

*Communications Nova Scotia
Department of Transportation and
Infrastructure Renewal
Commissioned Results, Winter (Q1) 2015*

The Atlantic
Quarterly®



March 2015


NOVA SCOTIA



CRA 
CORPORATE RESEARCH ASSOCIATES

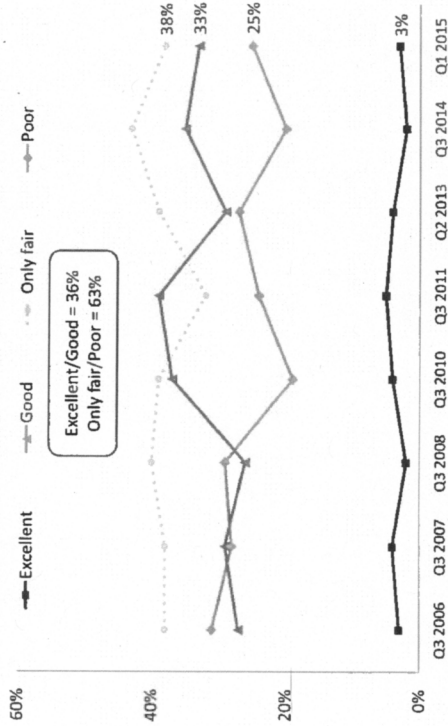


- ✓ Communications Nova Scotia (CNS) commissioned Corporate Research Associates (CRA) to conduct public opinion research among adult residents of Nova Scotia in Q1 2015. CRA included questions on the Nova Scotia *Atlantic Quarterly* survey for a total of 400 telephone interviews with adult residents, 18 years of age or older. The map below illustrates how *The Atlantic Quarterly*® breaks down the province for regional analysis.
- ✓ The overall results are based on interviews conducted from February 10 to March 1, 2015, with results accurate to within ± 4.9 percentage points, 95 out of 100 times.
- ✓ Please note, results may not equal 100 percent due to rounding.



- ✓ A large majority of NS residents believe highways in the province to be safe, despite perceiving their condition negatively.
- ✓ Maintenance and twinning of existing major highways is considered most important by NS residents, while building new highways is also important to residents, but to a relatively lesser degree.
- ✓ A slight majority of residents support additional government spending on NS highways even if it means less funding for other public services.
- ✓ Residents are split in terms of the use of tolls to advance the twinning of NS highways. Specifically, over one-half support twinning, while a large minority oppose it.
- ✓ On average, NS residents consider just under two dollars a reasonable toll amount to pay for a 50 kilometer stretch of 100 series highway. Across the province, residents in Halifax are willing to pay the lowest while those in the rest of mainland are willing to pay the highest toll amount.

Provincial Highway Conditions in Nova Scotia



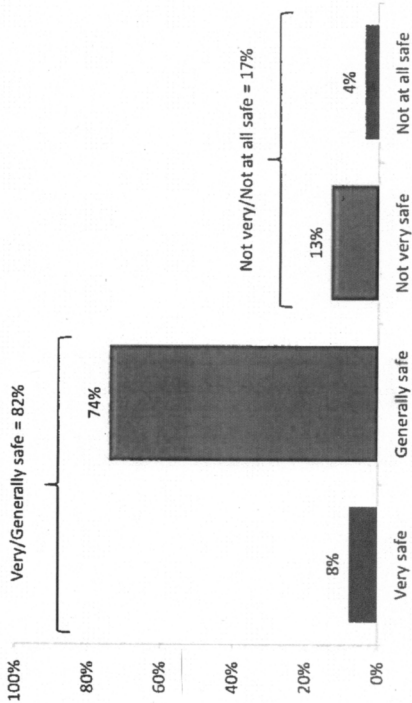
Q.A018: How would you rate the overall condition of highways in the province? Would you say they are in excellent, good, only fair, or poor overall condition? (n=400)

Residents who oppose additional government spending on highways are more likely than those who support such spending to perceive current highway conditions favourably.

Nova Scotians continue to offer a negative assessment of the overall condition of highways in the Province.

Regionally, Halifax residents offer a more positive assessment of provincial highways compared with residents in other areas of the Province. Across the population, those in the highest income category, younger residents, and those with higher education levels are more likely to rate highways in NS positively. (Table AD18)

How Safe are Nova Scotia Highways

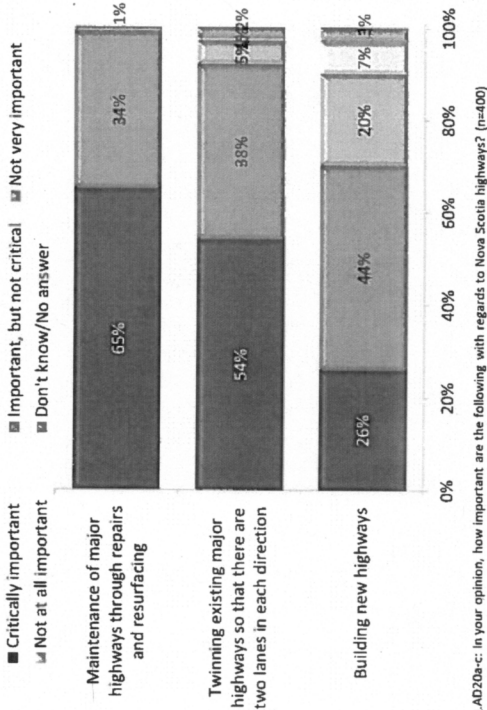


Q.AD19: Generally speaking, how safe, are Nova Scotia highways? Do you think they are very safe, generally safe, not very safe, or not at all safe? (n=400)

Despite negative opinions regarding the overall condition of highways, a large majority of NS residents believe highways in the province to be safe. That being said, most residents offer a rating of *generally safe*, while few indicate they are *very safe*.

