

**Key findings from the
Public Attitudes Survey**

**HALIFAX CONVENTION
CENTRE**

**Conducted in
September 2011
for**

TRADE CENTRE LIMITED

OBJECTIVES OF THE POLL

- ① **examine public opinion concerning the Halifax Convention Centre (HCC) project**
- ① **top-of-mind awareness of the HCC project**
- ① **information sources regarding the current proposal**
- ① **initial favour/oppose HCC proposal**

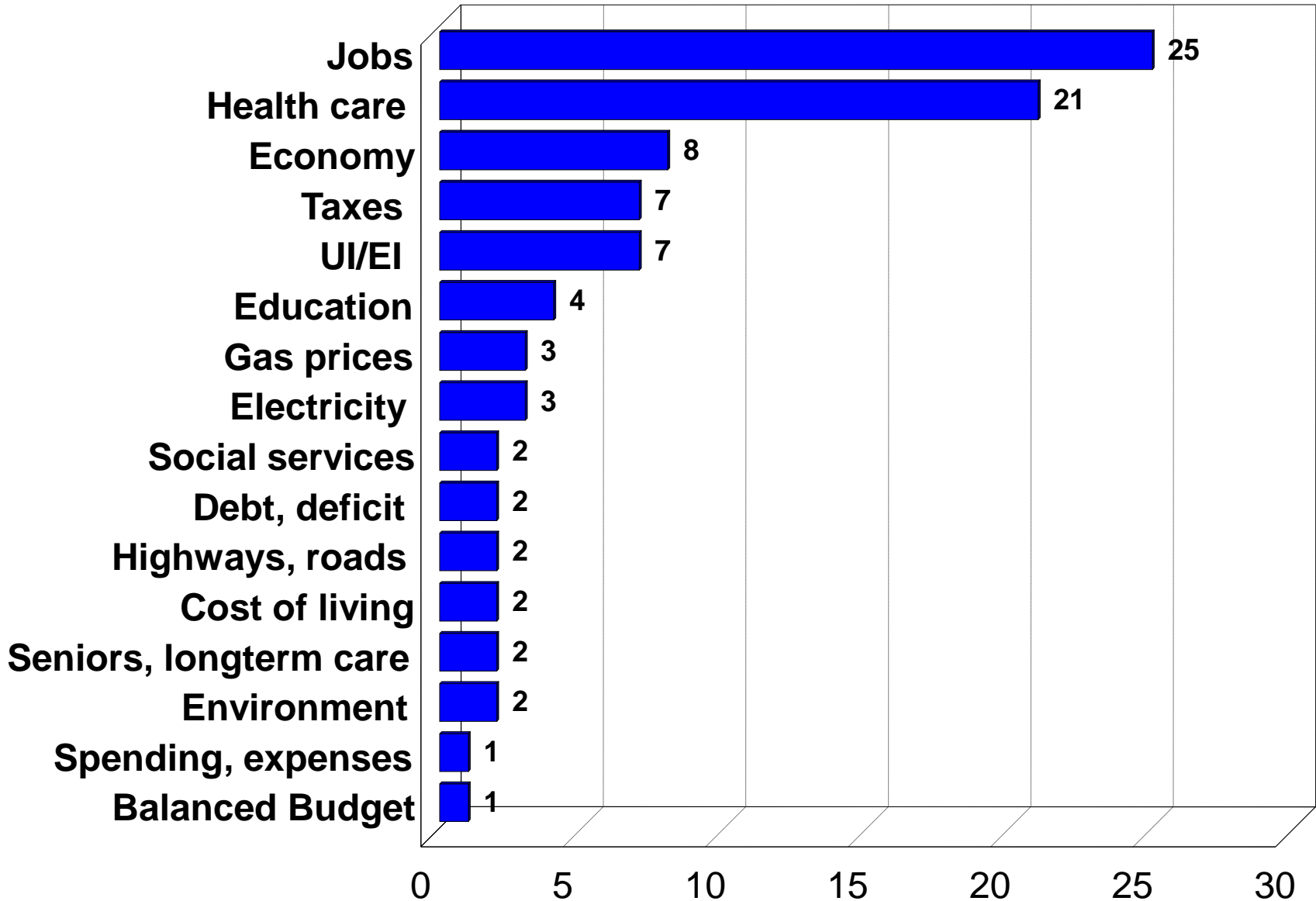
METHODOLOGY

- ① **survey of 802 randomly selected adults across Nova Scotia**
- ① **interviews conducted from September 6-11, 2011 using computer assisted telephone interviewing (CATI)**
- ① **margin of error for sample of 802 is $\pm 3.5\%$ at 95% confidence interval**
- ① **percentages must be at least 3.5% apart to be statistically different**

