

SCHEDULE K

“Support for CFL in Halifax” Poll Results

Support for CFL in Halifax



Corporate Research Associates Inc.

September 6th, 2017



- These results are based on random telephone interviews with a representative sample of approximately 400 adult residents, 18 years of age and older, from the Halifax population.

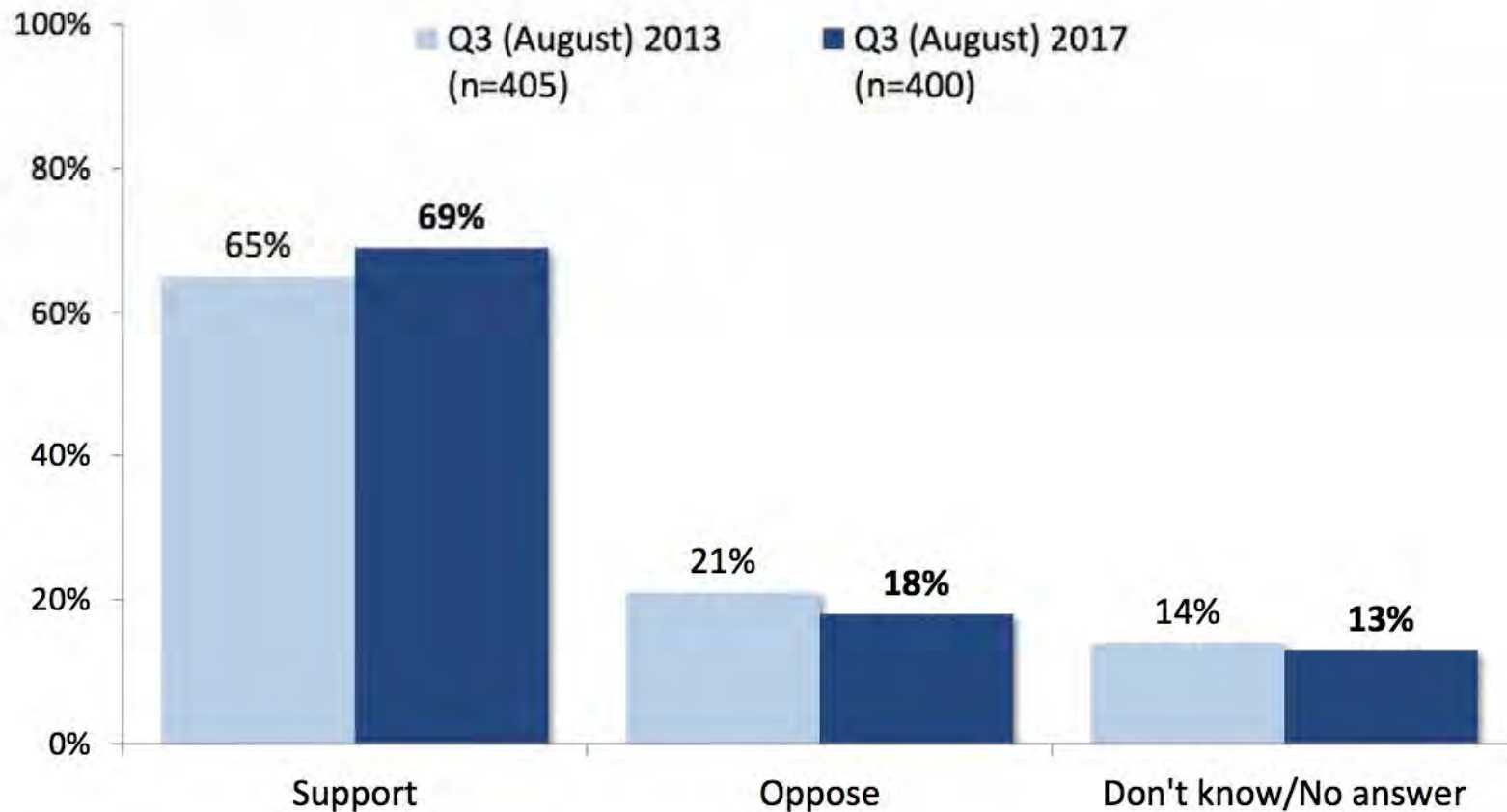
- A sample of 400 respondents would be expected to provide results accurate to within plus or minus 4.9 percentage points in 95 out of 100 samples.

