



**Fourth Quarter 2005**  
***CRA Urban Report***

# theurbanreport

## Final Results

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**HRM Tax Reform Initiative**  
**600-7124P**

*Prepared for:*

**HRM Tax Reform Initiative**

Fourth Quarter 2005

C O R P O R A T E R E S E A R C H  
A S S O C I A T E S I N C 

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# **Study Methodology**

## Study Methodology

### Questionnaire Design

Questions commissioned by the HRM Tax Reform Initiative and used in this study were designed by Corporate Research Associates Inc., in consultation with HRM 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 November 7 to November 25, 2005 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 24 percent. Completion rate is calculated as the number of cooperative contacts (851) divided by the total of eligible numbers attempted (3,472).

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

|                                    |             |
|------------------------------------|-------------|
| <b>A. Total Numbers Attempted</b>  | <b>4137</b> |
| Disconnected Number/Not In Service | 516         |
| Fax/Modem                          | 86          |
| Cell Phone/Pager                   | 4           |
| Non Residential Number             | 59          |
| <b>B. Eligible Numbers</b>         | <b>3472</b> |
| Busy                               | 49          |
| Answering Machine                  | 578         |
| No Answer                          | 122         |
| Scheduled Call Back                | 233         |
| Mid Call Back                      | 1           |
| Illness, Incapable                 | 41          |
| Language Problem                   | 23          |
| Qualified Not Available            | 49          |
| <b>C. Total Asked</b>              | <b>2376</b> |
| Respondent Refusal                 | 1,291       |
| Mid Terminate                      | 232         |
| Never Call List                    | 2           |
| <b>D. Co-operative Contacts</b>    | <b>851</b>  |
| Did Not Qualify / Quota Full       | 450         |
| Complete                           | 401         |

## 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.

| <b>Sample Distribution</b>           |               |                                    |
|--------------------------------------|---------------|------------------------------------|
| <b>Region</b>                        | <b>Sample</b> | <b>Margin of Error<sup>1</sup></b> |
| Halifax                              | 155           | ± 7.9%                             |
| Dartmouth                            | 78            | ± 11.1%                            |
| Bedford/Sackville                    | 74            | ± 11.4%                            |
| Other HRM                            | 94            | ± 10.1%                            |
| <b>Halifax Regional Municipality</b> | <b>401</b>    | <b>± 4.9%</b>                      |

<sup>1</sup>95% 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 15 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)

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



**HRM TAX REFORM INITIATIVE (LETTERS TR)**

And on another topic...

TR0. **[READ ONLY IF 'RENT' IN Q.CRA14]** HRM is considering changes to the municipal tax system. Although you may not pay property taxes at the present time, as a resident of HRM your views are very important.

TR1. **[ASK ONLY IF "OWN" IN Q.CRA14]** Do you live in a **[READ RESPONSES IN ORDER]? CODE ONE ONLY**

- 1 single family home
- 2 a townhouse or duplex,
- 3 a condominium,
- 4 a mobile home, or
- 5 some other form of housing [SPECIFY: \_\_\_\_\_]
- VOLUNTEERED**
- 8 Don't know/No answer

TR2. **[ASK ONLY IF 'OWN' IN Q.CRA14]** HRM provides a variety of municipal services including snow removal, road maintenance, sidewalks, public transit, recreation, libraries, policing, fire protection, and so on. Considering the level of municipal services provided across HRM, do you think your household currently pays...:

**READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 more than your fair share of municipal tax
- 2 about your fair share of municipal tax, or
- 3 less than your fair share of municipal tax
- VOLUNTEERED**
- 8 Don't know/No answer

TR3. **[ASK ONLY IF 'OWN' IN Q.CRA14]** And to the best of your knowledge, were your municipal property taxes in 2005...?

**READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Less than \$1,000
- 2 At least \$1,000 but less than \$1,500
- 3 At least \$1,500 but less than \$2,000
- 4 At least \$2,000 but less than \$2,500
- 5 At least \$2,500 but less than \$3,000, or
- 6 \$3,000 or more
- VOLUNTEERED**
- 8 Don't know/No answer

TR4. **[ASK ONLY IF ‘OWN’ IN Q.CRA14]** And all things considered, do you **[READ RESPONSES IN ORDER]** that there is a relationship between the value of your home and the level of municipal services provided?

**CODE ONE ONLY**

- 1 Completely agree
- 2 Mostly agree
- 3 Mostly disagree, or
- 4 Completely disagree

**VOLUNTEERED**

- 8 Don't know/No answer

TR5. A municipal tax system is made up of four key principles. In your opinion, which one of the following four principles do you think is most important? a. Do you think **[READ AND ROTATE LIST]** is the most important principle? b. And do you think **[READ REMAINING OPTIONS]** is the second most important principle? c. And do you think **[READ REMAINING OPTIONS]** is the third most important principle?

**CONTINUE UNTIL ALL FOUR OPTIONS HAVE BEEN RANKED FROM MOST IMPORTANT TO LEAST IMPORTANT – SKIP TO Q.TR6 AT FIRST MENTION OF “DON’T KNOW/NO ANSWER” – PROBE TO AVOID ACCEPTING MORE THAN ONE OPTION PER ROTATION**

- a. **[STABILITY]** that changes in your tax bill are predictable  
-or-
- b. **[COMPETITIVENESS]** that taxes do not hinder economic growth  
-or-
- c. **[EQUITY]** that taxes are consistent from taxpayer to taxpayer  
-or-
- d. **[TRANSPARENCY]** that the tax system is clear and understood by taxpayers

**RECORD ORDER:** \_\_\_\_\_

- 8 Don't know/No answer

TR6. Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next] **[READ AND ROTATE SERVICES]**

**READ RESPONSES AS NECESSARY - CODE ONE ONLY PER SERVICE**

- a. Road Maintenance
- b. Snow Removal
- c. Public Transit
- d. Fire Protection
- e. Policing Services
- f. Recreation Facilities and Services
- g. Public Libraries
- h. Sidewalks
- i. Sewers
- j. Solid Waste Removal

- 01 All residents of HRM should share the cost
- 02 Residents should only pay for the service provided in their local community
- VOLUNTEERED**
- 06 Services should only be paid for by people that are most likely to use them
- 07 Services should be paid for by user fees
- 08 Don't know/No answer
- 99 Other Tax Options [SPECIFY:\_\_\_\_\_]

TR7. **[ASK ONLY IF CODE 2, 6, OR 7 IN ANY OF TR6a-j]** What is the primary reason you think the cost of some municipal services should not be shared by all residents of HRM? **PROBE ONCE:** Any other reasons?

**DO NOT READ RESPONSES – CODE FIRST AND SUBSEQUENT MENTIONS SEPARATELY**

- 01 Cost of providing services varies from community to community
- 02 Level of service is not consistent across HRM
- 03 Should not pay for a service you don't access/receive/use
- 04 Should only pay for services you access/receive/use
- 98 Don't know/No answer
- 99 Other [SPECIFY:\_\_\_\_\_]

**READ AND ROTATE (Q.TR8-Q.TR9), (Q.TR10-Q.TR11)**

TR8. Some say that municipal taxes should be based on the services provided in their local community. In general with this approach, residents of HRM provided more municipal services would pay more municipal tax, while residents provided fewer services would pay less municipal tax. Would you **[READ RESPONSES IN ORDER]** such a system?

**CODE ONE ONLY**

- 1 Completely support
- 2 Mostly support
- 3 Mostly oppose, or
- 4 Completely oppose
- VOLUNTEERED**
- 8 Don't know/No answer

TR9a. **[ASK ONLY IF "SUPPORT" IN Q.TR8]** What is the primary reason you would support a tax system based on the level of municipal services provided? **PROBE ONCE:** Any other reasons?

**DO NOT READ RESPONSES – CODE FIRST AND SUBSEQUENT MENTIONS SEPARATELY**

- 01 I would pay less tax
- 02 Should not pay for services you don't receive
- 03 Not all areas should be treated equally
- 04 Shouldn't have to pay tax to service rural/remote areas of HRM
- 98 Don't know/No answer
- 99 Other **[SPECIFY:\_\_\_\_\_]**

TR9b. **[ASK ONLY IF “OPPOSE” IN Q.TR8]** What is the primary reason you would oppose a tax system based on the level of municipal services provided? **PROBE ONCE:** Any other reasons?

**DO NOT READ RESPONSES – CODE FIRST AND SUBSEQUENT MENTIONS SEPARATELY**

- 01 I would pay more tax
- 02 All areas of HRM should share the cost
- 03 All areas of HRM should be treated equally
- 04 Like that taxes are now linked to property value/status quo
- 05 Costs a lot to service the community where I live
- 98 Don't know/No answer
- 99 Other **[SPECIFY: \_\_\_\_\_]**

TR10. Some say a household's municipal tax bill should reflect a household's ability to pay taxes. Such a system might take into consideration a household's amount of income, family assets, the size of the family, and so on. Would you **[READ RESPONSES IN ORDER]** a tax system based on ability to pay?

**CODE ONE ONLY**

- 1 Completely support
- 2 Mostly support
- 3 Mostly oppose, or
- 4 Completely oppose
- VOLUNTEERED**
- 8 Don't know/No answer

TR11a. **[ASK ONLY IF “SUPPORT” IN Q.TR10]** What is the primary reason you would support a municipal tax system that reflected a household's ability to pay taxes? **PROBE ONCE:** Any other reasons?

**DO NOT READ RESPONSES – CODE FIRST AND SUBSEQUENT MENTIONS SEPARATELY**

- 01 I would pay less tax
- 02 Fair for those with less ability to pay tax
- 03 Current system does not work well
- 98 Don't know/No answer
- 99 Other **[SPECIFY: \_\_\_\_\_]**

TR11b. **[ASK ONLY IF “OPPOSE” IN Q.TR10]** What is the primary reason you would oppose a municipal tax system that reflected a household's ability to pay taxes? **PROBE ONCE:** Any other reasons?

