	<b>9.00%</b>
The proposal is very ambiguous. Can use improvement.	13.70%	10.10%	4.20%	0.00%	<b>8.90%</b>
Established through undemocratic process	17.70%	8.20%	1.60%	1.10%	<b>8.50%</b>
Do not know enough.	5.30%	10.30%	1.60%	14.10%	<b>7.90%</b>
Too commercial. Focus needs to be on green space	11.90%	5.40%	0.00%	0.00%	<b>5.40%</b>
Negative	11.10%	2.00%	0.00%	0.00%	<b>3.50%</b>
Too costly. Taxes too high for citizens.	7.10%	2.20%	0.00%	0.00%	<b>2.70%</b>
It is better than nothing at all - current site is an eyesore	0.00%	2.00%	6.30%	0.00%	<b>2.20%</b>
Neutral (there are pros and cons to consider)	0.00%	3.40%	0.00%	1.10%	<b>1.80%</b>
Have not been following it.	0.00%	3.00%	0.00%	2.20%	<b>1.70%</b>
Biased from outside sources (hearsay)	1.80%	2.00%	0.00%	0.00%	<b>1.40%</b>
It is the best option available - no other alternatives exist	0.00%	0.80%	5.30%	0.00%	<b>1.40%</b>
No reason - just do	0.00%	1.40%	2.60%	0.00%	<b>1.20%</b>
Overwhelming amount of issues such as traffic, limited parking	2.20%	1.20%	0.00%	0.00%	<b>1.10%</b>
Established for the wrong reasons/no benefits to City life	1.30%	1.40%	0.00%	0.00%	<b>1.00%</b>
Not enough benefits to citizens. Does not suit everyone's needs	1.30%	1.40%	0.00%	0.00%	<b>1.00%</b>
It is not good for the area. Wrong location.	3.10%	0.40%	0.00%	0.00%	<b>0.90%</b>
Do not care.	1.80%	1.00%	0.00%	0.00%	<b>0.90%</b>
Outcome uncertain - long term benefits missing.	1.30%	1.00%	0.00%	0.00%	<b>0.80%</b>
Good for football - bring CFL back.	0.00%	0.80%	2.10%	0.00%	<b>0.80%</b>
Do not need another stadium	1.30%	0.60%	0.00%	0.00%	<b>0.60%</b>
For personal reasons.	0.00%	0.60%	1.60%	0.00%	<b>0.60%</b>
Businesses making too much money. Developers benefit unfairly	1.30%	0.20%	0.00%	0.00%	<b>0.40%</b>
I am not a resident/new to city.	0.00%	0.80%	0.00%	0.00%	<b>0.40%</b>
Improves economy.	0.00%	0.20%	1.60%	0.00%	<b>0.40%</b>
It does not concern me	0.40%	0.40%	0.50%	0.00%	<b>0.40%</b>
Area will be overcrowded/congestion/accident risks	0.40%	0.40%	0.00%	0.00%	<b>0.30%</b>
Bad for local business	0.40%	0.20%	0.00%	0.00%	<b>0.20%</b>
Unsure	16.40%	26.00%	10.10%	80.40%	<b>25.80%</b>

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**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

Regardless of your overall impression, please name two positive things you associate with the Lansdowne Live Proposal. (First and second mentions)

[Open-ended]

Response	N	Percent
Positive change/change for the better	154	10.40%
Lively area (lots of things going on)	118	7.90%
Money/Economy/will create jobs	106	7.20%
Will include park/green space	82	5.50%
Nothing positive to say	82	5.50%
Will have a nice stadium	81	5.40%
Athletics/sports/recreation	72	4.90%
Retail/Shopping (commercial value)	65	4.40%
Taking action - finally	53	3.60%
Football will be back in Ottawa	53	3.60%
Good for city overall. Canadian/Ottawa pride.	44	2.90%
Will foster community cohesion	38	2.60%
Beauty/aesthetics/will look good	36	2.50%
Good for tourism	29	2.00%
Entertainment (concerts)	28	1.90%
Business revitalization	26	1.80%
Farmer's market	26	1.80%
Keeps its originality	20	1.30%
Condo/housing development.	17	1.10%
Transportation (i.e. Getting rid of parking lot)	15	1.00%
Privately run	8	0.50%
Multifunctional	7	0.50%
Personal reasons	7	0.50%
Input of public	7	0.50%
Balance between business and community	3	0.20%
Connection with canal	3	0.20%
Needs improvement.	3	0.20%
Beneficial (i.e. Low risk to city)	3	0.20%
International competition	2	0.10%
Unsure	296	20.00%
<b>Total</b>	<b>1483</b>	<b>100.00%</b>

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**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

Regardless of your overall impression, please name two negative things you associate with the Lansdowne Live Proposal. (First and second mentions)  
[Open-ended]

Responses	N	Percent
Too commercial/too much retail	148	10.60%
Traffic issues	136	9.70%
Too costly/taxes too high	130	9.30%
Parking and transportation problems	115	8.20%
Lack of competition	114	8.10%
Can't think of any negatives/none	80	5.70%
Wrong location	60	4.30%
Problems for local neighbourhoods	49	3.50%
Government/city council/political issues	39	2.80%
Too much unnecessary emphasis on football	33	2.40%
Privately oriented (developers benefit)	29	2.00%
Needs improvement/current plan lacks pot	24	1.70%
Negative effects on local businesses	23	1.60%
Absence of long-term benefits/results	19	1.30%
Environmental concerns	17	1.20%
Impact of housing	17	1.20%
Too much complaining about plan	15	1.00%
Area should have been used for other purposes	15	1.10%
Everything wrong with it/very poor concept	12	0.80%
Does not benefit everyone equally	10	0.70%
Destroying heritage	10	0.70%
Construction issues - noise, etc	5	0.40%
No access to canal	1	0.00%
Keep as is and just renovate buildings	1	0.00%
Unsure	304	21.60%
Total	1406	100.00%

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**

		Question 11 - Having the City renovate the Civic Centre															
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	Low (1-3)	Med (4-7)	High (8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	6.66	8.3	3.8	2.5	3.5	12.6	6.4	15.4	15.4	7.4	19.6	5.2	14.6	37.9	42.4
	Male	502	6.70	7.2	4.3	3.5	3.5	12.3	5.7	14.9	16.6	8.5	18.9	4.6	15	36.4	44
	Female	501	6.63	9.4	3.4	1.4	3.5	12.9	7.1	15.8	14.2	6.2	20.3	5.8	14.2	39.3	40.7
Age	18 to 29	208	6.97	4.9	2.9	2.9	1.0	10.8	7.8	22.5	12.7	6.9	19.6	7.8	10.7	42.1	39.2
	30 to 39	181	7.17	3.7	3.7	.0	5.6	9.3	7.4	16.0	19.8	10.5	19.8	4.3	7.4	38.3	50.1
	40 to 49	217	6.51	10.2	3.6	2.5	2.5	16.2	4.6	13.7	16.2	7.6	18.3	4.6	16.3	37	42.1
	50 to 59	176	6.38	12.7	3.6	3.6	5.2	9.6	8.4	12.0	14.3	6.4	21.5	2.8	19.9	35.2	42.2
	60 plus	221	6.35	10.0	5.2	3.1	3.8	15.8	4.5	12.4	14.4	5.8	19.2	5.8	18.3	36.5	39.4
Home	Own	784	6.66	8.2	4.4	2.5	4.0	12.3	6.1	14.9	14.4	7.3	20.6	5.4	15.1	37.3	42.3
	Rent	219	6.69	8.9	1.8	2.5	1.9	13.6	7.6	17.0	19.0	7.8	15.9	4.2	13.2	40.1	42.7
Income	\$0 to \$44,999	106	7.25	4.5	.0	.7	.7	15.8	6.8	21.0	22.8	4.1	21.2	2.4	5.2	44.3	48.1
	\$45,000 to \$74,999	167	6.97	5.9	2.8	4.3	4.9	11.1	6.4	14.3	13.7	10.7	23.8	2.2	13	36.7	48.2
	\$75,000 or more	379	6.59	8.3	3.0	2.9	4.0	13.9	5.5	17.7	16.3	8.6	16.1	3.6	14.2	41.1	41
Following Lansdowne	Refusal	351	6.40	10.6	6.3	1.6	3.2	11.0	7.3	11.6	13.0	5.4	20.8	9.1	18.5	33.1	39.2
	Closely	248	6.66	11.1	8.1	3.6	3.1	8.1	2.0	9.6	14.5	7.5	28.9	3.4	22.8	22.8	50.9
	Somewhat closely	565	6.71	7.3	2.5	1.7	3.7	12.4	8.4	18.8	16.6	7.9	15.8	4.9	11.5	43.3	40.3
Knowledge of Lansdowne	Not at all	190	6.53	7.6	2.0	3.4	3.4	18.9	6.2	12.5	13.0	5.7	18.8	8.4	13	41	37.5
	Low	258	6.47	7.9	4.0	2.9	2.8	16.6	5.8	16.2	13.1	4.7	18.4	7.4	14.8	41.4	36.2
	Medium	578	6.66	7.8	3.3	2.3	4.0	11.4	8.2	17.4	16.3	7.9	16.8	4.5	13.4	41	41
Region	High	159	6.99	10.6	5.3	2.6	2.6	10.7	1.1	7.3	16.7	10.0	31.1	1.9	18.5	21.7	57.8
	Orleans (1;2)	93	6.23	14.3	.8	5.8	3.2	12.5	5.2	14.3	14.6	5.2	18.3	5.8	20.9	35.2	38.1
	Kanata (4;6;23)	108	6.12	8.7	9.8	1.0	4.4	9.1	9.6	17.8	16.2	6.1	11.6	5.7	19.5	40.9	33.9
	Rural (5;19;20;21)	129	6.82	6.8	3.6	2.4	2.6	16.8	9.3	11.0	10.4	6.1	26.6	4.2	12.8	39.7	43.1
	West (3;7;8;9;10;22)	293	6.78	6.9	2.1	2.4	5.6	11.6	7.9	15.9	12.8	9.5	19.1	6.3	11.4	41	41.4
	East (11;15;16;18)	191	6.85	7.7	5.9	.7	2.5	10.2	4.4	14.9	19.8	6.8	21.1	5.9	14.3	32	47.7
	Rideau/Vanier (12;13)	103	6.89	9.1	1.8	4.1	.0	16.6	1.4	14.3	18.8	9.2	22.4	2.2	15	32.3	50.4
Centre (14;17)	85	6.48	8.5	3.4	3.0	3.5	14.6	4.6	20.6	18.2	4.8	15.4	3.5	14.9	43.3	38.4	

