



HOW BEST TO USE THE STADIUM
AFTER THE UEFA CUP?
RESULTS FROM DELIBERATIVE POLL[®]
IN POZNAŃ

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UEFA's decision to hold the 2012 European Football Championship in Poland and Ukraine was enthusiastically received not only by soccer fans, but by rest of the country as well. The European Championship is expected to attract thousands of visitors, bring attention of the international media, and provide a boost to the economy.

First, however, significant expenditures have to be made, particularly on stadiums, hotels, and transportation infrastructure. The stadiums must meet UEFA standards on, among other things, number of seats and security measures.

Four Polish cities are getting ready to host football teams and their fans during EURO 2012. The stadium in Poznań is being modernized, while Gdańsk, Warsaw and Wrocław are building new stadiums. Apart from the National Stadium, construction and maintenance costs of stadium infrastructure are to be covered by city budgets. Such large scale public investment naturally brings up questions about how stadiums shall be utilized once the EURO 2012 tournament is over.

A variety of proposals have been made about how best to utilize the facilities, but each proposal has its strengths and weaknesses. These pros and cons should be considered ideally in a process that is open, allows all participants access to comprehensive and balanced information, offers them a chance to share their point of view, and engage in dialogue with fellow citizens.

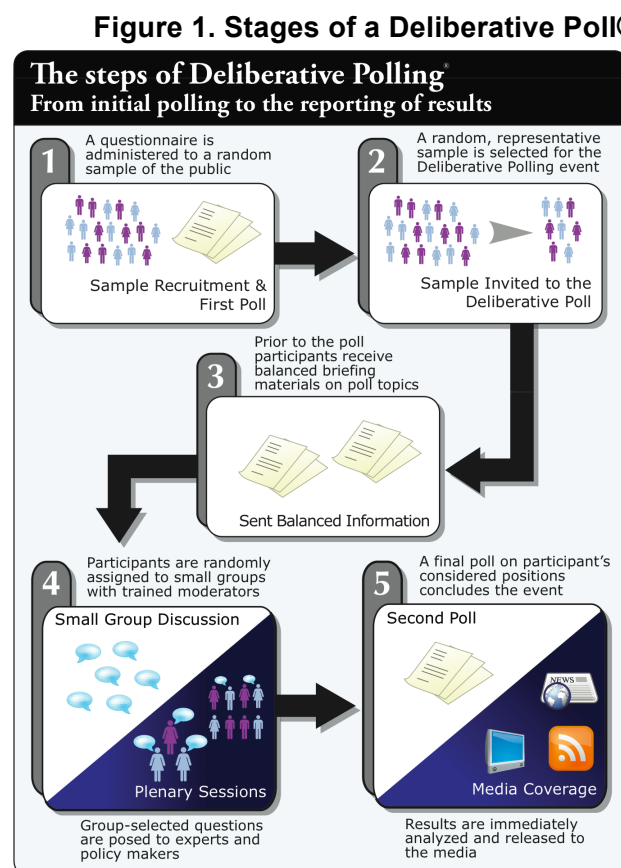
WHAT IS THE IDEA OF DELIBERATIVE POLLING®? 4

Majority of people are “rationally ignorant” about politics – lack of political impact, and competing priorities, dissuade many people from seeking in-depth information on public policy and investing time to reflect on public issues. When they are asked to voice their opinions during polls, many often repeat what they heard in the media. The consequences of such behavior are significant, especially when political decisions are made based on results of such polls.

Deliberative Polling®, a method of public consultation developed by Professor James Fishkin, gives people an opportunity to develop more considered opinions by providing them with balanced information and providing them opportunity to discuss issues at length in randomly assigned and moderated small group discussions.

A representative sample of citizens takes part in the consultations. All participants receive briefing materials, prepared by relevant government representatives and social partners, which list pros and cons of various alternatives. Participants consider these proposals in moderated discussions in small groups and in plenary sessions, in which they get to pose questions to experts. Participant’s opinions are gathered via confidential questionnaires before and after deliberation, and results of these questionnaires are tallied and made public.

Successive stages of Deliberative Polling® are indicated below:



Deliberative Polling® has been used in sixteen countries, including the US, UK, China, Japan, Brazil, Argentina, Italy, Northern Ireland, and Hungary. Additionally, Center for Deliberative Democracy at Stanford University, in cooperation with partners in the European Union member states, organized an international Deliberative Poll® on common European policy featuring participants from 27 member countries of the European Union.

The results of the Deliberative Polling® have been taken into account in creating and implementing policy at national, regional, and local levels. In Brazil, results of a statewide consultation were used to craft the reform of civil service personnel. A series of Deliberative Polling® on the choice of energy sources in the state of Texas are the reason why Texas has become the leading US state in wind energy. In Argentina, results of a local Deliberative Polling® have been used to inform development of transportation policy.

The first Deliberative Poll in Poland took place in November 2009 in Poznań. Its objective was to gather data on city residents' preferences about the management of the stadium in Bułgarska St. following the UEFA EURO 2012 tournament.

Bułgarska St. stadium, which belongs to the city, has until now been managed by POSiR or Poznań Center for Sports and Recreational (Poznański Ośrodek Sportu i Rekreacji). The maintenance costs of the stadium have mostly been covered by public funds, and the principal user of the facilities is a private football team, *Lech*. Given maintenance expenditure of the new stadium are expected to increase roughly fourfold, stadium maintenance is expected to become a substantial burden on the city budget if its patrons do not contribute substantially.

Four proposals for the future of the stadium in Bułgarska St. were developed. The proposals differed as to the choice of the future operator, management strategy, extent of commercialization of the stadium, and accessibility to recreational use.

The first proposal entrusts the management of the stadium to *Lech* football team, its principal user so far. The city would continue to financially support the maintenance of the facility. Proponents of this choice stress that a world-class stadium should have as its host a football club of the same status. Without doubt *Lech* is also an element of Poznań's promotion strategy. This scenario envisages the location of four training fields in the vicinity of the stadium. The remaining area around the stadium would be used in line with arrangements between the club and the city. Support for this scenario would trigger substantial outlays from the city funds.

