

Challenging the myths that exist around HRM's attitudes towards growth and development

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(April 21 Version)

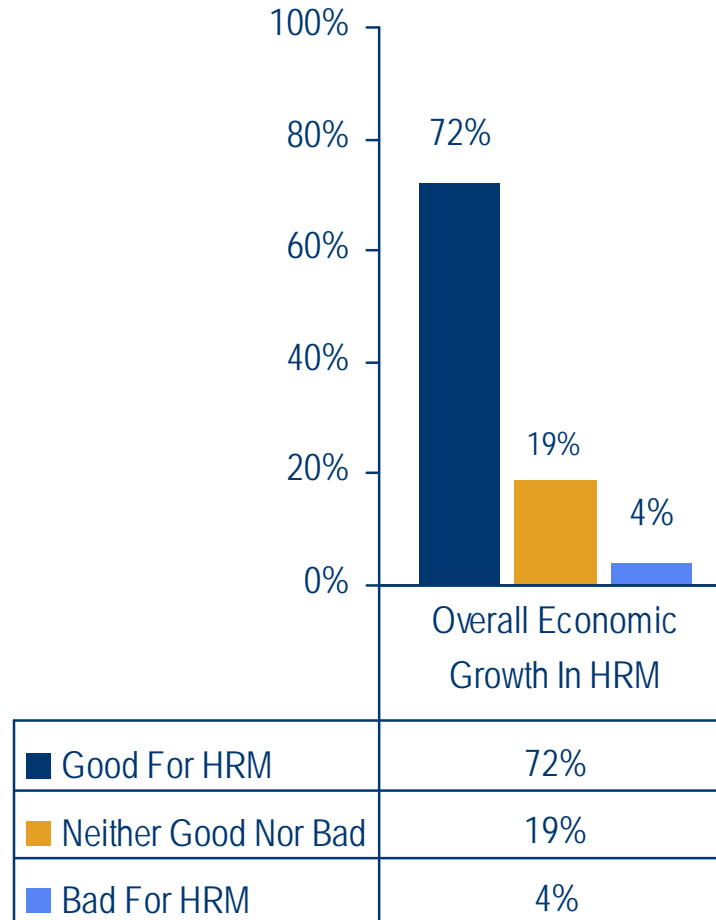
Methodology

- Telephone survey among HRM residents age 18+
- Demographics to reflect overall population
- Regional representation
- Total sample around 1,400

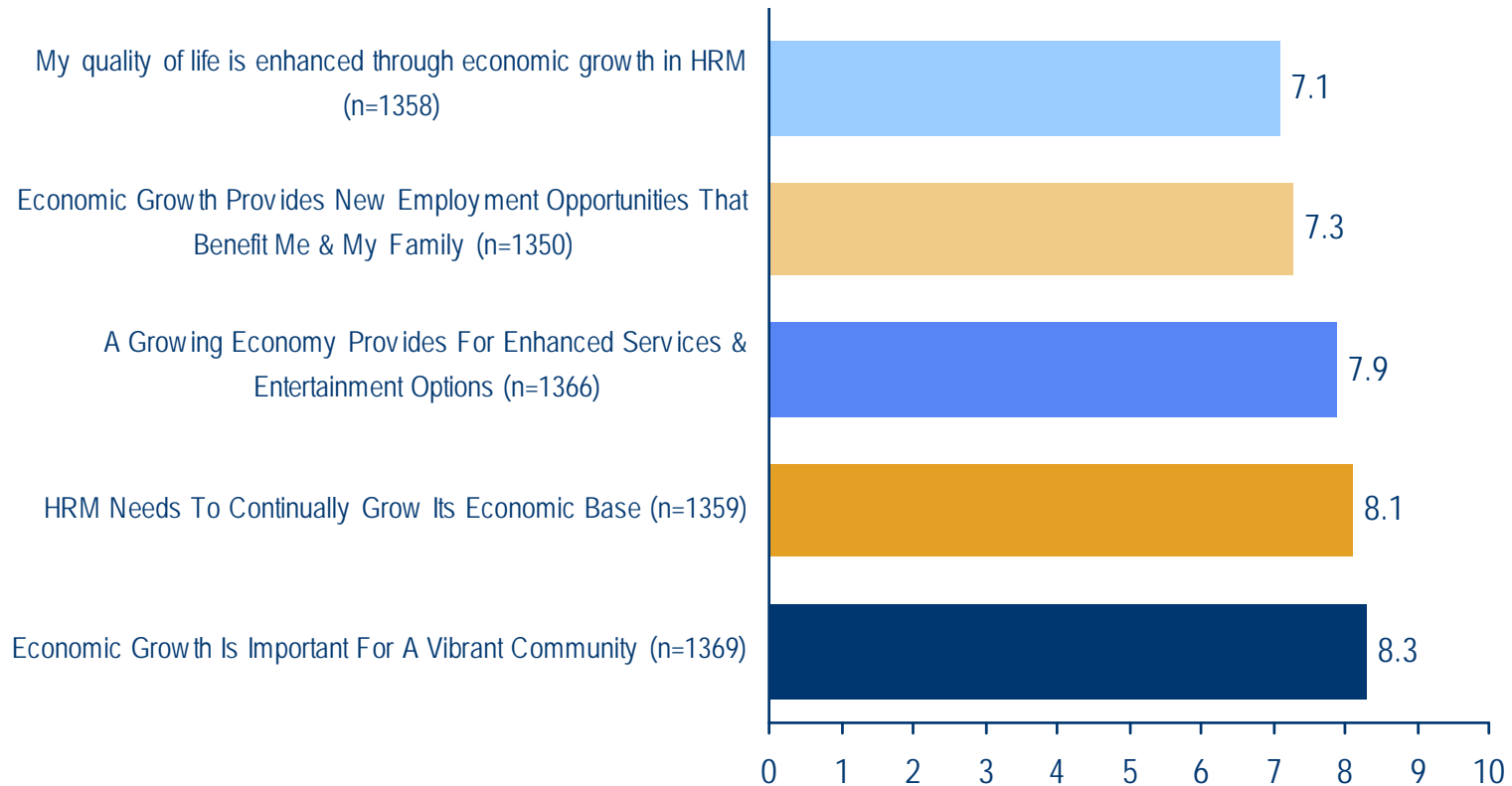
Myth 1:

People in HRM think growth is bad

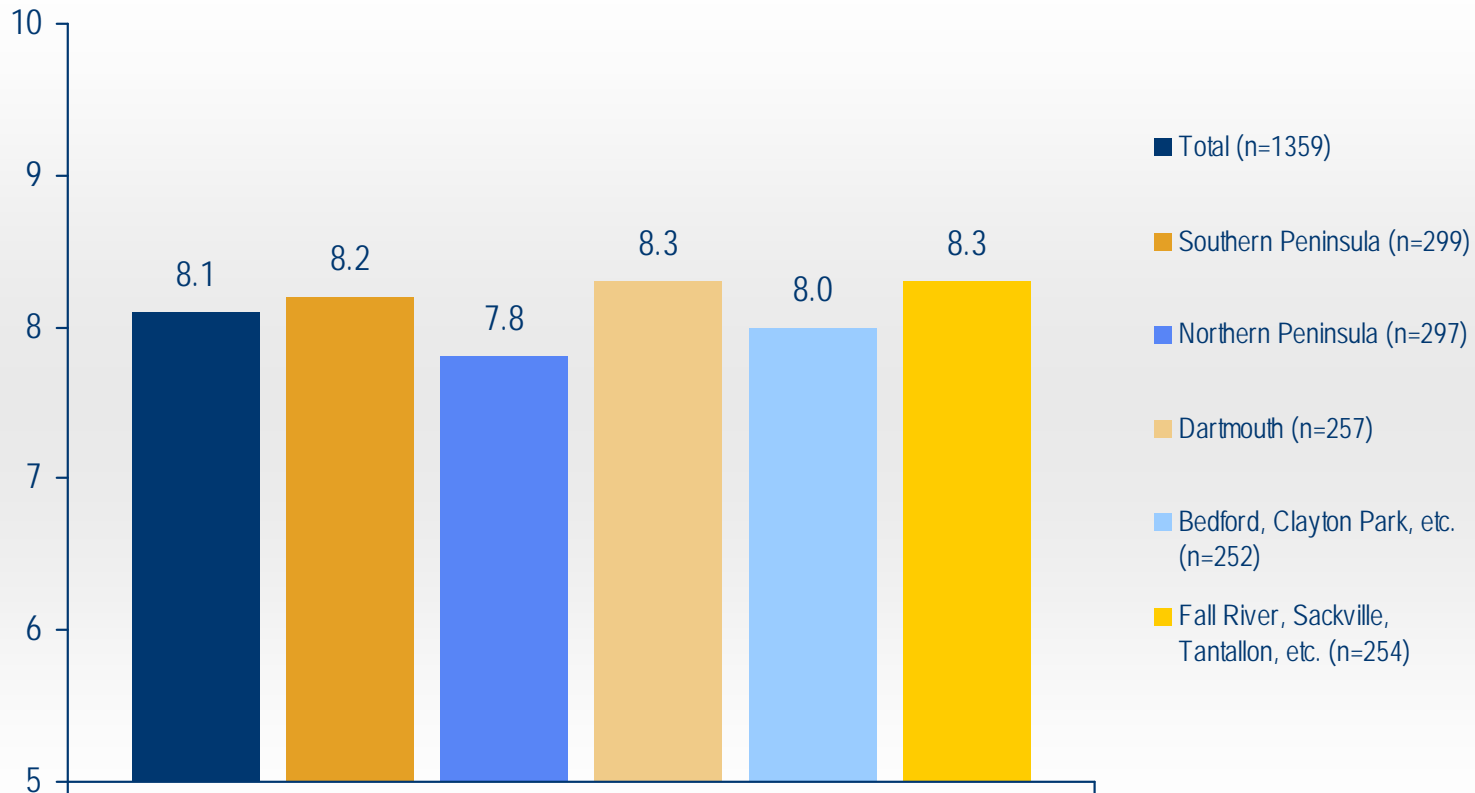
Change Over Last 10 - 15 Years Has Been: Total Sample



Attitudes To Economic Growth (mean ratings; 10 = "strongly agree")