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]

		Question 12 - Having the City renovate Frank Clair Stadium															
		Total		1	2	3	4	5	6	7	8	9	10	Unsure	Low (1-3)	Med (4-7)	High (8-10)
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gender	Ottawa 200910	1003	5.88	13.6	7.1	3.6	4.3	13.2	7.2	12.0	11.0	5.7	16.6	5.8	24.3	36.7	33.3
	Male	502	5.84	15.4	8.2	3.0	4.2	10.4	6.7	12.1	12.3	5.8	17.2	4.7	26.6	33.4	35.3
Age	Female	501	5.92	11.8	6.0	4.1	4.3	16.0	7.8	11.9	9.7	5.6	16.0	6.8	21.9	40	31.3
	18 to 29	208	6.01	11.8	3.9	2.9	2.0	17.6	11.8	12.7	7.8	4.9	15.7	8.8	18.6	44.1	28.4
	30 to 39	181	6.49	5.6	6.2	1.9	4.9	14.2	6.8	18.5	14.8	6.2	15.4	5.6	13.7	44.4	36.4
	40 to 49	217	6.08	12.2	7.6	2.0	5.6	11.7	7.1	11.2	11.2	7.1	18.3	6.1	21.8	35.6	36.6
	50 to 59	176	5.37	19.5	9.6	6.4	4.0	8.8	6.4	9.2	12.7	5.6	14.7	3.2	35.5	28.4	33
Home	60 plus	221	5.48	18.6	8.6	4.8	4.8	13.1	4.1	8.9	9.3	4.8	18.2	4.8	32	30.9	32.3
	Own	784	5.85	13.9	8.4	3.5	4.7	12.1	5.7	11.0	12.0	5.4	17.5	5.8	25.8	33.5	34.9
Income	Rent	219	5.97	12.6	2.6	3.7	2.6	17.1	12.7	15.7	7.3	6.6	13.4	5.8	18.9	48.1	27.3
	\$0 to \$44,999	106	6.75	6.6	4.2	.7	3.6	14.2	12.7	13.9	4.5	6.3	25.0	8.3	11.5	44.4	35.8
	\$45,000 to \$74,999	167	6.11	11.3	5.5	4.1	4.4	11.6	9.4	13.8	10.4	6.3	17.0	6.0	20.9	39.2	33.7
	\$75,000 or more	379	5.76	14.2	8.2	2.3	4.5	13.9	7.5	14.2	12.1	6.1	13.5	3.4	24.7	40.1	31.7
Following Lansdowne	Refusal	351	5.64	16.1	7.7	5.6	4.1	12.8	4.3	8.2	12.1	4.7	17.1	7.4	29.4	29.4	33.9
	Closely	248	5.58	22.8	11.8	2.5	3.3	7.5	2.4	8.1	10.9	5.6	23.6	1.3	37.1	21.3	40.1
	Somewhat closely	565	6.13	9.9	5.4	3.8	4.7	13.9	8.1	14.2	13.0	6.1	15.0	6.1	19.1	40.9	34.1
Knowledge of Lansdowne	Not at all	190	5.51	12.4	6.4	4.3	4.2	18.4	10.8	10.6	5.3	4.7	12.2	10.7	23.1	44	22.2
	Low	258	5.74	12.6	7.6	2.8	3.9	18.7	7.0	11.7	6.2	4.4	16.8	8.2	23	41.3	27.4
	Medium	578	6.00	12.1	6.6	4.0	5.2	10.7	8.4	13.3	13.1	6.6	15.1	4.9	22.7	37.6	34.8
Region	High	159	5.68	20.2	8.7	3.6	1.6	13.4	2.6	7.7	11.5	5.1	21.6	3.9	32.5	25.3	38.2
	Orleans (1;2)	93	5.38	17.4	5.6	6.9	5.5	16.9	4.7	9.1	9.5	4.0	14.8	5.6	29.9	36.2	28.3
	Kanata (4;6;23)	108	5.62	12.7	11.6	1.4	5.1	13.8	12.9	13.7	8.5	1.0	16.9	2.4	25.7	45.5	26.4
	Rural (5;19;20;21)	129	5.89	13.5	8.7	4.2	2.0	10.3	9.5	10.9	12.9	5.1	16.7	6.3	26.4	32.7	34.7
	West (3;7;8;9;10;22)	293	5.96	11.4	7.3	3.2	6.3	12.7	6.2	11.7	11.9	7.7	14.6	7.0	21.9	36.9	34.2
	East (11;15;16;18)	191	6.08	14.2	6.2	1.9	3.1	12.9	5.9	13.0	10.9	6.2	18.5	7.3	22.3	34.9	35.6
	Rideau/Vanier (12;13)	103	6.14	15.4	4.9	2.8	1.5	12.9	4.8	14.1	11.8	7.0	18.9	5.8	23.1	33.3	37.7
	Centre (14;17)	85	5.73	14.7	5.1	7.6	4.4	15.3	8.9	10.7	9.0	4.8	17.8	1.7	27.4	39.3	31.6

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.



## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]

		Question 13 - Having a permanent farmers' market at Lansdowne													Low	Med	High
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	(1-3)	(4-7)	(8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	7.48	5.1	2.8	1.5	2.3	10.3	6.2	12.6	16.5	9.6	31.9	1.3	9.4	31.4	58
	Male	502	7.15	5.2	3.4	1.9	3.1	14.0	7.0	12.7	15.2	9.3	27.0	1.2	10.5	36.8	51.5
	Female	501	7.81	5.0	2.2	1.1	1.4	6.6	5.4	12.4	17.7	9.8	36.8	1.4	8.3	25.8	64.3
Age	18 to 29	208	7.36	7.8	2.9	1.0	2.0	9.8	4.9	13.7	16.7	7.8	33.3	.0	11.7	30.4	57.8
	30 to 39	181	7.89	3.1	1.9	.6	.6	9.3	4.9	13.0	18.5	13.0	32.7	2.5	5.6	27.8	64.2
	40 to 49	217	7.42	3.0	2.5	2.0	2.0	12.2	8.1	14.7	16.2	10.2	27.4	1.5	7.5	37	53.8
	50 to 59	176	7.38	6.8	3.6	.8	2.8	8.8	7.6	12.4	14.3	5.6	35.9	1.6	11.2	31.6	55.8
	60 plus	221	7.39	4.8	3.1	2.7	3.8	11.0	5.5	9.3	16.5	11.0	31.3	1.0	10.6	29.6	58.8
Home	Own	784	7.56	4.7	2.6	1.2	2.2	10.1	6.0	12.3	17.4	10.1	32.2	1.3	8.5	30.6	59.7
	Rent	219	7.18	6.5	3.4	2.6	2.6	11.0	7.0	13.8	13.2	7.8	30.8	1.3	12.5	34.4	51.8
Income	\$0 to \$44,999	106	7.50	2.7	3.7	1.7	.7	14.2	9.2	10.2	17.2	3.3	35.8	1.0	8.1	34.3	56.3
	\$45,000 to \$74,999	167	7.63	2.7	1.5	3.9	1.7	10.4	7.0	15.4	13.7	7.8	35.0	.9	8.1	34.5	56.5
	\$75,000 or more	379	7.65	5.1	1.6	1.2	2.0	10.1	4.7	12.1	18.4	11.8	32.0	1.1	7.9	28.9	62.2
Following Lansdowne	Refusal	351	7.22	7.0	4.4	.6	3.3	9.3	6.5	12.5	15.5	9.9	29.2	1.8	12	31.6	54.6
	Closely	248	7.32	8.4	5.9	1.4	1.0	10.6	5.8	6.8	10.0	10.4	39.0	.6	15.7	24.2	59.4
	Somewhat closely	565	7.69	3.4	2.0	1.8	2.5	8.5	6.4	12.9	19.1	9.8	32.8	.8	7.2	30.3	61.7
Knowledge of Lansdowne	Not at all	190	7.04	5.9	1.2	.6	3.3	15.1	6.2	19.0	17.1	7.9	20.2	3.7	7.7	43.6	45.2
	Low	258	7.20	6.0	2.2	.0	3.3	12.8	6.1	14.5	20.1	8.5	23.4	3.3	8.2	36.7	52
	Medium	578	7.54	4.5	2.6	2.1	1.5	9.6	7.2	13.1	16.8	9.9	32.3	.4	9.2	31.4	59
Region	High	159	7.70	6.0	4.8	1.8	3.0	9.5	3.0	5.2	10.2	10.8	45.3	.4	12.6	20.7	66.3
	Orleans (1;2)	93	7.46	4.5	.8	.0	5.1	13.1	2.7	14.1	20.1	9.5	26.8	3.2	5.3	35	56.4
	Kanata (4;6;23)	108	7.06	3.7	1.0	2.7	1.7	17.0	10.9	15.8	18.5	6.5	20.8	1.4	7.4	45.4	45.8
	Rural (5;19;20;21)	129	7.76	2.7	3.1	.0	1.2	11.1	6.8	13.8	17.0	9.0	34.7	.6	5.8	32.9	60.7
	West (3;7;8;9;10;22)	293	7.40	6.7	1.2	1.7	2.7	8.3	7.2	14.8	18.3	8.5	29.7	1.0	9.6	33	56.5
	East (11;15;16;18)	191	7.61	4.4	4.5	1.9	2.0	7.7	6.7	7.9	15.6	13.3	34.2	1.7	10.8	24.3	63.1
	Rideau/Vanier (12;13)	103	7.32	8.1	4.1	1.8	1.4	10.6	1.4	13.0	15.6	11.0	32.3	.7	14	26.4	58.9
	Centre (14;17)	85	7.78	3.6	6.7	1.8	1.8	10.1	4.5	7.4	5.6	8.1	49.4	.8	12.1	23.8	63.1

