

theurbanreport

Final Results

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HRM Tax Reform Initiative

Prepared for:

HRM Tax Reform Initiative

Fourth Quarter 2006



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Study Methodology

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Questionnaire Design

The question commissioned by the HRM Tax Reform Initiative and used in this study was designed by Corporate Research Associates Inc., in consultation with HRM Tax Reform Initiative staff.

Sample Design and Selection

The sample for this study was drawn using systematic sampling procedures from a list of randomly-selected households compiled from listed telephone numbers in the Halifax Regional Municipality, drawn from a database that is updated quarterly. The sample was selected to match the geographical distribution of the population within the region and was designed to complete interviews with a representative sample of 400 adult residents, 18 years of age and older, of the Halifax Regional Municipality.

Survey Administration

The survey was conducted by telephone from Dec 7 – Dec 21, 2006 from Corporate Research Associates' data collection facilities in Halifax. All interviewing was conducted by fully-trained and supervised interviewers and a minimum of 10 percent of all completed interviews were subsequently verified.

Completion Results

Among all eligible respondents contacted, the rate of interview completion was 20 percent. Completion rate is calculated as the number of cooperative contacts (670) divided by the total of eligible numbers attempted (3,408).

The final disposition of all telephone numbers called is shown below in the Marketing Research and Intelligence Association's *Standard Record of Contact Format*.



Completion Results

A. Total Numbers Attempted	4,052
Disconnect / Not in service	458
Fax / Modem	63
Non Residential Number / Incorrect Number	106
Blocked Number	16
Duplicate	1
B. Eligible Numbers	3408
Busy	76
Answering Machine	509
No Answer	234
Scheduled Call Back / Mid callback / Qualified Not Available	334
Illness / Incapable	35
Language Problem	13
C. Total Asked	2207
Respondent / Gatekeeper Refusal / Hang up	1501
Mid Terminate / Hang up	11
Never Call List	25
D. Co-operative Contacts	670
Complete	400
Did Not Qualify / Quota Full	270
Response Rate	20%

Sample Distribution

The overall results are based on 400 interviews with individuals from the HRM 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.

Sample Distribution		
Region	Sample	Margin of Error¹
Halifax	153	± 7.9%
Dartmouth	78	± 11.1%
Bedford/Sackville	73	± 11.5%
Other HRM	96	± 10%
Halifax Regional Municipality	400	± 4.9%

¹95% confidence interval



Survey Questions

General Instructions:

- o Interviewer must record the seven digit ID number in the space provided.
- o Interviewer must read each set of instructions for each part of this questionnaire.
- o Interviewer must record all responses clearly and verbatim where required.
- o Interviewer must avoid paraphrasing or rewording responses.
- o Record the following information:

Respondent's Name: _____

Telephone Number: _____

Postal Code: _____

ID Number: _____

Hello, my name is _____ and I work with Corporate Research Associates, a public opinion and market research company based here in Halifax. Today we are conducting an important survey with residents of HRM about various issues in our community.

[IF ASKED ABOUT LENGTH: The survey should take 10 minutes to complete]

Please note that we are not selling anything. All your answers will remain confidential and your identity will remain anonymous. Before we begin, please note that this call may be monitored for quality assurance purposes.

IF RESPONDENT OBJECTS TO BEING MONITORED: I understand your request for privacy. Can I put you on hold briefly until I have confirmed this call is not being monitored? **OBTAIN CONFIRMATION FROM SUPERVISOR THAT CALL IS NOT BEING MONITORED. RETURN TO CALL:** Thank you for holding. I have confirmed with my supervisor that this call is not being monitored.

IF RESPONDENT ASKS WHO MAY BE MONITORING: This call may be monitored by my direct Supervisor or a representative of Corporate Research Associates.