The second proposal stipulates that the stadium be managed by POSiR, the Centre that has managed the stadium up until now. Under this proposal, apart from the construction and maintenance costs of the stadium, the city would partly cover the expenditure of using sports and recreational infrastructure. City support would ensure participation by residents of different economic status in sports events held at the stadium and in its vicinity. Opponents of this scenario believe that a sports facility of this class should host sports, and possibly entertainment events that would generate revenue. Opponents believe that residents can get access to the aforementioned sports and recreational facilities at other venues. The cost of this proposal would be exorbitant for the city.

According to the third proposal, the stadium is to be run by a private or a public-private enterprise. While the stadium would be run by commercial principles, its surrounding would be an open space for non-commercial sports, and recreational purposes. The surface of the stadium building would be leased to the tertiary sector at market prices. This would likewise apply to sports clubs. *Lech* and other football clubs would not receive financial resources from public funds. This proposal would

most probably ensure the city the revenues needed to cover the construction cost of the stadium, but would not bring a profit.

Fourth proposal would offer building and the vicinity of the stadium for commercial use. Shopping and service establishments would be located in the immediate surroundings of the stadium. Space within the entire stadium complex would be leased on market principles. The entire management would be entrusted to a private commercial investor, who would finance the construction of new facilities. This scenario is the most commercially viable out of the four. While the proposal limits access of people with insufficient income to the sports and recreational complex, it offers the city hope for higher revenues, and possibly a profit.

REPRESENTATIVENESS OF THE SAMPLE

Of the 880 people who participated in the initial poll in Poznań, 148 people participated in the Deliberative Poll. People who chose to participate in the deliberations did not differ significantly on sex, educational background, and financial status from those who did not take part in the deliberations. However, on average the participants were slightly younger than non-participants. Residents of Poznań involved in the debate were slightly more physically active. Ultimately, the breakdown of answers to the questions about worldviews was similar in the group participating in the deliberations and those who only participated in the initial poll. Thus, on the basis of the responses provided by the participants in deliberation, we can draw conclusions about the views of the entire population of Poznań.

GROUP DELIBERATIONS

Results of the poll indicate that most of the participating residents of Poznań have been to the stadium at least once, and many visit it regularly. Initial results also indicate that residents take active interest in the stadium. Many of the participants of the consultations admitted to following the progress of preparations for European Football Championship. Some of the participants showed comprehensive knowledge about specific architectural considerations during group deliberations. Deliberations also revealed enthusiastic support for Poznań-based football teams, *Lech* and *Warta*.

Deliberations were dedicated to the future use of the city stadium and its immediate surroundings. Residents of Poznań quickly recognized the opportunities and limitations offered by the stadium complex. During the deliberation they tried to strike a balance between the profit-making and providing open-access recreation to the city's residents. Special emphasis was laid on the fact that the stadium is the property of the city and as such should be accessible to all, irrespective of divisions arising from socio-economic factors.

At the same time, the deliberation made the participants more aware of the question of costs of stadium use. For instance, talking about the use of the main pitch, participants pointed to the need for restoring the grass. Deliberation were not limited to football with participants holding lively debates on the development of other sports and non-sports activities, and providing examples of how stadiums have been used in other countries. For instance, they indicated the possibility of, and need for, more concerts at the venue.

Interestingly, when the participants of the consultation came to the understanding of the level of maintenance costs of the stadium, they grew more willing to pay for using its facilities. Participants indicated that if the facilities were free of charge, people would not take care of the sports infrastructure, and it will fall into disrepair. It was

also suggested that the city might invest the money raised from payments for the stadium infrastructure in small sports facilities located in various places throughout the city.

An evaluation of outlays connected with the construction and use of the stadium in the context of the city budget and other public expenses proved a challenge during the deliberation.

