

Halifax Stadium Analysis – Phase 2 Requirements Consulting

APPENDIX

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APPENDIX

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Halifax Stadium Analysis – Phase 2 – Requirements Consulting

APPENDIX

1. ECONOMIC IMPACT



1 ECONOMIC IMPACT ESTIMATES

1.1 METHOD: ADDRESSING SUBSTITUTION IMPACTS AND NET INCREMENTAL BENEFIT AT DIFFERENT GEOGRAPHIC SCALES

Substitution impacts are those economic impacts that might have occurred in any event even without the development of the project; as an example, the spending from local residents at the Stadium might in part represent the diversion of their existing spending from other activities or places in the local economy. The impacts therefore cancel out, and should therefore be focused on those elements of impact which are not diversionary but which are more likely to be net additional benefits to the local economy.

By the same token, diversionary or substitution effects can occur between geographic scales – local benefits which represent diversion of spending from elsewhere in the region or Province are of more value to HRM, but of less significance to the Province as a whole. Hence, we address impact at different geographic scales in order to address those impacts which are most relevant to each jurisdiction. At the scale of the Province of Nova Scotia, it is the net new economic activity in the Province as a whole as a result of an investment that is most relevant.

Double counting impacts in economic assessments of this nature are to be avoided by:

- Recognizing that measures of employment, Gross Domestic Product (GDP), incomes, and spending are different means to measure the same impact;
- The assessment of Stadium operations impact based on ongoing operations and employment at the venue takes into account patron spending on-site, in addition to operating costs incurred in the operation of the venue;
- Patron spending off-site represents a separate round of direct investment in the local economy;

In addition, this analysis separates impacts which are felt at the municipal, Provincial and “rest of Canada” scales in order to provide a scoped estimate of impacts within the Province versus elsewhere.

With regard to the question of substitution (or diversion) impacts, it is not possible to ensure that all of the stated impacts represent net new spending within the community, or the creation of net new jobs as there is no way of assessing accurately the existing productive capacity of the labour market for a specific development project in question. Nor is it possible to determine fully that spending at the Stadium doesn’t represent a diversion, in part or in whole, or spending from some other activity in the local area. However, the following can guide an estimate of net incremental impacts:

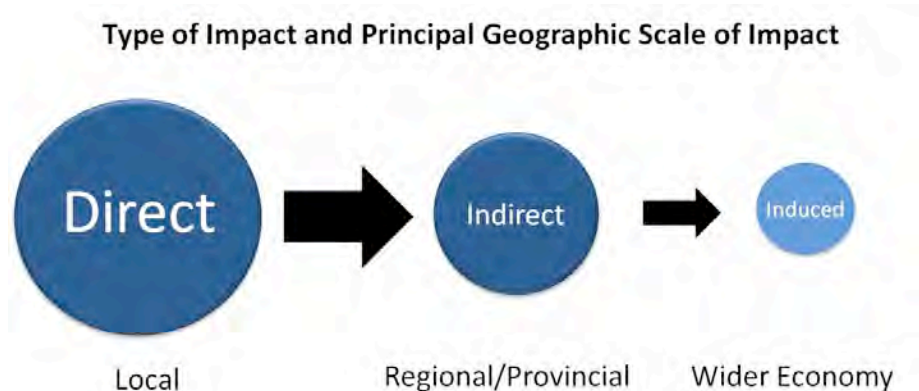
- As a land use which has not been developed elsewhere in the Province, spending on ticketed summer sports events is more likely to involve net new spending compared to spending at a new facility which is in competition with other similar venues in the region or Province.
- Focus on spending impacts from overnight visitors to HRM rather than same day visits – while some same day visits will represent net new spending rather than diversionary spending, a conservative analysis can focus on overnight visits as those which are more likely to be net new spending to both the HRM and the Province.
- It is also important to recognize that whether or not spending is a net incremental addition to the economy, the spending is *retained* in the local economy. This is an important impact that should

not be overlooked – by providing opportunities to retain spending in the local area, any such spending is prevented from leaking out of the economy, for example to another Province. As a simple example, by watching a soccer match in Halifax, the spending by locals is retained, where currently it is being leaked to other centres which host the event.

- Therefore, it should be recognized that there is an opportunity cost to the Province and to HRM of not providing the opportunity to retain spending locally. Retention of spending (and impact) rather than furthering leakage and loss, is by definition the same as achieving net new spending to the economy.

1.2 MULTIPLIERS

Each measure of economic impact can be further distinguished as either a direct, indirect or induced impact. Direct impacts are one-time investments, spending or direct employment created by an investment such as the development of the facility. Indirect impacts are employment or spending impacts created in other industries in order to produce the materials (goods) and other inputs (services) necessary for the construction work or those necessary for the ongoing operations of the facility. Induced impacts are employment or spending impacts created throughout the economy resulting from the expenditure of incomes generated through direct and indirect impacts¹.



The following quantitative analysis of economic impact has been undertaken:

¹ Input-output multipliers are derived from “open” system input-output tables prepared by Statistics Canada, for 2007 latest available year (2008 input-output tables are due for release in December 2011). They are used to assess the effects on the economy of an initial investment (exogenous change in final demand for the output of a given industry) and its related impacts in the rest of the economy. National multipliers can be provided using a “partial closed” economic system approach which results in estimates of direct, and an aggregate of indirect and induced impact are provided; however, provincial multipliers do not estimate induced impacts (as they are open system accounts). However, they provide estimates of in-province impact versus impacts in the rest of Canada and therefore are more appropriate for the geographic specificity of the impact assessment contained in this report. Induced impacts have very little local impact but are spread across the economy; and as a result represent large impacts overall but are of little value in estimating provincial impacts. Input-Output tables used by Sierra Planning and Management are based on the Provincial Input-Output tables for the Province of Nova Scotia for 2007.

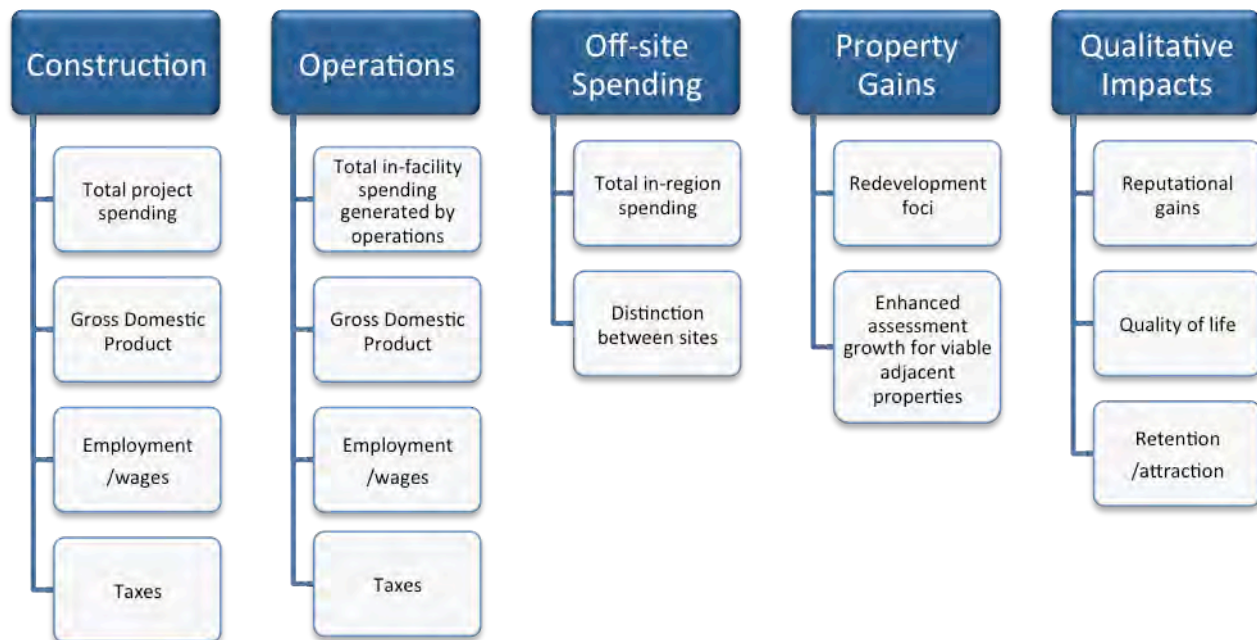
1. Estimating the economic impact of **construction** of the facility in terms of a range of measures: Gross Domestic Product (GDP), capital spending, income, employment, as well as income taxes generated locally, provincially and nationally;
2. The impacts of **spending** at the stadium – this represents a direct impact on an ongoing basis and is therefore an estimate of economic impact in its own right; and
3. The impact of spending off-site by visitors attending events at the stadium.

The analysis focuses on those impacts which most likely to be net additional to the regional economy, as well as the provincial economy. The analysis also identifies and places in context the range of benefits which defy accurate measurement at one point in time, but which are constants which should be borne in mind – the qualitative benefits of investment to the broader community and the quality of life equation in the Region.

1.3 ILLUSTRATIVE ECONOMIC IMPACTS OF A POTENTIAL STADIUM IN HRM

The following economic impact analysis examines the scale of economic contribution of a potential stadium facility to the local, regional, provincial and national economies. The range of economic impact measures is extensive and the evaluation of several measures requires a determination of a precise site location. The following exhibit illustrates the range of economic impact measures.

Exhibit 1 Range of Economic Impact Measures



Spending at the facility and off-site spending can generate significant annual impacts.

Exhibit 2: How Facing Operations Create Impact



1.4 ADDRESSING PROPERTY GAINS

The assessment of positive impacts of an investment in civic infrastructure on the surrounding property market is an important if, broadly speaking, localized benefit. The property value gains accruing are the basis for potential municipal tax gains which can be used (and are used in other cities) to repay the capital costs of development. The assessment of property gains should be undertaken to determine the opportunities for tax increment financing of the Stadium. This assessment will require a precise site location for the Stadium within Shannon Park, were Shannon Park to be selected as the preferred site. It would also require some preliminary understanding of the potential land use mix developed for the remainder of Shannon Park as a result of a master planning exercise.

Property value gains at Dartmouth Crossing can be expected, as well as stimulus for the development of commercial services which draw on the trade at the Stadium (both community use and spectator events). However, as a growth area, it is not possible to accurately estimate the net incremental impact of the Stadium itself, separate and apart from the existing commercial real estate dynamics in this developing area.

The results of this analysis should be treated as a guideline to economic impact of the Halifax Stadium based on the range of assumptions regarding its design, scale, operations and location. Should any of the key assumptions which underlie the analysis change – such as the capital costs of the facility or its seating capacity, the economic impacts can be expected to vary. Importantly, the analysis of impact assumes that the macro-economic environment remains stable and that normal business cycles are assumed to occur.

1.5 ECONOMIC IMPACTS OF STADIUM CONSTRUCTION

For purposes of illustrating the potential economic impacts from construction of a stadium in HRM, the analysis assumes the development of a 14,000 seat facility, a capital cost estimate is as follows:

Estimated Capital Costs \$63M

| Component | Total Cost |
|--|---------------------|
| <u>Hard Costs: Building + Site Works¹</u> | |
| Building and Parking | \$45,867,400 |
| Site Works | \$9,326,000 |
| Furniture, Fixtures & Equipment (FF& E) | \$1,050,000 |
| Sub-Total Building | \$56,243,400 |
| Soft Costs¹ | \$6,930,000 |
| <u>Other</u> | |
| Land Costs | \$3,326,445 |
| Sub-Total | \$3,326,445 |
| Total Project Costs | \$66,499,845 |
| Capital Cost Elements As Input to Employment and GDP Impact Model | |
| Hard Costs | \$56,243,400 |
| Soft Costs | \$6,930,000 |
| Sub-Total | \$63,173,400 |
| ¹ Inflation adjustment pro-rated between hard and soft costs | |

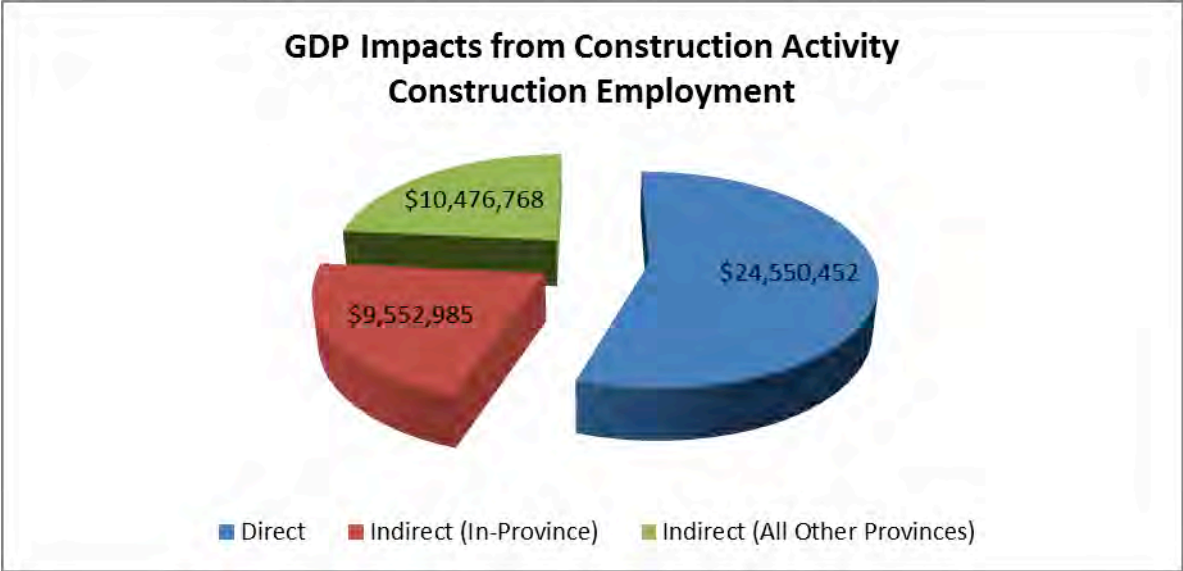
Source: CEI Architecture Planning Interiors

1.5.1 GROSS DOMESTIC PRODUCT (GDP) IMPACTS FROM CONSTRUCTION ACTIVITY

Gross Domestic Product (GDP) is an alternative measure of impact and conceptually equates to measures of economic production (output), income (employment income plus profit for owners and corporations) and spending². The following estimates of GDP as a measure of impact of the construction of the facility include direct impacts, in-province impacts and “rest of Country” indirect impacts.

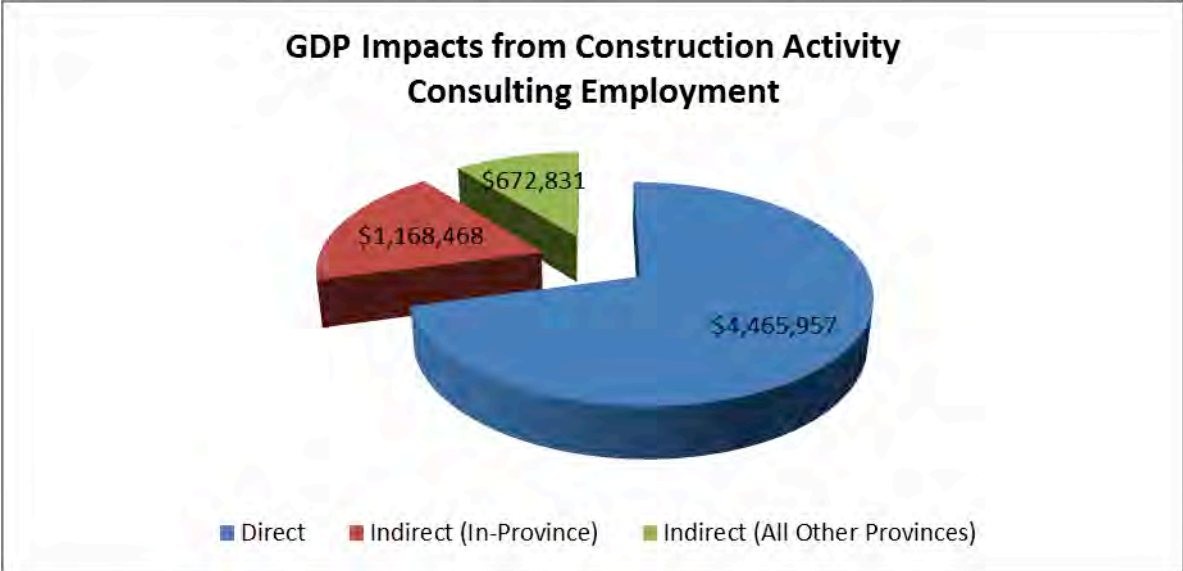
² The production approach to measuring GDP estimates the value of an output (goods or services) less the value of inputs used in the output's production process; The income approach to measuring GDP estimates the wages (individuals) and profits (owners and corporations) arising from the production of good and services; and, the spending approach to measuring GDP estimates total expenditure on finished or final goods and services produced in the domestic economy.

Exhibit 3



Source: Sierra Planning & Management Economic Impact Model, utilizing Statistics Canada Industry Accounts Division, System of National Accounts, Input-Output Tables, 2007, Province of Nova Scotia

Exhibit 4



Source: Sierra Planning & Management Economic Impact Model, utilizing Statistics Canada Industry Accounts Division, System of National Accounts, Input-Output Tables, 2007, Province of Nova Scotia

| GDP from Construction Activity | | |
|--|---------------------|--------------------|
| | Construction | Consulting |
| Direct | \$24,550,452 | \$4,465,957 |
| Direct & Indirect (In Province) | \$34,103,437 | \$5,634,425 |
| Direct & Indirect (All Provinces) | \$44,580,205 | \$6,307,256 |
| Indirect (In-Province) | \$9,552,985 | \$1,168,468 |
| Indirect (All Other Provinces) | \$10,476,768 | \$672,831 |

Total direct and indirect GDP Impacts from construction activity in-Province are estimated to total over \$39M. The figures include GDP impacts from both construction related costs as well as consulting related or soft costs.

1.5.2 CONSTRUCTION RELATED EMPLOYMENT IMPACTS

The employment totals shown below represent person years of employment. The employment generated during the design and construction phase of the project is not enduring employment – it represents a one-time impact arising from the capital expenditures on development. Irrespective, the combined effect of the design and construction is highly significant – about 492 person years of employment in-Province.

Construction Related Employment Estimates (Person Years of Employment)

| | In-Province Construction-Related Employment | | | Out-of-Province Construction-Related Employment | | |
|--|--|------------|------------|--|-----------|-----------|
| | Direct | Indirect | Total | Direct | Indirect | Total |
| Estimated Employment: Construction-related | 327 | 104 | 430 | 0 | 93 | 93 |
| Estimated Employment: Consulting + other soft cost-related | 53 | 9 | 62 | 0 | 5 | 5 |
| Total Employment (Person Years of Employment) | 380 | 113 | 492 | 0 | 98 | 98 |

Note 1: Labour cost estimated at 45% of labour and material costs

Note 2: Soft cost labour estimated at 50% of soft costs

Note 3: Person-years of employment is defined as a full-time equivalent (FTE) employment position for 1 year.

Source: Sierra Planning & Management Economic Impact Model, utilizing Statistics Canada Industry Accounts Division, System of National Accounts, Input-Output Tables, 2007, Province of Nova Scotia

While these jobs are not retained permanently and a portion may be outsourced to non-local workers, their impact is significant in the short term and may have positive impacts on longer term sustainability of local businesses and employment in the Region.

1.5.3 LABOUR INCOME

The direct and indirect labour income generated by the construction project is as follows:

Exhibit 5: One-Time Job Creation from Construction (Person-Years): Detailed Schedule by Province/Rest of Canada

One-Time Job Creation from Construction (Person-Years): Detailed Schedule by Province/Rest of Canada

In-Province Jobs

| A | B=A/ \$69,700 | C=Bx 0.32 | | D | E=D/ \$65,500 | F=Ex 0.17 | | G=B+E | H=C+H | I=G+H | S=A+D | |
|--|---|--------------|-------|--|---|--------------|-------|---|----------|-------|------------------|--------------------|
| Facility Construction Labor Costs | Construction Employment (Person-Years) | | | Consulting Payroll for Facility Development | Consulting Employment (Person-Years) | | | Total Number of Persons Year of Employment | | | Direct Income | Indirect Income |
| | Direct | Indirect | Total | | Direct | Indirect | Total | Direct | Indirect | Total | | |
| | | | | | | | | | | | Total | Total |
| \$22,778,577 | 327 | 104 | 430 | \$3,465,000 | 53 | 9 | 62 | 380 | 113 | 492 | \$26,243,577 | \$7,809,420 |

Out of Province Jobs

| A | J | K=Bx 0.28 | L=J+K | D | M | I=Ex 0.09 | O=M+I | P=J+M | Q=K+I | R=L+O |
|--|---|--------------|-------|--|---|--------------|-------|---|----------|-------|
| Facility Construction Labor Costs | Construction Employment (Person-Years) | | | Consulting Payroll for Facility Development | Consulting Employment (Person-Years) | | | Total Number of Persons Year of Employment | | |
| | Direct | Indirect | Total | | Direct | Indirect | Total | Direct | Indirect | Total |
| | | | | | | | | | | |
| \$22,778,577 | 0 | 93 | 93 | \$3,465,000 | 0 | 5 | 5 | 0 | 98 | 98 |

Source: Sierra Planning & Management Economic Impact Model, utilizing Statistics Canada Industry Accounts Division, System of National Accounts, Input-Output Tables, 2007, Province of Nova Scotia

1.5.4 FEDERAL AND PROVINCIAL INCOME TAX IMPACTS

Estimates of income tax generated by the employment in the design and construction of the potential new stadium facility are based on marginal tax rates in effect for 2011, and the latest available rates for non-refundable tax credits in Nova Scotia.

The analysis includes the estimate of Provincial versus Federal taxes generated and applied to the estimated average income of each FTE position generated by the project. Average income estimates are based on Statistics Canada's Employment, Earnings and Hours report (August 2011). The estimates are highly conservative.

Exhibit 6: Combined Federal and Provincial Tax Impacts - Construction

| 2010 Income Tax Estimate - Construction | | | | | | | |
|---|------------|---------------------------|-----------------------|-----|------------------------------|--------------------------|--------------------|
| | FTE | Estimated Federal Tax/FTE | Estimated Federal Tax | FTE | Estimated Provincial Tax/FTE | Estimated Provincial Tax | Total Taxes |
| Direct | | | | | | | |
| Construction | 327 | \$4,402 | \$1,438,537 | 327 | \$3,903 | \$1,275,535 | \$2,714,072 |
| Consulting/Other | 53 | \$5,553 | \$293,754 | 53 | \$4,685 | \$247,840 | \$541,594 |
| Sub-Total | 380 | | \$1,732,291 | | | \$1,523,375 | \$3,255,666 |
| Indirect | | | | | | | |
| Industry Aggregate | 210 | \$2,239 | \$470,549 | 88 | \$2,293 | \$201,784 | \$672,333 |
| Total | 590 | | \$2,202,840 | | | \$1,725,159 | \$3,927,999 |

Note 1: Tax estimates are reduced by the amount of basic personal allowance and non-refundable tax credits

Note 2: Industry aggregate is an aggregate estimate of employment income in all industries that supply the construction and the design/consulting firms engaged directly on the project

Note 3: Indirect tax impacts are calculated for in-Province in direct employment (Nova Scotia) only

Source: Sierra Planning & Management Economic Impact Model, utilizing Statistics Canada Industry Accounts Division, System of National Accounts, Input-Output Tables, 2007, Province of Nova Scotia

The municipal taxes generated for HRM is estimated to be \$886,400 and \$1,259,553 for the Province.

1.6 OPERATIONS

The following table shows the annual employment impacts resulting from Year 1 operations:

Exhibit 7: Annual Employment Impacts From Operations: Detailed Schedule for Assumed Normalized Operations in Year 1

| Staffing Descriptors | Number of Direct Employment (FTE) | FTE Salary | Total Salaries | Multiplier (In Province) | Indirect Employment (FTE) In Province | Sub- Total | Multiplier (Out of Province) | Indirect Employment (FTE) Out of Province | Total FTE | Total Income |
|---|-----------------------------------|----------------|------------------|--------------------------|---------------------------------------|---------------|------------------------------|---|---------------|------------------|
| Central Services | | | | | | | | | | |
| Facility Manager | 1 | \$100,000 | \$100,000 | 0.29 | 0.29 | 1.29 | 0.13 | 0.13 | 1.42 | \$142,220 |
| Assistant Manager/Administrator | 1 | \$65,000 | \$65,000 | 0.29 | 0.29 | 1.29 | 0.13 | 0.13 | 1.42 | \$92,443 |
| Facility Operations and Maintenance | 4 | \$40,000 | \$160,000 | 0.29 | 1.17 | 5.17 | 0.13 | 0.52 | 5.69 | \$227,551 |
| Event Services/Sales | 1 | \$30,000 | \$30,000 | 0.29 | 0.29 | 1.29 | 0.13 | 0.13 | 1.42 | \$42,666 |
| Event Staff¹ | 50 | \$3,300 | \$165,000 | 0.26 | 13.19 | 63.19 | 0.09 | 4.69 | 67.88 | \$224,015 |
| Concessions + Restaurant Service | | | | | | | | | | |
| Concessions ² | 40 | \$2,062.50 | \$82,500 | 0.16 | 6.44 | 46.44 | 0.16 | 6.59 | 53.03 | \$109,383 |
| Restaurant Service | 0 | \$0 | \$0 | 0.16 | 0.00 | 0.00 | 0.16 | 0.00 | 0.00 | \$0 |
| Corporate Boxes | 0 | \$0 | \$0 | 0.16 | 0.00 | 0.00 | 0.16 | 0.00 | 0.00 | \$0 |
| Weighted Multiplier | | | | 0.27 | | | 0.13 | | | |
| Total | 97 | | \$602,500 | | 21.67 | 118.67 | \$75,506 | 12.20 | 130.87 | \$838,277 |

¹Calculated as 25 per event day, 10 hour shifts

²Calculated as 1 Concession (cash register) per 200 spectators / seats - Concessions are not FTE

Source: Sierra Planning & Management Economic Impact Model, utilizing Statistics Canada Industry Accounts Division, System of National Accounts, Input-Output Tables, 2007, Province of Nova Scotia

The multipliers are as follows:

| | |
|--|------|
| Employment Multipliers, in province | |
| Arts, Entertainment and Recreation | 0.26 |
| Accommodation and Food Services | 0.16 |
| Other Municipal Government Services | 0.29 |

| | |
|--|------|
| Employment Multipliers, all other provinces | |
| Arts, Entertainment and Recreation | 0.09 |
| Accommodation and Food Services | 0.16 |
| Other Municipal Government Services | 0.13 |

It should be noted that part-time staff at spectator events (all of whom are likely to be local residents) earn little and so are not taxed, but in reality this income may represent additional personal taxable income that is taxed at the appropriate marginal tax rate.

The following table illustrates the tax impacts for operations:

Exhibit 8: Combined Federal and Provincial Tax Impacts - Operations

| 2010 Income Tax Estimate - Operation | | | | | | |
|---|--------------|-------------------------|-----------------------|----------------------------|--------------------------|------------------|
| | FTE | Average Federal Tax/FTE | Estimated Federal Tax | Average Provincial Tax/FTE | Estimated Provincial Tax | Total Taxes |
| Direct - Central Services | 7.0 | \$4,698 | \$32,885 | \$4,104 | \$28,728 | \$61,613 |
| Direct - Other | 90.0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Indirect - In Province | 22 | \$2,239 | \$48,513 | \$2,293 | \$49,687 | \$98,201 |
| Total | 118.7 | | \$81,399 | | \$78,415 | \$159,814 |

Note 1: These tax estimates include the impact of basic personal allowance and non-refundable tax credits

Note 2: Tax estimate excludes out of province employment income tax

1.7 VISITOR SPENDING IMPACTS

1.7.1 ANNUAL DIRECT IMPACTS

The following analysis provides an estimate of the total off-site spending expected to be generated by events hosted at the new facility for select categories of expenditure (retail, food and beverage and accommodation). All other expenditures are excluded. It is important to note that the economic impacts related to visitor spending are not simply limited to the Halifax Region, but will be experienced in other parts of the Province as well, in addition to the normal spread effect of economic impact – progressively weaker impacts felt over the rest of the Atlantic Region and beyond to the rest of Canada.

The analysis makes key assumptions with regard to the different per capita spending estimates between 1) residents/same day spectators and participants and 2) visitor/overnight spectators and participants. As well, the proportion of patrons and participants categorized as same day versus overnight differs by scale of event, with larger, national events able to claim a far larger proportion of overnight visitor patrons compared to more localized and regional events.

Key Assumptions with Regard to Event Spectators:

- A lower range of 60,000 – 90,000 spectators and a higher possibility of 90,000 to 120,000 spectators are expected annually;
- 40% of annual spectatorship will be attributed to regular events, while 60% of spectatorship will be attributed to special events (national and international events);
- Regular event spectators will comprise 95% same day trips and 5% overnight trips; and
- Special event spectators will comprise 50% same day trips and 50% overnight trips.

Key Assumptions with Regard to Event Participants:

- A low range of 4,000 – 6,000 participants and a high of 23,000 – 35,000 are expected annually;
- The majority of annual participants and families are expected to attend regular events (local, Provincial and regional in nature), while the balance are attendees of special events (national and international events);
- Regular event participants are estimated to comprise 80% same day trips and 20% overnight trips; and
- Special event participants are estimated to comprise 25% same day trips and 75% overnight trips.

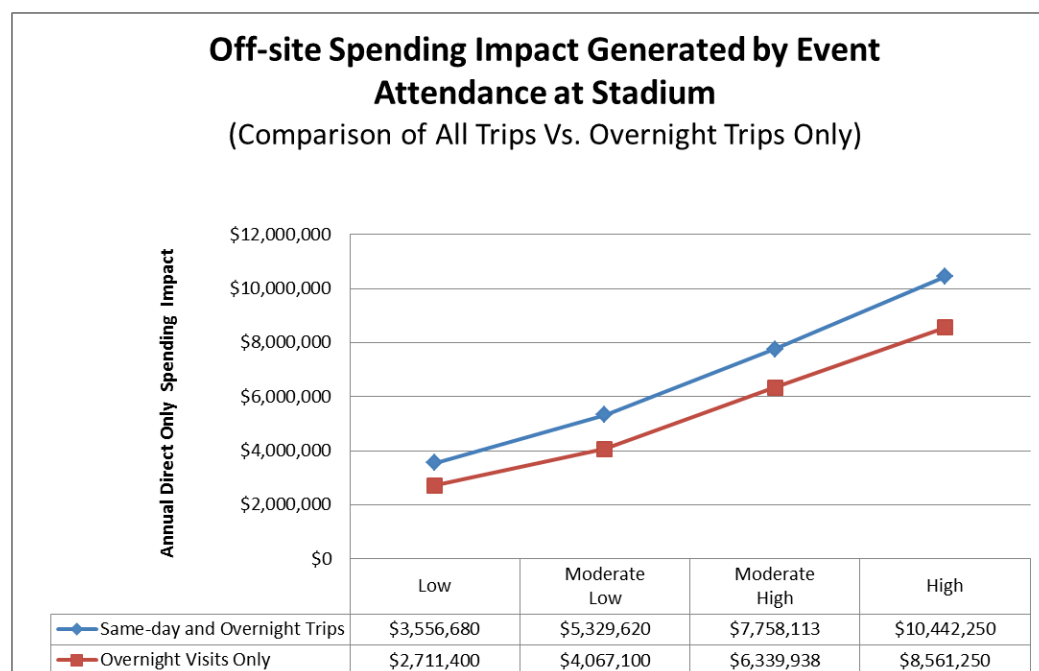
The number of event spectators and participants can be expected to vary from these estimates year to year, as for example, a reduction or increase in the number of international events will have significant impacts on the number of visitors and their spending characteristics. For this reason a range of levels of spectators and participants is utilized with likely impacts represented somewhere between the lower and upper estimates. This broad range is necessary because the annual market for events is potentially variable year to year.

The estimates presented here exclude the impact of so-called one-off events such as FIFA 2015. The analysis of economic impact fully recognizes the significance of international tournament events in terms of positive economic impacts and reputational benefits to the City; however, these events are very infrequent and highly competitive. In order to provide a balanced assessment of on-going impact from visitation, this analysis excludes these types of events. The resulting impacts therefore do underestimate the overall long term cumulative impact of the facility.

Direct visitor spending is estimated on an annual basis to range from \$3.5M TO \$10.4M and is graphically shown below. Based on our assessment, it is most likely that the level of direct annual spending will typically range between \$5.3M (moderate low estimate) and \$7.7M (moderate high estimate).

The Direct scale of visitor spending is outlined below.

Exhibit 9: Estimated Annual Impact



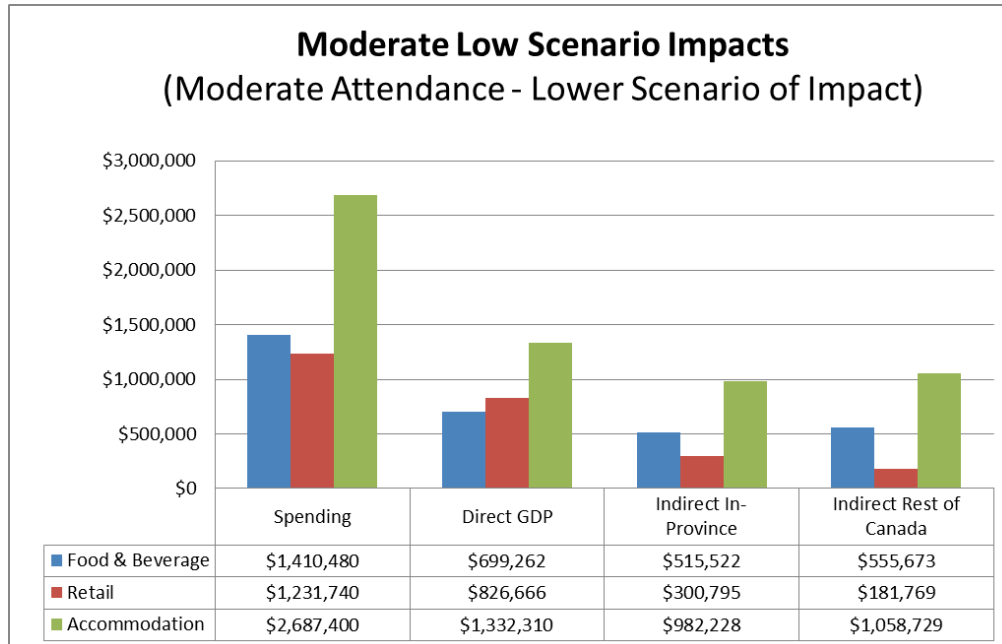
Source: Sierra Planning & Management

Overnight visits are more likely than same day visits to represent net additional spending to the HRM and to the Province as a whole and minimize the extent to which spending represents a diversion from other potential discretionary consumer spending.

1.7.2 *INDIRECT IMPACTS*

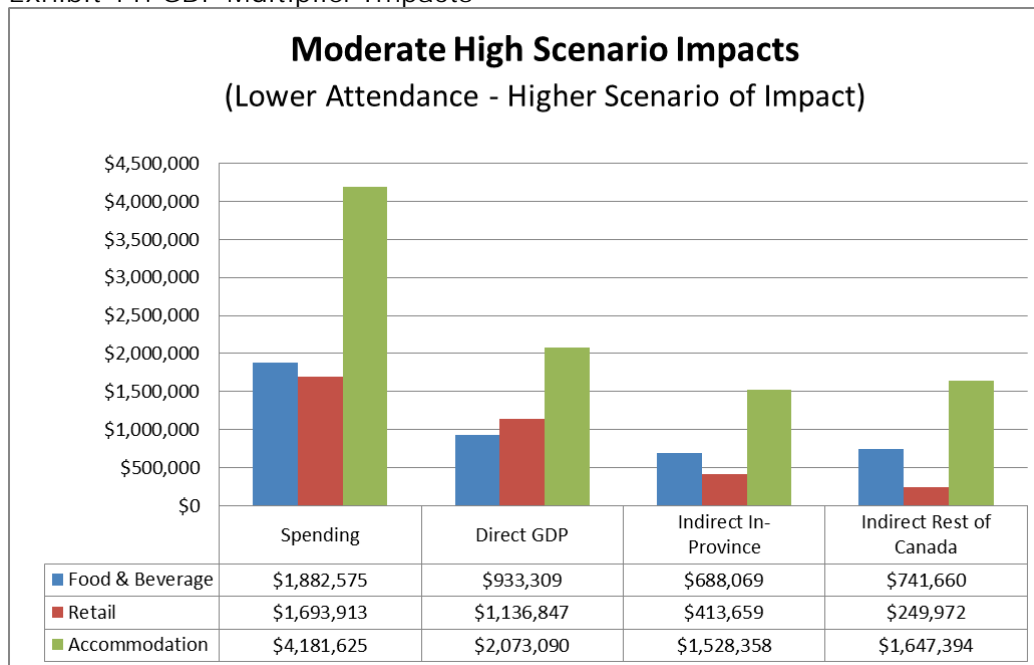
The direct spending above will have corresponding multiplier impacts locally, regionally, and provincially, as well as nationally. The two moderate scenarios below demonstrate the following multiples of GDP impact.

Exhibit 10: GDP Multiplier Impacts



Source: Sierra Planning & Management Economic Impact Model, utilizing Statistics Canada Industry Accounts Division, System of National Accounts, Input-Output Tables, 2007, Province of Nova Scotia

Exhibit 11: GDP Multiplier Impacts



Source: Sierra Planning & Management Economic Impact Model, utilizing Statistics Canada Industry Accounts Division, System of National Accounts, Input-Output Tables, 2007, Province of Nova Scotia

1.7.3 FEDERAL/PROVINCIAL/MUNICIPAL TAX IMPACTS

Visitor spending generates tax impacts both directly and indirectly for the province and HRM as well. Much of this impact can be expected to be net additional benefit rather than a diversion of spending due to the

lack of existing similar spectator events and venues, and the capacity of the facility to draw in visitors from outside of Nova Scotia to a greater degree than would have occurred without the development of the stadium. The following table and graphs illustrate the Federal, Provincial and Municipal tax impacts that are generated in a moderate high scenario.

Moderate High Scenario

| | Total Nova Scotia | | | Local Area Halifax (HRM) | | | Rest of Nova Scotia | | |
|-----------------------|-------------------|--------------------|--------------------|--------------------------|--------------------|--------------------|---------------------|------------------|------------------|
| | Regional Event | National Event | Total | Regional Event | National Event | Total | Regional Event | National Event | Total |
| Direct Taxes | | | | | | | | | |
| Federal | \$75,758 | \$612,256 | \$688,014 | \$75,758 | \$612,256 | \$688,014 | \$0 | \$0 | \$0 |
| Provincial | \$97,592 | \$788,718 | \$886,310 | \$97,592 | \$788,718 | \$886,310 | \$0 | \$0 | \$0 |
| Municipal | \$30,926 | \$249,939 | \$280,865 | \$30,926 | \$249,939 | \$280,865 | \$0 | \$0 | \$0 |
| Total | \$204,276 | \$1,650,914 | \$1,855,190 | \$204,276 | \$1,650,914 | \$1,855,190 | \$0 | \$0 | \$0 |
| Indirect Taxes | | | | | | | | | |
| Federal | \$77,035 | \$622,583 | \$699,618 | \$36,244 | \$292,914 | \$329,158 | \$40,792 | \$329,669 | \$370,461 |
| Provincial | \$70,884 | \$572,864 | \$643,748 | \$33,438 | \$270,236 | \$303,674 | \$37,446 | \$302,628 | \$340,074 |
| Municipal | \$12,229 | \$98,829 | \$111,058 | \$5,600 | \$45,259 | \$50,859 | \$6,629 | \$53,570 | \$60,199 |
| Total | \$160,148 | \$1,294,275 | \$1,454,423 | \$75,282 | \$608,407 | \$683,689 | \$84,866 | \$685,867 | \$770,733 |
| Total Taxes | | | | | | | | | |
| Federal | \$152,793 | \$1,234,839 | \$1,387,632 | \$112,002 | \$905,170 | \$1,017,172 | \$40,792 | \$329,669 | \$370,461 |
| Provincial | \$168,476 | \$1,361,582 | \$1,530,058 | \$131,030 | \$1,058,954 | \$1,189,984 | \$37,446 | \$302,628 | \$340,074 |
| Municipal | \$43,155 | \$348,768 | \$391,923 | \$36,526 | \$295,198 | \$331,724 | \$6,629 | \$53,570 | \$60,199 |
| Total | \$364,424 | \$2,945,189 | \$3,309,613 | \$279,558 | \$2,259,321 | \$2,538,879 | \$84,866 | \$685,867 | \$770,733 |

Source: Sierra Planning & Management based on STEAM Nova Scotia Model

Exhibit 12

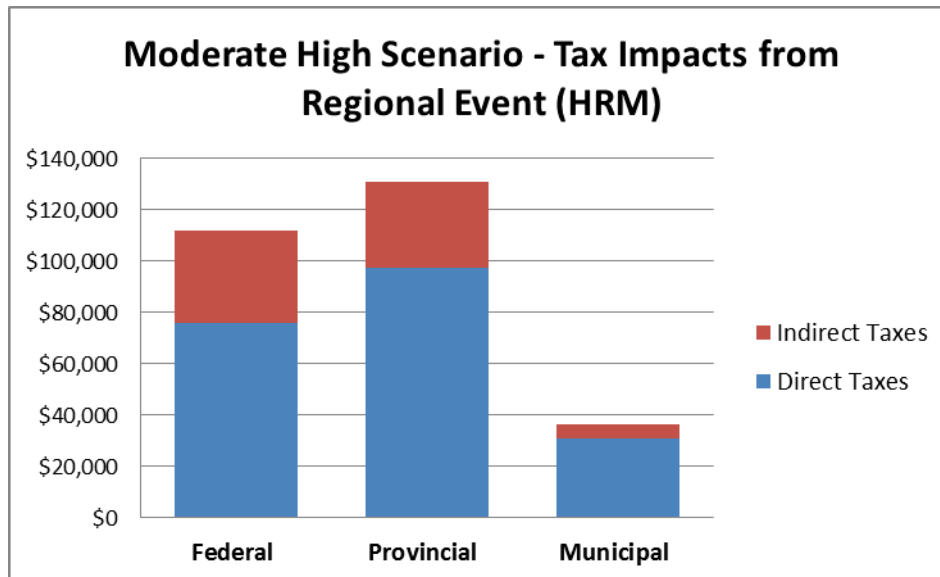
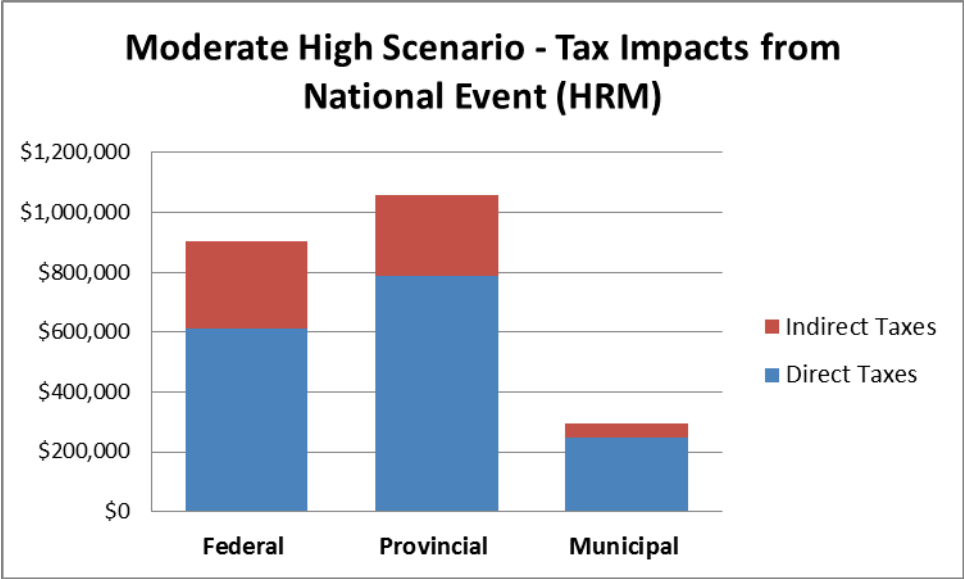


Exhibit 13



Halifax Stadium Analysis – Phase 2 – Requirements Consulting

APPENDIX

2. FUNDING STRATEGY



2 FUNDING STRATEGIES

2.1 BASE ASSUMPTIONS

As noted in the Phase 1 report, the existing Federal Government sources of funding municipal infrastructure development (including sports infrastructure) do not extend to capital grants related to the development of professional sports facilities. Hence, it is important to establish with funding partners the importance of the stadium as a legacy facility for community use – a use that includes participatory sports at the community, regional and provincial level as well as hosting spectator events which create important economic benefits for the Province. The business case and ultimate business plan for the stadium are not based on a scale of development that meets the requirements of a CFL or other professional sports franchise.