**DO NOT READ RESPONSES – CODE FIRST AND SUBSEQUENT MENTIONS SEPARATELY**

- 01 I would pay more tax
- 02 Too difficult to manage/implement
- 03 Residents who overextend themselves financially would pay less tax
- 04 Unfair to residents who are in good financial shape
- 05 Like that taxes are now linked to property value/status quo
- 98 Don't know/No answer
- 99 Other **[SPECIFY: \_\_\_\_\_]**

**DEMOGRAPHICS:**

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

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**

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR1:

[ASK ONLY IF 'OWN' IN Q.CRA14] Do you live in a single family home, a townhouse or duplex, a condominium, a mobile home, or some other form of housing?

|                            | OVERALL %  | COMMUNITY |           |           |           | GENDER     |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|----------------------------|------------|-----------|-----------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|                            |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Single family home         | 80         | 73        | 86        | 80        | 84        | 84         | 77         | 70        | 86         | 78        | 87        | 80        | 78        | 80         | 75               | 69            | 93        | 0                 | 100         | 0                      | 71                       | 87                        | 85             |
| A townhouse or duplex      | 13         | 20        | 7         | 13        | 10        | 12         | 14         | 22        | 10         | 11        | 7         | 12        | 14        | 14         | 14               | 23            | 5         | 0                 | 0           | 80                     | 18                       | 10                        | 6              |
| A condominium              | 3          | 6         | 4         | 2         | 1         | 2          | 4          | 3         | 1          | 7         | 0         | 0         | 3         | 5          | 3                | 3             | 2         | 0                 | 0           | 20                     | 2                        | 2                         | 6              |
| A mobile home              | 3          | 0         | 4         | 5         | 3         | 1          | 4          | 3         | 3          | 2         | 0         | 8         | 3         | 1          | 6                | 4             | 0         | 0                 | 0           | 0                      | 7                        | 1                         | 2              |
| Some other form of housing | 1          | 1         | 0         | 0         | 1         | 1          | 1          | 2         | 0          | 1         | 7         | 0         | 3         | 0          | 1                | 1             | 0         | 0                 | 0           | 0                      | 1                        | 0                         | 0              |
| <b>SAMPLE SIZE (#)</b>     | <b>285</b> | <b>82</b> | <b>56</b> | <b>61</b> | <b>86</b> | <b>135</b> | <b>150</b> | <b>64</b> | <b>138</b> | <b>83</b> | <b>15</b> | <b>65</b> | <b>36</b> | <b>169</b> | <b>69</b>        | <b>71</b>     | <b>99</b> | <b>0</b>          | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

TABLE TR2:

[ASK ONLY IF 'OWN' IN Q.CRA14] HRM provides a variety of municipal services including snow removal, road maintenance, sidewalks, public transit, recreation, libraries, policing, fire protection, and so on. Considering the level of municipal services provided across HRM, do you think your household currently pays more than your fair share of municipal tax, about your fair share of municipal tax, or less than your fair share of municipal tax?

|  | OVERALL %  | COMMUNITY |           |           |           | GENDER     |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|--|------------|-----------|-----------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|  |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| More than your fair share of municipal tax | 46         | 40        | 29        | 52        | 57        | 45         | 46         | 44        | 53         | 35        | 40        | 45        | 44        | 47         | 38               | 49            | 43        | 0                 | 45          | 50                     | 39                       | 44                        | 60             |
| About your fair share of municipal tax     | 52         | 60        | 68        | 44        | 41        | 51         | 53         | 53        | 45         | 64        | 47        | 54        | 56        | 51         | 59               | 48            | 57        | 0                 | 53          | 48                     | 58                       | 53                        | 40             |
| Less than your fair share of municipal tax | 1          | 0         | 0         | 0         | 2         | 1          | 0          | 2         | 1          | 0         | 7         | 2         | 0         | 0          | 1                | 0             | 0         | 0                 | 1           | 0                      | 1                        | 1                         | 0              |
| Don't know/No answer                       | 1          | 0         | 4         | 3         | 0         | 2          | 1          | 2         | 1          | 1         | 7         | 0         | 0         | 2          | 1                | 3             | 0         | 0                 | 1           | 2                      | 1                        | 2                         | 0              |
| <b>SAMPLE SIZE (#)</b>                     | <b>285</b> | <b>82</b> | <b>56</b> | <b>61</b> | <b>86</b> | <b>135</b> | <b>150</b> | <b>64</b> | <b>138</b> | <b>83</b> | <b>15</b> | <b>65</b> | <b>36</b> | <b>169</b> | <b>69</b>        | <b>71</b>     | <b>99</b> | <b>0</b>          | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR3:

[ASK ONLY IF 'OWN' IN Q.CRA14] And to the best of your knowledge, were your municipal property taxes in 2005?

|  | OVERALL %  | COMMUNITY |           |           |           | GENDER     |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|--|------------|-----------|-----------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|  |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Less than \$1,000                      | 7          | 6         | 4         | 7         | 12        | 7          | 7          | 11        | 6          | 7         | 27        | 6         | 8         | 6          | 17               | 11            | 0         | 0                 | 6           | 9                      | 25                       | 0                         | 0              |
| At least \$1,000 but less than \$1,500 | 22         | 18        | 23        | 25        | 23        | 19         | 25         | 30        | 20         | 20        | 13        | 25        | 17        | 23         | 28               | 20            | 16        | 0                 | 21          | 28                     | 75                       | 0                         | 0              |
| At least \$1,500 but less than \$2,000 | 27         | 12        | 32        | 41        | 29        | 27         | 27         | 27        | 31         | 22        | 40        | 29        | 36        | 24         | 25               | 30            | 28        | 0                 | 31          | 13                     | 0                        | 61                        | 0              |
| At least \$2,000 but less than \$2,500 | 17         | 23        | 14        | 10        | 19        | 19         | 15         | 6         | 22         | 17        | 0         | 17        | 14        | 20         | 10               | 18            | 23        | 0                 | 17          | 22                     | 0                        | 39                        | 0              |
| At least \$2,500 but less than \$3,000 | 8          | 10        | 9         | 8         | 5         | 10         | 5          | 6         | 9          | 7         | 0         | 6         | 17        | 7          | 3                | 3             | 13        | 0                 | 8           | 9                      | 0                        | 0                         | 46             |
| \$3,000 or more                        | 9          | 16        | 13        | 5         | 3         | 11         | 7          | 5         | 7          | 16        | 7         | 8         | 0         | 12         | 6                | 10            | 12        | 0                 | 10          | 4                      | 0                        | 0                         | 54             |
| Don't know/No answer                   | 9          | 15        | 5         | 5         | 9         | 5          | 13         | 16        | 5          | 11        | 13        | 9         | 8         | 9          | 12               | 8             | 7         | 0                 | 8           | 15                     | 0                        | 0                         | 0              |
| <b>SAMPLE SIZE (#)</b>                 | <b>285</b> | <b>82</b> | <b>56</b> | <b>61</b> | <b>86</b> | <b>135</b> | <b>150</b> | <b>64</b> | <b>138</b> | <b>83</b> | <b>15</b> | <b>65</b> | <b>36</b> | <b>169</b> | <b>69</b>        | <b>71</b>     | <b>99</b> | <b>0</b>          | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

TABLE TR4:

[ASK ONLY IF 'OWN' IN Q.CRA14] And all things considered, do you completely agree, mostly agree, mostly disagree, or completely disagree that there is a relationship between the value of your home and the level of municipal services provided?

|   | OVERALL %  | COMMUNITY |           |           |           | GENDER     |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|-----------|-----------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Completely agree                          | 11         | 9         | 18        | 7         | 10        | 10         | 11         | 11        | 11         | 10        | 7         | 11        | 8         | 11         | 16               | 13            | 9         | 0                 | 9           | 13                     | 10                       | 13                        | 4              |
| Mostly agree                              | 43         | 45        | 30        | 49        | 45        | 39         | 47         | 45        | 40         | 47        | 53        | 49        | 47        | 39         | 45               | 51            | 35        | 0                 | 40          | 59                     | 57                       | 43                        | 25             |
| Mostly disagree                           | 25         | 26        | 23        | 31        | 21        | 26         | 24         | 34        | 27         | 14        | 7         | 17        | 31        | 28         | 19               | 23            | 34        | 0                 | 27          | 17                     | 19                       | 24                        | 33             |
| Completely disagree                       | 14         | 12        | 16        | 13        | 15        | 19         | 9          | 8         | 17         | 13        | 20        | 15        | 6         | 15         | 10               | 10            | 18        | 0                 | 17          | 4                      | 7                        | 16                        | 27             |
| Don't know/No answer                      | 7          | 9         | 13        | 0         | 8         | 6          | 9          | 2         | 5          | 16        | 13        | 8         | 8         | 7          | 10               | 4             | 3         | 0                 | 7           | 7                      | 7                        | 6                         | 10             |
| <b>SAMPLE SIZE (#)</b>                    | <b>285</b> | <b>82</b> | <b>56</b> | <b>61</b> | <b>86</b> | <b>135</b> | <b>150</b> | <b>64</b> | <b>138</b> | <b>83</b> | <b>15</b> | <b>65</b> | <b>36</b> | <b>169</b> | <b>69</b>        | <b>71</b>     | <b>99</b> | <b>0</b>          | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |
| TOP 2 BOX SCORE (Completely/Mostly agree) | 54         | 54        | 48        | 56        | 56        | 49         | 58         | 56        | 51         | 57        | 60        | 60        | 56        | 50         | 61               | 63            | 44        | 0                 | 49          | 72                     | 67                       | 55                        | 29             |



# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

**TABLE TR5: MOST IMPORTANT**

A municipal tax system is made up of four key principles. In your opinion, which one of the following four principles do you think is MOST important? Do you think stability, competitiveness, equity, or transparency is the most important principle?

