

# Winnipeg Free Press Probe Research Inc. News Release

## **EVOLVING ATTITUDES ON A NEW STADIUM IN WINNIPEG**

---

**Release Date: Mar. 23, 2008**

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between February 27<sup>th</sup> and March 6<sup>th</sup>, 2008 among a random and representative sampling of 1,000 Manitoba adults.

With a sample of 1,000 one can say with 95 percent certainty that the results are within +/- 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups.

Modified random digit dialling was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the province as a whole.

# EVOLVING ATTITUDES ON A NEW STADIUM IN WINNIPEG

Winnipeg, Manitoba – David Asper’s proposal to sweeten his bid for a new stadium by including a winter-time enclosure over the field surface may be shifting the tide of public opinion as citizens become increasingly warm to the notion of contributing public funds to such a new facility. This finding represents a shift in the public attitudes that existed prior to the announcement of this facility enhancement as presently, supporters of the Asper plan outnumber its opponents.

Probe Research Inc. interviewed a random and representative cross-section of 1,000 Manitoba adults earlier this month for the *Winnipeg Free Press*.

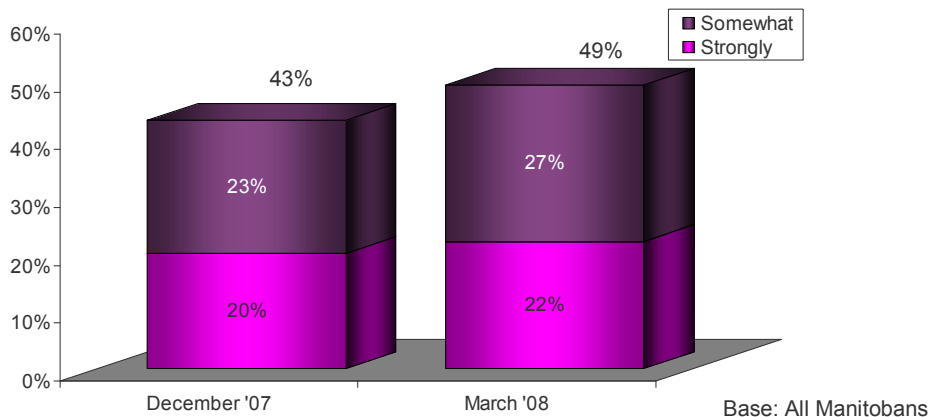
## Stadium Support Nudges Up

A growing number of Manitoba adults now support public funds contributing to a new outdoor stadium in Winnipeg. Today, 49 percent of those surveyed said they were “strongly” (22%) or at least “moderately” (27%) in favour of having some tax revenues go towards funding this new facility. This figure has risen by six percentage points since it was announced that the stadium plan would be augmented with a partial dome – opening the door for off-season amateur sports clubs and others to use the facility.



## Manitobans’ Opinions on Using Public Monies to Build a New Winnipeg Stadium

Q. WFP1 “As you might be aware, a proposal has been put forward to replace the existing Canad-Inns stadium in Winnipeg with a new, \$120-million stadium. This stadium would include a dome over the field in the winter-time, allowing it to be used for soccer games and other community sports. Under this proposal, private investors would provide \$40 million in funding, and the provincial and federal governments would provide up to an additional \$40 million each. All things considered, do you support or oppose the use of government monies for this new stadium? (Is that strongly or somewhat?) (n=1,000)



Forty-five percent of Manitoba adults now oppose (31% “strongly” and 14% “moderately”) the use of government monies for a new stadium. This opposition figure has declined by five percent since our December 2007 sounding on the question. Six percent are currently unable to offer an opinion on this issue.

There is very little difference in patterns of support and opposition across Manitoba’s regions and socio-economic groups, although men (53% versus 47% among women) and more affluent citizens (57% from households earning more than \$70 000 annually) were among the strongest proponents of contributing public funds for this new stadium.

**Table 1: Public Opinion on the Use of Government Monies to Finance a New Winnipeg Stadium**

*1. “As you might be aware, a proposal has been put forward to replace the existing Canad Inns stadium in Winnipeg with a new \$120-million stadium. This stadium would include a dome over the field in the winter-time, allowing it to be used for soccer games and other community sports. Under this proposal, private investors would provide \$40 million in funding, and the provincial and federal governments would provide up to an additional \$40 million each. All things considered, do you support or oppose the use of government monies for this new stadium?”*

		Region		Gender		Education		
	Total MB (%)	Wpg. (%)	Rest of MB (%)	Male (%)	Female (%)	HS or Less (%)	Partial Post-Sec. (%)	Finished Post-Sec. (%)
Strongly Support	22	27	16	27	18	19	26	23
Somewhat Support	27	23	33	26	29	29	26	28
Somewhat Oppose	14	14	14	12	16	13	12	16
Strongly Oppose	31	32	29	30	32	33	32	29
(Neither/Depends)	4	2	6	4	4	4	4	3
(Unsure)	2	2	2	2	2	3	1	1
<b>Support</b>	<b>49</b>	<b>50</b>	<b>49</b>	<b>53</b>	<b>47</b>	<b>48</b>	<b>52</b>	<b>51</b>
<b>Oppose</b>	<b>45</b>	<b>46</b>	<b>43</b>	<b>42</b>	<b>48</b>	<b>46</b>	<b>45</b>	<b>45</b>
		Age			Household Income			
	Total MB (%)	18-34 (%)	35-54 (%)	55+ (%)	<\$30K (%)	\$30K-\$59K (%)	\$60K-\$79K (%)	\$80K+ (%)
Strongly Support	22	21	25	21	18	23	23	28
Somewhat Support	27	31	27	26	27	27	28	29
Somewhat Oppose	14	15	14	12	13	13	14	15
Strongly Oppose	31	30	29	32	37	31	32	25
(Neither/Depends)	4	3	3	5	2	4	3	3
(Unsure)	2	1	1	3	3	2	0	0
<b>Support</b>	<b>49</b>	<b>52</b>	<b>52</b>	<b>47</b>	<b>45</b>	<b>50</b>	<b>51</b>	<b>57</b>
<b>Oppose</b>	<b>45</b>	<b>45</b>	<b>43</b>	<b>44</b>	<b>50</b>	<b>44</b>	<b>46</b>	<b>40</b>

For more information on this survey, please contact:

**Scott MacKay**

President - Probe Research Inc.

Suite 850 – 125 Garry St.

Winnipeg, Manitoba

R3C 3P2

Tel.: (204) 926-6567

Cell: (204) 955-9777

Fax: (204) 926-6566

E-mail: [scott@probe-research.com](mailto:scott@probe-research.com)

- 30 -