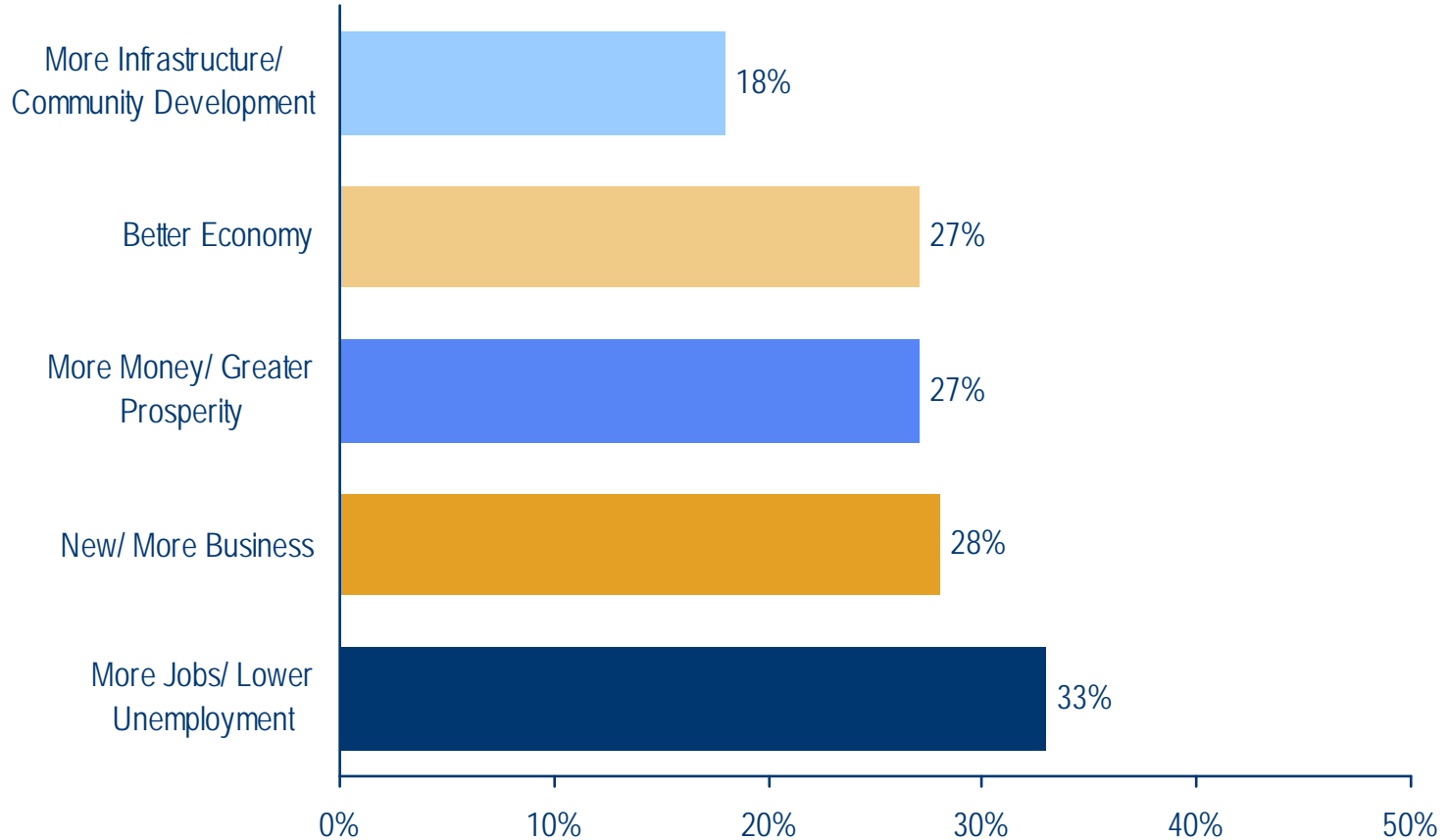
HRM Needs To Continually Grow Its Economic Base (mean ratings; 10 = "strongly agree")



What Does The Phrase "Economic Growth" Mean To You?

(Open End: All Responding)