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| EQUITY, that is that taxes are consistent from taxpayer to taxpayer       | 32         | 31         | 36        | 32        | 29        | 33         | 30         | 28         | 33         | 33         | 33        | 32        | 28        | 32         | 26               | 35            | 35         | 28                | 34          | 35                     | 27                       | 39                        | 31             |
| TRANSPARENCY, that is the tax system is clear and understood by taxpayers | 28         | 33         | 18        | 27        | 30        | 27         | 29         | 35         | 27         | 23         | 17        | 33        | 35        | 26         | 31               | 30            | 28         | 31                | 27          | 24                     | 36                       | 23                        | 19             |
| STABILITY, that is that changes in your tax bill are predictable          | 21         | 20         | 17        | 26        | 21        | 20         | 22         | 23         | 19         | 21         | 27        | 18        | 20        | 21         | 23               | 15            | 19         | 22                | 21          | 15                     | 20                       | 20                        | 19             |
| COMPETITIVENESS, that is that taxes do not hinder economic growth         | 10         | 10         | 13        | 8         | 12        | 12         | 9          | 11         | 12         | 8          | 13        | 6         | 7         | 13         | 9                | 13            | 12         | 8                 | 11          | 11                     | 12                       | 11                        | 13             |
| Don't know/No answer  | 9          | 6          | 17        | 7         | 9         | 8          | 10         | 3          | 9          | 14         | 10        | 10        | 9         | 8          | 10               | 7             | 6          | 10                | 7           | 15                     | 5                        | 8                         | 19             |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

**TABLE TR5: FIRST and SECOND MOST IMPORTANT COMBINED**

A municipal tax system is made up of four key principles. In your opinion, which one of the following four principles do you think is most/second important?

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| EQUITY, that is that taxes are consistent from taxpayer to taxpayer       | 56         | 53         | 58        | 61        | 56        | 58         | 55         | 55         | 59         | 52         | 70        | 58        | 52        | 54         | 51               | 62            | 57         | 51                | 60          | 54                     | 56                       | 67                        | 44             |
| TRANSPARENCY, that is the tax system is clear and understood by taxpayers | 48         | 55         | 44        | 39        | 45        | 52         | 44         | 55         | 47         | 41         | 27        | 46        | 48        | 51         | 45               | 46            | 58         | 48                | 48          | 46                     | 48                       | 44                        | 50             |
| STABILITY, that is that changes in your tax bill are predictable          | 48         | 48         | 40        | 57        | 48        | 42         | 54         | 56         | 47         | 41         | 57        | 48        | 52        | 46         | 53               | 46            | 40         | 53                | 47          | 41                     | 54                       | 46                        | 33             |
| COMPETITIVENESS, that is that taxes do not hinder economic growth         | 26         | 23         | 23        | 30        | 29        | 30         | 22         | 25         | 24         | 29         | 23        | 24        | 22        | 28         | 23               | 29            | 31         | 24                | 25          | 26                     | 27                       | 24                        | 31             |
| Don't know/No answer  | 13         | 14         | 19        | 7         | 14        | 11         | 16         | 5          | 13         | 22         | 13        | 14        | 17        | 13         | 17               | 10            | 8          | 14                | 12          | 17                     | 11                       | 11                        | 23             |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR5: INDEX SCORE

A municipal tax system is made up of four key principles. In your opinion, which one of the following four principles do you think is MOST important? Do you think stability, competitiveness, equity, or transparency is the most important principle?

|                 | OVERALL | COMMUNITY |      |          |           | GENDER |     | AGE   |       |     | EDUCATION |           |           |           | HOUSEHOLD INCOME |               |        | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|-----------------|---------|-----------|------|----------|-----------|--------|-----|-------|-------|-----|-----------|-----------|-----------|-----------|------------------|---------------|--------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|                 |         | 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+ | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Equity          | 6.0     | 5.5       | 6.7  | 6.3      | 5.8       | 6.1    | 5.8 | 5.5   | 6.2   | 6.0 | 6.7       | 6.2       | 5.6       | 5.8       | 5.4              | 6.3           | 6.2    | 5.4               | 6.2         | 6.5                    | 5.8                      | 6.7                       | 5.7            |
| Transparency    | 5.3     | 5.8       | 5.0  | 4.6      | 5.0       | 5.4    | 5.1 | 5.7   | 5.2   | 4.9 | 3.7       | 5.3       | 5.6       | 5.4       | 5.3              | 5.0           | 5.8    | 5.6               | 5.2         | 5.0                    | 5.2                      | 4.9                       | 5.5            |
| Stability       | 5.2     | 5.2       | 4.7  | 5.9      | 5.2       | 4.9    | 5.5 | 5.6   | 5.2   | 4.9 | 6.1       | 5.2       | 5.4       | 5.1       | 5.6              | 5.0           | 4.7    | 5.6               | 5.2         | 4.7                    | 5.4                      | 5.1                       | 4.5            |
| Competitiveness | 3.0     | 2.7       | 3.0  | 3.2      | 3.4       | 3.3    | 2.8 | 2.9   | 3.0   | 3.2 | 2.9       | 2.8       | 2.6       | 3.2       | 3.0              | 3.5           | 3.0    | 2.9               | 2.9         | 3.5                    | 3.1                      | 3.0                       | 3.8            |

Index score out of 10 calculated by CRA. First mention = 10, Second mention = 7, Third mention = 3, Fourth mention = 0.

TABLE TR6a:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Road Maintenance

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 81         | 81         | 88        | 81        | 73        | 83         | 79         | 80         | 81         | 82         | 83        | 78        | 81        | 81         | 78               | 76            | 84         | 79                | 81          | 80                     | 77                       | 83                        | 81             |
| Residents should only pay for the service provided in their local community | 14         | 14         | 5         | 16        | 21        | 14         | 15         | 15         | 14         | 14         | 17        | 15        | 17        | 13         | 18               | 20            | 8          | 14                | 15          | 15                     | 20                       | 13                        | 13             |
| Services should be paid for by user fees                                    | 2          | 1          | 1         | 1         | 3         | 1          | 2          | 1          | 3          | 1          | 0         | 1         | 0         | 3          | 2                | 0             | 4          | 3                 | 2           | 0                      | 0                        | 2                         | 4              |
| Services should only be paid for by people that are most likely to use them | 1          | 1          | 3         | 1         | 0         | 0          | 2          | 2          | 1          | 1          | 0         | 2         | 0         | 1          | 1                | 2             | 1          | 2                 | 0           | 2                      | 1                        | 1                         | 0              |
| Other tax options   | 1          | 2          | 1         | 0         | 0         | 0          | 2          | 1          | 1          | 1          | 0         | 2         | 0         | 1          | 1                | 0             | 2          | 2                 | 1           | 0                      | 0                        | 2                         | 0              |
| Don't know/No answer  | 1          | 1          | 1         | 0         | 2         | 2          | 0          | 1          | 1          | 2          | 0         | 1         | 2         | 1          | 1                | 1             | 1          | 1                 | 1           | 2                      | 1                        | 1                         | 2              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6b:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Snow Removal

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 72         | 72         | 77        | 73        | 69        | 74         | 71         | 73         | 76         | 66         | 60        | 74        | 67        | 75         | 70               | 69            | 81         | 72                | 73          | 63                     | 69                       | 78                        | 71             |
| Residents should only pay for the service provided in their local community | 22         | 23         | 19        | 22        | 26        | 20         | 25         | 24         | 19         | 27         | 30        | 22        | 31        | 20         | 24               | 25            | 14         | 22                | 22          | 30                     | 27                       | 20                        | 17             |
| Services should be paid for by user fees                                    | 2          | 3          | 0         | 4         | 3         | 3          | 2          | 1          | 4          | 2          | 3         | 1         | 0         | 4          | 3                | 2             | 4          | 3                 | 3           | 0                      | 0                        | 2                         | 8              |
| Services should only be paid for by people that are most likely to use them | 1          | 1          | 1         | 1         | 1         | 1          | 1          | 0          | 1          | 2          | 3         | 1         | 0         | 1          | 1                | 2             | 1          | 2                 | 0           | 2                      | 0                        | 1                         | 0              |
| Other tax options   | 1          | 2          | 0         | 0         | 0         | 1          | 0          | 1          | 0          | 2          | 0         | 1         | 2         | 0          | 1                | 0             | 1          | 2                 | 0           | 0                      | 0                        | 0                         | 2              |
| Don't know/No answer  | 1          | 1          | 3         | 0         | 1         | 2          | 0          | 2          | 0          | 2          | 3         | 1         | 0         | 1          | 1                | 1             | 0          | 0                 | 1           | 4                      | 4                        | 0                         | 2              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6c:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Public Transit

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 57         | 63         | 62        | 59        | 41        | 55         | 59         | 55         | 52         | 67         | 60        | 59        | 63        | 54         | 60               | 50            | 61         | 69                | 53          | 48                     | 48                       | 50                        | 65             |
| Residents should only pay for the service provided in their local community | 31         | 27         | 27        | 28        | 43        | 35         | 28         | 32         | 34         | 24         | 33        | 31        | 28        | 31         | 32               | 35            | 25         | 22                | 33          | 41                     | 40                       | 38                        | 15             |
| Services should be paid for by user fees                                    | 8          | 5          | 8         | 9         | 11        | 5          | 10         | 6          | 11         | 5          | 3         | 3         | 4         | 11         | 5                | 11            | 9          | 5                 | 9           | 9                      | 7                        | 9                         | 17             |
| Services should only be paid for by people that are most likely to use them | 2          | 3          | 3         | 3         | 2         | 3          | 2          | 5          | 1          | 4          | 3         | 4         | 0         | 2          | 1                | 4             | 2          | 4                 | 2           | 0                      | 2                        | 1                         | 2              |
| Don't know/No answer  | 2          | 2          | 1         | 0         | 3         | 2          | 2          | 2          | 2          | 1          | 0         | 2         | 6         | 1          | 2                | 1             | 3          | 1                 | 2           | 2                      | 2                        | 2                         | 2              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6d:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Fire Protection

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 81         | 83         | 86        | 78        | 78        | 79         | 83         | 81         | 83         | 78         | 73        | 87        | 81        | 80         | 79               | 76            | 84         | 82                | 80          | 80                     | 77                       | 83                        | 81             |
| Residents should only pay for the service provided in their local community | 16         | 14         | 12        | 19        | 20        | 18         | 14         | 17         | 14         | 18         | 27        | 11        | 17        | 17         | 19               | 20            | 12         | 17                | 16          | 20                     | 19                       | 14                        | 15             |
| Services should only be paid for by people that are most likely to use them | 0          | 0          | 1         | 0         | 0         | 0          | 0          | 0          | 0          | 1          | 0         | 1         | 0         | 0          | 0                | 1             | 0          | 1                 | 0           | 0                      | 0                        | 0                         | 0              |
| Services should be paid for by user fees                                    | 0          | 1          | 0         | 1         | 0         | 1          | 0          | 0          | 1          | 0          | 0         | 0         | 0         | 1          | 0                | 1             | 1          | 1                 | 0           | 0                      | 0                        | 1                         | 0              |
| Other tax options   | 0          | 1          | 1         | 0         | 0         | 1          | 0          | 0          | 1          | 1          | 0         | 0         | 0         | 1          | 0                | 0             | 2          | 0                 | 1           | 0                      | 0                        | 1                         | 2              |
| Don't know/No answer  | 1          | 2          | 0         | 1         | 2         | 2          | 1          | 2          | 1          | 2          | 0         | 1         | 2         | 2          | 1                | 1             | 1          | 0                 | 3           | 0                      | 4                        | 1                         | 2              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6e:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Policing Services