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**

		Question 14 - Having a residential component at Lansdowne													Low	Med	High
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	(1-3)	(4-7)	(8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	5.01	19.7	8.1	6.8	6.5	14.5	8.4	10.0	10.2	3.0	10.5	2.3	34.6	39.4	23.7
	Male	502	5.28	16.0	8.4	6.3	5.9	14.9	9.2	10.4	12.6	2.8	11.2	2.2	30.7	40.4	26.6
	Female	501	4.74	23.3	7.8	7.3	7.1	14.0	7.6	9.7	7.8	3.2	9.8	2.4	38.4	38.4	20.8
Age	18 to 29	208	5.01	19.6	9.8	5.9	4.9	14.7	8.8	11.8	10.8	2.9	9.8	1.0	35.3	40.2	23.5
	30 to 39	181	5.53	12.3	6.8	4.3	11.1	13.6	8.6	12.3	15.4	3.1	9.9	2.5	23.4	45.6	28.4
	40 to 49	217	5.05	19.3	8.6	6.6	5.6	12.2	8.6	11.7	10.2	4.1	9.6	3.6	34.5	38.1	23.9
	50 to 59	176	5.06	18.7	8.0	7.6	6.0	17.5	9.2	6.8	8.8	1.2	14.3	2.0	34.3	39.5	24.3
	60 plus	221	4.49	26.8	7.2	9.3	5.5	14.8	6.9	7.6	6.5	3.4	9.6	2.4	43.3	34.8	19.5
Home	Own	784	4.94	20.5	8.3	6.9	6.7	14.0	8.4	9.3	10.0	2.3	11.1	2.3	35.7	38.4	23.4
	Rent	219	5.24	16.6	7.3	6.4	5.7	16.3	8.1	12.8	10.7	5.5	8.4	2.1	30.3	42.9	24.6
Income	\$0 to \$44,999	106	5.27	18.9	6.3	3.3	3.8	17.6	8.2	10.7	12.6	3.7	9.8	5.2	28.5	40.3	26.1
	\$45,000 to \$74,999	167	4.68	23.1	5.9	8.9	7.3	13.3	13.5	9.7	7.4	2.0	8.0	.9	37.9	43.8	17.4
	\$75,000 or more	379	5.08	16.6	8.8	7.4	7.1	14.8	7.8	12.8	12.5	2.6	8.3	1.4	32.8	42.5	23.4
	Refusal	351	5.01	21.5	9.0	6.2	6.3	13.7	6.6	7.1	8.3	3.7	14.4	3.1	36.7	33.7	26.4
Following Lansdowne	Closely	248	5.45	20.8	8.2	5.6	4.2	11.0	6.4	8.2	10.0	3.7	20.0	1.9	34.6	29.8	33.7
	Somewhat closely	565	4.85	19.7	7.8	7.8	7.5	15.1	9.4	10.4	9.8	3.0	7.8	1.7	35.3	42.4	20.6
	Not at all	190	4.90	18.2	8.8	5.2	6.5	17.1	7.8	11.4	11.7	2.1	6.5	4.7	32.2	42.8	20.3
Knowledge of Lansdowne	Low	258	5.00	17.2	9.7	6.9	6.5	17.3	7.7	10.8	7.0	1.9	11.9	3.1	33.8	42.3	20.8
	Medium	578	4.94	19.5	7.9	7.3	7.0	14.1	8.9	10.4	11.5	3.1	8.2	2.2	34.7	40.4	22.8
	High	159	5.32	23.9	6.9	3.9	4.6	11.3	7.9	8.0	10.6	4.7	17.2	.9	34.7	31.8	32.5
Region	Orleans (1;2)	93	4.66	19.6	8.8	9.6	3.6	17.7	10.1	9.9	12.2	.0	5.6	2.8	38	41.3	17.8
	Kanata (4;6;23)	108	5.27	9.7	9.4	10.4	8.6	16.9	6.5	16.3	8.9	2.1	9.8	1.4	29.5	48.3	20.8
	Rural (5;19;20;21)	129	4.90	25.6	4.6	5.4	8.1	15.6	7.8	7.1	9.2	2.3	13.3	1.1	35.6	38.6	24.8
	West (3;7;8;9;10;22)	293	5.29	17.8	7.7	6.0	6.2	11.1	10.1	10.6	10.7	4.1	12.0	3.7	31.5	38	26.8
	East (11;15;16;18)	191	4.77	22.2	10.2	6.5	5.9	13.4	7.5	8.7	10.4	4.5	8.4	2.3	38.9	35.5	23.3
	Rideau/Vanier (12;13)	103	4.96	21.4	6.3	3.5	7.5	18.9	10.3	9.1	10.3	3.2	8.6	.7	31.2	45.8	22.1
	Centre (14;17)	85	4.84	21.8	10.2	8.8	5.6	14.8	3.3	8.9	9.0	1.3	14.5	1.6	40.8	32.6	24.8

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]

		Question 15 - Having retail space at Lansdowne															
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	Low (1-3)	Med (4-7)	High (8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	5.21	18.1	6.4	5.6	7.8	15.1	8.7	11.9	9.3	3.9	11.0	2.2	30.1	43.5	24.2
	Male	502	5.41	15.6	5.1	6.0	7.2	14.5	11.2	14.4	9.0	5.2	9.8	2.0	26.7	47.3	24
	Female	501	5.01	20.6	7.7	5.2	8.4	15.7	6.2	9.4	9.5	2.6	12.2	2.4	33.5	39.7	24.3
Age	18 to 29	208	5.41	12.7	7.8	2.9	7.8	19.6	9.8	15.7	6.9	2.0	11.8	2.9	23.4	52.9	20.7
	30 to 39	181	5.82	9.9	6.8	4.3	6.2	14.2	9.9	15.4	14.2	6.8	8.6	3.7	21	45.7	29.6
	40 to 49	217	5.01	19.3	5.1	7.1	11.2	14.2	9.1	10.2	9.6	3.6	9.1	1.5	31.5	44.7	22.3
	50 to 59	176	5.23	23.5	6.0	4.4	4.4	12.0	9.6	10.8	10.0	4.4	13.9	1.2	33.9	36.8	28.3
	60 plus	221	4.70	24.4	6.5	8.6	8.6	14.8	5.5	8.2	6.5	3.4	11.7	1.7	39.5	37.1	21.6
Home	Own	784	5.16	19.1	5.9	6.1	8.3	14.5	8.2	10.3	9.6	3.9	11.6	2.4	31.1	41.3	25.1
	Rent	219	5.37	14.4	8.3	3.6	5.9	16.9	10.5	17.7	8.0	4.2	9.0	1.5	26.3	51	21.2
Income	\$0 to \$44,999	106	5.74	12.5	4.7	.0	8.3	19.4	11.8	20.4	5.7	5.3	10.8	1.0	17.2	59.9	21.8
	\$45,000 to \$74,999	167	5.05	19.8	4.4	3.1	13.7	15.4	11.3	8.7	12.5	2.8	7.9	.4	27.3	49.1	23.2
	\$75,000 or more	379	5.28	15.9	5.1	8.7	7.8	14.7	8.9	12.4	10.0	5.8	8.8	1.9	29.7	43.8	24.6
Following Lansdowne	Refusal	351	5.05	21.3	9.4	5.2	4.9	14.0	6.3	10.3	8.0	2.0	14.9	3.7	35.9	35.5	24.9
	Closely	248	5.17	24.6	9.2	5.1	4.9	9.9	5.3	10.7	7.7	4.0	18.4	.3	38.9	30.8	30.1
	Somewhat closely	565	5.19	16.9	6.2	5.9	8.9	14.6	10.0	12.0	10.9	4.2	8.3	2.1	29	45.5	23.4
Knowledge of Lansdowne	Not at all	190	5.33	13.1	3.7	5.3	8.4	23.1	9.3	13.4	6.4	3.1	9.3	5.0	22.1	54.2	18.8
	Low	258	5.17	16.9	4.6	6.1	8.4	19.8	6.6	13.4	5.0	3.4	11.2	4.8	27.6	48.2	19.6
	Medium	578	5.14	18.4	7.3	5.9	7.7	12.8	10.7	11.3	11.2	4.0	9.3	1.3	31.6	42.5	24.5
Region	High	159	5.52	19.8	6.5	2.5	7.2	14.7	5.1	11.3	9.6	4.8	17.4	.9	28.8	38.3	31.8
	Orleans (1;2)	93	5.44	17.2	2.7	3.2	8.4	24.3	6.2	7.9	11.4	3.2	13.1	2.4	23.1	46.8	27.7
	Kanata (4;6;23)	108	5.51	4.8	8.0	10.0	11.2	19.0	15.2	8.8	8.5	1.7	12.0	.7	22.8	54.2	22.2
	Rural (5;19;20;21)	129	5.37	18.3	5.1	4.5	11.0	12.7	9.1	10.0	7.8	4.5	14.8	2.2	27.9	42.8	27.1
	West (3;7;8;9;10;22)	293	5.31	19.6	5.2	5.0	5.1	15.0	8.0	14.1	10.5	4.9	10.5	2.1	29.8	42.2	25.9
	East (11;15;16;18)	191	5.03	19.9	9.3	4.3	10.2	7.9	6.5	16.3	7.5	3.9	10.5	3.8	33.5	40.9	21.9
	Rideau/Vanier (12;13)	103	5.23	18.5	4.9	4.4	4.3	21.9	7.8	12.7	10.8	4.9	7.8	2.2	27.8	46.7	23.5
Centre (14;17)	85	4.33	25.9	10.3	10.7	6.3	11.3	11.1	5.2	7.8	2.2	8.4	.8	46.9	33.9	18.4	