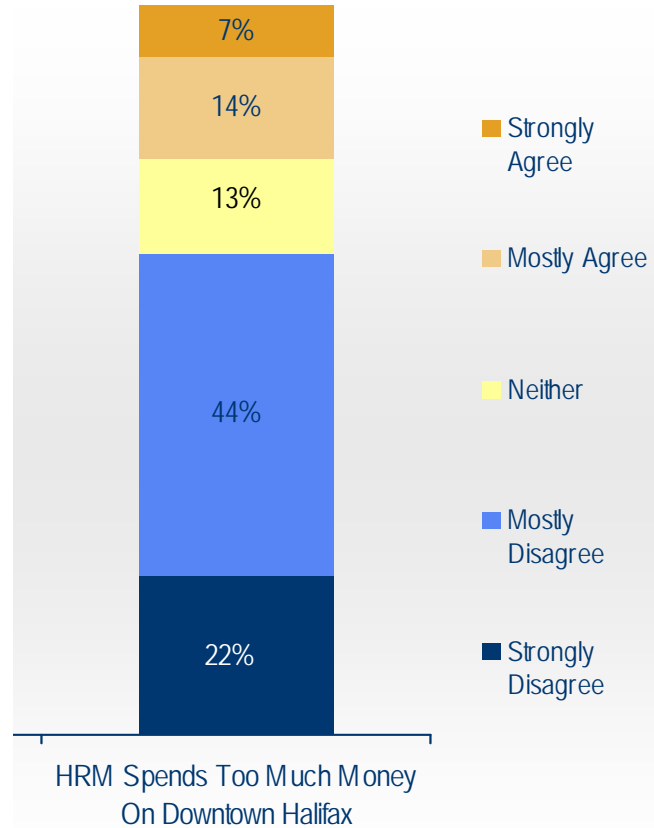
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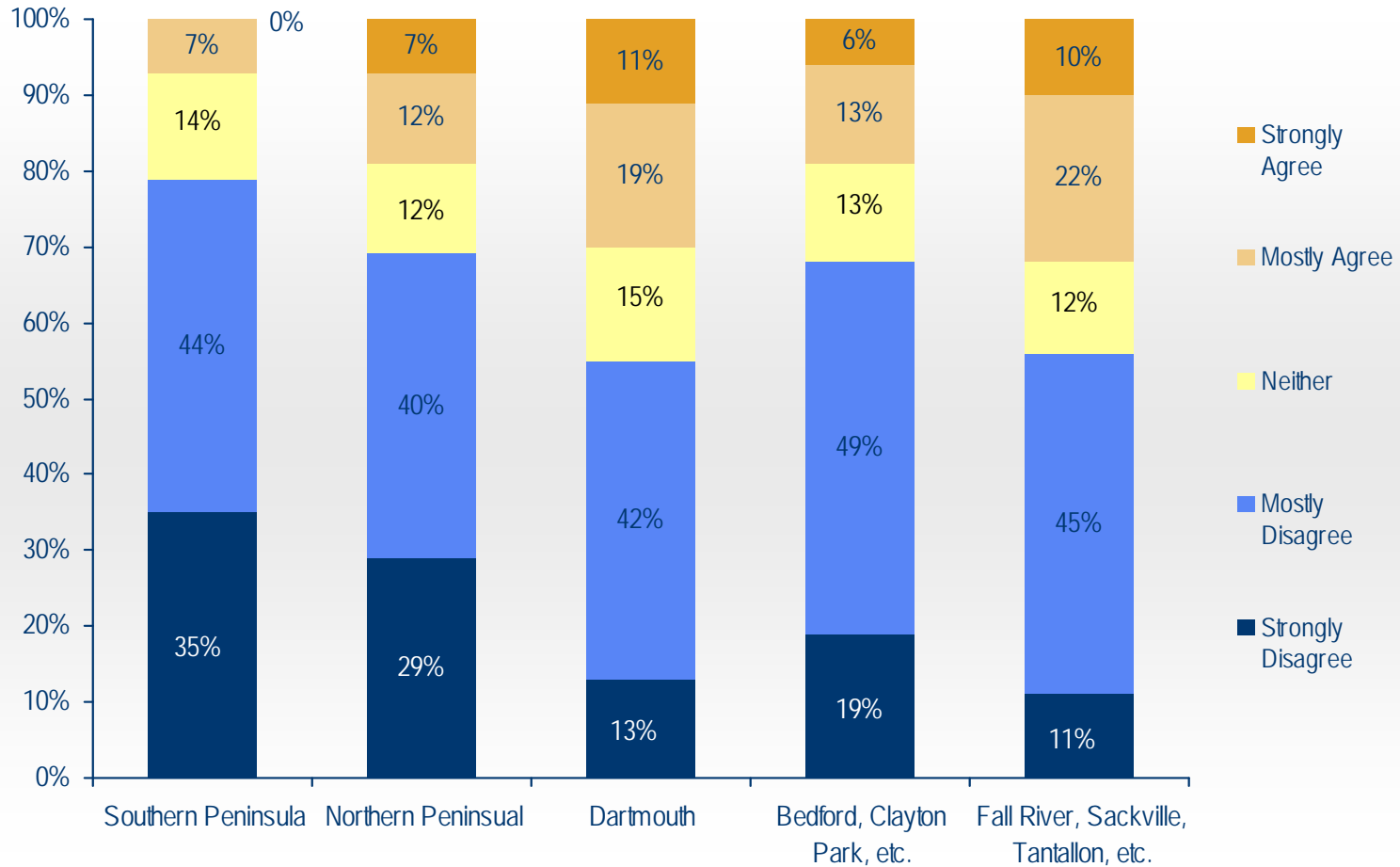
Myth 2:

People don't recognize and support
downtown Halifax as "the showroom"

HRM Spends Too Much Money in Downtown Halifax (Total Sample)