OPINIONS BEFORE AND AFTER DELIBERATION

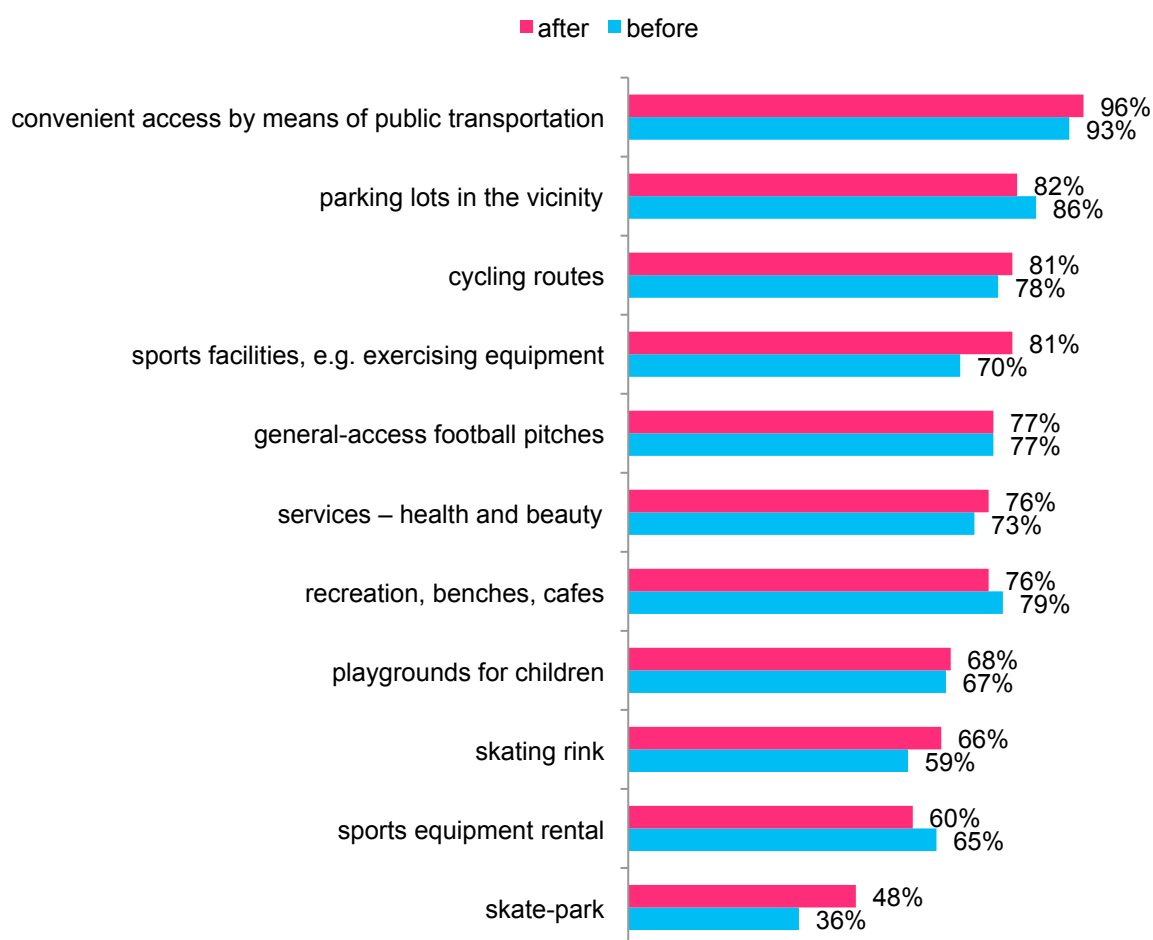
Opinion before and after the deliberation were measured via confidential questionnaires; participants filled out a questionnaire at three different times: during a telephone or face-to-face interview (T1), after arriving at the place of the deliberations (T2), and upon the conclusion of group deliberations (T3). The questionnaire included 47 questions with some questions presented to the participants only twice, during T1 and T3, or T2 and T3; all questions were included in the final questionnaire (T3). Therefore, in the description of the results in tables below, the term “before deliberation” may refer to measurement at T1 or T2. Of the 47 questions, participants changed their views in a statistically significant way ($p < .05$) on about half of them.

During the consultation the residents were asked to express their views on investments that would encourage them to visit the stadium and its surrounding area more frequently. While majorities support most of the suggestions enumerated in the poll, investments offering better access to the stadium ranked especially high. After deliberation, 96% of the participants supported efforts to improve transportation, 82% supported provision of parking space in the surrounding areas, and 81% were in favor of constructing cycling routes.

Among the initiatives concerning the sports and recreational facilities, support for installation of free-access sports equipment for people of different ages in the vicinity of the stadium was the widest (81% of the respondents). This was followed by support for investment in general-access football pitches (77% supporting), health and beauty services in the building of the stadium (76% supporting), and recreational facilities such as benches and cafes (76% supporting).

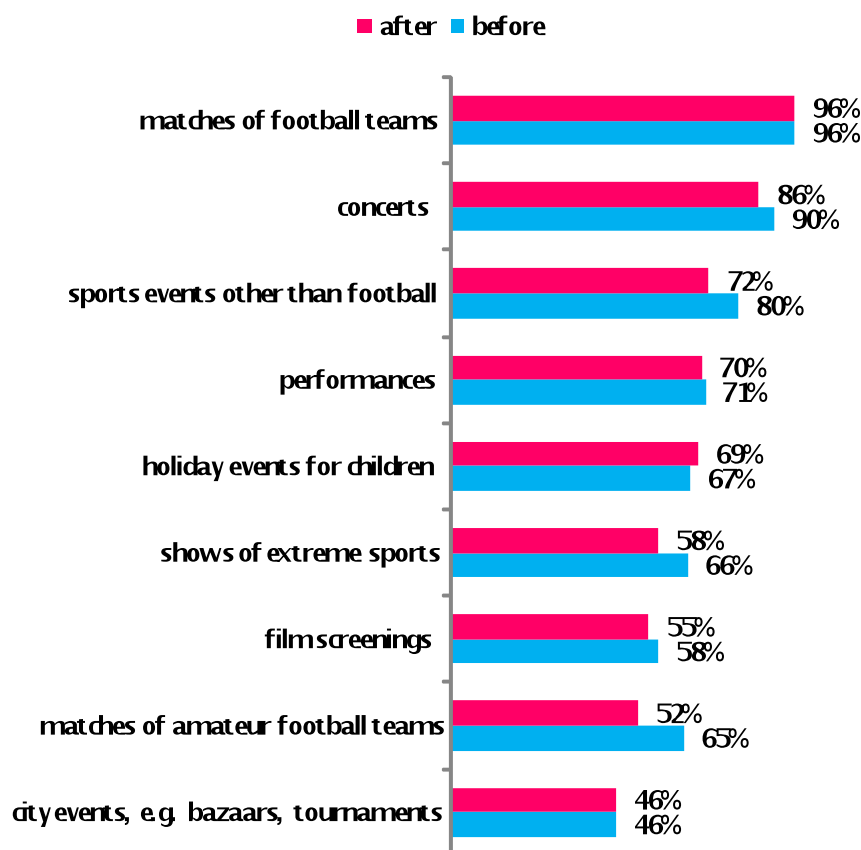
After the deliberations, significantly more people supported adding a skate park (support increased from 36% to 48%), exercising equipment (from 70% to 81%), and a skating rink (from 59% to 66%). Opinions about other infrastructure did not change significantly.