- The results presented in this report cover four studies over a 12 year period:
 - ✓ **2005 Halifax Urban Survey** (Q2 – 400 random telephone surveys)
 - ✓ **2013 Halifax Urban Survey** (Q3 – 405 random telephone surveys)
 - ✓ **2014 Halifax Urban Survey** (Q1 – 411 random telephone surveys)
 - ✓ **2017 Halifax Urban Survey** (Q3 – 400 random telephone surveys)

***Support for CFL Team
(2017 Halifax Urban Survey)***

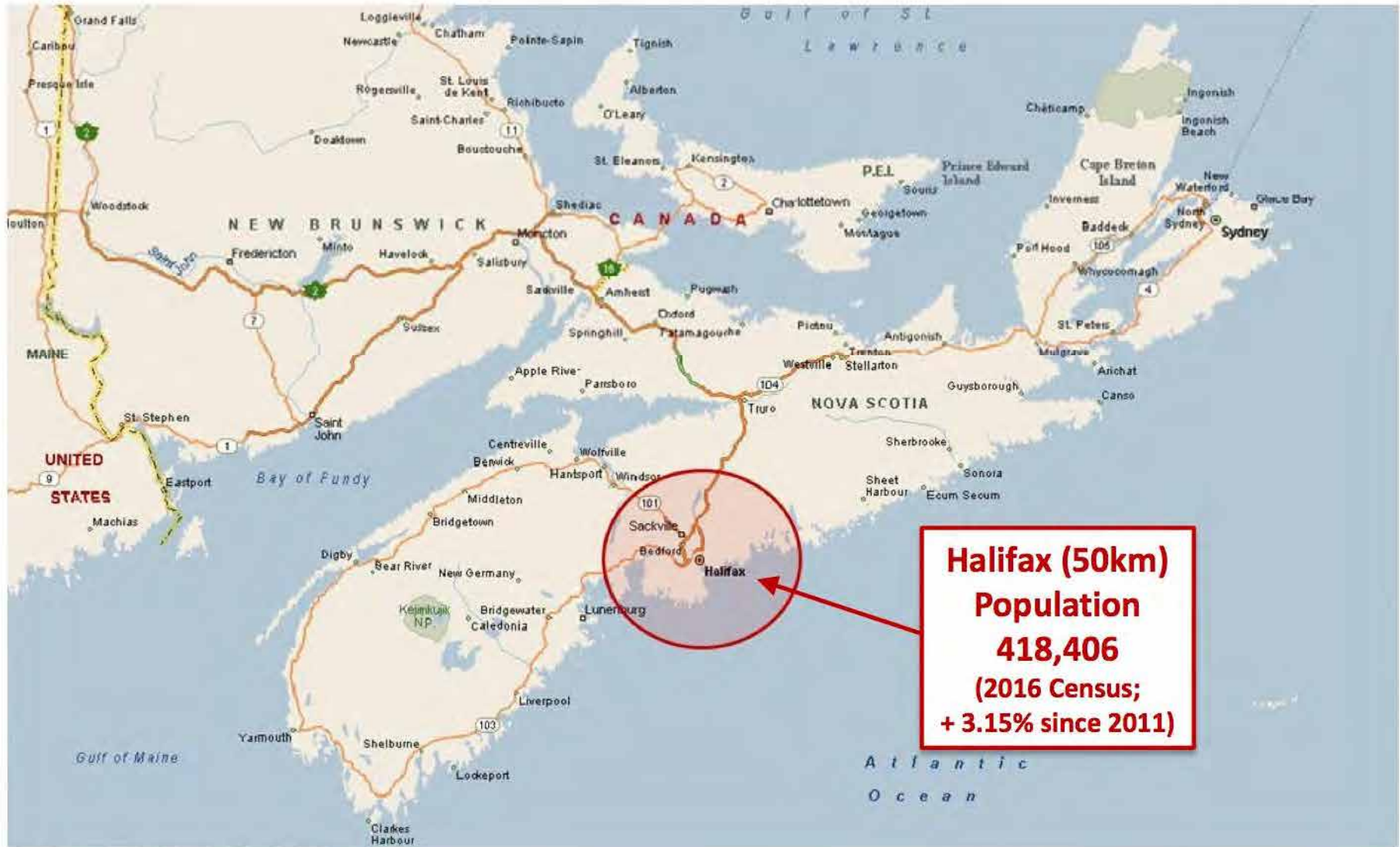


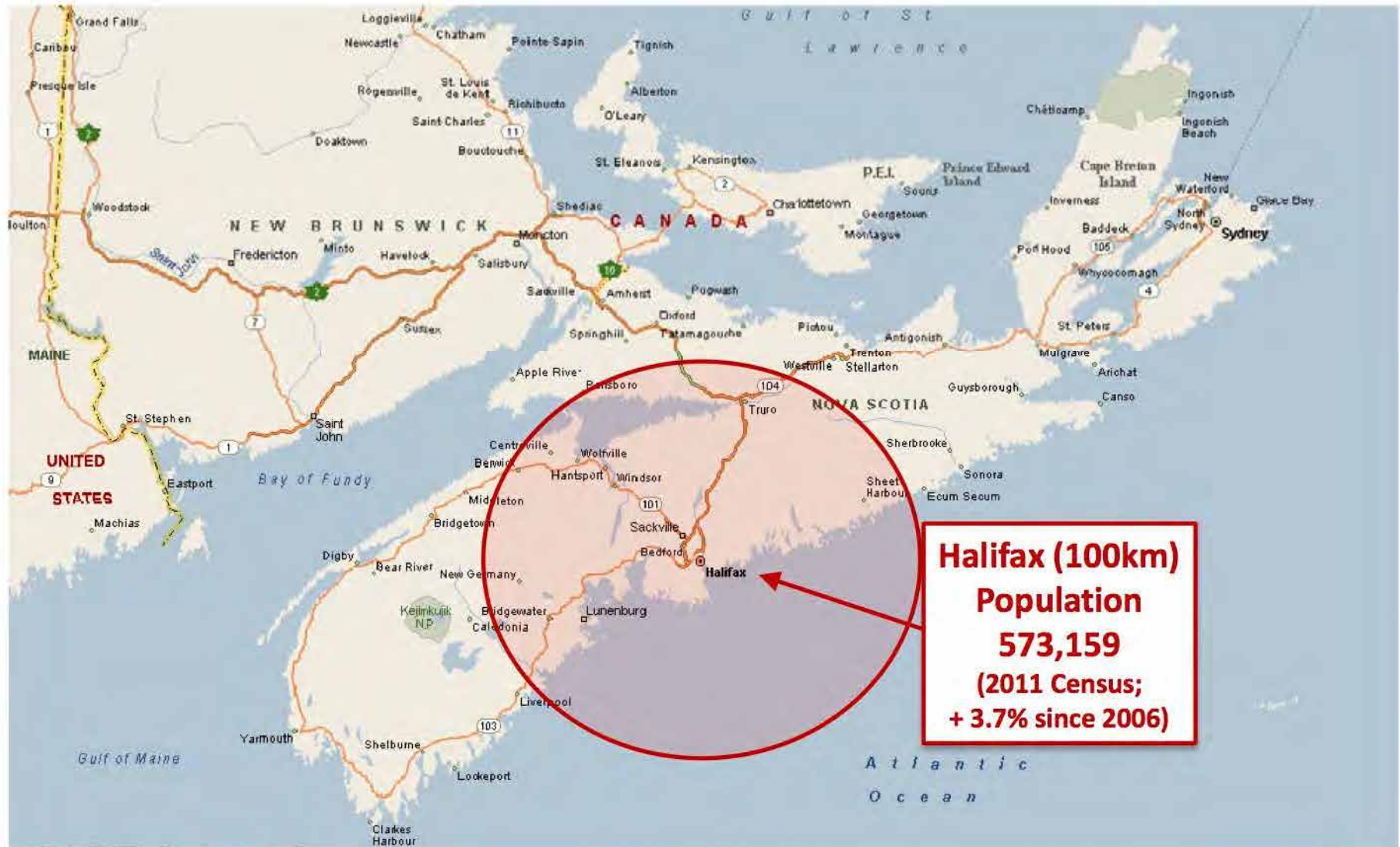
Opinion of Having a CFL Team in Halifax



Q.CRA1: There has been continued speculation that the Canadian Football League, or CFL would like to have a team in Eastern Canada? Do you personally completely support, mostly support, mostly oppose, or completely oppose a CFL team in Halifax?