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]

		Question 16 - Having a first run movie theatre at Lansdowne													Low	Med	High
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	(1-3)	(4-7)	(8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	4.71	23.1	10.8	7.2	5.0	13.9	6.3	9.0	7.9	2.9	11.3	2.7	41.1	34.2	22.1
	Male	502	4.78	21.4	11.1	7.7	4.6	13.7	6.4	10.8	7.6	2.6	11.3	2.8	40.2	35.5	21.5
	Female	501	4.64	24.8	10.5	6.6	5.4	14.0	6.2	7.1	8.2	3.3	11.3	2.6	41.9	32.7	22.8
Age	18 to 29	208	5.07	19.6	13.7	4.9	3.9	10.8	8.8	7.8	5.9	4.9	15.7	3.9	38.2	31.3	26.5
	30 to 39	181	5.24	13.0	11.1	9.9	4.9	11.1	6.8	16.7	11.1	2.5	9.9	3.1	34	39.5	23.5
	40 to 49	217	4.75	22.8	8.6	9.6	6.1	13.7	7.6	6.1	8.1	2.0	13.2	2.0	41	33.5	23.3
	50 to 59	176	4.50	25.5	12.0	5.2	3.6	16.7	5.6	10.8	8.4	3.2	7.6	1.6	42.7	36.7	19.2
	60 plus	221	4.09	33.0	8.9	6.2	6.2	16.8	2.7	5.2	6.5	2.1	9.6	2.7	48.1	30.9	18.2
Home	Own	784	4.60	23.9	11.6	7.1	5.3	13.7	5.2	8.5	8.3	3.0	10.3	3.0	42.6	32.7	21.6
	Rent	219	5.12	20.3	8.0	7.2	3.9	14.3	10.0	10.6	6.4	2.6	14.9	1.8	35.5	38.8	23.9
Income	\$0 to \$44,999	106	5.75	19.0	2.6	6.0	2.8	17.8	6.8	12.3	6.9	3.6	21.2	1.0	27.6	39.7	31.7
	\$45,000 to \$74,999	167	4.37	26.1	11.2	7.4	6.8	14.1	6.0	8.2	4.4	6.1	7.6	2.1	44.7	35.1	18.1
	\$75,000 or more	379	4.53	23.3	9.5	9.5	4.6	14.4	6.9	11.6	9.5	.8	7.4	2.5	42.3	37.5	17.7
Following Lansdowne	Refusal	351	4.76	22.7	14.5	4.9	5.3	11.9	5.6	5.5	8.1	3.5	14.4	3.7	42.1	28.3	26
	Closely	248	4.88	23.0	12.4	7.2	4.2	13.1	4.6	6.7	7.7	2.8	16.7	1.5	42.6	28.6	27.2
	Somewhat closely	565	4.45	25.2	10.4	8.1	5.7	14.5	6.0	9.2	7.7	2.6	8.6	2.0	43.7	35.4	18.9
Knowledge of Lansdowne	Not at all	190	5.30	16.9	9.7	4.3	4.1	12.8	9.3	11.4	8.7	4.1	12.5	6.2	30.9	37.6	25.3
	Low	258	4.98	19.2	10.2	7.0	4.6	13.1	7.3	10.6	6.8	3.5	12.3	5.2	36.4	35.6	22.6
	Medium	578	4.53	23.0	11.9	7.8	5.3	15.7	5.8	8.9	8.1	2.0	9.5	2.0	42.7	35.7	19.6
Region	High	159	4.97	28.6	8.0	5.5	4.3	8.5	6.6	7.1	9.4	5.6	15.9	.5	42.1	26.5	30.9
	Orleans (1;2)	93	4.76	19.3	10.1	9.8	5.6	14.3	4.2	9.3	13.3	3.4	6.7	3.9	39.2	33.4	23.4
	Kanata (4;6;23)	108	5.14	16.1	9.4	3.3	10.3	16.5	9.1	11.0	12.5	1.0	10.1	.7	28.8	46.9	23.6
	Rural (5;19;20;21)	129	4.68	22.7	11.2	8.1	4.8	14.5	5.0	8.4	5.9	.0	15.0	4.3	42	32.7	20.9
	West (3;7;8;9;10;22)	293	4.84	23.0	11.3	7.2	2.6	12.9	6.2	9.5	8.8	5.6	10.7	2.3	41.5	31.2	25.1
	East (11;15;16;18)	191	4.69	25.9	9.5	8.6	3.0	13.3	3.1	9.8	5.9	3.2	13.9	3.7	44	29.2	23
	Rideau/Vanier (12;13)	103	4.42	23.0	11.1	6.0	4.2	18.1	13.8	9.5	3.6	1.8	6.7	2.2	40.1	45.6	12.1
Centre (14;17)	85	4.17	30.6	13.4	5.7	11.8	8.3	5.4	2.5	5.6	.9	14.5	1.3	49.7	28	21	

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.



## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**

		Question 17 - Having more green space at Lansdowne															
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	Low (1-3)	Med (4-7)	High (8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	7.51	4.7	3.3	2.1	2.0	10.0	5.3	11.4	18.5	7.9	33.4	1.4	10.1	28.7	59.8
	Male	502	7.32	3.8	3.3	3.0	2.4	11.1	7.0	12.8	18.9	8.4	27.7	1.6	10.1	33.3	55
Age	Female	501	7.70	5.6	3.3	1.2	1.5	9.0	3.7	10.0	18.1	7.3	39.1	1.2	10.1	24.2	64.5
	18 to 29	208	7.75	3.9	3.9	2.0	.0	11.8	5.9	9.8	12.7	6.9	43.1	.0	9.8	27.5	62.7
	30 to 39	181	7.69	2.5	1.9	3.1	1.2	7.4	4.9	12.3	27.8	8.0	27.8	3.1	7.5	25.8	63.6
	40 to 49	217	7.41	4.6	2.5	1.5	3.6	12.7	5.1	10.2	19.8	9.6	29.4	1.0	8.6	31.6	58.8
	50 to 59	176	7.36	7.2	4.0	2.8	1.6	7.6	5.6	11.6	16.7	8.0	34.3	.8	14	26.4	59
	60 plus	221	7.33	5.5	4.1	1.4	3.1	10.0	5.2	13.4	16.5	6.9	32.0	2.1	11	31.7	55.4
Home	Own	784	7.50	5.0	3.7	1.6	2.4	9.9	4.7	11.4	17.8	8.0	33.9	1.5	10.3	28.4	59.7
	Rent	219	7.54	3.8	1.8	3.7	.5	10.5	7.4	11.6	21.1	7.2	31.5	.8	9.3	30	59.8
Income	\$0 to \$44,999	106	7.59	5.2	.7	2.6	.7	10.6	5.6	14.5	18.3	7.2	33.5	1.0	8.5	31.4	59
	\$45,000 to \$74,999	167	7.65	3.0	1.5	1.1	2.9	12.8	7.9	9.2	18.3	7.0	34.8	1.3	5.6	32.8	60.1
	\$75,000 or more	379	7.58	4.0	3.5	2.4	2.7	7.4	5.1	10.4	22.5	9.7	31.5	.9	9.9	25.6	63.7
	Refusal	351	7.34	6.2	4.7	2.0	1.1	11.4	4.3	12.7	14.4	6.5	34.8	2.0	12.9	29.5	55.7
Following Lansdowne	Closely	248	7.37	6.7	5.3	2.7	2.8	8.8	4.8	6.5	15.6	6.7	38.7	1.2	14.7	22.9	61
	Somewhat closely	565	7.60	3.9	3.2	1.8	1.6	9.5	4.8	12.8	20.8	8.4	32.4	.7	8.9	28.7	61.6
	Not at all	190	7.40	4.5	.9	2.0	1.9	13.3	7.4	13.9	15.4	7.8	29.2	3.7	7.4	36.5	52.4
Knowledge of Lansdowne	Low	258	7.39	5.0	1.7	2.5	2.5	11.5	5.5	13.8	17.6	6.4	30.7	2.8	9.2	33.3	54.7
	Medium	578	7.62	4.3	3.4	1.6	1.6	8.7	5.7	11.7	19.9	8.4	34.1	.6	9.3	27.7	62.4
	High	159	7.34	5.3	5.8	2.1	1.9	12.9	3.9	7.4	15.5	8.8	35.0	1.4	13.2	26.1	59.3
Region	Orleans (1;2)	93	6.99	4.1	2.3	3.2	3.3	17.4	5.9	16.7	18.7	2.7	24.6	1.2	9.6	43.3	46
	Kanata (4;6;23)	108	7.33	1.9	1.7	1.9	3.1	15.2	10.0	10.6	23.4	6.1	24.7	1.4	5.5	38.9	54.2
	Rural (5;19;20;21)	129	7.25	7.2	4.1	3.3	4.6	9.0	4.6	6.3	17.8	6.7	35.8	.6	14.6	24.5	60.3
	West (3;7;8;9;10;22)	293	7.59	4.1	3.2	1.8	1.9	8.5	4.7	13.9	18.3	11.1	30.7	1.8	9.1	29	60.1
	East (11;15;16;18)	191	7.45	5.6	6.0	1.4	.9	10.2	3.4	11.4	14.2	7.1	37.4	2.4	13	25.9	58.7
	Rideau/Vanier (12;13)	103	7.85	5.4	2.7	1.1	.0	7.7	1.8	11.8	23.4	8.8	37.2	.0	9.2	21.3	69.4
	Centre (14;17)	85	8.12	4.4	.0	3.0	.0	4.7	10.4	5.6	17.9	7.2	45.8	.8	7.4	20.7	70.9