1. PUBLIC AGENDA

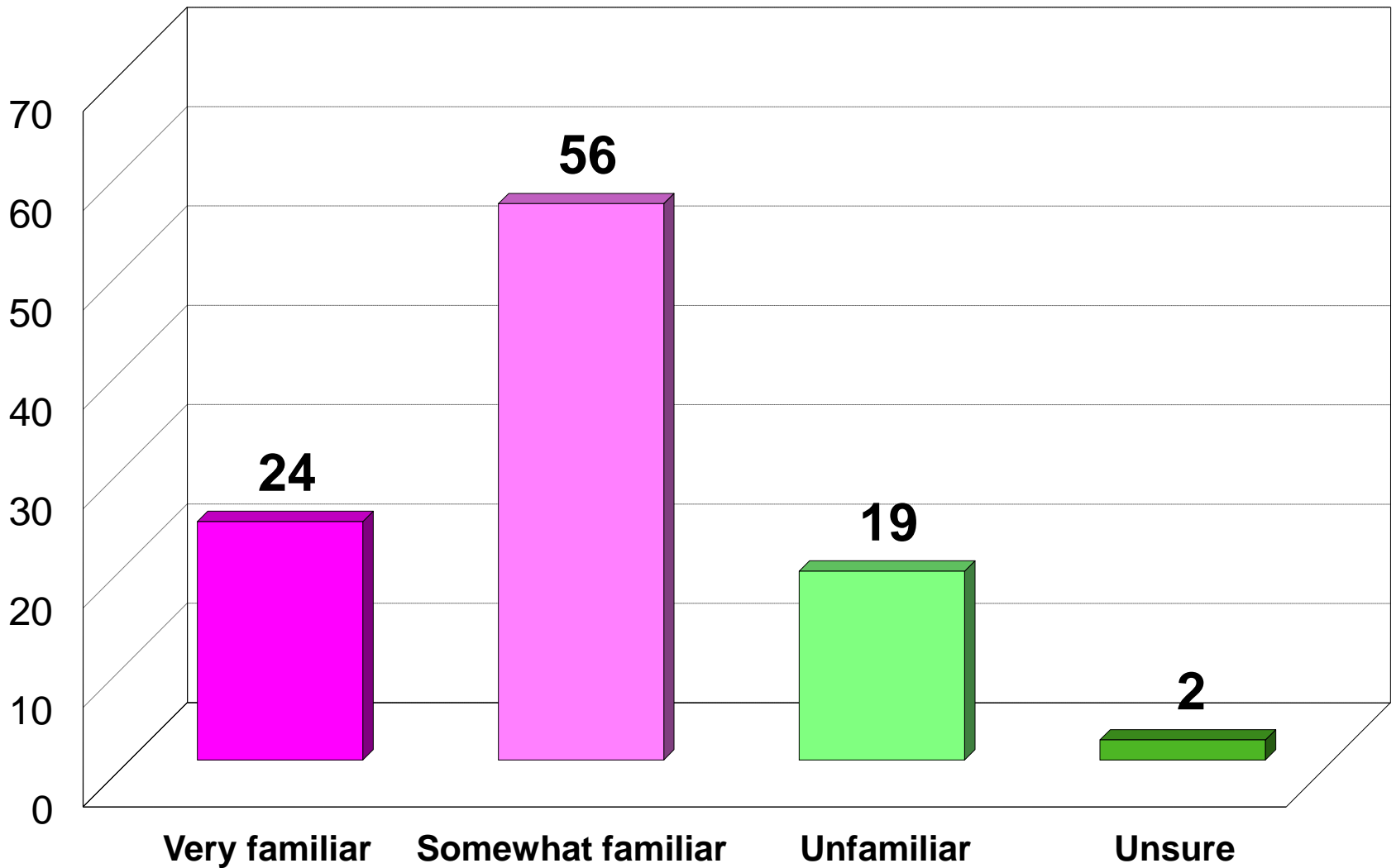
Top Nova Scotia Issues

September 2011



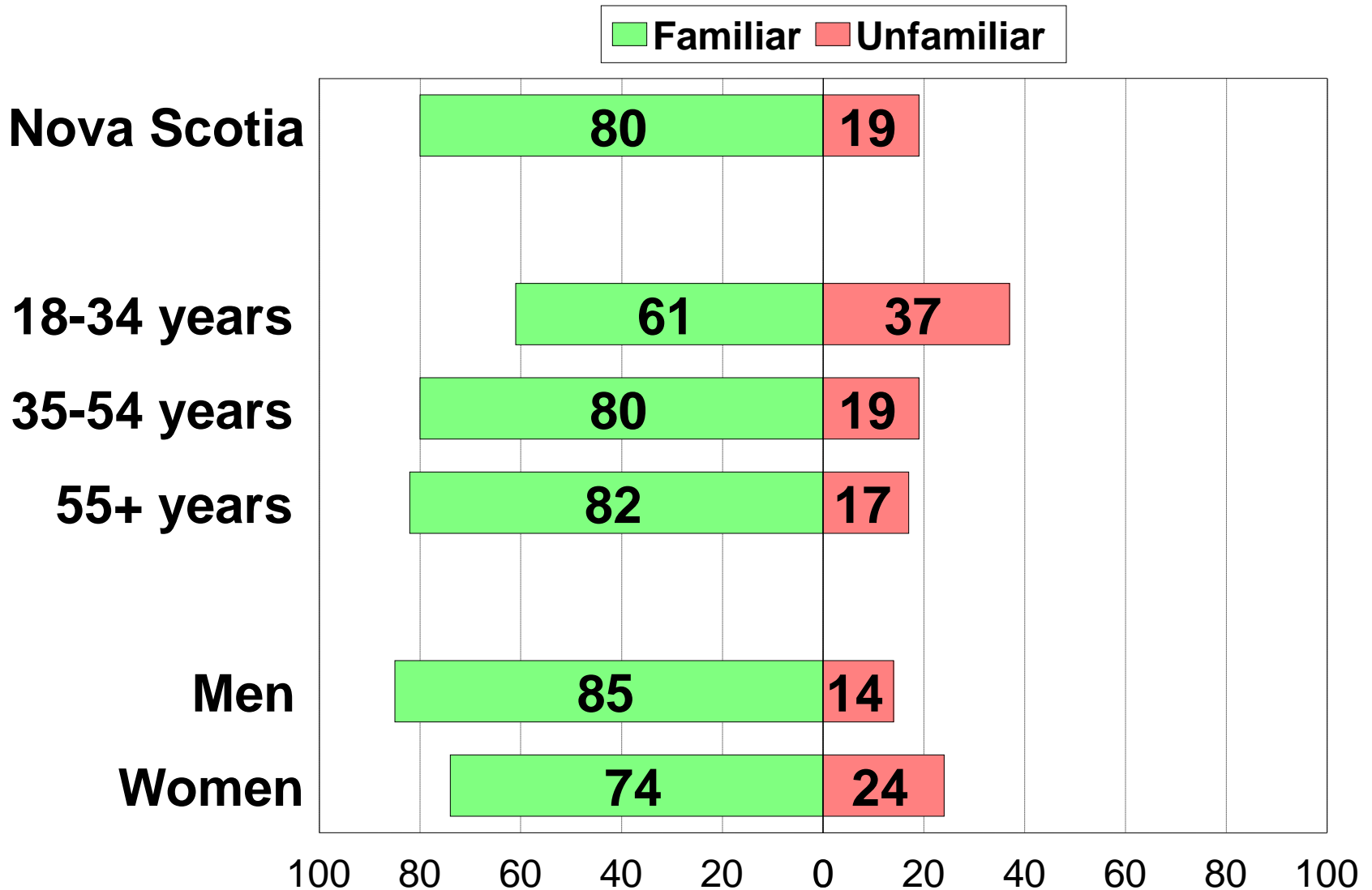
**2. AWARENESS OF HALIFAX
CONVENTION CENTRE
PROJECT**

Aware of HCC



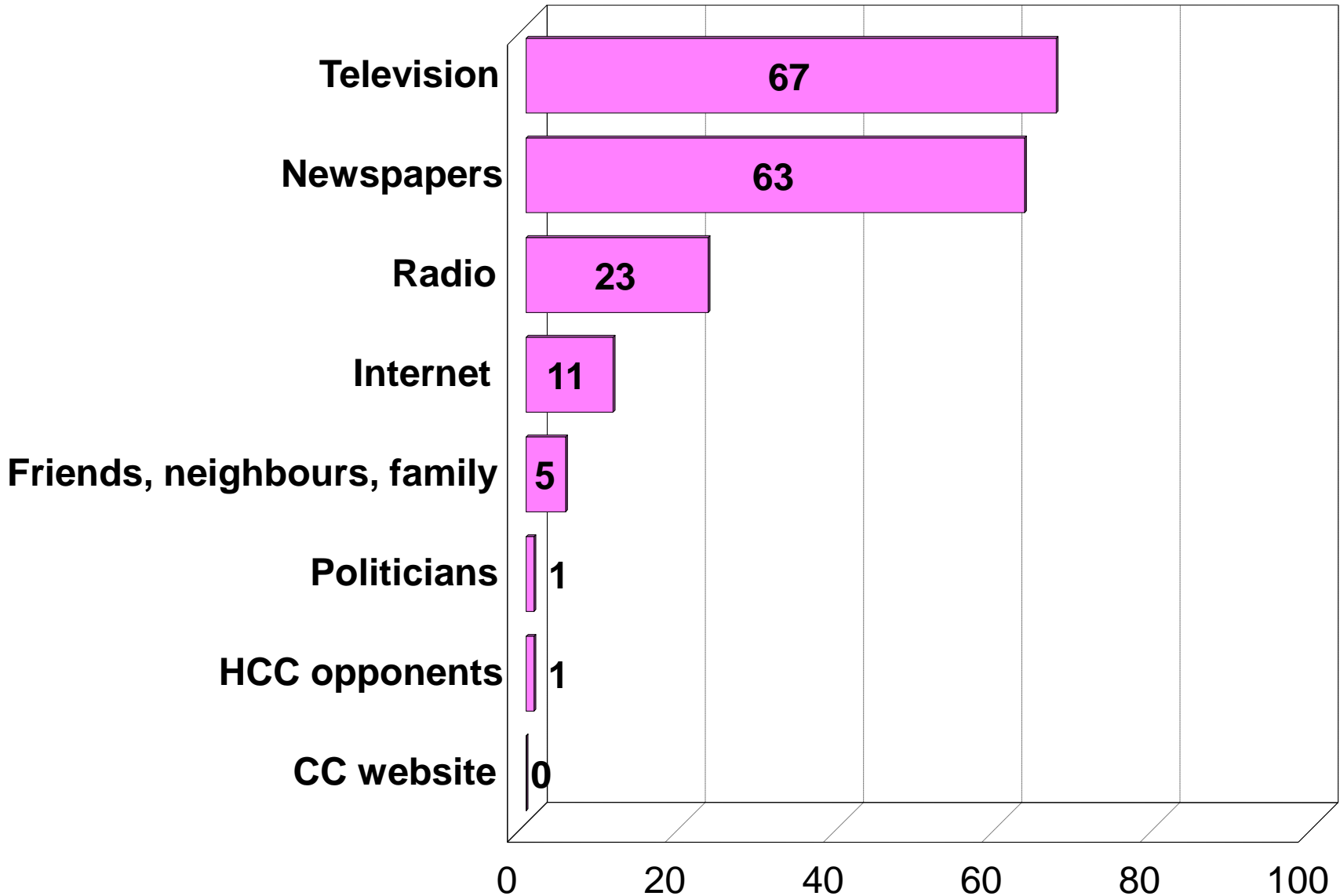
Aware of HCC

Age and Gender Differences



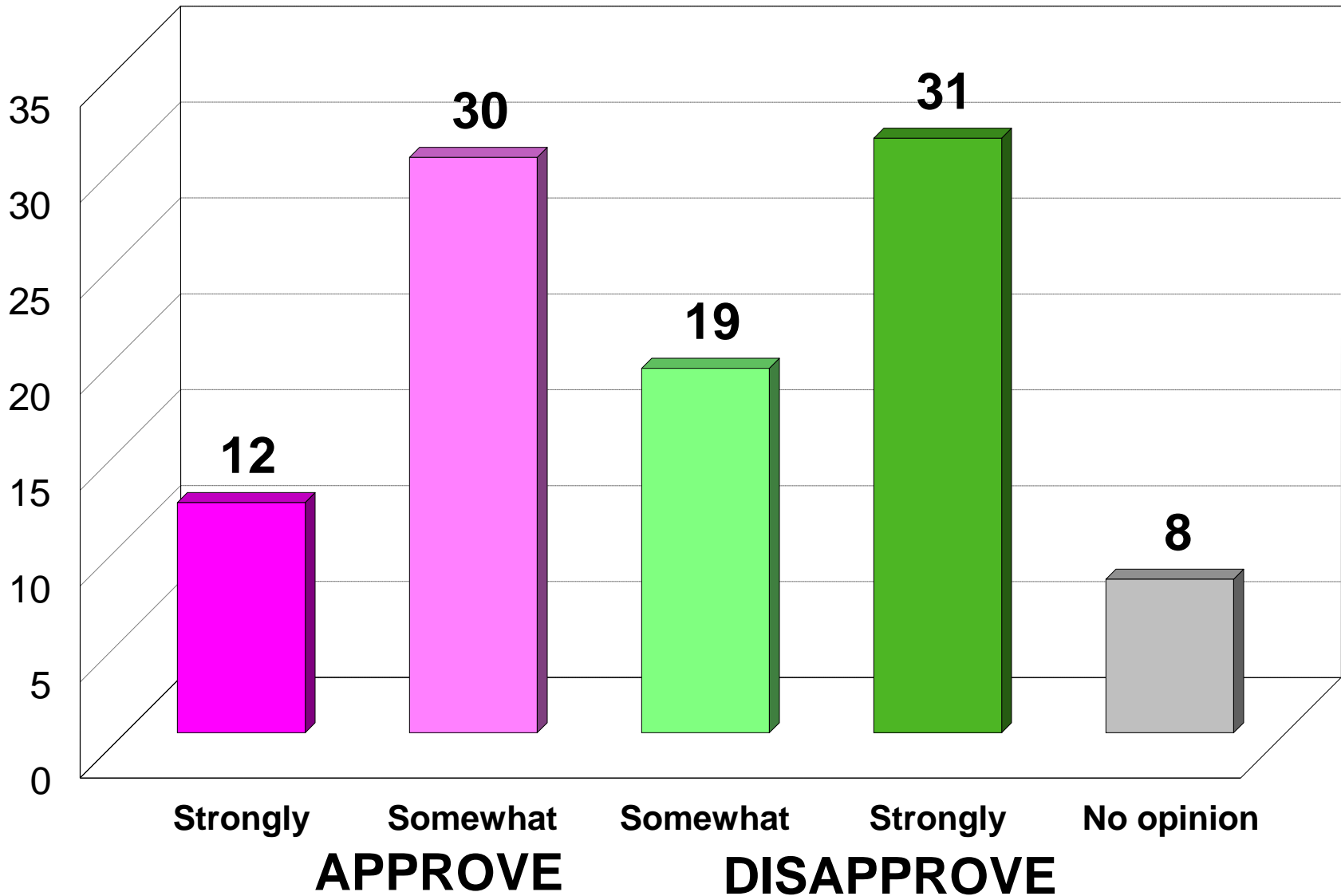
Information Sources

Familiar with HCC (N=621)



