



What's Important to Halifax Residents

Highlights From the City Matters
Survey



OUR GROUP OF COMPANIES

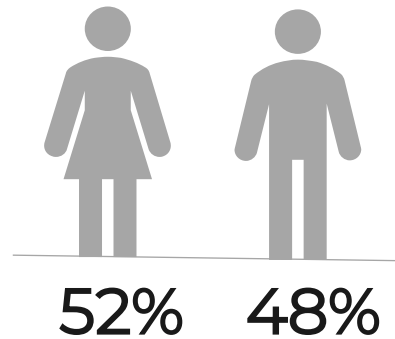
- **MQO Research** is a leading Atlantic Canadian Market Insights company. We believe that market research is a powerful tool when used to inform business and organizational strategies and decisions.
- MQO is part of the **m5 Group of companies**, which also includes **m5 Marketing Communications** - a full-service, integrated marketing agency with over 35 years of experience and more than 120 employees, making it the region's largest marketing agency.



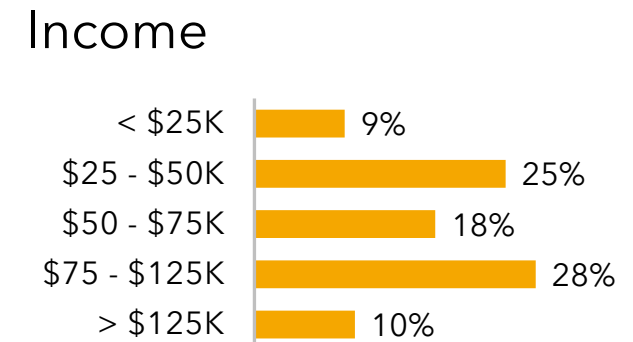
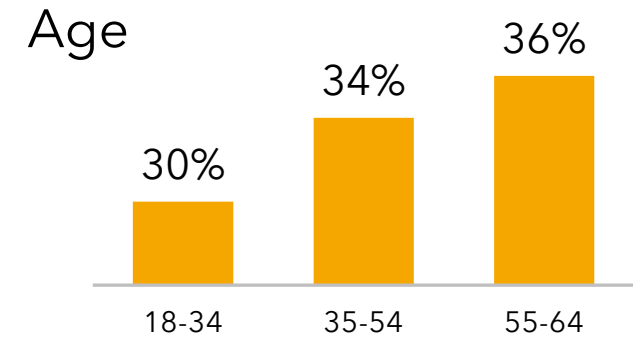
CITY MATTERS SURVEY