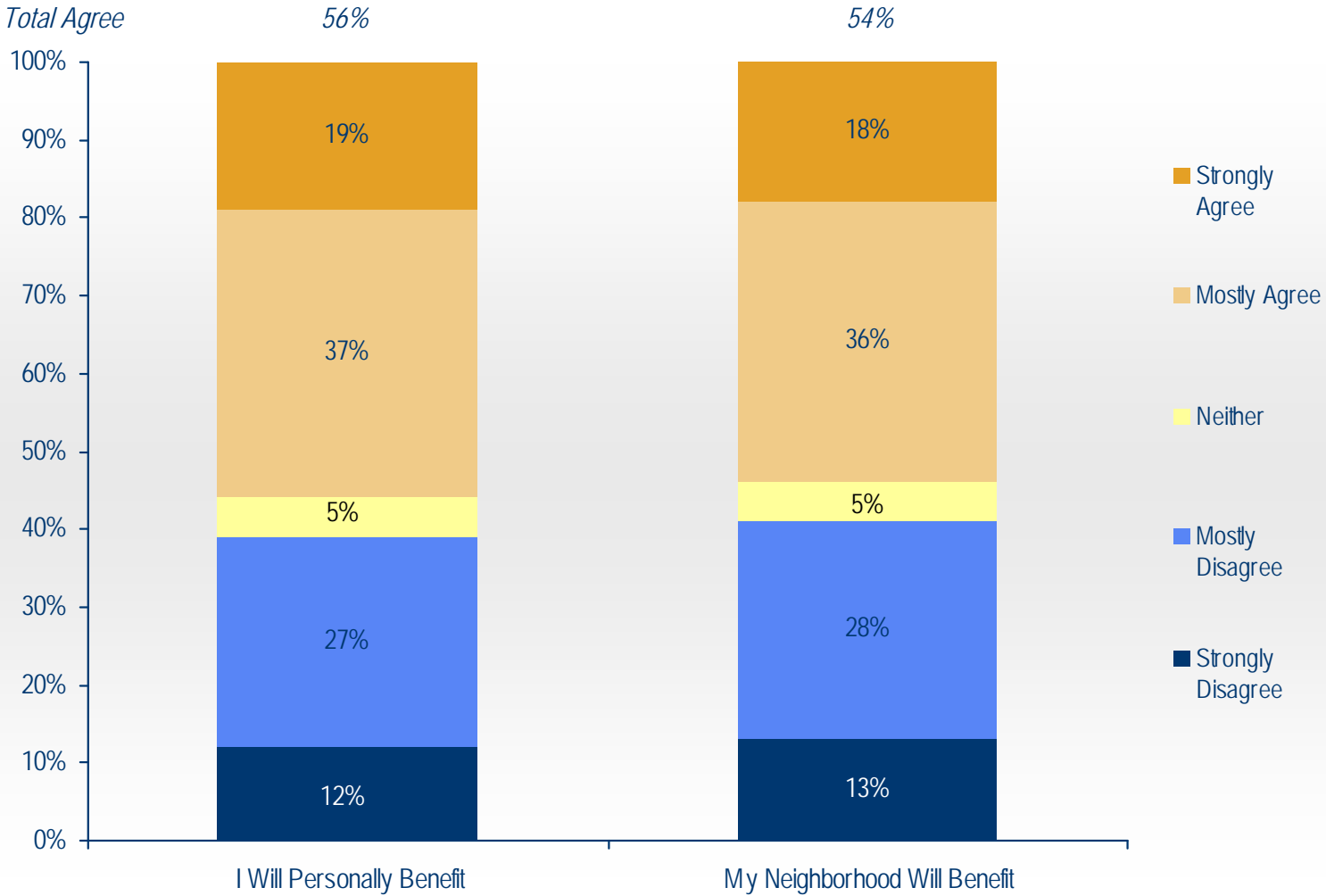
HRM Spends Too Much Money On Downtown Halifax



Who Will Benefit From (Further) Growth And Development In Downtown Halifax

Total Sample

Memo:
Total Agree



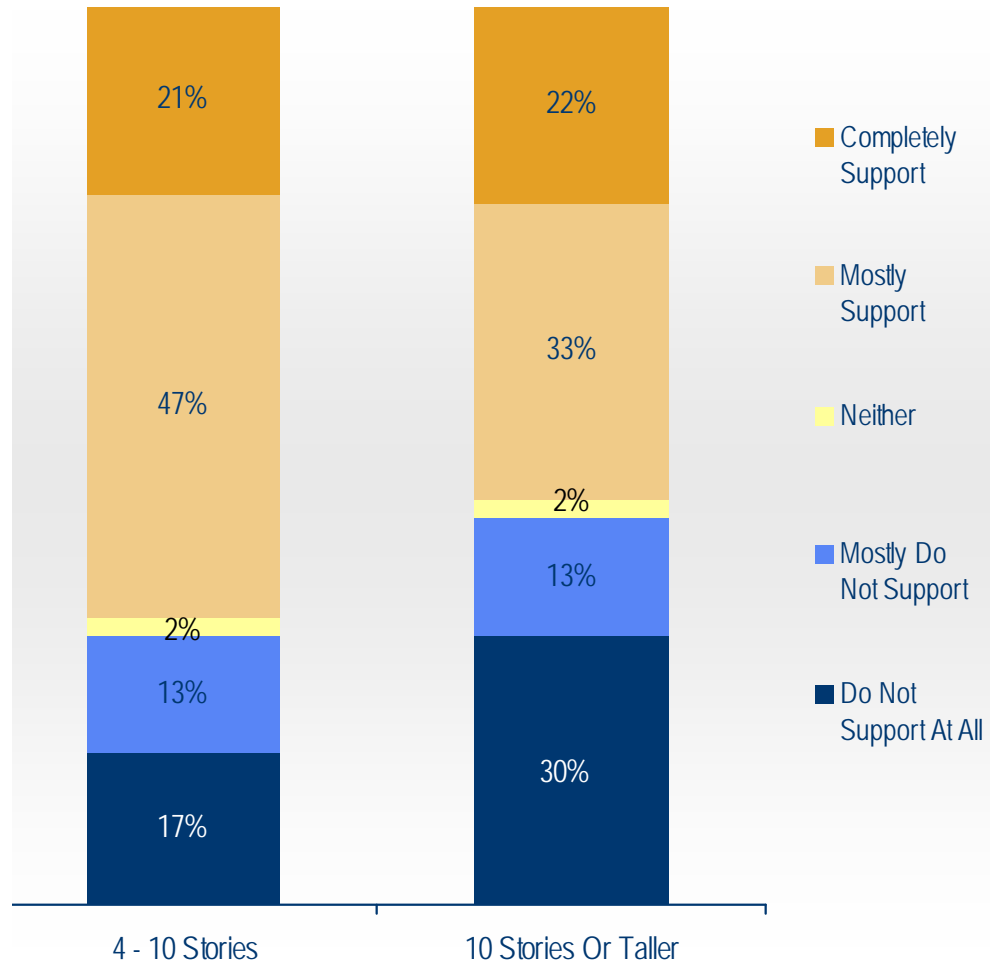
Myth 3:

People in Halifax Have Batophobia

fear of tall buildings

Support For Developments In The Downtown Core

Total Sample



Developments That Are 10 Stories Or Taller In The Downtown Core

Memo:

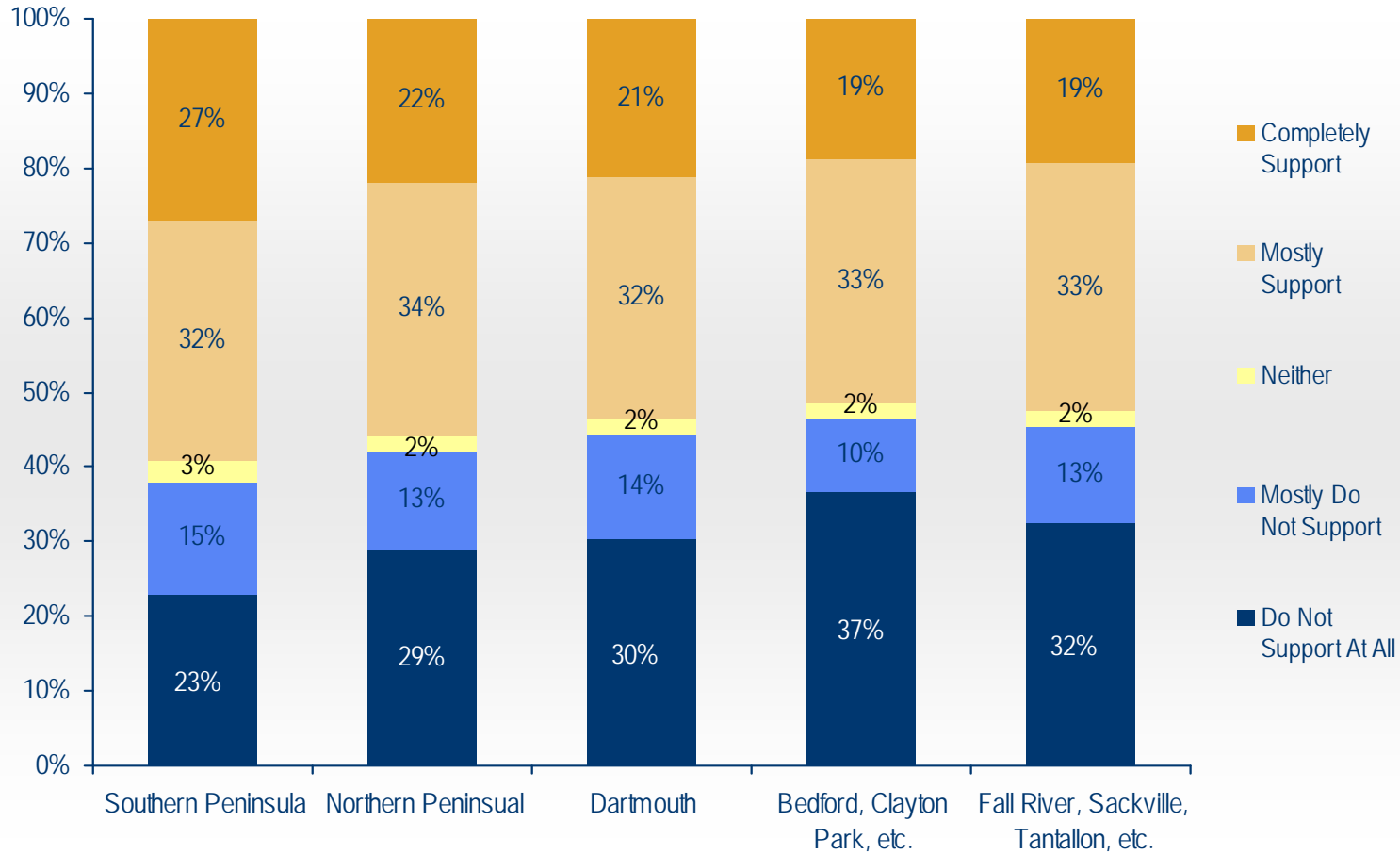
Total Support 59%