The baseline proposition for the capital funding of the facility is equal contributions from the Federal, Provincial and municipal governments. This “1/3, 1/3, 1/3” funding formula is used with success for infrastructure development across Canada. Based on an assumed project capital cost of \$60 million, the contribution of the HRM would amount to \$20 million.

Notwithstanding the precedent for equal contributions from all three levels of government, the existing program of the Federal Government which is applicable and potentially available for the HRM stadium project is the P3 Canada Fund, outlined below.

2.2 P3 CANADA FUND

The P3 Canada Fund helps finance public-private partnership (P3) infrastructure projects, and an eligible infrastructure category relates to sport infrastructure. Under that category, the P3 Canada Fund would support the development of sports facilities “excluding facilities used primarily by professional athletes.” Other eligible projects under the Sport Infrastructure category include:

- Community recreation spaces; and
- Fields and parks, fitness trails, bike paths and lanes, playgrounds, and other facilities.

To receive funding from the P3 Canada Fund, projects require “meaningful” private sector involvement in at least two of the following: design, build, operation and/or maintenance, or finance. Additionally, the private sector must be involved in either the finance or operation.

Meaningful private sector involvement includes:

- Design: The private sector will be responsible for all or almost all design activities;
- Build: The private sector will be responsible for all or almost all construction related activities;
- Operate: The private sector will be responsible for all or almost all activities related to the operation of the infrastructure asset; and
- Finance: The private sector will be responsible for arranging private financing that will be used to ensure performance during the construction and/or maintaining/operating period of the project.

As has occurred in other projects, a private sector partner can be involved in providing interim financing during the construction process, with the more competitive financing rates obtained by the municipality

for long term debt financing upon delivery of the facility to the municipality. In addition, as noted, the opportunity exists under this program of eligibility for private sector management of the facility to represent a viable contribution to a public-private partnership. These options are important because they reflect the reality that the business case for full funding, ownership and operation of the stadium by the private sector is unlikely to exist. The reality of operating deficit necessitates public sector involvement. Further details of the range of options for design, financing, ownership and operation of the facility are provided elsewhere in this Appendix.

The maximum level of contribution given to an approved P3 project is 25% of the project's eligible costs – either direct construction costs or development costs. Additionally, land and furnishing costs are not eligible costs. Funding support from P3 Canada can include: non-repayable contributions, repayable contributions, loan or loan guarantee.

The *Round Three* program closed on June 30, 2011. *Round Four* is expected to be launched in the Spring 2012. PPP Canada have confirmed that the launch dates advertised on the web site are still notionally accurate, and that the exact launch date (and deadline for receipt of applications) may be known in January or February, 2012.

2.3 OTHER FINANCING SOURCES

There are a number of potential financing sources to meet the obligations of capital cost for the stadium. A number of municipalities have been innovative in their approach to identify multiple sources for financing large-scale capital projects of this nature. In a number of higher profile developments across North America, the development of master plan precincts have been used to provide the opportunity for additional commercial real estate development which helps generate tax revenues, create land value and development proceeds which have been used to structure public-private partnership arrangements to cover the capital costs of development.

Typical categories of financing include the following:

| Type of Financing | Likelihoods |
|--|---|
| Upper level of government capital funding (grants) | Addressed above. |
| Municipal debenture | Scale of initial debenture depends on other capital funding sources committed prior to project construction; timing of debenture depends on project delivery model and role of private sector in financing project (if part of a P3 arrangement). |
| Transfer of existing funding support for existing stadium | Typically, where existing stadia or arenas which are being replaced have an annual subsidy (i.e. operate at a loss/deficit), this pre-existing loss can be transferred to the new facility upon decommissioning of the old facility. No pre-existing municipal stadium exists in HRM, the operating subsidy for which can be transferred to the new stadium. |

| Type of Financing | Likelihoods |
|--|--|
| Redevelopment of existing stadium site | <p>Similarly, decommissioned facilities provide redevelopment value, are potentially significant in scale and some represent short to medium term development opportunities.</p> <p>No pre-existing municipal stadium exists in HRM from which redevelopment value can be realized.</p> |
| Capitalization of naming rights (either by way of upfront contribution or ability for HRM to capitalize the staggered payments into a an upfront contribution | <p>Moderately priced naming rights are achievable in HRM given the appropriate location and quality of development, and event schedule. The potential for naming rights would be significant if a professional sporting franchise was achieved. In the current context, capitalization of the value of naming rights is unlikely to contribute significantly to reducing capital costs.</p> |
| Ticket surcharge | Can be applied to ticketed events each year. |
| Redevelopment of lands adjacent to new stadium as part of master plan campus | <p>Based on market conditions in HRM, the potential for office and hotel development is location specific. The opportunity may exist to trigger redevelopment of significant land holdings through infrastructure upgrades as part of the FIFA Stadium project. Resulting private sector development in the vicinity will generate property tax dollars.</p> <p>The Municipality could create a Tax Increment Financing (TIF) mechanism for a defined area to fund capital debt obligation from future tax receipts.</p> |

Additional other funding sources which have been used recently include the following:

- Allocation of destination marketing fee (hotel levy) – a number of examples exist whereby a portion of this levy is used for capital investment in tourism infrastructure which supports the tourism destination objectives of the community;
- Funding by other partner groups which have identified potential benefits of the project. This may include levies on downtown business associations and other groups and will be entirely dependent on the location of the stadium as well as the existence of such designated districts which can potentially reap a material benefit from the public investment in the stadium; and
- Diversion of parking revenues.

2.4 IMPLICATIONS FOR ALTERNATIVE FINANCING ARISING FROM CHOICE OF STADIUM LOCATION

The two primary locations for the stadium as a result of the locational analysis are Shannon Park and the Burnside/Dartmouth Crossing Area. The application of some of these alternative financing mechanisms differs between these locations, as well as between these candidate sites and other sites closer to Downtown Halifax/Dartmouth.

The following options are not viable as means of off-setting the municipal portion of the capital costs of the facility:

1. Seat sales – in pro-sport venues, capital revenues can be achieved through pre-sales of the seating which provide patrons with certain privileges and rights (including rights of first refusal on ticket offers) to tickets for their purchased seats. As there is no pro-sport team, this option is not currently viable but may be relevant to the financing of any future expansion of the venue to accommodate a pro-sport team.
2. Ticket surcharge – as these are also more viable for regular seasonal games which are of known quantity, the application is limited to those events which the facility successful bids or negotiates. In most cases, this would limit the potential for significant ticket surcharges to be in effect.

The application of a Community Revitalization Levy has potential for the development of Shannon Park – as a redevelopment area of significant scale, the fund could be applied. This rests on the stadium being part of a comprehensive and well structured, viable build-out plan that will leverage significant private investment in mixed use development for the area.

The boundaries of a TIF could conceptually be drawn, current property assessment established and a Tax Increment Financing concept defined. Central to this however is the development of a master plan for the development of Shannon Park – A stadium itself without a broader plan will not represent a stimulus that could give credibility to a CRL as a means of off-setting capital

New Downtown Multi-Use Sports and Entertainment Centre, Edmonton

New home for the Edmonton Oilers NHL Franchise

- \$450 million Guaranteed Maximum Price;
- City will own building and land;
- Part of a broader revitalization of North Downtown Edmonton;
- Funding through:
 - \$100 million paid by Developer (Katz Group) over 35 year concession period (\$5.5 million p.a. incl. interest),
 - \$125 million in user pay via a fee on tickets,
 - \$125 million paid by the City including \$45 million from a planned Community Revitalization Levy (CRL) and \$80 million from a range of sources including the redirection of the subsidy paid to the current NHL Arena (Rexall Place),
 - \$100 million from other levels of government;
- Developer operates the facility and retains all revenues/liable for all expenses for a concession period. This includes revenue from naming rights.

What is a Community Revitalization Levy?

- A Tax increment Financing method to dedicate future property tax revenue in a defined geographic area to pay for new public facilities and infrastructure;
- Theory dictates that the general property tax base of the City does not pay for the new facilities/infrastructure;
- Central to this is the concept of development stimulus and revitalization – leading to new private sector development and new tax revenues that otherwise would not have occurred, increased value of existing property throughout the area, and long term gains to the general tax base once infrastructure costs are repaid from the CRL.

costs.

The development of a CRL for the Burnside and Dartmouth Crossing area is not appropriate as this is not a revitalization area but rather an existing growth area. While not being a revitalization area in the way Shannon Park or parts of Downtown may be reasonably considered to be, there remains potential for stimulating the development of new private sector activities as a result of the development of the stadium. Indeed, Dartmouth Crossing has significant potential in this regard. Examples exist where development opportunities close by – specialist retail, hotel, and private recreation facilities – are viewed as being the result of public investment in sports infrastructure. In a number of cases, the property tax generated by the adjacent development is applied to the facility's capital account as an alternative, non-traditional means of financing the long term debt of a major public facility.

2.5 SUMMARY OF RECOMMENDED DELIVERY MODEL

The analysis of facility ownership, operating and funding models was undertaken in Phase 1 of the Halifax Stadium Project. Delivery options and consultant recommendations are made in full in the Phase 1 Business Plan. The following summarizes these findings as they pertain to Phase 2.

A multi-use sports stadium developed in HRM will function as a community facility as well as an event centre. As such, the analysis assumes that the Municipality will retain ownership of the facility as well as retain control over its programming. Flexibility to achieve its mandate as a regional, provincial and, on occasion, international events centre dictates that HRM maintain a central force in the operation of the stadium.

There are a number of ways to achieve this outcome, including:

1. The traditional approach to facility procurement (*not recommended*)¹; and
2. A variety of forms of public private partnership (PPP or P3s).

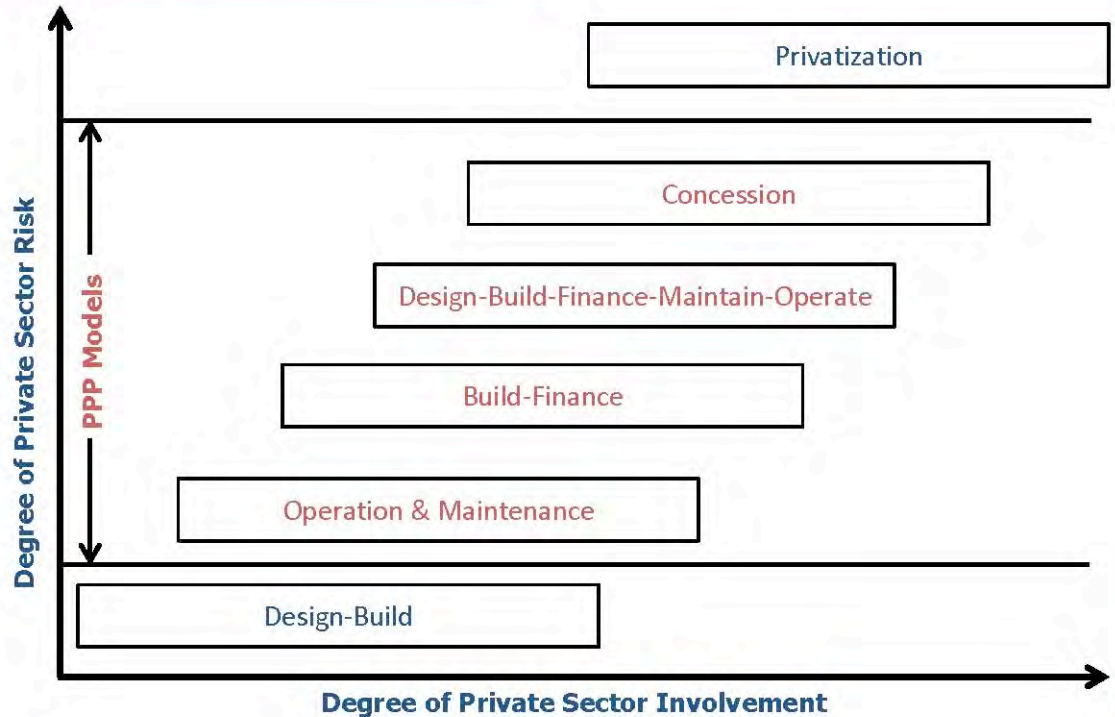
2.5.1 THE RANGE OF P3 OPTIONS

Several essential principles define public private partnerships and the reasons that municipalities and other public sector organizations seek these models:

1. Involving the private sector in project delivery and/or operations enables the transfer of risks to the private sector while also providing the necessary profit incentive for the private sector;
2. Partnerships are based on reducing overall costs both in the short term and over the long term;
3. Roles and responsibilities reflect the relative expertise of the public vs. private sector parties; and
4. The arrangement potentially frees-up scarce public sector resources.

¹ See the Phase 1 Business Plan Report for discussion of traditional public facility procurement approaches.

The Scale of Public Private Partnerships Risk Transfer & Private Sector Involvement



Source: The Canadian Council for Public-Private Partnerships

The extent of the private sector involvement and therefore the degree of project risk transferred to the private sector varies depending on the type of private sector partnership. In this first limited form, the involvement of the private sector is in the provision of the design-build services whereby the design and construction (not necessarily the financing) is undertaken by the private sector. Ownership and operation of the facility when complete remains with the public sector. At the other end of the spectrum is full out privatization whereby the private sector fully substitutes the public sector in the provision of the facility, service or other activity under consideration. Between these two limits, lie a range of risk transfer mechanisms which have proven valuable to a number of municipalities in the delivery of large scale, long term capital facilities.

A brief explanation of some of the terms includes the following:

- Operation and maintenance (O&M) – involves a private sector operator managing a facility owned by the private sector on the basis of a specific contract for a specified term, while ownership of the asset remains with the public sector;
- Build-Finance is a condition where the private sector builds and finances the construction of a capital asset during the construction period only. Following this, the responsibility for the

repayment of the capital cost and the operation of the facility resides with the public sector only;

- Design-build-finance-maintain (DBFM) – this is often considered a true and complete form of public private partnership whereby a municipal capital facility is designed, constructed, financed, maintained and (sometimes) operated by the private sector on behalf of the municipality or other public sector organization which has the use of the facility. A variation is design-build-finance-maintain only, whereby for project-specific reasons, operation of the facility resides with the public sector; and
- Concession – a full private sector solution to public sector requirements. This also involves a level of control residing with a private sector with the adoption with the significant majority of project-related risks over a specified concession period (usually a significant period such as 30 years). This method is often used for large scale municipal capital facilities as well as transportation infrastructure.

2.5.2 SOME SPECIFIC CONSIDERATIONS

2.5.2.1 Considerations for HRM

The objectives of HRM as it relates to the appropriate ownership and governance model for this facility are assumed to include the following:

1. A desire to maintain control of the asset and a preference for ownership. This includes the recognition that any portion of the capital cost funded by the Municipality through tax supported means would, we understand, necessitate ownership by the Municipality;
2. The desire for the most efficient and cost effective form of delivery of the asset (its design and construction) with due regard to the timelines proposed by the FIFA 2015 Women's World Cup and test event to be held in the summer of 2014;
3. The previous experience of HRM, and level of comfort with, design-build procurement, and third party operation of community facilities;
4. Presence of professional expertise within the Corporation, its agencies, and the wider community which may offer a specific solution for partnering in facility operations; and
5. Notwithstanding the immediate mandate of the facility as a multi-use community recreation asset, maximize revenue generation and opportunity to host major events within a signature spectator facility in Atlantic Canada.

2.5.2.2 Considerations for Private Sector and Other Proponents

1. The need to ensure profit and return on investment; and
2. To minimize financial risks and other liabilities.

2.5.3 ASSUMPTIONS OF THE PROJECT DELIVERY, OWNERSHIP AND OPERATIONS MODEL

The following assumptions are the basis for the alternative ownership and operations models presented in this report:

1. At day 1, absence of a primary anchor tenant as a primary revenue generator for the facility;
2. An ongoing community-use mandate for the facility which should include use of the facility (or parts thereof) on a year-round basis;

3. Leverage the facility as a significant element of the Municipal and the Regional hosting infrastructure;
4. Design-build is the most effective and risk minimizing construction method;
5. HRM financing policies and regulations dictate that the Municipality retain ownership of the asset unless the Municipality is not required to contribute to the capital costs of the project;
6. Given the aspirations for the facility to be a prestigious venue to accommodate major attractions, the management of the facility (operations, programming and marketing) should represent a customized approach designed to maximize the potential associated with this facility. This necessitates a third-party performance – oriented management entity to oversee operation of the facility. The management entity will be under contract to the HRM;
7. While alternative financing options may exist, the essential distinction is between the lower costs of long-term financing by the Municipality vs. higher financing costs for long-term debt if secured by the private sector. The significance of this cost depends on the scale of capital costs which are to be financed through debt;
8. If the Municipality enters into a partnership model whereby financing was provided to a private sector partner, financing would be non-recourse to the Municipality;
9. Structure a partnership model that meets the opportunity to secure private funding such as through as the P3 Canada funding model; and
10. Recognition that the initial model of ownership and operation is subject to change in the future if a franchised-anchor tenant opportunity arises (such as a CFL, MLS or other franchise).

2.5.4 RESULTING OWNERSHIP/OPERATING MODELS

Based on the preceding analysis the merits of the potential P3 models are presented below based specifically on project objectives and business case for the Halifax stadium over both the short and medium term.

2.5.4.1 Privatization

Based on the anticipated financial performance of the facility and its community mandate, a business case for full privatization (outsourcing) of the facility to the private sector is not apparent.

The provisions of development rights surrounding the stadium (if attainable) may provide some potential for private sector capital contribution in the form of property tax revenues generated from real estate development and capitalized upfront through a TIF mechanism.

2.5.4.2 Concession (Private Sector Concessionaire that Invests in and Operates the Facility Following Which Ownership Reverts to Private Sector)

The anticipated financial performance of the facility (excluding debt obligations) is unlikely to make a concession model attractive to the private sector. This model may be of greater relevance if a major sports franchise anchors the facility.

2.5.4.3 Design-Build-Finance-Maintain-Operate (DBFMO)

This option and its variant DBFM (property management but no operating and programming responsibility) has some potential but typically these arrangements anticipate a long-term relationship for both financing and services which may not be in the interest of the HRM given the evolving nature of

the facility over time in terms of its function and potentially additional on-site development. Shorter term DBFM contracts may not provide a competitive rate of financing, particularly for a facility which lacks an anchor tenant.

2.5.4.4 Design-Build-Operate (No Capital Burden on Private Partner)

Under this approach, private sector – build team comprising of general contractor, architectural firm, and required sub-disciplines that would design and construct the entire facility as a turnkey project. The risks associated with excess capital costs and delayed timing is reduced through a design build agreement with a guaranteed maximum price (GMP) contract.

The operations of the facility are assumed to be undertaken by a third party management team under contract to the Municipality which includes a base fee plus performance incentives. The benefit of third party management lies in the expertise that can be brought to facility as well as some modest transfer operating risks to the third party managers. Contracts can include both penalties of both non-performance of target revenues or facility cost control, as well as performance rewards for exceeding revenue growth and/or cost redemption.

2.5.4.5 Lease-operate

A variant to DBO is the lease of the facility for a specified period to a private operator with the required guarantees that the Municipality buys programming time for a set period and at a set rate plus indexation to ensure that the private operator is able to meet their business model requirements. This approach is pursued with a number of recreational and municipal assets including hockey arenas, various utilities as well as institutional buildings.

The Halifax stadium does not constitute a standardized business enterprise – it is a mix of community facility and event venue and is expected to evolve over time both in form and function. Given this, the restrictions imposed by a lease-operate arrangement may not be in the interest of the Municipality over the long-term.

The risks associated with this approach are a loss of management control of the facility and therefore the loss of flexibility to evolve a venue in a way which maximizes its potential. Therefore, third party management is important to bring in specific expertise and provide a focus on bottom-line financial performance, while municipal control over the strategic direction for the facility as well as ongoing programming is also an essential feature of the operations model.

2.5.5 RECOMMENDATION

The above operating models including concessions and lease-operator arrangements are often more appropriate where a facility has standardized programming or where the evolution of the facility and its function is already accounted for in the business plan underlying the contractual arrangements.

Based on the above, the most appropriate range of options for ownership and operation of this facility as at Day 1 (legacy mode following the FIFA world cup event in 2015) is as follows:

1. Municipal ownership and operation;

2. Municipal ownership of the facility and third party management of the operations.
Management is provided on a fee for service basis with performance provisions built into the contract. Base line operating risk is assumed by the Municipality as owner of the facility; and
3. In both cases, the design build procurement model is preferred.

A value for money (VFM) analysis of the alternative project delivery mechanisms is warranted as a quantitative measure of risk deduction to HRM that is likely to occur if the project is undertaken via a design-build or design-build operate . *This is appropriately undertaken once the final design and single preferred site is known. This enables risks related to design, capital cost and site to be effectively measured and weighted in relative importance.* The results can be utilized to support the application for funding under the P3 Canada program if this source of Federal funding is pursued.

Halifax Stadium Analysis – Phase 2 – Requirements Consulting

APPENDIX

3. FINANCIAL ASSUMPTIONS



Assumptions

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Assumptions

| | Scenario | | | Shannon Park y/n? | Location Risk |
|---|----------|------|------|-------------------|---------------|
| | 1 | 2 | 3 | | |
| Escalation Per Annum | 3.0% | 3.0% | 4.0% | | |
| Escalation specific to Lease Space Net Rent | 1.0% | 1.0% | 1.0% | | |
| Escalation specific to Mgmt Fee | 3.0% | 2.0% | 1.0% | | |

Field Programming By Month Assumptions

Prime Time

| | | | |
|--------------------------|----------|----------|----------|
| Rate 2011 | \$118.00 | \$118.00 | \$118.00 |
| Added Premium in Percent | 25 | 30 | 30 |
| Risk Rate in Percent | 5 | 5 | 5 |

Activity Allocation

| | | | |
|--------------------------------------|-----|-----|-----|
| Soccer | 55% | 55% | 55% |
| Football (All levels, Flag, Tackle) | 20% | 20% | 20% |
| Lacrosse | 5% | 5% | 5% |
| Field Hockey | 5% | 5% | 5% |
| Rugby | 5% | 5% | 5% |
| Other (Ultimate, Corporate Use) | 10% | 10% | 10% |
| School Board (principally non-Prime) | 0% | 0% | 0% |

By Month

| | | | | |
|-----------|-----|-----|-----|-----|
| April | 65% | 65% | 65% | 20% |
| May | 90% | 90% | 90% | 20% |
| June | 95% | 95% | 95% | 20% |
| July | 95% | 95% | 95% | 20% |
| August | 90% | 90% | 90% | 20% |
| September | 80% | 80% | 80% | 20% |
| October | 60% | 60% | 60% | 20% |
| November | 50% | 50% | 50% | 20% |

Non-Prime Time Daily Hours Booked

Non-Prime Time

| | | | |
|---------------|---------|---------|---------|
| Rate 2011 | \$92.00 | \$92.00 | \$92.00 |
| Added Premium | 25% | 30% | 30% |
| Risk Rate | 0% | 3% | 5% |

| | | | | |
|-----------|---|---|---|-----|
| April | 4 | 4 | 4 | 20% |
| May | 4 | 4 | 4 | 20% |
| June | 3 | 3 | 3 | 20% |
| July | 0 | 0 | 0 | 20% |
| August | 0 | 0 | 0 | 20% |
| September | 3 | 3 | 3 | 20% |
| October | 5 | 5 | 5 | 20% |
| November | 5 | 5 | 5 | 20% |

Winter Months

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Assumptions

| Scenario | | | Shannon Park y/n? N |
|----------|---|---|----------------------------|
| 1 | 2 | 3 | |

Prime Time

| | | | | |
|-----------------------|----------|----------|----------|------------------------------|
| Price per 1/3 Field | \$125.00 | \$150.00 | \$160.00 | Location Risk 10% |
| % Rented as 1/3 Field | 70% | 70% | 70% | |
| Price Per Full Field | \$250.00 | \$300.00 | \$320.00 | |
| Utilization | 50% | 75% | 90% | |

Non-Prime Time

| | | | |
|-----------------------|----------|----------|----------|
| Price per 1/3 Field | \$125.00 | \$125.00 | \$125.00 |
| % Rented as 1/3 Field | 45% | 45% | 45% |
| Price Per Full Field | \$240.00 | \$240.00 | \$240.00 |
| Utilization | 45% | 45% | 45% |

Risk Discounts

| | | | |
|----------------|----|----|----|
| Prime Time | 0% | 0% | 0% |
| Non-Prime Time | 0% | 0% | 0% |

Concession and Building Revenues Assumptions

Note: For Ticketed Events occurring Annually Only

Participant Attendance

| | | | |
|--------------------------------|--------|--------|--------|
| # of participants | 15,000 | 20,000 | 25,000 |
| Average Per Capita Expenditure | \$5.00 | \$5.00 | \$5.00 |

Spectator Attendance

| | | | |
|--------------------------------|--------|--------|--------|
| # of spectators | 60,000 | 60,000 | 60,000 |
| Average Per Capita Expenditure | \$4.00 | \$4.00 | \$4.00 |

| | | | |
|---------------|-----|-----|-----|
| Cost of Sales | 65% | 65% | 65% |
|---------------|-----|-----|-----|

Merchandising Sales

| | | | |
|--------------------------------|--------|--------|--------|
| # of Purchasers | 15,000 | 15,000 | 15,000 |
| Average Per Capita Expenditure | \$7.50 | \$7.50 | \$7.50 |
| Merchandising Cost of Sales | 55% | 55% | 55% |

Vending from Field Rentals

| | | | |
|--|--------|--------|--------|
| Prime Time Participants per Rental | 15 | 15 | 15 |
| Non-Prime Time Participants per Rental | 0 | 0 | 0 |
| Average Per Capita Expenditure | \$2.00 | \$2.00 | \$2.00 |
| Merchandising Cost of Sales | 65% | 65% | 65% |
| Percent of Net Accruing to Facility | 100% | 50% | 50% |

Advertising

| | | | |
|----------------|-------|-------|-------|
| # of Boards | 15 | 15 | 15 |
| Cost of Boards | 2,000 | 2,500 | 3,000 |

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Assumptions

| | Scenario | | | Shannon Park y/n? | Location Risk |
|---|----------|---------|---------|-------------------|---------------|
| | 1 | 2 | 3 | | |
| # of Major Game Board | 30 | 30 | 30 | N | |
| Major Game Board Costs | 2,500 | 3,500 | 4,500 | | |
| Infrequency Risk Rate per year in percent | 50 | 50 | 50 | | |
| Facility Naming Rights | 75,000 | 100,000 | 200,000 | | 25% |
| Gross Square Feet | 16,000 | 16,000 | 16,000 | | 20% |
| Gross Leasable Area | 90% | 90% | 90% | | |
| Lease Rate | \$10.00 | \$10.00 | \$10.00 | | |
| Occupancy Rate | 75% | 75% | 75% | | |

Concession and Building Revenues

Note: For Ticketed Events occurring Annually Only CONTINUED

| | | | |
|--------------------------|----|----|----|
| Ticketing Service Rebate | 5% | 5% | 5% |
|--------------------------|----|----|----|

CSA National Team Game

Ticket Ranges

| | | | |
|------------|---------|---------|---------|
| Club seats | \$75.00 | \$75.00 | \$75.00 |
| Mid Range | \$50.00 | \$50.00 | \$50.00 |
| Low Range | \$30.00 | \$30.00 | \$30.00 |

Discount Rate

| | | | |
|------------|-----|-----|-----|
| Club seats | 75% | 75% | 75% |
| Mid Range | 75% | 75% | 75% |
| Low Range | 75% | 75% | 75% |

% of Seating

| | | | |
|------------|-----|-----|-----|
| Club seats | 20% | 20% | 20% |
| Mid Range | 50% | 50% | 50% |
| Low Range | 30% | 30% | 30% |

| | | | |
|------------------------|-------|-------|-------|
| Average Attendance | 8,000 | 8,000 | 8,000 |
| Game Frequency by year | 1 | 1 | 1 |

Uteck Bowl

Ticket Ranges Halifax Pricing

| | | | |
|---------------|---------|---------|---------|
| Club seats | \$37.00 | \$37.00 | \$37.00 |
| Mid Range | \$27.00 | \$27.00 | \$27.00 |
| Low Range | \$17.00 | \$17.00 | \$17.00 |
| Standing Room | \$10.00 | \$10.00 | \$10.00 |

% of Seating

| | | | |
|---------------|-----|-----|-----|
| Club seats | 20% | 20% | 20% |
| Mid Range | 40% | 40% | 40% |
| Low Range | 30% | 30% | 30% |
| Standing Room | 10% | 10% | 10% |

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Assumptions

| Scenario | | | Shannon Park y/n? |
|----------|---|---|-------------------|
| 1 | 2 | 3 | N |
| | | | Location Risk |

Average Attendance
 One event every two years

| | | |
|-------|-------|-------|
| 7,500 | 7,500 | 7,500 |
| 2 | 2 | 2 |

Loney Bowl

Ticket Price
 Average Attendance
 Game Frequency by year

| | | |
|---------|---------|---------|
| \$12.00 | \$12.00 | \$12.00 |
| 4,000 | 4,000 | 4,000 |
| 1 | 1 | 1 |

Generic events

Ticket Price
 Average Attendance
 # of events added during the year

| | | |
|---------|---------|---------|
| \$12.00 | \$20.00 | \$15.00 |
| 4,000 | 8,000 | 6,000 |
| 0 | 1 | 2 |

Entertainment Event

Event Frequency by year
 Base Rent by day
 # of days per event

| | | |
|----------|----------|----------|
| 3 | 3 | 3 |
| \$10,000 | \$10,000 | \$10,000 |
| 3 | 3 | 3 |

Operating Expenses

Insurance
 Winter Bubble Setup fee
 Winter Bubble Take down fee
 Management Fee
 Capital Reserve Fund
 Capital
 % for Capital Reserve Fund
 Facility Maintenance Staff
 Event Services/Sales and Marketing
 # of PT Event Staff
 # of Events
 # of Hours per event
 Average Rate per Hour
 Other operational expenses (heat, water, etc)
 Grounds maintenance and Snow Removal
 Winterization of stands

| | | |
|--------------|--------------|--------------|
| \$50,000 | \$50,000 | \$50,000 |
| \$50,000 | \$50,000 | \$50,000 |
| \$50,000 | \$50,000 | \$50,000 |
| \$200,000 | \$200,000 | \$200,000 |
| \$300,000 | \$300,000 | \$300,000 |
| \$40,000,000 | \$40,000,000 | \$40,000,000 |
| 0.75% | 0.75% | 0.75% |
| 3 | 3 | 3 |
| 1 | 1 | 1 |
| 50 | 50 | 50 |
| 10 | 12 | 14 |
| 25 | 25 | 25 |
| \$11 | \$11 | \$11 |
| 40,000 | 40,000 | 40,000 |
| \$10,000 | \$10,000 | \$10,000 |
| \$10,000 | \$10,000 | \$10,000 |

Scenario 2 – 10,000 Permanent Seats

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Field Programming By Month

Spring-Fall

Scenario 2

| | | | | | | | | | | | Premium Rate (2011 Rate + 30%) | |
|--------------------------------------|--------------------|---|-----|------|------|--------------|-----------|---------|----------|-------|-----------------------------------|--|
| Activity | | April | May | June | July | August | September | October | November | Total | | Annual Revenue |
| Prime Time | | Mon-Friday, 5pm-11pm & Sat-Sun, 8am- | | | 60 | hrs per week | | | | | | |
| | Total Allocation % | Total Allocation Distributed Evenly by Month - Note Individual Sports Field Use Demand Profiles will vary | | | | | | | | | | |
| Soccer | 55% | 86 | 119 | 125 | 125 | 119 | 106 | 79 | 66 | 825 | \$153.40 | |
| Football (All levels, Flag, Tackle) | 20% | 31 | 43 | 46 | 46 | 43 | 38 | 29 | 24 | 300 | \$153.40 | |
| Lacrosse | 5% | 8 | 11 | 11 | 11 | 11 | 10 | 7 | 6 | 75 | \$153.40 | |
| Field Hockey | 5% | 8 | 11 | 11 | 11 | 11 | 10 | 7 | 6 | 75 | \$153.40 | |
| Rugby | 5% | 8 | 11 | 11 | 11 | 11 | 10 | 7 | 6 | 75 | \$153.40 | |
| Other (Ultimate, Corporate Use) | 10% | 16 | 22 | 23 | 23 | 22 | 19 | 14 | 12 | 150 | \$153.40 | |
| School Board (principally non-Prime) | 0% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | \$153.40 | |
| Total | 100% | 156 | 216 | 228 | 228 | 216 | 192 | 144 | 120 | 1,500 | \$153.40 | \$218,595.00 |
| % of Prime Time | | 65% | 90% | 95% | 95% | 90% | 80% | 60% | 50% | 78% | | Risk: 5 % fee loss for lost rental during event set-up/take-down |
| | | | | | | | | | | | | |
| Total Prime Available | | 240 | 240 | 240 | 240 | 240 | 240 | 240 | 240 | | | |

| | | | | | | | | | | | |
|-------------------------------|---|-----|-----|-----|-----|--------------|-----|-----|------|-------|----------|
| Non-Prime Time | Mon-Friday, 8am-5pm, 11-12pm & Sat-Sun, 11-12pm | | | | 52 | hrs per week | | | | | |
| % Use | 38% | 38% | 29% | 0% | 0% | 29% | 48% | 48% | 29% | | |
| Daily hours booked | 4 | 4 | 3 | 0 | 0 | 3 | 5 | 5 | | | |
| Monthly hours booked | 80 | 80 | 60 | 0 | 0 | 60 | 100 | 100 | 480 | \$120 | \$57,408 |
| Total Available Monthly Hours | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 1664 | | |

B. Winter Bubbling - Operational December - March

| 4 month Operation | Hours Available | Price per 1/3 Field | % Rented as 1/3 Field | Price Per Full Field | % Rented as Full Field | Utilization | Revenue | Risk Discount | Business Plan Base Case |
|-------------------|-----------------|---------------------|-----------------------|----------------------|------------------------|-------------|-----------|---------------|-------------------------|
| Prime Time | 960 | \$150.00 | 70% | \$300 | 30% | 75% | \$291,600 | 0% | \$291,600 |
| Non-Prime Time | 832 | \$125.00 | 45% | \$240 | 55% | 45% | \$112,601 | 0% | \$112,600 |

Note: Rate is blended youth and adult rate

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Concession and Building Revenues

Scenario **2**

Note: For Ticketed Events occurring Annually Only

| Event Concession Revenues/Costs | persons | Average Per Capita Expenditure | Cost of Sales | |
|---|------------------------|--------------------------------------|---------------|----------------|
| Participants (Events only) | 20,000 | \$5.00 | | \$100,000.00 |
| Spectators | 60,000 | \$4.00 | | \$240,000.00 |
| Gross Sales | | | | \$340,000.00 |
| Cost of Sales | 65% | | | (\$221,000.00) |
| Net Sales | | | | \$119,000.00 |
| Merchandising Sales - from Ticket Events Only | 15,000 | \$7.50 | 55% | \$50,625.00 |
| | Scenario Not Specified | | | |
| Note: vending and other F&B from daily participants (field rentals) | hours | Participants (assume 2 hour rentals) | | |
| Prime Time only | 2,460 | 36,900 | \$2.00 65% | \$25,830.00 |
| Non-Prime Time | 1,312 | 0 | \$2.00 65% | \$0.00 |
| Percent of Net Accruing to Facility | 50.00% | | | |

| Advertising | | | | |
|---|--------------|--|---------|---------------------------|
| Naming Rights by Facility Component | | | | |
| Track Boards | \$37,500.00 | 15 boards @ | \$2,500 | Limited without Franchise |
| Major Event (Game) Sponsorship | | Pursue with Corporate and Government Sector - assume no sponsorship to cover facility costs of event and ticketing | | |
| Major Game Board Advertising (occasional only) | \$105,000.00 | 15 boards (half field)," | \$3,500 | e.g. National Team Soccer |
| Discount by 50% to reflect infrequency per year | \$52,500.00 | | | |
| Facility Naming Rights | \$100,000.00 | per annum on 10 Year escalated basis | | |
| Total | \$190,000.00 | | | |
| Advertising Marketing Cost | 0.00% | covered in expenses | | |
| Net | \$190,000.00 | | | |

| Tenant Office/Commercial Rent (offices, retail and fitness centre) | | | |
|--|-------------------|---|--------------|
| Gross Leasable Area (GLA) | 14,400 sq. ft. | 16,000 | sq.ft. gross |
| Lease Rate (Triple Net) | \$10.00 /sq. ft. | Space varies in quality due to fenestration of building exterior only | |
| Occupancy | 75% | | |
| Net Rent | \$108,000.00 p.a. | | |

Note: Leasable space is 50% of building useable space. Balance is for building function systems (common area, washrooms sized for build-out of grandstand (expansion), change rooms, management offices, loading, housekeeping and storage.

Halifax Regional Municipality
Stadium - Indicative Financial Performance
 Concession and Building Revenues

Scenario **2**

Note: For Ticketed Events occurring Annually Only

| | | | | Average Attendance | Gross Revenue |
|---|-------|-------------|--------------|--------------------|---------------|
| Example: | | | | | |
| <i>CSA National Team Game</i> | | | | | |
| | | Discount - | | | |
| | | Halifax | % seating | | |
| Ticket Ranges (BMO comparator - Men's Senior) | | | | | \$0.00 |
| Club seats | 75.00 | 56.25 | 20.00% | | \$0.00 |
| Mid Range | 50.00 | 37.50 | 50.00% | | \$0.00 |
| Low Range | 30.00 | 22.50 | 30.00% | | \$0.00 |
| | | Av. Price | \$36.75 | 8,000 | \$294,000.00 |
| Ticketing service rebate | 5.0% | | | | (\$14,700.00) |
| Net | | | | | \$279,300.00 |
| Discount: Game Frequency | 1 | per | year | 0% | \$0.00 |
| <i>Uteck Bowl:</i> | | | | | |
| | | \$37.00 | 20.00% | | |
| | | \$27.00 | 40.00% | | |
| | | \$17.00 | 30.00% | | |
| | | \$10.00 | 10.00% | | |
| | | Av. Price | \$24.30 | 7,500 | \$182,250.00 |
| Ticketing service rebate | 5% | | | | (\$4,556.25) |
| Discount: Game Frequency | 1 | per 2 years | 50% discount | | \$86,568.75 |
| <i>Loney Bowl</i> | | | \$12.00 | 4,000 | \$48,000.00 |
| Discount: Game Frequency | 1 | per year | 0% discount | | \$0.00 |
| No ticketing service - on-site and on-line | | | | | |
| <i>Generic Events per year</i> | | | | | |
| # of events | 1 | Av. Price | \$20.00 | 8,000 | \$160,000.00 |

Major National and International Tournament Events - FIFA World Cups, National/International Athletics Games (if accommodated)

1. All such events are at risk owing to bid process
2. Per the assumptions of the business plans for typical showcase events, staging costs and gross receipts from ticketed venues assumed to be break-even
3. Financial Model excludes one-off event staging expenses and revenues.
4. very infrequent events such as Vanier Cup are excluded - these events if attracted will significantly assist gross revenues in those years
5. A larger number of provincial and regional events are possible and expected but are likely not ticketed.

Entertainment Event

| | | | |
|--|---------------------|--------|-------------|
| Assume 1 per | 3 years | | |
| Base rent charged plus event facility costs | | | |
| (building not placed at financial risk for success of event) | \$10,000.00 per day | 3 days | \$30,000.00 |
| Discount for frequency | \$10,000.00 p.a. | | |

Halifax Regional Municipality

Stadium - Indicative Financial Performance

Expenses

| City Own/Third Party Operate | | Scenario 2 | | | | | |
|---|---|---------------------------|-----------------|--------|----------|----------|--------------------|
| Expense Category | Description | Itemization of Cost | | | | | |
| 1. Annual Salary and Wage Costs | Facility Manager | FTE 1 | \$100,000 | plus | 20.00% | Benefits | \$120,000 |
| | Assistant Manager/Administrator | 1 | \$65,000 | plus | 20.00% | Benefits | \$78,000 |
| | Facility Operations and Maintenance Supervisor | 1 | \$40,000 | plus | 20.00% | Benefits | \$48,000 |
| | Facility Maintenance Staff | 3 | \$40,000 | plus | 20.00% | Benefits | \$144,000 |
| | Event Services/Sales and Marketing | 1 | \$45,000 | plus | 20.00% | Benefits | \$54,000 |
| | Sub-Total | 7 | | | | | \$444,000 |
| | PT Event Staff (Major Events) | Average 50 staff | \$11.00 | /hr | 20.00% | Benefits | \$198,000 |
| | Scenario Not Specified | Included in cost of sales | | | | | |
| | Payroll-related Expenses | | | | 7.00% | | \$44,940 |
| | Total Staffing Costs | | | | | | \$686,940 |
| Operational Expenses | | | | | | | |
| 2. Utilities | Building (12 month operation) | \$3.00 | per square foot | 40,000 | sq.ft. | | \$120,000 |
| | Flood Lighting (International TV Standard to 1400-1700 Lux per FIFA requirements) / community standards lower | \$125.00 | Blended Average | | | | \$114,625 |
| | Other - heat, water and services, lighting | \$2.50 | | 40,000 | sq.ft. | | \$100,000 |
| | Total Utilities | | | | | | \$334,625 |
| Stadium Operating, Maintenance and Repair | | | | | | | |
| 3a. Administration (Clothing, office supplies and equipment, communications) | | | | | | | \$10,000 |
| 3b. Repair and Maintenance incl. field | \$3.50 per hour for field plus other | | | | | | \$30,600 |
| 3c. Janitorial contract and supplies | Washrooms, corridors, change rooms and offices | \$2,000 | per month | plus | \$30,000 | supplies | \$54,000 |
| 3d. Grounds maintenance and Snow Removal | Supplies and equipment costs, City snow removal assumed | | | | | | \$10,000 |
| 3e. Event costs (excluding PT labour) | Allocation based on potential event schedule | | | | | | \$100,000 |
| 3f. Waste Management | Supplement to City Services as needed | | | | | | \$5,000 |
| | Sub-Total Item 3 | | | | | | \$209,600 |
| 4 Marketing Costs | Assumed bulk of event attraction, advertising and promotion undertaken by other agencies of City and Province Based on comparables (BMO field) and adjusted for expected average attendance; Option for City to cover facility under City Policy; Sales and marketing salaries identified under Payroll costs | \$20,000 | per year | | | | \$20,000 |
| 5. Insurance (Assumes no City Umbrella Policy) | | \$50,000 | per year | | | | \$50,000 |
| 6. Realty Taxes | | \$0.00 | per square foot | | | | \$0 |
| 7. Winterization of Stands - materials | | | | | | | \$10,000 |
| 8. Professional Development incl. Travel budget, memberships | | | | | | | \$20,000 |
| 9. Winter Bubble Set-Up/Take-Down | includes rental of machinery to haul and erect; plus storage | \$100,000.00 | | | | | \$100,000 |
| | Sub-Total Other Expenses | | | | | | \$200,000 |
| Sub-Total Operational Expenses Before Capital Reserve and Management Fee | | | | | | | \$1,431,165 |
| 10. Management Fee | | | | | | | \$200,000 |
| 11. Capital Reserve Fund | | | | | | | \$300,000 |
| Total Annual Expenses | | | | | | | \$1,931,165 |

Scenario 2 – 14,000 Permanent Seats

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Field Programming By Month

Spring-Fall

Scenario **2**

| | | | | | | | | | | | Premium Rate (2011 Rate + 30%) | |
|--------------------------------------|--------------------|---|-----|------|------|--------------|-----------|---------|----------|-------|--------------------------------------|--|
| Activity | | April | May | June | July | August | September | October | November | Total | | Annual Revenue |
| Prime Time | | Mon-Friday, 5pm-11pm & Sat-Sun, 8am- | | | 60 | hrs per week | | | | | | |
| | Total Allocation % | Total Allocation Distributed Evenly by Month - Note Individual Sports Field Use Demand Profiles will vary | | | | | | | | | | |
| Soccer | 55% | 86 | 119 | 125 | 125 | 119 | 106 | 79 | 66 | 825 | \$153.40 | |
| Football (All levels, Flag, Tackle) | 20% | 31 | 43 | 46 | 46 | 43 | 38 | 29 | 24 | 300 | \$153.40 | |
| Lacrosse | 5% | 8 | 11 | 11 | 11 | 11 | 10 | 7 | 6 | 75 | \$153.40 | |
| Field Hockey | 5% | 8 | 11 | 11 | 11 | 11 | 10 | 7 | 6 | 75 | \$153.40 | |
| Rugby | 5% | 8 | 11 | 11 | 11 | 11 | 10 | 7 | 6 | 75 | \$153.40 | |
| Other (Ultimate, Corporate Use) | 10% | 16 | 22 | 23 | 23 | 22 | 19 | 14 | 12 | 150 | \$153.40 | |
| School Board (principally non-Prime) | 0% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | \$153.40 | |
| Total | 100% | 156 | 216 | 228 | 228 | 216 | 192 | 144 | 120 | 1,500 | \$153.40 | \$218,595.00 |
| % of Prime Time | | 65% | 90% | 95% | 95% | 90% | 80% | 60% | 50% | 78% | | Risk: 5 % fee loss for lost rental during event set-up/take-down |
| Total Prime Available | | 240 | 240 | 240 | 240 | 240 | 240 | 240 | 240 | | | |

| | | | | | | | | | | | | |
|-------------------------------|--|--|-----|-----|-----|-----------|---------------------|-----|-----|------|-------|----------|
| Non-Prime Time | | Mon-Friday, 8am-5pm, 11-12pm & Sat-Sun, 11-12pm | | | | 52 | hrs per week | | | | | |
| % Use | | 38% | 38% | 29% | 0% | 0% | 29% | 48% | 48% | 29% | | |
| Daily hours booked | | 4 | 4 | 3 | 0 | 0 | 3 | 5 | 5 | | | |
| Monthly hours booked | | 80 | 80 | 60 | 0 | 0 | 60 | 100 | 100 | 480 | \$120 | \$57,408 |
| Total Available Monthly Hours | | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 1664 | | |

B. Winter Bubbling - Operational December - March

| 4 month Operation | Hours Available | Price per 1/3 Field | % Rented as 1/3 Field | Price Per Full Field | % Rented as Full Field | Utilization | Revenue | Risk Discount | Business Plan |
|-------------------|--------------------|------------------------|--------------------------|-------------------------|---------------------------|-------------|-----------|---------------|---------------|
| | | | | | | | | | Base Case |
| Prime Time | 960 | \$150.00 | 70% | \$300 | 30% | 75% | \$291,600 | 0% | \$291,600 |
| Non-Prime Time | 832 | \$125.00 | 45% | \$240 | 55% | 45% | \$112,601 | 0% | \$112,600 |

Note: Rate is blended youth and adult rate

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Concession and Building Revenues

Scenario **2**

Note: For Ticketed Events occurring Annually Only

| Event Concession Revenues/Costs | persons | Average Per Capita Expenditure | Cost of Sales | |
|---|---------|--------------------------------------|------------------|-----------------|
| Participants (Events only) | 20,000 | \$5.00 | | \$100,000.00 |
| Spectators | 75,000 | \$4.00 | | \$300,000.00 |
| Gross Sales | | | | \$400,000.00 |
| Cost of Sales | 65% | | | (\$260,000.00) |
| Net Sales | | | | \$140,000.00 |
| Merchandising Sales - from Ticket Events Only | 20,000 | \$7.50 | 55% | \$67,500.00 |
| Note: vending and other F&B from daily participants (field rentals) | | | | |
| | hours | Participants (assume 2 hour rentals) | | |
| Prime Time only | 2,460 | 36,900 | \$2.00 | 65% \$25,830.00 |
| Non-Prime Time | 1,312 | 0 | \$2.00 | 65% \$0.00 |
| Percent of Net Accruing to Facility | 50.00% | | | |

| Advertising | | | | |
|---|--------------|--|---------|---------------------------|
| Naming Rights by Facility Component | | | | |
| Track Boards | \$37,500.00 | 15 boards @ | \$2,500 | Limited without Franchise |
| Major Event (Game) Sponsorship | | Pursue with Corporate and Government Sector - assume no sponsorship to cover facility costs of event and ticketing | | |
| Major Game Board Advertising (occasional only) | \$105,000.00 | 15 boards (half field)," | \$3,500 | e.g. National Team Soccer |
| Discount by 50% to reflect infrequency per year | \$52,500.00 | | | |
| Facility Naming Rights | \$100,000.00 | per annum on 10 Year escalated basis | | |
| Total | \$190,000.00 | | | |
| Advertising Marketing Cost | 0.00% | covered in expenses | | |
| Net | \$190,000.00 | | | |

| Tenant Office/Commercial Rent (offices, retail and fitness centre) | | | |
|--|-------------------|---|--------------|
| Gross Leasable Area (GLA) | 14,400 sq. ft. | 16,000 | sq.ft. gross |
| Lease Rate (Triple Net) | \$10.00 /sq. ft. | Space varies in quality due to fenestration of building exterior only | |
| Occupancy | 75% | | |
| Net Rent | \$108,000.00 p.a. | | |

Note: Leasable space is 50% of building useable space. Balance is for building function systems (common area, washrooms sized for build-out of grandstand (expansion), change rooms, management offices, loading, housekeeping and storage.