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]

		Question 18 - Having office space at Lansdowne														Low	Med	High
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	(1-3)	(4-7)	(8-10)		
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%		
Gender	Ottawa 200910	1003	4.74	20.8	9.5	5.4	8.7	15.5	7.6	12.3	7.1	2.5	8.4	2.1	35.7	44.1	18	
	Male	502	5.00	17.3	8.5	6.3	9.2	14.4	7.2	15.5	7.7	2.4	9.0	2.5	32.1	46.3	19.1	
	Female	501	4.48	24.4	10.4	4.5	8.2	16.5	8.1	9.1	6.5	2.5	7.9	1.8	39.3	41.9	16.9	
Age	18 to 29	208	4.84	21.6	5.9	7.8	7.8	15.7	6.9	14.7	5.9	1.0	10.8	2.0	35.3	45.1	17.7	
	30 to 39	181	5.30	11.1	9.9	3.1	11.7	15.4	8.0	18.5	6.8	3.1	8.6	3.7	24.1	53.6	18.5	
	40 to 49	217	4.66	19.8	12.7	3.6	10.7	15.2	7.6	10.2	8.1	3.6	7.1	1.5	36.1	43.7	18.8	
	50 to 59	176	4.81	20.7	10.0	6.8	6.4	16.3	8.8	8.4	7.6	3.6	10.4	1.2	37.5	39.9	21.6	
	60 plus	221	4.20	29.2	8.9	5.8	6.9	14.8	7.2	10.3	7.2	1.4	5.8	2.4	43.9	39.2	14.4	
Home	Own	784	4.69	21.2	10.1	4.7	9.8	15.8	7.2	11.0	7.0	2.4	8.8	2.1	36	43.8	18.2	
	Rent	219	4.91	19.6	7.3	8.2	4.6	14.4	9.3	16.9	7.5	2.6	7.3	2.3	35.1	45.2	17.4	
Income	\$0 to \$44,999	106	5.38	14.3	4.1	8.4	7.5	19.0	7.8	14.4	9.9	2.4	11.0	1.0	26.8	48.7	23.3	
	\$45,000 to \$74,999	167	4.52	22.6	10.5	5.8	9.1	11.6	7.8	17.0	7.5	2.2	4.4	1.5	38.9	45.5	14.1	
	\$75,000 or more	379	4.78	19.9	7.9	5.4	9.4	17.9	9.3	11.9	6.9	3.1	7.2	1.1	33.2	48.5	17.2	
	Refusal	351	4.60	22.9	12.2	4.4	8.1	13.6	5.7	9.9	6.4	1.9	10.9	3.9	39.5	37.3	19.2	
Following Lansdowne	Closely	248	4.67	26.6	10.9	3.5	6.5	13.4	5.3	9.2	6.4	3.6	12.6	2.0	41	34.4	22.6	
	Somewhat closely	565	4.80	19.4	9.4	4.7	9.9	15.4	8.4	14.3	7.1	2.0	7.8	1.6	33.5	48	16.9	
	Not at all	190	4.65	17.7	7.7	10.1	7.8	18.3	8.4	10.5	8.1	2.3	5.1	4.1	35.5	45	15.5	
Knowledge of Lansdowne	Low	258	4.47	21.1	7.9	11.1	8.6	15.5	7.3	8.4	6.8	1.9	7.2	4.3	40.1	39.8	15.9	
	Medium	578	4.76	19.0	10.8	3.5	10.0	16.9	8.3	13.7	7.2	2.1	7.2	1.3	33.3	48.9	16.5	
	High	159	5.11	26.2	7.8	3.4	4.2	10.4	5.5	13.7	7.6	4.9	14.9	1.4	37.4	33.8	27.4	
Region	Orleans (1;2)	93	5.00	18.5	6.4	8.5	6.4	15.2	8.3	12.7	7.9	1.2	11.0	4.0	33.4	42.6	20.1	
	Kanata (4;6;23)	108	5.07	10.7	12.0	2.7	14.4	16.6	11.7	13.5	6.8	4.0	6.1	1.4	25.4	56.2	16.9	
	Rural (5;19;20;21)	129	4.53	22.4	9.6	5.4	12.6	17.1	3.4	8.7	4.5	.0	12.5	3.7	37.4	41.8	17	
	West (3;7;8;9;10;22)	293	4.94	19.4	8.8	4.9	6.0	15.9	7.5	15.0	8.8	4.4	6.5	2.8	33.1	44.4	19.7	
	East (11;15;16;18)	191	4.44	24.5	11.0	6.9	8.6	12.9	7.2	11.0	7.1	1.9	8.0	.9	42.4	39.7	17	
	Rideau/Vanier (12;13)	103	4.83	21.6	7.8	4.9	6.3	17.2	10.9	12.4	7.7	1.8	8.7	.7	34.3	46.8	18.2	
	Centre (14;17)	85	4.21	29.6	10.3	4.7	10.3	13.9	5.9	9.7	4.0	.9	9.9	.8	44.6	39.8	14.8	

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]

		Question 19 - Having a hotel at Lansdowne															
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	Low (1-3)	Med (4-7)	High (8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	4.63	22.6	9.0	7.2	6.2	16.4	8.1	10.1	7.6	2.8	7.9	2.1	38.8	40.8	18.3
	Male	502	4.95	18.4	8.8	5.7	7.2	16.2	9.3	11.7	8.9	2.9	8.6	2.3	32.9	44.4	20.4
	Female	501	4.32	26.8	9.2	8.6	5.2	16.5	6.9	8.6	6.3	2.7	7.2	1.9	44.6	37.2	16.2
Age	18 to 29	208	4.67	23.5	4.9	8.8	7.8	17.6	8.8	7.8	9.8	1.0	8.8	1.0	37.2	42	19.6
	30 to 39	181	4.94	15.4	9.3	6.8	4.9	19.8	7.4	17.3	7.4	1.9	6.2	3.7	31.5	49.4	15.5
	40 to 49	217	4.83	19.8	11.2	7.6	4.6	17.3	5.6	11.2	8.6	4.6	8.6	1.0	38.6	38.7	21.8
	50 to 59	176	4.69	21.9	9.2	7.2	5.2	14.3	12.7	8.8	7.2	3.2	8.0	2.4	38.3	41	18.4
	60 plus	221	4.11	30.9	10.3	5.5	7.9	13.1	6.9	6.5	5.2	3.1	7.9	2.7	46.7	34.4	16.2
Home	Own	784	4.56	23.7	8.7	7.3	5.8	16.3	8.4	9.5	7.9	2.8	7.3	2.4	39.7	40	18
	Rent	219	4.89	18.5	10.1	6.7	7.4	16.7	7.2	12.6	6.8	2.6	10.2	1.2	35.3	43.9	19.6
Income	\$0 to \$44,999	106	4.96	17.3	9.8	8.0	6.3	17.9	5.2	13.3	7.8	1.4	11.2	1.7	35.1	42.7	20.4
	\$45,000 to \$74,999	167	4.75	24.2	5.4	3.5	7.8	19.6	9.8	6.4	8.8	5.4	6.5	2.6	33.1	43.6	20.7
	\$75,000 or more	379	4.59	20.9	8.1	10.3	5.3	17.1	9.0	11.7	8.1	2.8	5.0	1.7	39.3	43.1	15.9
Following Lansdowne	Refusal	351	4.53	25.3	11.4	5.3	6.3	13.5	7.3	9.2	6.5	1.9	10.8	2.5	42	36.3	19.2
	Closely	248	4.71	25.6	8.9	6.9	3.8	13.6	9.9	8.3	7.4	4.1	10.5	1.0	41.4	35.6	22
	Somewhat closely	565	4.58	22.8	8.6	7.4	6.7	16.6	8.2	11.2	7.9	1.8	7.2	1.6	38.8	42.7	16.9
Knowledge of Lansdowne	Not at all	190	4.69	18.2	10.3	6.7	7.8	19.2	5.5	9.5	7.0	4.0	6.8	5.0	35.2	42	17.8
	Low	258	4.72	18.2	11.0	7.8	6.7	17.6	7.5	8.9	7.0	2.7	8.9	3.6	37	40.7	18.6
	Medium	578	4.48	23.7	9.3	6.9	7.0	16.3	8.7	11.3	7.1	1.4	6.8	1.6	39.9	43.3	15.3
Region	High	159	5.01	26.6	5.2	5.7	2.1	15.3	7.3	8.7	10.2	8.1	9.8	1.1	37.5	33.4	28.1
	Orleans (1;2)	93	4.78	19.7	8.0	5.8	7.6	20.6	7.0	12.3	4.7	6.3	5.9	2.0	33.5	47.5	16.9
	Kanata (4;6;23)	108	4.90	10.7	12.2	9.7	5.9	21.2	10.0	15.0	5.8	.7	6.9	2.1	32.6	52.1	13.4
	Rural (5;19;20;21)	129	4.99	20.1	8.9	5.2	2.6	19.9	10.8	8.9	10.3	1.1	11.0	1.2	34.2	42.2	22.4
	West (3;7;8;9;10;22)	293	4.84	20.2	7.5	8.1	6.6	15.6	8.3	11.3	7.3	4.4	8.1	2.8	35.8	41.8	19.8
	East (11;15;16;18)	191	4.22	31.1	9.6	6.1	6.2	12.5	6.4	7.1	8.9	.4	9.2	2.6	46.8	32.2	18.5
	Rideau/Vanier (12;13)	103	4.78	22.2	7.3	4.2	7.5	17.6	9.6	9.7	10.3	3.8	6.0	1.8	33.7	44.4	20.1
Centre (14;17)	85	3.67	34.5	11.8	11.5	7.3	9.7	4.6	7.0	4.4	2.6	5.8	.8	57.8	28.6	12.8	

