



## Awareness of Proposal to Build a New Multi-Purpose Sports and Entertainment Arena (Unaided Responses)

Question 75: Have you heard or read anything recently about a proposal to build a new multi-purpose sports and entertainment arena in Albuquerque? If yes, what have you heard or read?

	<i>Total Sample (N=1615)</i>		<i>Total Sample (N=1615)</i>
Will be built downtown	28%	Don't believe it's needed	*
Deal fell through	15%	Will take away the parking	*
City land	5%	Public financing	*
Private financing	4%	Placement	*
Will raise taxes	3%	Funding	*
Will be built by out-of-state company	2%	Will be built in January	*
Competition with Rio Rancho/Rio Rancho is building one	*	Building two of them	*
Professional teams	*	Don't know who will pay for it	*
Controversy	*	Buying the area by the Big I	*
Deal being negotiated/nothing finalized	*	Baseball arena brought no development	*
Would host hockey games/hockey arena	*	Uncertain of benefits	*
Will be used for football/new stadium	*	Nobody knows exactly what is going on	*
Will cost a lot of money	*	City will pay for it	*
Don't know where to build	*	Politicians/politics	*
Would host concerts	*	Ice arena facility on old fairgrounds	*
Just making the arena bigger	*	Still being investigated	*
Problems with plans	*	Will raise money for the city	*
Undecided on what to do with it	*	Don't know who will build it	*
Chavez wants new arena	*	No, have not heard/read anything recently	26%
Construction is on	*	Nothing in particular	17%
Will have an exercise room	*	Don't know/won't say	3%
Would be multi-purpose arena	*		
Put on hold but will be built	*		
People at UNM had a petition	*		

\* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.

### Perceived Benefit of a Sports and Entertainment Arena

Question 76: Some people have proposed building a new sports and entertainment arena in Albuquerque that could be used for sporting events such as ice hockey, basketball and arena football. The facility could also be used for special entertainment events such as musical concerts, theatrical performances and other large scale performances. Using a 5- point scale where a score of 5 means very beneficial and a score of 1 means not beneficial at all, how beneficial do you feel the development of a sports and entertainment arena would be for the City of Albuquerque?

	Total Sample (N=1615)	Ethnicity					Education					Income				
		Hispanic	Anglo	African Amer.	Native Amer. Indian	Asian	Some HS or Less	High School Grad.	Some College	4-Year College Grad.	Grad. Work/Degree	\$20,000 or Less	\$20,001 to \$35,000	\$35,001 to \$50,000	\$50,001 to \$75,000	Over \$75,000
5 - Very beneficial	38%	47%	31%	50%	60%	42%	58%	40%	38%	36%	29%	40%	38%	40%	41%	41%
4	16%	17%	18%	11%	10%	21%	11%	19%	13%	20%	20%	15%	15%	19%	18%	22%
3	19%	14%	22%	17%	15%	17%	12%	17%	22%	20%	17%	19%	15%	18%	22%	15%
2	10%	7%	13%	8%	7%	5%	9%	13%	9%	9%	11%	11%	13%	9%	11%	8%
1 - Not beneficial at all	13%	13%	14%	6%	6%	12%	5%	10%	16%	14%	17%	12%	18%	12%	8%	12%
Don't know/won't say	3%	3%	2%	8%	2%	3%	6%	1%	2%	2%	6%	3%	2%	2%	1%	2%
Mean $\bar{x}$	3.6	3.8	3.4	4.0	4.1	3.8	4.2	3.7	3.5	3.6	3.4	3.6	3.4	3.7	3.7	3.7

  