Figure 1. Evaluation of the use of sports and recreational facilities



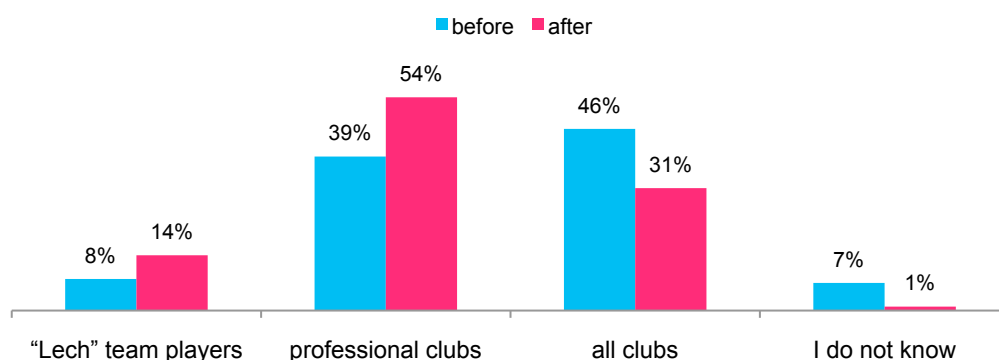
Opinions concerning events to be held in the stadium did not change markedly after the deliberations. Nearly all the respondents (96%) before and after deliberation agreed that professional football games should take place there. However, after reading the briefing materials and discussing the topic, participants were significantly less likely to support organization of amateur matches on the main pitch, with support declining from 65% to 52%. During the deliberation, the participants also lost some of their enthusiasm for organizing non-football sports events (support declined from 80% to 72%); including extreme sports shows, which dropped from 86% to 58%. The graph below shows support for particular events before and after deliberation:

Figure 2. Events in the stadium



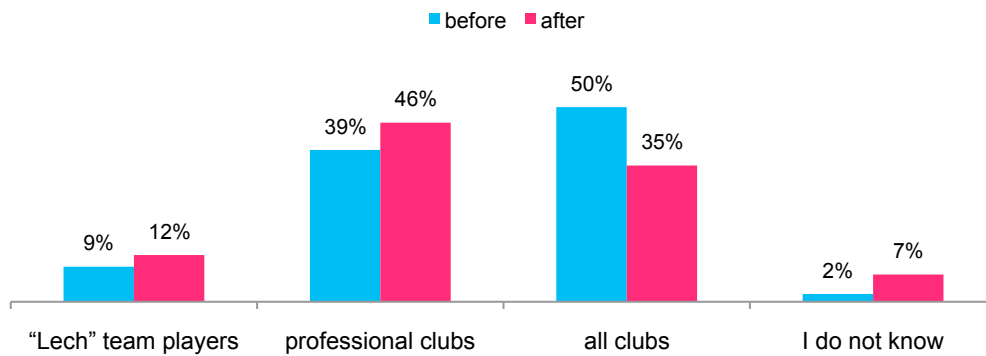
Deliberations strengthened support for the view that only professional football teams should use the stadium's pitch. Support for this view increased from 39%, before the deliberation, to 54% after it. At the same time, supporting for the idea that the main pitch should be accessible to all football teams dropped from 46% to 31%. View that only *Lech* should use the stadium facilities remained similarly low before and after deliberation (8% and 14%, respectively).

Figure 3. Use of the stadium's pitch



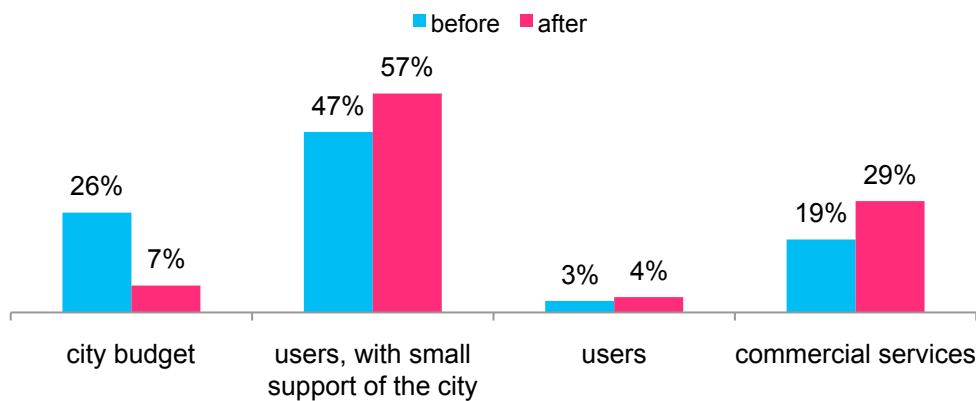
Similarly, support for making training pitches available to all interested individuals dropped from 50% to 35% while support for restricting the use of the pitches to professional clubs increased, from 39% to 46%. Support for the exclusive use of

Figure 4. Use of training pitches



Participants were asked to consider the question of stadium management and sources of its financing. They had to choose between providing wide access to the facilities, and a self-financing investment as a commercial enterprise. Deliberation increased support for seeking funds outside the city budget. Support for maintaining the stadium exclusively from city funds dropped from 26% to 7%. The most frequently expressed view was that the users should finance the stadium, with some support from public funds. Prior to the deliberations, 47% of respondents shared this opinion, while after the deliberations the view 57% of the respondents supported the view. As a result of the deliberations, support for the view that the city should not contribute to the financing of the stadium, and instead should make money on the lease of commercial space, increased from 19% to 29%. Responses to other questions also show a greater degree of approval for commercial solutions.

Figure 5. Stadium financing options



Financial considerations weren't all that were on participants' minds. Proposals aimed at substantially restricting access to the sports and recreational facilities for most residents were rejected outright. Intermediate solutions that reconciled profitability with social needs prevailed.