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**

		Question 20 - Having an open air football/soccer stadium at Lansdowne														Low	Med	High
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	(1-3)	(4-7)	(8-10)		
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%		
Gender	Ottawa 200910	1003	6.62	9.8	5.2	3.3	4.3	11.7	6.2	9.4	18.2	7.0	23.7	1.2	18.3	31.6	48.9	
	Male	502	6.63	10.2	5.7	2.7	3.5	10.7	7.4	9.8	17.9	7.8	23.1	1.1	18.6	31.4	48.8	
Age	Female	501	6.62	9.4	4.6	3.9	5.1	12.7	5.0	9.0	18.5	6.2	24.2	1.3	17.9	31.8	48.9	
	18 to 29	208	6.96	9.8	2.9	1.0	5.9	8.8	4.9	9.8	22.5	8.8	24.5	1.0	13.7	29.4	55.8	
	30 to 39	181	6.97	5.6	5.6	3.7	3.1	9.3	6.2	14.2	19.8	5.6	25.3	1.9	14.9	32.8	50.7	
	40 to 49	217	6.69	9.1	5.6	1.5	3.6	13.7	6.1	10.2	19.3	7.1	22.8	1.0	16.2	33.6	49.2	
	50 to 59	176	6.10	13.1	5.6	5.2	4.4	14.7	7.2	7.2	14.7	6.4	20.3	1.2	23.9	33.5	41.4	
	60 plus	221	6.38	11.3	6.2	5.5	4.5	12.0	6.9	6.2	14.4	6.9	25.1	1.0	23	29.6	46.4	
Home	Own	784	6.54	10.6	5.7	3.5	3.7	12.0	5.9	9.3	18.2	6.6	23.3	1.2	19.8	30.9	48.1	
	Rent	219	6.93	7.0	3.1	2.7	6.6	10.6	7.4	9.7	18.0	8.5	25.1	1.3	12.8	34.3	51.6	
Income	\$0 to \$44,999	106	7.40	5.0	3.3	1.8	3.1	8.3	5.9	10.4	24.2	7.7	28.5	1.7	10.1	27.7	60.4	
	\$45,000 to \$74,999	167	6.57	9.2	5.3	2.9	6.3	12.2	7.4	10.7	14.9	6.7	24.1	.4	17.4	36.6	45.7	
	\$75,000 or more	379	6.32	11.2	5.5	4.3	3.9	13.1	7.0	8.9	20.8	6.3	18.5	.6	21	32.9	45.6	
Following Lansdowne	Refusal	351	6.75	10.1	5.3	2.9	4.2	11.0	4.9	9.1	15.1	7.7	27.6	2.1	18.3	29.2	50.4	
	Closely	248	6.71	15.6	6.1	2.2	2.8	8.9	4.2	3.7	13.0	7.2	35.9	.3	23.9	19.6	56.1	
	Somewhat closely	565	6.61	7.9	5.6	3.8	3.5	12.3	7.3	12.5	19.0	7.0	20.3	.9	17.3	35.6	46.3	
Knowledge of Lansdowne	Not at all	190	6.54	8.0	2.6	3.3	8.6	13.8	5.7	7.7	22.4	6.8	17.7	3.3	13.9	35.8	46.9	
	Low	258	6.34	10.7	3.7	3.7	6.4	15.3	6.4	7.7	18.3	5.1	20.2	2.5	18.1	35.8	43.6	
	Medium	578	6.69	7.9	5.7	3.7	3.4	11.0	6.9	12.6	18.8	7.6	21.7	.7	17.3	33.9	48.1	
Region	High	159	6.75	15.9	6.1	1.4	3.7	8.7	3.2	1.1	15.9	8.1	35.4	.4	23.4	16.7	59.4	
	Orleans (1;2)	93	6.17	10.3	6.5	2.7	4.6	15.9	8.7	7.9	21.6	5.0	15.4	1.6	19.5	37.1	42	
	Kanata (4;6;23)	108	6.72	6.8	6.5	3.3	5.6	8.2	8.7	11.2	19.5	7.3	22.3	.6	16.6	33.7	49.1	
	Rural (5;19;20;21)	129	6.66	12.8	3.1	2.3	2.3	13.4	4.8	6.7	21.8	6.8	23.8	2.2	18.2	27.2	52.4	
	West (3;7;8;9;10;22)	293	6.75	7.1	4.8	5.1	4.9	11.2	6.2	9.3	17.9	9.7	22.8	1.0	17	31.6	50.4	
	East (11;15;16;18)	191	6.85	9.7	6.1	1.7	5.4	8.9	4.3	9.2	17.2	4.7	30.9	1.7	17.5	27.8	52.8	
	Rideau/Vanier (12;13)	103	6.38	12.5	5.8	1.8	1.8	15.9	9.1	10.0	11.9	9.0	22.0	.0	20.1	36.8	42.9	
Centre (14;17)	85	6.28	14.7	3.5	5.1	3.9	11.9	3.1	13.2	17.8	2.6	23.3	.8	23.3	32.1	43.7		

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.



## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**

Question 21 - Having underground parking at Lansdowne

		Total	1	2	3	4	5	6	7	8	9	10	Unsure	Low (1-3)	Med (4-7)	High (8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	6.91	8.4	3.5	1.7	3.9	10.9	6.8	12.6	18.8	7.7	23.8	2.0	13.6	34.2	50.3
	Male	502	7.02	7.0	3.4	2.4	3.6	9.8	7.8	12.2	19.6	7.2	25.1	1.9	12.8	33.4	51.9
	Female	501	6.79	9.7	3.5	1.0	4.2	12.0	5.8	12.9	18.1	8.2	22.5	2.1	14.2	34.9	48.8
Age	18 to 29	208	6.70	7.8	6.9	.0	4.9	11.8	8.8	10.8	15.7	7.8	22.5	2.9	14.7	36.3	46
	30 to 39	181	7.23	5.6	1.2	.6	4.3	11.1	5.6	17.3	21.0	8.6	22.2	2.5	7.4	38.3	51.8
	40 to 49	217	7.07	7.6	3.0	1.0	3.0	10.2	7.6	13.7	19.3	7.6	24.9	2.0	11.6	34.5	51.8
	50 to 59	176	6.67	11.2	3.2	3.6	3.6	10.4	8.4	10.0	17.9	6.8	24.3	.8	18	32.4	49
	60 plus	221	6.87	9.6	2.7	3.4	3.8	11.0	3.8	11.3	20.3	7.6	24.7	1.7	15.7	29.9	52.6
Home	Own	784	6.91	9.0	3.5	1.8	4.0	10.0	6.4	11.6	19.1	8.4	24.2	1.9	14.3	32	51.7
	Rent	219	6.89	5.9	3.3	1.5	3.6	14.1	8.2	15.9	17.7	5.1	22.1	2.6	10.7	41.8	44.9
Income	\$0 to \$44,999	106	7.41	5.2	.0	.7	3.7	9.6	6.1	17.9	25.3	3.5	26.0	2.1	5.9	37.3	54.8
	\$45,000 to \$74,999	167	6.80	11.6	2.1	2.1	3.7	7.8	8.6	12.8	18.8	9.5	22.2	.8	15.8	32.9	50.5
	\$75,000 or more	379	6.97	6.9	2.8	2.3	4.1	11.8	6.6	13.4	18.6	9.1	22.5	1.8	12	35.9	50.2
	Refusal	351	6.74	9.3	5.9	1.2	3.9	11.8	6.3	9.9	17.1	6.6	25.3	2.8	16.4	31.9	49
Following Lansdowne	Closely	248	6.95	9.9	7.3	1.0	3.9	8.9	6.8	5.8	13.7	6.8	34.7	1.1	18.2	25.4	55.2
	Somewhat closely	565	7.00	7.4	2.0	1.9	3.2	11.5	6.4	15.2	22.3	7.9	20.9	1.3	11.3	36.3	51.1
	Not at all	190	6.57	9.1	2.9	2.1	6.0	11.6	7.9	13.7	15.2	8.0	18.1	5.3	14.1	39.2	41.3
Knowledge of Lansdowne	Low	258	6.65	8.3	4.7	1.7	5.0	13.3	6.5	12.9	16.0	6.6	21.6	3.4	14.7	37.7	44.2
	Medium	578	6.97	8.1	2.3	2.0	3.2	10.2	7.4	13.8	22.6	7.7	21.5	1.2	12.4	34.6	51.8
	High	159	7.05	10.0	5.8	.9	4.3	10.1	5.3	8.3	10.2	9.9	35.2	.0	16.7	28	55.3
Region	Orleans (1;2)	93	6.97	4.4	8.3	2.3	4.5	7.6	8.8	13.4	15.4	5.9	28.2	1.2	15	34.3	49.5
	Kanata (4;6;23)	108	7.26	3.7	2.4	1.0	3.5	11.0	5.4	18.1	24.8	6.3	21.2	2.6	7.1	38	52.3
	Rural (5;19;20;21)	129	6.88	9.9	1.1	2.6	3.7	9.2	9.7	8.4	20.6	7.9	21.9	5.2	13.6	31	50.4
	West (3;7;8;9;10;22)	293	6.95	8.8	2.9	.7	2.1	12.7	5.7	13.6	20.8	9.6	20.9	2.1	12.4	34.1	51.3
	East (11;15;16;18)	191	6.71	10.5	3.6	1.3	5.5	10.5	7.1	12.3	16.4	7.2	23.8	1.7	15.4	35.4	47.4
	Rideau/Vanier (12;13)	103	6.98	8.9	2.0	2.2	2.5	15.8	5.2	11.1	18.3	7.7	26.6	.0	13.1	34.6	52.6
	Centre (14;17)	85	6.67	9.1	6.7	4.3	8.8	5.5	6.9	10.0	11.6	5.4	31.6	.0	20.1	31.2	48.6