56%

53%

52%

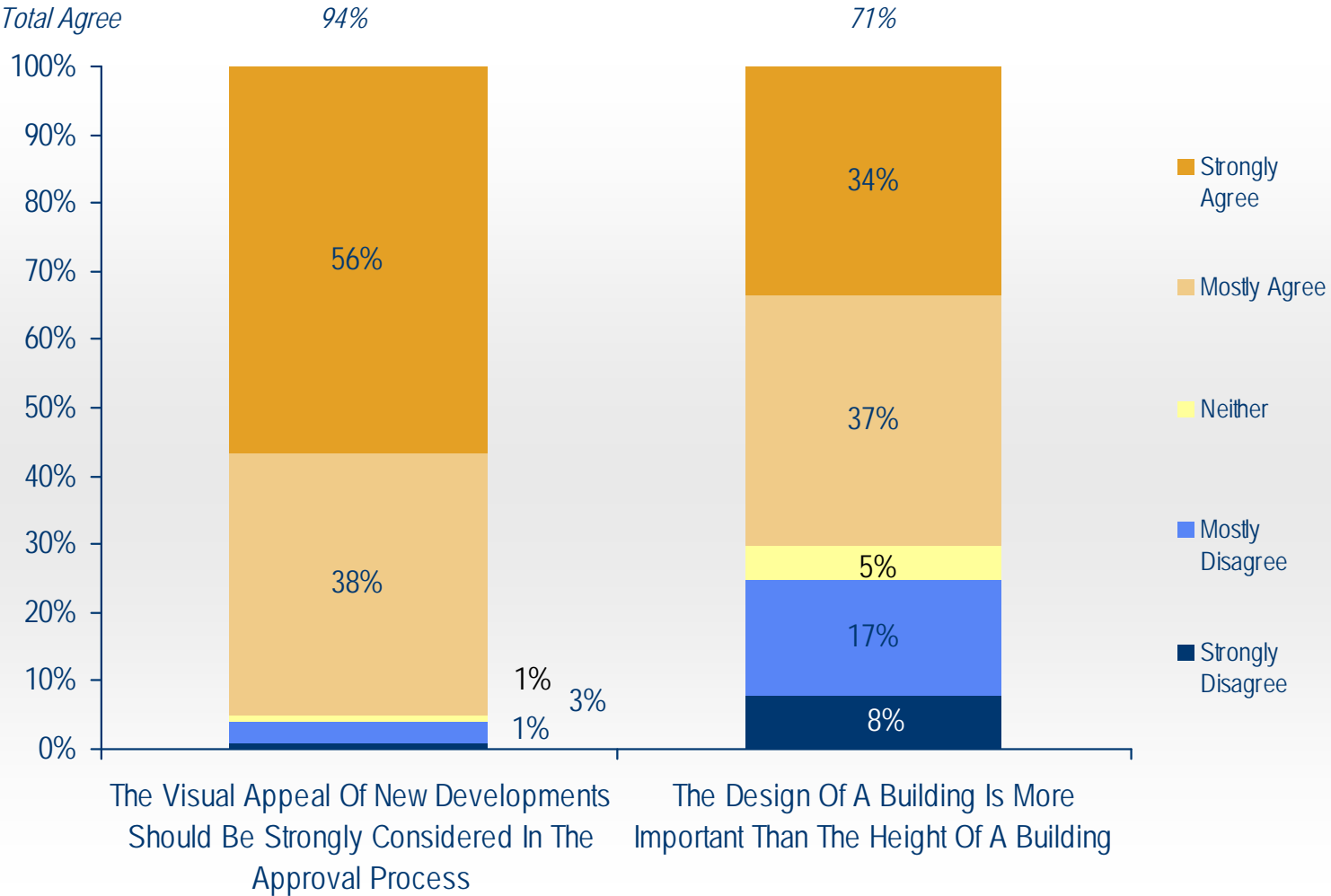
52%



A Building's Visual Appeal Is Very Important

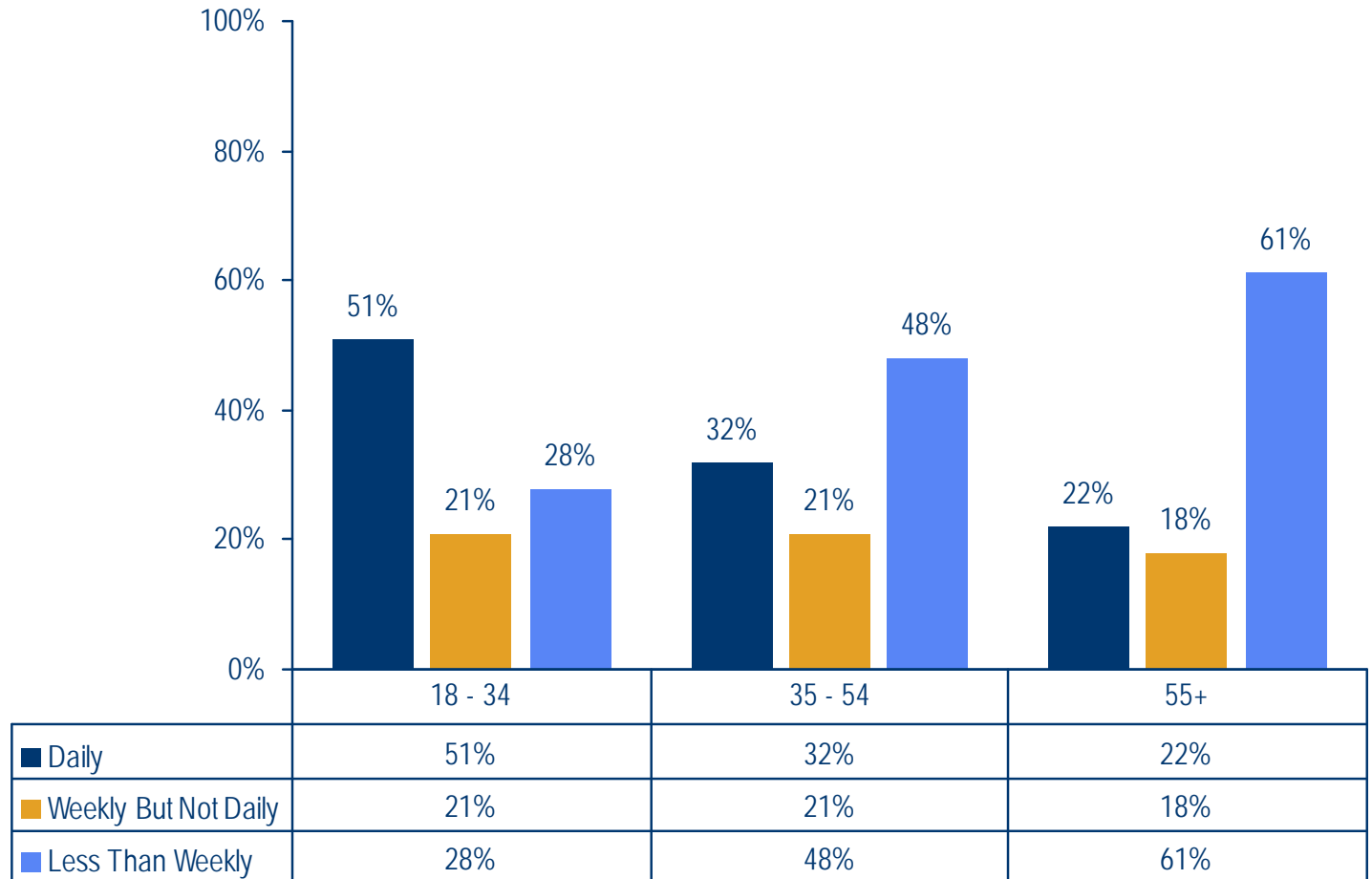
Total Sample

Memo:
Total Agree

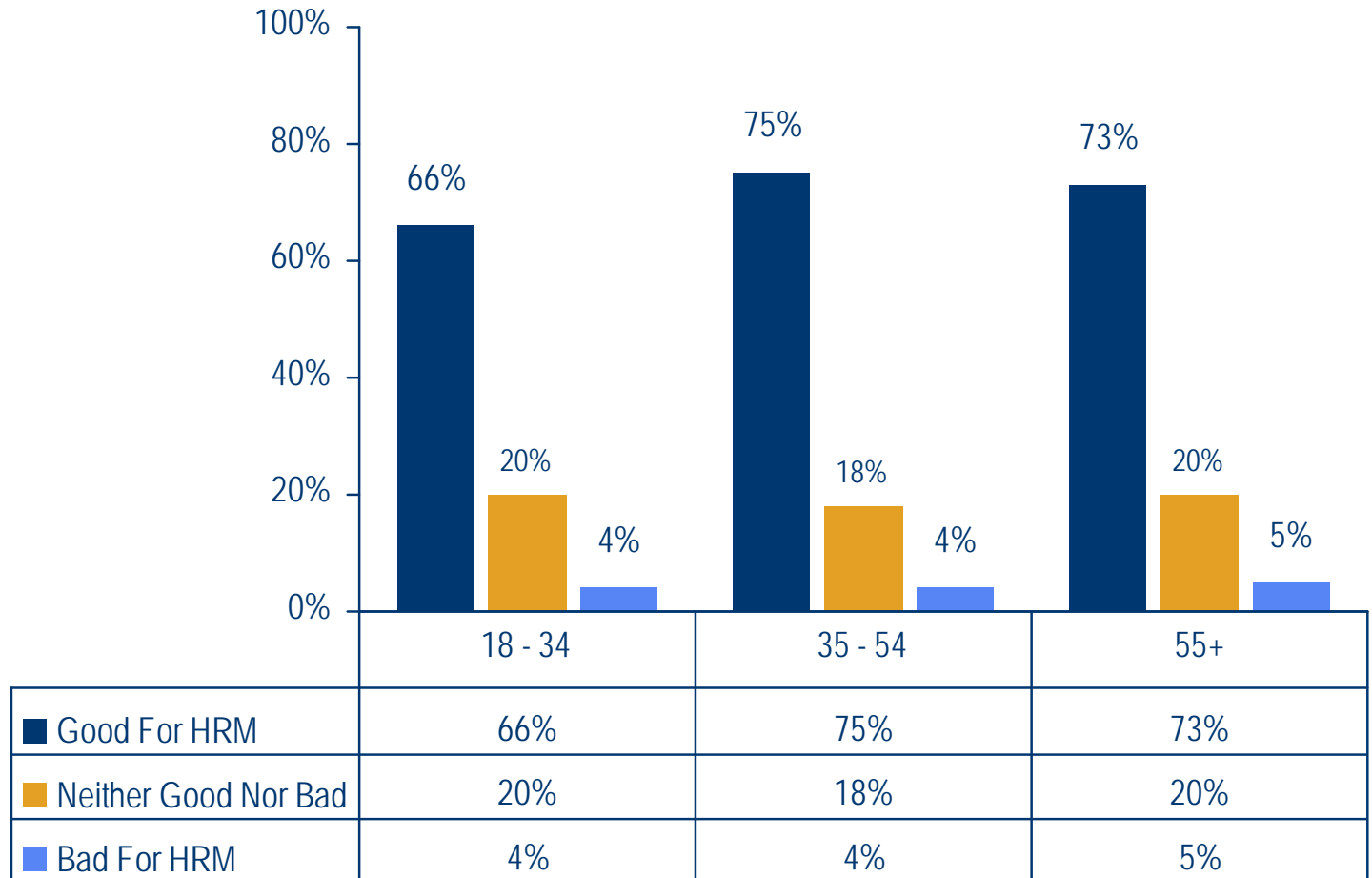


Young people are not engaged and do not really care about the future growth and development of Halifax

Frequency With Which You Are In Downtown Halifax



Economic Growth In HRM Over Last 10 - 15 Years Has Been:



Developments That Are 10 Stories Or Taller In The Downtown Core