3. APPROVE/DISAPPROVE

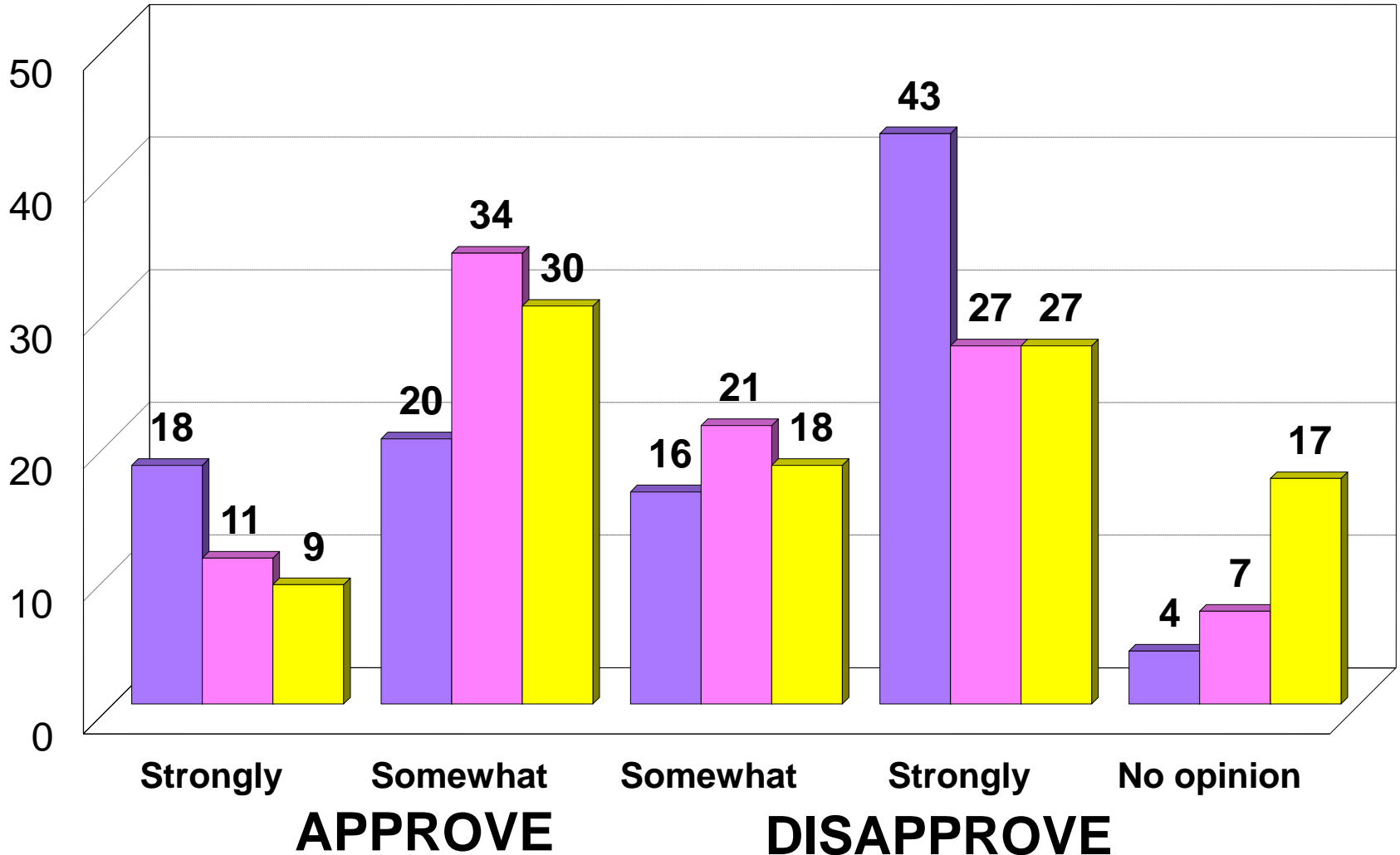
Approve/Disapprove of HCC



Approve/Disapprove of HCC

By Respondent Familiarity with HCC

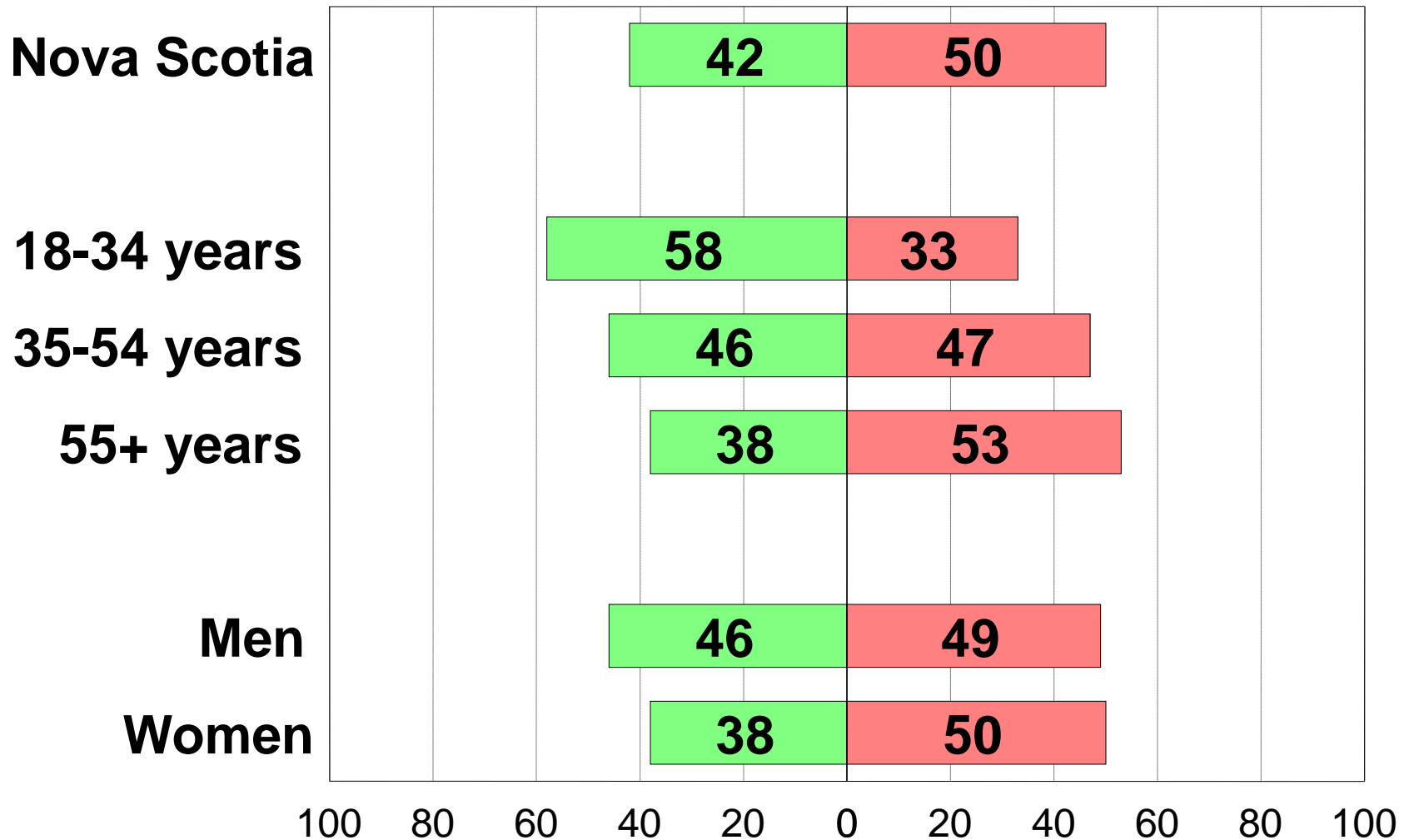
Very Somewhat Unfamiliar



Approve/Disapprove of HCC

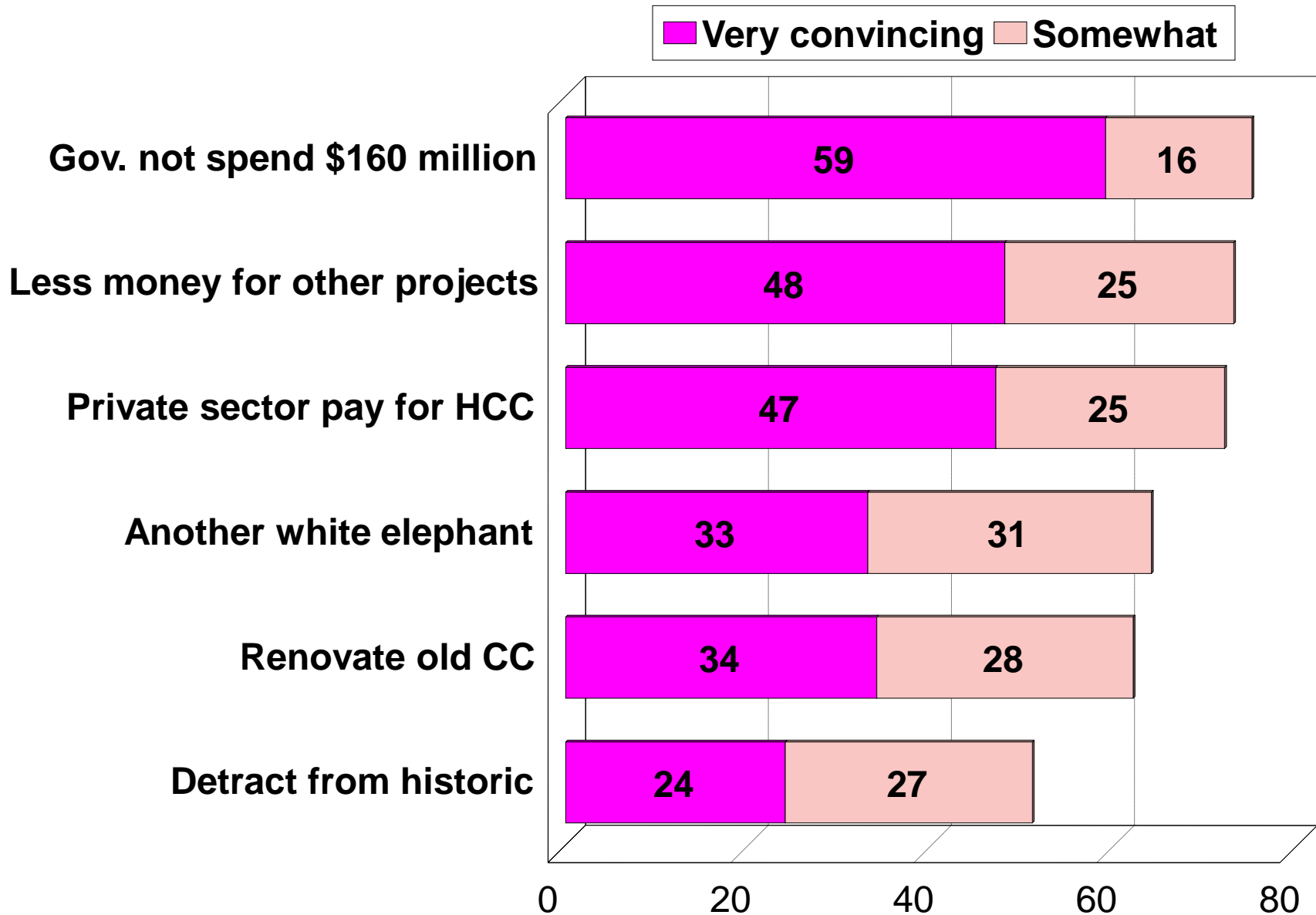
Age and Gender Differences

Approve Disapprove