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 86         | 91         | 86        | 81        | 83        | 86         | 86         | 86         | 85         | 88         | 87        | 83        | 87        | 88         | 83               | 82            | 90         | 87                | 87          | 80                     | 80                       | 91                        | 88             |
| Residents should only pay for the service provided in their local community | 11         | 8          | 10        | 15        | 16        | 10         | 13         | 13         | 12         | 10         | 13        | 15        | 11        | 10         | 16               | 14            | 6          | 13                | 9           | 20                     | 17                       | 7                         | 8              |
| Services should be paid for by user fees                                    | 1          | 0          | 1         | 3         | 0         | 2          | 0          | 0          | 1          | 1          | 0         | 0         | 0         | 1          | 0                | 2             | 1          | 0                 | 1           | 0                      | 0                        | 2                         | 2              |
| Services should only be paid for by people that are most likely to use them | 0          | 0          | 0         | 1         | 0         | 1          | 0          | 0          | 1          | 0          | 0         | 0         | 0         | 0          | 0                | 0             | 1          | 0                 | 0           | 0                      | 0                        | 0                         | 0              |
| Other tax options   | 0          | 0          | 1         | 0         | 0         | 1          | 0          | 0          | 1          | 0          | 0         | 0         | 0         | 0          | 0                | 0             | 1          | 0                 | 0           | 0                      | 0                        | 1                         | 0              |
| Don't know/No answer  | 1          | 1          | 1         | 0         | 1         | 1          | 1          | 1          | 1          | 1          | 0         | 2         | 2         | 0          | 1                | 1             | 1          | 0                 | 2           | 0                      | 4                        | 0                         | 2              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6f:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Recreation Facilities and Services

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 43         | 46         | 47        | 34        | 44        | 43         | 44         | 35         | 49         | 42         | 53        | 55        | 43        | 38         | 42               | 32            | 50         | 45                | 42          | 43                     | 36                       | 48                        | 42             |
| Residents should only pay for the service provided in their local community | 42         | 45         | 31        | 47        | 43        | 42         | 42         | 51         | 38         | 40         | 37        | 38        | 46        | 44         | 51               | 45            | 33         | 44                | 41          | 43                     | 49                       | 38                        | 35             |
| Services should be paid for by user fees                                    | 8          | 4          | 13        | 14        | 9         | 10         | 7          | 7          | 9          | 9          | 7         | 4         | 7         | 11         | 5                | 15            | 8          | 6                 | 9           | 9                      | 8                        | 9                         | 15             |
| Services should only be paid for by people that are most likely to use them | 4          | 3          | 6         | 5         | 3         | 4          | 4          | 5          | 3          | 5          | 3         | 2         | 0         | 6          | 1                | 6             | 6          | 4                 | 4           | 4                      | 2                        | 5                         | 4              |
| Don't know/No answer  | 1          | 1          | 3         | 0         | 1         | 1          | 1          | 1          | 1          | 3          | 0         | 1         | 2         | 1          | 1                | 1             | 1          | 0                 | 2           | 0                      | 5                        | 0                         | 2              |
| Other tax options   | 1          | 1          | 0         | 0         | 1         | 1          | 1          | 1          | 1          | 1          | 0         | 0         | 2         | 1          | 0                | 0             | 2          | 1                 | 1           | 0                      | 0                        | 1                         | 2              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6g:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Public Libraries

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 74         | 76         | 71        | 72        | 74        | 77         | 72         | 73         | 74         | 74         | 73        | 70        | 78        | 75         | 75               | 65            | 81         | 73                | 75          | 70                     | 69                       | 80                        | 75             |
| Residents should only pay for the service provided in their local community | 20         | 21         | 19        | 23        | 18        | 18         | 22         | 24         | 19         | 20         | 17        | 24        | 19        | 20         | 20               | 27            | 13         | 19                | 20          | 26                     | 26                       | 17                        | 15             |
| Services should be paid for by user fees                                    | 3          | 1          | 5         | 5         | 3         | 3          | 4          | 2          | 4          | 3          | 7         | 2         | 2         | 4          | 3                | 6             | 3          | 5                 | 2           | 4                      | 4                        | 1                         | 6              |
| Services should only be paid for by people that are most likely to use them | 1          | 1          | 4         | 0         | 2         | 2          | 1          | 1          | 1          | 3          | 3         | 2         | 2         | 1          | 1                | 1             | 2          | 2                 | 2           | 0                      | 0                        | 3                         | 0              |
| Don't know/No answer  | 1          | 1          | 1         | 0         | 2         | 1          | 1          | 1          | 1          | 1          | 0         | 2         | 0         | 1          | 1                | 0             | 1          | 1                 | 1           | 0                      | 1                        | 0                         | 4              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |



# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6h:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Sidewalks

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Residents should only pay for the service provided in their local community | 46         | 39         | 41        | 53        | 57        | 46         | 46         | 45         | 47         | 45         | 37        | 48        | 37        | 49         | 45               | 56            | 42         | 29                | 54          | 54                     | 67                       | 49                        | 40             |
| All residents of HRM should share the cost                                  | 45         | 54         | 51        | 39        | 30        | 44         | 46         | 48         | 43         | 46         | 53        | 47        | 54        | 41         | 51               | 37            | 43         | 67                | 35          | 37                     | 27                       | 42                        | 40             |
| Services should be paid for by user fees                                    | 4          | 2          | 3         | 5         | 7         | 5          | 3          | 1          | 7          | 3          | 3         | 1         | 4         | 5          | 2                | 2             | 8          | 2                 | 6           | 2                      | 2                        | 5                         | 8              |
| Services should only be paid for by people that are most likely to use them | 3          | 3          | 3         | 3         | 3         | 2          | 4          | 5          | 2          | 3          | 0         | 1         | 4         | 4          | 1                | 4             | 5          | 1                 | 3           | 2                      | 1                        | 3                         | 6              |
| Other tax options   | 0          | 1          | 1         | 0         | 0         | 1          | 0          | 0          | 1          | 1          | 3         | 0         | 0         | 0          | 1                | 0             | 1          | 1                 | 0           | 0                      | 0                        | 0                         | 2              |
| Don't know/No answer  | 1          | 2          | 1         | 0         | 2         | 2          | 1          | 1          | 1          | 3          | 3         | 2         | 2         | 1          | 1                | 1             | 2          | 0                 | 2           | 4                      | 2                        | 2                         | 4              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6i:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Sewers

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 58         | 70         | 71        | 43        | 40        | 52         | 63         | 69         | 50         | 60         | 53        | 56        | 67        | 58         | 64               | 51            | 56         | 76                | 49          | 61                     | 42                       | 54                        | 54             |
| Residents should only pay for the service provided in their local community | 34         | 26         | 27        | 36        | 53        | 39         | 30         | 25         | 41         | 34         | 43        | 35        | 28        | 34         | 30               | 42            | 34         | 20                | 41          | 30                     | 51                       | 39                        | 31             |
| Services should be paid for by user fees                                    | 3          | 1          | 0         | 11        | 3         | 4          | 2          | 0          | 6          | 2          | 3         | 2         | 2         | 4          | 1                | 2             | 6          | 1                 | 5           | 0                      | 5                        | 2                         | 8              |
| Services should only be paid for by people that are most likely to use them | 2          | 2          | 1         | 7         | 1         | 2          | 3          | 5          | 3          | 0          | 0         | 2         | 0         | 4          | 1                | 4             | 3          | 1                 | 2           | 7                      | 1                        | 3                         | 2              |
| Don't know/No answer  | 2          | 2          | 1         | 3         | 2         | 2          | 2          | 2          | 1          | 4          | 0         | 4         | 4         | 1          | 3                | 1             | 1          | 2                 | 2           | 2                      | 1                        | 2                         | 4              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR6j:

Some residents say the cost of municipal services provided across HRM should be shared by all residents of the Municipality. Other residents say they should be taxed for only the municipal services provided in their local community, or by user fees or other options. All things considered, which of the following services, if any, do you think all residents of HRM should share the cost of and which ones, if any, do you think residents should pay for based on what is provided in their local community, or by user fee or other options? [To Begin/And next]

### Solid Waste Removal

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All residents of HRM should share the cost                                  | 73         | 75         | 78        | 70        | 68        | 72         | 74         | 76         | 72         | 73         | 70        | 85        | 72        | 69         | 73               | 64            | 75         | 73                | 72          | 76                     | 71                       | 76                        | 67             |
| Residents should only pay for the service provided in their local community | 19         | 17         | 15        | 23        | 23        | 20         | 19         | 18         | 22         | 16         | 23        | 12        | 20        | 22         | 21               | 27            | 16         | 19                | 20          | 22                     | 20                       | 23                        | 13             |
| Services should be paid for by user fees                                    | 3          | 3          | 1         | 4         | 3         | 3          | 2          | 1          | 3          | 4          | 0         | 0         | 0         | 5          | 0                | 4             | 6          | 2                 | 4           | 0                      | 1                        | 1                         | 13             |
| Services should only be paid for by people that are most likely to use them | 2          | 1          | 4         | 0         | 2         | 2          | 2          | 3          | 0          | 4          | 3         | 1         | 4         | 1          | 2                | 4             | 1          | 4                 | 1           | 0                      | 1                        | 1                         | 2              |
| Don't know/No answer  | 3          | 3          | 1         | 3         | 3         | 3          | 3          | 2          | 3          | 4          | 3         | 2         | 4         | 3          | 4                | 1             | 3          | 2                 | 3           | 2                      | 6                        | 0                         | 6              |
| <b>SAMPLE SIZE (#)</b>  | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

**TABLE TR7: FIRST MENTION**

[ASK ONLY IF CODE 2, 6, OR 7 IN ANY OF TR6a-j] What is the primary reason you think the cost of some municipal services should NOT be shared by all residents of HRM?