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

**On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]**

		Question 22 - Having an arm's length corporation entirely owned by the City manage the new Lansdowne site															
		Total	1	2	3	4	5	6	7	8	9	10	Unsure	Low (1-3)	Med (4-7)	High (8-10)	
		Responses	Mean	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Ottawa 200910	1003	5.06	17.1	7.7	5.1	4.7	19.7	8.6	10.7	9.1	3.0	8.6	5.7	29.9	43.7	20.7
	Male	502	5.08	16.8	8.1	5.0	5.5	16.4	9.3	13.5	9.7	3.6	7.0	5.0	29.9	44.7	20.3
	Female	501	5.05	17.3	7.3	5.1	3.9	23.0	7.9	8.0	8.5	2.3	10.2	6.5	29.7	42.8	21
Age	18 to 29	208	5.26	13.7	9.8	3.9	.0	26.5	9.8	10.8	9.8	2.9	8.8	3.9	27.4	47.1	21.5
	30 to 39	181	5.41	11.7	4.3	3.1	6.2	21.0	11.1	17.3	8.6	1.9	6.2	8.6	19.1	55.6	16.7
	40 to 49	217	4.80	21.3	5.6	5.1	9.1	17.3	7.1	9.6	9.6	3.6	6.6	5.1	32	43.1	19.8
	50 to 59	176	4.96	19.1	6.8	7.6	5.2	16.7	8.4	8.4	10.8	2.0	9.6	5.6	33.5	38.7	22.4
	60 plus	221	4.95	18.9	11.3	5.8	3.1	16.8	7.2	8.2	6.9	4.1	11.7	5.8	36	35.3	22.7
Home	Own	784	5.06	18.1	8.0	5.1	5.6	17.9	7.3	10.2	9.7	3.1	9.7	5.4	31.2	41	22.5
	Rent	219	5.09	13.6	6.6	5.1	1.4	26.1	13.4	12.8	6.8	2.6	4.9	6.9	25.3	53.7	14.3
Income	\$0 to \$44,999	106	5.71	9.8	6.6	1.9	2.4	25.8	13.6	13.5	6.9	2.5	12.3	4.8	18.3	55.3	21.7
	\$45,000 to \$74,999	167	5.08	17.1	7.1	6.0	5.5	19.0	7.3	9.8	10.7	4.5	7.5	5.5	30.2	41.6	22.7
	\$75,000 or more	379	5.11	17.4	5.7	5.8	6.6	16.2	9.2	13.4	9.6	3.6	7.2	5.3	28.9	45.4	20.4
	Refusal	351	4.81	18.9	10.6	4.8	2.9	21.8	7.2	7.5	8.3	1.8	9.5	6.6	34.3	39.4	19.6
Following Lansdowne	Closely	248	5.28	20.6	10.3	2.7	4.9	12.4	7.0	8.8	6.2	3.8	18.3	5.1	33.6	33.1	28.3
	Somewhat closely	565	5.09	14.5	7.4	5.8	4.8	20.9	10.2	12.0	11.4	2.9	5.1	5.0	27.7	47.9	19.4
	Not at all	190	4.68	20.1	5.4	6.0	4.2	25.4	6.2	9.3	6.1	2.1	6.4	8.7	31.5	45.1	14.6
Knowledge of Lansdowne	Low	258	4.72	19.4	6.7	5.8	3.1	23.1	8.5	8.7	6.7	1.7	6.9	9.6	31.9	43.4	15.3
	Medium	578	5.06	15.9	8.0	5.5	5.5	20.8	9.1	11.6	9.7	3.2	7.1	3.7	29.4	47	20
	High	159	5.54	18.8	8.8	2.6	4.1	9.7	7.6	11.0	11.2	4.5	16.1	5.5	30.2	32.4	31.8
Region	Orleans (1;2)	93	4.66	20.5	10.5	6.4	5.9	18.2	7.0	5.6	11.0	2.0	8.2	4.7	37.4	36.7	21.2
	Kanata (4;6;23)	108	4.83	15.4	8.7	9.3	5.7	22.2	5.9	11.8	7.8	2.8	6.3	4.1	33.4	45.6	16.9
	Rural (5;19;20;21)	129	4.88	24.7	5.6	3.1	1.4	17.3	8.5	14.9	9.0	2.6	7.4	5.4	33.4	42.1	19
	West (3;7;8;9;10;22)	293	5.34	14.1	7.1	4.6	5.6	21.1	7.4	10.7	9.9	5.0	9.1	5.4	25.8	44.8	24
	East (11;15;16;18)	191	5.02	19.2	7.0	4.6	3.3	19.8	7.8	12.0	9.2	1.7	9.1	6.4	30.8	42.9	20
	Rideau/Vanier (12;13)	103	5.20	11.3	9.6	3.8	6.5	21.0	18.0	5.2	10.1	3.6	6.9	4.1	24.7	50.7	20.6
	Centre (14;17)	85	5.08	16.5	8.1	5.7	4.7	14.9	8.8	12.6	4.3	.0	13.3	11.0	30.3	41	17.6

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**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

Question 23 - [rotate] Some people think that given the choice they would prefer a public-private-partnership to minimize the financial burden to the City for the Lansdowne Park project. Others think that Lansdowne should be completely controlled by the City and that the City should assume the financial responsibility for the Lansdowne Park project.

		Total	Prefer public-private partnership to minimize financial burden to the City	Lansdowne should be completely controlled by the City should assume the financial responsibility for the Lansdowne Park project	Unsure
		Responses	Percentage	Percentage	Percentage
Gender	Ottawa 200910	1003	65.1	26.2	8.7
	Male	502	64.6	27.2	8.3
	Female	501	65.6	25.3	9.1
Age	18 to 29	208	62.7	26.5	10.8
	30 to 39	181	67.3	24.1	8.6
	40 to 49	217	67.5	23.4	9.1
	50 to 59	176	66.5	27.1	6.4
	60 plus	221	61.9	29.9	8.2
Home	Own	784	65.1	27.2	7.7
	Rent	219	65.0	22.8	12.2
Income	\$0 to \$44,999	106	67.2	24.4	8.5
	\$45,000 to \$74,999	167	61.6	28.0	10.4
	\$75,000 or more	379	67.8	25.1	7.2
	Refusal	351	63.2	27.2	9.6
Following Lansdowne	Closely	248	61.8	32.3	6.0
	Somewhat closely	565	66.0	25.2	8.7
	Not at all	190	66.5	21.3	12.3
Knowledge of Lansdowne	Low	258	63.7	23.8	12.5
	Medium	578	66.1	26.4	7.4
	High	159	64.1	30.1	5.8
Region	Orleans (1;2)	93	73.7	18.6	7.7
	Kanata (4;6;23)	108	75.8	22.5	1.7
	Rural (5;19;20;21)	129	63.2	25.9	10.9
	West (3;7;8;9;10;22)	293	64.2	27.7	8.1
	East (11;15;16;18)	191	65.4	24.9	9.7
	Rideau/Vanier (12;13)	103	63.8	27.0	9.2
	Centre (14;17)	85	48.4	36.9	14.7

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.



**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

Question 24 - [rotate] Some people think that there's no rush to renew Lansdowne Park and that more discussion is needed prior to a decision. Others think that it's time to move forward on Lansdowne Park now and that there has been enough discussion. Which of these two views best reflects your personal opinion?

		Total	There's no rush to renew Lansdowne Park	Time to move forward on Lansdowne Park now	Unsure
		Responses	Percentage	Percentage	Percentage
Gender	Ottawa 200910	1003	40.8	53.1	6.1
	Male	502	38.0	56.3	5.8
	Female	501	43.5	50.0	6.5
Age	18 to 29	208	46.1	47.1	6.9
	30 to 39	181	36.4	59.9	3.7
	40 to 49	217	41.1	49.7	9.1
	50 to 59	176	37.8	58.2	4.0
	60 plus	221	41.2	52.6	6.2
	Home	Own	784	39.1	55.4
	Rent	219	46.8	45.1	8.1
Income	\$0 to \$44,999	106	47.9	45.3	6.8
	\$45,000 to \$74,999	167	40.4	57.6	2.0
	\$75,000 or more	379	42.8	51.4	5.9
	Refusal	351	36.6	55.3	8.2
Following Lansdowne	Closely	248	34.8	61.3	3.9
	Somewhat closely	565	41.3	53.5	5.1
	Not at all	190	46.8	41.2	11.9
Knowledge of Lansdowne	Low	258	44.8	42.4	12.8
	Medium	578	41.2	55.1	3.7
	High	159	34.3	62.5	3.2
Region	Orleans (1;2)	93	35.5	59.8	4.8
	Kanata (4;6;23)	108	32.9	63.9	3.2
	Rural (5;19;20;21)	129	44.4	49.1	6.5
	West (3;7;8;9;10;22)	293	36.7	58.6	4.7
	East (11;15;16;18)	191	40.8	48.3	10.8
	Rideau/Vanier (12;13)	103	52.9	40.8	6.3
	Centre (14;17)	85	50.0	45.2	4.8