50 km Radius of Halifax



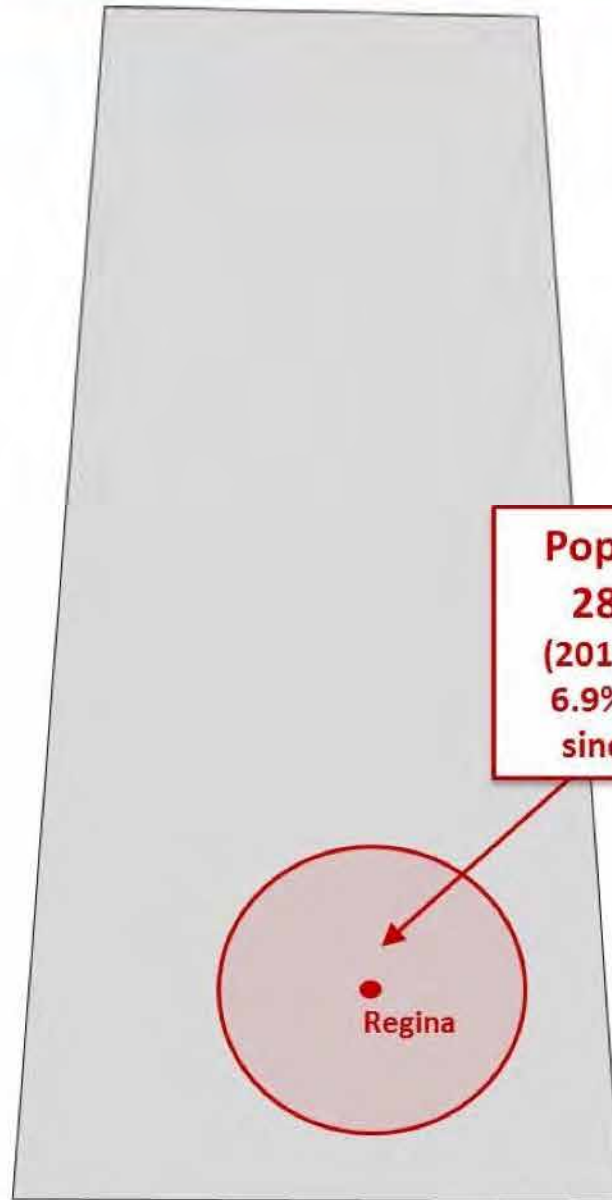




Population
217,239
(2011 census;
8.0% growth
since 2006)