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Should not pay for a service you don't access/receive/use     | 49         | 42         | 56        | 59        | 48        | 49         | 49         | 55        | 49         | 43        | 48        | 53        | 39        | 50         | 45               | 54            | 54        | 40                | 53          | 42                     | 52                       | 57                        | 38             |
| Level of service is not consistent across HRM                 | 22         | 18         | 17        | 25        | 29        | 21         | 23         | 20        | 27         | 17        | 20        | 25        | 20        | 22         | 25               | 21            | 20        | 23                | 22          | 19                     | 22                       | 18                        | 25             |
| Should only pay for services you access/receive/use           | 14         | 21         | 12        | 8         | 9         | 13         | 14         | 14        | 11         | 18        | 8         | 9         | 24        | 14         | 13               | 10            | 15        | 19                | 12          | 17                     | 10                       | 12                        | 20             |
| Cost of providing services varies from community to community | 6          | 6          | 12        | 3         | 4         | 6          | 5          | 5         | 6          | 5         | 8         | 4         | 2         | 7          | 8                | 7             | 4         | 5                 | 6           | 8                      | 10                       | 5                         | 5              |
| Other   | 5          | 8          | 2         | 2         | 5         | 5          | 5          | 5         | 3          | 8         | 4         | 4         | 12        | 4          | 5                | 6             | 4         | 10                | 3           | 6                      | 4                        | 3                         | 5              |
| Don't know/No answer  | 4          | 5          | 2         | 3         | 6         | 5          | 4          | 0         | 4          | 10        | 12        | 4         | 2         | 4          | 5                | 1             | 4         | 4                 | 4           | 8                      | 3                        | 4                         | 8              |
| <b>SAMPLE SIZE (#)</b>  | <b>316</b> | <b>121</b> | <b>52</b> | <b>63</b> | <b>80</b> | <b>149</b> | <b>167</b> | <b>92</b> | <b>140</b> | <b>84</b> | <b>25</b> | <b>68</b> | <b>41</b> | <b>182</b> | <b>120</b>       | <b>68</b>     | <b>85</b> | <b>80</b>         | <b>186</b>  | <b>36</b>              | <b>73</b>                | <b>93</b>                 | <b>40</b>      |

**TABLE TR7: TOTAL MENTIONS**

[ASK ONLY IF CODE 2, 6, OR 7 IN ANY OF TR6a-j] What is the primary reason you think the cost of some municipal services should NOT be shared by all residents of HRM? **PROBE ONCE: Any other reasons?**

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Should not pay for a service you don't access/receive/use     | 55         | 45         | 62        | 63        | 59        | 56         | 54         | 59        | 57         | 48        | 52        | 54        | 41        | 59         | 50               | 59            | 65        | 43                | 62          | 42                     | 55                       | 67                        | 50             |
| Level of service is not consistent across HRM                 | 25         | 21         | 27        | 27        | 29        | 24         | 26         | 21        | 31         | 21        | 20        | 28        | 20        | 26         | 28               | 22            | 26        | 25                | 25          | 22                     | 27                       | 19                        | 33             |
| Should only pay for services you access/receive/use           | 21         | 30         | 21        | 17        | 11        | 22         | 20         | 21        | 19         | 25        | 12        | 19        | 32        | 21         | 22               | 18            | 21        | 29                | 17          | 28                     | 11                       | 20                        | 28             |
| Cost of providing services varies from community to community | 7          | 7          | 13        | 6         | 5         | 8          | 7          | 8         | 7          | 7         | 8         | 7         | 2         | 8          | 8                | 10            | 5         | 6                 | 8           | 8                      | 11                       | 5                         | 10             |
| Other   | 5          | 8          | 2         | 2         | 5         | 5          | 5          | 5         | 3          | 8         | 4         | 4         | 12        | 4          | 5                | 6             | 4         | 10                | 3           | 6                      | 4                        | 3                         | 5              |
| Don't know/No answer  | 4          | 5          | 2         | 3         | 6         | 5          | 4          | 0         | 4          | 10        | 12        | 4         | 2         | 4          | 5                | 1             | 4         | 4                 | 4           | 8                      | 3                        | 4                         | 8              |
| <b>SAMPLE SIZE (#)</b>  | <b>316</b> | <b>121</b> | <b>52</b> | <b>63</b> | <b>80</b> | <b>149</b> | <b>167</b> | <b>92</b> | <b>140</b> | <b>84</b> | <b>25</b> | <b>68</b> | <b>41</b> | <b>182</b> | <b>120</b>       | <b>68</b>     | <b>85</b> | <b>80</b>         | <b>186</b>  | <b>36</b>              | <b>73</b>                | <b>93</b>                 | <b>40</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR8: LEVEL OF SERVICE PROVIDED

Some say that municipal taxes should be based on the services provided in their local community. In general with this approach, residents of HRM provided more municipal services would pay more municipal tax, while residents provided fewer services would pay less municipal tax. Would you completely support, mostly support, mostly oppose, or completely oppose such a system?

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Completely support                          | 27         | 20         | 29        | 31        | 34        | 32         | 23         | 22         | 32         | 25         | 30        | 33        | 28        | 24         | 23               | 33            | 26         | 26                | 28          | 20                     | 26                       | 30                        | 27             |
| Mostly support                              | 50         | 53         | 46        | 41        | 56        | 44         | 55         | 59         | 49         | 43         | 40        | 41        | 50        | 55         | 51               | 49            | 53         | 44                | 52          | 57                     | 63                       | 49                        | 42             |
| Mostly oppose                               | 11         | 15         | 12        | 12        | 4         | 11         | 11         | 13         | 10         | 13         | 10        | 11        | 11        | 12         | 12               | 8             | 17         | 16                | 10          | 9                      | 5                        | 9                         | 19             |
| Completely oppose                           | 7          | 6          | 9         | 11        | 3         | 8          | 6          | 3          | 7          | 12         | 13        | 9         | 11        | 4          | 9                | 7             | 4          | 9                 | 6           | 9                      | 2                        | 10                        | 4              |
| Don't know/No answer                        | 4          | 5          | 4         | 5         | 2         | 5          | 4          | 4          | 3          | 7          | 7         | 6         | 0         | 4          | 5                | 2             | 1          | 6                 | 3           | 7                      | 4                        | 2                         | 8              |
| <b>SAMPLE SIZE (#)</b>                      | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |
| TOP 2 BOX SCORE (Completely/Mostly support) | 77         | 73         | 76        | 72        | 90        | 76         | 78         | 81         | 81         | 68         | 70        | 74        | 78        | 79         | 74               | 82            | 79         | 70                | 81          | 76                     | 89                       | 79                        | 69             |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR9a: FIRST MENTION

[ASK ONLY IF 'SUPPORT' IN Q.TR8] What is the primary reason you would SUPPORT a tax system based on the level of municipal services provided?

|  | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|--|------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|  |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Should not pay for services you don't receive/Pay for what you receive | 63         | 58         | 63        | 75        | 62        | 68         | 60         | 60        | 61         | 71        | 62        | 65        | 50        | 66         | 54               | 67            | 76        | 51                | 71          | 46                     | 61                       | 69                        | 67             |
| Fairness/Good idea   | 8          | 9          | 8         | 11        | 5         | 9          | 7          | 12        | 5          | 9         | 10        | 7         | 7         | 8          | 9                | 12            | 2         | 9                 | 5           | 17                     | 11                       | 7                         | 6              |
| Shouldn't have to pay tax to service rural/remote areas of HRM         | 6          | 5          | 5         | 2         | 9         | 6          | 6          | 6         | 8          | 1         | 10        | 7         | 5         | 5          | 4                | 4             | 7         | 4                 | 5           | 14                     | 9                        | 6                         | 6              |
| Not all areas should be treated equally                                | 4          | 6          | 5         | 2         | 1         | 3          | 5          | 2         | 5          | 4         | 0         | 1         | 5         | 5          | 5                | 4             | 2         | 5                 | 3           | 6                      | 5                        | 2                         | 6              |
| I would pay less tax   | 2          | 1          | 3         | 2         | 2         | 1          | 2          | 0         | 3          | 1         | 5         | 0         | 5         | 2          | 2                | 1             | 0         | 1                 | 3           | 0                      | 3                        | 2                         | 0              |
| Community should work together   | 2          | 4          | 2         | 0         | 2         | 2          | 2          | 3         | 3          | 0         | 0         | 3         | 2         | 2          | 3                | 3             | 2         | 5                 | 1           | 0                      | 1                        | 1                         | 0              |
| All areas of HRM benefit/use services                                  | 2          | 3          | 2         | 0         | 1         | 1          | 2          | 1         | 2          | 1         | 0         | 1         | 2         | 2          | 3                | 1             | 1         | 4                 | 1           | 0                      | 0                        | 2                         | 0              |
| If we didn't support it we wouldn't have the services                  | 2          | 3          | 2         | 2         | 1         | 1          | 2          | 1         | 3          | 1         | 5         | 1         | 2         | 2          | 3                | 0             | 1         | 1                 | 2           | 0                      | 3                        | 2                         | 3              |
| Other  | 3          | 3          | 3         | 0         | 6         | 4          | 2          | 2         | 3          | 4         | 5         | 3         | 7         | 2          | 4                | 1             | 5         | 3                 | 3           | 9                      | 3                        | 3                         | 6              |
| Don't know/No answer   | 8          | 9          | 7         | 6         | 9         | 4          | 12         | 12        | 6          | 7         | 5         | 10        | 14        | 6          | 13               | 6             | 2         | 16                | 5           | 9                      | 4                        | 6                         | 6              |
| <b>SAMPLE SIZE (#)</b>   | <b>310</b> | <b>113</b> | <b>59</b> | <b>53</b> | <b>85</b> | <b>139</b> | <b>171</b> | <b>89</b> | <b>145</b> | <b>76</b> | <b>21</b> | <b>69</b> | <b>42</b> | <b>178</b> | <b>114</b>       | <b>69</b>     | <b>85</b> | <b>76</b>         | <b>185</b>  | <b>35</b>              | <b>75</b>                | <b>100</b>                | <b>33</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR9a: TOTAL MENTIONS

