

January 2023

Ryan Field Rebuild

Findings and Recommendations from a
telephone Poll of Evanston, IL

IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=500 registered voters in Evanston, IL using live professional telephone interviewers.



75% of all interviews were conducted via cell phone.



Interviews were conducted between January 13-17, 2023



The margin of error for a sample of this size is +/- 4.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

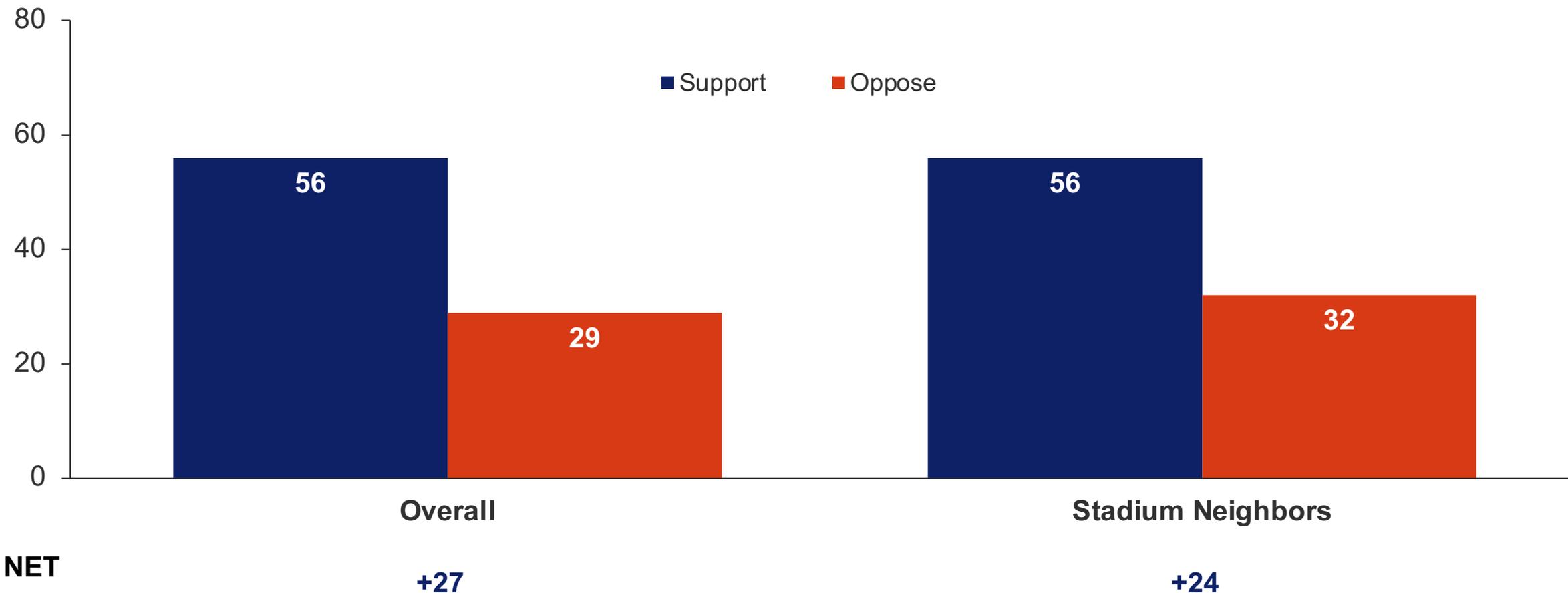
Key Findings

- Most Evanstonians (71%) have heard about the redesign project, and **Evanston residents favor the project almost 2:1 (+27 points)**
 - A majority (56%) support the project while 29% oppose it.
 - Among stadium neighbors (within 1 mile of the stadium), support and favorability are equally high (56%) with similarly low levels of opposition (+24 points support)
- The majority of Evanston residents, including those within 1 mile of the stadium, **support 12 concerts per year, with 64% of Evanstonians supporting vs 32% opposed (+32 points)**
 - 74% of Evanston residents support 8 concerts per year while only 21% are opposed (+53 points)
- Highlighting MWBE benefits and the fact that the project will cost nothing to taxpayers (while the University will pay \$5M in taxes) are persuasive arguments to boost support, which shifts from an initial 56% to 63% after hearing arguments for the redesign project.

Support is high across the board regardless of geography.