4. REASONS TO DISAPPROVE

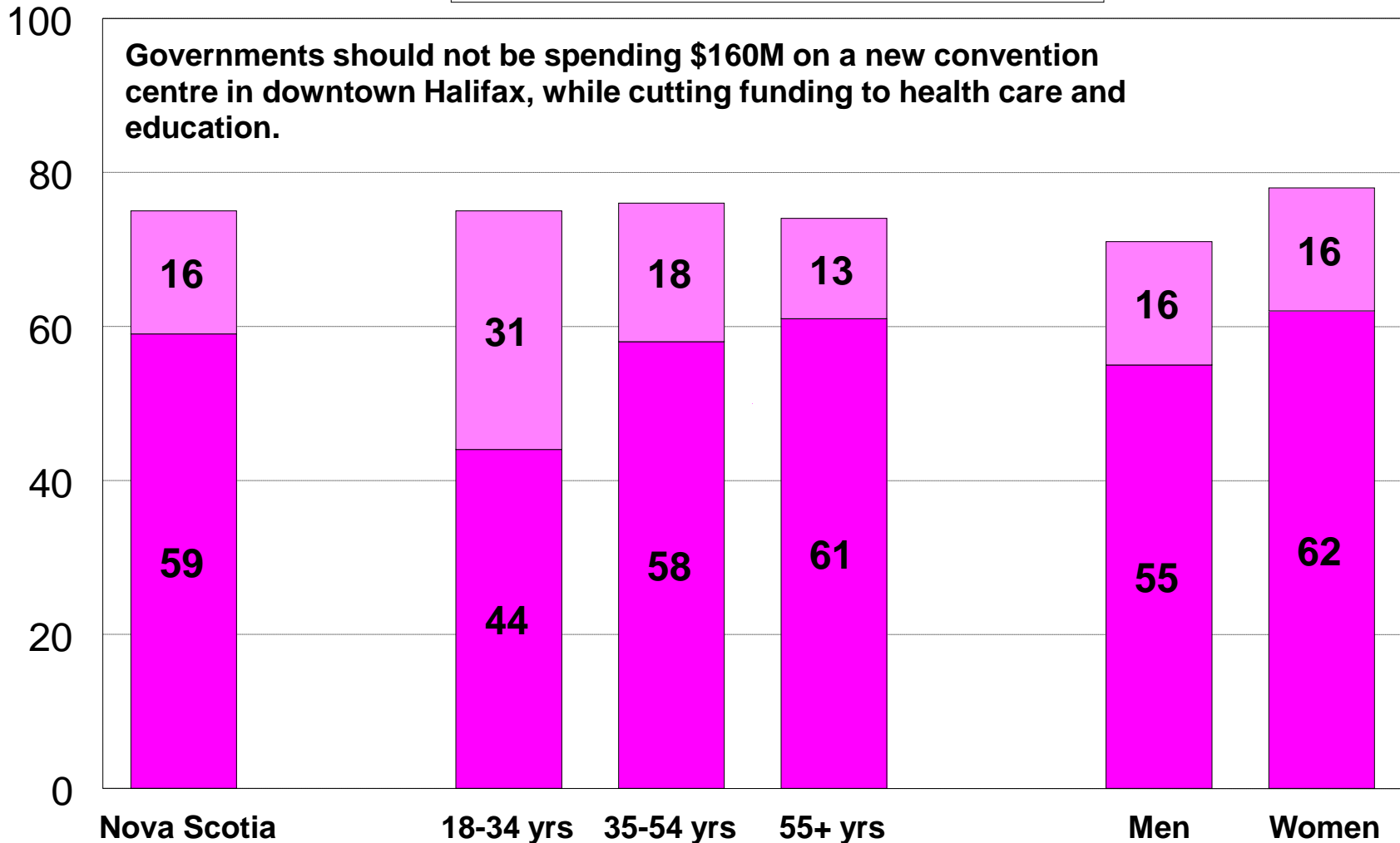
Reasons to Disapprove



Not Spend \$160 Million

Age and Gender Differences

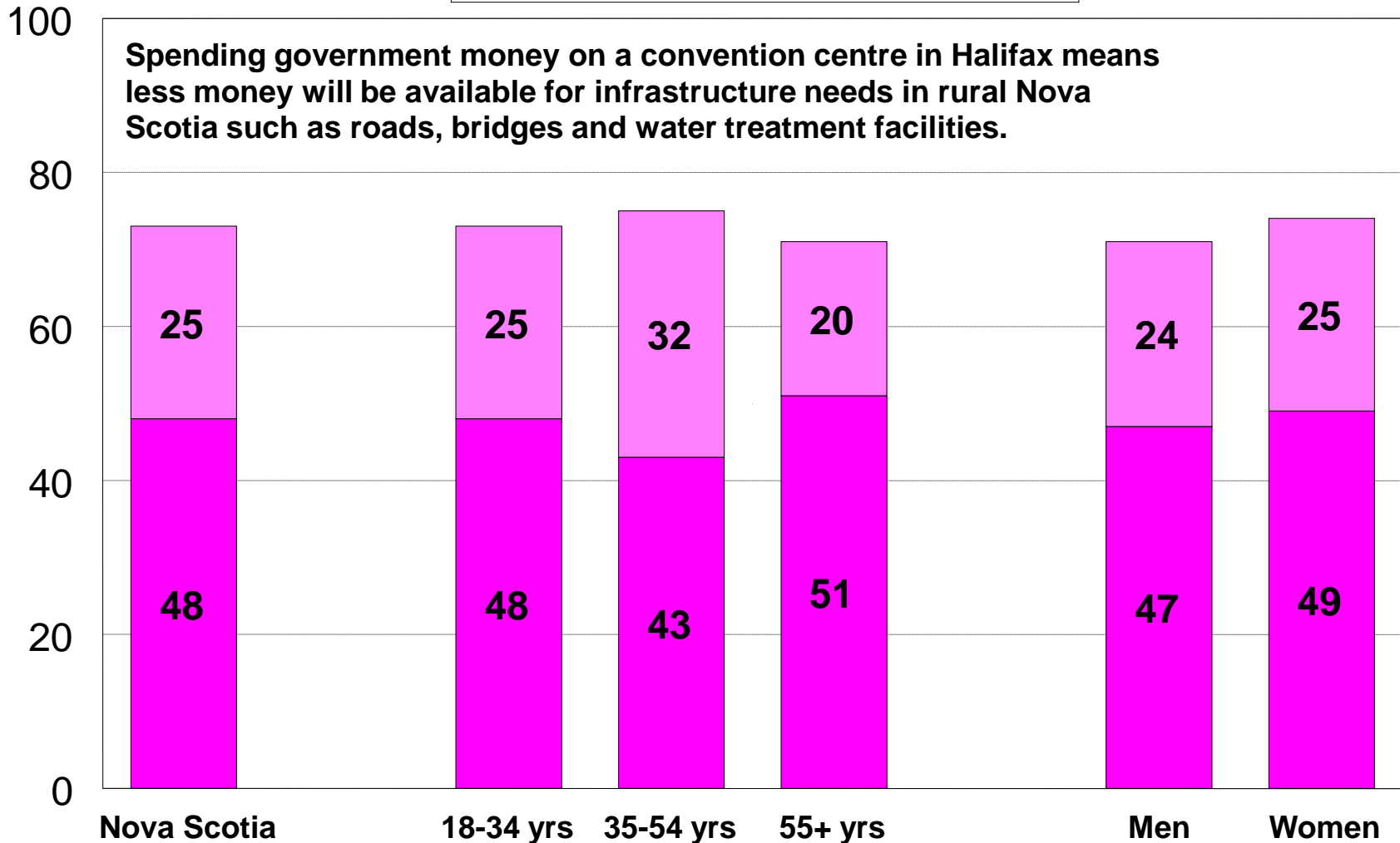
Very convincing Somewhat



Less Money for Other Projects

Age and Gender Differences

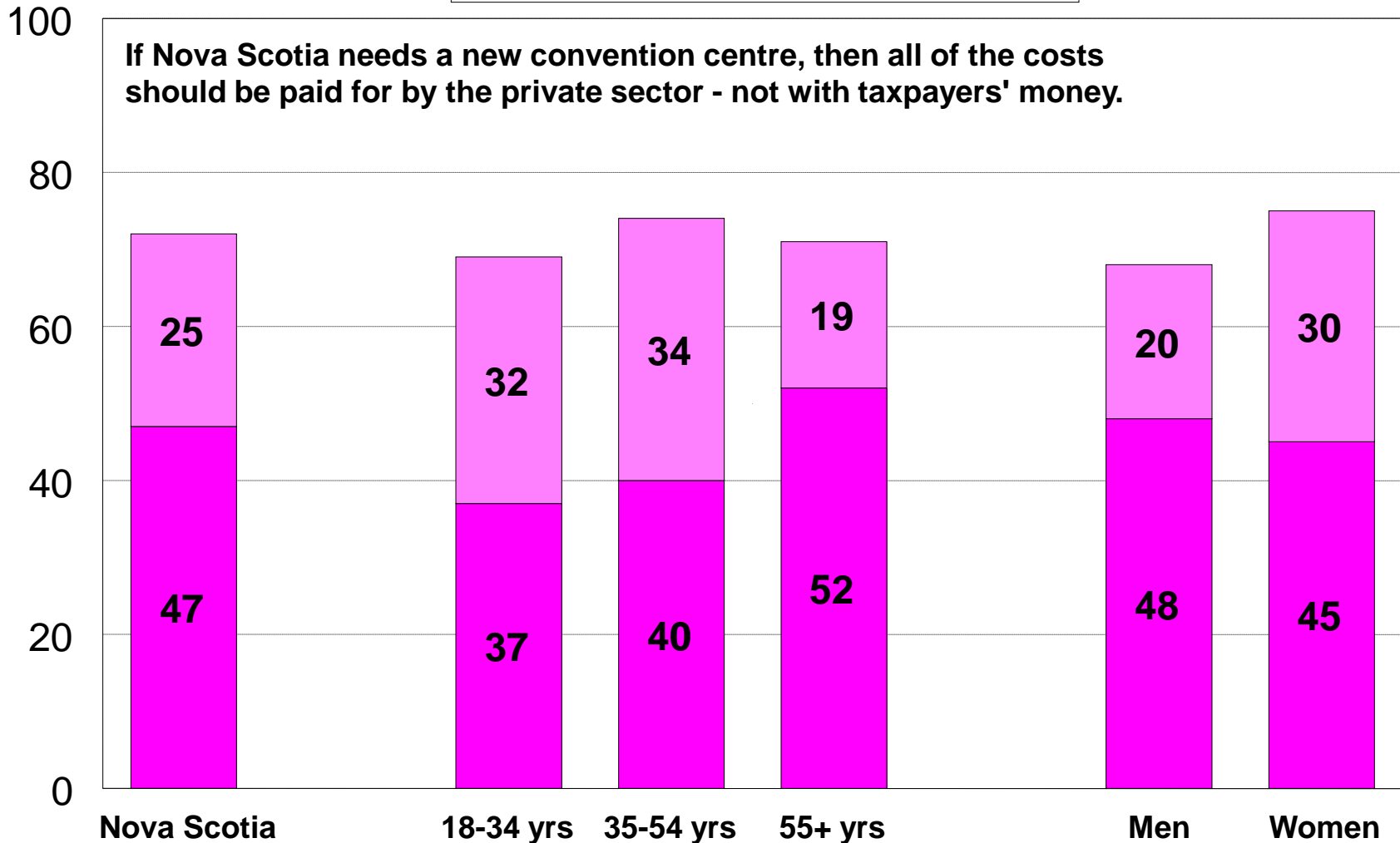
Very convincing Somewhat