[ASK ONLY IF 'SUPPORT' IN Q.TR8] What is the primary reason you would SUPPORT a tax system based on the level of municipal services provided? PROBE ONCE: Any other reasons?

|  | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|--|------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|  |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Should not pay for services you don't receive/Pay for what you receive | 65         | 60         | 64        | 75        | 65        | 70         | 61         | 60        | 63         | 74        | 62        | 70        | 52        | 66         | 55               | 68            | 76        | 51                | 72          | 51                     | 65                       | 71                        | 67             |
| Fairness/Good idea   | 8          | 9          | 8         | 11        | 5         | 9          | 7          | 12        | 5          | 9         | 10        | 7         | 7         | 8          | 9                | 12            | 2         | 9                 | 5           | 17                     | 11                       | 7                         | 6              |
| Shouldn't have to pay tax to service rural/remote areas of HRM         | 8          | 6          | 8         | 2         | 13        | 9          | 7          | 6         | 11         | 4         | 10        | 9         | 7         | 7          | 6                | 6             | 11        | 4                 | 9           | 14                     | 12                       | 7                         | 12             |
| Not all areas should be treated equally                                | 4          | 6          | 5         | 2         | 1         | 3          | 5          | 2         | 5          | 4         | 0         | 1         | 5         | 5          | 5                | 4             | 2         | 5                 | 3           | 6                      | 5                        | 2                         | 6              |
| Community should work together   | 2          | 4          | 2         | 0         | 2         | 2          | 2          | 3         | 3          | 0         | 0         | 3         | 2         | 2          | 3                | 3             | 2         | 5                 | 1           | 0                      | 1                        | 1                         | 0              |
| If we didn't support it we wouldn't have the services                  | 2          | 3          | 2         | 2         | 1         | 1          | 2          | 1         | 3          | 1         | 5         | 1         | 2         | 2          | 3                | 0             | 1         | 1                 | 2           | 0                      | 3                        | 2                         | 3              |
| I would pay less tax   | 2          | 1          | 3         | 2         | 2         | 1          | 2          | 0         | 3          | 1         | 5         | 0         | 5         | 2          | 2                | 1             | 0         | 1                 | 3           | 0                      | 3                        | 2                         | 0              |
| All areas of HRM benefit/use services                                  | 2          | 3          | 2         | 0         | 1         | 1          | 2          | 1         | 2          | 1         | 0         | 1         | 2         | 2          | 3                | 1             | 1         | 4                 | 1           | 0                      | 0                        | 2                         | 0              |
| Other  | 5          | 4          | 5         | 2         | 6         | 6          | 3          | 2         | 4          | 8         | 5         | 3         | 10        | 4          | 4                | 4             | 7         | 3                 | 5           | 9                      | 4                        | 3                         | 15             |
| Don't know/No answer   | 8          | 9          | 7         | 6         | 9         | 4          | 12         | 12        | 6          | 7         | 5         | 10        | 14        | 6          | 13               | 6             | 2         | 16                | 5           | 9                      | 4                        | 6                         | 6              |
| <b>SAMPLE SIZE (#)</b>   | <b>310</b> | <b>113</b> | <b>59</b> | <b>53</b> | <b>85</b> | <b>139</b> | <b>171</b> | <b>89</b> | <b>145</b> | <b>76</b> | <b>21</b> | <b>69</b> | <b>42</b> | <b>178</b> | <b>114</b>       | <b>69</b>     | <b>85</b> | <b>76</b>         | <b>185</b>  | <b>35</b>              | <b>75</b>                | <b>100</b>                | <b>33</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR9b: FIRST MENTION

[ASK ONLY IF 'OPPOSE' IN Q.TR8] What is the primary reason you would OPPOSE a tax system based on the level of municipal services provided?

|   | OVERALL % | COMMUNITY |           |           |           | GENDER    |           | AGE       |           |           | EDUCATION |           |           |           | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |           | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All areas of HRM should be treated equally                  | 27        | 24        | 31        | 29        | 29        | 26        | 29        | 30        | 22        | 14        | 22        | 25        | 32        | 25        | 38               | 23            | 26        | 30                | 13          | 17                     | 33                       | 18                        |                |
| All areas of HRM should share the cost                      | 20        | 18        | 13        | 24        | 43        | 26        | 15        | 29        | 17        | 19        | 14        | 17        | 17        | 24        | 16               | 23            | 32        | 15                | 19          | 50                     | 17                       | 25                        | 27             |
| Should not pay for services you don't receive               | 7         | 6         | 6         | 6         | 14        | 3         | 10        | 0         | 0         | 19        | 0         | 6         | 17        | 5         | 6                | 8             | 5         | 0                 | 8           | 25                     | 17                       | 17                        | 0              |
| Hard to implement/decide who uses services                  | 7         | 15        | 0         | 0         | 0         | 9         | 5         | 0         | 13        | 4         | 0         | 6         | 17        | 5         | 6                | 15            | 5         | 7                 | 8           | 0                      | 0                        | 0                         | 27             |
| All areas of HRM benefit/use services                       | 5         | 0         | 13        | 12        | 0         | 9         | 3         | 0         | 10        | 4         | 0         | 6         | 0         | 8         | 3                | 0             | 9         | 0                 | 11          | 0                      | 17                       | 8                         | 9              |
| Would not be fair/turn into a two-tier system               | 3         | 3         | 6         | 0         | 0         | 3         | 3         | 6         | 0         | 4         | 0         | 0         | 0         | 5         | 0                | 0             | 5         | 0                 | 5           | 0                      | 17                       | 0                         | 0              |
| Like that taxes are now linked to property value/status quo | 1         | 3         | 0         | 0         | 0         | 3         | 0         | 6         | 0         | 0         | 0         | 6         | 0         | 0         | 0                | 0             | 5         | 0                 | 3           | 0                      | 0                        | 0                         | 9              |
| Costs a lot to service the community where I live           | 1         | 3         | 0         | 0         | 0         | 0         | 3         | 0         | 0         | 4         | 0         | 6         | 0         | 0         | 0                | 0             | 0         | 0                 | 3           | 0                      | 0                        | 4                         | 0              |
| Other   | 12        | 9         | 19        | 18        | 0         | 3         | 21        | 6         | 17        | 11        | 14        | 17        | 17        | 8         | 19               | 0             | 14        | 19                | 8           | 0                      | 0                        | 13                        | 0              |
| Don't know/No answer  | 16        | 21        | 13        | 12        | 14        | 17        | 15        | 24        | 13        | 15        | 57        | 17        | 8         | 11        | 25               | 15            | 5         | 33                | 5           | 13                     | 17                       | 0                         | 9              |
| <b>SAMPLE SIZE (#)</b>                                      | <b>74</b> | <b>34</b> | <b>16</b> | <b>17</b> | <b>7</b>  | <b>35</b> | <b>39</b> | <b>17</b> | <b>30</b> | <b>27</b> | <b>7</b>  | <b>18</b> | <b>12</b> | <b>37</b> | <b>32</b>        | <b>13</b>     | <b>22</b> | <b>27</b>         | <b>37</b>   | <b>8</b>               | <b>6</b>                 | <b>24</b>                 | <b>11</b>      |



# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR9b: TOTAL MENTIONS

[ASK ONLY IF 'OPPOSE' IN Q.TR8] What is the primary reason you would OPPOSE a tax system based on the level of municipal services provided? PROBE ONCE: Any other reasons?

|   | OVERALL % | COMMUNITY |           |           |           | GENDER    |           | AGE       |           |           | EDUCATION |           |           |           | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |           | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| All areas of HRM should be treated equally                  | 32        | 29        | 38        | 35        | 29        | 37        | 28        | 35        | 37        | 26        | 29        | 22        | 25        | 41        | 31               | 46            | 27        | 30                | 35          | 25                     | 33                       | 33                        | 36             |
| All areas of HRM should share the cost                      | 24        | 24        | 13        | 24        | 57        | 29        | 21        | 41        | 20        | 19        | 14        | 28        | 17        | 27        | 22               | 23            | 36        | 19                | 24          | 50                     | 17                       | 25                        | 36             |
| All areas of HRM benefit/use services                       | 8         | 6         | 13        | 12        | 0         | 9         | 8         | 0         | 10        | 11        | 0         | 11        | 0         | 11        | 3                | 8             | 14        | 0                 | 14          | 13                     | 17                       | 13                        | 18             |
| Hard to implement/decide who uses services                  | 7         | 15        | 0         | 0         | 0         | 9         | 5         | 0         | 13        | 4         | 0         | 6         | 17        | 5         | 6                | 15            | 5         | 7                 | 8           | 0                      | 0                        | 0                         | 27             |
| Should not pay for services you don't receive               | 7         | 6         | 6         | 6         | 14        | 3         | 10        | 0         | 0         | 19        | 0         | 6         | 17        | 5         | 6                | 8             | 5         | 0                 | 8           | 25                     | 17                       | 17                        | 0              |
| Would not be fair/turn into a two-tier system               | 4         | 6         | 6         | 0         | 0         | 6         | 3         | 12        | 0         | 4         | 0         | 0         | 8         | 5         | 0                | 0             | 9         | 0                 | 8           | 0                      | 17                       | 0                         | 9              |
| Like that taxes are now linked to property value/status quo | 3         | 6         | 0         | 0         | 0         | 3         | 3         | 6         | 3         | 0         | 0         | 6         | 0         | 3         | 3                | 0             | 5         | 4                 | 3           | 0                      | 0                        | 0                         | 9              |
| Costs a lot to service the community where I live           | 1         | 3         | 0         | 0         | 0         | 0         | 3         | 0         | 0         | 4         | 0         | 6         | 0         | 0         | 0                | 0             | 0         | 0                 | 3           | 0                      | 0                        | 4                         | 0              |
| Other   | 12        | 9         | 19        | 18        | 0         | 3         | 21        | 6         | 17        | 11        | 14        | 17        | 17        | 8         | 19               | 0             | 14        | 19                | 8           | 0                      | 0                        | 13                        | 0              |
| Don't know/No answer  | 16        | 21        | 13        | 12        | 14        | 17        | 15        | 24        | 13        | 15        | 57        | 17        | 8         | 11        | 25               | 15            | 5         | 33                | 5           | 13                     | 17                       | 0                         | 9              |
| <b>SAMPLE SIZE (#)</b>                                      | <b>74</b> | <b>34</b> | <b>16</b> | <b>17</b> | <b>7</b>  | <b>35</b> | <b>39</b> | <b>17</b> | <b>30</b> | <b>27</b> | <b>7</b>  | <b>18</b> | <b>12</b> | <b>37</b> | <b>32</b>        | <b>13</b>     | <b>22</b> | <b>27</b>         | <b>37</b>   | <b>8</b>               | <b>6</b>                 | <b>24</b>                 | <b>11</b>      |