**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

		Question 25 - [rotate] Some people think that Lansdowne Park is a natural gathering place for sports. Others think that if there was a new sports facility it could be located somewhere else in the City. Which of these two views best reflects your personal opinion?			
		Total	Lansdowne Park is a natural gathering place for sports	A new sports facility could be located somewhere else in the City	Unsure
		Responses	Percentage	Percentage	Percentage
Gender	Ottawa 200910	1003	51.5	39.4	9.1
	Male	502	51.8	40.2	8.0
	Female	501	51.2	38.6	10.2
Age	18 to 29	208	51.0	35.3	13.7
	30 to 39	181	60.5	34.0	5.6
	40 to 49	217	49.2	39.1	11.7
	50 to 59	176	43.0	51.4	5.6
	60 plus	221	53.6	38.5	7.9
	Home	Own	784	50.9	41.9
	Rent	219	53.6	30.6	15.8
Income	\$0 to \$44,999	106	54.3	33.6	12.1
	\$45,000 to \$74,999	167	58.6	31.2	10.2
	\$75,000 or more	379	50.5	43.4	6.1
	Refusal	351	48.3	40.8	10.9
Following Lansdowne	Closely	248	41.2	53.4	5.5
	Somewhat closely	565	58.2	32.8	9.0
	Not at all	190	45.2	40.7	14.2
Knowledge of Lansdowne	Low	258	46.5	40.1	13.4
	Medium	578	54.5	37.3	8.2
	High	159	48.5	47.0	4.5
Region	Orleans (1;2)	93	54.0	33.1	12.9
	Kanata (4;6;23)	108	50.4	43.9	5.7
	Rural (5;19;20;21)	129	59.6	37.6	2.8
	West (3;7;8;9;10;22)	293	50.4	39.3	10.3
	East (11;15;16;18)	191	51.8	39.2	9.0
	Rideau/Vanier (12;13)	103	53.0	36.4	10.6
	Centre (14;17)	85	39.2	47.7	13.0

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.



**STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH**

		Question 26 - [rotate] Some people think an unsolicited proposal for the Lansdowne Park project is acceptable because it moves the project forward. Others think that accepting an unsolicited proposal is unacceptable because of the importance of the project. Which of these two views, best reflects your personal view?			
		Total	An unsolicited proposal is acceptable	An unsolicited proposal is unacceptable	Unsure
		Responses	Percentage	Percentage	Percentage
Gender	Ottawa 200910	1003	38.6	43.4	18.0
	Male	502	42.4	42.8	14.8
	Female	501	34.7	44.1	21.2
Age	18 to 29	208	35.3	42.2	22.5
	30 to 39	181	42.0	45.7	12.3
	40 to 49	217	38.6	42.6	18.8
	50 to 59	176	39.0	43.8	17.1
	60 plus	221	38.5	43.3	18.2
Home	Own	784	39.2	42.5	18.4
	Rent	219	36.4	47.0	16.6
Income	\$0 to \$44,999	106	33.3	54.6	12.1
	\$45,000 to \$74,999	167	40.9	38.4	20.7
	\$75,000 or more	379	40.8	44.8	14.3
	Refusal	351	36.6	41.0	22.4
Following Lansdowne	Closely	248	35.1	49.2	15.6
	Somewhat closely	565	43.4	40.4	16.3
	Not at all	190	28.9	45.1	26.1
Knowledge of Lansdowne	Low	258	33.5	42.9	23.6
	Medium	578	41.5	43.1	15.4
	High	159	38.1	44.8	17.2
Region	Orleans (1;2)	93	40.4	42.6	17.0
	Kanata (4;6;23)	108	38.4	43.9	17.7
	Rural (5;19;20;21)	129	38.6	40.2	21.2
	West (3;7;8;9;10;22)	293	42.4	42.4	15.1
	East (11;15;16;18)	191	36.0	40.5	23.4
	Rideau/Vanier (12;13)	103	34.8	51.8	13.3
	Centre (14;17)	85	33.7	48.6	17.8

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN – PUBLIC OPINION RESEARCH

If you had one recommendation you would like Ottawa City Council to consider as part of its deliberations on the Lansdowne Live Proposal, what would it be?  
[Open-ended]

	Frequency	Percent
Just do it/so many delays	233	23.2
Reconsider plan/have alternatives	108	10.7
Address transportation concerns more (parking, transit, etc)	55	5.5
Place more emphasis on green space, and low-environment impact	52	5.2
Keep public effect close in mind (accidents/safety/crime concerns)	41	4.1
Review finances - keep costs down/taxes will be too high	41	4.1
Decrease focus on retail, commercialism, and football	29	2.8
More public input - hold public referendums	28	2.8
Add alternative facilities or improve existing ones	24	2.4
Find balance between retail and green space. Balance retail	23	2.3
Leave it to private sector/city shouldn't be involved at all	21	2.1
Need to have open competition	19	1.9
Put more emphasis on sports	16	1.6
City doesn't benefit (monetarily) from this plan	14	1.4
Do nothing - leave it as is	14	1.4
Make improvements to plan (i.e. add roof, add more shops)	13	1.2
Consider alternative locations	12	1.2
Avoid failure. Do your best.	11	1.1
Need to bring pro sports back to Ottawa	8	.8
Preserve buildings/keep heritage alive/don't tear all down	7	.7
Make it more of gathering place for family/people	7	.7
Not enough housing in this proposal	3	.3
Less political interference needed	3	.3
Ensure private businesses are not affected	3	.3
Improve the process (i.e. clarity)	3	.3
Needs to be a public/private partnership	2	.2
Don't build anything new. Renovate only	1	.1
Pay attention to aesthetics	1	.1
Leave it up to someone else - get rid of current developers	1	.1
Unsure/no advice	213	21.3
<b>Total</b>	<b>1003</b>	<b>100.0</b>

Random Telephone Survey of 1,003 Ottawa Residents from October 17<sup>th</sup> to October 19<sup>th</sup>, 2009.

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## Appendix B

### Mean Scores at a Glance (Q11-Q22)

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## STAT SHEET – CITY OF OTTAWA – LANSDOWNE PARTNERSHIP PLAN

On a scale of 1 to 10 where 1 is not at all comfortable and 10 is very comfortable, how would you describe your level of comfort with the following elements of the Lansdowne Live Plan? [ROTATE]

	Having more green space at Lansdowne	Having a permanent farmers' market at Lansdowne	Having underground parking at Lansdowne	Having the City renovate the Civic Centre	Having the City renovate Frank Clair Stadium	Having an open air football/ soccer stadium at Lansdowne	Having retail space at Lansdowne	Having an arm's length corporation entirely owned by the City manage the new Lansdowne site	Having a residential component at Lansdowne	Having office space at Lansdowne	Having a first run movie theatre at Lansdowne	Having a hotel at Lansdowne
	Mean *	Mean *	Mean *	Mean *	Mean *	Mean *	Mean *	Mean *	Mean *	Mean *	Mean *	Mean *
<b>Ottawa (1,003)</b>	<b>7.51</b>	<b>7.48</b>	<b>6.91</b>	<b>6.66</b>	<b>5.88</b>	<b>6.62</b>	<b>5.21</b>	<b>5.06</b>	<b>5.01</b>	<b>4.74</b>	<b>4.71</b>	<b>4.63</b>
Male (502)	7.32	7.15	7.02	6.7	5.84	6.63	5.41	5.08	5.28	5.00	4.78	4.95
Female (501)	7.7	7.81	6.79	6.63	5.92	6.62	5.01	5.05	4.74	4.48	4.64	4.32
18 to 29 (208)	7.75	7.36	6.7	6.97	6.01	6.96	5.41	5.26	5.01	4.84	5.07	4.67
30 to 39 (181)	7.69	7.89	7.23	7.17	6.49	6.97	5.82	5.41	5.53	5.3	5.24	4.94
40 to 49 (217)	7.41	7.42	7.07	6.51	6.08	6.69	5.01	4.8	5.05	4.66	4.75	4.83
50 to 59 (176)	7.36	7.38	6.67	6.38	5.37	6.10	5.23	4.96	5.06	4.81	4.50	4.69
60 plus (221)	7.33	7.39	6.87	6.35	5.48	6.38	4.7	4.95	4.49	4.2	4.09	4.11
\$0 to \$44,999 (106)	7.59	7.50	7.41	7.25	106	7.40	5.74	5.71	5.27	5.38	5.75	4.96
\$45,000 to \$74,999 (167)	7.65	7.63	6.8	6.97	167	6.57	5.05	5.08	4.68	4.52	4.37	4.75
\$75,000 or more (379)	7.58	7.65	6.97	6.59	379	6.32	5.28	5.11	5.08	4.78	4.53	4.59
Orleans (93)	6.99	7.46	6.97	6.23	6.17	5.38	5.44	4.66	4.66	5.00	4.76	4.78
Kanata (108)	7.33	7.06	7.26	6.12	6.72	5.62	5.51	4.83	5.27	5.07	5.14	4.9
Rural (129)	7.25	7.76	6.88	6.82	6.66	5.89	5.37	4.88	4.9	4.53	4.68	4.99
West (293)	7.59	7.4	6.95	6.78	6.75	5.96	5.31	5.34	5.29	4.94	4.84	4.84
East (191)	7.45	7.61	6.71	6.85	6.85	6.08	5.03	5.02	4.77	4.44	4.69	4.22
Rideau/Vanier (103)	7.85	7.32	6.98	6.89	6.38	6.14	5.23	5.20	4.96	4.83	4.42	4.78
Centre (85)	8.12	7.78	6.67	6.48	6.28	5.73	4.33	5.08	4.84	4.21	4.17	3.67

\*All means out of 10.

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