Private Sector and HCC

Age and Gender Differences

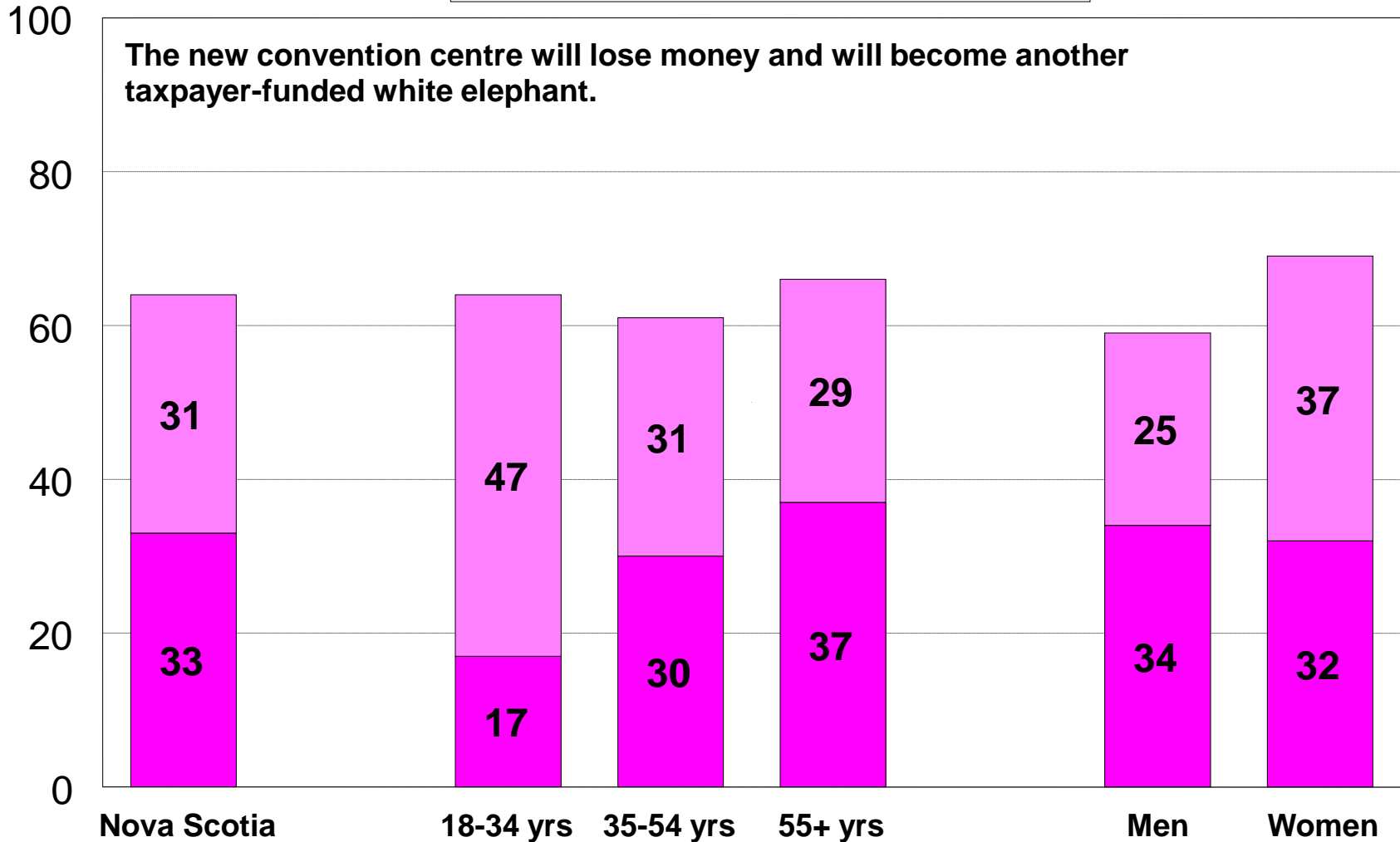
Very convincing Somewhat



Another White Elephant

Age and Gender Differences

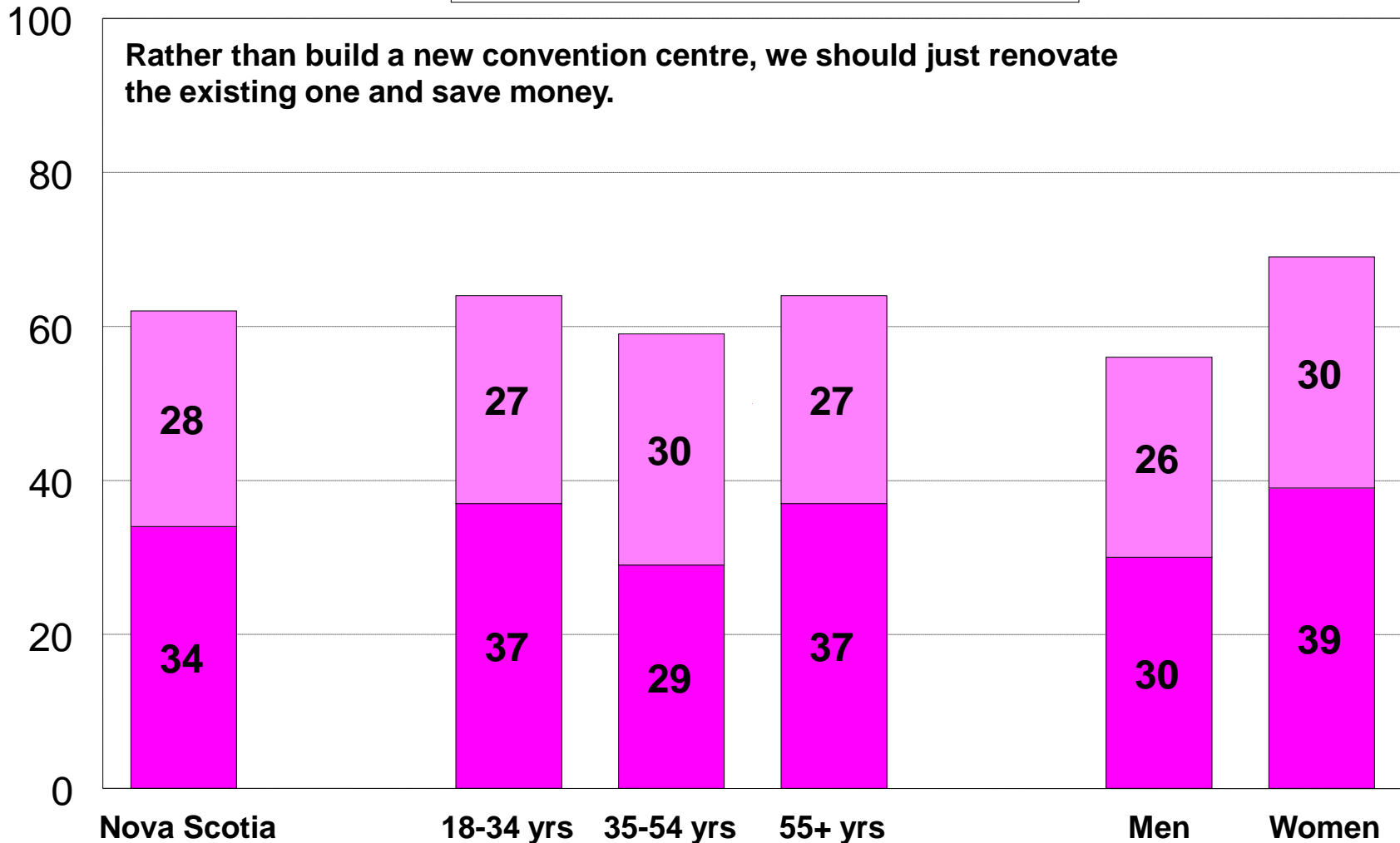
Very convincing **Somewhat**



Renovate Old CC

Age and Gender Differences

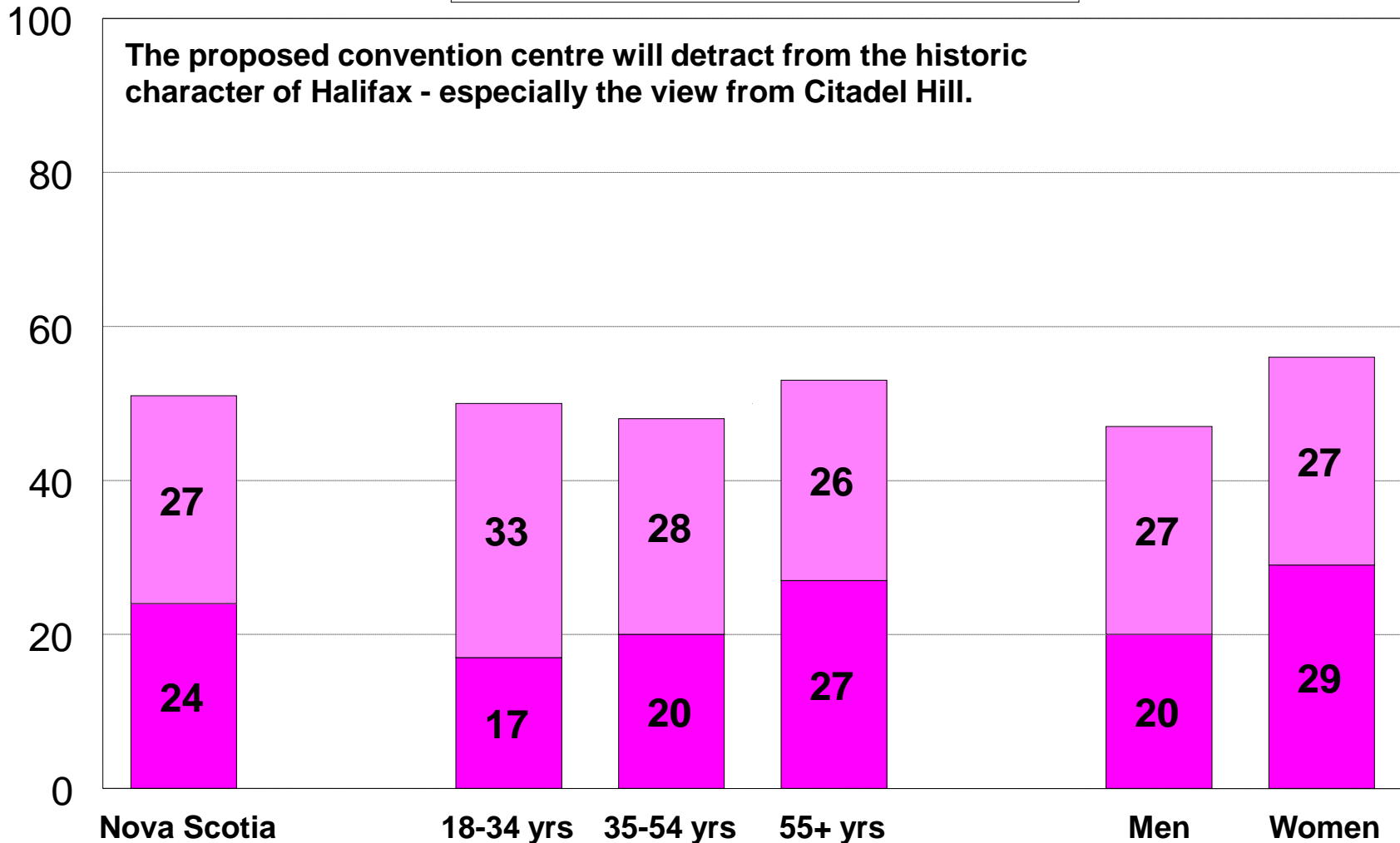