TABLE TR10: ABILITY TO PAY TAXES

Some say a household's municipal tax bill should reflect a household's ability to pay taxes. Such a system might take into consideration a household's amount of income, family assets, the size of the family, and so on. Would you completely support, mostly support, mostly oppose, or completely oppose a tax system based on ability to pay?

|   | OVERALL %  | COMMUNITY  |           |           |           | GENDER     |            | AGE        |            |            | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |            | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|------------|------------------|---------------|------------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+     | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Completely support                          | 18         | 22         | 19        | 15        | 14        | 17         | 19         | 20         | 18         | 16         | 23        | 16        | 24        | 17         | 25               | 18            | 9          | 27                | 13          | 26                     | 20                       | 14                        | 4              |
| Mostly support                              | 41         | 46         | 35        | 36        | 40        | 36         | 44         | 50         | 41         | 32         | 33        | 51        | 37        | 38         | 47               | 38            | 36         | 43                | 39          | 39                     | 49                       | 34                        | 35             |
| Mostly oppose                               | 17         | 15         | 15        | 20        | 18        | 18         | 16         | 16         | 18         | 16         | 20        | 13        | 13        | 19         | 14               | 17            | 22         | 12                | 21          | 13                     | 17                       | 21                        | 15             |
| Completely oppose                           | 20         | 12         | 31        | 24        | 22        | 26         | 16         | 10         | 22         | 29         | 20        | 15        | 22        | 22         | 10               | 23            | 31         | 13                | 24          | 22                     | 12                       | 28                        | 46             |
| Don't know/No answer                        | 4          | 5          | 0         | 4         | 5         | 3          | 5          | 4          | 2          | 7          | 3         | 5         | 4         | 3          | 3                | 5             | 1          | 6                 | 3           | 0                      | 2                        | 2                         | 0              |
| <b>SAMPLE SIZE (#)</b>                      | <b>401</b> | <b>155</b> | <b>78</b> | <b>74</b> | <b>94</b> | <b>183</b> | <b>218</b> | <b>110</b> | <b>180</b> | <b>111</b> | <b>30</b> | <b>93</b> | <b>54</b> | <b>224</b> | <b>154</b>       | <b>84</b>     | <b>108</b> | <b>109</b>        | <b>229</b>  | <b>46</b>              | <b>84</b>                | <b>127</b>                | <b>48</b>      |
| TOP 2 BOX SCORE (Completely/Mostly support) | 59         | 68         | 54        | 51        | 54        | 54         | 63         | 70         | 59         | 48         | 57        | 67        | 61        | 55         | 72               | 56            | 45         | 70                | 52          | 65                     | 69                       | 48                        | 40             |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR11a: FIRST MENTION

[ASK ONLY IF 'SUPPORT' IN Q.TR10] What is the primary reason you would SUPPORT a municipal tax system that reflected a household's ability to pay taxes?

|  | OVERALL %  | COMMUNITY  |           |           |           | GENDER    |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|--|------------|------------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|  |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Fair for those with less ability to pay tax              | 52         | 61         | 33        | 39        | 59        | 44        | 58         | 51        | 57         | 45        | 35        | 50        | 48        | 56         | 53               | 55            | 51        | 59                | 49          | 47                     | 50                       | 46                        | 58             |
| Should be based on what you can afford/Depends on income | 14         | 9          | 19        | 16        | 18        | 14        | 13         | 21        | 11         | 8         | 18        | 8         | 18        | 15         | 14               | 13            | 18        | 9                 | 16          | 20                     | 7                        | 30                        | 5              |
| Current system does not work well                        | 3          | 4          | 5         | 3         | 0         | 3         | 3          | 3         | 3          | 4         | 6         | 5         | 6         | 1          | 3                | 2             | 2         | 3                 | 3           | 3                      | 2                        | 3                         | 0              |
| Social responsibility/Everyone has to pay                | 3          | 1          | 10        | 5         | 0         | 2         | 4          | 0         | 5          | 4         | 6         | 3         | 0         | 3          | 2                | 4             | 4         | 3                 | 3           | 0                      | 2                        | 2                         | 11             |
| Those with more money should pay more                    | 3          | 4          | 0         | 3         | 4         | 4         | 2          | 4         | 3          | 2         | 0         | 2         | 9         | 2          | 3                | 2             | 4         | 1                 | 4           | 3                      | 7                        | 2                         | 0              |
| I would pay less tax                                     | 2          | 2          | 5         | 3         | 0         | 3         | 1          | 3         | 1          | 4         | 6         | 5         | 0         | 1          | 3                | 2             | 0         | 1                 | 3           | 3                      | 5                        | 2                         | 0              |
| To allow people to keep their homes                      | 2          | 2          | 5         | 0         | 0         | 2         | 1          | 0         | 2          | 4         | 0         | 3         | 3         | 1          | 1                | 0             | 4         | 0                 | 3           | 0                      | 3                        | 2                         | 5              |
| Seems like a good idea                                   | 1          | 1          | 2         | 3         | 0         | 1         | 1          | 1         | 1          | 2         | 0         | 2         | 0         | 2          | 2                | 0             | 0         | 1                 | 1           | 3                      | 3                        | 0                         | 0              |
| People should live within thier means                    | 1          | 1          | 5         | 0         | 0         | 1         | 1          | 0         | 2          | 2         | 0         | 5         | 0         | 0          | 2                | 2             | 0         | 3                 | 1           | 0                      | 2                        | 0                         | 0              |
| More equitable   | 1          | 1          | 2         | 0         | 2         | 1         | 1          | 0         | 3          | 0         | 0         | 0         | 6         | 1          | 0                | 4             | 2         | 0                 | 2           | 3                      | 0                        | 5                         | 0              |
| Taxes are too high/Have increased too much               | 1          | 1          | 0         | 3         | 2         | 3         | 0          | 1         | 2          | 0         | 0         | 2         | 0         | 2          | 1                | 2             | 2         | 0                 | 3           | 0                      | 2                        | 0                         | 5              |
| Other  | 7          | 6          | 7         | 13        | 6         | 11        | 4          | 6         | 5          | 13        | 6         | 6         | 3         | 9          | 6                | 6             | 6         | 7                 | 7           | 10                     | 9                        | 5                         | 5              |
| Don't know/No answer                                     | 9          | 9          | 7         | 13        | 10        | 10        | 9          | 10        | 7          | 13        | 24        | 10        | 6         | 8          | 12               | 6             | 6         | 13                | 8           | 7                      | 9                        | 5                         | 11             |
| <b>SAMPLE SIZE (#)</b>                                   | <b>236</b> | <b>105</b> | <b>42</b> | <b>38</b> | <b>51</b> | <b>98</b> | <b>138</b> | <b>77</b> | <b>106</b> | <b>53</b> | <b>17</b> | <b>62</b> | <b>33</b> | <b>124</b> | <b>111</b>       | <b>47</b>     | <b>49</b> | <b>76</b>         | <b>119</b>  | <b>30</b>              | <b>58</b>                | <b>61</b>                 | <b>19</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR11a: TOTAL MENTIONS

[ASK ONLY IF 'SUPPORT' IN Q.TR10] What is the primary reason you would SUPPORT a municipal tax system that reflected a household's ability to pay taxes? PROBE ONCE: Any other reasons?

|  | OVERALL %  | COMMUNITY  |           |           |           | GENDER    |            | AGE       |            |           | EDUCATION |           |           |            | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|--|------------|------------|-----------|-----------|-----------|-----------|------------|-----------|------------|-----------|-----------|-----------|-----------|------------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|  |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Fair for those with less ability to pay tax              | 55         | 64         | 36        | 45        | 59        | 46        | 61         | 52        | 61         | 45        | 35        | 55        | 52        | 58         | 56               | 60            | 53        | 62                | 51          | 50                     | 50                       | 49                        | 63             |
| Should be based on what you can afford/Depends on income | 14         | 9          | 19        | 18        | 18        | 15        | 13         | 21        | 12         | 8         | 18        | 10        | 18        | 15         | 14               | 13            | 18        | 9                 | 17          | 20                     | 7                        | 31                        | 5              |
| Current system does not work well                        | 5          | 7          | 7         | 3         | 0         | 3         | 6          | 4         | 5          | 6         | 6         | 5         | 6         | 4          | 5                | 2             | 4         | 5                 | 3           | 7                      | 2                        | 3                         | 11             |
| Social responsibility/Everyone has to pay                | 4          | 2          | 10        | 8         | 0         | 3         | 4          | 1         | 6          | 4         | 6         | 5         | 0         | 4          | 4                | 4             | 4         | 5                 | 3           | 0                      | 2                        | 2                         | 11             |
| Those with more money should pay more                    | 3          | 5          | 0         | 3         | 4         | 4         | 3          | 4         | 3          | 4         | 0         | 2         | 9         | 3          | 4                | 4             | 4         | 1                 | 5           | 3                      | 9                        | 2                         | 0              |
| Taxes are too high/Have increased too much               | 2          | 1          | 2         | 3         | 4         | 4         | 1          | 1         | 3          | 2         | 0         | 2         | 0         | 3          | 1                | 2             | 6         | 0                 | 4           | 0                      | 2                        | 3                         | 5              |
| I would pay less tax                                     | 2          | 2          | 5         | 3         | 0         | 3         | 1          | 3         | 1          | 4         | 6         | 5         | 0         | 1          | 3                | 2             | 0         | 1                 | 3           | 3                      | 5                        | 2                         | 0              |
| More equitable   | 2          | 2          | 2         | 0         | 2         | 1         | 2          | 1         | 3          | 0         | 0         | 6         | 2         | 1          | 4                | 2             | 1         | 2                 | 3           | 0                      | 5                        | 0                         | 0              |
| To allow people to keep their homes                      | 2          | 2          | 5         | 0         | 0         | 2         | 1          | 0         | 2          | 4         | 0         | 3         | 3         | 1          | 1                | 0             | 4         | 0                 | 3           | 0                      | 3                        | 2                         | 5              |
| Seems like a good idea                                   | 2          | 1          | 2         | 3         | 2         | 2         | 1          | 1         | 1          | 4         | 0         | 2         | 0         | 2          | 3                | 0             | 0         | 1                 | 2           | 3                      | 3                        | 0                         | 0              |
| People should live within thier means                    | 1          | 1          | 5         | 0         | 0         | 1         | 1          | 0         | 2          | 2         | 0         | 5         | 0         | 0          | 2                | 2             | 0         | 3                 | 1           | 0                      | 2                        | 0                         | 0              |
| Other  | 7          | 6          | 7         | 13        | 6         | 11        | 4          | 6         | 5          | 13        | 6         | 6         | 3         | 9          | 6                | 6             | 6         | 7                 | 7           | 10                     | 9                        | 5                         | 5              |
| Don't know/No answer                                     | 9          | 9          | 7         | 13        | 10        | 10        | 9          | 10        | 7          | 13        | 24        | 10        | 6         | 8          | 12               | 6             | 6         | 13                | 8           | 7                      | 9                        | 5                         | 11             |
| <b>SAMPLE SIZE (#)</b>                                   | <b>236</b> | <b>105</b> | <b>42</b> | <b>38</b> | <b>51</b> | <b>98</b> | <b>138</b> | <b>77</b> | <b>106</b> | <b>53</b> | <b>17</b> | <b>62</b> | <b>33</b> | <b>124</b> | <b>111</b>       | <b>47</b>     | <b>49</b> | <b>76</b>         | <b>119</b>  | <b>30</b>              | <b>58</b>                | <b>61</b>                 | <b>19</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR11b: FIRST MENTION