Halifax Regional Municipality
Stadium - Indicative Financial Performance
Concession and Building Revenues

Scenario **2**

Note: For Ticketed Events occurring Annually Only

| | | | | Average Attendance | Gross Revenue |
|---|---------------|------------|--------------|--------------------|---------------|
| Example: | | | | | |
| <i>CSA National Team Game</i> | | | | | |
| | | Discount - | | | |
| Ticket Ranges (BMO comparator - Men's Senior) | | Halifax | % seating | | \$0.00 |
| Club seats | 75.00 | 56.25 | 20.00% | | \$0.00 |
| Mid Range | 50.00 | 37.50 | 50.00% | | \$0.00 |
| Low Range | 30.00 | 22.50 | 30.00% | | |
| | | Av. Price | \$36.75 | 8,000 | \$294,000.00 |
| Ticketing service rebate | 5.0% | | | | (\$14,700.00) |
| Net | | | | | \$279,300.00 |
| Discount: Game Frequency | 1 per | year | | 0% | \$0.00 |
| <i>Uteck Bowl:</i> | | | | | |
| | | \$37.00 | 20.00% | | |
| | | \$27.00 | 40.00% | | |
| | | \$17.00 | 30.00% | | |
| | | \$10.00 | 10.00% | | |
| | | Av. Price | \$24.30 | 7,500 | \$182,250.00 |
| Ticketing service rebate | 5% | | | | (\$4,556.25) |
| Discount: Game Frequency | 1 per 2 years | | 50% discount | | \$86,568.75 |
| <i>Loney Bowl</i> | | | \$12.00 | 4,000 | \$48,000.00 |
| Discount: Game Frequency | 1 per year | | 0% discount | | \$0.00 |
| No ticketing service - on-site and on-line | | | | | |
| <i>Generic Events per year</i> | | | | | |
| # of events | 2 | Av. Price | \$15.00 | 15,000 | \$450,000.00 |

Major National and International Tournament Events - FIFA World Cups, National/International Athletics Games (if accommodated)

1. All such events are at risk owing to bid process
2. Per the assumptions of the business plans for typical showcase events, staging costs and gross receipts from ticketed venues assumed to be break-even
3. Financial Model excludes one-off event staging expenses and revenues.
4. very infrequent events such as Vanier Cup are excluded - these events if attracted will significantly assist gross revenues in those years
5. A larger number of provincial and regional events are possible and expected but are likely not ticketed.

Entertainment Event

| | | | |
|--|---------------------|--------|-------------|
| Assume 1 per | 3 years | | |
| Base rent charged plus event facility costs (building not placed at financial risk for success of event) | \$10,000.00 per day | 3 days | \$30,000.00 |
| Discount for frequency | \$10,000.00 p.a. | | |

Halifax Regional Municipality

Stadium - Indicative Financial Performance

Expenses

| | | |
|------------------------------|----------|---|
| City Own/Third Party Operate | Scenario | 2 |
|------------------------------|----------|---|

| Expense Category | Description | Itemization of Cost | | | | | |
|---|---|---------------------------|-----------------|-----------|-----------------|---------------|--------------------|
| 1. Annual Salary and Wage Costs | Facility Manager | FTE | 1 | \$100,000 | plus | 20.00% | Benefits \$120,000 |
| | Assistant Manager/Administrator | | 1 | \$65,000 | plus | 20.00% | Benefits \$78,000 |
| | Facility Operations and Maintenance Supervisor | | 1 | \$40,000 | plus | 20.00% | Benefits \$48,000 |
| | Facility Maintenance Staff | | 5 | \$40,000 | plus | 20.00% | Benefits \$240,000 |
| | Event Services/Sales and Marketing | | 2 | \$45,000 | plus | 20.00% | Benefits \$108,000 |
| | Sub-Total | | 10 | | | | \$594,000 |
| | PT Event Staff (Major Events) | Average 50 staff | | \$11.00 | /hr | 20.00% | Benefits \$198,000 |
| | Event Concession/Food and Beverage Staff | Included in cost of sales | | | | | |
| | Payroll-related Expenses | | | | | 7.00% | \$55,440 |
| | Total Staffing Costs | | | | | | \$847,440 |
| Operational Expenses | | | | | | | |
| 2. Utilities | Building (12 month operation) | | | \$3.50 | per square foot | 40,000 sq.ft. | \$140,000 |
| | Flood Lighting (International TV Standard to 1400-1700 Lux per FIFA requirements) / community standards lower | | | \$125.00 | Blended Average | | \$114,625 |
| | Other - heat, water and services, lighting | | | \$3.00 | | 40,000 sq.ft. | \$120,000 |
| | Total Utilities | | | | | | \$374,625 |
| Stadium Operating, Maintenance and Repair | | | | | | | |
| 3a. Administration (Clothing, office supplies and equipment, communications) | | | | | | | \$10,000 |
| 3b. Repair and Maintenance incl. field | \$3.50 per hour for field plus other | | | | | | \$30,600 |
| 3c. Janitorial contract and supplies | Washrooms, corridors, change rooms and offices | \$2,000 | per month | plus | \$30,000 | supplies | \$54,000 |
| 3d. Grounds maintenance and Snow Removal | Supplies and equipment costs, City snow removal assumed | | | | | | \$20,000 |
| 3e. Event costs (excluding PT labour) | Allocation based on potential event schedule | | | | | | \$100,000 |
| 3f. Waste Management | Supplement to City Services as needed | | | | | | \$5,000 |
| | Sub-Total Item 3 | | | | | | \$219,600 |
| 4 Marketing Costs | Assumed bulk of event attraction, advertising and promotion undertaken by other agencies of City and Province Based on comparables (BMO field) and adjusted for expected average attendance; Option for City to cover facility under City Policy; Sales and marketing salaries identified under | \$20,000 | per year | | | | \$20,000 |
| 5. Insurance (Assumes no City Umbrella Policy) | Payroll costs | \$75,000 | per year | | | | \$75,000 |
| 6. Realty Taxes | | \$0.00 | per square foot | | | | \$0 |
| 7. Winterization of Stands - materials | | | | | | | \$15,000 |
| 8. Professional Development incl. Travel budget, memberships | | | | | | | \$20,000 |
| 9. Winter Bubble Set-Up/Take-Down | includes rental of machinery to haul and erect; plus storage | \$100,000.00 | | | | | \$100,000 |
| | Sub-Total Other Expenses | | | | | | \$230,000 |
| Sub-Total Operational Expenses Before Capital Reserve and Management Fee | | | | | | | \$1,671,665 |
| 10. Management Fee | | | | | | | \$200,000 |
| 11. Capital Reserve Fund | | | | | | | \$350,000 |
| Total Annual Expenses | | | | | | | \$2,221,665 |

**Operating Revenue/Cost Projections – 14,000
Permanent Seats (Scenarios 1-3)**

Halifax Regional Municipality

Stadium - Indicative Financial Performance

Operating Revenue/Cost Projections

Scenario 1

Assumes Normalized Revenues/Costs (no ramp-up)

| | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | Year 8 | Year 9 | Year 10 |
|---|----|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Escalation (p.a.) | 3% | 1.00 | 1.03 | 1.06 | 1.09 | 1.13 | 1.16 | 1.19 | 1.23 | 1.27 | 1.30 |
| Revenue | | | | | | | | | | | |
| Field Revenue | | | | | | | | | | | |
| Field Revenue - Spring- Fall Prime time | | \$210,188 | \$216,493 | \$222,988 | \$229,678 | \$236,568 | \$243,665 | \$250,975 | \$258,504 | \$266,259 | \$274,247 |
| Field Revenue - Spring- Fall Non-Prime time | | \$55,200 | \$56,856 | \$58,562 | \$60,319 | \$62,128 | \$63,992 | \$65,912 | \$67,889 | \$69,926 | \$72,023 |
| Field Revenue - Winter Bubble - Prime time | | \$162,000 | \$166,860 | \$171,866 | \$177,022 | \$182,332 | \$187,802 | \$193,436 | \$199,240 | \$205,217 | \$211,373 |
| Field Revenue - Winter Bubble - Non-Prime time | | \$112,600 | \$115,978 | \$119,457 | \$123,041 | \$126,732 | \$130,534 | \$134,450 | \$138,484 | \$142,638 | \$146,917 |
| Annual Ticketed Events | | \$443,125 | \$456,419 | \$470,111 | \$484,215 | \$498,741 | \$513,703 | \$529,114 | \$544,988 | \$561,337 | \$578,178 |
| Total Field Related Revenue | | \$983,113 | \$1,012,606 | \$1,042,984 | \$1,074,274 | \$1,106,502 | \$1,139,697 | \$1,173,888 | \$1,209,104 | \$1,245,378 | \$1,282,739 |
| Building-Related | | | | | | | | | | | |
| Event Related Concessions (Gross) | | \$315,000 | \$324,450 | \$334,184 | \$344,209 | \$354,535 | \$365,171 | \$376,126 | \$387,410 | \$399,033 | \$411,004 |
| Merchandising and Novelties (Gross) | | \$112,500 | \$115,875 | \$119,351 | \$122,932 | \$126,620 | \$130,418 | \$134,331 | \$138,361 | \$142,512 | \$146,787 |
| Other F&B - Daily use (Gross) | | \$73,800 | \$76,014 | \$78,294 | \$80,643 | \$83,063 | \$85,554 | \$88,121 | \$90,765 | \$93,488 | \$96,292 |
| Advertising | | \$67,500 | \$69,525 | \$71,611 | \$73,759 | \$75,972 | \$78,251 | \$80,599 | \$83,016 | \$85,507 | \$88,072 |
| Naming Rights | | \$75,000 | \$75,000 | \$75,000 | \$75,000 | \$75,000 | \$75,000 | \$75,000 | \$75,000 | \$75,000 | \$75,000 |
| Lease Space Net Rent | | \$108,000 | \$109,080 | \$110,171 | \$111,273 | \$112,385 | \$125,202 | \$126,454 | \$127,718 | \$128,995 | \$130,285 |
| Total Building Related | | \$751,800 | \$769,944 | \$788,611 | \$807,816 | \$827,575 | \$859,597 | \$880,631 | \$902,270 | \$924,534 | \$947,440 |
| Total Revenue | | \$1,734,913 | \$1,782,550 | \$1,831,595 | \$1,882,089 | \$1,934,076 | \$1,999,294 | \$2,054,518 | \$2,111,375 | \$2,169,912 | \$2,230,179 |
| Direct Expenses (cost of sales incl. ticketing service) | | (\$333,851) | (\$343,867) | (\$354,183) | (\$364,808) | (\$375,753) | (\$387,025) | (\$398,636) | (\$410,595) | (\$422,913) | (\$435,600) |
| Gross Margin | | \$1,401,061 | \$1,438,683 | \$1,477,412 | \$1,517,281 | \$1,558,324 | \$1,612,268 | \$1,655,882 | \$1,700,780 | \$1,746,999 | \$1,794,579 |
| Facility Expenses | | | | | | | | | | | |
| Payroll (Labour) | | (\$812,130) | (\$836,494) | (\$861,589) | (\$887,436) | (\$914,059) | (\$941,481) | (\$969,726) | (\$998,817) | (\$1,028,782) | (\$1,059,645) |
| Utilities | | (\$374,625) | (\$385,864) | (\$397,440) | (\$409,363) | (\$421,644) | (\$434,293) | (\$447,322) | (\$460,741) | (\$474,564) | (\$488,801) |
| Operating, Maintenance and Repair (incl. purchased supplies) | | (\$219,600) | (\$226,188) | (\$232,974) | (\$239,963) | (\$247,162) | (\$254,577) | (\$262,214) | (\$270,080) | (\$278,183) | (\$286,528) |
| Marketing | | (\$20,000) | (\$20,600) | (\$21,218) | (\$21,855) | (\$22,510) | (\$23,185) | (\$23,881) | (\$24,597) | (\$25,335) | (\$26,095) |
| Insurance | | (\$75,000) | (\$77,250) | (\$79,568) | (\$81,955) | (\$84,413) | (\$86,946) | (\$89,554) | (\$92,241) | (\$95,008) | (\$97,858) |
| Winterization of Stands and Set-Up/Take-Down of Bubble | | (\$115,000) | (\$118,450) | (\$122,004) | (\$125,664) | (\$129,434) | (\$133,317) | (\$137,316) | (\$141,435) | (\$145,679) | (\$150,049) |
| Professional Development and Travel | | (\$20,000) | (\$20,600) | (\$21,218) | (\$21,855) | (\$22,510) | (\$23,185) | (\$23,881) | (\$24,597) | (\$25,335) | (\$26,095) |
| Realty Taxes | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Total Expenses (Excl. Management Fee and Capital Reserve) | | (\$1,636,355) | (\$1,685,446) | (\$1,736,009) | (\$1,788,089) | (\$1,841,732) | (\$1,896,984) | (\$1,953,893) | (\$2,012,510) | (\$2,072,886) | (\$2,135,072) |
| Net Income (NOI) Before Management Fee and Capital Reserve | | (\$235,294) | (\$246,763) | (\$258,597) | (\$270,808) | (\$283,408) | (\$284,715) | (\$298,011) | (\$311,730) | (\$325,887) | (\$340,493) |
| Management Fee | | (\$200,000) | (\$206,000) | (\$212,180) | (\$218,545) | (\$225,102) | (\$231,855) | (\$238,810) | (\$245,975) | (\$253,354) | (\$260,955) |
| Capital Reserve | | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) |
| NOI after Capital Reserve | | (\$785,294) | (\$802,763) | (\$820,777) | (\$839,354) | (\$858,510) | (\$866,570) | (\$886,821) | (\$907,705) | (\$929,241) | (\$951,448) |
| Annual Debt Repayment | | (\$1,748,000) | (\$1,710,600) | (\$1,673,200) | (\$1,635,800) | (\$1,598,400) | (\$1,561,000) | (\$1,523,600) | (\$1,486,200) | (\$1,448,800) | (\$1,411,400) |
| Net Income After Debt Servicing | | (2,533,294) | (2,513,363) | (2,493,977) | (2,475,154) | (2,456,910) | (2,427,570) | (2,410,421) | (2,393,905) | (2,378,041) | (2,362,848) |

| | | |
|---|----------------------|----------------------|
| PV of Operating Income: | Discount Rate | |
| NOI before Fees and Capital Reserve | 7% | (\$3,394,953) |
| NOI after Management Fee and Capital Reserve | 7% | (\$9,769,190) |

Halifax Regional Municipality

Stadium - Indicative Financial Performance

Operating Revenue/Cost Projections

Scenario 2

Assumes Normalized Revenues/Costs (no ramp-up)

| | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | Year 8 | Year 9 | Year 10 |
|---|----|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Escalation (p.a.) | 3% | 1.00 | 1.03 | 1.06 | 1.09 | 1.13 | 1.16 | 1.19 | 1.23 | 1.27 | 1.30 |
| Revenue | | | | | | | | | | | |
| Field Revenue | | | | | | | | | | | |
| Field Revenue - Spring- Fall Prime time | | \$218,595 | \$225,153 | \$231,907 | \$238,865 | \$246,031 | \$253,412 | \$261,014 | \$268,844 | \$276,910 | \$285,217 |
| Field Revenue - Spring- Fall Non-Prime time | | \$57,408 | \$59,130 | \$60,904 | \$62,731 | \$64,613 | \$66,552 | \$68,548 | \$70,605 | \$72,723 | \$74,904 |
| Field Revenue - Winter Bubble - Prime time | | \$291,600 | \$300,348 | \$309,358 | \$318,639 | \$328,198 | \$338,044 | \$348,186 | \$358,631 | \$369,390 | \$380,472 |
| Field Revenue - Winter Bubble - Non-Prime time | | \$112,600 | \$115,978 | \$119,457 | \$123,041 | \$126,732 | \$130,534 | \$134,450 | \$138,484 | \$142,638 | \$146,917 |
| Annual Ticketed Events | | \$893,125 | \$919,919 | \$947,516 | \$975,942 | \$1,005,220 | \$1,035,377 | \$1,066,438 | \$1,098,431 | \$1,131,384 | \$1,165,326 |
| Total Field Related Revenue | | \$1,573,328 | \$1,620,528 | \$1,669,144 | \$1,719,218 | \$1,770,795 | \$1,823,918 | \$1,878,636 | \$1,934,995 | \$1,993,045 | \$2,052,836 |
| Building-Related | | | | | | | | | | | |
| Event Related Concessions (Gross) | | \$200,000 | \$206,000 | \$212,180 | \$218,545 | \$225,102 | \$231,855 | \$238,810 | \$245,975 | \$253,354 | \$260,955 |
| Merchandising and Novelties (Gross) | | \$75,000 | \$77,250 | \$79,568 | \$81,955 | \$84,413 | \$86,946 | \$89,554 | \$92,241 | \$95,008 | \$97,858 |
| Other F&B - Daily use (Gross) | | \$36,900 | \$38,007 | \$39,147 | \$40,322 | \$41,531 | \$42,777 | \$44,061 | \$45,382 | \$46,744 | \$48,146 |
| Advertising | | \$90,000 | \$92,700 | \$95,481 | \$98,345 | \$101,296 | \$104,335 | \$107,465 | \$110,689 | \$114,009 | \$117,430 |
| Naming Rights | | \$100,000 | \$100,000 | \$100,000 | \$100,000 | \$100,000 | \$100,000 | \$100,000 | \$100,000 | \$100,000 | \$100,000 |
| Lease Space Net Rent | | \$108,000 | \$109,080 | \$110,171 | \$111,273 | \$112,385 | \$125,202 | \$126,454 | \$127,718 | \$128,995 | \$130,285 |
| Total Building Related | | \$609,900 | \$623,037 | \$636,547 | \$650,439 | \$664,727 | \$691,114 | \$706,343 | \$722,004 | \$738,110 | \$754,674 |
| Total Revenue | | \$2,183,228 | \$2,243,565 | \$2,305,690 | \$2,369,657 | \$2,435,522 | \$2,515,032 | \$2,584,979 | \$2,656,999 | \$2,731,155 | \$2,807,510 |
| Direct Expenses (cost of sales incl. ticketing service) | | (\$214,491) | (\$220,926) | (\$227,554) | (\$234,380) | (\$241,412) | (\$248,654) | (\$256,114) | (\$263,797) | (\$271,711) | (\$279,862) |
| Gross Margin | | \$1,968,737 | \$2,022,639 | \$2,078,136 | \$2,135,277 | \$2,194,110 | \$2,266,378 | \$2,328,865 | \$2,393,202 | \$2,459,444 | \$2,527,647 |
| Facility Expenses | | | | | | | | | | | |
| Payroll (Labour) | | (\$847,440) | (\$872,863) | (\$899,049) | (\$926,021) | (\$953,801) | (\$982,415) | (\$1,011,888) | (\$1,042,244) | (\$1,073,512) | (\$1,105,717) |
| Utilities | | (\$374,625) | (\$385,864) | (\$397,440) | (\$409,363) | (\$421,644) | (\$434,293) | (\$447,322) | (\$460,741) | (\$474,564) | (\$488,801) |
| Operating, Maintenance and Repair (incl. purchased supplies) | | (\$219,600) | (\$226,188) | (\$232,974) | (\$239,963) | (\$247,162) | (\$254,577) | (\$262,214) | (\$270,080) | (\$278,183) | (\$286,528) |
| Marketing | | (\$20,000) | (\$20,600) | (\$21,218) | (\$21,855) | (\$22,510) | (\$23,185) | (\$23,881) | (\$24,597) | (\$25,335) | (\$26,095) |
| Insurance | | (\$75,000) | (\$77,250) | (\$79,568) | (\$81,955) | (\$84,413) | (\$86,946) | (\$89,554) | (\$92,241) | (\$95,008) | (\$97,858) |
| Winterization of Stands and Set-Up/Take-Down of Bubble | | (\$115,000) | (\$118,450) | (\$122,004) | (\$125,664) | (\$129,434) | (\$133,317) | (\$137,316) | (\$141,435) | (\$145,679) | (\$150,049) |
| Professional Development and Travel | | (\$20,000) | (\$20,600) | (\$21,218) | (\$21,855) | (\$22,510) | (\$23,185) | (\$23,881) | (\$24,597) | (\$25,335) | (\$26,095) |
| Realty Taxes | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Total Expenses (Excl. Management Fee and Capital Reserve) | | (\$1,671,665) | (\$1,721,815) | (\$1,773,469) | (\$1,826,673) | (\$1,881,474) | (\$1,937,918) | (\$1,996,055) | (\$2,055,937) | (\$2,117,615) | (\$2,181,144) |
| Net Income (NOI) Before Management Fee and Capital Reserve | | \$297,072 | \$300,824 | \$304,667 | \$308,604 | \$312,636 | \$328,460 | \$332,810 | \$337,265 | \$341,829 | \$346,504 |
| Management Fee | | (\$200,000) | (\$204,000) | (\$208,080) | (\$212,242) | (\$216,486) | (\$220,816) | (\$225,232) | (\$229,737) | (\$234,332) | (\$239,019) |
| Capital Reserve | | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) |
| NOI after Capital Reserve | | (\$252,928) | (\$253,176) | (\$253,413) | (\$253,638) | (\$253,850) | (\$242,356) | (\$242,423) | (\$242,472) | (\$242,503) | (\$242,515) |
| Annual Debt Repayment | | (\$1,748,000) | (\$1,710,600) | (\$1,673,200) | (\$1,635,800) | (\$1,598,400) | (\$1,561,000) | (\$1,523,600) | (\$1,486,200) | (\$1,448,800) | (\$1,411,400) |
| Net Income After Debt Servicing | | (2,000,928) | (1,963,776) | (1,926,613) | (1,889,438) | (1,852,250) | (1,803,356) | (1,766,023) | (1,728,672) | (1,691,303) | (1,653,915) |

| | | |
|---|----------------------|----------------------|
| PV of Operating Income: | Discount Rate | |
| NOI before Fees and Capital Reserve | 7% | \$3,633,924 |
| NOI after Management Fee and Capital Reserve | 7% | (\$2,537,993) |

Halifax Regional Municipality

Stadium - Indicative Financial Performance

Operating Revenue/Cost Projections

Scenario 3

Assumes Normalized Revenues/Costs (no ramp-up)

| | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 | Year 7 | Year 8 | Year 9 | Year 10 |
|---|----|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Escalation (p.a.) | 3% | 1.00 | 1.03 | 1.06 | 1.09 | 1.13 | 1.16 | 1.19 | 1.23 | 1.27 | 1.30 |
| Revenue | | | | | | | | | | | |
| Field Revenue | | | | | | | | | | | |
| Field Revenue - Spring- Fall Prime time | | \$218,595 | \$225,153 | \$231,907 | \$238,865 | \$246,031 | \$253,412 | \$261,014 | \$268,844 | \$276,910 | \$285,217 |
| Field Revenue - Spring- Fall Non-Prime time | | \$57,408 | \$59,130 | \$60,904 | \$62,731 | \$64,613 | \$66,552 | \$68,548 | \$70,605 | \$72,723 | \$74,904 |
| Field Revenue - Winter Bubble - Prime time | | \$373,200 | \$384,396 | \$395,928 | \$407,806 | \$420,040 | \$432,641 | \$445,620 | \$458,989 | \$472,759 | \$486,941 |
| Field Revenue - Winter Bubble - Non-Prime time | | \$112,600 | \$115,978 | \$119,457 | \$123,041 | \$126,732 | \$130,534 | \$134,450 | \$138,484 | \$142,638 | \$146,917 |
| Annual Ticketed Events | | \$893,125 | \$919,919 | \$947,516 | \$975,942 | \$1,005,220 | \$1,035,377 | \$1,066,438 | \$1,098,431 | \$1,131,384 | \$1,165,326 |
| Total Field Related Revenue | | \$1,654,928 | \$1,704,576 | \$1,755,713 | \$1,808,385 | \$1,862,636 | \$1,918,515 | \$1,976,071 | \$2,035,353 | \$2,096,413 | \$2,159,306 |
| Building-Related | | | | | | | | | | | |
| Event Related Concessions (Gross) | | \$232,500 | \$239,475 | \$246,659 | \$254,059 | \$261,681 | \$269,531 | \$277,617 | \$285,946 | \$294,524 | \$303,360 |
| Merchandising and Novelties (Gross) | | \$93,750 | \$96,563 | \$99,459 | \$102,443 | \$105,516 | \$108,682 | \$111,942 | \$115,301 | \$118,760 | \$122,322 |
| Other F&B - Daily use (Gross) | | \$36,900 | \$38,007 | \$39,147 | \$40,322 | \$41,531 | \$42,777 | \$44,061 | \$45,382 | \$46,744 | \$48,146 |
| Advertising | | \$112,500 | \$115,875 | \$119,351 | \$122,932 | \$126,620 | \$130,418 | \$134,331 | \$138,361 | \$142,512 | \$146,787 |
| Naming Rights | | \$200,000 | \$200,000 | \$200,000 | \$200,000 | \$200,000 | \$200,000 | \$200,000 | \$200,000 | \$200,000 | \$200,000 |
| Lease Space Net Rent | | \$108,000 | \$109,080 | \$110,171 | \$111,273 | \$112,385 | \$125,202 | \$126,454 | \$127,718 | \$128,995 | \$130,285 |
| Total Building Related | | \$783,650 | \$799,000 | \$814,788 | \$831,028 | \$847,733 | \$876,610 | \$894,405 | \$912,708 | \$931,535 | \$950,901 |
| Total Revenue | | \$2,438,578 | \$2,503,575 | \$2,570,501 | \$2,639,413 | \$2,710,370 | \$2,795,125 | \$2,870,475 | \$2,948,060 | \$3,027,948 | \$3,110,206 |
| Direct Expenses (cost of sales incl. ticketing service) | | (\$245,929) | (\$253,307) | (\$260,906) | (\$268,733) | (\$276,795) | (\$285,099) | (\$293,652) | (\$302,461) | (\$311,535) | (\$320,881) |
| Gross Margin | | \$2,192,649 | \$2,250,269 | \$2,309,595 | \$2,370,680 | \$2,433,575 | \$2,510,027 | \$2,576,823 | \$2,645,599 | \$2,716,413 | \$2,789,325 |
| Facility Expenses | | | | | | | | | | | |
| Payroll (Labour) | | (\$847,440) | (\$872,863) | (\$899,049) | (\$926,021) | (\$953,801) | (\$982,415) | (\$1,011,888) | (\$1,042,244) | (\$1,073,512) | (\$1,105,717) |
| Utilities | | (\$374,625) | (\$385,864) | (\$397,440) | (\$409,363) | (\$421,644) | (\$434,293) | (\$447,322) | (\$460,741) | (\$474,564) | (\$488,801) |
| Operating, Maintenance and Repair (incl. purchased supplies) | | (\$219,600) | (\$226,188) | (\$232,974) | (\$239,963) | (\$247,162) | (\$254,577) | (\$262,214) | (\$270,080) | (\$278,183) | (\$286,528) |
| Marketing | | (\$20,000) | (\$20,600) | (\$21,218) | (\$21,855) | (\$22,510) | (\$23,185) | (\$23,881) | (\$24,597) | (\$25,335) | (\$26,095) |
| Insurance | | (\$75,000) | (\$77,250) | (\$79,568) | (\$81,955) | (\$84,413) | (\$86,946) | (\$89,554) | (\$92,241) | (\$95,008) | (\$97,858) |
| Winterization of Stands and Set-Up/Take-Down of Bubble | | (\$115,000) | (\$118,450) | (\$122,004) | (\$125,664) | (\$129,434) | (\$133,317) | (\$137,316) | (\$141,435) | (\$145,679) | (\$150,049) |
| Professional Development and Travel | | (\$20,000) | (\$20,600) | (\$21,218) | (\$21,855) | (\$22,510) | (\$23,185) | (\$23,881) | (\$24,597) | (\$25,335) | (\$26,095) |
| Realty Taxes | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Total Expenses (Excl. Management Fee and Capital Reserve) | | (\$1,671,665) | (\$1,721,815) | (\$1,773,469) | (\$1,826,673) | (\$1,881,474) | (\$1,937,918) | (\$1,996,055) | (\$2,055,937) | (\$2,117,615) | (\$2,181,144) |
| Net Income (NOI) Before Management Fee and Capital Reserve | | \$520,984 | \$528,454 | \$536,126 | \$544,006 | \$552,101 | \$572,109 | \$580,768 | \$589,662 | \$598,797 | \$608,181 |
| Management Fee | | (\$200,000) | (\$202,000) | (\$204,020) | (\$206,060) | (\$208,121) | (\$210,202) | (\$212,304) | (\$214,427) | (\$216,571) | (\$218,737) |
| Capital Reserve | | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) | (\$350,000) |
| NOI after Capital Reserve | | (\$29,016) | (\$23,546) | (\$17,894) | (\$12,054) | (\$6,020) | \$11,907 | \$18,464 | \$25,235 | \$32,226 | \$39,444 |
| Annual Debt Repayment | | (\$1,748,000) | (\$1,710,600) | (\$1,673,200) | (\$1,635,800) | (\$1,598,400) | (\$1,561,000) | (\$1,523,600) | (\$1,486,200) | (\$1,448,800) | (\$1,411,400) |
| Net Income After Debt Servicing | | (1,777,016) | (1,734,146) | (1,691,094) | (1,647,854) | (1,604,420) | (1,549,093) | (1,505,136) | (1,460,965) | (1,416,574) | (1,371,956) |

| | | |
|---|----------------------|--------------------|
| PV of Operating Income: | Discount Rate | |
| NOI before Fees and Capital Reserve | 7% | \$6,345,285 |
| NOI after Management Fee and Capital Reserve | 7% | \$355,114 |

Shannon Park and Dartmouth Crossing Year 1 Comparison

Dartmouth Crossing – 10,000 Permanent Seats

| | Year 1 | | |
|---|----------------------|----------------------|----------------------|
| | Scenario 1 | Scenario 2 | Scenario 3 |
| Revenue | | | |
| Field Revenue | | | |
| Field Revenue - Spring- Fall Prime time | \$210,188 | \$218,595 | \$218,595 |
| Field Revenue - Spring- Fall Non-Prime time | \$55,200 | \$57,408 | \$57,408 |
| Field Revenue - Winter Bubble - Prime time | \$162,000 | \$291,600 | \$373,200 |
| Field Revenue - Winter Bubble - Non-Prime time | \$112,600 | \$112,600 | \$112,600 |
| Annual Ticketed Events | \$443,125 | \$603,125 | \$623,125 |
| Total Field Related Revenue | \$983,113 | \$1,283,328 | \$1,384,928 |
| Building-Related | | | |
| Event Related Concessions (Gross) | \$315,000 | \$170,000 | \$182,500 |
| Merchandising and Novelties (Gross) | \$112,500 | \$56,250 | \$56,250 |
| Other F&B - Daily use (Gross) | \$73,800 | \$36,900 | \$36,900 |
| Advertising | \$67,500 | \$90,000 | \$112,500 |
| Naming Rights | \$75,000 | \$100,000 | \$200,000 |
| Lease Space Net Rent | \$108,000 | \$108,000 | \$108,000 |
| Total Building Related | \$751,800 | \$561,150 | \$696,150 |
| Total Revenue | \$1,734,913 | \$1,844,478 | \$2,081,078 |
| Direct Expenses (cost of sales incl. ticketing service) | (\$333,851) | (\$184,679) | (\$192,804) |
| Gross Margin | \$1,401,061 | \$1,659,799 | \$1,888,274 |
| Facility Expenses | | | |
| Payroll (Labour) | (\$651,630) | (\$686,940) | (\$722,250) |
| Utilities | (\$334,625) | (\$334,625) | (\$334,625) |
| Operating, Maintenance and Repair (incl. purchased supplies) | (\$209,600) | (\$209,600) | (\$209,600) |
| Marketing | (\$20,000) | (\$20,000) | (\$20,000) |
| Insurance | (\$50,000) | (\$50,000) | (\$50,000) |
| Winterization of Stands and Set-Up/Take-Down of Bu | (\$110,000) | (\$110,000) | (\$110,000) |
| Professional Development and Travel | (\$20,000) | (\$20,000) | (\$20,000) |
| Realty Taxes | \$0 | \$0 | \$0 |
| Total Expenses (Excl. Management Fee and Capital R | (\$1,395,855) | (\$1,431,165) | (\$1,466,475) |
| Net Income (NOI) Before Management Fee and Capital Reserve | \$5,206 | \$228,634 | \$421,799 |
| Management Fee | (\$200,000) | (\$200,000) | (\$200,000) |
| Capital Reserve | (\$300,000) | (\$300,000) | (\$300,000) |
| NOI after Capital Reserve | (\$494,794) | (\$271,366) | (\$78,201) |
| Annual Debt Repayment | (\$1,748,000) | (\$1,748,000) | (\$1,748,000) |
| Net Income After Debt Servicing | (2,242,794) | (2,019,366) | (1,826,201) |

Shannon Park – 10,000 Permanent Seats

| | Year 1 | | |
|---|----------------------|----------------------|----------------------|
| | Scenario 1 | Scenario 2 | Scenario 3 |
| Revenue | | | |
| Field Revenue | | | |
| Field Revenue - Spring- Fall Prime time | \$168,150 | \$174,876 | \$174,876 |
| Field Revenue - Spring- Fall Non-Prime time | \$44,160 | \$45,926 | \$45,926 |
| Field Revenue - Winter Bubble - Prime time | \$145,800 | \$262,400 | \$335,900 |
| Field Revenue - Winter Bubble - Non-Prime time | \$112,600 | \$112,600 | \$112,600 |
| Annual Ticketed Events | \$443,125 | \$603,125 | \$623,125 |
| Total Field Related Revenue | \$913,835 | \$1,198,927 | \$1,292,427 |
| Building-Related | | | |
| Event Related Concessions (Gross) | \$315,000 | \$170,000 | \$182,500 |
| Merchandising and Novelties (Gross) | \$112,500 | \$56,250 | \$56,250 |
| Other F&B - Daily use (Gross) | \$64,800 | \$32,400 | \$32,400 |
| Advertising | \$67,500 | \$90,000 | \$112,500 |
| Naming Rights | \$56,250 | \$75,000 | \$150,000 |
| Lease Space Net Rent | \$86,400 | \$86,400 | \$86,400 |
| Total Building Related | \$702,450 | \$510,050 | \$620,050 |
| Total Revenue | \$1,616,285 | \$1,708,977 | \$1,912,477 |
| Direct Expenses (cost of sales incl. ticketing service) | (\$328,001) | (\$181,754) | (\$189,879) |
| Gross Margin | \$1,288,284 | \$1,527,224 | \$1,722,599 |
| Facility Expenses | | | |
| Payroll (Labour) | (\$651,630) | (\$686,940) | (\$722,250) |
| Utilities | (\$334,625) | (\$334,625) | (\$334,625) |
| Operating, Maintenance and Repair (incl. purchased supplies) | (\$209,600) | (\$209,600) | (\$209,600) |
| Marketing | (\$20,000) | (\$20,000) | (\$20,000) |
| Insurance | (\$50,000) | (\$50,000) | (\$50,000) |
| Winterization of Stands and Set-Up/Take-Down of Bu | (\$110,000) | (\$110,000) | (\$110,000) |
| Professional Development and Travel | (\$20,000) | (\$20,000) | (\$20,000) |
| Realty Taxes | \$0 | \$0 | \$0 |
| Total Expenses (Excl. Management Fee and Capital R | (\$1,395,855) | (\$1,431,165) | (\$1,466,475) |
| Net Income (NOI) Before Management Fee and Capital Reserve | (\$107,571) | \$96,059 | \$256,124 |
| Management Fee | (\$200,000) | (\$200,000) | (\$200,000) |
| Capital Reserve | (\$300,000) | (\$300,000) | (\$300,000) |
| NOI after Capital Reserve | (\$607,571) | (\$403,941) | (\$243,876) |
| Annual Debt Repayment | (\$1,748,000) | (\$1,748,000) | (\$1,748,000) |
| Net Income After Debt Servicing | (2,355,571) | (2,151,941) | (1,991,876) |

Halifax Stadium Analysis – Phase 2 – Requirements Consulting

APPENDIX

4. CONCEPTUAL COST MODEL



Davis Langdon

**CONCEPTUAL
COST PLAN**

for

**Multi Purpose Stadium
Halifax, Nova Scotia**

November 23, 2011

OVERALL SUMMARY

| | Gross Floor Area | \$ / M2 | \$x1,000 |
|---|---------------------|----------|---------------|
| Stadium Option 2 | 18,754 M2 | 1,964.74 | 36,847 |
| Sitework | 24,965 M2 | 373.58 | 9,326 |
| TOTAL Building & Sitework Construction | | | 46,173 |
| July 2012 | | | |

| | | | |
|---|-----------|----------|---------------|
| Stadium Option 3 | 16,485 SF | 2,038.11 | 33,598 |
| Sitework | 24,965 SF | 381.49 | 9,524 |
| TOTAL Building & Sitework Construction | | | 43,122 |
| July 2012 | | | |

Alternate Costs

| | |
|---|---------|
| Replace Endzone Seating with Rental | (3,381) |
| Increase Permanent Sideline Seating to 14,000 | 9,399 |

Please refer to the Inclusions and Exclusions sections of this report

STADIUM OPTION 2 AREAS & CONTROL QUANTITIES

Areas

| | M2 | M2 | M2 |
|-------------------------------|-------|-------|---------------|
| Enclosed Areas | | | |
| Event | 3,226 | | |
| Concourse | 490 | | |
| SUBTOTAL, Enclosed Area | | 3,716 | |
| Exposed Areas | | | |
| Concourse | 5,009 | | |
| Upper Deck | 477 | | |
| SUBTOTAL, Exposed Area | | 5,486 | |
| Seating Areas | | | |
| Main Bowl | | | |
| Permanent | 5,776 | | |
| Temporary | 3,776 | | |
| SUBTOTAL, Exposed Area | | 9,552 | |
| TOTAL GROSS FLOOR AREA | | | 18,754 |

Control Quantities

| | | | Ratio to Gross Area |
|----------------------------|--------------|--|------------------------|
| Functional Units | 20,000 Seats | | 1.066 |
| Number of stories (x1,000) | 4 EA | | 0.213 |
| Gross Area | 18,754 M2 | | 1.000 |
| Enclosed Area | 3,716 M2 | | 0.198 |
| Covered Area | 0 M2 | | 0.000 |
| Footprint Area | 9,552 M2 | | 0.509 |
| Gross Wall Area | 2,778 M2 | | 0.148 |
| Retaining Wall Area | 0 M2 | | 0.000 |
| Finished Wall Area | 2,778 M2 | | 0.148 |
| Windows or Glazing Area | 8.21% 228 M2 | | 0.012 |
| Roof Area - Flat | 4,256 M2 | | 0.227 |
| Roof Area - Sloping | 0 M2 | | 0.000 |
| Roof Area - Total | 4,256 M2 | | 0.227 |
| Roof Glazing Area | 0 M2 | | 0.000 |
| Interior Partition Length | 1,955 M | | 0.104 |
| Finished Area | 3,716 M2 | | 0.198 |
| Elevators (x10,000) | 1 EA | | 0.533 |