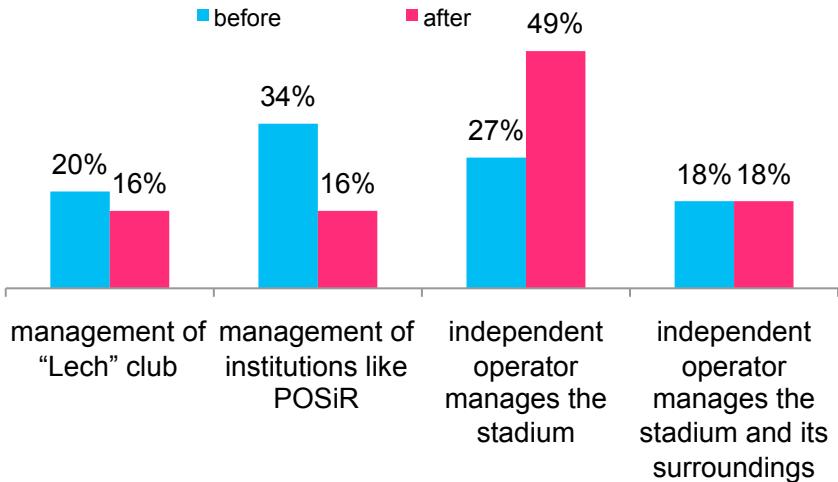
The idea of using the stadium in a way allowing the reimbursement of outlays, i.e. for

commercial services and entertainment, was supported after deliberation by 24%13 of the participants, compared to 13% in the before deliberation. The most commonly held view (37%) was that rational financial decisions should still make the vicinity of the stadium available for residents of Poznań for recreational purposes. The idea of the city’s greater commitment to the promotion in the stadium of sports activities for the citizens, even if it entails additional costs, remained nearly as popular, and was supported by 36% of participants.

Participants of the consultation were presented with four scenarios defining different ideas for the management of the stadium and the surrounding area. The first one suggested that *Lech* be the manager while second proposal left POSiR as the manager. The third proposal proposed that a private or a public-private company take commercial action in the stadium, using its vicinity for recreational purpose, while the fourth proposal endorsed the idea that the management of the stadium and the surrounding area be entrusted to a private investor, who will maximize revenues from the lease of commercial space.

Before deliberation, second proposal had the most support, followed by proposal three, proposal four, and proposal one, respectively. After deliberation, participants most often opted for the third proposal with support for it rising from 27% to 49%.

Figure 6. Scenarios of stadium management



Residents were also asked to evaluate the ongoing preparation of the city for the 2012 European Football Championship. Preparations were deemed satisfactory by 45% of the respondents while 15% of the polled were dissatisfied. 76% were satisfied with the preparation work for the stadium.

KNOWLEDGE

The participants of the consultation gained in knowledge about the city and, in particular, its sports facilities. They also had a chance to obtain information on the stadiums, their management and financing methods, as well as possible ways of their

operation. Moreover, they learned a great deal about the stadium in Bułgarska St. 14

The questionnaire included seven items that measured knowledge about the stadium, the city, and the preparations for UEFA EURO 2012. As a result of the consultations, knowledge of the participants rose, on average, from 68% to 75%. The biggest increase of 14% was on the question about ownership of the stadium. Details of the increase in knowledge, broken down by questions, are included in the table below:

Table 1. Knowledge Gain

	Before	After	Change
Please indicate which of the sports facilities enumerated below is currently being extended for the 2012 European Football Championship?	97.1%	95.0%	-2.1
Please indicate if, to the best of your knowledge, the football stadium in Bułgarska St. belongs to...?	82.9%	97.1%	+14.2
Was the stadium so far mainly used by...?	86.4%	93.6%	+7.2
Please indicate if from what you have heard, the stadium in Bułgarska St. is financed from funds of...?	85.7%	91.4%	+5.7
What do you think, what was the total number of sports, cultural and other events held annually in the football stadium in Bułgarska St.?	47.9%	57.9%	+10.0
How many people live in Poznań?	38.6%	50.7%	+12.1
What part of the city budget is dedicated to sport?	34.3%	40.7%	+6.4
Knowledge index	67.6%	75.2%	+7.6

EVALUATION

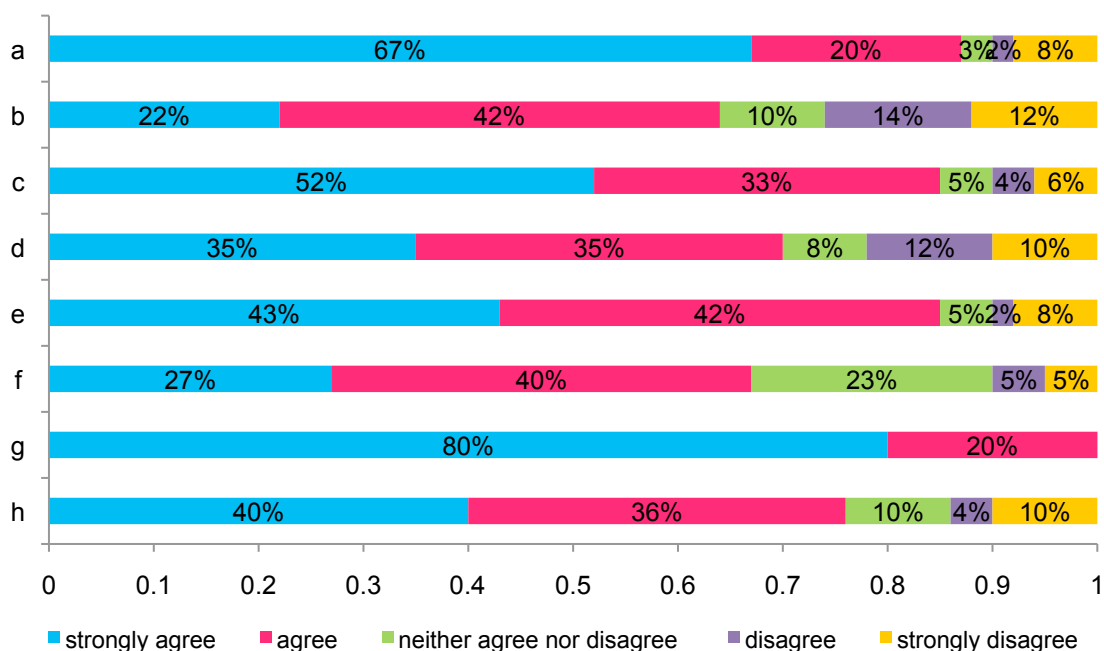
Deliberative Polling participants rated their experience very highly. Briefing materials prepared with a view of introducing the participants to the issues related to the future of the stadium in Bułgarska St. were read by half of the participants while the information included in the materials was seen as unbiased by three-fourths of the participants.