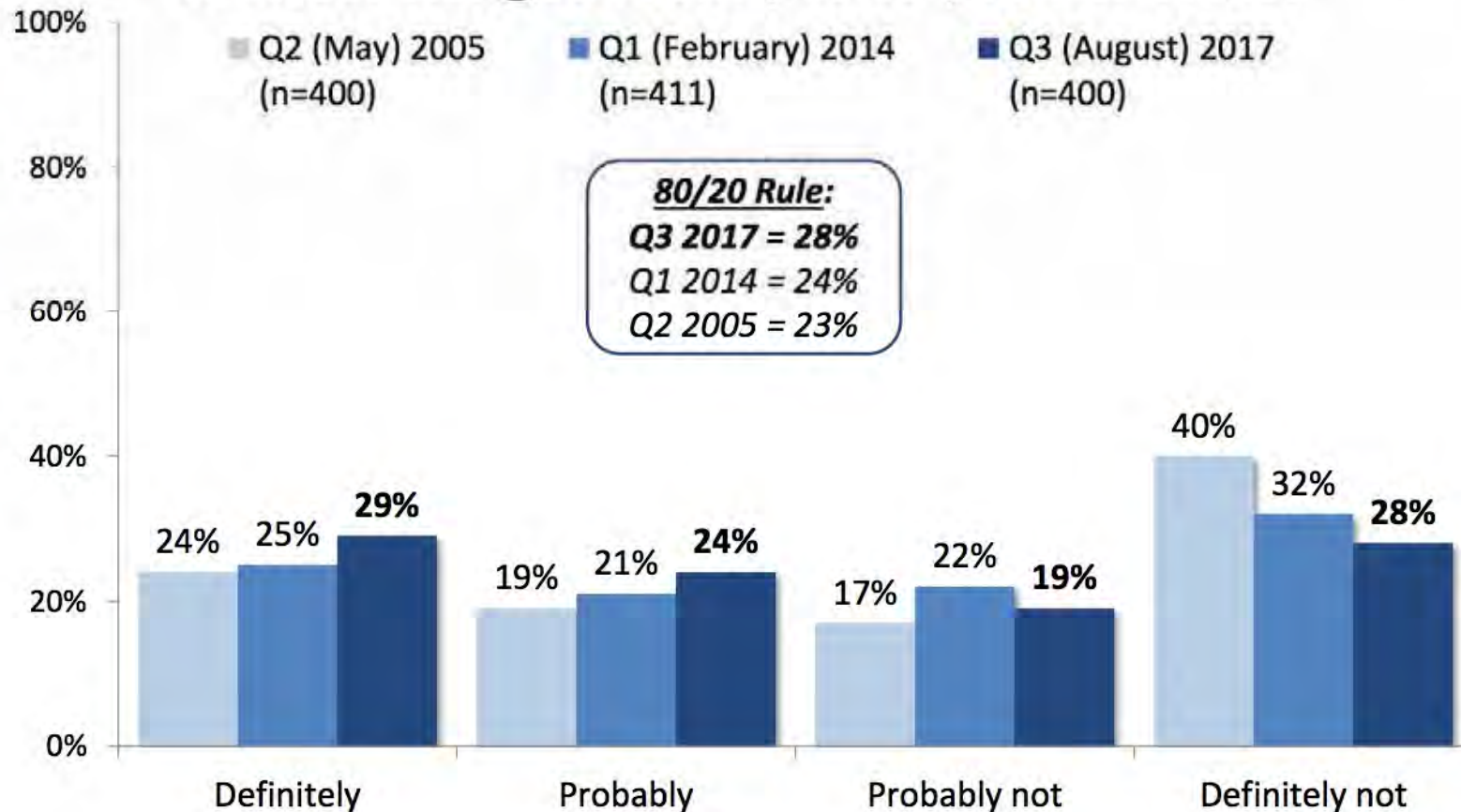
Regina



Population
282,442
(2011 census;
6.9% growth
since 2006)