STADIUM OPTION 2 COMPONENT SUMMARY

| | | Gross Area: 18,754 M2 | |
|--|--------|------------------------------|-----------------|
| | | \$/M2 | \$x1,000 |
| 1. Foundations | | 81.90 | 1,536 |
| 2. Vertical Structure | | 62.08 | 1,164 |
| 3. Floor & Roof Structures | | 602.81 | 11,305 |
| 4. Exterior Cladding | | 166.74 | 3,127 |
| 5. Roofing, Waterproofing & Skylights | | 72.85 | 1,366 |
| <i>Shell (1-5)</i> | | 986.38 | 18,499 |
| 6. Interior Partitions, Doors & Glazing | | 74.05 | 1,389 |
| 7. Floor, Wall & Ceiling Finishes | | 10.65 | 200 |
| <i>Interiors (6-7)</i> | | 84.70 | 1,588 |
| 8. Function Equipment & Specialties | | 108.37 | 2,032 |
| 9. Stairs & Vertical Transportation | | 36.79 | 690 |
| <i>Equipment & Vertical Transportation (8-9)</i> | | 145.16 | 2,722 |
| 10 Plumbing Systems | | 66.63 | 1,250 |
| 11 Heating, Ventilating & Air Conditioning | | 41.00 | 769 |
| 12 Electric Lighting, Power & Communications | | 112.45 | 2,109 |
| 13 Fire Protection Systems | | 16.59 | 311 |
| <i>Mechanical & Electrical (10-13)</i> | | 236.67 | 4,438 |
| Total Building Construction (1-13) | | 1,452.90 | 27,248 |
| 14 Site Preparation & Demolition | | 0.00 | 0 |
| 15 Site Paving, Structures & Landscaping | | 0.00 | 0 |
| 16 Utilities on Site | | 0.00 | 0 |
| Total Site Construction (14-16) | | 0.00 | 0 |
| TOTAL BUILDING & SITE (1-16) | | 1,452.90 | 27,248 |
| General Conditions | 10.00% | 145.30 | 2,725 |
| Contractor's Overhead & Profit or Fee | 5.00% | 79.93 | 1,499 |
| PLANNED CONSTRUCTION COST | | November 2011 | 1,678.14 |
| Contingency for Development of Design | 15.00% | 251.73 | 4,721 |
| Escalation to Start Date (July 2012) | 1.81% | 34.87 | 654 |
| RECOMMENDED BUDGET | | July 2012 | 1,964.74 |
| | | | 36,847 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|---|-----------------|-------------|-------------|------------------|
| <u>1. Foundations</u> | | | | |
| Excavation | | | | |
| Excavate to lower field level | 26,963 | M3 | 12.00 | 323,556 |
| Piling | | | | |
| Piles - assume average of 12m long | 2,477 | M | 213.27 | 528,257 |
| Reinforced concrete including excavation | | | | |
| Pile caps and grade beams | 764 | M3 | 850.00 | 649,400 |
| Elevator pits | 1 | EA | 15,000.00 | 15,000 |
| Subsurface drainage | | | | |
| Foundation drains at perimeter of event level | 301 | M | 65.62 | 19,752 |
| | | | | 1,535,965 |
| <u>2. Vertical Structure</u> | | | | |
| Columns and pilasters | | | | |
| Concrete columns supporting roof over event level | 241 | M3 | 1,200.00 | 289,200 |
| Shear bracing | | | | |
| Steel structure enclosing vertical circulation towers | 1,500 | M2 | 250.00 | 375,000 |
| Hangers | | | | |
| Support structure for scoreboard | 1 | LS | 500,000.00 | 500,000 |
| | | | | 1,164,200 |
| <u>3. Floor and Roof Structure</u> | | | | |
| Floor on grade | | | | |
| Slab on grade | 5,281 | M2 | 86.11 | 454,757 |
| Suspended floors | | | | |
| Concrete topping to structured steel decl | 477 | M2 | 45.00 | 21,465 |
| Structured steel deck | 477 | M2 | 160.00 | 76,320 |
| CIP roof & topping over event level | 3,226 | M2 | 350.00 | 1,129,100 |
| Suspended seating structures | | | | |
| Dant Clayton Sideline seating | 10,000 | EA | 566.00 | 5,660,000 |
| Nussli Endzone seating | 10,000 | EA | 350.00 | 3,500,000 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--|-----------------|-------------|-------------|-------------------|
| Flat roofs | | | | |
| Channel framing and decking over concourse single story buildings | 553 | M2 | 129.17 | 71,430 |
| Composite metal deck with concrete topping at suites levels | 477 | M2 | 86.11 | 41,075 |
| Structural steel framing at 40 kg/m2 | 19 | T | 3,500.00 | 66,500 |
| Fireproofing steelwork | | | | |
| Allow for fireproofing of steel | 1 | LS | 50,000.00 | 50,000 |
| Miscellaneous | | | | |
| Allow for pads and curbs | 18,754 | M2 | 2.50 | 46,885 |
| Miscellaneous metals | 18,754 | M2 | 10.00 | 187,540 |
| | | | | 11,305,073 |

4. Exterior Cladding

| | | | | |
|--|-------|----|------------|---------|
| Wall framing, furring and insulation | | | | |
| CMU walls with split face | 3,176 | M2 | 200.00 | 635,200 |
| Furring and rigid insulation to interior | 3,176 | M2 | 60.00 | 190,560 |
| GWB | 3,176 | M2 | 19.00 | 60,344 |
| CMU walls with split face - elevators | 525 | M2 | 250.00 | 131,250 |
| Screening to lower stairs and rear of suites level | 1,019 | M2 | 750.00 | 764,250 |
| Applied exterior finishes | | | | |
| Main entry masonry/wrought iron wall/fence feature | 1 | LS | 250,000.00 | 250,000 |
| Paint exposed steel structure | 1 | LS | 50,000.00 | 50,000 |
| Windows and glazing | | | | |
| Fixed e glazing | 228 | M2 | 807.30 | 184,064 |
| Ticketing office glazing - bullet proof - with pass through | 5 | EA | 7,500.00 | 37,500 |
| Exterior doors, frames and hardware | | | | |
| Concourse level gates in chain-link | 1 | LS | 10,000.00 | 10,000 |
| Overhead doors at concessions | 180 | M2 | 592.02 | 106,564 |
| Loading dock overhead coiling door | 65 | M2 | 592.02 | 38,481 |
| Exterior doors | 1 | LS | 75,000.00 | 75,000 |
| Fascias, bands, screens and trim etc. | | | | |
| Scoreboard and video board weatherproof enclosures | 1 | LS | 500,000.00 | 500,000 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|---|-----------------|-------------|-------------|------------------|
| Canopies | | | | |
| At ticketing | 17 | M2 | 1,076.40 | 18,299 |
| At event level entrances | 8 | M2 | 1,076.40 | 8,611 |
| Balustrades, parapets and screens | | | | |
| CMU guardrails at perimeter of elevated concourse | 191 | M2 | 350.00 | 66,850 |
| | | | | 3,126,973 |

5. Roofing, Waterproofing & Skylights

| | | | | |
|---|-------|----|--------|------------------|
| Waterproofing slabs | | | | |
| Waterproofing and topping layer at concourse level slab over event level interior spaces | 3,226 | M2 | 120.00 | 387,120 |
| Insulation | | | | |
| Rigid insulation to suite level and main concourse roofs | 4,256 | M2 | 37.67 | 160,341 |
| Insulation stick pinned to underside of concourse level above enclosed event level spaces | 3,226 | M2 | 26.91 | 86,812 |
| Roofing | | | | |
| Flat roofing and flashings to suite and concourse level roofs | 4,256 | M2 | 161.46 | 687,174 |
| Caulking and sealants | | | | |
| Caulking and sealants to exterior walls | 2,778 | M2 | 16.15 | 44,854 |
| | | | | 1,366,300 |

6. Interior Partitions, Doors & Glazing

| | | | | |
|---|-------|----|-----------|-----------|
| Concrete, block or brick walls | | | | |
| Interior partitions at event and concourse level - 8" CMU | 8,656 | M2 | 139.93 | 1,211,251 |
| Partition framing and cores | | | | |
| Special partitions allowance | 1 | LS | 50,000.00 | 50,000 |
| Balustrades and rails | | | | |
| Railings at loading dock | 1 | LS | 2,500.00 | 2,500 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--|-----------------|-------------|-------------|------------------|
| Window walls and borrowed lights Interior glazing allowance | 1 | LS | 10,000.00 | 10,000 |
| Interior doors, frames and hardware Hollow metal doors - per leaf | 20 | EA | 1,250.00 | 25,000 |
| Miscellaneous | | | | |
| Caulking and sealants to interior walls | 3,716 | M2 | 8.07 | 29,999 |
| Blocking and backing - rough carpentry | 3,716 | M2 | 16.15 | 59,999 |
| | | | | 1,388,749 |

7. Floor, Wall & Ceiling Finishes

| | | | | |
|--------------------------------------|-------|----|-------|----------------|
| By program area - excl shelled space | 2,350 | M2 | 85.00 | 199,750 |
| | | | | 199,750 |

8. Function Equipment & Specialties

| | | | | |
|---|-----|----|-----------|---------|
| Prefabricated compartments and accessories | | | | |
| Washroom partitions | | | | |
| Dressing rooms | | | | |
| Regular | 118 | EA | 900.00 | 106,200 |
| Concourse and event level | | | | |
| Regular | 163 | EA | 750.00 | 122,250 |
| ADA | 17 | EA | 1,000.00 | 17,000 |
| Shower compartments | 39 | EA | 500.00 | 19,500 |
| Grooming stations | 11 | EA | 650.00 | 7,150 |
| Toilet and bath accessories | | | | |
| Per toilet partition | 193 | EA | 450.00 | 86,850 |
| Per washroom | 32 | EA | 450.00 | 14,400 |
| Per shower head | 39 | EA | 250.00 | 9,750 |
| Grab bars | 23 | EA | 350.00 | 8,050 |
| Mirrors | 1 | LS | 25,000.00 | 25,000 |
| Shelving and millwork | | | | |
| Washroom vanities | 16 | M | 410.13 | 6,562 |
| Equipment storage shelving - FF & E | | | | |
| Maintenance & building supply storage shelving - FF & E | | | | |
| Commissary storage shelving - FF & E | | | | |
| Janitors shelf and mop rack | 4 | EA | 200.00 | 800 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--|-----------------|-------------|-------------|------------------|
| Cabinets and countertops | | | | |
| Dressing room millwork - teams and referee | 1 | LS | 25,000.00 | 25,000 |
| Concession front counters - stainless | 113 | M | 984.30 | 111,226 |
| Concession back counters - stainless | 113 | M | 984.30 | 111,226 |
| Ticketing millwork | 1 | LS | 5,000.00 | 5,000 |
| Chalkboards, insignia and graphics, etc. | | | | |
| Signage | | | | |
| Code and wayfinding | 18,754 | M2 | 2.50 | 46,885 |
| Concessions signage - FF & E or vendor | | | | |
| Graphics package - FF & E | | | | |
| Whiteboards, tackboards - allow | 1 | LS | 2,500.00 | 2,500 |
| Light and vision control | | | | |
| TV support brackets - allow | 20 | EA | 450.00 | 9,000 |
| Interior blinds - allow | 1 | LS | 2,500.00 | 2,500 |
| Amenities and convenience items | | | | |
| Entrance mats and frames - allow | 1 | LS | 15,000.00 | 15,000 |
| Lockers | | | | |
| Standard metal | 75 | EA | 175.00 | 13,125 |
| Larger metal - coaches | 10 | EA | 225.00 | 2,250 |
| Home team wood | 50 | EA | 2,000.00 | 100,000 |
| Visiting team wood | 52 | EA | 1,750.00 | 91,000 |
| Fire extinguisher cabinets | 38 | EA | 450.00 | 17,100 |
| Special use equipment of all types | | | | |
| Telephone/data | 1 | LS | 350,000.00 | 350,000 |
| Security | 1 | LS | 350,000.00 | 350,000 |
| Kitchen equipment - concessions | 218 | M2 | 1,614.60 | 351,983 |
| Scoreboard system | | | | |
| Main scoreboard - by owner | | | | |
| Trash compactor & bailer - OFOI | | | | |
| Portable concessions - OFOI | | | | |
| Secure storage chain-link and gate | 1 | LS | 5,000.00 | 5,000 |
| | | | | 2,032,307 |

9. Stairs & Vertical Transportation

| | | | | |
|---------------------------------|---|----|------------|---------|
| Pedestrian and wheelchair ramps | | | | |
| Main entry ramps | 2 | EA | 150,000.00 | 300,000 |
| Steps or short stair flights | | | | |
| Loading dock stairs | 1 | LS | 5,000.00 | 5,000 |
| Short stairs at concourse | 2 | LS | 15,000.00 | 30,000 |
| Main circulation stairs | 2 | EA | 75,000.00 | 150,000 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--------------------------------------|-----------------|-------------|-------------|----------------|
| Ladders and fire escape | | | | |
| Elevator pit ladders | 1 | EA | 2,500.00 | 2,500 |
| Roof access ladders | 1 | EA | 2,500.00 | 2,500 |
| Elevators | | | | |
| Passenger elevator - event to suites | 1 | EA | 200,000.00 | 200,000 |
| | | | | 690,000 |

10. Plumbing Systems

| | | | | |
|---|--------|----|--------|------------------|
| By program area | 2,350 | M2 | 135.00 | 317,250 |
| By program area - shelled space | 1,366 | M2 | 90.00 | 122,940 |
| By program area - exposed decks & seating | 15,038 | M2 | 53.82 | 809,345 |
| | | | | 1,249,535 |

11. Heating, Ventilation & Air Conditioning

| | | | | |
|---------------------------------|-------|----|--------|----------------|
| By program area | 2,350 | M2 | 240.00 | 564,000 |
| By program area - shelled space | 1,366 | M2 | 150.00 | 204,900 |
| | | | | 768,900 |

12. Electrical Lighting, Power & Communication

| | | | | |
|---------------------------------|-------|----|------------|------------------|
| By program area | 2,350 | M2 | 175.00 | 411,250 |
| By program area - shelled space | 1,366 | M2 | 115.00 | 157,090 |
| By program area - exposed decks | 5,486 | M2 | 107.64 | 590,513 |
| Field lighting | 1 | LS | 950,000.00 | 950,000 |
| | | | | 2,108,853 |

13. Fire Protection Systems

| | | | | |
|-----------------|-------|----|-------|---------|
| By program area | | | | |
| Interior spaces | 2,350 | M2 | 37.67 | 88,534 |
| Exposed decks | 5,486 | M2 | 26.91 | 147,628 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|-------------------------------|-----------------|-------------|-------------|----------------|
| Extra for concessions systems | 1 | LS | 75,000.00 | 75,000 |
| | | | | 311,162 |

SITework COMPONENT SUMMARY

| | | | | |
|--|--------|----------------------|------------------|-----------------|
| | | Gross Area: | 24,965 M2 | |
| | | | \$/SF | \$x1,000 |
| 14 Site Preparation & Demolition | | | 40.06 | 1,000 |
| 15 Site Paving, Structures & Landscaping | | | 86.01 | 2,147 |
| 16 Utilities on Site | | | 150.21 | 3,750 |
| TOTAL BUILDING & SITE (1-16) | | | 276.28 | 6,897 |
| General Conditions | 10.00% | | 27.64 | 690 |
| Contractor's Overhead & Profit or Fee | 5.00% | | 15.18 | 379 |
| PLANNED CONSTRUCTION COST | | November 2011 | 319.10 | 7,966 |
| Contingency for Development of Design | 15.00% | | 47.87 | 1,195 |
| Escalation to Start Date (July 2012) | 1.81% | | 6.61 | 165 |
| RECOMMENDED BUDGET | | July 2012 | 373.58 | 9,326 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--|-----------------|-------------|--------------|------------------|
| <u>14. Site Preparation & Building Demolition</u> | | | | |
| Site prep and clearing Allow | 1 | LS | 1,000,000.00 | 1,000,000 |
| | | | | 1,000,000 |
| <u>15. Site Paving, Structures & Landscaping</u> | | | | |
| Pedestrian paving Concrete paving | 2,846 | M2 | 80.00 | 227,680 |
| Games or sports surfaces Stadium field - synthetic | 11,747 | M2 | 107.64 | 1,264,447 |
| Drainage Concrete paving | 2,846 | M2 | 15.00 | 42,690 |
| Lighting & power specialties Concrete paving & grass | 8,424 | M2 | 17.50 | 147,420 |
| Landscaping Lawn | 5,578 | M2 | 25.00 | 139,450 |
| Irrigation Lawn | 5,578 | M2 | 17.50 | 97,615 |
| Fencing Site perimeter | 608 | M2 | 375.00 | 228,000 |
| | | | | 2,147,302 |
| <u>16. Utilities on Site</u> | | | | |
| Site utilities Allow | 1 | LS | 3,750,000.00 | 3,750,000 |
| | | | | 3,750,000 |

STADIUM OPTION 3 AREAS & CONTROL QUANTITIES

Areas

| | SF | SF | SF |
|-------------------------------|-------|-------|---------------|
| Enclosed Areas | | | |
| Event | 1,966 | | |
| Concourse | 653 | | |
| SUBTOTAL, Enclosed Area | | 2,619 | |
| Exposed Areas | | | |
| Concourse | 3,986 | | |
| Upper Deck | 328 | | |
| SUBTOTAL, Exposed Area | | 4,314 | |
| Seating Areas | | | |
| Main Bowl | | | |
| Permanent | 5,776 | | |
| Temporary | 3,776 | | |
| SUBTOTAL, Exposed Area | | 9,552 | |
| TOTAL GROSS FLOOR AREA | | | 16,485 |

Control Quantities

| | | | Ratio to Gross Area |
|----------------------------|--------------|--|------------------------|
| Functional Units | 20,000 Seats | | 1.213 |
| Number of stories (x1,000) | 4 EA | | 0.243 |
| Gross Area | 16,485 SF | | 1.000 |
| Enclosed Area | 2,619 SF | | 0.159 |
| Covered Area | 0 SF | | 0.000 |
| Footprint Area | 9,552 SF | | 0.579 |
| Gross Wall Area | 2,697 SF | | 0.164 |
| Retaining Wall Area | 0 SF | | 0.000 |
| Finished Wall Area | 2,697 SF | | 0.164 |
| Windows or Glazing Area | 8.45% 228 SF | | 0.014 |
| Roof Area - Flat | 2,971 SF | | 0.180 |
| Roof Area - Sloping | 0 SF | | 0.000 |
| Roof Area - Total | 2,971 SF | | 0.180 |
| Roof Glazing Area | 0 SF | | 0.000 |
| Interior Partition Length | 1,378 LF | | 0.084 |
| Finished Area | 2,619 SF | | 0.159 |
| Elevators (x10,000) | 1 EA | | 0.607 |

STADIUM OPTION 3 COMPONENT SUMMARY

| | | Gross Area: 16,485 SF | |
|--|--------|------------------------------|-----------------|
| | | \$/SF | \$x1,000 |
| 1. Foundations | | 87.44 | 1,441 |
| 2. Vertical Structure | | 63.78 | 1,051 |
| 3. Floor & Roof Structures | | 648.77 | 10,695 |
| 4. Exterior Cladding | | 178.99 | 2,951 |
| 5. Roofing, Waterproofing & Skylights | | 56.05 | 924 |
| <i>Shell (1-5)</i> | | 1,035.02 | 17,062 |
| 6. Interior Partitions, Doors & Glazing | | 57.79 | 953 |
| 7. Floor, Wall & Ceiling Finishes | | 13.50 | 223 |
| <i>Interiors (6-7)</i> | | 71.30 | 1,175 |
| 8. Function Equipment & Specialties | | 122.94 | 2,027 |
| 9. Stairs & Vertical Transportation | | 41.86 | 690 |
| <i>Equipment & Vertical Transportation (8-9)</i> | | 164.79 | 2,717 |
| 10. Plumbing Systems | | 66.72 | 1,100 |
| 11. Heating, Ventilating & Air Conditioning | | 38.13 | 629 |
| 12. Electric Lighting, Power & Communications | | 113.60 | 1,873 |
| 13. Fire Protection Systems | | 17.58 | 290 |
| <i>Mechanical & Electrical (10-13)</i> | | 236.02 | 3,891 |
| Total Building Construction (1-13) | | 1,507.14 | 24,845 |
| 14. Site Preparation & Demolition | | 0.00 | 0 |
| 15. Site Paving, Structures & Landscaping | | 0.00 | 0 |
| 16. Utilities on Site | | 0.00 | 0 |
| Total Site Construction (14-16) | | 0.00 | 0 |
| TOTAL BUILDING & SITE (1-16) | | 1,507.14 | 24,845 |
| General Conditions | 10.00% | 150.74 | 2,485 |
| Contractor's Overhead & Profit or Fee | 5.00% | 82.92 | 1,367 |
| PLANNED CONSTRUCTION COST | | November 2011 | 1,740.81 |
| Contingency for Development of Design | 15.00% | 261.15 | 4,305 |
| Escalation to Start Date (July 2012) | 1.81% | 36.15 | 596 |
| RECOMMENDED BUDGET | | July 2012 | 2,038.11 |
| | | | 33,598 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|---|-----------------|-------------|-------------|------------------|
| 1. Foundations | | | | |
| Excavation | | | | |
| Excavate to lower field level | 26,963 | M3 | 12.00 | 323,556 |
| Piling | | | | |
| Piles - assume average of 12m long | 2,376 | M | 213.27 | 506,718 |
| Reinforced concrete including excavation | | | | |
| Pile caps and grade beams | 688 | M3 | 850.00 | 584,800 |
| Elevator pits | 1 | EA | 15,000.00 | 15,000 |
| Subsurface drainage | | | | |
| Foundation drains at perimeter of event level | 174 | M | 65.62 | 11,418 |
| | | | | 1,441,492 |
| 2. Vertical Structure | | | | |
| Columns and pilasters | | | | |
| Concrete columns supporting roof over event level | 147 | M3 | 1,200.00 | 176,400 |
| Shear bracing | | | | |
| Steel structure enclosing vertical circulation towers | 1,500 | M2 | 250.00 | 375,000 |
| Hangers | | | | |
| Support structure for scoreboard | 1 | LS | 500,000.00 | 500,000 |
| | | | | 1,051,400 |
| 3. Floor and Roof Structure | | | | |
| Floor on grade | | | | |
| Slab on grade | 4,149 | M2 | 86.11 | 357,279 |
| Suspended floors | | | | |
| Concrete topping to structured steel decl | 328 | M2 | 45.00 | 14,760 |
| Structured steel deck | 328 | M2 | 160.00 | 52,480 |
| CIP roof & topping over event level | 1,966 | M2 | 350.00 | 688,100 |
| Suspended seating structures | | | | |
| Dant Clayton Sideline seating | 10,000 | EA | 566.00 | 5,660,000 |
| Nussli Endzone seating | 10,000 | EA | 350.00 | 3,500,000 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--|-----------------|-------------|-------------|-------------------|
| Flat roofs | | | | |
| Channel framing and decking over concourse single story buildings | 716 | M2 | 129.17 | 92,484 |
| Composite metal deck with concrete topping at suites levels | 328 | M2 | 86.11 | 28,245 |
| Structural steel framing at 40 kg/m2 | 13 | T | 3,500.00 | 45,500 |
| Fireproofing steelwork | | | | |
| Allow for fireproofing of steel | 1 | LS | 50,000.00 | 50,000 |
| Miscellaneous | | | | |
| Allow for pads and curbs | 16,485 | M2 | 2.50 | 41,213 |
| Miscellaneous metals | 16,485 | M2 | 10.00 | 164,850 |
| | | | | 10,694,910 |

4. Exterior Cladding

| | | | | |
|--|-------|----|------------|---------|
| Wall framing, furring and insulation | | | | |
| CMU walls with split face | 2,619 | M2 | 200.00 | 523,800 |
| Furring and rigid insulation to interior | 2,619 | M2 | 60.00 | 157,140 |
| GWB | 2,619 | M2 | 19.00 | 49,761 |
| CMU walls with split face - elevators | 525 | M2 | 250.00 | 131,250 |
| Screening to lower stairs and rear of suites level | 1,019 | M2 | 750.00 | 764,250 |
| Applied exterior finishes | | | | |
| Main entry masonry/wrought iron wall/fence feature | 1 | LS | 250,000.00 | 250,000 |
| Paint exposed steel structure | 1 | LS | 50,000.00 | 50,000 |
| Windows and glazing | | | | |
| Fixed e glazing | 228 | M2 | 807.30 | 184,064 |
| Ticketing office glazing - bullet proof - with pass through | 5 | EA | 7,500.00 | 37,500 |
| Exterior doors, frames and hardware | | | | |
| Concourse level gates in chain-link | 1 | LS | 10,000.00 | 10,000 |
| Overhead doors at concessions | 180 | M2 | 592.02 | 106,564 |
| Loading dock overhead coiling door | 65 | M2 | 592.02 | 38,481 |
| Exterior doors | 1 | LS | 75,000.00 | 75,000 |
| Fascias, bands, screens and trim etc. | | | | |
| Scoreboard and video board weatherproof enclosures | 1 | LS | 500,000.00 | 500,000 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|---|-----------------|-------------|-------------|------------------|
| Canopies | | | | |
| At ticketing | 17 | M2 | 1,076.40 | 18,299 |
| At event level entrances | 8 | M2 | 1,076.40 | 8,611 |
| Balustrades, parapets and screens | | | | |
| CMU guardrails at perimeter of elevated concourse | 131 | M2 | 350.00 | 45,850 |
| | | | | 2,950,570 |

5. Roofing, Waterproofing & Skylights

| | | | | |
|---|-------|----|--------|----------------|
| Waterproofing slabs | | | | |
| Waterproofing and topping layer at concourse level slab over event level interior spaces | 1,966 | M2 | 120.00 | 235,920 |
| Insulation | | | | |
| Rigid insulation to suite level and main concourse roofs | 2,971 | M2 | 37.67 | 111,929 |
| Insulation stick pinned to underside of concourse level above enclosed event level spaces | 1,966 | M2 | 26.91 | 52,905 |
| Roofing | | | | |
| Flat roofing and flashings to suite and concourse level roofs | 2,971 | M2 | 161.46 | 479,698 |
| Caulking and sealants | | | | |
| Caulking and sealants to exterior walls | 2,697 | M2 | 16.15 | 43,546 |
| | | | | 923,998 |

6. Interior Partitions, Doors & Glazing

| | | | | |
|---|-------|----|-----------|---------|
| Concrete, block or brick walls | | | | |
| Interior partitions at event and concourse level - 8" CMU | 5,730 | M2 | 139.93 | 801,810 |
| Partition framing and cores | | | | |
| Special partitions allowance | 1 | LS | 50,000.00 | 50,000 |
| Balustrades and rails | | | | |
| Railings at loading dock | 1 | LS | 2,500.00 | 2,500 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--|-----------------|-------------|-------------|----------------|
| Window walls and borrowed lights Interior glazing allowance | 1 | LS | 10,000.00 | 10,000 |
| Interior doors, frames and hardware Hollow metal doors - per leaf | 20 | EA | 1,250.00 | 25,000 |
| Miscellaneous | | | | |
| Caulking and sealants to interior walls | 2,619 | M2 | 8.07 | 21,143 |
| Blocking and backing - rough carpentry | 2,619 | M2 | 16.15 | 42,286 |
| | | | | 952,740 |

7. Floor, Wall & Ceiling Finishes

| | | | | |
|-----------------|-------|----|-------|----------------|
| By program area | 2,619 | M2 | 85.00 | 222,615 |
| | | | | 222,615 |

8. Function Equipment & Specialties

| | | | | |
|---|-----|----|-----------|---------|
| Prefabricated compartments and accessories | | | | |
| Washroom partitions | | | | |
| Dressing rooms | | | | |
| Regular | 118 | EA | 900.00 | 106,200 |
| Concourse and event level | | | | |
| Regular | 163 | EA | 750.00 | 122,250 |
| ADA | 17 | EA | 1,000.00 | 17,000 |
| Shower compartments | 39 | EA | 500.00 | 19,500 |
| Grooming stations | 11 | EA | 650.00 | 7,150 |
| Toilet and bath accessories | | | | |
| Per toilet partition | 193 | EA | 450.00 | 86,850 |
| Per washroom | 32 | EA | 450.00 | 14,400 |
| Per shower head | 39 | EA | 250.00 | 9,750 |
| Grab bars | 23 | EA | 350.00 | 8,050 |
| Mirrors | 1 | LS | 25,000.00 | 25,000 |
| Shelving and millwork | | | | |
| Washroom vanities | 16 | M | 410.13 | 6,562 |
| Equipment storage shelving - FF & E | | | | |
| Maintenance & building supply storage shelving - FF & E | | | | |
| Commissary storage shelving - FF & E | | | | |
| Janitors shelf and mop rack | 4 | EA | 200.00 | 800 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--|-----------------|-------------|-------------|------------------|
| Cabinets and countertops | | | | |
| Dressing room millwork - teams and referee | 1 | LS | 25,000.00 | 25,000 |
| Concession front counters - stainless | 113 | M | 984.30 | 111,226 |
| Concession back counters - stainless | 113 | M | 984.30 | 111,226 |
| Ticketing millwork | 1 | LS | 5,000.00 | 5,000 |
| Chalkboards, insignia and graphics, etc. | | | | |
| Signage | | | | |
| Code and wayfinding | 16,485 | M2 | 2.50 | 41,213 |
| Concessions signage - FF & E or vendor | | | | |
| Graphics package - FF & E | | | | |
| Whiteboards, tackboards - allow | 1 | LS | 2,500.00 | 2,500 |
| Light and vision control | | | | |
| TV support brackets - allow | 20 | EA | 450.00 | 9,000 |
| Interior blinds - allow | 1 | LS | 2,500.00 | 2,500 |
| Amenities and convenience items | | | | |
| Entrance mats and frames - allow | 1 | LS | 15,000.00 | 15,000 |
| Lockers | | | | |
| Standard metal | 75 | EA | 175.00 | 13,125 |
| Larger metal - coaches | 10 | EA | 225.00 | 2,250 |
| Home team wood | 50 | EA | 2,000.00 | 100,000 |
| Visiting team wood | 52 | EA | 1,750.00 | 91,000 |
| Fire extinguisher cabinets | 38 | EA | 450.00 | 17,100 |
| Special use equipment of all types | | | | |
| Telephone/data | 1 | LS | 350,000.00 | 350,000 |
| Security | 1 | LS | 350,000.00 | 350,000 |
| Kitchen equipment - concessions | 218 | M2 | 1,614.60 | 351,983 |
| Scoreboard system | | | | |
| Main scoreboard - by owner | | | | |
| Trash compactor & bailer - OFOI | | | | |
| Portable concessions - OFOI | | | | |
| Secure storage chain-link and gate | 1 | LS | 5,000.00 | 5,000 |
| | | | | 2,026,634 |

9. Stairs & Vertical Transportation

| | | | | |
|---------------------------------|---|----|------------|---------|
| Pedestrian and wheelchair ramps | | | | |
| Main entry ramps | 2 | EA | 150,000.00 | 300,000 |
| Steps or short stair flights | | | | |
| Loading dock stairs | 1 | LS | 5,000.00 | 5,000 |
| Short stairs at concourse | 2 | LS | 15,000.00 | 30,000 |
| Main circulation stairs | 2 | EA | 75,000.00 | 150,000 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--------------------------------------|-----------------|-------------|-------------|----------------|
| Ladders and fire escape | | | | |
| Elevator pit ladders | 1 | EA | 2,500.00 | 2,500 |
| Roof access ladders | 1 | EA | 2,500.00 | 2,500 |
| Elevators | | | | |
| Passenger elevator - event to suites | 1 | EA | 200,000.00 | 200,000 |
| | | | | 690,000 |

10. Plumbing Systems

| | | | | |
|---|--------|----|--------|------------------|
| By program area | 2,619 | M2 | 135.00 | 353,565 |
| By program area - exposed decks & seating | 13,866 | M2 | 53.82 | 746,268 |
| | | | | 1,099,833 |

11. Heating, Ventilation & Air Conditioning

| | | | | |
|-----------------|-------|----|--------|----------------|
| By program area | 2,619 | M2 | 240.00 | 628,560 |
| | | | | 628,560 |

12. Electrical Lighting, Power & Communication

| | | | | |
|---------------------------------|-------|----|------------|------------------|
| By program area | 2,619 | M2 | 175.00 | 458,325 |
| By program area - exposed decks | 4,314 | M2 | 107.64 | 464,359 |
| Field lighting | 1 | LS | 950,000.00 | 950,000 |
| | | | | 1,872,684 |

13. Fire Protection Systems

| | | | | |
|-------------------------------|-------|----|-----------|----------------|
| By program area | | | | |
| Interior spaces | 2,619 | M2 | 37.67 | 98,668 |
| Exposed decks | 4,314 | M2 | 26.91 | 116,090 |
| Extra for concessions systems | 1 | LS | 75,000.00 | 75,000 |
| | | | | 289,758 |

SITework COMPONENT SUMMARY

| | | | | |
|--|--------|----------------------|------------------|--------------|
| | | Gross Area: | 24,965 M2 | |
| | | | \$/SF | \$x1,000 |
| 14 Site Preparation & Demolition | | | 40.06 | 1,000 |
| 15 Site Paving, Structures & Landscaping | | | 91.89 | 2,294 |
| 16 Utilities on Site | | | 150.21 | 3,750 |
| TOTAL BUILDING & SITE (1-16) | | | 282.16 | 7,044 |
| General Conditions | 10.00% | | 28.20 | 704 |
| Contractor's Overhead & Profit or Fee | 5.00% | | 15.50 | 387 |
| PLANNED CONSTRUCTION COST | | November 2011 | 325.86 | 8,135 |
| Contingency for Development of Design | 15.00% | | 48.87 | 1,220 |
| Escalation to Start Date (July 2012) | 1.81% | | 6.77 | 169 |
| RECOMMENDED BUDGET | | July 2012 | 381.49 | 9,524 |

| <i>Item Description</i> | <i>Quantity</i> | <i>Unit</i> | <i>Rate</i> | <i>Total</i> |
|--|-----------------|-------------|--------------|------------------|
| <u>14. Site Preparation & Building Demolition</u> | | | | |
| Site prep and clearing Allow | 1 | LS | 1,000,000.00 | 1,000,000 |
| | | | | 1,000,000 |
| <u>15. Site Paving, Structures & Landscaping</u> | | | | |
| Pedestrian paving Concrete paving | 4,150 | M2 | 80.00 | 332,000 |
| Games or sports surfaces Stadium field - synthetic | 11,747 | M2 | 107.64 | 1,264,447 |
| Drainage Concrete paving | 4,150 | M2 | 15.00 | 62,250 |
| Lighting & power specialties Concrete paving & grass | 9,728 | M2 | 17.50 | 170,240 |
| Landscaping Lawn | 5,578 | M2 | 25.00 | 139,450 |
| Irrigation Lawn | 5,578 | M2 | 17.50 | 97,615 |
| Fencing Site perimeter | 608 | M2 | 375.00 | 228,000 |
| | | | | 2,294,002 |
| <u>16. Utilities on Site</u> | | | | |
| Site utilities Allow | 1 | LS | 3,750,000.00 | 3,750,000 |
| | | | | 3,750,000 |

| | Quantity | Unit | Rate | Total |
|---|----------|------|----------------|--------------------|
| <u>Replace Endzone Seating with Rental</u> | | | | |
| Deduct | | | | |
| Permanent Endzone Seats | 10,000 | EA | (350.00) | (3,500,000) |
| Add | | | | |
| Temporary Endzone Seats - Rental | 10,000 | EA | 100.00 | 1,000,000 |
| Markups | 35.22 | % | (2,500,000.00) | (880,598) |
| | | | | (3,380,598) |

Increase Permanent Sideline Seating to 14,000

| | | | | |
|------------------------------|-------|----|--------------|------------------|
| Add | | | | |
| Permanent Sideline Seats | 4,000 | EA | 560.00 | 2,240,000 |
| Associated substructure cost | 4,000 | EA | 1,177.66 | 4,710,630 |
| Markups | 35.22 | % | 6,950,629.62 | 2,448,283 |
| | | | | 9,398,913 |

COMPARISON SUMMARY

| | Option 2 | | Option 3 | | Difference + / (-) | |
|--|-----------------|---------------|-----------------|---------------|-----------------------|--------------|
| | 18,754 M2 | | 16,485 M2 | | 2,269 M2 | |
| | \$/SF | \$x1,000 | \$/SF | \$x1,000 | \$/SF | \$x1,000 |
| 1. Foundations | 81.90 | 1,536 | 87.44 | 1,441 | (5.54) | 94 |
| 2. Vertical Structure | 62.08 | 1,164 | 63.78 | 1,051 | (1.70) | 113 |
| 3. Floor & Roof Structures | 602.81 | 11,305 | 648.77 | 10,695 | (45.96) | 610 |
| 4. Exterior Cladding | 166.74 | 3,127 | 178.99 | 2,951 | (12.25) | 176 |
| 5. Roofing & Waterproofing | 72.85 | 1,366 | 56.05 | 924 | 16.80 | 442 |
| <i>Shell (1-5)</i> | 986.38 | 18,499 | 1,035.02 | 17,062 | (48.64) | 1,436 |
| 6. Interior Partitions, Doors & Glazing | 74.05 | 1,389 | 57.79 | 953 | 16.26 | 436 |
| 7. Floor, Wall & Ceiling Finishes | 10.65 | 200 | 13.50 | 223 | (2.85) | (23) |
| <i>Interiors (6-7)</i> | 84.70 | 1,588 | 71.30 | 1,175 | 13.40 | 413 |
| 8. Function Equipment & Specialties | 108.37 | 2,032 | 122.94 | 2,027 | (14.57) | 6 |
| 9. Stairs & Vertical Transportation | 36.79 | 690 | 41.86 | 690 | (5.07) | 0 |
| <i>Equipment & Vertical Transportation (8-9)</i> | 145.16 | 2,722 | 164.79 | 2,717 | (19.63) | 6 |
| 10 Plumbing Systems | 66.63 | 1,250 | 66.72 | 1,100 | (0.09) | 150 |
| 11 Heating, Ventilating & Air Conditioning | 41.00 | 769 | 38.13 | 629 | 2.87 | 140 |
| 12 Electric Lighting, Power & Communications | 112.45 | 2,109 | 113.60 | 1,873 | (1.15) | 236 |
| 13 Fire Protection Systems | 16.59 | 311 | 17.58 | 290 | (0.99) | 21 |
| <i>Mechanical & Electrical (10-13)</i> | 236.67 | 4,438 | 236.02 | 3,891 | 0.65 | 548 |
| Total Building Construction (1-13) | 1,452.90 | 27,248 | 1,507.14 | 24,845 | (54.24) | 2,403 |
| 14 Site Preparation & Demolition | 53.32 | 1,000 | 60.66 | 1,000 | (7.34) | 0 |
| 15 Site Paving, Structures & Landscaping | 114.50 | 2,147 | 139.16 | 2,294 | (24.66) | (147) |
| 16 Utilities on Site | 199.96 | 3,750 | 227.48 | 3,750 | (27.52) | 0 |
| Total Site Construction (14-16) | 367.78 | 6,897 | 427.30 | 7,044 | (59.52) | (147) |
| TOTAL BUILDING & SITE (1-16) | 1,820.68 | 34,145 | 1,934.44 | 31,889 | (113.76) | 2,256 |
| General Conditions | 182.09 | 3,415 | 193.45 | 3,189 | (11.36) | 226 |
| Contractor's Overhead & Profit or Fee | 100.14 | 1,878 | 106.40 | 1,754 | (6.26) | 124 |
| PLANNED CONSTRUCTION COST | 2,102.92 | 39,438 | 2,234.29 | 36,832 | (131.37) | 2,606 |
| Contingency for Design Development | 315.45 | 5,916 | 335.15 | 5,525 | (19.70) | 391 |
| Allowance for Rising Costs | 43.67 | 819 | 46.41 | 765 | (2.74) | 54 |
| RECOMMENDED BUDGET | 2,462.04 | 46,173 | 2,615.84 | 43,122 | (153.80) | 3,051 |

Halifax Stadium Analysis – Phase 2 – Requirements Consulting

APPENDIX

5. TELEPHONE/ONLINE SURVEY TELEPHONE RESULTS TABLE



Introduction

The following presents the results of the 2011 HRM Stadium Study. The purpose of this study was to measure public opinion of the proposed HRM Stadium. Specific study objectives were to:

- Assess potential HRM locations for the stadium;
- Understand the importance of various factors that could be considered when determining the location of the stadium;
- Gauge public support for proposed design/uses of the stadium;
- Understand the importance of various factors that could be considered when determining the design of the stadium;
- Gauge public support or opposition to fund a stadium; and
- Understand the importance of various factors that could be considered when determining funding of the stadium.

Thus, there were three principal themes explored in the research: 1) location; 2) design/uses; and 3) funding. In exploring each of these three themes in turn, respondents were first presented with a question to gauge their initial position on the theme. Respondents were next presented with a list of factors that could be considered when assessing location, design/usage, and funding positions vis-à-vis the stadium. Finally, respondents were re-asked the initial query concerning the overall theme, to understand if knowledge of the various factors or considerations examined have an impact on their overall opinion on the theme.

To achieve the study objectives, two surveys were administered. The first, a telephone study, was conducted from November 7 to November 15, 2011, among 400 adult residents of HRM. The overall margin of error from a random sample of 400 residents is plus or minus 4.9 percentage points, 19 times out of 20. The second component of the research was an online study, which was made available in a number of ways including via Halifax.ca, the HRM surveys page, hrmstadium.ca, the HRM Stadium Facebook page, and the HRM Stadium Twitter feed. The survey was available from November 1 to November 15, 2011, and a total of 705 surveys were completed. Please note, the online study did not require respondents to answer all questions, therefore sample sizes reported in this document vary from question to question.

Executive Summary

Overall, HRM residents are in favour of building a stadium within the Municipality. In terms of location, the preference is for the stadium to be located in Dartmouth, with the Shannon Park area being the most popular site tested. Parking and accessibility are of the utmost concern for residents when deciding a location for the stadium. Other factors that are considered important include being on a site that is large enough to allow for possible expansion; on land that is affordable; on land that is readily available; and in an area that will lead to spin-offs in terms of jobs and economic growth.

A number of design/usage considerations for the stadium have been publicly discussed, and respondents were asked to assess several of these factors in terms of their perceived importance. Residents believe the most critically important factor for design is that the stadium should be multi-use and built for various sports. Residents also believe it is important that the stadium provide opportunities for the future hosting of events; should make HRM residents proud to have it in their community; should meet the ongoing needs of community sport and recreation activities; and should provide opportunities for the future hosting of provincial, national, and international sport events. Residents support HRM providing funds towards building a stadium, with approximately seven in ten residents offering either strong or general support for stadium funding.