Stadium neighbors show similar levels of support for the project as others.

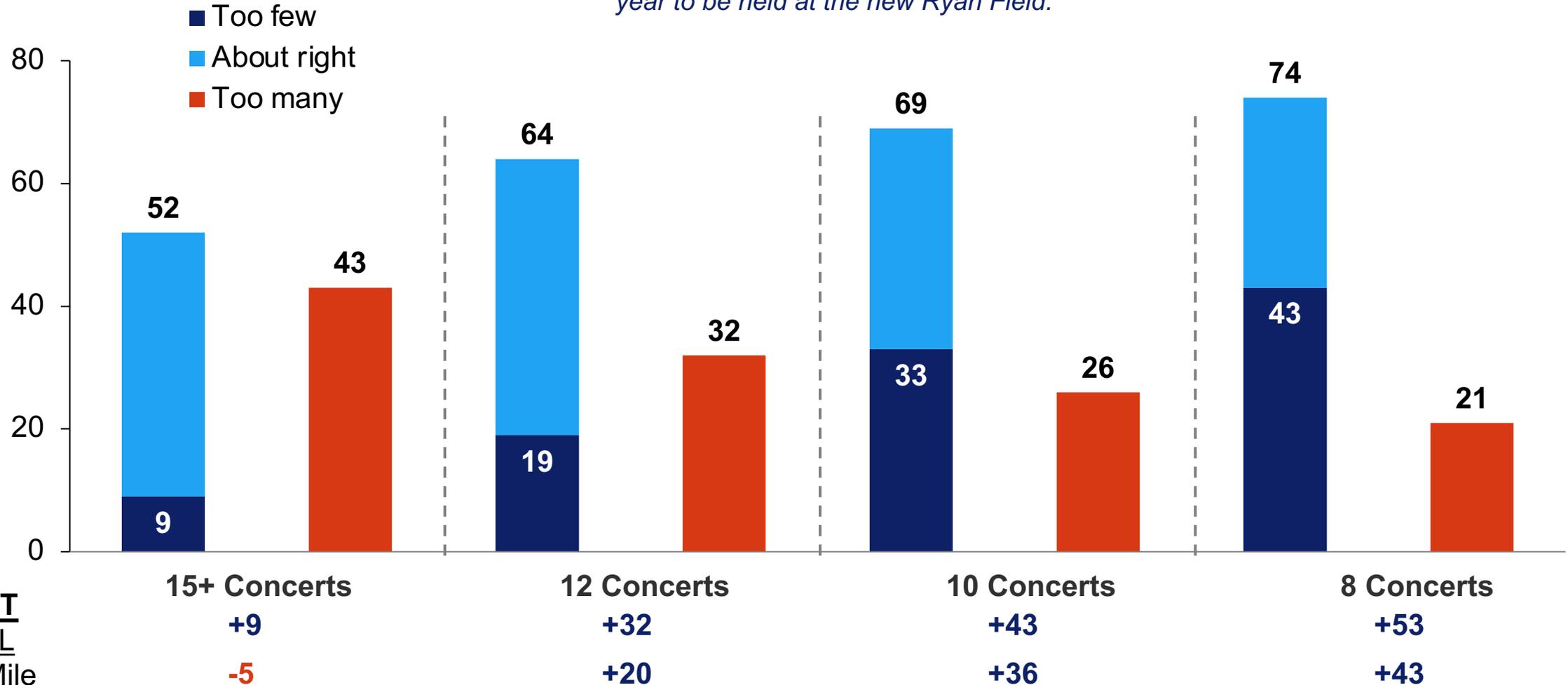
As you may know, Northwestern University has proposed a plan to replace the existing Ryan Field with a new stadium with significantly less seating and that is environmentally sustainable and accessible. Do you support or oppose removing Ryan Field and replacing it with a new stadium in the same location?



Evanstonians support holding 12 concerts per year (or fewer) at the stadium by a wide margin.

Stadium neighbors oppose 15 or more concerts but are fine with 12 or fewer.

For each of the following, please indicate whether you think it would be too many, too few, or about the right number of concerts per year to be held at the new Ryan Field.



NET
ALL
<1 Mile

A majority think the redesign is an opportunity rather than a giveaway for the University.

Proximity to the stadium has no impact on opinions.

Which of the following do you agree with more, even if neither is exactly right?