Participants had an especially positive opinion of the group deliberations. Nearly 88% of participants felt that the deliberations allowed each person to express their own opinions. They were less convinced that everyone contributed equally to the deliberation. One-fourth of respondents noted that one of the group members had played a dominant role. Nevertheless, 54% felt deliberations had balanced participation of all the interested parties.

The deliberations took place in diverse groups representing people of different ages, educational background, social and economic status, and political views. Conversations within such diverse groups are infrequent in real life; Deliberative Polling[®] offered an opportunity to become familiar with arguments that most would not normally hear.

Participants seemed certain that during the group deliberations they had had free access to adequate and comprehensive information (approx. 86%) and various views (approx. 69%). In addition, vast majority of the participants felt that the moderators did not try to influence their views (approx. 85%). Nearly 78% of the participants appreciated the respect shown by fellow participants to one another. Evaluation results of different aspects of group deliberations are presented in the following graph:

Figure 7. Evaluation of group deliberations



- The group moderator ensured participation in the debate to everyone
- Members of my group took part in the debate to a relatively equal extent
- The moderator sometimes tried to win the group to his/her own views
- The moderator took effort so that opposing views might be presented during the debate
- Significant aspects of the targeted issue were discussed during the group debates
- I learned a lot about people who are very different from myself
- The debate was dominated by a few people
- Members of my group respected the views of others

Deliberative Polling in Poznań consulted the public about the future of the stadium in Bułgarska St., a major investment connected to the city's preparation for the EURO 2012 tournament. While the city's participation in an international sports event adds to its prestige, infrastructure investments required to host such events are costly. Therefore, a decision was made to subject the long-term strategy of managing and financing the facility to public consultation.

A representative group of city residents took part in the Deliberative Poll. Consultations took a whole day. The participants learned more about the issue under consideration. After reading the briefing materials, discussing various arguments within fellow citizens, and representatives and experts, they aired their considered preferences. Participants changed their mind on some questions while their opinions remained unchanged on some other issues. More important, in each case the opinions resulted from consideration of the pros and cons of different options.

Equipped with facts, and after weighing opinions of their fellow citizens, residents saw the future of the stadium in a broader perspective of the city and the local community. The issue at hand was carefully scrutinized from the point of view of various needs.

A consultation process conducted in this way builds respect for opposing views and both trust between residents, and between residents and elected representatives.

ADDITIONAL INFORMATION

The Deliberative Polling® project in Poznań was sponsored by Projekt Społeczny 2012 at the Warsaw University Institute of Sociology and the Center for Deliberative Democracy at Stanford University consulted on this project.

Results refer to the measurement *before deliberation* (white background) and *after deliberation* (gray background).

1. How important are the following to the attractiveness of the sports and leisure areas of the stadium on Bulgarska street:

facilities	not important 0	1	2	3	4	very important 5	I don't know
a. sports facilities, e.g. exercising equipment	1.4%	1.4%	7.9%	15.0%	39.3%	30.7%	4.3%
	0.0%	1.4%	5.7%	8.6%	34.3%	46.4%	3.6%
b. recreation, benches, cafes	0.0%	2.1%	5.0%	13.6%	40.0%	38.6%	0.7%
	0.7%	2.1%	2.9%	16.4%	37.9%	38.6%	1.4%
c. convenient access by means of public transportation	0.7%	0.7%	0.7%	4.3%	12.9%	80.0%	0.7%
	0.0%	0.7%	0.0%	2.9%	16.4%	79.3%	0.7%
e. parking lots in the vicinity	0.0%	0.7%	2.9%	9.3%	26.4%	60.0%	0.7%
	0.0%	2.9%	2.1%	10.7%	26.4%	55.7%	2.1%
f. sports equipment rental	0.7%	3.6%	7.1%	21.4%	37.9%	27.1%	2.1%
	0.0%	2.1%	7.9%	27.1%	30.0%	30.0%	2.9%
g. playgrounds for children	0.7%	5.0%	7.1%	16.4%	28.6%	38.6%	3.6%
	2.1%	3.6%	7.9%	15.0%	31.4%	36.4%	3.6%
h. cycling routes	0.7%	2.1%	7.9%	10.7%	30.0%	47.9%	0.7%
	0.7%	0.7%	5.7%	9.3%	35.7%	45.0%	2.9%
i. skate-park	10.0%	10.7%	15.0%	23.6%	20.7%	15.7%	4.3%
	3.6%	10.0%	11.4%	22.9%	32.1%	16.4%	3.6%
j. skating rink	4.3%	5.7%	13.6%	17.1%	30.0%	28.6%	0.7%
	5.7%	5.7%	6.4%	13.6%	35.0%	30.7%	2.9%
k. general-access football pitches	0.7%	1.4%	3.6%	14.3%	25.7%	51.4%	2.9%
	0.7%	1.5%	4.4%	16.1%	24.1%	53.3%	2.1%
l. services – health and beauty	1.4%	2.9%	5.7%	15.7%	35.7%	37.9%	0.7%
	0.7%	1.4%	4.1%	17.9%	22.8%	53.1%	3.3%

2. Of the following events that could take place at the stadium on Bulgarska street in the 18 future, how much do you support organizing each of the following?