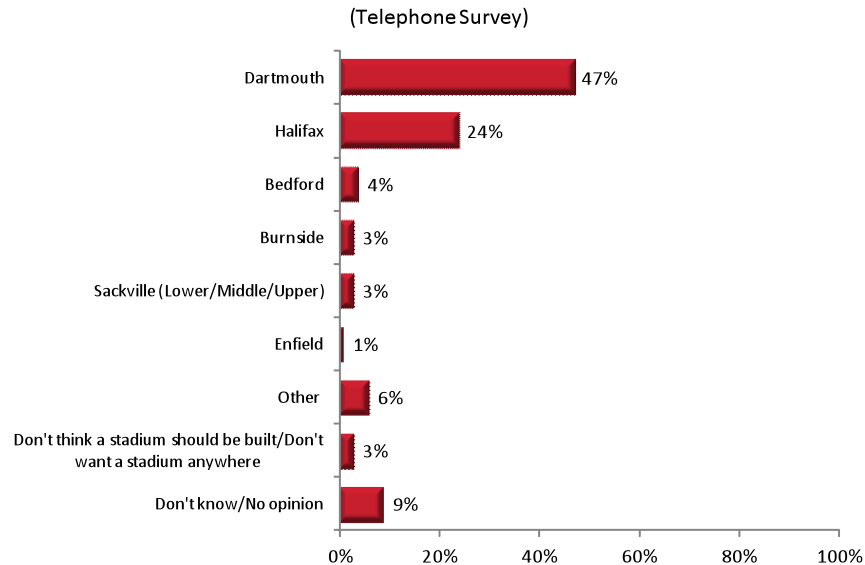


Analysis

Location

Respondents in the telephone survey were asked in which HRM community the stadium should be built. One-half of HRM residents believe the proposed stadium should be built in Dartmouth, while one-quarter believe it should be built in Halifax. This question was open-ended, that is, no list was read to respondents. (Table 3: Telephone)

Community Where Stadium Should be Built

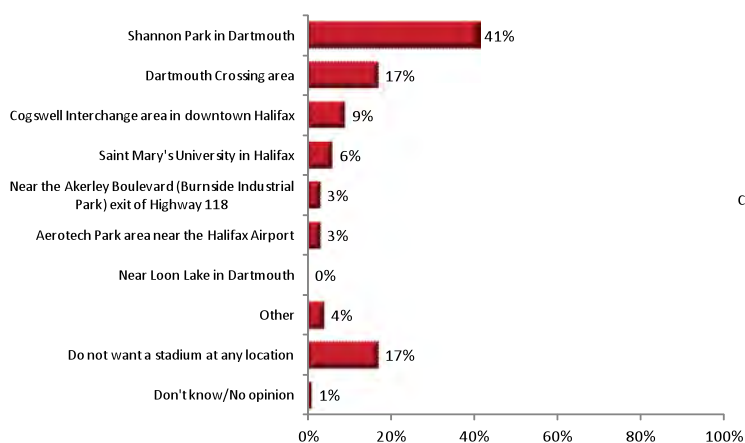


Q.3: Assume for a moment that a stadium is indeed to be built within HRM. All things considered, in which specific community within HRM do you think the stadium should be built? (n=400)

In terms of specific locations assessed in the (telephone and online) surveys, residents were most likely to state that the stadium should be built in Shannon Park in Dartmouth. (Table 4: Telephone, Table 1: Online)

Stadium Locations Favoured (Before Given Factors)

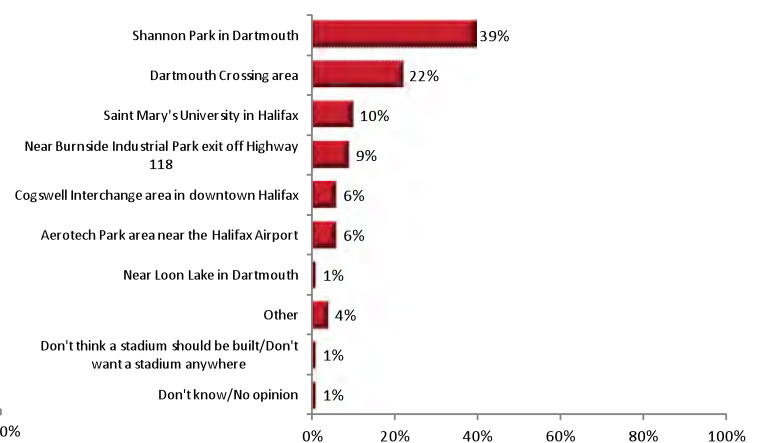
(Online Survey)



Q.1: The seven locations identified below are among the most commonly mentioned potential locations for a stadium. Which one of the following do you personally favour as a stadium location? (n=703)

Stadium Locations Favoured (Before Given Factors)

(Telephone Survey)



Q.4: Seven locations are among the most commonly mentioned potential locations for a stadium within HRM. Which one of the following do you personally favour as a stadium location? (n=400)



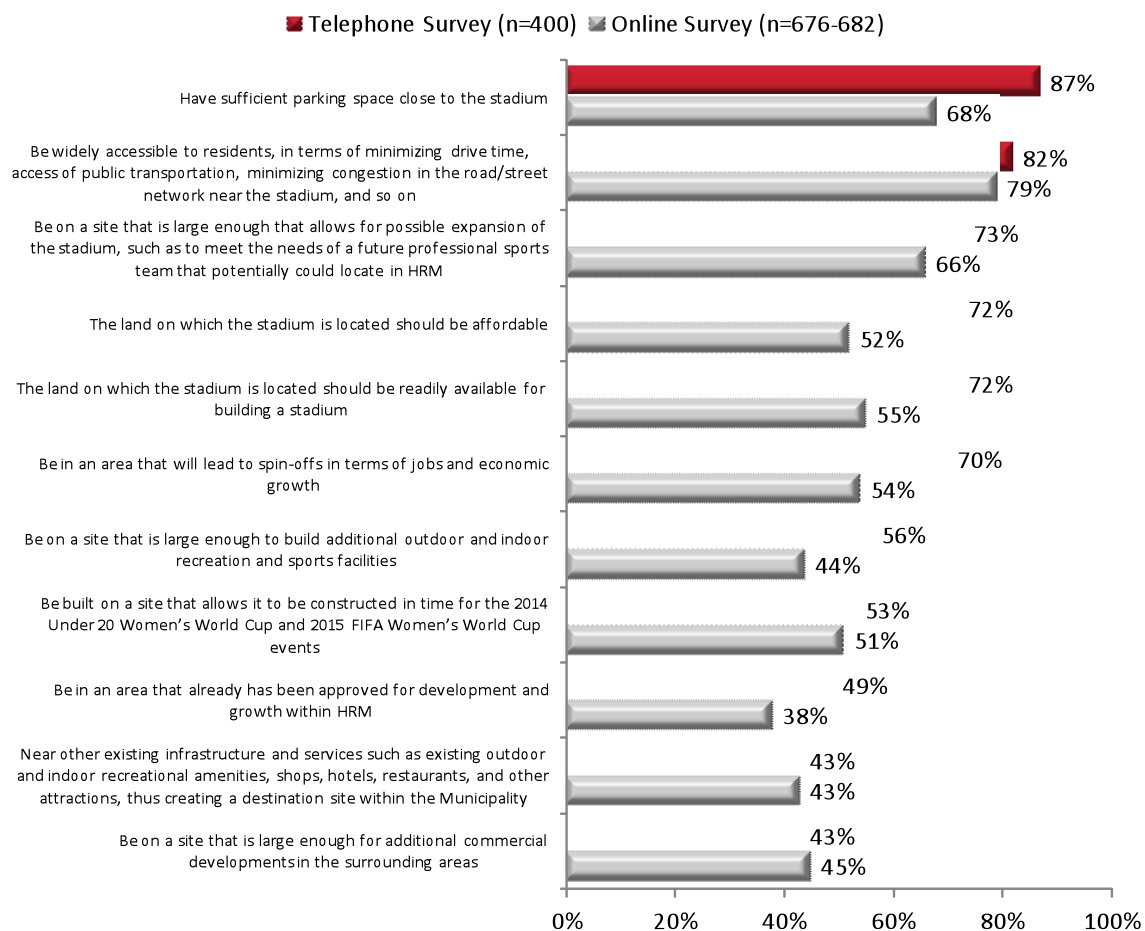
The top reasons for favouring a specific location in both the telephone and online surveys were due to transportation and accessibility, or location. Other reasons offered via the telephone survey include land being readily available, or that the site would have sufficient parking. Other reasons offered via the online survey include the belief that a stadium would be a good use of land, or that the site preferred by the respondent would have sufficient parking. (Table 5: Telephone, Table 2: Online)

Factors to Consider

Important factors that should be considered when deciding on the stadium location relate to accessibility and parking. Such is the case for both the telephone survey and the online survey. (Table 6: Telephone, Table 3: Online)

Importance of Factors When Deciding Upon Stadium Location

% Saying 'Important', Rating of '8', '9', or '10'



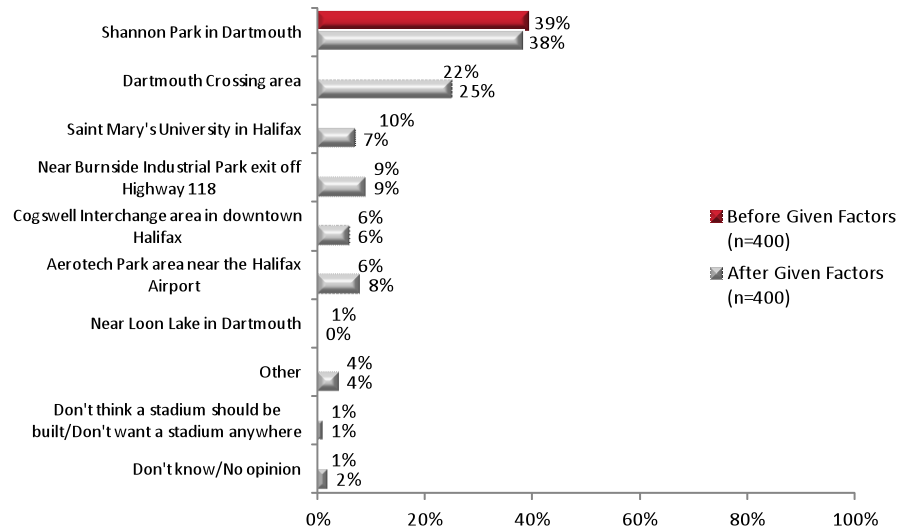
Q.6a-k & Q.3a-k: The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

After reviewing various factors that could be considered when deciding where to build the stadium, respondents were asked a second time concerning their preferred location for the stadium. Opinions did not change markedly in either the telephone or the online studies, with Shannon Park in Dartmouth remaining the preferred location. (Table 7: Telephone, Table 4: Online)



Stadium Locations Favoured

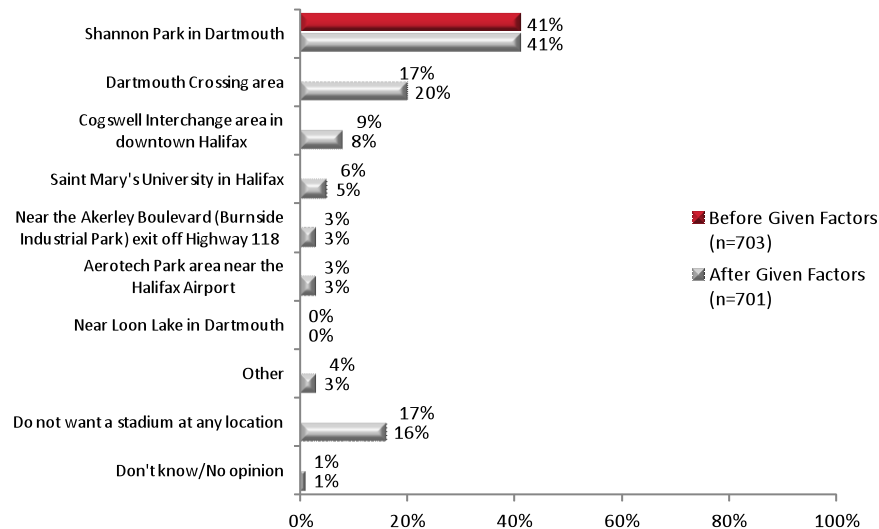
(Telephone Survey)



Q.4: Seven locations are among the most commonly mentioned potential locations for a stadium within HRM. Which one of the following would you personally favour as a stadium location? Q.7: Now that you have heard about various factors that could be considered when deciding where to build the stadium, which one of the following would you personally favour as a stadium location?

Stadium Locations Favoured

(Online Survey)

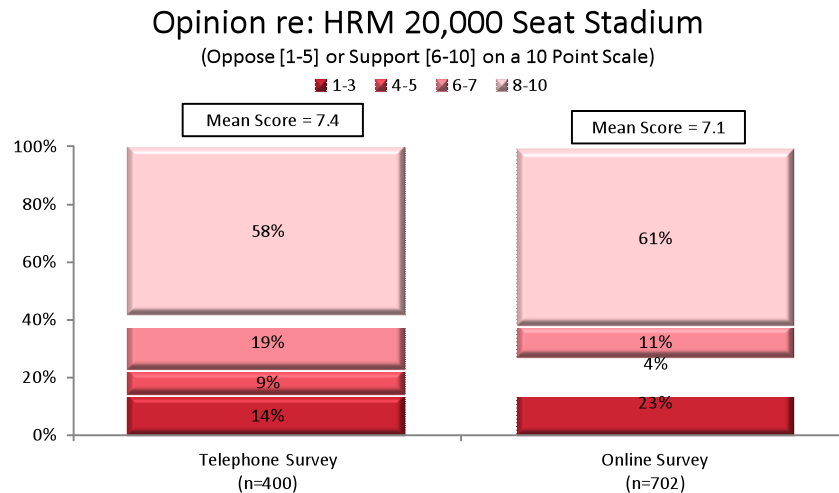


Q.1: The seven locations identified below are among the most commonly mentioned potential locations for a stadium. Which one of the following do you personally favour as a stadium location? Q.4: Now that you have read various factors that could be considered when deciding where to build the stadium, which one of the following options below do you personally favour as a stadium location?

Design/Usage

More than seven in ten residents strongly or generally support funding a stadium designed to seat 20,000, of which 10,000 would be permanent seats. This result is consistent across the telephone survey and the online survey. (Table 8: Telephone, Table 5: Online)

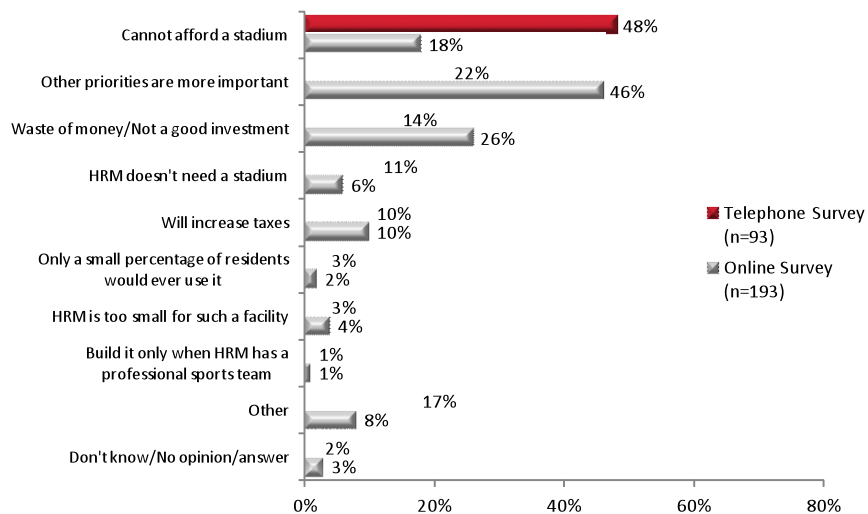




Q.8(T) Q.5(O): HRM Regional Council in December will vote upon whether or not to proceed with committing to fund a stadium. At a minimum, the stadium would have 20,000 seats, of which 10,000 would be permanent seats and 10,000 would be temporary seats. Such a facility would meet the requirements of HRM pursuing participation in the FIFA Women's World Cup 2015 Canada, and FIFA Under-20 Women's World Cup 2014 Canada. In addition to meeting these minimum requirements, the stadium would be designed to meet the ongoing needs of community sport and recreation activities, provide opportunities for future event hosting of provincial, national and international sport events, including the possibility to later be expanded to meet the needs of a professional sports franchise that might locate in HRM. Do you favour or oppose HRM funding a stadium that would be designed for these purposes? Use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support'.

Those who oppose funding a 20,000 seat stadium for the design/usage purposes outlined (i.e., the 93 telephone respondents who gave a response of between 1 and 5, on a 10 point scale), do so for a variety of reasons. Telephone survey respondents primarily believe HRM cannot afford a stadium, or say that other priorities are more important. Online survey respondents believe other priorities are more important, or say that a stadium is a waste of money. (Table 9: Telephone, Table 6: Online)

Why Oppose 20,000 Seat Stadium Funding



Q.9 (T): What is the single most important reason why you oppose HRM funding a stadium designed for these purposes? **PROBE:** b. Any other reasons? Q.6 (O): Why do you oppose HRM funding a stadium designed for these purposes?

Those who support funding a 20,000 seat stadium for the design/usage purposes outlined (i.e., the 301 telephone respondents who gave a response of between 6 and 10, on a 10 point scale) do so because of the economic benefits, or they believe that HRM needs a stadium. This is the case for both telephone survey respondents and online survey respondents, while online respondents also believe a stadium will attract big events and concerts. (Table 9: Telephone, Table 6: Online)

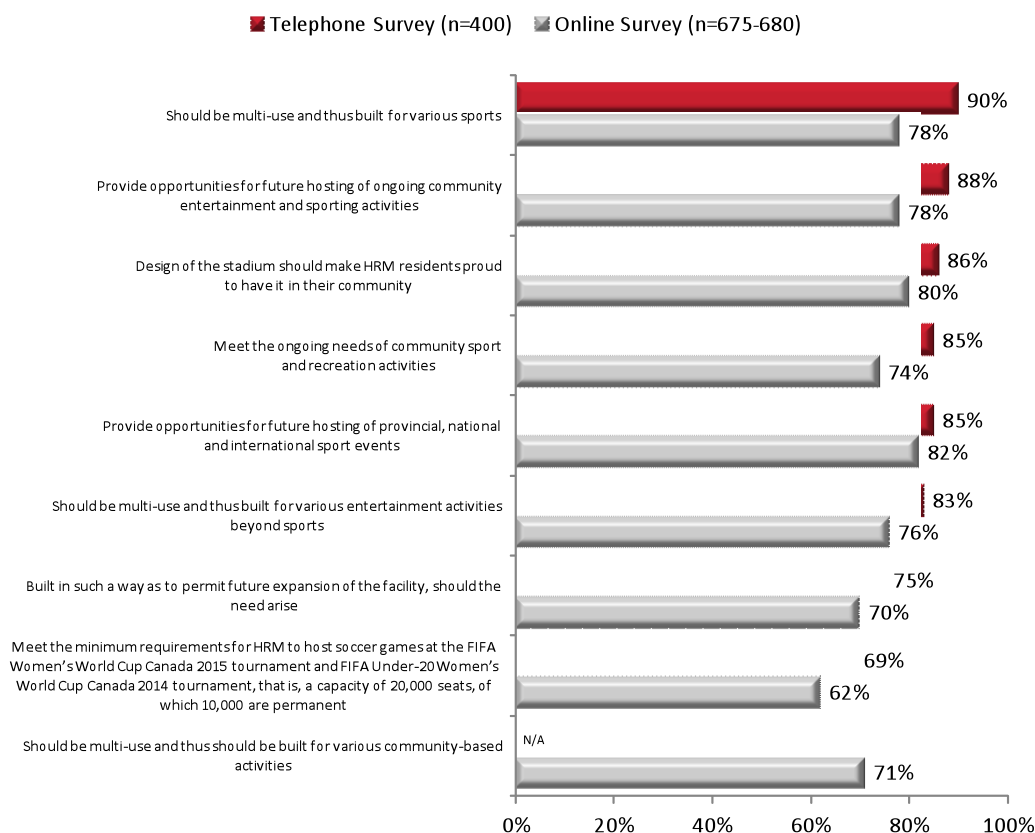


Factors to Consider

Respondents were asked to assess a number of factors that could be considered when deciding on the design/usage of the stadium. For both telephone as well as online respondents, majorities believe it is important that the stadium be multi-use; that the stadium provide opportunities for future hosting of ongoing community entertainment and sporting activities; that the stadium should make residents proud; that it should meet the ongoing needs of community sport and recreation activities; and that it should provide opportunities for future hosting of provincial, national, and international sport events. (Table 10: Telephone, Table 7: Online)

Importance of Factors When Deciding on Design of Stadium

% Saying 'Important', Rating of '8', '9', or '10'



Q.10a-h (T): The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM? Q.7a-j (O): The following are among the factors that could be considered when deciding on the design of the stadium. In your opinion, how important should each of these factors be when deciding upon a design for a stadium in HRM? Use a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important.'

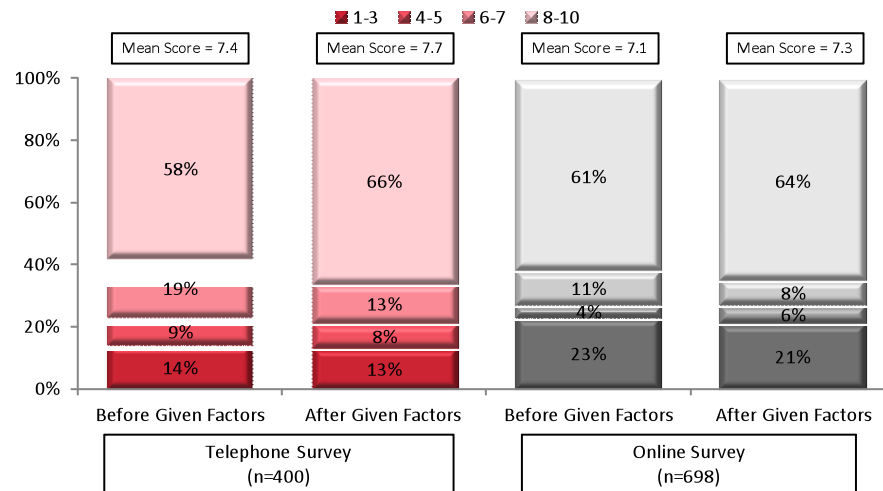
Other factors that residents wish to underscore for consideration in terms of stadium design/usage include the aesthetics and design; that the stadium should be environmentally friendly; cost should be considered; transportation and accessibility; it should be designed for all weather use; it should be multi-use; and that it is big enough to facilitate large scale events. This is the case for both online and telephone respondents. (Table 11: Telephone, Table 8: Online)



Telephone as well as online survey respondents are slightly more likely to support funding a 20,000 seat stadium, upon assessing these various considerations or factors. (Table 12: Telephone, Table 9: Online)

Opinion re: HRM 20,000 Seat Stadium

(Oppose [1-5] or Support [6-10] on a 10 Point Scale)



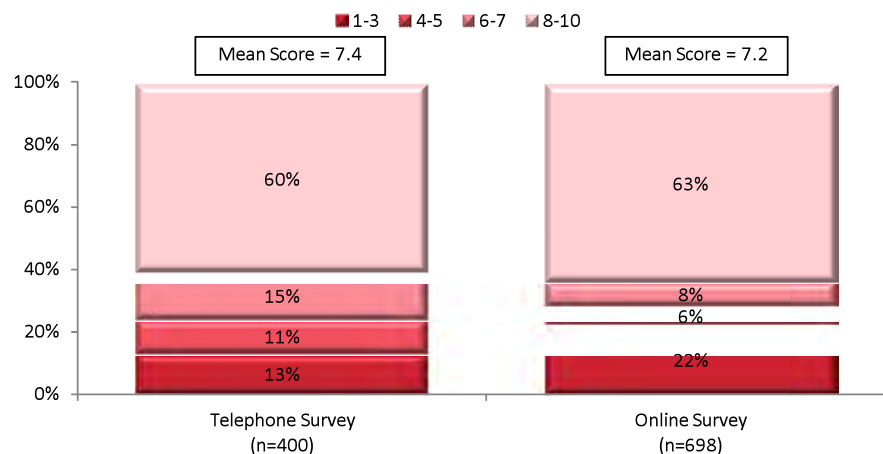
Q.12 (T): Now that you have heard about various design factors or considerations regarding the stadium, do you favour or oppose HRM funding a stadium that would be designed for these purposes? Use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.' Q.9 (O): Now that you have read various design factors or considerations regarding the stadium, do you now favour or oppose HRM funding a stadium that would be designed for the purposes mentioned previously in this survey? Please use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.'

Funding

Seven in ten residents strongly or generally support HRM providing funds towards building a stadium in the Municipality. This finding is consistent across the telephone and online survey respondents. (Table 13: Telephone, Table 10: Online)

Opinion re: HRM Providing Funds Towards Building a Stadium

(Oppose [1-5] or Support [6-10] on a 10 Point Scale)

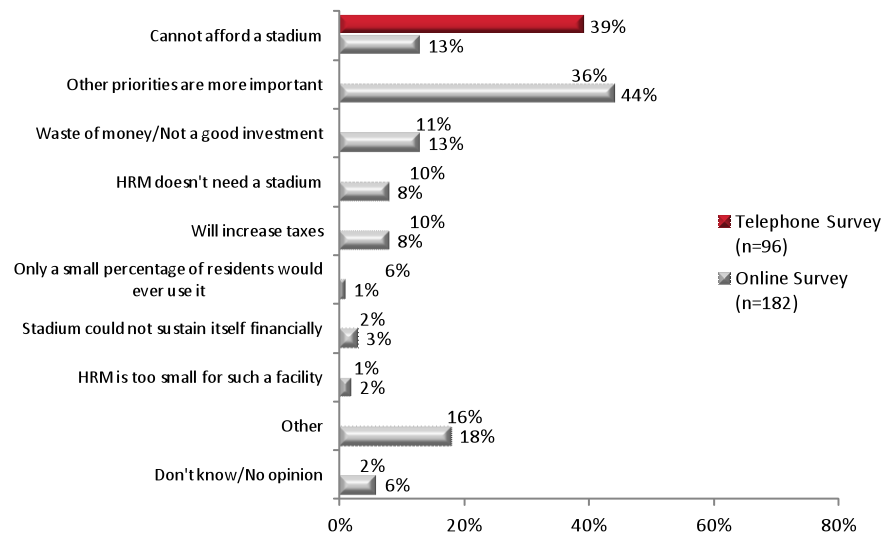


Q.13 (T): Regional Council has committed up to 20 million dollars with the remainder of the stadium cost to come from other levels of government as well as private sector and other project partners. Under such circumstances, to what extent do you oppose or support HRM providing funds towards building a stadium in the Municipality? Use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.' Q10 (O): HRM would be asked to commit to fund up to \$20 million of the cost to build the stadium, while the remainder of the cost to build the facility would be sought from other levels of government as well as private sector and other project partners. Under such circumstances, to what extent do you oppose or support HRM providing funds towards building a stadium in the Municipality? Use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.'



Reasons for opposition to HRM providing funds towards building a stadium are similar to reasons for opposition to the stadium in general. That is, that HRM cannot afford a stadium; other priorities are more important; that it is a waste of money; or that HRM does not need a stadium. Telephone survey respondents are more likely than online survey respondents to state that HRM cannot afford a stadium. (Table 14: Telephone, Table 11: Online)

Why Oppose HRM Providing Funds Towards Building Stadium



Q.14a (T) Q.11 (O): a. Why do you oppose HRM providing funds towards building a stadium in the Municipality?

Considerations offered by those who support HRM providing funds towards building a stadium include the economic benefits and job creation; that HRM needs a stadium; that a stadium is an important priority; that it would not be built otherwise; or that sport and recreation facilities are an important part of the services municipalities provide to their citizens. Top mentions are consistent for both online and telephone respondents. (Table 14: Telephone, Table 11: Online)

Factors to Consider

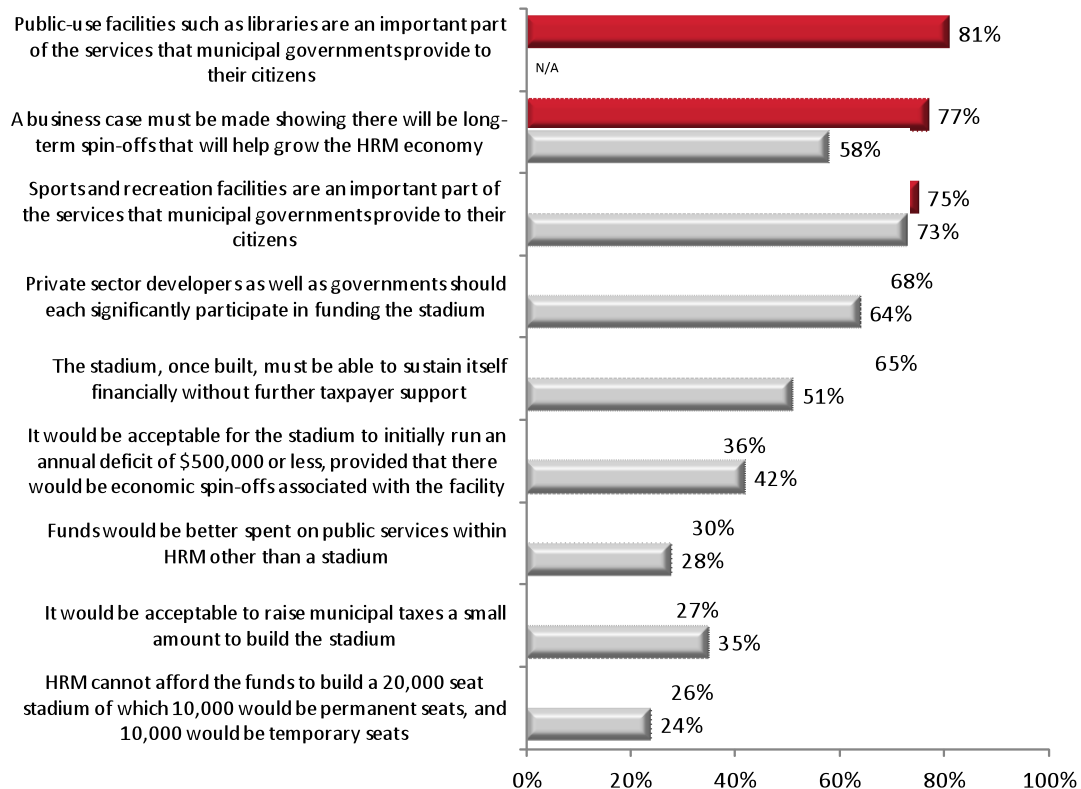
Respondents were asked to assess a number of factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. For comparison purposes, the level of public support for other publicly funded services also was gauged in this sequence of questions. In the telephone survey, eight in ten residents agree that public-use facilities such as libraries are an important part of the services that municipal governments provide their citizens. In terms of stadium-related queries, among telephone as well as online respondents there is significant agreement that a business case must be made showing there will be long-term spin-offs that will help grow the HRM economy; and that sports and recreation facilities are an important part of the services that municipal governments provide to their citizens. Only three in ten telephone as well as online survey respondents agree that funds would be better spent on public services within HRM other than a stadium. Having said that, there is relatively little appetite for even a small municipal tax increase to build the stadium. (Table 15: Telephone, Table 12: Online)



Factors in Deciding to Use Public Tax Dollars to Fund Stadium

% Saying Agree, Rating of '8', '9', or '10'

■ Telephone Survey (n=400) ■ Online Survey (n=670-679)



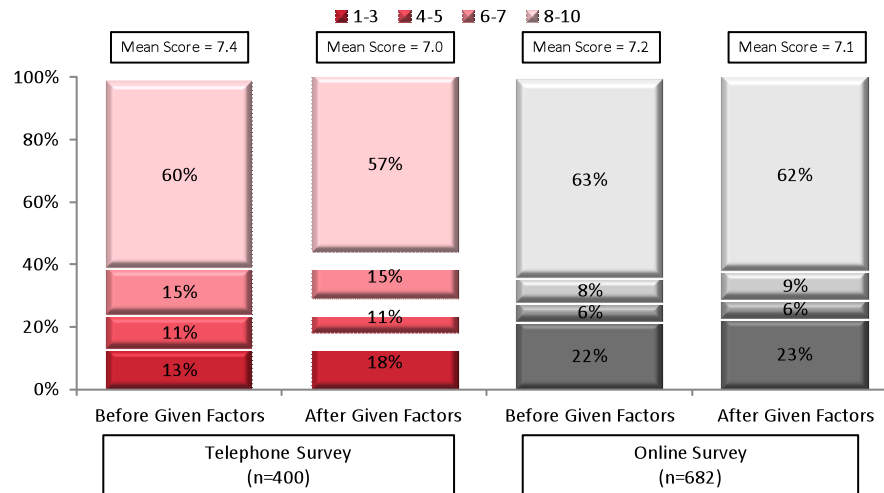
Q.15a-f: (T) Q.12a-h (O): The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

There is little change in support or opposition to using public tax dollars to build a multi-use stadium in HRM, after residents have assessed various factors that could be considered when making such a decision. Approximately seven in ten residents strongly or generally support using public tax dollars to fund building a multi-use stadium, a finding that is consistent across the online and telephone methodologies. (Table 16: Telephone, Table 13: Online)



Opinion re: HRM Providing Funds Towards Building a Stadium

(Oppose [1-5] or Support [6-10] on a 10 Point Scale)



Q.16 (T) Q.13 (O): Now that you have read various factors that could be considered when deciding whether or not public tax dollars should be used to fund building a multi-use stadium in HRM, do you now oppose or support HRM providing funds towards building a stadium in the Municipality? Again use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.'

Study Methodology

Questionnaire Design

The final questionnaires for both the online and telephone portions for this study were designed by representatives from Corporate Research Associates, Fowler, Bauld, and Mitchell, as well as Halifax Regional Municipality. Most questions were administered on both the online survey as well as the telephone survey, with adjustments made to fit the applicable data collection approach.

Telephone Survey

Sample Design and Selection, Survey Administration

The sample for this study was a random sampling of HRM adults. This survey of the general public was conducted by telephone from November 7 to November 15, 2011. This survey was conducted among 400 HRM residents aged 18 and older, with an average interview length of over 16 minutes. All interviewing was conducted by fully trained and supervised interviewers and a minimum of 10 percent of all completed interviews were subsequently monitored or verified.

Completion Results

Among all eligible residents contacted, the response rate was 13 percent. Response rate is calculated as the number of cooperative contacts (561) divided by the total number of eligible telephone numbers called (4 258).



The final disposition of all telephone numbers called is shown below according the *Marketing Research and Intelligence Association's (MRIA) Standard Record of Contact Format*.

| | |
|------------------------------------|--------------|
| A. Total Numbers Attempted | 4 831 |
| Discontinued Number/Not in Service | 490 |
| Fax/Modem | 45 |
| Cell Phone/ Non Residential Number | 23 |
| Wrong Number | 7 |
| Blocked Number | 8 |
| Duplicate | 0 |
| B. Eligible Numbers | 4 258 |
| Busy Signal | 45 |
| Answering Machine | 1 582 |
| No Answer | 749 |
| Scheduled Call Back | 805 |
| Mid Call Back | 20 |
| Illness/Incapable | 2 |
| Language Problem | 8 |
| C. Total Asked | 1 047 |
| Gatekeeper/Respondent Refusal | 396 |
| Mid-Terminate | 30 |
| Never Call List/Hang Up | 60 |
| D. Co-operative Contacts | 561 |
| Quota Full/Not Qualified | 161 |
| Complete | 400 |

Sample Size and Tolerances

As margins of error for various sub-samples will vary based on sample size and proportion of the obtained result, a selection of sampling tolerances is presented in the following table:

| Sample Size | Proportion | | | | |
|-------------|------------|------------|------------|------------|------------|
| | 90% 10% | 80% 20% | 70% 30% | 60% 40% | 50% 50% |
| 400 | 2.9% | 3.9% | 4.5% | 4.8% | 4.9% |

A sample of 400 respondents would be expected to provide results accurate to within plus or minus 4.9 percentage points in 95 out of 100 samples.



Online Survey

Sample Design and Selection

The online survey was made available through Halifax.ca, the HRM surveys page, hrmstadium.ca, and the HRM Stadium Facebook page and HRM Stadium Twitter feed.

Survey Administration

This survey link was made available from November 1 to November 15, 2011. In total, 705 surveys were completed. As an online survey is a non probability sampling methodology (not everyone in the population has an equal chance of having an opportunity to complete a survey), a margin of error cannot be applied to this component of the study.



2011 HRM STADIUM STUDY

Telephone Survey

TABLE 1:

Gender (By Observation)

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Male | 49 | 100 | 0 | 56 | 46 | 47 | 56 | 53 | 38 | 44 | 59 | 42 | 56 | 47 | 50 | 49 | 43 | 54 |
| Female | 51 | 0 | 100 | 44 | 54 | 53 | 44 | 47 | 62 | 56 | 41 | 58 | 44 | 53 | 50 | 51 | 57 | 46 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |

TABLE 2:

In which of the following age categories do you fall...?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 18-24 | 9 | 11 | 6 | 29 | 0 | 0 | 9 | 8 | 4 | 12 | 16 | 0 | 22 | 5 | 5 | 14 | 10 | 8 |
| 25-34 | 21 | 23 | 19 | 71 | 0 | 0 | 27 | 14 | 18 | 26 | 0 | 0 | 15 | 27 | 22 | 20 | 25 | 19 |
| 35-44 | 20 | 18 | 22 | 0 | 50 | 0 | 17 | 20 | 18 | 26 | 7 | 6 | 17 | 24 | 23 | 16 | 39 | 7 |
| 45-54 | 20 | 20 | 21 | 0 | 50 | 0 | 12 | 28 | 22 | 19 | 11 | 26 | 16 | 21 | 21 | 19 | 21 | 20 |
| 55-64 | 15 | 14 | 15 | 0 | 0 | 49 | 18 | 16 | 22 | 6 | 0 | 29 | 16 | 13 | 14 | 15 | 4 | 22 |
| 65 or older | 15 | 14 | 16 | 0 | 0 | 51 | 17 | 14 | 16 | 12 | 65 | 38 | 14 | 9 | 15 | 16 | 3 | 24 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 3:

Assume for a moment that a stadium is indeed to be built within HRM. All things considered, in which specific community within HRM do you think the stadium should be built?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|--|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Dartmouth | 47 | 51 | 43 | 38 | 54 | 47 | 28 | 70 | 32 | 52 | 48 | 49 | 50 | 46 | 55 | 36 | 45 | 48 |
| Halifax | 24 | 21 | 27 | 38 | 20 | 17 | 31 | 15 | 20 | 30 | 22 | 20 | 30 | 23 | 24 | 26 | 32 | 20 |
| Bedford | 4 | 3 | 4 | 5 | 3 | 2 | 5 | 0 | 14 | 1 | 0 | 5 | 6 | 3 | 3 | 5 | 2 | 4 |
| Burnside | 3 | 2 | 3 | 2 | 2 | 5 | 2 | 5 | 0 | 3 | 0 | 0 | 1 | 4 | 2 | 4 | 3 | 3 |
| Sackville/Lower Sackville/Middle Sackville/Upper Sackville | 3 | 0 | 5 | 4 | 3 | 1 | 2 | 0 | 15 | 0 | 0 | 0 | 2 | 3 | 2 | 4 | 3 | 2 |
| Enfield | 1 | 1 | 2 | 0 | 1 | 2 | 3 | 0 | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 1 | 1 | 2 |
| Other | 6 | 7 | 4 | 4 | 4 | 10 | 9 | 1 | 6 | 6 | 0 | 9 | 6 | 6 | 6 | 5 | 3 | 8 |
| Don't think a stadium should be built/Don't want a stadium anywhere | 3 | 4 | 3 | 0 | 3 | 6 | 3 | 3 | 5 | 2 | 0 | 10 | 1 | 3 | 1 | 7 | 2 | 4 |
| Don't know/No opinion | 9 | 10 | 9 | 9 | 10 | 9 | 15 | 7 | 7 | 6 | 30 | 7 | 3 | 11 | 7 | 12 | 10 | 9 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 4:

Seven locations are among the most commonly mentioned potential locations for a stadium within HRM. Which one of the following would you personally favour as a stadium location?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|---|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| In Shannon Park in Dartmouth | 39 | 41 | 38 | 22 | 46 | 48 | 27 | 52 | 38 | 41 | 36 | 57 | 37 | 38 | 46 | 28 | 34 | 42 |
| The Dartmouth Crossing area | 22 | 19 | 25 | 36 | 20 | 11 | 14 | 26 | 24 | 26 | 6 | 7 | 24 | 24 | 23 | 22 | 24 | 21 |
| At Saint Mary's University in Halifax | 10 | 10 | 10 | 13 | 8 | 11 | 21 | 6 | 2 | 7 | 12 | 7 | 16 | 9 | 8 | 15 | 9 | 11 |
| Near Burnside Industrial Park exit off Highway 118 | 9 | 8 | 10 | 9 | 8 | 10 | 5 | 11 | 15 | 8 | 6 | 7 | 2 | 12 | 8 | 11 | 13 | 6 |
| In the Cogswell Interchange area in downtown Halifax | 6 | 9 | 4 | 9 | 5 | 5 | 15 | 1 | 2 | 4 | 29 | 8 | 5 | 5 | 8 | 4 | 8 | 5 |
| In the Aerotech Park area near the Halifax Airport | 6 | 5 | 6 | 5 | 5 | 6 | 4 | 2 | 9 | 9 | 0 | 7 | 5 | 6 | 3 | 8 | 4 | 7 |
| Near Loon Lake in Dartmouth | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 1 | 1 | 0 | 1 | 2 | 0 |
| Other | 4 | 5 | 3 | 4 | 4 | 6 | 9 | 1 | 6 | 2 | 6 | 5 | 8 | 3 | 4 | 5 | 3 | 5 |
| Don't think a stadium should be built/Don't want a stadium anywhere | 1 | 1 | 1 | 0 | 1 | 3 | 2 | 1 | 2 | 1 | 0 | 3 | 1 | 1 | 0 | 3 | 1 | 2 |
| Don't know/No opinion | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 3 | 0 | 6 | 0 | 0 | 1 | 1 | 2 | 2 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 5:

[DO NOT POSE Q.5 IF DON'T KNOW/NOW ANSWER OR DON'T THINK A STADIUM SHOULD BE BUILT ANYWHERE IN Q.4] What is the single most important reason why you prefer this specific location?
PROBE: Any other reasons?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|--|-----------|--------|--------|-------|-------|-----|-----------|-----------|-------------------|-----------|-----------|-----------|-----------|-----------|-----------------|-------------|-------------------|----|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Site has good transportation links/Accessibility | 52 | 56 | 48 | 54 | 50 | 53 | 46 | 52 | 65 | 53 | 55 | 51 | 51 | 52 | 49 | 55 | 48 | 55 |
| Good location/Close to me | 26 | 26 | 26 | 28 | 27 | 22 | 28 | 28 | 21 | 25 | 49 | 22 | 28 | 25 | 25 | 28 | 25 | 26 |
| Land is readily available there | 23 | 27 | 20 | 17 | 27 | 25 | 26 | 27 | 23 | 18 | 6 | 25 | 33 | 21 | 27 | 18 | 22 | 24 |
| Site would have lots of parking | 19 | 14 | 24 | 19 | 14 | 26 | 16 | 24 | 21 | 17 | 25 | 24 | 20 | 18 | 19 | 20 | 15 | 22 |
| Stadium should be near where people live | 9 | 7 | 10 | 11 | 7 | 8 | 7 | 9 | 2 | 14 | 6 | 8 | 10 | 9 | 9 | 7 | 9 | 9 |
| Good use of the land/Needs to be redeveloped | 9 | 10 | 7 | 7 | 10 | 8 | 7 | 13 | 5 | 7 | 0 | 17 | 10 | 7 | 9 | 9 | 7 | 9 |
| Stadium should be near where other services are available | 5 | 3 | 7 | 6 | 5 | 4 | 3 | 1 | 13 | 8 | 0 | 0 | 8 | 5 | 5 | 6 | 7 | 4 |
| Will revitalize the area | 3 | 3 | 4 | 4 | 5 | 1 | 3 | 5 | 4 | 2 | 0 | 0 | 6 | 3 | 3 | 4 | 6 | 1 |
| Stadium should be in Dartmouth | 3 | 2 | 3 | 0 | 5 | 3 | 1 | 3 | 3 | 4 | 0 | 3 | 3 | 3 | 4 | 0 | 2 | 3 |
| Stadium should be located where it would be possible to expand | 2 | 2 | 2 | 4 | 2 | 1 | 1 | 0 | 0 | 7 | 0 | 0 | 4 | 2 | 1 | 4 | 2 | 2 |
| Close to the universities | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 0 | 2 | 0 | 0 | 1 | 3 | 2 | 3 | 2 | 3 |
| Stadium should be located where it would be possible to build | 2 | 2 | 2 | 4 | 2 | 1 | 1 | 3 | 0 | 4 | 0 | 0 | 4 | 2 | 2 | 2 | 4 | 1 |
| Beauty of the area | 1 | 1 | 2 | 2 | 1 | 2 | 0 | 1 | 3 | 3 | 0 | 2 | 0 | 2 | 2 | 1 | 0 | 2 |
| Stadium should be located near other existing sports facility | 1 | 2 | 1 | 2 | 0 | 3 | 3 | 1 | 2 | 1 | 0 | 3 | 1 | 1 | 1 | 1 | 1 | 1 |
| Available at a reasonable price | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 3 | 1 | 1 | 1 | 1 | 0 | 1 |
| Stadium should be in Halifax | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 8 | 0 | 1 | 0 | 1 | 0 | 1 | 1 |
| Building there would be in time for the FIFA/2014 and 2015 Women's World Cup | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Other | 7 | 4 | 11 | 6 | 9 | 7 | 12 | 8 | 0 | 5 | 12 | 3 | 8 | 7 | 5 | 10 | 12 | 5 |

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TABLE 5:

[DO NOT POSE Q.5 IF DON'T KNOW/NOW ANSWER OR DON'T THINK A STADIUM SHOULD BE BUILT ANYWHERE IN Q.4] What is the single most important reason why you prefer this specific location?
PROBE: Any other reasons?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Don't know/No opinion | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| WEIGHTED SAMPLE SIZE (#) | 390 | 193 | 197 | 118 | 157 | 115 | 118 | 108 | 47 | 110 | 13 | 31 | 87 | 257 | 239 | 147 | 156 | 234 |
| UNWEIGHTED SAMPLE SIZE (#) | 389 | 188 | 201 | 54 | 183 | 152 | 114 | 115 | 50 | 100 | 14 | 40 | 83 | 249 | 243 | 143 | 142 | 247 |

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TABLE 6a:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should be widely accessible to residents, in terms of minimizing drive time, access of public transportation, minimizing congestion in the road/street network near the stadium, and so on

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 48 | 39 | 56 | 51 | 44 | 50 | 45 | 54 | 46 | 44 | 35 | 51 | 44 | 49 | 54 | 37 | 45 | 50 |
| 9 | 15 | 16 | 14 | 15 | 15 | 16 | 18 | 13 | 23 | 13 | 7 | 12 | 9 | 18 | 14 | 18 | 19 | 13 |
| 8 | 19 | 23 | 16 | 16 | 21 | 21 | 19 | 20 | 9 | 22 | 46 | 23 | 24 | 16 | 19 | 21 | 21 | 18 |
| 7 | 9 | 11 | 7 | 9 | 11 | 6 | 10 | 7 | 8 | 10 | 12 | 7 | 14 | 8 | 7 | 11 | 10 | 8 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 11 | 4 | 0 | 7 | 0 | 5 | 4 | 4 | 2 | 5 |
| 5 | 2 | 3 | 0 | 2 | 2 | 1 | 2 | 1 | 0 | 3 | 0 | 0 | 4 | 1 | 2 | 2 | 0 | 3 |
| 4 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 |
| 3 | 1 | 1 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 1 |
| 2 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 0 |
| 1 - Not at all important | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 2 | 2 | 0 |
| Don't know/No opinion | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 82 | 78 | 87 | 82 | 80 | 87 | 83 | 87 | 78 | 80 | 88 | 85 | 77 | 83 | 86 | 77 | 85 | 81 |
| Top 4 Box - % 7-10 | 91 | 89 | 94 | 91 | 91 | 93 | 92 | 94 | 86 | 90 | 100 | 93 | 91 | 91 | 93 | 88 | 94 | 89 |
| Top 5 Box - % 6-10 | 95 | 92 | 98 | 95 | 95 | 97 | 95 | 96 | 96 | 94 | 100 | 100 | 91 | 96 | 97 | 92 | 96 | 95 |
| Bottom 3 Box - % 1-3 | 2 | 3 | 1 | 4 | 2 | 1 | 1 | 3 | 0 | 4 | 0 | 0 | 2 | 2 | 0 | 5 | 3 | 1 |
| Bottom 4 Box - % 1-4 | 2 | 4 | 1 | 4 | 3 | 1 | 1 | 3 | 2 | 4 | 0 | 0 | 5 | 2 | 1 | 5 | 4 | 1 |
| Bottom 5 Box - % 1-5 | 4 | 7 | 1 | 5 | 4 | 2 | 3 | 4 | 2 | 6 | 0 | 0 | 9 | 3 | 2 | 7 | 4 | 4 |
| MEAN | 8.8 | 8.5 | 9.1 | 8.7 | 8.6 | 9.0 | 8.8 | 8.9 | 8.8 | 8.5 | 8.7 | 8.9 | 8.5 | 8.9 | 9.0 | 8.4 | 8.7 | 8.8 |