Before I begin, there are just a few questions that I'd like to ask you.

d. Do you, or does anyone else, in your household currently work in any of the following occupations:

	<u>YES</u>	<u>NO</u>
i. Marketing Research	1	2
ii. The Media such as radio, newspaper, TV	1	2

IF "YES" TO ANY OF THE ABOVE – RECORD TERMINATION POINT FOR Q.d AND THANK

a. I am now going to read the names of communities in the local area. Please stop me when I name the community in which you presently live. Do you live in ... :

READ RESPONSES IN ORDER – CODE ONE ONLY

- 01 Dartmouth
- 02 Bedford
- 03 Spryfield
- 04 Fairview
- 05 Clayton Park
- 06 Rockingham
- 07 Halifax
- 08 Cole Harbour
- 09 Colby Village
- 10 Lawrencetown
- 11 Preston
- 12 Portabello
- 13 Waverley
- 14 Sackville
- 15 Eastern Passage
- 16 Hammonds Plains
- VOLUNTEERED**
- 97 Refused **THANK AND TERMINATE**
- 99 Other (**SPECIFY:** _____)

b. Gender: **[BY OBSERVATION]** Male 1 Female 2

c. And to ensure we talk to a broad range of HRM residents, in which of the following age groups do you fall? Are you:

READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or older
- VOLUNTEERED**
- 7 Refused (Thank, record, and terminate)

TR1. As you may or may not know, HRM is reviewing the current municipal tax system, consulting with residents on it, and then looking at options to reform the tax system. Prior to today, were you aware that HRM had begun this process of tax reform?

DO NOT READ RESPONSES - CODE ONE ONLY

- 1 Yes
- 2 No
- 8 Don't know/No answer

TR2. How interested, if at all, are you in the HRM's municipal tax reform project? Are you **[READ RESPONSES IN ORDER]**

- 1 Very interested
- 2 Somewhat interested
- 3 Not very interested, or
- 4 Not at all interested

VOLUNTEERED

- 8 Don't Know / No Answer

DEMOGRAPHICS:

Finally, I would like to ask you some questions about yourself that will help us analyze the survey results.

CRA14. Do you currently own or rent your home? **DO NOT READ RESPONSES – CODE ONE ONLY**

- 1 Own
- 2 Rent
- 3 Seniors/Old Folks Home
- 8 Don't know/No answer

CRA60. What is the highest level of education you have completed?

DO NOT READ RESPONSES – CODE ONE ONLY

- 1 Elementary school (1-9)
- 2 Some high school
- 3 Graduated high school
- 4 Some Community/Technical College
- 5 Graduate Comm./Tech. College
- 6 Some University
- 7 Graduated university
- 8 Post Graduate
- 9 Refused

CRA61. What is your current employment status? Are you currently ... :

READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 Employed full-time, that is, at least 30 hours per week
- 2 Employed part-time, that is, less than 30 hours per week
- 3 Not employed, but actively looking for full-time work
- 4 Not employed, but actively looking for part-time work
- 5 Not actively looking for work

VOLUNTEERED

- 7 Refused

CRA62. Which of the following broad income categories best describes your total household income before taxes last year? Would it be ... : **READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Less than \$25,000
- 2 At least \$25,000 but less than \$50,000
- 3 At least \$50,000 but less than \$75,000
- 4 At least \$75,000 but less than \$100,000
- 5 \$100,000 or more

VOLUNTEERED

- 7 Refused
- 8 Don't know/No answer

THANK YOU FOR YOUR ASSISTANCE AND COOPERATION

Interviewer Certification: I hereby certify that this survey was conducted in the manner in which it was intended and understand that a field supervisor will verify a portion of completed interviews.

Interviewer's Signature: _____ Date: _____

Tabular Results

HALIFAX URBAN REPORT - FOURTH QUARTER 2006

HRM TAX REFORM INITIATIVE

TABLE TR1:

As you may or may not know, HRM is reviewing the current municipal tax system, consulting with residents on it, and then looking at options to reform the tax system. Prior to today, were you aware that HRM had begun this process of tax reform?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		HFX	DART	BED/ SACK	OTHER HRM	M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K- \$74.9K	\$75K+
Yes	32	28	25	46	33	34	29	24	33	39	11	25	23	39	25	33	35
No	67	71	73	54	66	66	68	76	65	59	86	74	76	60	74	65	64
Don't know/No answer	1	1	2	0	1	0	2	0	1	3	4	1	2	1	1	2	1
WEIGHTED SAMPLE SIZE (#)	400	153	78	73	96	197	203	128	161	111	26	92	53	227	132	90	137
UNWEIGHTED SAMPLE SIZE (#)	400	148	78	78	96	192	208	102	175	123	25	85	53	235	123	95	140