	Total Sample (N=1615)	Gender		Age					Length of Residency				Household Members Under 18		Number of People Living in Home		
		Male	Female	18-24 Years	25-34 Years	35-49 Years	50-64 Years	65 Years & Over	Less than 2 Years	2 to 5 Years	6 to 19 Years	20 Years or More	Yes	No	One	2 People	3 People or More
5 - Very beneficial	38%	40%	37%	44%	45%	41%	36%	27%	47%	41%	43%	35%	45%	35%	31%	35%	45%
4	16%	17%	16%	21%	20%	16%	15%	14%	16%	14%	17%	17%	17%	16%	15%	14%	20%
3	19%	17%	20%	12%	15%	17%	22%	25%	21%	22%	13%	20%	15%	21%	25%	21%	14%
2	10%	11%	9%	15%	9%	11%	8%	9%	11%	9%	12%	9%	11%	10%	8%	13%	9%
1 - Not beneficial at all	13%	12%	15%	8%	9%	12%	16%	19%	2%	10%	13%	16%	10%	15%	17%	14%	10%
Don't know/won't say	3%	3%	3%	*	1%	3%	3%	5%	2%	5%	1%	3%	2%	3%	4%	3%	2%
Mean $\bar{x}$	3.6	3.6	3.5	3.8	3.8	3.7	3.5	3.2	4.0	3.7	3.7	3.5	3.8	3.5	3.3	3.4	3.8

### Perceived Benefit of a Sports and Entertainment Arena (continued)

Question 76: Some people have proposed building a new sports and entertainment arena in Albuquerque that could be used for sporting events such as ice hockey, basketball and arena football. The facility could also be used for special entertainment events such as musical concerts, theatrical performances and other large scale performances. Using a 5-point scale where a score of 5 means very beneficial and a score of 1 means not beneficial at all, how beneficial do you feel the development of a sports and entertainment arena would be for the City of Albuquerque?

	Total Sample (N=1615)	CPA									Type of Home		Rent or Own Home	
		West-side	SW Mesa/ South Valley	Central ABQ	North Valley	Near Heights	Mid-Heights	East Gateway	Foot-hills	North ABQ	House	Apartment	Own	Rent
5 - Very beneficial	38%	44%	55%	33%	40%	32%	36%	39%	36%	31%	38%	42%	38%	41%
4	16%	13%	15%	18%	19%	17%	17%	14%	16%	24%	17%	12%	17%	13%
3	19%	19%	15%	15%	16%	15%	22%	18%	21%	23%	19%	18%	19%	19%
2	10%	7%	5%	9%	11%	16%	9%	11%	11%	10%	9%	17%	9%	14%
1 - Not beneficial at all	13%	13%	9%	16%	12%	16%	15%	14%	13%	11%	14%	8%	14%	11%
Don't know/won't say	3%	3%	2%	9%	3%	3%	1%	4%	2%	3%	3%	3%	3%	3%
Mean †	3.6	3.7	4.0	3.5	3.7	3.3	3.5	3.6	3.5	3.6	3.6	3.6	3.6	3.6

\* Less than 1% reported.

† The mean score is derived by taking the average score based on the 5-point scale. The Very beneficial response is assigned a value of 5; the Not beneficial at all response is assigned a value of 1. The Don't know/won't say responses are excluded from the calculation of the mean.

## Reasons Underlying Perceived Benefit of a Sports and Entertainment Arena

Among Those With an Opinion About a New Sports and Entertainment Arena  
(Unaided Responses)

Question 77: Why do you feel this way?

	<i>Total Responses (N=1568)</i>		<i>Total Responses (N=1568)</i>
Good for economic development	18%	Not interested in sports/entertainment	*
More conventions/events held in the city	17%	Can't prove it will be a success	*
Not enough demand for this type of facility	17%	Need to build something smaller	*
City needs more event space	15%	Worried about negative effects to area	*
Will bring more tourism to Albuquerque	11%	It will be up to the people who use it to keep it nice	*
City has other urgent needs to take care of	8%	Some would enjoy it, others wouldn't	*
Will attract more businesses to locate in the city	7%	They need a good parking design	*
Taxpayers will have to pay for it	6%	Need to coordinate with Rio Rancho	*
Facility will not make money	3%	Existing facilities are old	*
Will keep people out of trouble/decrease crime	1%	Existing facilities are too far away	*
Prefer another location	1%	Nothing is centralized here	*
No parking	*	Existing businesses might be harmed	*
Have enough similar facilities already	*	No reason in particular	5%
Will cause traffic congestion	*	Don't know/won't say	3%
Depends on location	*		
Not enough space	*		

\* Less than 1% reported.

Note: The sum of the percentages exceeds 100% due to multiple responses.