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TABLE 6b:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should have sufficient parking space close to the stadium

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 59 | 49 | 68 | 62 | 52 | 65 | 55 | 64 | 61 | 56 | 35 | 70 | 57 | 59 | 64 | 51 | 51 | 64 |
| 9 | 13 | 16 | 10 | 11 | 18 | 8 | 16 | 11 | 13 | 12 | 12 | 2 | 9 | 15 | 13 | 13 | 15 | 12 |
| 8 | 16 | 19 | 12 | 16 | 14 | 17 | 13 | 13 | 10 | 23 | 47 | 20 | 19 | 13 | 15 | 16 | 20 | 13 |
| 7 | 6 | 7 | 4 | 2 | 9 | 4 | 4 | 7 | 10 | 4 | 0 | 5 | 7 | 6 | 4 | 8 | 7 | 5 |
| 6 | 1 | 1 | 1 | 2 | 0 | 2 | 2 | 0 | 3 | 1 | 0 | 0 | 1 | 2 | 1 | 1 | 1 | 1 |
| 5 | 2 | 2 | 2 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 6 | 3 | 0 | 2 | 1 | 3 | 2 | 2 |
| 4 | 2 | 3 | 0 | 4 | 0 | 1 | 3 | 2 | 0 | 1 | 0 | 0 | 7 | 0 | 0 | 4 | 1 | 2 |
| 2 | 1 | 2 | 0 | 2 | 1 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 2 | 2 | 0 |
| 1 - Not at all important | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 |
| Don't know/No opinion | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 87 | 84 | 91 | 89 | 85 | 89 | 85 | 89 | 84 | 91 | 94 | 92 | 85 | 87 | 93 | 80 | 86 | 88 |
| Top 4 Box - % 7-10 | 93 | 91 | 95 | 91 | 94 | 94 | 89 | 96 | 94 | 94 | 94 | 97 | 92 | 93 | 97 | 88 | 93 | 93 |
| Top 5 Box - % 6-10 | 94 | 92 | 96 | 93 | 95 | 96 | 91 | 96 | 97 | 95 | 94 | 97 | 92 | 95 | 98 | 89 | 94 | 94 |
| Bottom 3 Box - % 1-3 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 3 | 2 | 1 |
| Bottom 4 Box - % 1-4 | 3 | 5 | 1 | 5 | 2 | 2 | 5 | 3 | 0 | 3 | 0 | 0 | 7 | 2 | 1 | 7 | 4 | 2 |
| Bottom 5 Box - % 1-5 | 5 | 7 | 3 | 7 | 5 | 3 | 8 | 4 | 2 | 5 | 6 | 3 | 7 | 5 | 2 | 10 | 6 | 5 |
| MEAN | 9.0 | 8.7 | 9.3 | 9.0 | 8.9 | 9.2 | 8.9 | 9.2 | 9.2 | 9.0 | 8.6 | 9.3 | 8.9 | 9.0 | 9.3 | 8.6 | 8.8 | 9.1 |

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TABLE 6c:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The land on which the stadium is located should be affordable

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 42 | 39 | 46 | 29 | 45 | 53 | 39 | 48 | 49 | 38 | 41 | 54 | 36 | 43 | 42 | 43 | 42 | 43 |
| 9 | 13 | 12 | 13 | 13 | 12 | 13 | 11 | 9 | 18 | 15 | 6 | 12 | 9 | 14 | 12 | 14 | 13 | 12 |
| 8 | 17 | 19 | 15 | 16 | 19 | 16 | 12 | 22 | 24 | 13 | 23 | 25 | 23 | 14 | 20 | 13 | 18 | 16 |
| 7 | 11 | 11 | 11 | 20 | 7 | 7 | 12 | 10 | 0 | 17 | 23 | 7 | 14 | 10 | 9 | 14 | 12 | 10 |
| 6 | 3 | 4 | 2 | 2 | 6 | 2 | 1 | 5 | 7 | 3 | 0 | 2 | 3 | 4 | 4 | 3 | 5 | 2 |
| 5 | 9 | 11 | 8 | 13 | 8 | 8 | 14 | 5 | 3 | 11 | 6 | 0 | 10 | 10 | 11 | 7 | 5 | 12 |
| 4 | 2 | 2 | 2 | 4 | 1 | 0 | 4 | 0 | 0 | 1 | 0 | 0 | 2 | 2 | 1 | 3 | 3 | 1 |
| 3 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| 2 | 1 | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 1 |
| 1 - Not at all important | 1 | 2 | 1 | 2 | 2 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 2 | 1 |
| Don't know/No opinion | 1 | 0 | 1 | 0 | 1 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 72 | 69 | 75 | 58 | 75 | 82 | 62 | 79 | 91 | 66 | 71 | 90 | 67 | 71 | 74 | 70 | 73 | 71 |
| Top 4 Box - % 7-10 | 83 | 80 | 86 | 78 | 83 | 89 | 73 | 90 | 91 | 83 | 94 | 98 | 82 | 81 | 83 | 84 | 85 | 82 |
| Top 5 Box - % 6-10 | 86 | 84 | 89 | 80 | 88 | 90 | 74 | 94 | 97 | 86 | 94 | 100 | 85 | 85 | 87 | 86 | 90 | 84 |
| Bottom 3 Box - % 1-3 | 2 | 3 | 1 | 4 | 2 | 1 | 5 | 0 | 0 | 2 | 0 | 0 | 2 | 2 | 1 | 3 | 2 | 2 |
| Bottom 4 Box - % 1-4 | 4 | 5 | 2 | 7 | 3 | 1 | 9 | 0 | 0 | 2 | 0 | 0 | 5 | 4 | 2 | 6 | 4 | 3 |
| Bottom 5 Box - % 1-5 | 13 | 15 | 10 | 20 | 11 | 8 | 24 | 5 | 3 | 14 | 6 | 0 | 15 | 14 | 13 | 13 | 9 | 15 |
| MEAN | 8.3 | 8.1 | 8.5 | 7.7 | 8.4 | 8.8 | 7.8 | 8.7 | 8.9 | 8.2 | 8.5 | 9.1 | 8.0 | 8.3 | 8.3 | 8.3 | 8.4 | 8.3 |

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TABLE 6d:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The land on which the stadium is located should be readily available for building a stadium

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 35 | 29 | 40 | 24 | 33 | 47 | 29 | 40 | 34 | 34 | 35 | 46 | 33 | 34 | 41 | 26 | 31 | 37 |
| 9 | 13 | 15 | 10 | 18 | 12 | 7 | 13 | 13 | 6 | 16 | 16 | 10 | 20 | 10 | 10 | 16 | 17 | 9 |
| 8 | 25 | 26 | 23 | 27 | 26 | 21 | 24 | 25 | 29 | 24 | 19 | 20 | 19 | 28 | 28 | 19 | 24 | 25 |
| 7 | 11 | 11 | 11 | 16 | 8 | 9 | 8 | 12 | 13 | 13 | 6 | 14 | 14 | 10 | 7 | 17 | 10 | 12 |
| 6 | 4 | 4 | 4 | 5 | 4 | 3 | 8 | 2 | 1 | 4 | 12 | 2 | 7 | 3 | 3 | 6 | 5 | 4 |
| 5 | 7 | 5 | 8 | 5 | 7 | 7 | 8 | 7 | 11 | 3 | 12 | 3 | 3 | 8 | 6 | 8 | 8 | 6 |
| 4 | 1 | 2 | 0 | 0 | 2 | 0 | 3 | 0 | 0 | 1 | 0 | 0 | 2 | 1 | 1 | 1 | 1 | 1 |
| 3 | 1 | 1 | 1 | 0 | 1 | 2 | 1 | 0 | 5 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 |
| 2 | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 |
| 1 - Not at all important | 2 | 4 | 1 | 4 | 2 | 1 | 4 | 0 | 0 | 4 | 0 | 0 | 1 | 3 | 2 | 3 | 2 | 2 |
| Don't know/No opinion | 1 | 1 | 1 | 0 | 1 | 3 | 2 | 1 | 2 | 0 | 0 | 5 | 1 | 1 | 1 | 1 | 0 | 2 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 72 | 70 | 73 | 69 | 71 | 75 | 66 | 78 | 68 | 74 | 70 | 76 | 72 | 71 | 79 | 61 | 72 | 71 |
| Top 4 Box - % 7-10 | 83 | 81 | 84 | 85 | 80 | 84 | 73 | 90 | 81 | 87 | 76 | 90 | 86 | 81 | 86 | 77 | 82 | 83 |
| Top 5 Box - % 6-10 | 87 | 86 | 88 | 91 | 84 | 87 | 82 | 91 | 82 | 91 | 88 | 92 | 93 | 84 | 89 | 83 | 87 | 87 |
| Bottom 3 Box - % 1-3 | 4 | 6 | 2 | 4 | 5 | 3 | 6 | 1 | 5 | 5 | 0 | 0 | 1 | 6 | 3 | 6 | 3 | 5 |
| Bottom 4 Box - % 1-4 | 5 | 8 | 3 | 4 | 8 | 3 | 9 | 1 | 5 | 6 | 0 | 0 | 3 | 7 | 4 | 8 | 4 | 6 |
| Bottom 5 Box - % 1-5 | 12 | 13 | 11 | 9 | 15 | 10 | 16 | 8 | 16 | 9 | 12 | 3 | 6 | 15 | 10 | 15 | 13 | 11 |
| MEAN | 8.1 | 7.9 | 8.3 | 8.0 | 8.0 | 8.5 | 7.7 | 8.5 | 8.0 | 8.2 | 8.2 | 8.8 | 8.4 | 8.0 | 8.4 | 7.7 | 8.1 | 8.1 |

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TABLE 6e:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should be in an area that will lead to spin-offs in terms of jobs and economic growth

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 33 | 28 | 39 | 31 | 34 | 34 | 36 | 34 | 41 | 26 | 35 | 38 | 30 | 34 | 38 | 25 | 29 | 36 |
| 9 | 14 | 13 | 15 | 20 | 14 | 8 | 9 | 16 | 9 | 20 | 23 | 9 | 19 | 12 | 14 | 13 | 24 | 7 |
| 8 | 23 | 22 | 23 | 24 | 23 | 21 | 21 | 20 | 23 | 27 | 24 | 30 | 20 | 22 | 23 | 23 | 24 | 22 |
| 7 | 8 | 10 | 7 | 4 | 10 | 11 | 8 | 7 | 15 | 7 | 17 | 0 | 5 | 10 | 7 | 11 | 7 | 10 |
| 6 | 7 | 10 | 3 | 7 | 5 | 8 | 6 | 12 | 3 | 2 | 0 | 7 | 6 | 7 | 6 | 8 | 5 | 7 |
| 5 | 9 | 9 | 8 | 15 | 5 | 7 | 11 | 4 | 0 | 15 | 0 | 5 | 16 | 7 | 8 | 10 | 4 | 12 |
| 4 | 1 | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 |
| 3 | 2 | 3 | 0 | 0 | 2 | 3 | 3 | 1 | 5 | 1 | 0 | 3 | 3 | 2 | 2 | 2 | 2 | 2 |
| 2 | 1 | 2 | 1 | 0 | 2 | 3 | 2 | 3 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 2 | 0 | 2 |
| 1 - Not at all important | 2 | 1 | 2 | 0 | 4 | 1 | 1 | 4 | 0 | 2 | 0 | 2 | 0 | 3 | 1 | 3 | 4 | 0 |
| Don't know/No opinion | 1 | 1 | 1 | 0 | 1 | 2 | 2 | 0 | 3 | 0 | 0 | 5 | 0 | 1 | 1 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 70 | 63 | 77 | 75 | 71 | 64 | 67 | 70 | 73 | 73 | 83 | 78 | 69 | 69 | 74 | 62 | 77 | 65 |
| Top 4 Box - % 7-10 | 78 | 73 | 84 | 78 | 81 | 75 | 75 | 77 | 87 | 80 | 100 | 78 | 74 | 79 | 81 | 74 | 84 | 75 |
| Top 5 Box - % 6-10 | 85 | 82 | 87 | 85 | 87 | 82 | 81 | 88 | 91 | 82 | 100 | 85 | 80 | 86 | 87 | 81 | 89 | 82 |
| Bottom 3 Box - % 1-3 | 5 | 7 | 4 | 0 | 7 | 7 | 5 | 7 | 5 | 3 | 0 | 5 | 4 | 6 | 4 | 7 | 6 | 4 |
| Bottom 4 Box - % 1-4 | 6 | 7 | 4 | 0 | 7 | 9 | 6 | 8 | 6 | 3 | 0 | 5 | 4 | 6 | 5 | 7 | 7 | 5 |
| Bottom 5 Box - % 1-5 | 14 | 16 | 12 | 15 | 13 | 16 | 17 | 12 | 6 | 18 | 0 | 10 | 20 | 13 | 12 | 17 | 10 | 17 |
| MEAN | 8.0 | 7.7 | 8.3 | 8.2 | 8.0 | 7.8 | 7.9 | 7.9 | 8.4 | 8.0 | 8.8 | 8.3 | 7.9 | 8.0 | 8.2 | 7.6 | 8.1 | 7.9 |

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TABLE 6f:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should be near other existing infrastructure and services such as existing outdoor and indoor recreational amenities, shops, hotels, restaurants, and other attractions, thus creating a destination site within the Municipality

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 13 | 12 | 14 | 16 | 10 | 14 | 11 | 13 | 17 | 12 | 12 | 19 | 14 | 12 | 16 | 9 | 13 | 13 |
| 9 | 6 | 8 | 5 | 7 | 8 | 3 | 8 | 8 | 5 | 4 | 0 | 5 | 11 | 5 | 6 | 6 | 9 | 4 |
| 8 | 23 | 19 | 28 | 24 | 22 | 25 | 22 | 20 | 17 | 31 | 25 | 32 | 24 | 22 | 24 | 22 | 26 | 22 |
| 7 | 16 | 15 | 16 | 16 | 15 | 15 | 15 | 17 | 11 | 16 | 34 | 16 | 14 | 15 | 17 | 13 | 16 | 15 |
| 6 | 13 | 15 | 11 | 15 | 13 | 11 | 12 | 11 | 16 | 14 | 12 | 7 | 13 | 14 | 12 | 15 | 15 | 12 |
| 5 | 13 | 13 | 13 | 7 | 16 | 15 | 15 | 15 | 13 | 9 | 6 | 10 | 12 | 14 | 11 | 15 | 8 | 16 |
| 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 7 | 0 | 2 | 5 | 5 | 5 | 6 | 7 | 4 |
| 3 | 2 | 3 | 1 | 0 | 2 | 4 | 1 | 1 | 7 | 1 | 0 | 3 | 1 | 2 | 2 | 2 | 1 | 3 |
| 2 | 4 | 5 | 4 | 7 | 2 | 4 | 5 | 5 | 6 | 2 | 6 | 2 | 3 | 5 | 5 | 3 | 1 | 6 |
| 1 - Not at all important | 4 | 4 | 4 | 2 | 6 | 4 | 3 | 6 | 2 | 4 | 0 | 3 | 2 | 5 | 2 | 7 | 4 | 4 |
| Don't know/No opinion | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 0 | 2 | 1 | 6 | 0 | 0 | 1 | 1 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 43 | 39 | 47 | 47 | 40 | 42 | 42 | 41 | 40 | 47 | 37 | 57 | 49 | 40 | 46 | 37 | 48 | 39 |
| Top 4 Box - % 7-10 | 58 | 54 | 63 | 64 | 55 | 58 | 57 | 59 | 50 | 63 | 71 | 73 | 63 | 54 | 63 | 50 | 64 | 55 |
| Top 5 Box - % 6-10 | 71 | 69 | 74 | 78 | 68 | 68 | 69 | 69 | 67 | 77 | 82 | 80 | 76 | 68 | 75 | 65 | 79 | 66 |
| Bottom 3 Box - % 1-3 | 10 | 12 | 8 | 9 | 10 | 12 | 9 | 12 | 15 | 7 | 6 | 7 | 6 | 12 | 9 | 13 | 7 | 13 |
| Bottom 4 Box - % 1-4 | 15 | 17 | 13 | 15 | 15 | 16 | 14 | 16 | 19 | 14 | 6 | 10 | 12 | 17 | 13 | 18 | 13 | 16 |
| Bottom 5 Box - % 1-5 | 28 | 30 | 26 | 22 | 31 | 30 | 29 | 31 | 32 | 22 | 12 | 20 | 24 | 31 | 25 | 34 | 21 | 33 |
| MEAN | 6.7 | 6.5 | 6.8 | 6.9 | 6.5 | 6.6 | 6.7 | 6.6 | 6.5 | 6.9 | 7.1 | 7.3 | 7.0 | 6.5 | 6.9 | 6.3 | 7.0 | 6.5 |

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TABLE 6g:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should be on a site that is large enough that allows for possible expansion of the stadium, such as to meet the needs of a future professional sports team that potentially could locate in HRM

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 35 | 31 | 38 | 31 | 35 | 37 | 27 | 41 | 36 | 37 | 49 | 34 | 33 | 35 | 43 | 22 | 36 | 34 |
| 9 | 12 | 12 | 11 | 7 | 13 | 14 | 11 | 10 | 8 | 15 | 6 | 15 | 11 | 11 | 12 | 11 | 13 | 11 |
| 8 | 27 | 31 | 23 | 31 | 23 | 29 | 27 | 29 | 19 | 26 | 18 | 31 | 30 | 26 | 31 | 22 | 21 | 31 |
| 7 | 10 | 10 | 10 | 11 | 9 | 9 | 10 | 8 | 21 | 6 | 28 | 10 | 4 | 11 | 8 | 13 | 11 | 8 |
| 6 | 4 | 2 | 6 | 5 | 5 | 1 | 5 | 3 | 2 | 5 | 0 | 0 | 9 | 3 | 3 | 6 | 5 | 3 |
| 5 | 5 | 4 | 6 | 5 | 6 | 3 | 6 | 5 | 4 | 4 | 0 | 2 | 4 | 6 | 2 | 9 | 5 | 5 |
| 4 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 0 | 0 | 4 | 0 | 0 | 1 | 2 | 0 | 4 | 2 | 2 |
| 3 | 2 | 3 | 1 | 2 | 2 | 1 | 1 | 3 | 2 | 0 | 0 | 2 | 2 | 2 | 1 | 3 | 3 | 1 |
| 2 | 3 | 4 | 2 | 5 | 2 | 3 | 7 | 0 | 5 | 1 | 0 | 5 | 3 | 3 | 1 | 5 | 3 | 3 |
| 1 - Not at all important | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 0 |
| Don't know/No opinion | 1 | 2 | 0 | 0 | 2 | 2 | 3 | 0 | 3 | 0 | 0 | 0 | 1 | 2 | 0 | 3 | 0 | 2 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 73 | 73 | 73 | 69 | 71 | 80 | 65 | 81 | 62 | 79 | 72 | 80 | 74 | 72 | 85 | 55 | 70 | 76 |
| Top 4 Box - % 7-10 | 83 | 83 | 83 | 80 | 80 | 89 | 75 | 89 | 83 | 84 | 100 | 90 | 78 | 83 | 93 | 68 | 81 | 84 |
| Top 5 Box - % 6-10 | 87 | 86 | 88 | 85 | 85 | 90 | 80 | 92 | 85 | 90 | 100 | 90 | 87 | 86 | 96 | 74 | 86 | 87 |
| Bottom 3 Box - % 1-3 | 5 | 7 | 4 | 7 | 5 | 4 | 9 | 3 | 8 | 2 | 0 | 7 | 7 | 5 | 2 | 10 | 7 | 4 |
| Bottom 4 Box - % 1-4 | 7 | 9 | 5 | 9 | 7 | 5 | 11 | 3 | 8 | 6 | 0 | 7 | 8 | 7 | 2 | 14 | 9 | 6 |
| Bottom 5 Box - % 1-5 | 12 | 12 | 11 | 15 | 13 | 8 | 17 | 8 | 12 | 10 | 0 | 10 | 12 | 13 | 4 | 23 | 14 | 11 |
| MEAN | 8.1 | 8.0 | 8.2 | 7.8 | 8.1 | 8.4 | 7.7 | 8.5 | 7.9 | 8.3 | 8.8 | 8.2 | 8.0 | 8.1 | 8.7 | 7.2 | 8.0 | 8.2 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 6h:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should be on a site that is large enough to build additional outdoor and indoor recreation and sports facilities

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 25 | 20 | 30 | 18 | 27 | 29 | 18 | 31 | 25 | 26 | 23 | 39 | 29 | 22 | 32 | 14 | 28 | 23 |
| 9 | 11 | 13 | 8 | 5 | 13 | 13 | 9 | 14 | 13 | 9 | 22 | 12 | 6 | 12 | 10 | 13 | 13 | 9 |
| 8 | 21 | 19 | 23 | 22 | 20 | 21 | 19 | 18 | 16 | 25 | 25 | 19 | 20 | 21 | 22 | 17 | 20 | 21 |
| 7 | 17 | 17 | 17 | 22 | 15 | 14 | 14 | 15 | 25 | 18 | 17 | 14 | 7 | 21 | 13 | 23 | 13 | 19 |
| 6 | 9 | 9 | 9 | 15 | 5 | 9 | 13 | 9 | 5 | 6 | 0 | 5 | 16 | 8 | 10 | 8 | 12 | 7 |
| 5 | 8 | 12 | 5 | 9 | 8 | 8 | 14 | 8 | 5 | 4 | 0 | 6 | 11 | 8 | 7 | 10 | 6 | 10 |
| 4 | 3 | 3 | 4 | 5 | 4 | 1 | 4 | 1 | 3 | 5 | 0 | 2 | 2 | 4 | 3 | 4 | 3 | 4 |
| 3 | 2 | 2 | 1 | 0 | 3 | 1 | 0 | 1 | 4 | 3 | 6 | 0 | 4 | 1 | 1 | 2 | 1 | 2 |
| 2 | 2 | 2 | 1 | 2 | 2 | 1 | 5 | 0 | 0 | 1 | 0 | 3 | 3 | 1 | 0 | 5 | 1 | 2 |
| 1 - Not at all important | 2 | 3 | 1 | 2 | 2 | 2 | 4 | 2 | 2 | 1 | 6 | 0 | 1 | 2 | 1 | 3 | 3 | 1 |
| Don't know/No opinion | 1 | 0 | 1 | 0 | 2 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 56 | 51 | 61 | 45 | 60 | 63 | 46 | 63 | 55 | 61 | 71 | 70 | 54 | 54 | 64 | 44 | 60 | 54 |
| Top 4 Box - % 7-10 | 73 | 68 | 78 | 67 | 75 | 77 | 60 | 78 | 80 | 79 | 88 | 84 | 61 | 75 | 77 | 67 | 73 | 73 |
| Top 5 Box - % 6-10 | 82 | 77 | 87 | 82 | 80 | 85 | 73 | 87 | 85 | 85 | 88 | 89 | 77 | 83 | 86 | 75 | 85 | 80 |
| Bottom 3 Box - % 1-3 | 5 | 8 | 3 | 4 | 7 | 5 | 9 | 3 | 6 | 4 | 12 | 3 | 8 | 5 | 3 | 9 | 6 | 5 |
| Bottom 4 Box - % 1-4 | 9 | 11 | 7 | 9 | 11 | 6 | 13 | 4 | 9 | 10 | 12 | 5 | 10 | 9 | 6 | 14 | 8 | 9 |
| Bottom 5 Box - % 1-5 | 17 | 22 | 12 | 18 | 19 | 14 | 26 | 13 | 14 | 13 | 12 | 11 | 22 | 16 | 13 | 24 | 14 | 19 |
| MEAN | 7.5 | 7.2 | 7.8 | 7.2 | 7.6 | 7.8 | 6.9 | 7.9 | 7.7 | 7.8 | 7.8 | 8.2 | 7.4 | 7.5 | 7.9 | 6.9 | 7.7 | 7.5 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 6i:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should be on a site that is large enough for additional commercial developments in the surrounding areas

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 17 | 12 | 21 | 11 | 18 | 20 | 13 | 21 | 9 | 19 | 12 | 25 | 19 | 15 | 21 | 9 | 14 | 18 |
| 9 | 6 | 8 | 5 | 2 | 8 | 8 | 3 | 4 | 10 | 9 | 6 | 12 | 4 | 6 | 6 | 6 | 9 | 4 |
| 8 | 21 | 20 | 21 | 22 | 20 | 21 | 17 | 24 | 17 | 22 | 29 | 21 | 22 | 20 | 21 | 20 | 21 | 20 |
| 7 | 16 | 16 | 17 | 18 | 19 | 11 | 21 | 17 | 20 | 10 | 13 | 20 | 9 | 19 | 13 | 20 | 16 | 17 |
| 6 | 12 | 12 | 12 | 15 | 12 | 9 | 9 | 10 | 10 | 19 | 16 | 10 | 10 | 13 | 12 | 12 | 14 | 11 |
| 5 | 14 | 15 | 14 | 20 | 10 | 15 | 15 | 14 | 19 | 13 | 6 | 7 | 19 | 14 | 15 | 15 | 13 | 15 |
| 4 | 4 | 5 | 3 | 4 | 4 | 3 | 6 | 1 | 9 | 2 | 6 | 3 | 5 | 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 2 | 3 | 5 | 4 | 4 | 3 | 2 | 6 | 0 | 5 | 3 | 3 | 5 | 3 | 4 |
| 2 | 2 | 4 | 0 | 5 | 0 | 3 | 5 | 1 | 0 | 2 | 0 | 3 | 2 | 3 | 2 | 2 | 3 | 2 |
| 1 - Not at all important | 3 | 2 | 3 | 0 | 4 | 4 | 4 | 3 | 1 | 2 | 6 | 0 | 3 | 3 | 2 | 4 | 3 | 3 |
| Don't know/No opinion | 1 | 1 | 1 | 2 | 1 | 1 | 3 | 0 | 2 | 1 | 0 | 0 | 2 | 1 | 1 | 2 | 0 | 2 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 43 | 40 | 47 | 35 | 46 | 49 | 33 | 49 | 37 | 50 | 47 | 58 | 45 | 41 | 49 | 36 | 44 | 43 |
| Top 4 Box - % 7-10 | 60 | 56 | 64 | 53 | 65 | 60 | 55 | 66 | 56 | 60 | 60 | 78 | 54 | 60 | 62 | 56 | 60 | 60 |
| Top 5 Box - % 6-10 | 72 | 68 | 76 | 67 | 78 | 69 | 63 | 76 | 66 | 79 | 76 | 88 | 64 | 73 | 74 | 68 | 74 | 70 |
| Bottom 3 Box - % 1-3 | 9 | 11 | 6 | 7 | 7 | 12 | 13 | 9 | 4 | 6 | 12 | 3 | 9 | 8 | 7 | 11 | 9 | 9 |
| Bottom 4 Box - % 1-4 | 12 | 16 | 9 | 11 | 11 | 15 | 19 | 10 | 13 | 8 | 18 | 5 | 15 | 12 | 11 | 15 | 12 | 12 |
| Bottom 5 Box - % 1-5 | 27 | 31 | 23 | 31 | 21 | 30 | 34 | 24 | 33 | 21 | 24 | 12 | 33 | 26 | 25 | 30 | 25 | 28 |
| MEAN | 6.9 | 6.6 | 7.1 | 6.6 | 7.1 | 6.9 | 6.4 | 7.1 | 6.7 | 7.2 | 6.7 | 7.7 | 6.8 | 6.8 | 7.1 | 6.5 | 6.9 | 6.9 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 6j:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should be in an area that already has been approved for development and growth within HRM

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 24 | 20 | 27 | 25 | 22 | 25 | 18 | 27 | 36 | 22 | 17 | 35 | 18 | 25 | 27 | 19 | 23 | 24 |
| 9 | 8 | 5 | 11 | 9 | 7 | 8 | 8 | 9 | 4 | 10 | 12 | 2 | 9 | 8 | 8 | 7 | 10 | 7 |
| 8 | 18 | 18 | 17 | 13 | 18 | 22 | 12 | 19 | 11 | 24 | 41 | 19 | 17 | 16 | 18 | 17 | 21 | 15 |
| 7 | 12 | 13 | 11 | 16 | 10 | 11 | 13 | 10 | 19 | 10 | 12 | 17 | 11 | 11 | 10 | 16 | 13 | 11 |
| 6 | 6 | 4 | 8 | 4 | 9 | 4 | 5 | 4 | 7 | 10 | 0 | 7 | 4 | 7 | 6 | 7 | 7 | 5 |
| 5 | 15 | 18 | 13 | 16 | 15 | 14 | 21 | 17 | 12 | 9 | 6 | 7 | 22 | 15 | 16 | 13 | 11 | 18 |
| 4 | 2 | 2 | 3 | 2 | 3 | 2 | 4 | 1 | 2 | 2 | 0 | 0 | 3 | 3 | 2 | 3 | 1 | 3 |
| 3 | 2 | 3 | 0 | 2 | 3 | 0 | 1 | 2 | 0 | 2 | 0 | 0 | 4 | 1 | 1 | 3 | 1 | 2 |
| 2 | 4 | 6 | 3 | 5 | 5 | 2 | 5 | 5 | 2 | 4 | 0 | 2 | 5 | 4 | 5 | 3 | 3 | 5 |
| 1 - Not at all important | 5 | 7 | 3 | 5 | 6 | 4 | 6 | 4 | 5 | 4 | 6 | 3 | 5 | 6 | 5 | 7 | 6 | 5 |
| Don't know/No opinion | 4 | 4 | 3 | 2 | 3 | 7 | 7 | 1 | 3 | 3 | 6 | 8 | 2 | 4 | 2 | 6 | 2 | 5 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 49 | 44 | 55 | 47 | 47 | 55 | 38 | 55 | 51 | 56 | 71 | 57 | 44 | 49 | 54 | 43 | 55 | 46 |
| Top 4 Box - % 7-10 | 61 | 56 | 66 | 64 | 56 | 66 | 51 | 66 | 70 | 65 | 82 | 73 | 55 | 61 | 63 | 59 | 68 | 57 |
| Top 5 Box - % 6-10 | 68 | 60 | 75 | 67 | 66 | 70 | 56 | 70 | 77 | 75 | 82 | 81 | 59 | 68 | 69 | 65 | 75 | 63 |
| Bottom 3 Box - % 1-3 | 11 | 16 | 7 | 13 | 13 | 6 | 12 | 11 | 6 | 11 | 6 | 5 | 15 | 11 | 10 | 13 | 11 | 11 |
| Bottom 4 Box - % 1-4 | 14 | 18 | 9 | 15 | 17 | 8 | 17 | 12 | 8 | 13 | 6 | 5 | 17 | 14 | 12 | 16 | 12 | 15 |
| Bottom 5 Box - % 1-5 | 29 | 36 | 22 | 31 | 32 | 22 | 37 | 29 | 20 | 21 | 12 | 12 | 39 | 28 | 29 | 29 | 23 | 33 |
| MEAN | 7.0 | 6.6 | 7.4 | 7.0 | 6.8 | 7.4 | 6.5 | 7.2 | 7.6 | 7.2 | 7.7 | 7.9 | 6.6 | 7.0 | 7.2 | 6.8 | 7.2 | 6.9 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 6k:

The following are among the factors that could be considered when deciding upon a location for the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of the following factors be?

The stadium should be built on a site that allows it to be constructed in time for the 2014 Under 20 Women's World Cup and 2015 FIFA Women's World Cup events

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 26 | 23 | 28 | 24 | 27 | 26 | 23 | 27 | 31 | 24 | 37 | 35 | 29 | 23 | 37 | 8 | 28 | 24 |
| 9 | 11 | 10 | 11 | 11 | 11 | 10 | 9 | 8 | 16 | 14 | 16 | 22 | 8 | 10 | 13 | 8 | 13 | 9 |
| 8 | 16 | 16 | 17 | 11 | 19 | 19 | 14 | 22 | 9 | 18 | 23 | 17 | 10 | 18 | 18 | 15 | 15 | 17 |
| 7 | 12 | 9 | 14 | 18 | 9 | 9 | 7 | 10 | 11 | 19 | 6 | 7 | 14 | 12 | 9 | 16 | 14 | 10 |
| 6 | 8 | 9 | 8 | 13 | 8 | 4 | 10 | 8 | 9 | 5 | 0 | 5 | 9 | 9 | 8 | 8 | 9 | 8 |
| 5 | 13 | 15 | 11 | 15 | 9 | 15 | 14 | 11 | 10 | 13 | 12 | 5 | 14 | 12 | 10 | 17 | 9 | 15 |
| 4 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 0 | 0 | 2 | 3 | 2 | 3 | 1 | 3 |
| 3 | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 3 | 3 | 1 | 0 | 2 | 4 | 2 | 2 | 3 | 2 | 2 |
| 2 | 3 | 3 | 2 | 0 | 4 | 3 | 3 | 3 | 2 | 2 | 0 | 2 | 1 | 3 | 1 | 5 | 2 | 3 |
| 1 - Not at all important | 6 | 8 | 4 | 5 | 6 | 7 | 12 | 5 | 4 | 3 | 0 | 3 | 9 | 6 | 2 | 14 | 4 | 7 |
| Don't know/No opinion | 1 | 1 | 2 | 0 | 2 | 2 | 3 | 1 | 3 | 0 | 6 | 3 | 0 | 2 | 0 | 2 | 2 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 53 | 49 | 56 | 45 | 57 | 55 | 46 | 58 | 56 | 55 | 77 | 73 | 47 | 52 | 67 | 31 | 56 | 51 |
| Top 4 Box - % 7-10 | 64 | 58 | 70 | 64 | 65 | 64 | 53 | 68 | 67 | 74 | 82 | 81 | 61 | 63 | 76 | 47 | 70 | 60 |
| Top 5 Box - % 6-10 | 73 | 68 | 78 | 76 | 74 | 68 | 63 | 76 | 76 | 79 | 82 | 85 | 71 | 72 | 84 | 55 | 79 | 68 |
| Bottom 3 Box - % 1-3 | 11 | 15 | 7 | 7 | 13 | 13 | 17 | 11 | 9 | 6 | 0 | 7 | 13 | 11 | 4 | 22 | 9 | 13 |
| Bottom 4 Box - % 1-4 | 13 | 16 | 10 | 9 | 15 | 15 | 21 | 12 | 10 | 7 | 0 | 7 | 15 | 14 | 6 | 25 | 10 | 16 |
| Bottom 5 Box - % 1-5 | 26 | 31 | 21 | 24 | 24 | 30 | 35 | 23 | 21 | 21 | 12 | 12 | 29 | 26 | 16 | 42 | 19 | 30 |
| MEAN | 7.2 | 6.8 | 7.5 | 7.2 | 7.2 | 7.1 | 6.6 | 7.3 | 7.6 | 7.5 | 8.5 | 8.2 | 7.0 | 7.0 | 8.0 | 5.8 | 7.5 | 6.9 |

2011 HRM STADIUM STUDY

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TABLE 7:

Now that you have heard about various factors that could be considered when deciding where to build the stadium, which one of the following would you personally favour as a stadium location?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|---|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| In Shannon Park in Dartmouth | 38 | 39 | 36 | 27 | 38 | 48 | 32 | 49 | 35 | 34 | 36 | 62 | 40 | 34 | 43 | 28 | 32 | 41 |
| The Dartmouth Crossing area | 25 | 25 | 26 | 35 | 26 | 15 | 16 | 29 | 28 | 29 | 12 | 15 | 22 | 28 | 23 | 29 | 29 | 23 |
| Near Burnside Industrial Park exit off Highway 118 | 9 | 8 | 10 | 9 | 10 | 8 | 5 | 8 | 11 | 12 | 0 | 4 | 5 | 11 | 9 | 9 | 11 | 8 |
| In the Aerotech Park area near the Halifax Airport | 8 | 7 | 9 | 7 | 7 | 9 | 6 | 5 | 11 | 12 | 0 | 7 | 12 | 7 | 6 | 11 | 6 | 9 |
| At Saint Mary's University in Halifax | 7 | 6 | 7 | 7 | 5 | 8 | 16 | 3 | 2 | 2 | 12 | 7 | 8 | 6 | 4 | 11 | 5 | 8 |
| In the Cogswell Interchange area in downtown Halifax | 6 | 7 | 5 | 9 | 5 | 4 | 14 | 1 | 2 | 4 | 22 | 5 | 5 | 5 | 7 | 4 | 7 | 5 |
| Near Loon Lake in Dartmouth | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 |
| Other | 4 | 6 | 2 | 2 | 5 | 5 | 7 | 3 | 4 | 2 | 13 | 0 | 7 | 3 | 4 | 4 | 4 | 4 |
| Don't think a stadium should be built/Don't want a stadium anywhere | 1 | 0 | 1 | 0 | 2 | 1 | 1 | 1 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 2 | 1 | 1 |
| Don't know/No opinion | 2 | 1 | 3 | 4 | 0 | 3 | 3 | 1 | 6 | 0 | 6 | 0 | 1 | 3 | 2 | 2 | 4 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |

2011 HRM STADIUM STUDY

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TABLE 8:

HRM Regional Council in December will vote upon whether or not to proceed with committing to fund a stadium. At a minimum, the stadium would have 20,000 seats, of which 10,000 would be permanent seats and 10,000 would be temporary seats. Such a facility would meet the requirements of HRM pursuing participation in the FIFA Women's World Cup 2015 Canada, and FIFA Under-20 Women's World Cup 2014 Canada. In addition to meeting these minimum requirements, the stadium would be designed to meet the ongoing needs of community sport and recreation activities, provide opportunities for future event hosting of provincial, national and international sport events, including the possibility to later be expanded to meet the needs of a professional sports franchise that might locate in HRM. Do you favour or oppose HRM funding a stadium that would be designed for these purposes? Use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.'

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely support | 34 | 36 | 31 | 24 | 44 | 31 | 30 | 38 | 33 | 34 | 43 | 48 | 39 | 30 | 54 | 3 | 40 | 30 |
| 9 | 10 | 9 | 12 | 22 | 7 | 4 | 12 | 10 | 10 | 10 | 6 | 2 | 13 | 11 | 15 | 4 | 7 | 13 |
| 8 | 13 | 12 | 14 | 9 | 16 | 14 | 11 | 14 | 6 | 18 | 12 | 20 | 8 | 14 | 17 | 7 | 13 | 13 |
| 7 | 13 | 13 | 13 | 18 | 8 | 14 | 13 | 12 | 13 | 13 | 17 | 5 | 17 | 12 | 8 | 20 | 12 | 13 |
| 6 | 6 | 5 | 7 | 7 | 5 | 7 | 4 | 8 | 10 | 4 | 0 | 0 | 3 | 8 | 2 | 12 | 6 | 6 |
| 5 | 6 | 6 | 5 | 5 | 4 | 8 | 8 | 6 | 5 | 4 | 6 | 8 | 2 | 6 | 1 | 12 | 6 | 6 |
| 4 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 1 | 6 | 4 | 16 | 5 | 0 | 3 | 0 | 7 | 3 | 3 |
| 3 | 4 | 5 | 3 | 9 | 2 | 1 | 3 | 5 | 4 | 3 | 0 | 0 | 6 | 4 | 1 | 9 | 4 | 4 |
| 2 | 3 | 3 | 3 | 0 | 3 | 6 | 3 | 2 | 4 | 3 | 0 | 3 | 2 | 4 | 1 | 7 | 2 | 4 |
| 1 - Completely oppose | 7 | 7 | 6 | 0 | 8 | 12 | 10 | 4 | 9 | 5 | 0 | 7 | 9 | 6 | 1 | 16 | 5 | 8 |
| Don't know/No opinion | 2 | 1 | 2 | 2 | 1 | 2 | 3 | 0 | 0 | 2 | 0 | 3 | 1 | 2 | 0 | 3 | 2 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 58 | 58 | 58 | 55 | 66 | 49 | 53 | 62 | 49 | 62 | 60 | 70 | 60 | 55 | 86 | 14 | 60 | 56 |
| Top 4 Box - % 7-10 | 70 | 70 | 70 | 73 | 74 | 63 | 66 | 74 | 63 | 75 | 78 | 75 | 77 | 67 | 94 | 34 | 73 | 69 |
| Top 5 Box - % 6-10 | 76 | 75 | 78 | 80 | 79 | 69 | 70 | 82 | 73 | 79 | 78 | 75 | 80 | 75 | 96 | 46 | 79 | 75 |
| Bottom 3 Box - % 1-3 | 14 | 15 | 12 | 9 | 13 | 19 | 16 | 12 | 17 | 11 | 0 | 10 | 17 | 13 | 3 | 31 | 11 | 15 |
| Bottom 4 Box - % 1-4 | 16 | 18 | 15 | 13 | 16 | 20 | 19 | 13 | 23 | 15 | 16 | 15 | 17 | 16 | 3 | 38 | 14 | 18 |
| Bottom 5 Box - % 1-5 | 22 | 24 | 20 | 18 | 20 | 29 | 27 | 18 | 27 | 19 | 22 | 22 | 19 | 23 | 4 | 51 | 19 | 24 |
| MEAN | 7.4 | 7.4 | 7.4 | 7.6 | 7.7 | 6.8 | 7.1 | 7.7 | 7.0 | 7.6 | 7.9 | 7.8 | 7.6 | 7.3 | 8.9 | 5.0 | 7.7 | 7.2 |

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TABLE 9a:

[ASK IF CODE 1-5 IN Q.8] What is the single most important reason why you OPPOSE HRM funding a stadium designed for these purposes? Any other reasons?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|--|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------------|-------------|-------------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Cannot afford a stadium | 48 | 48 | 48 | 30 | 45 | 63 | 46 | 50 | 38 | 57 | 27 | 66 | 53 | 46 | 0 | 53 | 42 | 51 |
| Other priorities are more important | 22 | 16 | 28 | 20 | 32 | 14 | 10 | 35 | 13 | 34 | 100 | 0 | 9 | 24 | 0 | 24 | 30 | 18 |
| Waste of money/Not a good investment | 14 | 14 | 14 | 20 | 23 | 2 | 11 | 15 | 12 | 19 | 0 | 11 | 13 | 16 | 8 | 15 | 21 | 10 |
| HRM doesn't need a stadium | 11 | 6 | 16 | 10 | 13 | 9 | 5 | 12 | 0 | 25 | 100 | 11 | 19 | 4 | 0 | 12 | 16 | 8 |
| Will increase taxes | 10 | 11 | 9 | 10 | 5 | 15 | 14 | 0 | 22 | 3 | 0 | 23 | 8 | 9 | 50 | 6 | 9 | 11 |
| Only a small percentage of residents would ever use it | 3 | 3 | 2 | 0 | 2 | 5 | 5 | 4 | 0 | 0 | 0 | 11 | 0 | 3 | 0 | 3 | 2 | 3 |
| HRM is too small for such a facility | 3 | 2 | 4 | 0 | 0 | 7 | 2 | 8 | 0 | 0 | 0 | 0 | 4 | 3 | 0 | 3 | 0 | 4 |
| Build it only when HRM has a professional sports team | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 1 | 0 | 1 | 2 | 0 |
| Other | 17 | 20 | 13 | 20 | 10 | 21 | 23 | 15 | 16 | 12 | 0 | 0 | 31 | 16 | 33 | 15 | 17 | 17 |
| Don't know/No opinion | 2 | 3 | 0 | 0 | 2 | 2 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 9 | 1 | 0 | 3 |
| WEIGHTED SAMPLE SIZE (#) | 88 | 47 | 41 | 22 | 32 | 34 | 33 | 20 | 13 | 21 | 3 | 7 | 17 | 60 | 9 | 79 | 31 | 57 |
| UNWEIGHTED SAMPLE SIZE (#) | 93 | 45 | 48 | 10 | 38 | 45 | 36 | 20 | 15 | 21 | 2 | 9 | 18 | 63 | 10 | 83 | 29 | 64 |

2011 HRM STADIUM STUDY

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TABLE 9b:

[ASK IF CODE 6-10 IN Q.8] What is the single most important reason why you SUPPORT HRM funding a stadium designed for these purposes? Any other reasons?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|--|--------------|--------|--------|-------|-------|-----|-----------|-----------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------------|-------------|-------------------|----|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Economic benefits/Create jobs | 34 | 36 | 33 | 45 | 32 | 25 | 33 | 35 | 23 | 39 | 15 | 34 | 27 | 38 | 31 | 43 | 34 | 34 |
| HRM needs a stadium | 25 | 23 | 27 | 11 | 29 | 36 | 26 | 25 | 26 | 27 | 31 | 28 | 22 | 25 | 27 | 19 | 21 | 28 |
| HRM needs it to attract a professional sports team | 16 | 19 | 12 | 16 | 18 | 12 | 22 | 11 | 12 | 15 | 17 | 13 | 26 | 12 | 19 | 5 | 15 | 16 |
| Sport and recreation facilities are an important part of the | 13 | 11 | 15 | 14 | 14 | 10 | 10 | 17 | 4 | 16 | 38 | 0 | 22 | 10 | 12 | 16 | 19 | 8 |
| Will attract big events/concerts/etc. | 13 | 15 | 10 | 16 | 14 | 6 | 13 | 15 | 11 | 12 | 0 | 3 | 10 | 16 | 12 | 17 | 15 | 11 |
| This is a very important priority | 10 | 9 | 11 | 7 | 12 | 11 | 12 | 11 | 2 | 10 | 0 | 7 | 18 | 8 | 12 | 3 | 9 | 11 |
| Increased tourism/Will attract people to the area | 10 | 9 | 11 | 20 | 6 | 3 | 11 | 8 | 15 | 9 | 7 | 7 | 11 | 10 | 10 | 9 | 12 | 9 |
| Good for the community/province | 7 | 6 | 8 | 11 | 5 | 4 | 3 | 9 | 4 | 9 | 8 | 6 | 19 | 3 | 6 | 10 | 8 | 6 |
| Most residents would use it at one time or another | 7 | 6 | 7 | 7 | 9 | 3 | 3 | 12 | 2 | 7 | 0 | 11 | 10 | 5 | 7 | 7 | 8 | 6 |
| HRM is big enough to support such a facility | 6 | 7 | 5 | 5 | 7 | 6 | 11 | 6 | 4 | 3 | 15 | 6 | 6 | 6 | 8 | 0 | 4 | 7 |
| Bring Halifax up to standards with other cities | 5 | 4 | 6 | 2 | 8 | 5 | 3 | 8 | 4 | 6 | 0 | 7 | 5 | 6 | 6 | 2 | 6 | 5 |
| Local athletes/sport teams need a stadium | 4 | 4 | 5 | 2 | 6 | 5 | 4 | 5 | 4 | 4 | 8 | 3 | 4 | 5 | 5 | 2 | 4 | 5 |
| Promote recreation/healthy living | 2 | 1 | 2 | 2 | 1 | 2 | 3 | 2 | 0 | 0 | 8 | 0 | 0 | 2 | 1 | 0 | 2 | 1 |
| Put Halifax on the map/International identity | 2 | 2 | 1 | 0 | 3 | 2 | 1 | 4 | 0 | 1 | 0 | 0 | 4 | 1 | 2 | 0 | 2 | 1 |
| I am a sports fan/Personally involved in sports | 1 | 0 | 2 | 2 | 1 | 2 | 0 | 2 | 6 | 1 | 0 | 3 | 2 | 1 | 2 | 0 | 1 | 2 |
| We can afford a stadium | 1 | 0 | 2 | 0 | 0 | 3 | 2 | 0 | 2 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 |
| Other | 8 | 9 | 7 | 7 | 10 | 8 | 9 | 9 | 11 | 5 | 0 | 6 | 8 | 9 | 7 | 11 | 9 | 8 |
| Don't know/No opinion | 2 | 2 | 1 | 0 | 1 | 4 | 1 | 3 | 2 | 1 | 0 | 7 | 0 | 2 | 2 | 1 | 1 | 2 |

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TABLE 9b:

[ASK IF CODE 6-10 IN Q.8] What is the single most important reason why you SUPPORT HRM funding a stadium designed for these purposes? Any other reasons?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|----------------------------|--------------|--------|--------|-------|-------|-----|-----------|-----------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------------|-------------|-------------------|-----|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| WEIGHTED SAMPLE SIZE (#) | 306 | 148 | 157 | 96 | 127 | 82 | 86 | 89 | 36 | 88 | 11 | 24 | 71 | 199 | 231 | 72 | 126 | 179 |
| UNWEIGHTED SAMPLE SIZE (#) | 301 | 144 | 157 | 44 | 148 | 109 | 77 | 97 | 38 | 80 | 13 | 31 | 65 | 190 | 234 | 65 | 115 | 186 |

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TABLE 10a:

The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM?