HALIFAX URBAN REPORT - FOURTH QUARTER 2006

HRM TAX REFORM INITIATIVE

TABLE TR2:

How interested, if at all, are you in the HRM's municipal tax reform project? Are you very interested, somewhat interested, not very interested, or not at all interested?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		HFX	DART	BED/ SACK	OTHER HRM	M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K- \$74.9K	\$75K+
Very interested	29	23	26	39	35	32	26	14	35	38	11	32	30	30	20	31	37
Somewhat interested	45	44	50	46	43	42	49	54	47	32	43	43	35	49	42	47	43
Not very interested	15	19	12	9	17	15	16	23	11	13	25	17	18	13	24	11	15
Not at all interested	8	12	10	5	3	10	6	8	6	11	8	6	16	7	11	9	5
Don't know/No answer	2	2	2	1	2	1	3	0	1	7	14	3	2	0	3	2	1
WEIGHTED SAMPLE SIZE (#)	400	153	78	73	96	197	203	128	161	111	26	92	53	227	132	90	137
UNWEIGHTED SAMPLE SIZE (#)	400	148	78	78	96	192	208	102	175	123	25	85	53	235	123	95	140
% INTERESTED	75	67	76	85	78	74	75	69	82	70	54	74	64	79	62	79	80

Table Interpretation

How To Use The Tables

The following section presents a brief overview of how to interpret the various tables included in this report.

Standard Weighted Tables

For presentation of weighted data, CRA tables adhere to the standard illustrated below. Each table is labeled according to its corresponding question number in the survey (i.e., Question 1 becomes Table 1), and the question wording precedes the data table.

TABLE 1:

Please tell me whether you are completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the service you received at XYZ Corporation?

Response Categories	Opinion of all qualified respondents	Opinion of all qualified respondents by selected subgroups (e.g., PROVINCE)			
	OVERALL %	-NB-	-PE-	-NS-	-NL-
Completely satisfied	6			5	8
Mostly satisfied	49			49	54
Mostly dissatisfied	25			27	21
Completely dissatisfied	15			16	12
Don't know/No Answer	5			4	6
WEIGHTED Sample Size #	1506	479	85	589	353
UNWEIGHTED Sample Size #	1506	403	300	403	400
TOP 2 BOX (Completely/Mostly)	56	51	59	53	62

Percentages reflect the **weighted** sample size. See "WHY WEIGHT" below for further detail.

UNWEIGHTED SAMPLE SIZE indicates the number of persons who responded to the particular question asked. It may vary based on survey skip patterns.

The margin of error for subgroup (e.g., PROVINCE) percentages is based on the **unweighted** sample size. See "WHY WEIGHT" below for further detail.

All percentages presented in the tables have been rounded to the nearest whole number and, consequently, may not always total exactly 100 percent. In this example, the sum is 101 percent for respondents in Newfoundland and Labrador.

Why Weight?

Data “weighting” is simply a process whereby the sample is calibrated during tabulation of survey results to represent the known composition or distribution of subgroups (e.g., gender, regions, age groups) within the larger population. Weighting is required whenever the sample is not representative of the population on one or more key dimensions. In some instances, the sample is purposefully not representative because certain key dimensions or segments of the population have been deliberately oversampled (or undersampled), which is to say accorded more (or fewer) interviews than the size of the population subgroup would proportionately suggest.

Primarily, CRA weights data in if, in addition to the views of the overall population, one is interested in the opinions of a segment of the population that is small relative to size of the entire population. For example, the preceding table presents data that was collected from the four Atlantic Provinces. Looking at the **weighted** sample size row for Prince Edward Island one can see that just 85 interviews would have been conducted in the province if interviews were conducted in each province in proportion to their share of the Atlantic Canadian population. If, in addition to the overall opinions of Atlantic Canadians, one is interested in the opinions of residents of PEI, the smallish sample size (i.e., 85) would make it more difficult to draw reliable conclusions regarding the provincial residents.