event	not important 0	1	2	3	4	very important 5	I don't know
a. matches of football teams	0.7%	0.0%	1.4%	0.7%	10.0%	86.4%	0.7%
	0.0%	0.7%	0.7%	0.7%	6.4%	89.3%	2.1%
b. matches of amateur football teams	1.4%	1.4%	12.9%	14.3%	35.0%	30.0%	3.6%
	6.4%	7.1%	10.0%	20.0%	28.6%	23.6%	4.3%
c. concerts	1.4%	0.7%	0.7%	6.4%	23.6%	66.4%	0.7%
	0.7%	0.7%	1.4%	10.0%	17.1%	69.3%	0.7%
d. performances	2.1%	2.1%	5.7%	15.0%	36.4%	35.0%	3.6%
	2.9%	2.1%	3.6%	17.1%	29.3%	40.7%	4.3%
e. film screenings	0.7%	6.4%	11.4%	22.1%	28.6%	29.3%	1.4%
	2.9%	5.0%	4.3%	27.1%	27.1%	27.9%	5.7%
f. sports events other than football	1.4%	3.6%	1.4%	10.0%	28.6%	51.4%	3.6%
	1.4%	1.4%	4.3%	17.9%	32.9%	39.3%	2.9%
g. city events, e.g. bazaars, tournaments	7.1%	7.1%	10.7%	25.7%	30.0%	16.4%	2.9%
	7.7%	5.7%	10.0%	27.9%	25.0%	20.7%	3.6%
h. holiday events for children	2.9%	1.4%	8.6%	18.6%	22.9%	44.3%	1.4%
	2.1%	2.9%	8.6%	15.0%	22.9%	45.7%	2.9%
i. shows of extreme sports	5.0%	2.9%	8.6%	16.4%	30.7%	35.7%	0.7%
	7.9%	5.7%	7.9%	20.0%	25.7%	32.1%	0.7%

3. How much would you be interested in the following forms of leisure time, had they been available in the stadium facility?

form of leisure time	not at all 0	1	2	3	4	very much 5	I don't know
a. play field	4.3%	3.6%	7.9%	17.9%	32.1%	32.9%	1.4%
	5.7%	1.4%	7.9%	19.3%	29.3%	34.3%	2.1%
b. tennis courts	8.6%	2.9%	10.0%	21.4%	33.6%	21.4%	2.1%
	11.4%	11.4%	21.4%	20.7%	18.6%	12.9%	3.6%
c. climbing wall	9.3%	9.3%	9.3%	21.4%	23.6%	23.6%	3.6%
	9.3%	7.9%	10.0%	19.3%	22.9%	28.6%	2.1%
d. swimming pool	4.3%	0.7%	1.4%	9.3%	17.9%	66.4%	0.0%
	4.3%	4.3%	9.3%	11.4%	19.3%	48.6%	2.9%
e. fitness	5.7%	7.9%	10.7%	17.1%	28.6%	27.9%	2.1%
	6.4%	3.6%	8.6%	12.9%	25.0%	40.7%	2.9%
f. martial arts classes	10.7%	10.7%	12.1%	17.9%	32.9%	13.6%	2.1%
	11.4%	9.3%	16.4%	24.3%	19.3%	16.4%	2.9%

4. Are there sufficient numbers of the following types of sports facilities in Poznan?

sport facilities	definitely not enough	not sufficient	sufficient	too many	definitely too many	I don't know
a. football fields	22.1%	38.6%	21.4%	0.0%	0.7%	17.1%
	15.7%	40.7%	29.3%	2.9%	7.9%	3.6%
b. basketball courts	20.7%	40.7%	24.3%	0.7%	0.7%	12.9%
	20.0%	45.0%	20.7%	4.3%	3.6%	6.4%
c. other types of sport fields	16.4%	47.1%	15.0%	1.4%	0.7%	19.3%
	20.7%	38.6%	16.4%	7.9%	0.0%	16.4%
d. swimming pools	35.0%	40.0%	17.9%	0.7%	0.0%	6.4%
	44.3%	29.3%	15.0%	5.7%	3.6%	3.6%
e. ice rinks	45.7%	40.0%	10.0%	0.7%	0.0%	3.6%
	40.0%	38.6%	10.7%	3.6%	4.3%	2.9%

5. Some people think access to the training pitches around the stadium should be limited to Lech players. Suppose these people are at one end of a 1-to-7 scale, at point 1. Other people think that all football clubs, professional and amateur, should have access to the training pitches around the stadium. Suppose these people are at the other end of the scale, at point 7. People who are exactly in the middle are at point 4, and of course other people have opinions at other points between 1 and 7. Where would you place your views on this scale, or do you have any opinion about that?

training pitches limited to Lech 1	2	3	exactly in the middle 4	5	6	training pitches open to all football clubs 7	I don't know
9.3%	2.9%	7.1%	20.7%	21.4%	12.1%	24.3%	2.1%
6.4%	4.3%	12.9%	25.0%	12.9%	9.3%	28.6%	0.7%

6. Which of the following do you agree with most?

The training fields at the stadium should only be used by the players of Lech	9.3%	12.1%
Football fields should serve all of the professional football teams in Poznan	38.6%	45.7%
Football fields should be available to all football teams in Poznan	50.0%	35.0%
I don't know	2.1%	7.1%

7. Some people think that access to the main pitch inside the stadium should be limited to Lech players. Suppose these people are at one end of a 1-to-7 scale, at point 1. Other people think that all football clubs, professional and amateur, should have access to the main pitch inside the stadium. Suppose these people are at the other end of the scale, at point 7. People who are exactly in the middle are at point 4, and of course other people have opinions at other points between 1 and 7. Where would you place your views on this scale, or do you have any opinion about that?

main pitch limited to Lech 1	2	3	exactly in the middle 4	5	6	main pitch open to all football clubs 7	I don't know
7.9%	8.6%	7.9%	27.9%	15.7%	10.7%	21.4%	0.0%
8.6%	11.5%	14.3%	27.1%	12.9%	6.4%	18.0%	0.7%

