

SCHEDULE L

Poll Results – Summer 2018 Atlantic Quarterly

The Atlantic Quarterly®

Summer 2018

Commissioned Questions for



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The following presents a brief snapshot of results for the questions commissioned by **National Public Relations** in the Summer 2018 Atlantic Quarterly®. Details on the research methodology are provided below.

Key Highlights

- Upon receiving a description of the stadium's possible activities, just over six in ten (63%) Halifax residents **support it being built** with the financial support of municipal and provincial governments.
- The type of financial support provided by government to build a multi-purpose stadium in Halifax most favoured by residents is mixed. Three in ten residents most support **tax incentives** (29%), while two in ten most support either **direct financial contributions** (22%) or **loan guarantees** (21%).
- Just over six in ten (63%) Halifax residents **support a potential partnership between the private sector and municipal and provincial governments** that would involve private contributions and property taxes from a development that includes the multi-purpose stadium.
- Knowing that the private sector would be responsible for all annual operating costs of the stadium, just over four in ten residents (44%) are **more likely** to support the proposal to build a multi-purpose stadium in Halifax, while one in seven (15%) are **less likely** to do so.
- Residents are split on the location where they most favour a multi-phase development that would include a multi-purpose stadium. One-third most favour either **Dartmouth Crossing** (35%) or **Shannon Park** (35%). Fewer residents most support **Bayers Lake** (21%). Assessing solely Shannon Park for the multi-phase development, one-half (52%) of Halifax residents support this choice of location.
- Assuming ticket prices would range from \$40 to \$60, one-half (50%) of Halifax residents would **definitely** or **probably** attend at least one game of a Halifax CFL team, while the same number of residents (50%) would **probably not** or **definitely not** attend at least one game.

Method	✓ Probability telephone survey
Data Collection Dates	✓ August 7 to August 23, 2018
Sampling	✓ Random sample of 413 adults aged 18+ years from Halifax, Nova Scotia
Margin of Error	✓ Overall results are accurate to within ± 4.9 percentage points, 19 times out of 20. Margins of error for sub-samples will vary by size and are available upon request.

Additional analysis including sub-group analysis, graphical presentation of results, advanced analyses, tracking where applicable, and interpretation of results is available upon request for additional costs.