To avoid this, one must “oversample” PEI. In other words, one conducts a disproportionate number of interviews in the province relative to its share of the Atlantic Canadian population. Oversampling ensures sample sizes sufficiently large to draw statistically reliable conclusions about “small” subgroups. However, this over-represents the opinion of the small subgroup (e.g., PEI) when looking at the overall population (e.g., Atlantic Canada).

To adjust for this over-representation, the data is weighted during the tabulation of final results according to the subgroups’ (e.g., NB, PEI, NS, NL) proportion within the population of interest (e.g., Atlantic Canada). The **weighted row** indicates the impact introducing weights has on the sample and represents the proportionate distribution of subgroups. The end results are “overall” opinions reflective of the true composition of the population of interest and subgroup results (e.g., Province) from which one can draw statistically reliable conclusions.

Similarly, the data will be weighted if, by random chance, the number of completed interviews in a subgroup either over or under-represents the subgroup’s known distribution within the general population.

Statistics Canada Census data details the distribution of various demographic subgroups (e.g., gender, region of residence, age, etc.) within the general population. Knowing this subgroup distribution allows CRA to develop samples that are representative of the general population on these key demographic variables. However, if by random chance, the number of completed interviews for a subgroup either over or under-represents the subgroup’s known distribution to the extent that the views of the general population are distorted, then CRA will weight the data to bring the sample in line with Statistics Canada Census distributions.

Weighted Multiple Mention Tables

FIRST MENTION & TOTAL MENTIONS

Some interview questions are “open-ended,” meaning respondents can say whatever is on their mind. Such open-ended questions allow respondents to offer multiple responses or reasons for their opinion. These open-ended responses are recorded verbatim and coded (i.e., grouped) into conceptually meaningful categories the when interviewing is completed among all respondents.

Typically, CRA records the first mention (i.e., top of mind or most important factor) separately from the subsequent responses and presents this in a table noted as “First Mention.” The “First Mention” table adheres to the standard table format noted in the preceding section.

To accommodate for the fact that respondents often provide more than one response, CRA also presents all responses in a separate table titled “Total Mentions.” It is important to note that **percentages in a “Total Mentions” table do not sum to 100 percent.** In the example illustrated below, the sample number of respondents is 400. However, since a respondent can offer more than one response to an open-ended question, that respondent may offer two, three, or more responses. For example, the total number of responses to an open-ended question may total 700, while the interview base remains 400 individual respondents. Accordingly, when one calculates total responses as a percentage of the base, the result is greater than 100 percent.

For the presentation of “Total Mentions” data, CRA tables adhere to the standard illustrated below. Each table is labeled according to its corresponding question number in the survey (i.e., Question 2 becomes Table 2), and the question wording precedes the data table.

TABLE 2: TOTAL MENTIONS

In your opinion, what is the most important issue facing country XYZ today? PROBE: And what other important issues are there?

Read As: “Overall, 51 percent of respondents mention health care as *one of* the most important issues facing country XYZ today.”

Read As: “Fifty percent of respondents from households with annual incomes of less than \$35K mention health care as *one of* the most important issues facing country XYZ today.”

	OVERALL %	INCOME		
		L.T. \$35K	\$35 - \$50K	\$50K+
Grouped Responses				
Health Care	51	50	54	51
Debt	45	52	42	36
Safety	26	22	26	31
Taxes	24	19	41	20
Don't Know	12	13	7	11
WEIGHTED Sample Size #	1504	613	278	457
UNWEIGHTED Sample Size #	1504	624	271	455

Number of completed interviews

The INCOME subgroup may not sum to the full sample size, in this example 1504, due to certain respondents refusing to disclose an income range.

As noted above, due to multiple responses, the category percentages may not sum to 100%, in this example the sum is 149%.