Very convincing Somewhat



Detract from Historic Halifax

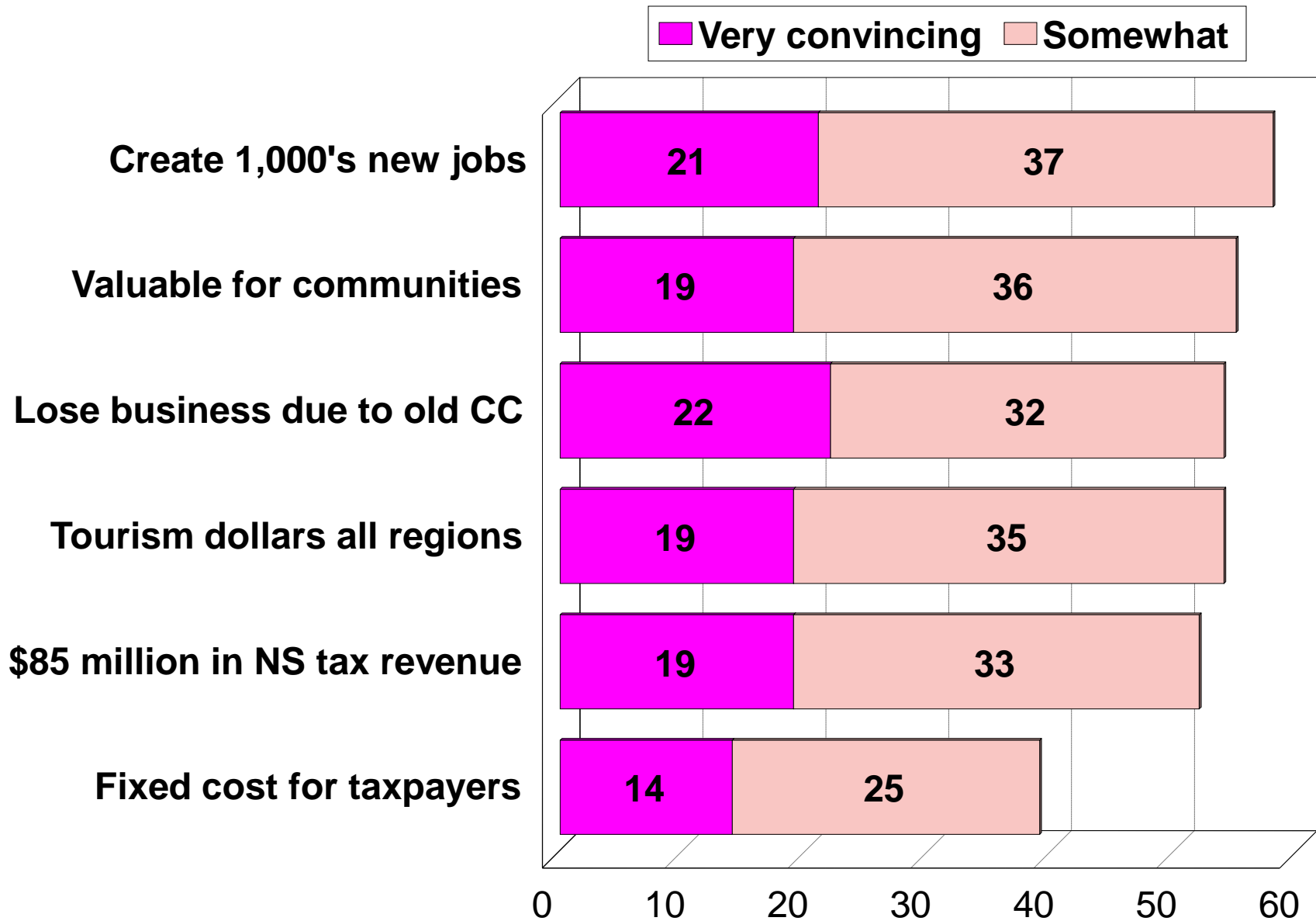
Age and Gender Differences

Very convincing Somewhat



5. REASONS TO APPROVE

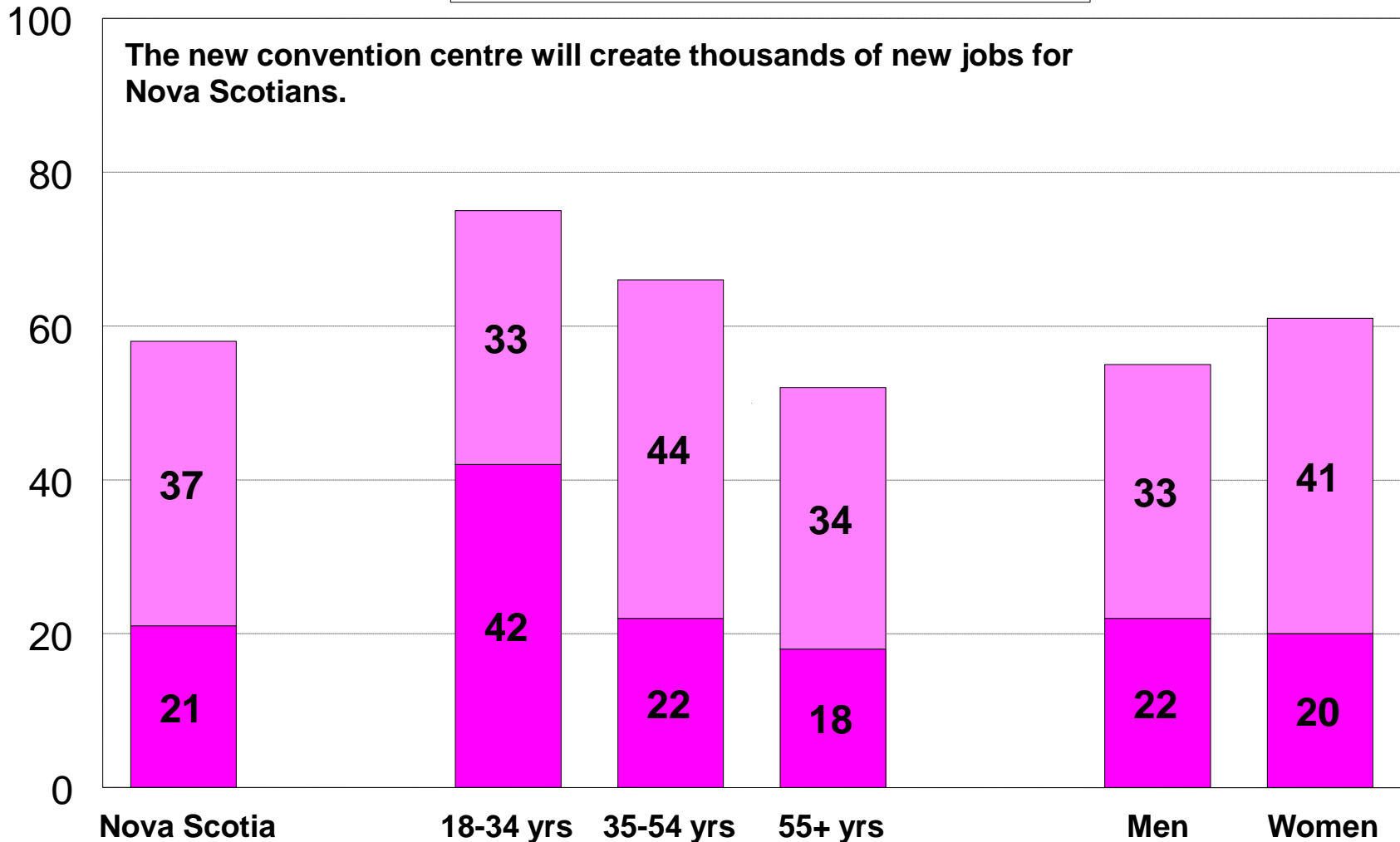
Reasons to Approve



Create 1,000's New Jobs

Age and Gender Differences

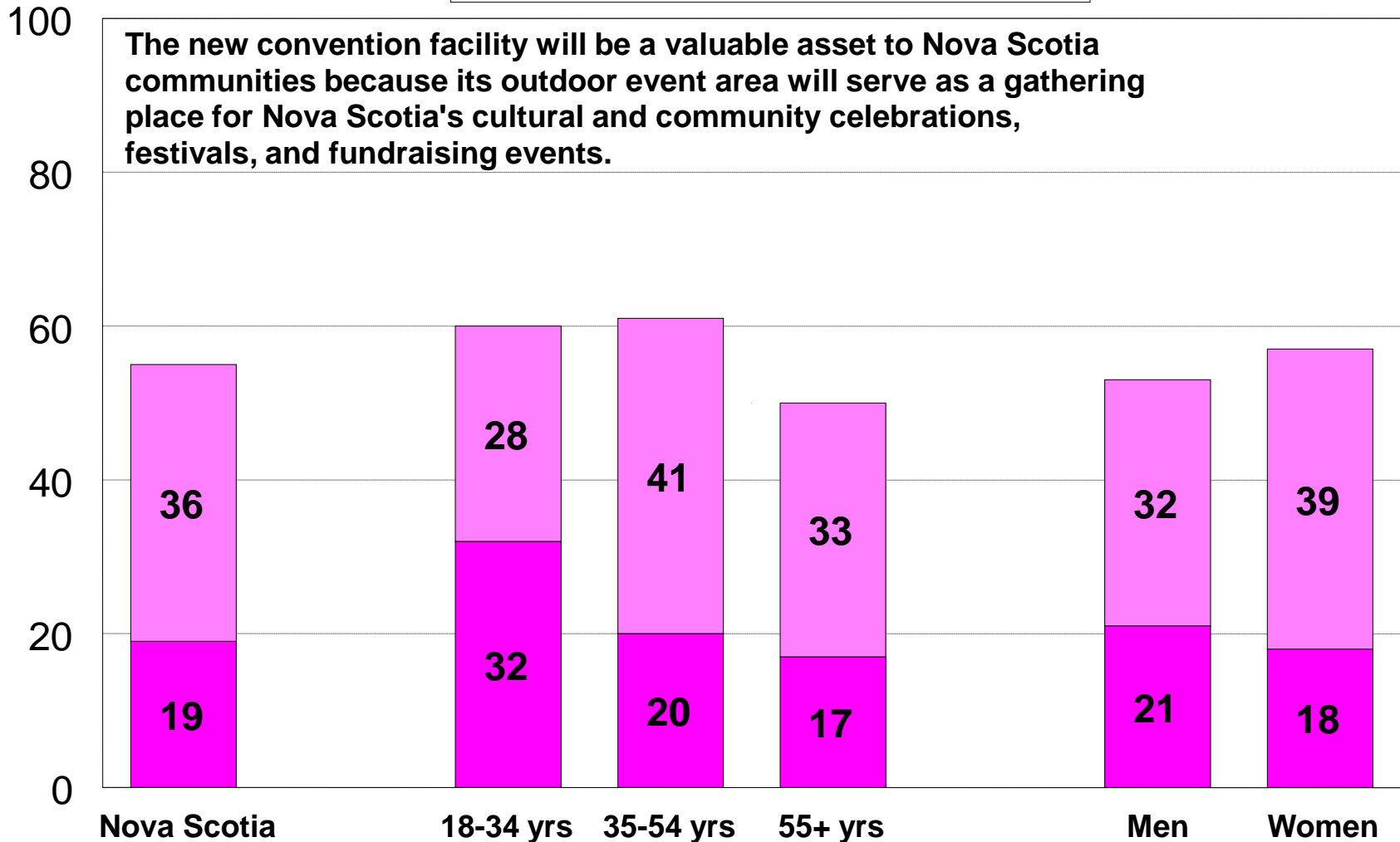