Opinions on safety are similar across the province. Across the population, younger residents and those with higher levels of education are more likely to believe NS highways are safe. (Table AD19)

Importance of Statements About Nova Scotia Highways



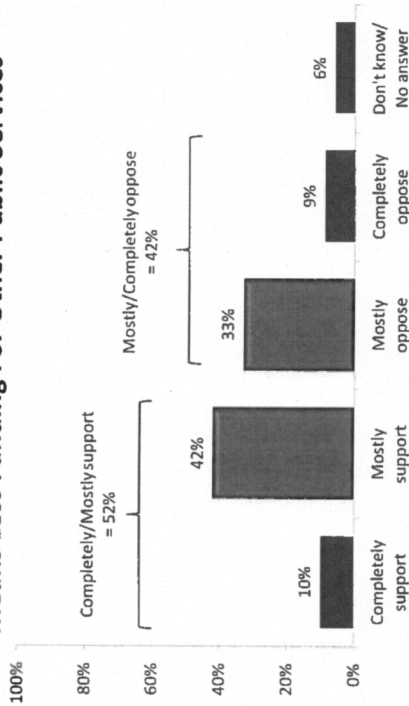
Residents who consider the highways as unsafe are more likely to support all three initiatives, as are those who support increased spending.

Maintenance and twinning of existing major highways is important to most residents. Two-thirds of residents believe maintenance through repairs and resurfacing to be *critically important*, while over one-half believe twinning of highways to be *critically important*.

Building new highways is important to residents but considerably less so than the other two initiatives.

Regionally, Cape Breton residents are more likely to consider building new highways as important, while twinning highways in more important among mainland residents. (Table AD20a-c)

Opinion of Additional Spending on Highways Even if it Means Less Funding For Other Public Services

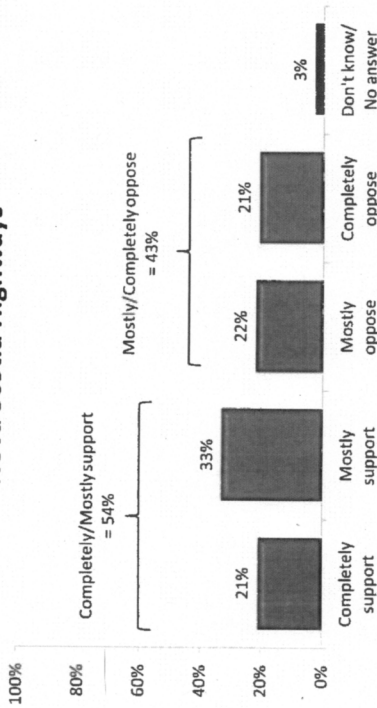


One-half of Nova Scotia residents support additional government spending on highways, while a large minority oppose it.

Residents 35 years of age or older are more likely to support additional government spending on highways. (Table AD21)

Q.AD21 Thinking about the condition of highways in Nova Scotia, do you completely support, mostly support, mostly oppose or completely oppose additional government spending on highways even if it means less funding for other public services such as education and health care in the province? (n=400)

Opinion of Using Tolls to Advance the Twinning of Nova Scotia Highways

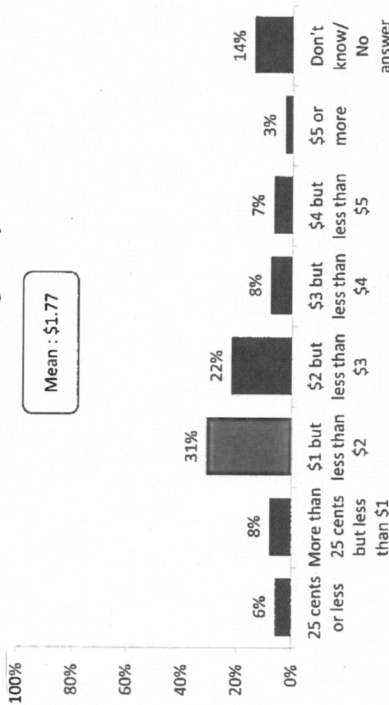


Q.AD22: Twinning highways is expensive and the majority of the current provincial highway budget goes into maintaining the existing Nova Scotia highway system that we have now. At present, the government does not have the additional funds to twin provincial highways and the use of tolls would enable government to twin sections of provincial highways much sooner than they would otherwise. Would you completely support, mostly support, mostly oppose or completely oppose the use of tolls as a means to more quickly advance the twinning of Nova Scotia highways? (n=400)

Residents are divided in terms of the use of tolls to advance the twinning of NS highways. Specifically, over one-half support, while a large minority oppose.

Higher income earners, residents aged 35 years or older, and those who support additional government spending on highways are more likely to support the use of tolls to twin highways. (Table AD22)

Reasonable Toll Implemented to Pay for Twinning of a 100 Series Highway



On average, Nova Scotia residents believe just under two dollars is a reasonable toll amount to pay for a 50 kilometer stretch of 100 series highway.

Residents in Halifax are willing to pay the lowest while those in the rest of mainland are willing to pay the highest toll amount. Men, those in the middle income category, those 35 years or older, and those who support the use of tolls to twin highways are more likely to indicate a higher toll amount. (Table AD23)

QAD23: Imagine for a moment that 50 kilometers of a 100 series highway near where you live was twinned and a toll was implemented to pay for the twinning of the highway. What would be a reasonable toll amount? (IF RESPONDENT SAYS ZERO OR NO TOLL) Assuming that a toll highway is already in place and zero is not an option, what would be a reasonable toll amount? (n=100) *Note: Don't know/No answer has been removed from the calculation of the mean score.*