500
Halifax Residents

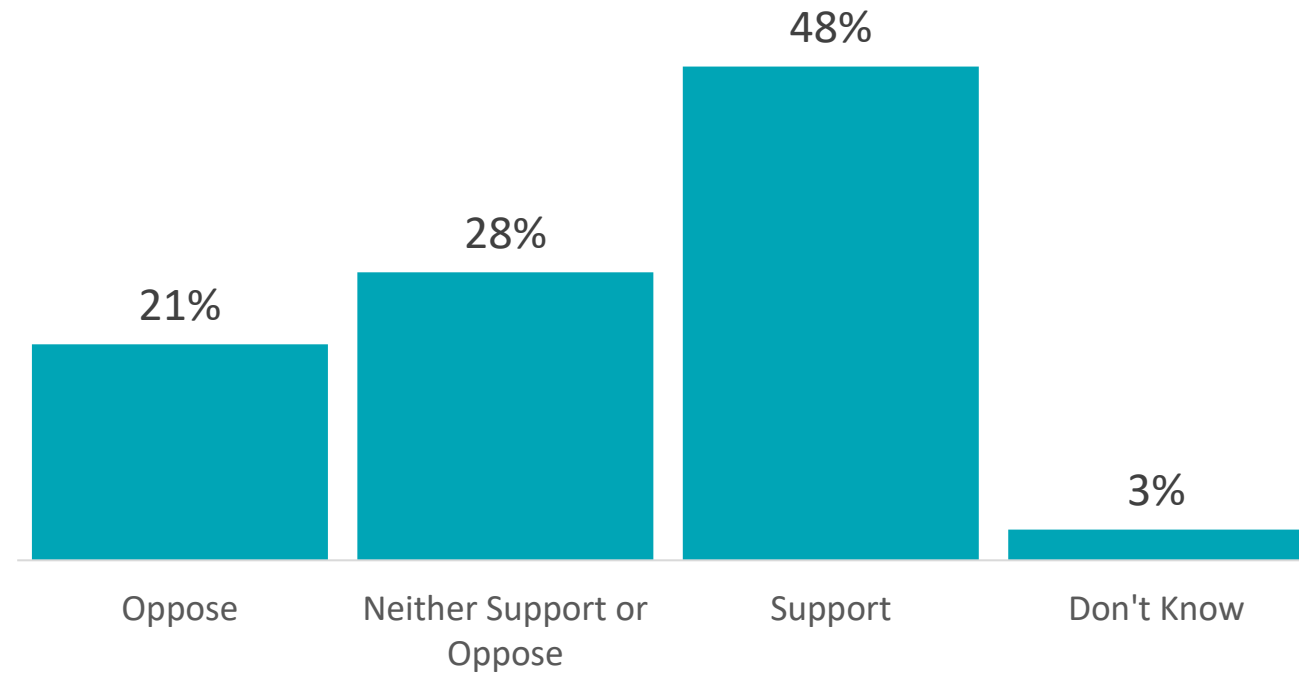


25%
Have children
under age 18



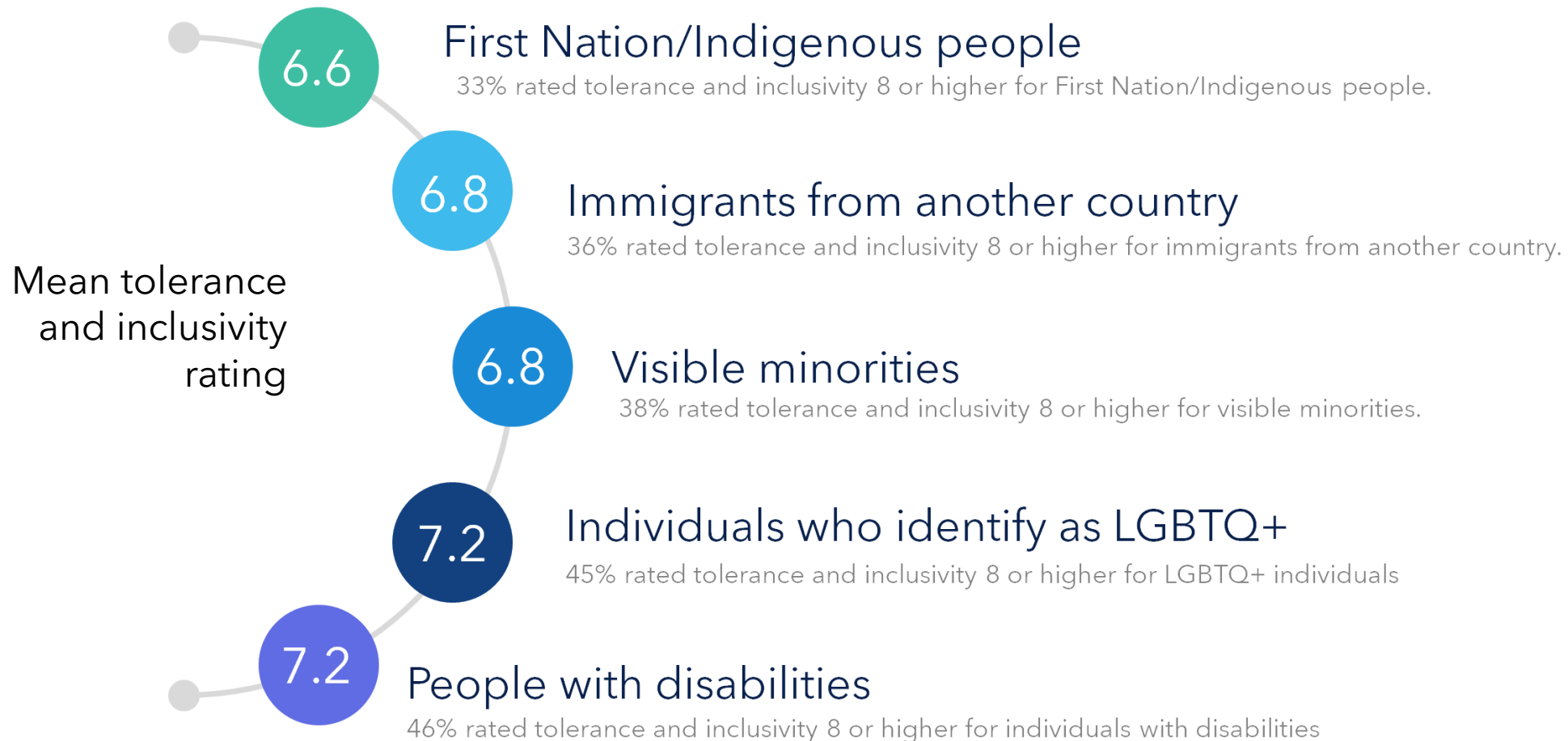
IMMIGRATION

Q: To what extent do you support or oppose efforts to increase the number of immigrants coming to Halifax? (n=500)



DIVERSITY AND INCLUSION

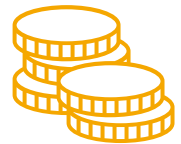
Q: Using a scale from 1 to 10, rate how tolerant and inclusive you think people in Halifax are toward...
(1=not at all tolerant and inclusive, 10=very tolerant and inclusive)



ECONOMIC OUTLOOK

Q: Overall, how would you rate Halifax's economy? (Poor, Fair, Good, Excellent, n=500)

Q: Thinking ahead to this time next year, do you expect Halifax's economy to be...(better, about the same, worse, n=500)



50%

Rate Halifax's economy today as 'Good' or 'Excellent'.



36%

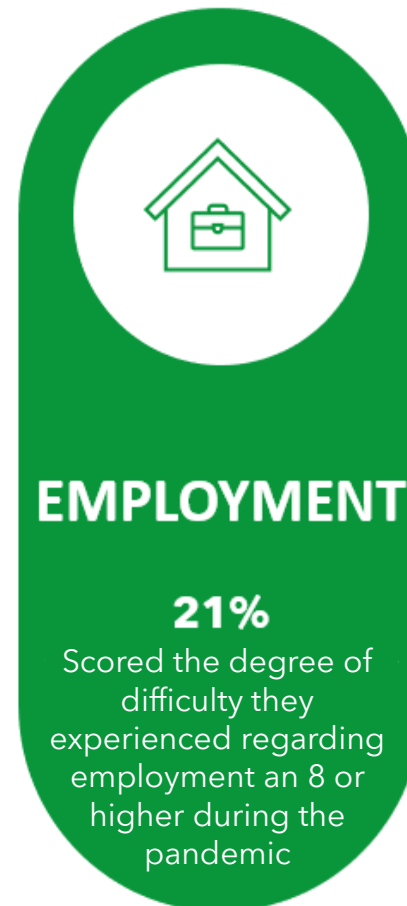
Believe that this time next year, the economy will be better.

2019 - 11% '...expect Halifax's economy to be 'Better'

2020 - 9% '...expect Halifax's economy to be 'Better'

THE IMPACT OF COVID-19

Q: During the COVID-19 Pandemic, what degree of difficulty have you experienced regarding...? (n=500)
(1 = No Difficulties and 10 = Major Difficulties)



AREAS OF FOCUS FOR HALIFAX

Q: What do you think is the single most important issue for the city to focus on? (n=500)

Cost of Living/Affordability

Lowering Taxes

Handling the Covid-19 Pandemic

Ensuring Growth is Sustainable

Economic Growth

POST PANDEMIC OUTLOOK

84%

Expect stable employment over the next year

73%

Are confident about their household's economic situation

72%

Are confident about Halifax's economy coming out of the pandemic

KEY TAKEAWAYS

- 1** What is important to Halifax residents right now is the affordability of living, continuing to manage covid-19 and growing the economy in a sustainable way
- 2** There is still work to do in laying the best foundation to grow the economy
- 3** Halifax citizens recognize that recovery is not going to happen over night
- 4** There is optimism that the Halifax economy will recover

Thank you