Very convincing Somewhat



Valuable To Communities

Age and Gender Differences

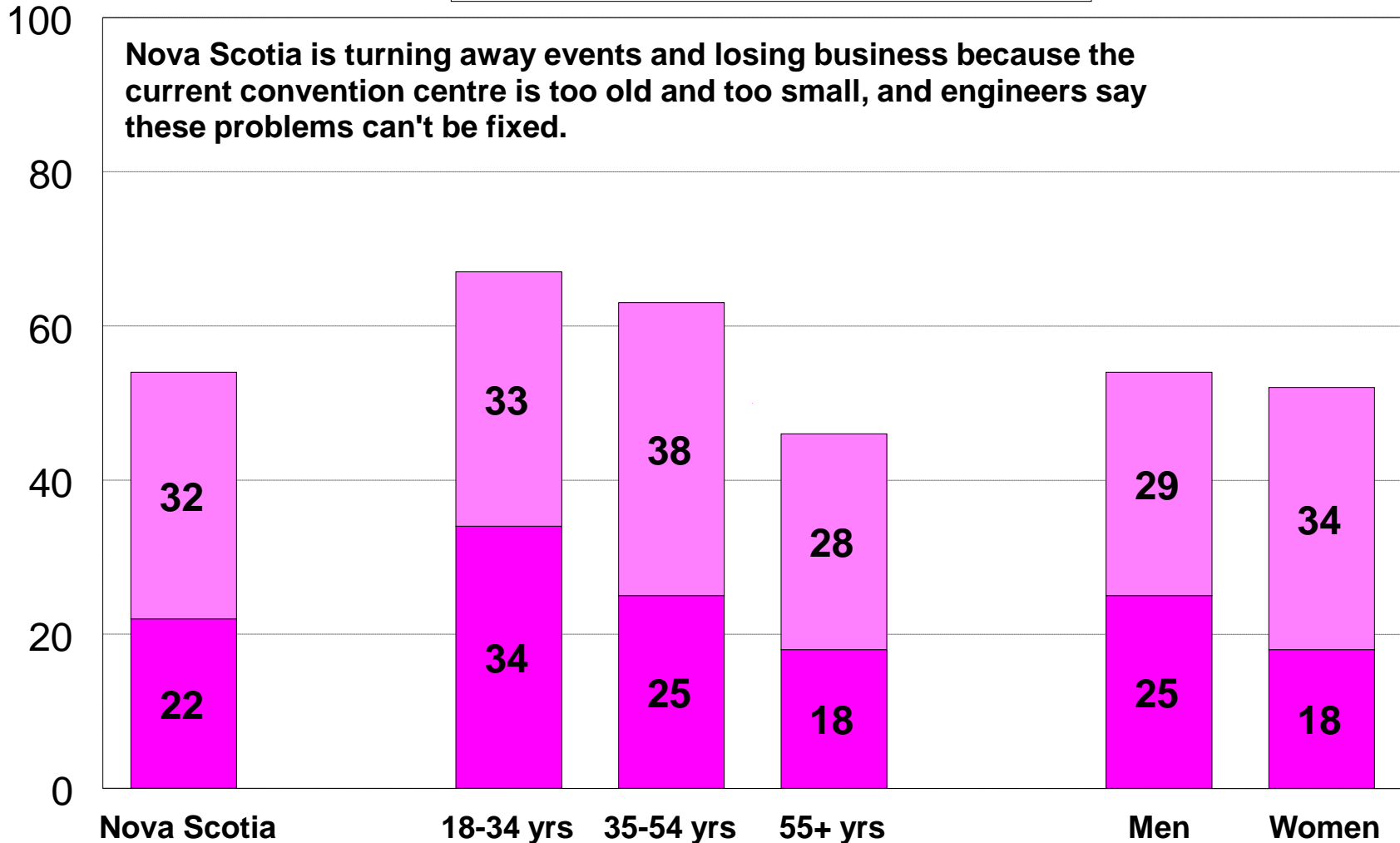
Very convincing Somewhat



Old CC Loses Business

Age and Gender Differences

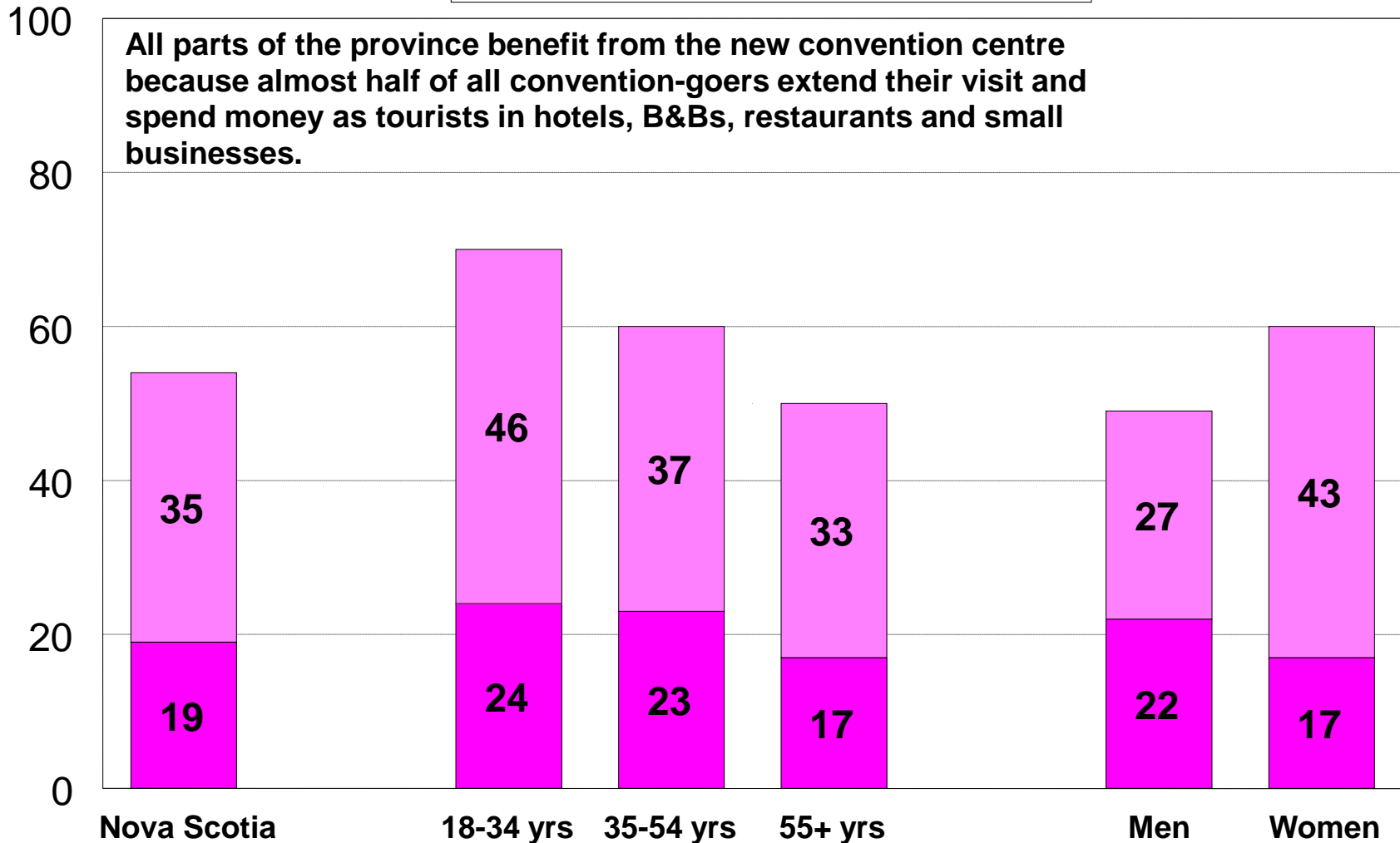
Very convincing Somewhat



Tourism Dollars Benefit All NS

Age and Gender Differences