8. In your opinion should the stadium infrastructure be made available for practices and games:

only for the Lech club	7.9%	13.6%
for all the professional football clubs	39.3%	54.3%
for all interested football clubs both professional and amateur	45.7%	30.7%
I don't know	7.1%	1.4%

9. Some people think the people of Poznan should have the widest possible access to the new stadium, even if it means the city of Poznan would need to incur the costs. Suppose these people are at one end of a 1-to-7 scale, at point 1. Other people think the new stadium

should finance itself with commercial businesses and facilities, even if it means the public will not have access to the new stadium. Suppose these people are at the other end of the scale, at point 7. People who are exactly in the middle are at point 4, and of course other people have opinions at other points between 1 and 7. Where would you place your views on this scale, or do you have any opinion about that?

the City incurs costs for widest possible access 1	2	3	exactly in the middle 4	5	6	stadium should finance itself with commercial businesses 7	I don't know
5.7%	5.0%	7.1%	32.9%	15.7%	13.6%	18.6%	1.4%
12.1%	2.1%	7.9%	42.1%	9.3%	12.1%	13.6%	0.7%

10. On a 0 to 10 scale, where 0 is none at all, 10 is completely and 5 is exactly in the middle, how much would you say should the City pay for the cost of stadium infrastructure maintenance?

none at all 0	2	3	4	exactly in the middle 5	6	7	8	9	completely 10	I don't know
28.6%				34.3%	36.5%				0.7%	
34.3%				36.4%	27.2%				2.1%	

11. Some people think the infrastructure maintenance costs for the stadium should be paid for by its users and businesses at the stadium. Suppose these people are at one end of a 1-to-7 scale, at point 1. Other people think the infrastructure costs for the stadium should be paid for by the City. Suppose these people are at the other end of the scale, at point 7. People who are exactly in the middle are at point 4, and of course other people have opinions at other points between 1 and 7. Where would you place your views on this scale, or do you have any opinion about that?

paid for by the users and businesses 1	2	3	exactly in the middle 4	5	6	paid for by the City 7	I don't know
12.9%	12.9%	19.2%	31.4%	13.6%	5.7%	3.6%	0.7%
16.4%	12.9%	14.3%	39.3%	12.9%	0.7%	2.9%	0.7%

12. Do you think that the cost of stadium infrastructure maintenance (building sport equipment) should be paid by

City	25.7%	7.1%
users and with little financial support from the City	47.1%	57.1%
users only	2.9%	3.6%
users and the city additional should be able to earn money by renting rooms	19.3%	29.3%
I don't know	5.0%	2.9%

13. Which of the following do you support most?

The stadium should be utilized fully so that the city would recover the money invested by building commercial facilities organizing commercial services and entertainment at the stadium and the areas around it	12.9%	23.6%
At the stadium one has to place commercial and service facilities in such way	40.7%	37.1%

that they will provide the greatest return of the invested money but the area around the stadium should remain a recreation place for the Poznanians		
The city should use the stadium and surrounding areas for the promotion of sport and recreation among Poznanians even at a considerable expense to the city's budget	40.0%	36.4%
I don't know	6.4%	2.9%

14. How important are each of the following ways of modernizing the stadium on Bulgarska street?

	unimportant 0	1	2	3	4	exactly in the middle 5	6	7	8	9	important 10	I don't know
a. Have Lech manage and be the main users of the stadium	30.0%					28.6%	39.4%					2.1%
	42.8%					25.0%	26.4%					5.7%
b. Have an organization like POSiR manage a greater Poland sports and recreation center for all football clubs	24.2%					31.4%	42.1%					2.1%
	41.5%					22.9%	30.8%					5.0%
c. Have an independent operator manage the stadium commercial spaces and space for public use	25.7%					25.0%	45.7%					3.6%
	12.1%					20.7%	59.2%					7.9%
d. Have a large commercial operator manage a large commercial complex for sports and entertainment	28.6%					22.1%	47.9%					1.4%
	34.3%					22.1%	37.1%					6.4%

15. If you had to pick one of the above ways of modernizing the stadium on Bulgarska Street which would be your first choice?

a. Have Lech manage and be the main users of the stadium	20.0%	16.4%
b. Have an organization like POSiR manage a greater Poland sports and recreation center for all football clubs	33.6%	16.4%
c. Have an independent operator manage the stadium commercial spaces and space for public use	27.1%	48.6%
d. Have a large commercial operator manage a large commercial complex for sports and entertainment	17.9%	17.9%
I don't know	1.4%	0.7%

16. Your second choice?

a. Have Lech manage and be the main users of the stadium	17.1%	20.1%
b. Have an organization like POSiR manage a greater Poland sports and recreation center for all football clubs	30.7%	21.4%

c. Have an independent operator manage the stadium commercial spaces and space for public use	35.0%	35.0%
d. Have a large commercial operator manage a large commercial complex for sports and entertainment	16.4%	22.9%
I don't know	0.7%	0.7%

17. Your third choice?

a. Have Lech manage and be the main users of the stadium	15.7%	22.1%
b. Have an organization like POSiR manage a greater Poland sports and recreation center for all football clubs	27.9%	32.9%
c. Have an independent operator manage the stadium commercial spaces and space for public use	24.3%	20.7%
d. Have a large commercial operator manage a large commercial complex for sports and entertainment	31.4%	22.9%
I don't know	0.7%	1.4%

18. How satisfied are you with the reconstruction of the stadium on Bulgarska street for Euro 2012?

dissatisfied 0	1	2	3	4	exactly in the middle 5	6	7	8	9	satisfied 10	I don't know
5.0%					17.9%	75.7%					1.4%

19. How satisfied are you with preparations in Poznan for the Euro 2012 such as roads transportation and hotels?

dissatisfied 0	1	2	3	4	exactly in the middle 5	6	7	8	9	satisfied 10	I don't know
15.7%					37.1%	45.6%					1.4%