The stadium should meet the minimum requirements for HRM to host soccer games at the FIFA Women's World Cup Canada 2015 tournament and FIFA Under-20 Women's World Cup Canada 2014 tournament, that is, a capacity of 20,000 seats, of which 10,000 are permanent

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 41 | 40 | 41 | 38 | 41 | 42 | 32 | 40 | 40 | 50 | 47 | 51 | 46 | 37 | 56 | 17 | 39 | 41 |
| 9 | 7 | 5 | 10 | 4 | 12 | 5 | 8 | 6 | 13 | 6 | 0 | 5 | 6 | 9 | 10 | 3 | 8 | 7 |
| 8 | 21 | 22 | 21 | 25 | 17 | 23 | 26 | 24 | 15 | 16 | 31 | 24 | 15 | 22 | 20 | 24 | 21 | 21 |
| 7 | 11 | 10 | 11 | 13 | 11 | 8 | 9 | 10 | 12 | 13 | 0 | 2 | 5 | 14 | 6 | 17 | 12 | 10 |
| 6 | 6 | 6 | 6 | 11 | 4 | 4 | 5 | 8 | 6 | 5 | 16 | 2 | 7 | 6 | 2 | 12 | 9 | 4 |
| 5 | 4 | 3 | 4 | 0 | 6 | 4 | 4 | 4 | 2 | 3 | 0 | 3 | 4 | 4 | 2 | 6 | 2 | 4 |
| 4 | 1 | 2 | 0 | 0 | 1 | 2 | 1 | 0 | 1 | 2 | 0 | 2 | 2 | 1 | 1 | 2 | 1 | 1 |
| 3 | 3 | 3 | 2 | 5 | 2 | 2 | 4 | 0 | 6 | 2 | 0 | 2 | 7 | 2 | 2 | 4 | 2 | 3 |
| 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 0 | 1 | 0 | 0 | 2 | 1 | 0 | 3 | 1 | 2 |
| 1 - Not at all important | 5 | 6 | 3 | 2 | 5 | 7 | 8 | 4 | 4 | 2 | 6 | 5 | 6 | 4 | 2 | 10 | 3 | 6 |
| Don't know/No opinion | 1 | 0 | 1 | 0 | 0 | 2 | 1 | 1 | 2 | 0 | 0 | 3 | 1 | 1 | 0 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 69 | 67 | 71 | 67 | 70 | 70 | 66 | 70 | 67 | 73 | 78 | 81 | 67 | 68 | 86 | 44 | 69 | 69 |
| Top 4 Box - % 7-10 | 80 | 77 | 82 | 80 | 81 | 78 | 75 | 80 | 79 | 86 | 78 | 83 | 72 | 82 | 92 | 61 | 81 | 79 |
| Top 5 Box - % 6-10 | 86 | 83 | 88 | 91 | 85 | 83 | 81 | 88 | 85 | 91 | 94 | 85 | 78 | 88 | 94 | 73 | 91 | 83 |
| Bottom 3 Box - % 1-3 | 9 | 11 | 6 | 9 | 8 | 10 | 13 | 7 | 10 | 5 | 6 | 7 | 15 | 7 | 3 | 17 | 6 | 11 |
| Bottom 4 Box - % 1-4 | 10 | 13 | 7 | 9 | 9 | 11 | 14 | 7 | 12 | 7 | 6 | 10 | 17 | 8 | 4 | 19 | 7 | 12 |
| Bottom 5 Box - % 1-5 | 13 | 16 | 10 | 9 | 15 | 15 | 18 | 12 | 13 | 9 | 6 | 12 | 21 | 11 | 6 | 25 | 9 | 16 |
| MEAN | 8.0 | 7.8 | 8.2 | 7.9 | 8.0 | 7.9 | 7.5 | 8.0 | 8.0 | 8.4 | 8.2 | 8.4 | 7.7 | 8.0 | 8.8 | 6.6 | 8.1 | 7.9 |

2011 HRM STADIUM STUDY

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TABLE 10b:

The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM?

The stadium should meet the ongoing needs of community sport and recreation activities

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 55 | 52 | 58 | 60 | 53 | 54 | 50 | 55 | 55 | 62 | 29 | 58 | 63 | 54 | 65 | 38 | 55 | 55 |
| 9 | 13 | 11 | 14 | 15 | 11 | 13 | 15 | 11 | 10 | 13 | 35 | 7 | 10 | 13 | 12 | 14 | 13 | 13 |
| 8 | 17 | 18 | 17 | 7 | 24 | 19 | 15 | 21 | 24 | 13 | 17 | 23 | 16 | 17 | 14 | 23 | 21 | 15 |
| 7 | 6 | 8 | 4 | 9 | 4 | 6 | 12 | 5 | 0 | 4 | 6 | 7 | 2 | 8 | 4 | 10 | 6 | 7 |
| 6 | 2 | 3 | 1 | 2 | 2 | 3 | 1 | 4 | 0 | 2 | 6 | 0 | 3 | 2 | 1 | 4 | 1 | 3 |
| 5 | 3 | 4 | 1 | 5 | 1 | 1 | 2 | 4 | 0 | 3 | 0 | 0 | 4 | 2 | 2 | 4 | 0 | 4 |
| 4 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| 3 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 |
| 2 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 2 | 0 | 1 |
| 1 - Not at all important | 2 | 1 | 3 | 2 | 2 | 2 | 1 | 1 | 6 | 2 | 6 | 3 | 1 | 2 | 1 | 3 | 3 | 1 |
| Don't know/No opinion | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 85 | 81 | 90 | 82 | 88 | 85 | 80 | 86 | 89 | 88 | 82 | 88 | 89 | 84 | 92 | 75 | 89 | 83 |
| Top 4 Box - % 7-10 | 92 | 89 | 94 | 91 | 92 | 91 | 92 | 91 | 89 | 92 | 88 | 95 | 90 | 92 | 96 | 85 | 95 | 89 |
| Top 5 Box - % 6-10 | 94 | 92 | 95 | 93 | 94 | 94 | 94 | 95 | 89 | 94 | 94 | 95 | 94 | 94 | 97 | 89 | 96 | 92 |
| Bottom 3 Box - % 1-3 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 1 | 9 | 2 | 6 | 5 | 2 | 3 | 1 | 6 | 3 | 2 |
| Bottom 4 Box - % 1-4 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 1 | 9 | 3 | 6 | 5 | 2 | 3 | 1 | 6 | 4 | 3 |
| Bottom 5 Box - % 1-5 | 6 | 7 | 4 | 7 | 5 | 5 | 6 | 5 | 9 | 6 | 6 | 5 | 6 | 6 | 3 | 10 | 4 | 7 |
| MEAN | 8.9 | 8.7 | 9.0 | 8.9 | 8.8 | 8.8 | 8.7 | 8.9 | 8.6 | 9.0 | 8.3 | 8.8 | 9.0 | 8.8 | 9.2 | 8.2 | 8.9 | 8.8 |

2011 HRM STADIUM STUDY

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TABLE 10c:

The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM?

The stadium should provide opportunities for future hosting of provincial, national and international sport events

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 54 | 53 | 54 | 53 | 51 | 59 | 51 | 56 | 51 | 55 | 60 | 58 | 64 | 50 | 68 | 32 | 53 | 55 |
| 9 | 14 | 13 | 14 | 18 | 13 | 11 | 19 | 13 | 14 | 9 | 0 | 6 | 10 | 17 | 15 | 10 | 11 | 16 |
| 8 | 18 | 18 | 17 | 15 | 23 | 14 | 15 | 18 | 15 | 21 | 17 | 17 | 11 | 20 | 12 | 26 | 22 | 15 |
| 7 | 6 | 6 | 7 | 7 | 6 | 6 | 7 | 5 | 5 | 7 | 0 | 10 | 5 | 7 | 3 | 13 | 6 | 7 |
| 6 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 7 | 0 | 0 | 2 | 3 | 2 | 1 | 4 | 1 | 3 |
| 5 | 3 | 2 | 3 | 4 | 1 | 3 | 1 | 2 | 6 | 3 | 16 | 3 | 1 | 3 | 1 | 5 | 4 | 2 |
| 4 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| 3 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 1 | 1 |
| 2 | 1 | 1 | 0 | 2 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 2 | 0 |
| 1 - Not at all important | 2 | 1 | 2 | 0 | 3 | 2 | 3 | 1 | 0 | 2 | 6 | 3 | 1 | 2 | 0 | 4 | 2 | 1 |
| Don't know/No opinion | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 3 | 0 | 1 | 0 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 85 | 84 | 86 | 85 | 86 | 84 | 85 | 87 | 80 | 86 | 78 | 80 | 85 | 86 | 95 | 69 | 85 | 85 |
| Top 4 Box - % 7-10 | 92 | 90 | 93 | 93 | 92 | 90 | 92 | 92 | 85 | 92 | 78 | 90 | 90 | 93 | 98 | 82 | 91 | 92 |
| Top 5 Box - % 6-10 | 94 | 93 | 94 | 95 | 94 | 92 | 94 | 94 | 92 | 92 | 78 | 92 | 93 | 95 | 99 | 85 | 92 | 95 |
| Bottom 3 Box - % 1-3 | 3 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 0 | 4 | 6 | 3 | 5 | 2 | 0 | 8 | 4 | 2 |
| Bottom 4 Box - % 1-4 | 3 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 0 | 5 | 6 | 3 | 6 | 2 | 0 | 8 | 4 | 2 |
| Bottom 5 Box - % 1-5 | 6 | 6 | 5 | 5 | 6 | 7 | 5 | 6 | 6 | 8 | 22 | 5 | 7 | 5 | 1 | 13 | 8 | 4 |
| MEAN | 8.8 | 8.8 | 8.9 | 8.9 | 8.7 | 8.9 | 8.9 | 8.9 | 8.8 | 8.8 | 8.3 | 8.8 | 8.9 | 8.8 | 9.4 | 7.9 | 8.7 | 8.9 |

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TABLE 10d:

The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM?

The stadium should provide opportunities for future hosting of ongoing community entertainment and sporting activities

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 54 | 49 | 59 | 60 | 49 | 54 | 51 | 54 | 57 | 56 | 57 | 51 | 57 | 54 | 65 | 35 | 52 | 55 |
| 9 | 12 | 13 | 11 | 11 | 15 | 9 | 13 | 14 | 5 | 13 | 13 | 13 | 9 | 13 | 15 | 8 | 16 | 10 |
| 8 | 22 | 22 | 21 | 22 | 22 | 21 | 19 | 22 | 31 | 19 | 17 | 27 | 21 | 21 | 15 | 33 | 23 | 21 |
| 7 | 5 | 5 | 4 | 4 | 6 | 4 | 5 | 3 | 3 | 7 | 0 | 0 | 2 | 7 | 2 | 9 | 7 | 4 |
| 6 | 1 | 2 | 1 | 0 | 1 | 3 | 2 | 0 | 3 | 1 | 0 | 0 | 2 | 1 | 0 | 3 | 0 | 2 |
| 5 | 4 | 6 | 2 | 4 | 3 | 5 | 6 | 5 | 0 | 2 | 0 | 5 | 7 | 3 | 2 | 7 | 2 | 5 |
| 3 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 1 |
| 2 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 1 | 0 | 0 |
| 1 - Not at all important | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 2 | 6 | 0 | 1 | 1 | 0 | 2 | 1 | 1 |
| Don't know/No opinion | 1 | 1 | 1 | 0 | 1 | 2 | 2 | 1 | 2 | 0 | 6 | 3 | 0 | 1 | 0 | 2 | 0 | 2 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 88 | 84 | 91 | 93 | 87 | 84 | 83 | 90 | 92 | 88 | 88 | 90 | 87 | 88 | 95 | 76 | 91 | 86 |
| Top 4 Box - % 7-10 | 93 | 90 | 96 | 96 | 93 | 88 | 88 | 93 | 95 | 96 | 88 | 90 | 89 | 94 | 97 | 85 | 97 | 90 |
| Top 5 Box - % 6-10 | 94 | 91 | 96 | 96 | 94 | 91 | 90 | 93 | 98 | 96 | 88 | 90 | 90 | 96 | 98 | 88 | 97 | 92 |
| Bottom 3 Box - % 1-3 | 1 | 2 | 1 | 0 | 2 | 3 | 2 | 1 | 0 | 2 | 6 | 3 | 3 | 1 | 0 | 3 | 1 | 2 |
| Bottom 4 Box - % 1-4 | 1 | 2 | 1 | 0 | 2 | 3 | 2 | 1 | 0 | 2 | 6 | 3 | 3 | 1 | 0 | 3 | 1 | 2 |
| Bottom 5 Box - % 1-5 | 5 | 7 | 3 | 4 | 5 | 7 | 8 | 6 | 0 | 4 | 6 | 7 | 10 | 3 | 2 | 10 | 3 | 7 |
| MEAN | 8.9 | 8.8 | 9.1 | 9.2 | 8.9 | 8.8 | 8.8 | 9.0 | 9.1 | 9.0 | 8.9 | 8.9 | 8.8 | 9.0 | 9.4 | 8.2 | 9.0 | 8.9 |

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TABLE 10e:

The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM?

The stadium should be built in such a way as to permit future expansion of the facility, should the need arise, such as to meet the needs of a professional sports team that potentially could locate in HRM

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 42 | 45 | 39 | 40 | 44 | 42 | 41 | 44 | 41 | 43 | 37 | 52 | 42 | 41 | 56 | 22 | 43 | 42 |
| 9 | 11 | 13 | 10 | 11 | 9 | 14 | 12 | 15 | 8 | 8 | 28 | 5 | 8 | 12 | 11 | 13 | 9 | 13 |
| 8 | 21 | 15 | 27 | 20 | 22 | 21 | 15 | 19 | 27 | 27 | 24 | 17 | 19 | 22 | 22 | 20 | 24 | 19 |
| 7 | 8 | 8 | 8 | 9 | 9 | 6 | 9 | 8 | 5 | 7 | 6 | 5 | 9 | 8 | 4 | 14 | 8 | 8 |
| 6 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 3 | 5 | 5 | 0 | 3 | 7 | 4 | 3 | 6 | 4 | 4 |
| 5 | 6 | 5 | 7 | 7 | 5 | 6 | 8 | 5 | 6 | 3 | 0 | 7 | 5 | 6 | 4 | 9 | 3 | 8 |
| 4 | 2 | 2 | 2 | 4 | 0 | 2 | 3 | 2 | 1 | 1 | 0 | 2 | 3 | 1 | 1 | 2 | 3 | 1 |
| 3 | 2 | 3 | 0 | 4 | 0 | 2 | 2 | 3 | 1 | 1 | 0 | 0 | 4 | 1 | 0 | 5 | 2 | 2 |
| 2 | 1 | 1 | 1 | 0 | 2 | 1 | 2 | 0 | 2 | 1 | 0 | 3 | 1 | 1 | 0 | 3 | 1 | 1 |
| 1 - Not at all important | 2 | 2 | 3 | 0 | 4 | 2 | 2 | 1 | 2 | 4 | 6 | 3 | 2 | 2 | 1 | 4 | 3 | 2 |
| Don't know/No opinion | 1 | 1 | 1 | 0 | 2 | 1 | 3 | 0 | 2 | 0 | 0 | 5 | 0 | 1 | 0 | 2 | 0 | 2 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 75 | 74 | 75 | 71 | 75 | 78 | 67 | 78 | 75 | 79 | 88 | 74 | 69 | 75 | 88 | 54 | 75 | 74 |
| Top 4 Box - % 7-10 | 82 | 81 | 83 | 80 | 84 | 83 | 76 | 86 | 80 | 85 | 94 | 78 | 78 | 84 | 92 | 68 | 84 | 82 |
| Top 5 Box - % 6-10 | 86 | 86 | 87 | 85 | 87 | 86 | 80 | 89 | 85 | 91 | 94 | 81 | 85 | 87 | 95 | 75 | 88 | 86 |
| Bottom 3 Box - % 1-3 | 5 | 6 | 4 | 4 | 6 | 5 | 6 | 3 | 5 | 5 | 6 | 5 | 7 | 4 | 1 | 12 | 6 | 4 |
| Bottom 4 Box - % 1-4 | 7 | 8 | 6 | 7 | 6 | 7 | 9 | 5 | 7 | 6 | 6 | 7 | 11 | 6 | 1 | 14 | 9 | 5 |
| Bottom 5 Box - % 1-5 | 13 | 13 | 13 | 15 | 11 | 13 | 17 | 11 | 13 | 9 | 6 | 14 | 15 | 12 | 5 | 23 | 12 | 13 |
| MEAN | 8.3 | 8.3 | 8.2 | 8.2 | 8.3 | 8.3 | 8.0 | 8.5 | 8.2 | 8.3 | 8.5 | 8.4 | 8.0 | 8.3 | 8.9 | 7.2 | 8.2 | 8.3 |

2011 HRM STADIUM STUDY

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TABLE 10f:

The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM?

The stadium should be multi-use and thus built for various sports

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 58 | 55 | 62 | 60 | 58 | 58 | 51 | 62 | 59 | 64 | 57 | 63 | 56 | 59 | 68 | 44 | 57 | 60 |
| 9 | 13 | 12 | 14 | 11 | 16 | 10 | 14 | 11 | 16 | 11 | 13 | 13 | 7 | 15 | 12 | 13 | 15 | 11 |
| 8 | 19 | 22 | 15 | 20 | 17 | 19 | 22 | 20 | 16 | 14 | 18 | 15 | 26 | 16 | 15 | 24 | 23 | 16 |
| 7 | 5 | 6 | 4 | 7 | 4 | 5 | 5 | 6 | 2 | 6 | 6 | 2 | 5 | 5 | 3 | 8 | 2 | 7 |
| 6 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 0 | 1 | 2 | 0 | 2 | 2 | 1 | 1 | 2 | 1 | 2 |
| 5 | 2 | 2 | 1 | 0 | 2 | 3 | 3 | 1 | 3 | 1 | 0 | 5 | 1 | 2 | 1 | 3 | 1 | 2 |
| 2 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| 1 - Not at all important | 1 | 0 | 2 | 0 | 2 | 2 | 1 | 1 | 0 | 3 | 6 | 0 | 1 | 1 | 0 | 3 | 2 | 1 |
| Don't know/No opinion | 1 | 0 | 1 | 0 | 0 | 2 | 1 | 0 | 3 | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 90 | 88 | 91 | 91 | 90 | 87 | 87 | 92 | 91 | 89 | 88 | 90 | 90 | 90 | 95 | 81 | 94 | 86 |
| Top 4 Box - % 7-10 | 95 | 94 | 95 | 98 | 94 | 92 | 92 | 99 | 92 | 95 | 94 | 93 | 95 | 95 | 98 | 89 | 97 | 93 |
| Top 5 Box - % 6-10 | 96 | 96 | 96 | 100 | 95 | 94 | 95 | 99 | 94 | 96 | 94 | 95 | 97 | 96 | 99 | 91 | 97 | 95 |
| Bottom 3 Box - % 1-3 | 1 | 1 | 2 | 0 | 2 | 2 | 1 | 1 | 0 | 3 | 6 | 0 | 1 | 1 | 0 | 4 | 2 | 1 |
| Bottom 4 Box - % 1-4 | 1 | 1 | 2 | 0 | 2 | 2 | 1 | 1 | 0 | 3 | 6 | 0 | 1 | 1 | 0 | 4 | 2 | 1 |
| Bottom 5 Box - % 1-5 | 3 | 3 | 3 | 0 | 4 | 5 | 4 | 1 | 3 | 4 | 6 | 5 | 2 | 3 | 1 | 7 | 3 | 3 |
| MEAN | 9.1 | 9.0 | 9.2 | 9.2 | 9.0 | 9.0 | 8.9 | 9.2 | 9.2 | 9.1 | 8.8 | 9.2 | 9.0 | 9.1 | 9.4 | 8.5 | 9.1 | 9.1 |

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TABLE 10g:

The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM?

The stadium should be multi-use and thus built for various entertainment activities beyond sports

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 56 | 56 | 56 | 55 | 58 | 54 | 54 | 57 | 57 | 58 | 29 | 56 | 52 | 59 | 64 | 45 | 54 | 57 |
| 9 | 10 | 8 | 12 | 11 | 12 | 7 | 12 | 12 | 6 | 7 | 29 | 7 | 6 | 11 | 9 | 11 | 14 | 7 |
| 8 | 17 | 18 | 16 | 15 | 18 | 19 | 12 | 17 | 19 | 22 | 35 | 22 | 19 | 15 | 17 | 18 | 16 | 18 |
| 7 | 8 | 9 | 7 | 13 | 5 | 8 | 11 | 6 | 5 | 8 | 0 | 5 | 9 | 8 | 5 | 13 | 9 | 7 |
| 6 | 2 | 2 | 2 | 0 | 3 | 3 | 1 | 2 | 3 | 2 | 0 | 5 | 3 | 1 | 2 | 2 | 1 | 3 |
| 5 | 2 | 2 | 1 | 0 | 1 | 4 | 4 | 1 | 0 | 1 | 0 | 2 | 1 | 2 | 0 | 4 | 0 | 3 |
| 4 | 1 | 1 | 0 | 2 | 0 | 1 | 1 | 2 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 1 | 0 |
| 3 | 1 | 0 | 1 | 2 | 1 | 1 | 0 | 1 | 4 | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 2 | 0 |
| 2 | 2 | 2 | 2 | 4 | 1 | 1 | 4 | 1 | 2 | 1 | 0 | 0 | 4 | 1 | 2 | 1 | 1 | 2 |
| 1 - Not at all important | 1 | 1 | 1 | 0 | 1 | 2 | 1 | 1 | 2 | 2 | 6 | 3 | 1 | 1 | 0 | 3 | 1 | 1 |
| Don't know/No opinion | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 83 | 82 | 84 | 80 | 88 | 80 | 77 | 86 | 82 | 86 | 94 | 85 | 77 | 84 | 89 | 73 | 84 | 83 |
| Top 4 Box - % 7-10 | 91 | 91 | 92 | 93 | 93 | 88 | 89 | 92 | 87 | 94 | 94 | 90 | 86 | 93 | 94 | 87 | 93 | 90 |
| Top 5 Box - % 6-10 | 93 | 93 | 93 | 93 | 95 | 91 | 90 | 94 | 91 | 96 | 94 | 95 | 89 | 94 | 96 | 89 | 94 | 93 |
| Bottom 3 Box - % 1-3 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 2 | 8 | 3 | 6 | 3 | 6 | 3 | 3 | 4 | 4 | 3 |
| Bottom 4 Box - % 1-4 | 4 | 4 | 5 | 7 | 3 | 4 | 5 | 4 | 8 | 3 | 6 | 3 | 9 | 3 | 4 | 6 | 6 | 4 |
| Bottom 5 Box - % 1-5 | 6 | 7 | 6 | 7 | 4 | 8 | 9 | 6 | 8 | 4 | 6 | 5 | 10 | 5 | 4 | 10 | 6 | 6 |
| MEAN | 8.8 | 8.8 | 8.8 | 8.7 | 9.0 | 8.7 | 8.7 | 8.9 | 8.7 | 8.9 | 8.5 | 8.8 | 8.4 | 8.9 | 9.1 | 8.4 | 8.8 | 8.8 |

2011 HRM STADIUM STUDY

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TABLE 10h:

The following are among the factors that could be considered when deciding on the design of the stadium. Using a scale from '1' to '10' in which '1' means 'not at all important,' and '10' means 'critically important,' how important should each of these factors be when deciding upon a design for a stadium in HRM?

The design of the stadium should make HRM residents proud to have it in their community

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Critically important | 60 | 58 | 62 | 73 | 53 | 57 | 58 | 58 | 64 | 63 | 59 | 58 | 67 | 58 | 73 | 39 | 60 | 60 |
| 9 | 11 | 11 | 12 | 5 | 19 | 7 | 11 | 14 | 12 | 9 | 6 | 7 | 11 | 12 | 12 | 10 | 14 | 10 |
| 8 | 14 | 15 | 13 | 9 | 14 | 19 | 13 | 13 | 13 | 16 | 24 | 22 | 15 | 13 | 9 | 23 | 15 | 14 |
| 7 | 6 | 6 | 5 | 9 | 5 | 4 | 5 | 9 | 2 | 5 | 6 | 5 | 3 | 7 | 4 | 9 | 5 | 6 |
| 6 | 2 | 2 | 1 | 2 | 1 | 2 | 3 | 1 | 2 | 0 | 0 | 0 | 1 | 2 | 0 | 4 | 2 | 1 |
| 5 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 2 | 1 | 4 | 0 | 2 | 2 | 4 | 2 | 5 | 0 | 5 |
| 4 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2 | 1 | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 5 | 0 | 0 | 3 | 0 | 1 | 0 | 2 | 1 | 1 |
| 1 - Not at all important | 2 | 2 | 2 | 0 | 3 | 3 | 2 | 1 | 0 | 3 | 6 | 3 | 1 | 2 | 0 | 5 | 3 | 2 |
| Don't know/No opinion | 1 | 1 | 1 | 0 | 2 | 1 | 2 | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 86 | 84 | 87 | 87 | 86 | 83 | 82 | 85 | 89 | 88 | 88 | 88 | 94 | 83 | 94 | 73 | 89 | 84 |
| Top 4 Box - % 7-10 | 91 | 91 | 92 | 96 | 91 | 87 | 87 | 94 | 91 | 93 | 94 | 93 | 96 | 90 | 98 | 82 | 94 | 90 |
| Top 5 Box - % 6-10 | 93 | 93 | 93 | 98 | 92 | 89 | 90 | 96 | 92 | 93 | 94 | 93 | 97 | 92 | 98 | 86 | 96 | 91 |
| Bottom 3 Box - % 1-3 | 3 | 3 | 3 | 0 | 4 | 5 | 3 | 1 | 5 | 3 | 6 | 5 | 1 | 3 | 0 | 7 | 4 | 2 |
| Bottom 4 Box - % 1-4 | 3 | 3 | 3 | 0 | 4 | 5 | 4 | 1 | 5 | 3 | 6 | 5 | 1 | 3 | 0 | 7 | 4 | 3 |
| Bottom 5 Box - % 1-5 | 6 | 6 | 6 | 2 | 7 | 9 | 8 | 3 | 6 | 7 | 6 | 7 | 3 | 7 | 2 | 12 | 4 | 7 |
| MEAN | 8.9 | 8.9 | 9.0 | 9.3 | 8.9 | 8.7 | 8.8 | 9.0 | 9.0 | 8.9 | 8.8 | 8.8 | 9.3 | 8.9 | 9.5 | 8.1 | 9.0 | 8.9 |

2011 HRM STADIUM STUDY

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TABLE 11:

Are there other factors that you think should be considered when deciding the design of the stadium? Anything else?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|---|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Aesthetics/Design should represent Maritimes | 8 | 10 | 6 | 11 | 7 | 6 | 9 | 8 | 6 | 8 | 0 | 7 | 12 | 7 | 10 | 5 | 7 | 8 |
| Environmentally friendly | 8 | 6 | 10 | 11 | 8 | 4 | 7 | 10 | 5 | 9 | 0 | 2 | 10 | 8 | 7 | 8 | 7 | 8 |
| Cost | 7 | 8 | 5 | 2 | 8 | 9 | 7 | 9 | 8 | 3 | 0 | 7 | 8 | 6 | 6 | 8 | 7 | 6 |
| Good transportation links/Accessibility | 7 | 9 | 5 | 7 | 8 | 7 | 8 | 11 | 7 | 3 | 0 | 7 | 7 | 8 | 8 | 6 | 8 | 7 |
| All weather use/Retractable roof/Covered | 6 | 7 | 6 | 5 | 7 | 6 | 8 | 5 | 2 | 8 | 0 | 5 | 10 | 5 | 6 | 6 | 5 | 7 |
| Multi use | 5 | 2 | 8 | 7 | 3 | 4 | 4 | 8 | 2 | 4 | 12 | 2 | 8 | 4 | 5 | 4 | 8 | 3 |
| Size/Big enough to facilitate large scale events | 4 | 4 | 4 | 2 | 5 | 4 | 3 | 3 | 4 | 5 | 6 | 2 | 6 | 3 | 4 | 2 | 4 | 4 |
| State of the art/Modern/All amenities | 3 | 4 | 3 | 5 | 2 | 2 | 6 | 1 | 0 | 3 | 0 | 2 | 9 | 2 | 5 | 1 | 2 | 4 |
| Ample parking | 2 | 1 | 3 | 2 | 4 | 1 | 0 | 6 | 2 | 2 | 0 | 2 | 2 | 2 | 3 | 2 | 5 | 1 |
| Handicap accessible/Accessible for all | 2 | 0 | 4 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 0 | 0 | 3 | 2 | 1 | 4 | 3 | 2 |
| Community use | 1 | 2 | 0 | 2 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 3 | 2 | 0 | 1 | 1 | 0 | 1 |
| Adjacent land use/Ability to expand | 1 | 1 | 1 | 2 | 2 | 0 | 3 | 2 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 2 | 1 | 2 |
| Stadium should be near where other services are available | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 1 |
| Other | 9 | 9 | 10 | 7 | 10 | 11 | 10 | 11 | 17 | 4 | 6 | 15 | 5 | 10 | 10 | 9 | 8 | 10 |
| Nothing/Covered everything | 4 | 4 | 5 | 2 | 5 | 6 | 8 | 3 | 3 | 3 | 0 | 7 | 6 | 4 | 5 | 3 | 2 | 6 |
| Don't know/No answer | 43 | 43 | 43 | 40 | 42 | 47 | 31 | 44 | 56 | 51 | 77 | 45 | 31 | 45 | 42 | 46 | 46 | 41 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 12:

Now that you have heard about various design factors or considerations regarding the stadium, do you favour or oppose HRM funding a stadium that would be designed for these purposes? Use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.'

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely support | 43 | 42 | 44 | 38 | 52 | 37 | 36 | 45 | 39 | 51 | 43 | 54 | 52 | 39 | 68 | 5 | 45 | 42 |
| 9 | 9 | 8 | 10 | 11 | 9 | 7 | 9 | 7 | 10 | 10 | 12 | 0 | 5 | 11 | 13 | 3 | 11 | 7 |
| 8 | 14 | 14 | 14 | 20 | 9 | 13 | 14 | 17 | 12 | 9 | 11 | 7 | 15 | 14 | 12 | 17 | 12 | 15 |
| 7 | 8 | 8 | 8 | 7 | 7 | 11 | 8 | 8 | 10 | 7 | 6 | 14 | 7 | 8 | 2 | 15 | 8 | 8 |
| 6 | 5 | 5 | 4 | 7 | 4 | 3 | 5 | 4 | 5 | 6 | 16 | 0 | 6 | 4 | 1 | 10 | 7 | 3 |
| 5 | 6 | 7 | 5 | 9 | 2 | 8 | 7 | 6 | 5 | 6 | 0 | 10 | 3 | 7 | 1 | 14 | 4 | 7 |
| 4 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 4 | 3 | 0 | 0 | 5 | 3 | 1 | 0 | 5 | 2 | 2 |
| 3 | 4 | 4 | 3 | 5 | 4 | 1 | 3 | 3 | 8 | 3 | 0 | 0 | 1 | 5 | 1 | 7 | 4 | 3 |
| 2 | 2 | 1 | 3 | 0 | 3 | 2 | 3 | 1 | 2 | 1 | 0 | 0 | 0 | 3 | 0 | 5 | 1 | 2 |
| 1 - Completely oppose | 7 | 7 | 7 | 0 | 9 | 12 | 9 | 6 | 7 | 7 | 6 | 10 | 8 | 7 | 0 | 18 | 6 | 8 |
| Don't know/No opinion | 1 | 2 | 1 | 0 | 1 | 3 | 4 | 0 | 0 | 0 | 6 | 0 | 1 | 1 | 1 | 1 | 1 | 2 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 66 | 63 | 68 | 69 | 69 | 57 | 59 | 69 | 61 | 70 | 66 | 61 | 72 | 64 | 93 | 25 | 67 | 64 |
| Top 4 Box - % 7-10 | 74 | 71 | 76 | 76 | 76 | 68 | 68 | 77 | 71 | 77 | 72 | 75 | 79 | 72 | 96 | 40 | 75 | 73 |
| Top 5 Box - % 6-10 | 78 | 76 | 80 | 84 | 80 | 71 | 72 | 81 | 76 | 83 | 88 | 75 | 85 | 77 | 97 | 50 | 82 | 76 |
| Bottom 3 Box - % 1-3 | 13 | 12 | 13 | 5 | 16 | 16 | 15 | 10 | 17 | 11 | 6 | 10 | 9 | 14 | 2 | 30 | 11 | 13 |
| Bottom 4 Box - % 1-4 | 15 | 15 | 14 | 7 | 17 | 18 | 17 | 14 | 20 | 11 | 6 | 15 | 12 | 16 | 2 | 35 | 13 | 15 |
| Bottom 5 Box - % 1-5 | 20 | 22 | 19 | 16 | 19 | 26 | 24 | 19 | 24 | 17 | 6 | 25 | 14 | 22 | 3 | 49 | 17 | 23 |
| MEAN | 7.7 | 7.6 | 7.8 | 8.0 | 7.9 | 7.2 | 7.4 | 7.9 | 7.4 | 8.1 | 8.2 | 7.7 | 8.1 | 7.6 | 9.4 | 5.2 | 7.9 | 7.6 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 13:

Regional Council has committed up to 20 million dollars with the remainder of the stadium cost to come from other levels of government as well as private sector and other project partners. Under such circumstances, to what extent do you oppose or support HRM providing funds towards building a stadium in the Municipality? Use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.'

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely support | 38 | 39 | 38 | 29 | 46 | 38 | 33 | 43 | 44 | 36 | 23 | 48 | 50 | 34 | 64 | 0 | 41 | 37 |
| 9 | 7 | 9 | 5 | 7 | 7 | 6 | 12 | 6 | 0 | 6 | 6 | 8 | 5 | 7 | 11 | 0 | 6 | 8 |
| 8 | 15 | 14 | 16 | 18 | 13 | 15 | 13 | 11 | 17 | 19 | 31 | 12 | 10 | 16 | 25 | 0 | 13 | 17 |
| 7 | 10 | 8 | 12 | 13 | 8 | 9 | 9 | 11 | 8 | 10 | 12 | 9 | 12 | 9 | 0 | 26 | 11 | 9 |
| 6 | 5 | 5 | 5 | 7 | 5 | 3 | 2 | 9 | 9 | 3 | 0 | 5 | 4 | 6 | 0 | 13 | 6 | 4 |
| 5 | 8 | 8 | 7 | 13 | 3 | 8 | 8 | 8 | 3 | 10 | 6 | 3 | 4 | 9 | 0 | 20 | 10 | 6 |
| 4 | 3 | 5 | 1 | 7 | 1 | 1 | 3 | 3 | 1 | 4 | 16 | 0 | 2 | 3 | 0 | 8 | 1 | 4 |
| 3 | 3 | 5 | 2 | 4 | 3 | 4 | 5 | 2 | 5 | 3 | 0 | 5 | 5 | 3 | 0 | 9 | 1 | 5 |
| 2 | 2 | 1 | 3 | 0 | 3 | 2 | 2 | 2 | 4 | 1 | 0 | 0 | 0 | 3 | 0 | 5 | 2 | 2 |
| 1 - Completely oppose | 8 | 7 | 8 | 0 | 10 | 12 | 10 | 7 | 9 | 7 | 6 | 10 | 8 | 8 | 0 | 20 | 7 | 8 |
| Don't know/No opinion | 1 | 0 | 2 | 2 | 1 | 0 | 3 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 60 | 61 | 59 | 55 | 65 | 59 | 58 | 60 | 61 | 61 | 60 | 69 | 65 | 58 | 100 | 0 | 59 | 61 |
| Top 4 Box - % 7-10 | 70 | 69 | 71 | 67 | 74 | 69 | 67 | 71 | 70 | 71 | 72 | 78 | 77 | 67 | 100 | 26 | 70 | 70 |
| Top 5 Box - % 6-10 | 75 | 74 | 76 | 75 | 78 | 72 | 69 | 79 | 78 | 74 | 72 | 82 | 81 | 73 | 100 | 38 | 76 | 75 |
| Bottom 3 Box - % 1-3 | 13 | 13 | 14 | 4 | 16 | 19 | 17 | 10 | 17 | 11 | 6 | 15 | 13 | 13 | 0 | 34 | 11 | 15 |
| Bottom 4 Box - % 1-4 | 16 | 18 | 15 | 11 | 17 | 20 | 20 | 13 | 19 | 15 | 22 | 15 | 15 | 16 | 0 | 42 | 12 | 19 |
| Bottom 5 Box - % 1-5 | 24 | 26 | 22 | 24 | 21 | 28 | 28 | 21 | 22 | 25 | 28 | 18 | 19 | 26 | 0 | 62 | 22 | 25 |
| MEAN | 7.4 | 7.5 | 7.4 | 7.5 | 7.6 | 7.2 | 7.2 | 7.6 | 7.4 | 7.4 | 7.2 | 7.8 | 7.9 | 7.3 | 9.4 | 4.4 | 7.6 | 7.4 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 14a:

[ASK IF CODE 1-5 IN Q.13] Why do you OPPOSE HRM providing funds towards building a stadium in the Municipality? Any other reasons?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|--|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------------|-------------|-------------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Cannot afford a stadium | 39 | 37 | 42 | 31 | 30 | 56 | 32 | 40 | 29 | 53 | 79 | 85 | 55 | 31 | 0 | 39 | 38 | 40 |
| Other priorities are more important | 36 | 31 | 42 | 38 | 49 | 20 | 33 | 44 | 40 | 31 | 79 | 27 | 20 | 39 | 0 | 36 | 46 | 30 |
| Waste of money/Not a good investment | 11 | 15 | 6 | 15 | 11 | 7 | 12 | 11 | 7 | 11 | 79 | 0 | 13 | 8 | 0 | 11 | 17 | 8 |
| HRM doesn't need a stadium | 10 | 6 | 16 | 15 | 10 | 7 | 16 | 3 | 0 | 13 | 0 | 0 | 9 | 12 | 0 | 10 | 9 | 11 |
| Will increase taxes | 10 | 9 | 11 | 8 | 7 | 14 | 9 | 7 | 8 | 14 | 0 | 15 | 14 | 8 | 0 | 10 | 11 | 9 |
| Only a small percentage of residents would ever use it | 6 | 4 | 8 | 8 | 8 | 2 | 9 | 8 | 0 | 3 | 0 | 0 | 10 | 6 | 0 | 6 | 12 | 2 |
| Stadium could not sustain itself financially | 2 | 3 | 2 | 0 | 5 | 2 | 2 | 0 | 8 | 3 | 0 | 0 | 5 | 2 | 0 | 2 | 0 | 4 |
| HRM is too small for such a facility | 1 | 2 | 0 | 0 | 3 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 6 | 0 | 0 | 1 | 0 | 2 |
| Other | 16 | 19 | 12 | 23 | 7 | 18 | 20 | 14 | 8 | 16 | 0 | 0 | 5 | 20 | 0 | 16 | 4 | 22 |
| Don't know/No opinion | 2 | 3 | 0 | 0 | 2 | 2 | 2 | 0 | 7 | 0 | 0 | 0 | 4 | 1 | 0 | 2 | 0 | 2 |
| WEIGHTED SAMPLE SIZE (#) | 95 | 52 | 44 | 28 | 33 | 34 | 34 | 23 | 11 | 28 | 4 | 6 | 17 | 68 | 0 | 95 | 35 | 61 |
| UNWEIGHTED SAMPLE SIZE (#) | 96 | 49 | 47 | 13 | 39 | 44 | 36 | 23 | 13 | 24 | 3 | 7 | 17 | 67 | 0 | 96 | 31 | 65 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 14b:

[ASK IF CODE 6-10 IN Q.13] Why do you SUPPORT HRM providing funds towards building a stadium in the Municipality? Any other reasons?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|--|--------------|--------|--------|-------|-------|-----|-----------|-----------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------------|-------------|-------------------|----|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Economic benefits/Create jobs | 30 | 31 | 28 | 38 | 31 | 19 | 33 | 32 | 21 | 30 | 51 | 16 | 19 | 35 | 30 | 21 | 30 | 30 |
| HRM needs a stadium | 22 | 23 | 20 | 6 | 27 | 29 | 22 | 25 | 14 | 23 | 12 | 27 | 29 | 19 | 23 | 8 | 22 | 21 |
| This is a very important priority | 13 | 14 | 12 | 9 | 15 | 13 | 15 | 16 | 5 | 12 | 10 | 16 | 16 | 11 | 14 | 4 | 14 | 12 |
| Wouldn't be built otherwise/Someone has to pay | 10 | 12 | 8 | 12 | 8 | 12 | 10 | 12 | 15 | 4 | 20 | 6 | 14 | 9 | 10 | 15 | 4 | 14 |
| Sport and recreation facilities are an important part of the services municipalities provide to their citizens | 9 | 9 | 9 | 9 | 11 | 6 | 3 | 10 | 12 | 13 | 10 | 3 | 11 | 9 | 10 | 4 | 12 | 7 |
| Will attract big events/concerts/etc. | 6 | 7 | 6 | 6 | 8 | 5 | 6 | 5 | 2 | 11 | 12 | 7 | 4 | 7 | 7 | 4 | 8 | 5 |
| HRM needs it to attract a professional sports team | 6 | 7 | 5 | 9 | 6 | 4 | 10 | 6 | 0 | 6 | 20 | 0 | 11 | 5 | 7 | 0 | 4 | 8 |
| Increased tourism/Will attract people to the area | 6 | 6 | 5 | 12 | 3 | 3 | 4 | 5 | 2 | 10 | 0 | 7 | 7 | 5 | 6 | 0 | 4 | 7 |
| Most residents would use it at one time or another | 5 | 4 | 7 | 3 | 7 | 5 | 4 | 7 | 2 | 7 | 10 | 7 | 2 | 6 | 5 | 7 | 4 | 6 |
| Good for the future of the city/Good investment | 5 | 2 | 7 | 6 | 4 | 4 | 2 | 7 | 0 | 7 | 0 | 6 | 8 | 3 | 5 | 0 | 8 | 2 |
| Good for the community/province | 4 | 2 | 7 | 0 | 8 | 3 | 3 | 1 | 7 | 8 | 9 | 6 | 3 | 5 | 5 | 0 | 6 | 3 |
| Put Halifax on the map/International identity | 4 | 7 | 1 | 6 | 4 | 3 | 7 | 6 | 0 | 1 | 10 | 3 | 5 | 4 | 5 | 0 | 4 | 5 |
| We can afford a stadium | 3 | 5 | 1 | 6 | 1 | 3 | 7 | 2 | 2 | 0 | 0 | 3 | 1 | 4 | 3 | 0 | 1 | 4 |
| HRM is big enough to support such a facility | 3 | 5 | 1 | 3 | 4 | 2 | 2 | 7 | 4 | 0 | 10 | 0 | 5 | 3 | 3 | 0 | 3 | 3 |
| Local athletes/sport teams need a stadium | 3 | 3 | 3 | 3 | 2 | 4 | 7 | 2 | 0 | 1 | 0 | 7 | 2 | 3 | 3 | 5 | 1 | 4 |
| Bring Halifax up to standards with other cities | 2 | 2 | 3 | 0 | 3 | 3 | 2 | 4 | 2 | 1 | 0 | 3 | 1 | 3 | 2 | 0 | 4 | 1 |
| Stadium could sustain itself financially | 2 | 3 | 1 | 0 | 3 | 2 | 1 | 2 | 0 | 4 | 0 | 3 | 0 | 3 | 2 | 0 | 3 | 1 |
| Promote recreation/healthy living | 1 | 1 | 2 | 0 | 2 | 3 | 2 | 1 | 2 | 0 | 0 | 0 | 2 | 2 | 2 | 0 | 2 | 1 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 14b:

[ASK IF CODE 6-10 IN Q.13] Why do you SUPPORT HRM providing funds towards building a stadium in the Municipality? Any other reasons?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|---|--------------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------------------|-----------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| I am a sports fan/Personally involved in sports | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 1 |
| Other | 13 | 15 | 11 | 15 | 13 | 11 | 16 | 8 | 19 | 13 | 10 | 7 | 16 | 13 | 11 | 35 | 12 | 14 |
| Don't know/No opinion | 3 | 1 | 5 | 6 | 2 | 2 | 2 | 1 | 8 | 3 | 0 | 0 | 2 | 4 | 2 | 15 | 6 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 261 | 131 | 130 | 74 | 113 | 74 | 74 | 75 | 34 | 71 | 8 | 23 | 61 | 167 | 241 | 20 | 104 | 157 |
| UNWEIGHTED SAMPLE SIZE (#) | 263 | 126 | 137 | 34 | 131 | 98 | 71 | 81 | 35 | 68 | 10 | 30 | 59 | 163 | 245 | 18 | 99 | 164 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15a:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

The stadium, once built, must be able to sustain itself financially without further taxpayer support

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 40 | 39 | 41 | 40 | 37 | 43 | 46 | 37 | 42 | 36 | 53 | 44 | 42 | 38 | 28 | 59 | 43 | 37 |
| 9 | 9 | 10 | 8 | 11 | 7 | 9 | 8 | 8 | 3 | 13 | 6 | 12 | 7 | 9 | 8 | 10 | 5 | 11 |
| 8 | 17 | 16 | 17 | 15 | 18 | 17 | 12 | 12 | 21 | 24 | 0 | 17 | 10 | 20 | 19 | 13 | 15 | 18 |
| 7 | 9 | 5 | 13 | 11 | 10 | 6 | 6 | 13 | 16 | 6 | 12 | 7 | 8 | 9 | 10 | 6 | 10 | 8 |
| 6 | 6 | 7 | 5 | 7 | 5 | 7 | 7 | 9 | 3 | 4 | 6 | 10 | 9 | 5 | 9 | 3 | 8 | 5 |
| 5 | 12 | 14 | 9 | 7 | 15 | 11 | 12 | 14 | 9 | 9 | 18 | 11 | 13 | 11 | 17 | 3 | 10 | 13 |
| 4 | 2 | 2 | 2 | 2 | 3 | 0 | 1 | 3 | 2 | 3 | 0 | 0 | 3 | 2 | 2 | 2 | 4 | 1 |
| 3 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 2 | 1 | 1 | 0 | 0 | 1 | 2 | 2 | 1 | 3 | 1 |
| 2 | 2 | 3 | 0 | 4 | 1 | 1 | 2 | 0 | 2 | 2 | 0 | 0 | 1 | 2 | 2 | 1 | 1 | 2 |
| 1 - Completely disagree | 2 | 2 | 3 | 2 | 2 | 4 | 2 | 4 | 1 | 2 | 6 | 0 | 5 | 2 | 3 | 2 | 1 | 3 |
| Don't know/No opinion | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 65 | 65 | 66 | 65 | 62 | 69 | 66 | 57 | 66 | 73 | 59 | 72 | 59 | 67 | 55 | 82 | 63 | 67 |
| Top 4 Box - % 7-10 | 74 | 70 | 79 | 76 | 72 | 75 | 71 | 69 | 81 | 79 | 70 | 79 | 67 | 76 | 66 | 87 | 73 | 75 |
| Top 5 Box - % 6-10 | 80 | 77 | 84 | 84 | 77 | 82 | 79 | 78 | 84 | 83 | 76 | 89 | 76 | 81 | 74 | 90 | 81 | 80 |
| Bottom 3 Box - % 1-3 | 6 | 7 | 4 | 7 | 5 | 5 | 7 | 5 | 5 | 5 | 6 | 0 | 7 | 6 | 7 | 4 | 5 | 6 |
| Bottom 4 Box - % 1-4 | 7 | 9 | 6 | 9 | 8 | 5 | 8 | 8 | 6 | 8 | 6 | 0 | 11 | 7 | 9 | 6 | 9 | 6 |
| Bottom 5 Box - % 1-5 | 19 | 23 | 15 | 16 | 23 | 17 | 20 | 22 | 16 | 17 | 24 | 11 | 24 | 19 | 25 | 9 | 19 | 19 |
| MEAN | 7.9 | 7.7 | 8.1 | 7.9 | 7.8 | 8.1 | 8.0 | 7.6 | 8.0 | 8.0 | 7.9 | 8.4 | 7.6 | 7.9 | 7.4 | 8.7 | 7.9 | 7.9 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15b:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

Private sector developers as well as governments should each significantly participate in funding the stadium

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 36 | 40 | 33 | 29 | 39 | 40 | 29 | 42 | 38 | 38 | 23 | 39 | 31 | 39 | 44 | 25 | 33 | 39 |
| 9 | 11 | 13 | 8 | 7 | 12 | 12 | 13 | 12 | 6 | 7 | 7 | 14 | 11 | 10 | 9 | 13 | 8 | 12 |
| 8 | 21 | 17 | 25 | 31 | 15 | 20 | 20 | 15 | 25 | 29 | 34 | 17 | 30 | 18 | 22 | 20 | 22 | 21 |
| 7 | 11 | 10 | 13 | 18 | 11 | 6 | 16 | 9 | 11 | 10 | 12 | 10 | 7 | 13 | 9 | 15 | 17 | 8 |
| 6 | 6 | 5 | 7 | 7 | 6 | 6 | 4 | 7 | 7 | 6 | 0 | 7 | 8 | 6 | 7 | 6 | 6 | 7 |
| 5 | 7 | 9 | 6 | 5 | 9 | 6 | 8 | 8 | 3 | 6 | 12 | 11 | 7 | 6 | 7 | 8 | 6 | 8 |
| 4 | 1 | 0 | 1 | 0 | 2 | 1 | 1 | 1 | 2 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 |
| 3 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 1 |
| 2 | 1 | 0 | 2 | 0 | 2 | 1 | 2 | 1 | 2 | 0 | 0 | 0 | 0 | 2 | 0 | 3 | 2 | 1 |
| 1 - Completely disagree | 3 | 3 | 3 | 0 | 4 | 5 | 3 | 3 | 2 | 4 | 12 | 0 | 3 | 3 | 0 | 7 | 3 | 3 |
| Don't know/No opinion | 1 | 0 | 2 | 2 | 1 | 1 | 3 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 2 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 68 | 71 | 66 | 67 | 66 | 72 | 62 | 69 | 69 | 74 | 65 | 69 | 72 | 67 | 76 | 58 | 63 | 72 |
| Top 4 Box - % 7-10 | 80 | 81 | 79 | 85 | 77 | 78 | 78 | 79 | 80 | 84 | 76 | 79 | 79 | 80 | 84 | 73 | 80 | 79 |
| Top 5 Box - % 6-10 | 86 | 86 | 86 | 93 | 82 | 85 | 82 | 86 | 87 | 90 | 76 | 87 | 88 | 86 | 91 | 79 | 86 | 86 |
| Bottom 3 Box - % 1-3 | 5 | 4 | 5 | 0 | 6 | 8 | 5 | 5 | 5 | 4 | 12 | 2 | 3 | 5 | 1 | 11 | 5 | 4 |
| Bottom 4 Box - % 1-4 | 6 | 4 | 7 | 0 | 8 | 8 | 6 | 6 | 7 | 5 | 12 | 2 | 4 | 6 | 1 | 12 | 6 | 5 |
| Bottom 5 Box - % 1-5 | 13 | 13 | 12 | 5 | 17 | 15 | 15 | 14 | 11 | 10 | 24 | 13 | 11 | 12 | 8 | 20 | 12 | 13 |
| MEAN | 8.0 | 8.2 | 7.9 | 8.2 | 8.0 | 8.0 | 7.8 | 8.1 | 8.1 | 8.1 | 7.2 | 8.2 | 8.0 | 8.1 | 8.5 | 7.3 | 7.9 | 8.1 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15c:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

Funds would be better spent on public services within HRM other than a stadium

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 17 | 17 | 16 | 13 | 18 | 19 | 18 | 12 | 23 | 18 | 22 | 20 | 13 | 17 | 3 | 36 | 15 | 18 |
| 9 | 6 | 6 | 5 | 5 | 5 | 7 | 7 | 6 | 5 | 4 | 6 | 3 | 7 | 5 | 3 | 10 | 6 | 5 |
| 8 | 7 | 6 | 9 | 9 | 5 | 9 | 8 | 5 | 8 | 8 | 0 | 12 | 6 | 8 | 4 | 12 | 9 | 7 |
| 7 | 8 | 8 | 9 | 9 | 9 | 7 | 9 | 8 | 10 | 7 | 6 | 7 | 10 | 8 | 8 | 9 | 10 | 7 |
| 6 | 7 | 10 | 4 | 7 | 8 | 6 | 8 | 10 | 3 | 5 | 6 | 5 | 7 | 8 | 7 | 8 | 6 | 8 |
| 5 | 21 | 20 | 23 | 25 | 22 | 16 | 12 | 29 | 22 | 24 | 18 | 19 | 11 | 25 | 25 | 16 | 22 | 21 |
| 4 | 8 | 6 | 9 | 9 | 8 | 5 | 8 | 6 | 5 | 10 | 0 | 5 | 15 | 6 | 12 | 1 | 10 | 6 |
| 3 | 7 | 8 | 7 | 7 | 10 | 4 | 6 | 7 | 5 | 11 | 0 | 13 | 8 | 7 | 9 | 5 | 7 | 8 |
| 2 | 6 | 6 | 6 | 2 | 5 | 11 | 7 | 4 | 7 | 5 | 13 | 9 | 7 | 5 | 9 | 0 | 5 | 7 |
| 1 - Completely disagree | 12 | 13 | 10 | 13 | 10 | 13 | 15 | 12 | 9 | 9 | 18 | 2 | 17 | 11 | 18 | 1 | 9 | 13 |
| Don't know/No opinion | 2 | 1 | 2 | 0 | 1 | 4 | 2 | 1 | 3 | 1 | 12 | 5 | 1 | 1 | 2 | 1 | 1 | 2 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 30 | 29 | 30 | 27 | 28 | 35 | 33 | 24 | 36 | 29 | 28 | 34 | 26 | 30 | 10 | 58 | 30 | 30 |
| Top 4 Box - % 7-10 | 38 | 37 | 39 | 36 | 36 | 42 | 42 | 32 | 46 | 36 | 34 | 41 | 36 | 38 | 18 | 67 | 40 | 37 |
| Top 5 Box - % 6-10 | 45 | 47 | 43 | 44 | 44 | 48 | 50 | 41 | 49 | 41 | 40 | 46 | 43 | 46 | 25 | 75 | 46 | 45 |
| Bottom 3 Box - % 1-3 | 25 | 26 | 23 | 22 | 25 | 27 | 27 | 23 | 21 | 24 | 31 | 25 | 31 | 22 | 37 | 7 | 21 | 27 |
| Bottom 4 Box - % 1-4 | 32 | 32 | 32 | 31 | 33 | 32 | 36 | 29 | 26 | 34 | 31 | 30 | 46 | 28 | 49 | 8 | 31 | 33 |
| Bottom 5 Box - % 1-5 | 53 | 52 | 55 | 56 | 55 | 48 | 48 | 57 | 48 | 58 | 49 | 49 | 57 | 53 | 73 | 24 | 53 | 54 |
| MEAN | 5.7 | 5.6 | 5.7 | 5.6 | 5.7 | 5.8 | 5.7 | 5.5 | 6.1 | 5.6 | 5.5 | 6.0 | 5.2 | 5.8 | 4.3 | 7.7 | 5.8 | 5.6 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15d:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

A business case must be made showing there will be long-term spin-offs that will help grow the HRM economy

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 43 | 43 | 42 | 40 | 44 | 43 | 43 | 43 | 43 | 41 | 17 | 49 | 36 | 46 | 44 | 41 | 40 | 45 |
| 9 | 8 | 4 | 12 | 7 | 9 | 7 | 5 | 5 | 14 | 11 | 6 | 5 | 6 | 9 | 7 | 9 | 9 | 7 |
| 8 | 26 | 26 | 26 | 29 | 25 | 25 | 26 | 24 | 19 | 31 | 46 | 22 | 35 | 23 | 26 | 25 | 30 | 23 |
| 7 | 10 | 10 | 10 | 11 | 10 | 10 | 15 | 11 | 9 | 6 | 19 | 9 | 8 | 11 | 10 | 12 | 9 | 11 |
| 6 | 5 | 5 | 4 | 7 | 2 | 5 | 4 | 5 | 9 | 3 | 0 | 8 | 3 | 5 | 5 | 4 | 5 | 4 |
| 5 | 3 | 4 | 3 | 2 | 5 | 3 | 1 | 5 | 0 | 6 | 6 | 2 | 4 | 3 | 4 | 2 | 4 | 3 |
| 4 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 |
| 3 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 0 | 1 | 1 |
| 2 | 1 | 2 | 0 | 2 | 1 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 4 | 0 | 0 | 2 | 1 | 0 |
| 1 - Completely disagree | 2 | 4 | 1 | 2 | 2 | 3 | 3 | 2 | 2 | 1 | 6 | 3 | 3 | 2 | 2 | 2 | 0 | 3 |
| Don't know/No opinion | 1 | 1 | 1 | 0 | 1 | 2 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 77 | 74 | 79 | 76 | 78 | 75 | 74 | 72 | 75 | 83 | 69 | 75 | 76 | 78 | 77 | 76 | 79 | 75 |
| Top 4 Box - % 7-10 | 87 | 84 | 90 | 87 | 88 | 85 | 90 | 83 | 85 | 88 | 88 | 84 | 84 | 88 | 87 | 87 | 88 | 86 |
| Top 5 Box - % 6-10 | 92 | 89 | 94 | 95 | 90 | 90 | 94 | 87 | 93 | 92 | 88 | 93 | 87 | 93 | 92 | 91 | 93 | 91 |
| Bottom 3 Box - % 1-3 | 4 | 6 | 1 | 4 | 3 | 4 | 3 | 5 | 5 | 2 | 6 | 5 | 8 | 2 | 3 | 5 | 2 | 4 |
| Bottom 4 Box - % 1-4 | 4 | 7 | 2 | 4 | 4 | 5 | 3 | 6 | 7 | 3 | 6 | 5 | 8 | 3 | 4 | 5 | 3 | 5 |
| Bottom 5 Box - % 1-5 | 7 | 10 | 5 | 5 | 9 | 8 | 4 | 11 | 7 | 8 | 12 | 7 | 13 | 6 | 8 | 7 | 7 | 8 |
| MEAN | 8.4 | 8.2 | 8.6 | 8.3 | 8.5 | 8.4 | 8.4 | 8.2 | 8.4 | 8.5 | 7.6 | 8.4 | 8.0 | 8.6 | 8.4 | 8.4 | 8.4 | 8.4 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15e:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

HRM cannot afford the funds to build a 20,000 seat stadium of which 10,000 would be permanent seats, and 10,000 would be temporary seats)

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 16 | 17 | 16 | 11 | 18 | 20 | 16 | 14 | 26 | 15 | 6 | 20 | 12 | 18 | 7 | 31 | 14 | 18 |
| 9 | 4 | 5 | 3 | 5 | 4 | 3 | 4 | 6 | 2 | 4 | 0 | 0 | 8 | 3 | 2 | 7 | 5 | 3 |
| 8 | 6 | 6 | 5 | 5 | 4 | 9 | 4 | 4 | 7 | 7 | 22 | 13 | 6 | 4 | 5 | 6 | 4 | 7 |
| 7 | 9 | 7 | 11 | 9 | 10 | 8 | 11 | 10 | 3 | 9 | 19 | 12 | 6 | 9 | 8 | 12 | 14 | 6 |
| 6 | 7 | 4 | 9 | 9 | 7 | 5 | 4 | 6 | 6 | 10 | 0 | 9 | 7 | 7 | 6 | 9 | 7 | 7 |
| 5 | 17 | 15 | 19 | 24 | 13 | 14 | 18 | 14 | 11 | 21 | 23 | 11 | 12 | 19 | 18 | 13 | 18 | 16 |
| 4 | 6 | 6 | 6 | 7 | 7 | 4 | 6 | 5 | 6 | 6 | 0 | 2 | 13 | 5 | 7 | 5 | 7 | 5 |
| 3 | 8 | 9 | 6 | 7 | 9 | 6 | 5 | 10 | 15 | 6 | 0 | 5 | 3 | 10 | 11 | 3 | 7 | 8 |
| 2 | 6 | 6 | 7 | 5 | 8 | 6 | 10 | 5 | 3 | 6 | 6 | 7 | 7 | 6 | 10 | 1 | 5 | 7 |
| 1 - Completely disagree | 15 | 18 | 11 | 7 | 17 | 19 | 10 | 22 | 13 | 14 | 18 | 14 | 21 | 13 | 20 | 6 | 14 | 15 |
| Don't know/No opinion | 6 | 6 | 6 | 9 | 4 | 6 | 11 | 4 | 7 | 3 | 6 | 7 | 6 | 6 | 6 | 6 | 4 | 8 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 26 | 28 | 24 | 22 | 26 | 31 | 25 | 24 | 34 | 26 | 28 | 32 | 26 | 25 | 15 | 44 | 23 | 28 |
| Top 4 Box - % 7-10 | 35 | 36 | 35 | 31 | 36 | 39 | 36 | 34 | 37 | 35 | 47 | 44 | 31 | 35 | 22 | 56 | 37 | 34 |
| Top 5 Box - % 6-10 | 42 | 40 | 45 | 40 | 43 | 44 | 40 | 40 | 44 | 46 | 47 | 54 | 38 | 42 | 28 | 65 | 45 | 41 |
| Bottom 3 Box - % 1-3 | 29 | 34 | 24 | 20 | 33 | 31 | 25 | 37 | 31 | 25 | 24 | 26 | 31 | 29 | 41 | 11 | 26 | 31 |
| Bottom 4 Box - % 1-4 | 35 | 40 | 30 | 27 | 40 | 35 | 31 | 42 | 38 | 31 | 24 | 28 | 44 | 33 | 48 | 16 | 33 | 36 |
| Bottom 5 Box - % 1-5 | 52 | 54 | 49 | 51 | 54 | 49 | 49 | 56 | 49 | 52 | 47 | 39 | 56 | 52 | 66 | 29 | 52 | 51 |
| MEAN | 5.4 | 5.3 | 5.6 | 5.6 | 5.3 | 5.5 | 5.6 | 5.0 | 5.8 | 5.5 | 5.5 | 5.9 | 5.0 | 5.5 | 4.4 | 7.1 | 5.5 | 5.4 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15f:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

It would be acceptable to raise municipal taxes a small amount to build the stadium

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 12 | 13 | 12 | 9 | 14 | 14 | 8 | 15 | 14 | 14 | 12 | 14 | 17 | 11 | 20 | 1 | 13 | 12 |
| 9 | 5 | 6 | 3 | 4 | 6 | 3 | 2 | 6 | 5 | 5 | 0 | 0 | 4 | 6 | 7 | 0 | 4 | 5 |
| 8 | 10 | 9 | 11 | 9 | 10 | 10 | 11 | 8 | 5 | 11 | 6 | 15 | 13 | 8 | 14 | 2 | 10 | 9 |
| 7 | 12 | 14 | 11 | 11 | 13 | 12 | 16 | 14 | 5 | 10 | 31 | 5 | 9 | 13 | 15 | 8 | 9 | 14 |
| 6 | 11 | 11 | 10 | 15 | 10 | 7 | 12 | 13 | 13 | 6 | 0 | 12 | 12 | 11 | 10 | 11 | 12 | 10 |
| 5 | 10 | 8 | 12 | 9 | 11 | 10 | 8 | 11 | 7 | 13 | 18 | 20 | 8 | 9 | 12 | 8 | 13 | 9 |
| 4 | 5 | 4 | 5 | 7 | 2 | 6 | 4 | 2 | 8 | 8 | 6 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 3 | 4 | 3 | 6 | 5 | 4 | 3 | 4 | 1 | 7 | 6 | 0 | 5 | 2 | 5 | 3 | 7 | 5 | 3 |
| 2 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 2 | 4 | 4 | 0 | 0 | 5 | 4 | 2 | 6 | 3 | 4 |
| 1 - Completely disagree | 27 | 30 | 25 | 27 | 25 | 31 | 29 | 28 | 33 | 23 | 28 | 25 | 25 | 28 | 12 | 52 | 27 | 28 |
| Don't know/No opinion | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 27 | 27 | 26 | 22 | 30 | 27 | 21 | 30 | 24 | 29 | 18 | 29 | 34 | 24 | 42 | 3 | 28 | 26 |
| Top 4 Box - % 7-10 | 39 | 41 | 37 | 33 | 43 | 39 | 37 | 44 | 29 | 39 | 49 | 34 | 43 | 37 | 57 | 11 | 37 | 40 |
| Top 5 Box - % 6-10 | 49 | 52 | 47 | 47 | 53 | 46 | 49 | 57 | 41 | 45 | 49 | 46 | 55 | 48 | 66 | 22 | 49 | 50 |
| Bottom 3 Box - % 1-3 | 35 | 36 | 35 | 36 | 34 | 37 | 37 | 31 | 44 | 33 | 28 | 30 | 32 | 37 | 17 | 65 | 35 | 36 |
| Bottom 4 Box - % 1-4 | 40 | 40 | 40 | 44 | 36 | 43 | 41 | 33 | 52 | 41 | 34 | 34 | 37 | 42 | 22 | 70 | 39 | 41 |
| Bottom 5 Box - % 1-5 | 50 | 48 | 52 | 53 | 47 | 53 | 50 | 43 | 59 | 55 | 51 | 54 | 45 | 51 | 33 | 78 | 51 | 50 |
| MEAN | 5.1 | 5.1 | 5.1 | 4.9 | 5.4 | 5.0 | 4.8 | 5.5 | 4.6 | 5.2 | 5.2 | 5.2 | 5.5 | 5.0 | 6.5 | 2.9 | 5.1 | 5.1 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15g:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

It would be acceptable for the stadium to initially run an annual deficit of \$500,000 or less, provided that there would be economic spin-offs associated with the facility

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 15 | 19 | 11 | 13 | 17 | 14 | 15 | 15 | 14 | 14 | 6 | 9 | 21 | 14 | 23 | 3 | 13 | 16 |
| 9 | 4 | 4 | 4 | 2 | 6 | 3 | 4 | 4 | 7 | 2 | 0 | 5 | 3 | 4 | 5 | 1 | 3 | 4 |
| 8 | 17 | 15 | 19 | 18 | 17 | 17 | 19 | 16 | 9 | 18 | 12 | 22 | 16 | 18 | 26 | 5 | 20 | 15 |
| 7 | 12 | 13 | 12 | 11 | 10 | 18 | 12 | 15 | 6 | 14 | 43 | 15 | 20 | 8 | 13 | 12 | 11 | 14 |
| 6 | 11 | 7 | 14 | 16 | 11 | 5 | 10 | 9 | 7 | 15 | 0 | 12 | 8 | 12 | 8 | 13 | 14 | 8 |
| 5 | 14 | 10 | 18 | 16 | 15 | 10 | 12 | 17 | 17 | 13 | 6 | 6 | 10 | 17 | 12 | 17 | 17 | 12 |
| 4 | 4 | 6 | 2 | 5 | 4 | 2 | 4 | 4 | 2 | 6 | 0 | 0 | 5 | 5 | 5 | 2 | 4 | 4 |
| 3 | 4 | 5 | 4 | 5 | 3 | 6 | 3 | 1 | 14 | 5 | 16 | 0 | 3 | 4 | 2 | 8 | 4 | 5 |
| 2 | 3 | 4 | 1 | 4 | 3 | 1 | 4 | 3 | 3 | 1 | 0 | 3 | 5 | 2 | 0 | 6 | 3 | 2 |
| 1 - Completely disagree | 12 | 14 | 10 | 7 | 11 | 18 | 10 | 13 | 17 | 12 | 6 | 19 | 8 | 13 | 3 | 26 | 9 | 14 |
| Don't know/No opinion | 4 | 4 | 4 | 2 | 3 | 7 | 7 | 3 | 3 | 2 | 12 | 10 | 2 | 4 | 3 | 6 | 2 | 5 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 36 | 38 | 34 | 33 | 39 | 34 | 38 | 36 | 30 | 34 | 18 | 36 | 39 | 36 | 54 | 9 | 36 | 36 |
| Top 4 Box - % 7-10 | 48 | 51 | 46 | 44 | 49 | 52 | 50 | 50 | 36 | 48 | 60 | 51 | 59 | 44 | 67 | 21 | 47 | 49 |
| Top 5 Box - % 6-10 | 59 | 58 | 60 | 60 | 60 | 57 | 60 | 59 | 43 | 63 | 60 | 63 | 67 | 56 | 75 | 34 | 61 | 58 |
| Bottom 3 Box - % 1-3 | 19 | 23 | 16 | 16 | 17 | 25 | 18 | 17 | 35 | 17 | 22 | 22 | 17 | 19 | 5 | 40 | 16 | 21 |
| Bottom 4 Box - % 1-4 | 23 | 28 | 18 | 22 | 21 | 27 | 22 | 21 | 36 | 23 | 22 | 22 | 21 | 24 | 11 | 43 | 20 | 25 |
| Bottom 5 Box - % 1-5 | 37 | 38 | 36 | 38 | 37 | 36 | 33 | 38 | 53 | 35 | 28 | 28 | 31 | 40 | 22 | 60 | 37 | 37 |
| MEAN | 6.1 | 6.1 | 6.2 | 6.1 | 6.3 | 5.9 | 6.3 | 6.2 | 5.4 | 6.1 | 6.1 | 6.0 | 6.5 | 6.0 | 7.3 | 4.2 | 6.2 | 6.1 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15h:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

Sports and recreation facilities are an important part of the services that municipal governments provide to their citizens

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 42 | 41 | 43 | 40 | 45 | 40 | 42 | 43 | 43 | 41 | 12 | 38 | 50 | 42 | 54 | 23 | 39 | 44 |
| 9 | 9 | 9 | 9 | 7 | 11 | 8 | 12 | 8 | 6 | 8 | 18 | 8 | 4 | 10 | 11 | 5 | 11 | 8 |
| 8 | 23 | 22 | 25 | 29 | 21 | 21 | 20 | 25 | 28 | 23 | 6 | 27 | 18 | 26 | 19 | 31 | 29 | 20 |
| 7 | 12 | 13 | 11 | 7 | 13 | 15 | 13 | 15 | 14 | 7 | 25 | 12 | 12 | 11 | 8 | 18 | 13 | 11 |
| 6 | 6 | 5 | 7 | 11 | 4 | 4 | 2 | 4 | 6 | 12 | 16 | 5 | 9 | 5 | 5 | 8 | 3 | 8 |
| 5 | 4 | 5 | 3 | 4 | 2 | 8 | 4 | 4 | 2 | 7 | 6 | 2 | 3 | 5 | 2 | 7 | 3 | 5 |
| 4 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 |
| 3 | 1 | 2 | 1 | 0 | 2 | 2 | 3 | 1 | 0 | 1 | 0 | 4 | 1 | 1 | 0 | 4 | 1 | 2 |
| 2 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 |
| 1 - Completely disagree | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 6 | 3 | 0 | 0 | 0 | 1 | 0 | 1 |
| Don't know/No opinion | 1 | 2 | 0 | 2 | 0 | 1 | 2 | 0 | 0 | 1 | 12 | 0 | 2 | 0 | 1 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 75 | 73 | 76 | 76 | 77 | 69 | 74 | 76 | 77 | 73 | 36 | 73 | 72 | 78 | 84 | 60 | 79 | 72 |
| Top 4 Box - % 7-10 | 86 | 86 | 87 | 84 | 91 | 84 | 86 | 91 | 90 | 79 | 60 | 86 | 84 | 89 | 92 | 78 | 92 | 83 |
| Top 5 Box - % 6-10 | 92 | 90 | 94 | 95 | 94 | 88 | 89 | 95 | 96 | 92 | 77 | 91 | 93 | 93 | 96 | 86 | 95 | 91 |
| Bottom 3 Box - % 1-3 | 2 | 2 | 2 | 0 | 3 | 3 | 5 | 1 | 0 | 1 | 6 | 7 | 1 | 2 | 0 | 5 | 2 | 2 |
| Bottom 4 Box - % 1-4 | 2 | 3 | 2 | 0 | 3 | 4 | 5 | 1 | 2 | 1 | 6 | 7 | 2 | 2 | 0 | 6 | 2 | 3 |
| Bottom 5 Box - % 1-5 | 7 | 8 | 5 | 4 | 5 | 12 | 9 | 5 | 4 | 8 | 12 | 9 | 5 | 7 | 2 | 13 | 4 | 8 |
| MEAN | 8.4 | 8.4 | 8.5 | 8.5 | 8.6 | 8.2 | 8.4 | 8.5 | 8.5 | 8.3 | 7.2 | 8.2 | 8.6 | 8.5 | 8.9 | 7.6 | 8.5 | 8.4 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 15i:

The following are among the factors that could be considered when deciding whether or not public tax dollars should be used to fund building a stadium in HRM. Using a scale from '1' to '10' in which '1' means 'completely disagree,' and '10' means 'completely agree,' to what extent do you disagree or agree with the following statements?

Public-use facilities such as libraries are an important part of the services that municipal governments provide to their citizens

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely agree | 52 | 51 | 52 | 49 | 53 | 53 | 51 | 53 | 52 | 51 | 28 | 41 | 56 | 53 | 51 | 52 | 49 | 53 |
| 9 | 10 | 11 | 9 | 11 | 10 | 10 | 13 | 11 | 10 | 6 | 6 | 12 | 7 | 11 | 11 | 9 | 11 | 9 |
| 8 | 19 | 17 | 21 | 22 | 19 | 17 | 15 | 20 | 17 | 23 | 29 | 25 | 16 | 19 | 20 | 19 | 22 | 17 |
| 7 | 8 | 8 | 8 | 9 | 7 | 8 | 7 | 5 | 9 | 11 | 19 | 10 | 7 | 7 | 7 | 9 | 9 | 7 |
| 6 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 3 | 6 | 4 | 0 | 5 | 5 | 4 | 4 | 3 | 2 | 5 |
| 5 | 3 | 4 | 3 | 2 | 4 | 4 | 3 | 6 | 2 | 3 | 6 | 5 | 5 | 3 | 4 | 3 | 3 | 4 |
| 4 | 1 | 2 | 1 | 2 | 2 | 0 | 3 | 0 | 2 | 1 | 0 | 3 | 4 | 1 | 2 | 0 | 3 | 0 |
| 3 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 |
| 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| 1 - Completely disagree | 1 | 1 | 1 | 0 | 1 | 3 | 1 | 1 | 3 | 0 | 6 | 0 | 1 | 1 | 0 | 3 | 0 | 2 |
| Don't know/No opinion | 1 | 1 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 6 | 0 | 1 | 1 | 1 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 81 | 79 | 83 | 82 | 82 | 79 | 79 | 85 | 79 | 80 | 63 | 78 | 79 | 83 | 81 | 79 | 82 | 80 |
| Top 4 Box - % 7-10 | 89 | 87 | 90 | 91 | 88 | 86 | 86 | 90 | 88 | 90 | 82 | 87 | 85 | 90 | 88 | 89 | 92 | 86 |
| Top 5 Box - % 6-10 | 92 | 90 | 95 | 96 | 91 | 90 | 90 | 92 | 94 | 94 | 82 | 92 | 90 | 94 | 92 | 92 | 93 | 92 |
| Bottom 3 Box - % 1-3 | 2 | 3 | 1 | 0 | 2 | 3 | 2 | 1 | 3 | 2 | 6 | 0 | 1 | 2 | 1 | 4 | 1 | 3 |
| Bottom 4 Box - % 1-4 | 3 | 5 | 2 | 2 | 5 | 3 | 5 | 1 | 5 | 3 | 6 | 3 | 4 | 3 | 3 | 4 | 4 | 3 |
| Bottom 5 Box - % 1-5 | 7 | 9 | 5 | 4 | 9 | 8 | 8 | 8 | 6 | 6 | 12 | 8 | 9 | 6 | 7 | 7 | 7 | 7 |
| MEAN | 8.7 | 8.6 | 8.8 | 8.8 | 8.7 | 8.7 | 8.7 | 8.8 | 8.6 | 8.7 | 7.8 | 8.5 | 8.7 | 8.8 | 8.7 | 8.6 | 8.7 | 8.7 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 16:

Now that you have heard about various factors that could be considered when deciding whether or not public tax dollars should be used to fund building a multi-use stadium in HRM, do you now oppose or support HRM providing funds towards building a stadium in the Municipality? Again use a scale from '1' to '10' in which '1' means 'completely oppose,' and '10' means 'completely support.'

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| 10 - Completely support | 33 | 32 | 33 | 20 | 40 | 35 | 29 | 39 | 33 | 29 | 12 | 44 | 39 | 31 | 52 | 2 | 32 | 33 |
| 9 | 6 | 9 | 4 | 7 | 7 | 5 | 10 | 4 | 10 | 4 | 6 | 12 | 2 | 7 | 11 | 0 | 5 | 7 |
| 8 | 18 | 20 | 15 | 25 | 11 | 19 | 22 | 18 | 6 | 18 | 18 | 7 | 24 | 16 | 21 | 12 | 14 | 20 |
| 7 | 8 | 5 | 10 | 7 | 9 | 7 | 5 | 6 | 8 | 12 | 25 | 10 | 3 | 8 | 5 | 11 | 10 | 7 |
| 6 | 7 | 3 | 10 | 11 | 7 | 2 | 4 | 7 | 9 | 9 | 0 | 2 | 5 | 8 | 1 | 15 | 11 | 4 |
| 5 | 8 | 8 | 7 | 13 | 5 | 6 | 5 | 8 | 10 | 9 | 12 | 5 | 7 | 8 | 4 | 13 | 8 | 7 |
| 4 | 3 | 4 | 2 | 4 | 3 | 3 | 2 | 3 | 6 | 3 | 0 | 3 | 4 | 3 | 1 | 6 | 3 | 3 |
| 3 | 3 | 5 | 2 | 7 | 1 | 2 | 2 | 2 | 3 | 7 | 22 | 2 | 1 | 4 | 1 | 7 | 3 | 4 |
| 2 | 2 | 2 | 3 | 2 | 3 | 2 | 5 | 2 | 0 | 1 | 0 | 2 | 1 | 3 | 0 | 6 | 3 | 2 |
| 1 - Completely oppose | 12 | 12 | 12 | 4 | 14 | 17 | 15 | 10 | 15 | 9 | 6 | 12 | 14 | 11 | 2 | 27 | 12 | 12 |
| Don't know/No opinion | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |
| Top 3 Box - % 8-10 | 57 | 61 | 52 | 53 | 58 | 58 | 61 | 61 | 49 | 51 | 36 | 63 | 65 | 54 | 85 | 14 | 51 | 60 |
| Top 4 Box - % 7-10 | 64 | 66 | 63 | 60 | 67 | 65 | 66 | 67 | 56 | 63 | 60 | 73 | 68 | 63 | 90 | 25 | 60 | 67 |
| Top 5 Box - % 6-10 | 71 | 69 | 73 | 71 | 74 | 67 | 69 | 74 | 66 | 72 | 60 | 75 | 73 | 71 | 91 | 40 | 71 | 71 |
| Bottom 3 Box - % 1-3 | 18 | 19 | 17 | 13 | 19 | 22 | 23 | 15 | 18 | 17 | 28 | 17 | 16 | 18 | 4 | 40 | 17 | 18 |
| Bottom 4 Box - % 1-4 | 21 | 23 | 19 | 16 | 21 | 25 | 25 | 17 | 25 | 19 | 28 | 20 | 20 | 21 | 4 | 47 | 20 | 21 |
| Bottom 5 Box - % 1-5 | 29 | 30 | 27 | 29 | 26 | 31 | 30 | 26 | 34 | 28 | 40 | 25 | 27 | 29 | 9 | 60 | 29 | 29 |
| MEAN | 7.0 | 7.0 | 7.0 | 6.9 | 7.2 | 6.9 | 6.8 | 7.3 | 6.7 | 6.9 | 6.2 | 7.5 | 7.2 | 6.9 | 8.7 | 4.4 | 6.9 | 7.1 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 17:

Which of the following best describes the highest level of education you have completed?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Less than high school | 3 | 4 | 3 | 2 | 2 | 7 | 2 | 5 | 0 | 5 | 100 | 0 | 0 | 0 | 3 | 3 | 3 | 4 |
| Graduated high school | 8 | 7 | 9 | 0 | 6 | 18 | 9 | 6 | 13 | 5 | 0 | 100 | 0 | 0 | 9 | 6 | 2 | 12 |
| Some trade/technical college | 6 | 6 | 6 | 9 | 4 | 6 | 6 | 7 | 1 | 7 | 0 | 0 | 27 | 0 | 6 | 5 | 5 | 7 |
| Graduated trade/technical college | 19 | 17 | 20 | 20 | 23 | 11 | 11 | 21 | 36 | 17 | 0 | 0 | 0 | 28 | 18 | 19 | 22 | 17 |
| Some university | 16 | 20 | 13 | 18 | 14 | 16 | 17 | 14 | 21 | 16 | 0 | 0 | 73 | 0 | 17 | 14 | 15 | 17 |
| Graduated university | 47 | 46 | 49 | 51 | 51 | 40 | 55 | 45 | 29 | 51 | 0 | 0 | 0 | 72 | 45 | 51 | 53 | 44 |
| Prefer not to answer | 1 | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |

TABLE 19:

Are there children under the age of 18 living in your home?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|-----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|-----------|-----------|-----------|------------|-----------------|-------------|-------------------|------------|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Yes | 40 | 35 | 46 | 45 | 60 | 8 | 29 | 40 | 42 | 55 | 35 | 10 | 37 | 45 | 39 | 40 | 100 | 0 |
| No | 60 | 65 | 54 | 55 | 40 | 92 | 71 | 60 | 58 | 45 | 65 | 90 | 63 | 55 | 61 | 60 | 0 | 100 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |

2011 HRM STADIUM STUDY

Telephone Survey

TABLE 21:

Do you have any additional comments about building a stadium in HRM?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|---|-----------|--------|--------|-------|-------|-----|-----------|-----------|-------------------|-----------|-----------|-----------|-----------|-----------|-----------------|-------------|-------------------|----|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Build it/Halifax needs stadium | 10 | 10 | 11 | 4 | 13 | 13 | 9 | 14 | 6 | 9 | 12 | 19 | 11 | 9 | 15 | 3 | 7 | 12 |
| Build a bigger stadium/Big enough for professional sports | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 2 | 0 | 2 | 6 | 2 | 2 | 2 | 3 | 1 | 1 | 3 |
| Don't build it/Stadium not needed | 2 | 2 | 2 | 0 | 2 | 3 | 1 | 2 | 4 | 0 | 6 | 8 | 2 | 1 | 0 | 4 | 1 | 2 |
| Needs private funding/No public/tax payer funding | 5 | 6 | 3 | 7 | 2 | 5 | 6 | 3 | 3 | 6 | 6 | 0 | 7 | 4 | 3 | 7 | 4 | 5 |
| Can't afford it/Money should be spent elsewhere (roads/education) | 4 | 5 | 4 | 4 | 4 | 5 | 6 | 4 | 3 | 4 | 0 | 2 | 1 | 6 | 1 | 10 | 5 | 4 |
| Will promote growth/development | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 |
| Would rather fund a stadium than a convention centre | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 |
| Add a roof/retractable roof to stadium | 1 | 0 | 1 | 0 | 1 | 2 | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 |
| Will be good for the economy/Bring economic spin-offs | 2 | 2 | 3 | 4 | 2 | 1 | 1 | 2 | 2 | 5 | 0 | 2 | 3 | 2 | 2 | 3 | 2 | 3 |
| Stadium will attract bigger events/concerts | 1 | 0 | 2 | 0 | 1 | 2 | 0 | 2 | 1 | 1 | 0 | 2 | 0 | 1 | 2 | 0 | 1 | 1 |
| Stadium will bring more exposure/visibility to Halifax | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Only build if costs will be recovered | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 3 | 0 | 0 | 0 | 1 | 1 | 1 | 2 | 0 |
| Built in a convenient/Easily accessible location | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 1 | 0 | 0 | 1 |
| Will attract people to Halifax | 1 | 0 | 1 | 0 | 2 | 1 | 1 | 2 | 0 | 0 | 6 | 2 | 0 | 1 | 2 | 0 | 0 | 2 |
| Should be multi-purpose/Used for various events | 2 | 1 | 2 | 2 | 1 | 3 | 0 | 3 | 2 | 2 | 22 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| Stop wasting time/Decision is taking too long | 2 | 3 | 1 | 0 | 3 | 3 | 0 | 5 | 5 | 1 | 6 | 5 | 3 | 1 | 3 | 1 | 3 | 2 |
| Provide information on costs | 2 | 3 | 1 | 2 | 2 | 2 | 1 | 4 | 0 | 2 | 6 | 0 | 3 | 1 | 2 | 2 | 3 | 1 |
| Nothing | 6 | 4 | 7 | 5 | 6 | 5 | 10 | 4 | 2 | 4 | 0 | 4 | 7 | 6 | 6 | 5 | 2 | 8 |
| Don't know/No answer | 59 | 58 | 60 | 71 | 54 | 53 | 57 | 54 | 65 | 64 | 43 | 54 | 59 | 60 | 57 | 61 | 65 | 55 |

2011 HRM STADIUM STUDY

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TABLE 21:

Do you have any additional comments about building a stadium in HRM?

| | OVERALL % | GENDER | | AGE | | | COMMUNITY | | | | EDUCATION | | | | FUNDING SUPPORT | | CHILDREN UNDER 18 | |
|----------------------------|--------------|--------|--------|-------|-------|-----|-----------|-----------|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------------|-------------|-------------------|-----|
| | | Male | Female | 18-34 | 35-54 | 55+ | Halifax | Dartmouth | Bedford/ Sackville | Other HRM | L.T. H.S. | Grad H.S. | Some P.S. | Grad P.S. | 8-10 | Less than 8 | Yes | No |
| Other | 6 | 5 | 7 | 5 | 7 | 6 | 8 | 5 | 8 | 5 | 0 | 3 | 7 | 7 | 6 | 7 | 7 | 6 |
| WEIGHTED SAMPLE SIZE (#) | 400 | 198 | 202 | 120 | 161 | 119 | 123 | 109 | 49 | 111 | 14 | 32 | 88 | 264 | 241 | 155 | 161 | 239 |
| UNWEIGHTED SAMPLE SIZE (#) | 400 | 192 | 208 | 55 | 188 | 157 | 118 | 117 | 53 | 102 | 15 | 41 | 84 | 257 | 245 | 152 | 146 | 254 |