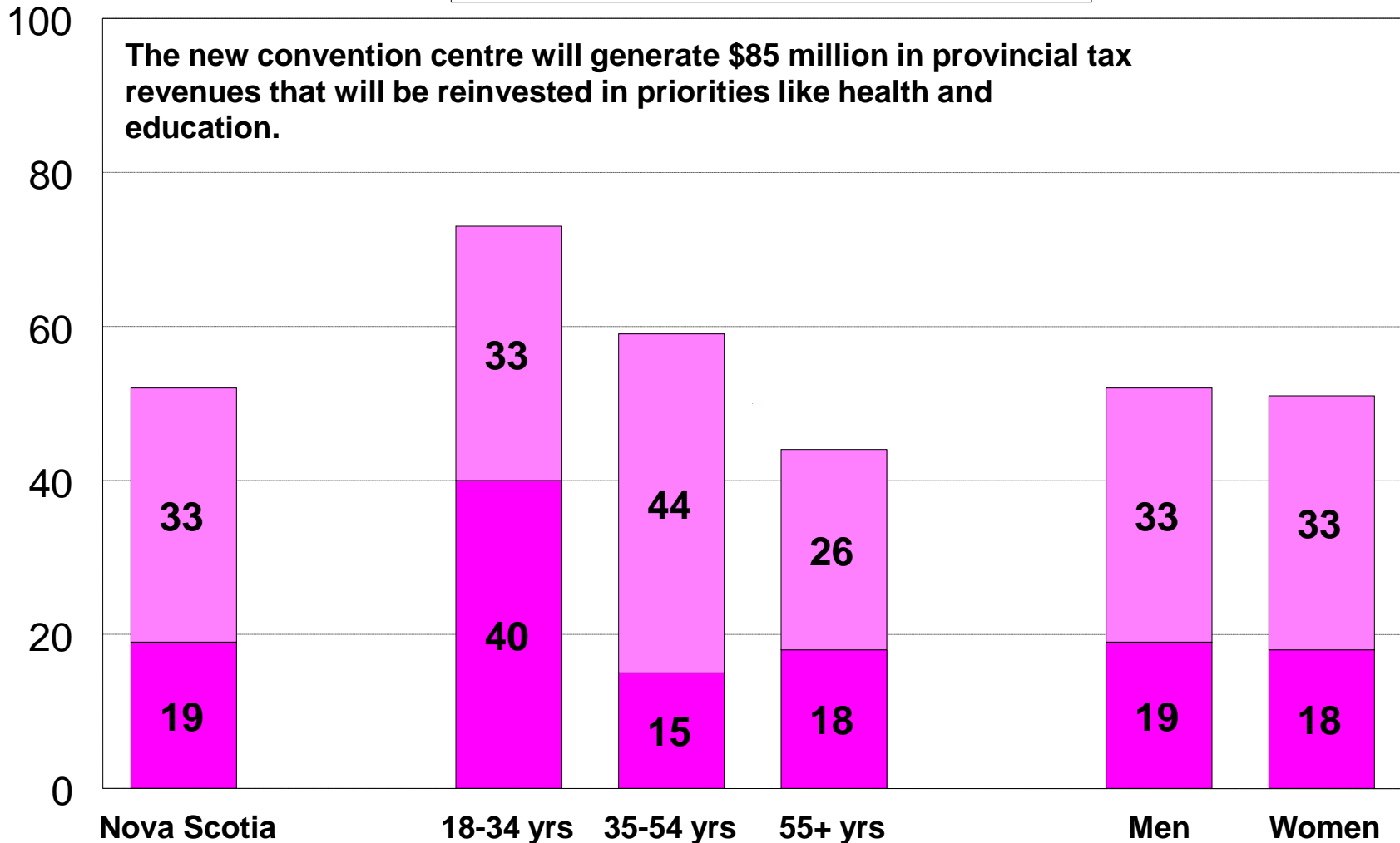
Very convincing Somewhat



\$85 Million in Tax Revenues

Age and Gender Differences

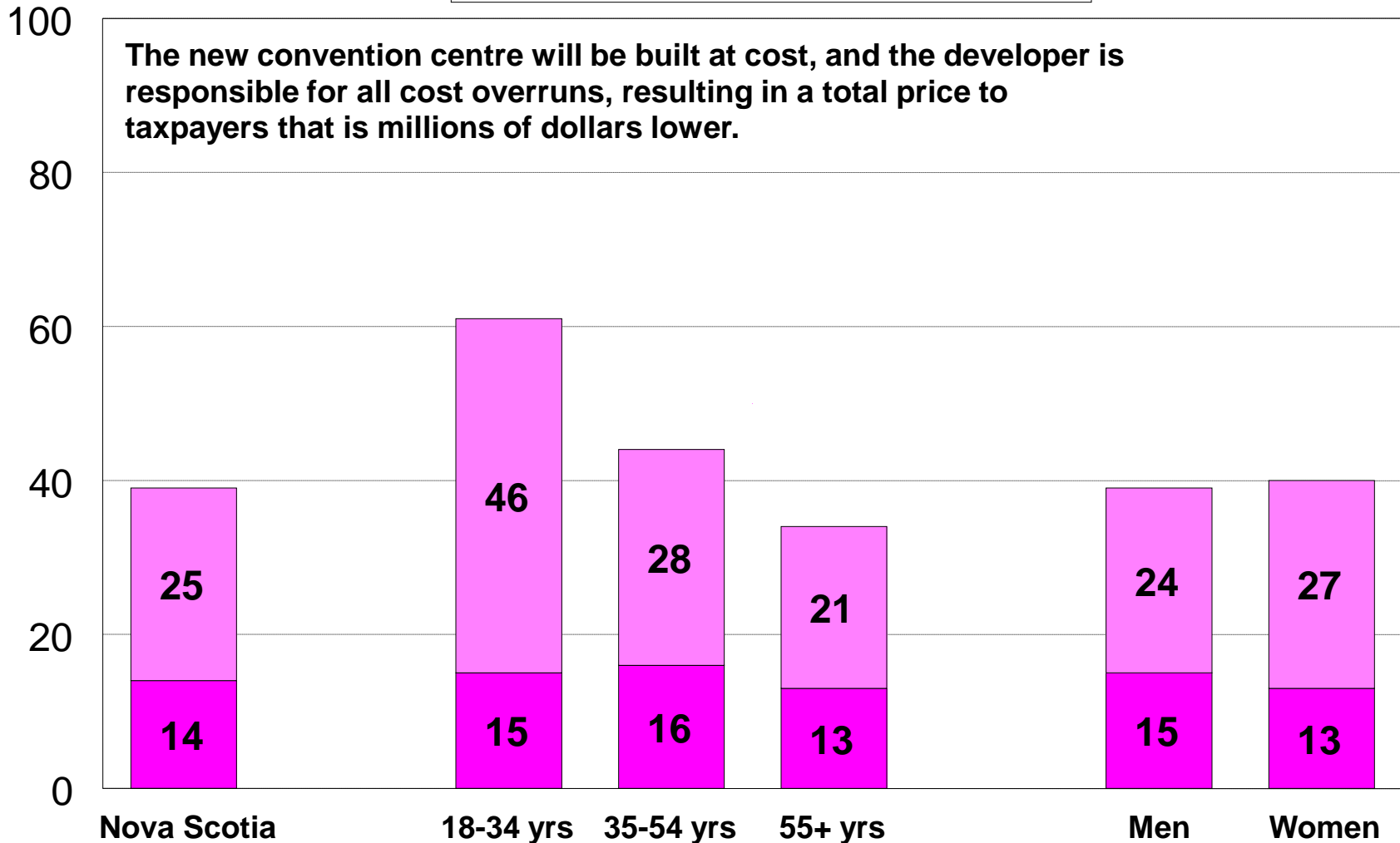
Very convincing Somewhat



Fixed Cost for Taxpayers

Age and Gender Differences

Very convincing Somewhat



6. TESTING INFORMATION SOURCES

Project Spokesperson

