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A CLEAR MAJORITY OF NOVA SCOTIANS SUPPORT SUNDAY SHOPPING

HALIFAX: Sunday shopping has the support of a significant majority of Nova Scotians, according to the most recent survey conducted by **Corporate Research Associates Inc.** Specifically, more than six in ten (63%) of those surveyed support Sunday Shopping, while approximately one-third (32%) voice opposition.

With residents of Cape Breton and mainland Nova Scotia outside of the HRM traditionally expressing much higher levels of opposition to Sunday shopping compared with residents of the Halifax Regional Municipality (HRM), it is interesting to note that at least six in ten residents of each region of the province now express support for Sunday shopping.

“On a straightforward question, a clear majority of Nova Scotians across all parts of the province support Sunday shopping,” according to Don Mills, President and CEO of Corporate Research Associates Inc. “It is time for the government to recognize the will of the people and allow retailers to determine how best to serve their customers.”

All things considered, do you support or oppose Sunday shopping in Nova Scotia?				
	Nova Scotia	HRM	Cape Breton	Mainland NS (ex. HRM)
Support	63%	65%	60%	62%
Oppose	32%	31%	38%	31%
Depends	2%	1%	2%	3%
Don't know/No answer	3%	3%	0%	4%

These results are part of the **CRA Atlantic Quarterly**, an independent, quarterly survey of Atlantic Canadians, and are based on a sample of 415 adult Nova Scotians, conducted from August 12 to August 30, 2006, with results accurate to within ± 4.8 percentage points, 95 out of 100 times.

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