Regina

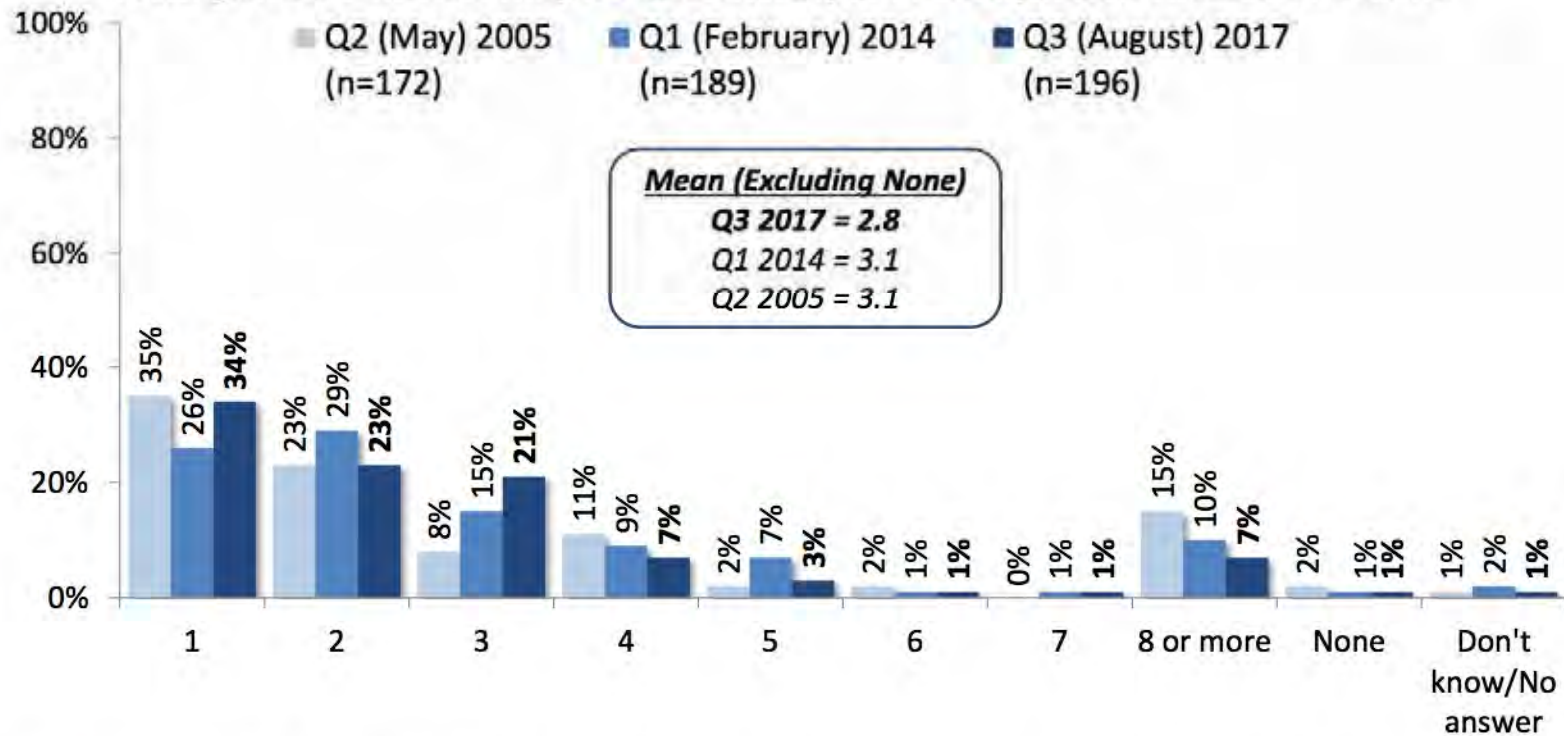
Likelihood of Attending a Halifax CFL Team Game If Prices Ranged From \$40 to \$60 Per Ticket



Q.CRA2: Assuming ticket prices would range from \$40 to \$60 per ticket, what is the likelihood that you personally might attend at least one game of a Halifax CFL team during the regular season? Would you definitely, probably, probably not, or definitely not attend at least one regular season game in Halifax at these prices?

Number of Regular Season Games Would Attend If Prices Ranged From \$40 to \$60 Per Ticket

Among Those Who Said They Would Definitely or Probably Attend At Least One Game



Q.CRA3: [IF 'DEFINITELY' OR 'PROBABLY' IN Q.CRA2] Each CFL team has nine home games during the regular season. Knowing this, how many regular season games in Halifax, if any, would you likely attend, once again assuming ticket prices would range between \$40 and \$60 per ticket?
 Q.Q1 2014: [IF 'DEFINITELY' OR 'PROBABLY' IN Q.CRA8] Each CFL team has nine home games during the regular season. Knowing this, how many regular season games in Halifax, if any, would you likely attend, once again assuming ticket prices would range between \$40 and \$60 per ticket?
 Q.Q2 2005: [IF 'DEFINITELY' OR 'PROBABLY' IN Q.CFL1] Each CFL team has eight home games during the regular season. Knowing this, how many regular season games in Halifax, if any, would you likely attend, once again assuming ticket prices would range between \$40 and \$60 per ticket?

Note: Responses of 'Don't know/No answer' have been excluded from calculation of the mean.

	Within 50km*	Within 100km**
Population	418,406	573,159
Population (15+ years old)	355,618	487,148
29% definitely (80%)	82,503	113,018
24% probably (20%)	<u>17,070</u>	<u>23,383</u>
Fan pool	99,573	136,401
Average number of games	2.8	2.8
Total Fan support	278,804	381,923
<i>Fans per game (9 home games)</i>	<i>30,978</i>	<i>42,436</i>

*2016 Statistics Canada Census Data

**2011 Statistics Canada Census Data