

CRA *Halifax Urban Report* – First Quarter 2007

Sample: 400 HRM residents (18 years plus)

Interview Dates: February 1 to February 7, 2007

Margin of Sampling Error: ±4.9 percentage points (95% confidence level)

As you may know, Halifax is the Canadian entry in the bid to host the 2014 Commonwealth Games. All things considered, do you completely support, mostly support, mostly oppose, or completely oppose Halifax hosting the Commonwealth Games in 2014?

| | |
|--------------------------------|-----|
| Completely support | 33% |
| Mostly support | 39% |
| Mostly oppose | 11% |
| Completely oppose | 11% |
| Depends on cost to Halifax/HRM | 1% |
| Don't know/no answer | 4% |

[AMONG THOSE SUPPORTING THE GAMES (n=286); TOTAL MENTIONS] What is the primary reason you support Halifax hosting the Commonwealth Games in 2014? **PROBE:** Any other reasons?

| | |
|--|-----|
| Economic benefits | 53% |
| Boost the profile of Halifax | 43% |
| New sports facilities/Infrastructure will be built | 23% |
| Sports is important/Good for the athletes/Sports awareness | 7% |
| Will boost tourism | 6% |
| A stadium will be built | 6% |
| Sounds fun/Enjoyment of the Games | 5% |
| Good idea/Good for the community (general) | 4% |
| Should be given the opportunity/Halifax should have a chance | 3% |
| Good opportunity for youth/Will benefit the youth | 2% |
| Will lead to other events/sporting events being held here | 1% |
| Will bring new people to the area/Involvement with other countries | 1% |
| Other | 3% |
| Don't know/No answer | 3% |

[AMONG THOSE OPPOSING THE GAMES (n=91); TOTAL MENTIONS] What is the primary reason you oppose Halifax hosting the Commonwealth Games in 2014? **PROBE:** Any other reasons?

| | |
|--|-----|
| City will go into debt/Over budget | 40% |
| Better ways to use/spend money | 27% |
| My taxes will increase | 23% |
| Cost/Funding/Too expensive | 10% |
| Games will go over budget | 10% |
| Not forthcoming with information/details | 5% |
| City is not big enough to support Games | 5% |
| Other | 2% |
| Don't know/No answer | 1% |