[ASK ONLY IF 'OPPOSE' IN Q.TR10] What is the primary reason you would OPPOSE a municipal tax system that reflected a household's ability to pay taxes?

|   | OVERALL %  | COMMUNITY |           |           |           | GENDER    |           | AGE       |           |           | EDUCATION |           |           |           | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Homeowners should pay taxes regardless/ Shouldn't live in a home you can't afford | 21         | 26        | 17        | 18        | 21        | 21        | 20        | 21        | 21        | 20        | 8         | 15        | 16        | 25        | 21               | 18            | 22        | 15                | 22          | 25                     | 21                       | 24                        | 14             |
| Unfair to residents who are in good financial shape                               | 17         | 26        | 19        | 15        | 5         | 15        | 19        | 14        | 17        | 18        | 8         | 15        | 32        | 15        | 16               | 12            | 21        | 22                | 17          | 13                     | 4                        | 16                        | 24             |
| Like that taxes are now linked to property value/status quo                       | 14         | 14        | 11        | 21        | 11        | 16        | 11        | 10        | 18        | 10        | 25        | 15        | 5         | 14        | 8                | 6             | 19        | 11                | 16          | 13                     | 4                        | 17                        | 17             |
| Too difficult to manage/implement   | 9          | 5         | 11        | 12        | 8         | 9         | 9         | 3         | 10        | 10        | 0         | 8         | 5         | 11        | 11               | 12            | 7         | 4                 | 9           | 13                     | 13                       | 6                         | 14             |
| Residents who overextend themselves financially would pay less tax                | 9          | 5         | 8         | 9         | 16        | 8         | 11        | 14        | 11        | 4         | 17        | 19        | 0         | 8         | 11               | 12            | 7         | 7                 | 10          | 13                     | 21                       | 8                         | 3              |
| High income families would end up paying more                                     | 6          | 7         | 3         | 3         | 11        | 8         | 4         | 10        | 6         | 4         | 0         | 4         | 16        | 5         | 8                | 3             | 7         | 11                | 5           | 6                      | 0                        | 8                         | 3              |
| I would pay more tax  | 3          | 7         | 0         | 3         | 0         | 5         | 0         | 7         | 3         | 0         | 0         | 0         | 5         | 3         | 0                | 0             | 7         | 4                 | 3           | 0                      | 0                        | 3                         | 3              |
| It would be abused  | 3          | 0         | 0         | 0         | 11        | 0         | 6         | 3         | 1         | 4         | 0         | 4         | 0         | 3         | 0                | 12            | 0         | 0                 | 2           | 6                      | 4                        | 2                         | 7              |
| Other   | 12         | 7         | 25        | 9         | 8         | 10        | 14        | 10        | 8         | 18        | 33        | 8         | 16        | 10        | 21               | 9             | 7         | 19                | 10          | 13                     | 25                       | 8                         | 7              |
| Don't know/No answer  | 7          | 5         | 6         | 9         | 11        | 9         | 6         | 7         | 4         | 12        | 8         | 12        | 5         | 6         | 5                | 15            | 3         | 7                 | 8           | 0                      | 8                        | 8                         | 7              |
| <b>SAMPLE SIZE (#)</b>  | <b>150</b> | <b>43</b> | <b>36</b> | <b>33</b> | <b>38</b> | <b>80</b> | <b>70</b> | <b>29</b> | <b>71</b> | <b>50</b> | <b>12</b> | <b>26</b> | <b>19</b> | <b>93</b> | <b>38</b>        | <b>33</b>     | <b>58</b> | <b>27</b>         | <b>103</b>  | <b>16</b>              | <b>24</b>                | <b>63</b>                 | <b>29</b>      |

# THE URBAN REPORT - FOURTH QUARTER 2005

## HRM TAX REFORM INITIATIVE

TABLE TR11b: TOTAL MENTIONS

[ASK ONLY IF 'OPPOSE' IN Q.TR10] What is the primary reason you would OPPOSE a municipal tax system that reflected a household's ability to pay taxes? PROBE ONCE: Any other reasons?

|   | OVERALL %  | COMMUNITY |           |           |           | GENDER    |           | AGE       |           |           | EDUCATION |           |           |           | HOUSEHOLD INCOME |               |           | TYPE OF RESIDENCE |             |                        | MUNICIPAL PROPERTY TAXES |                           |                |
|---|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|---------------|-----------|-------------------|-------------|------------------------|--------------------------|---------------------------|----------------|
|   |            | 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+    | Apartment         | Single Home | Townhouse/Duplex/condo | Less than \$1500         | \$1500 - less than \$2500 | \$2500 or more |
| Unfair to residents who are in good financial shape                               | 25         | 33        | 33        | 18        | 13        | 24        | 26        | 21        | 21        | 32        | 8         | 23        | 32        | 26        | 26               | 21            | 29        | 22                | 26          | 25                     | 17                       | 25                        | 34             |
| Homeowners should pay taxes regardless/ Shouldn't live in a home you can't afford | 21         | 28        | 17        | 18        | 21        | 23        | 20        | 21        | 23        | 20        | 8         | 15        | 16        | 26        | 21               | 18            | 24        | 15                | 23          | 25                     | 21                       | 24                        | 17             |
| Like that taxes are now linked to property value/status quo                       | 17         | 16        | 17        | 21        | 13        | 21        | 11        | 10        | 21        | 14        | 25        | 19        | 11        | 16        | 11               | 12            | 21        | 11                | 19          | 13                     | 13                       | 21                        | 17             |
| Residents who overextend themselves financially would pay less tax                | 11         | 7         | 11        | 12        | 16        | 11        | 11        | 14        | 11        | 10        | 17        | 19        | 0         | 11        | 11               | 18            | 9         | 7                 | 13          | 13                     | 29                       | 8                         | 7              |
| Too difficult to manage/implement   | 11         | 7         | 17        | 12        | 8         | 13        | 9         | 3         | 11        | 14        | 0         | 15        | 11        | 11        | 11               | 18            | 9         | 7                 | 11          | 13                     | 13                       | 8                         | 17             |
| High income families would end up paying more                                     | 6          | 7         | 3         | 3         | 11        | 8         | 4         | 10        | 6         | 4         | 0         | 4         | 16        | 5         | 8                | 3             | 7         | 11                | 5           | 6                      | 0                        | 8                         | 3              |
| It would be abused  | 3          | 2         | 0         | 0         | 11        | 1         | 6         | 3         | 3         | 4         | 0         | 8         | 0         | 3         | 0                | 12            | 0         | 0                 | 2           | 13                     | 4                        | 2                         | 10             |
| I would pay more tax  | 3          | 9         | 0         | 3         | 0         | 6         | 0         | 7         | 4         | 0         | 0         | 11        | 3         | 0         | 0                | 9             | 4         | 4                 | 0           | 0                      | 0                        | 3                         | 7              |
| Other   | 13         | 7         | 25        | 12        | 8         | 10        | 16        | 10        | 8         | 20        | 42        | 8         | 16        | 10        | 24               | 9             | 7         | 22                | 10          | 13                     | 25                       | 8                         | 7              |
| Don't know/No answer  | 7          | 5         | 6         | 9         | 11        | 9         | 6         | 7         | 4         | 12        | 8         | 12        | 5         | 6         | 5                | 15            | 3         | 7                 | 8           | 0                      | 8                        | 8                         | 7              |
| <b>SAMPLE SIZE (#)</b>  | <b>150</b> | <b>43</b> | <b>36</b> | <b>33</b> | <b>38</b> | <b>80</b> | <b>70</b> | <b>29</b> | <b>71</b> | <b>50</b> | <b>12</b> | <b>26</b> | <b>19</b> | <b>93</b> | <b>38</b>        | <b>33</b>     | <b>58</b> | <b>27</b>         | <b>103</b>  | <b>16</b>              | <b>24</b>                | <b>63</b>                 | <b>29</b>      |

# **Table Interpretation**

## How To Use The Tables

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

### Standard Table

For presentation of 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 Company XYZ?**

|                                      |                         | Opinion of all qualified respondents | Opinion of all qualified respondents by selected subgroups (e.g., AGE) |            |            |
|--------------------------------------|-------------------------|--------------------------------------|--|------------|------------|
|                                      |                         | OVERALL %                            | AGE  |            |            |
|                                      |                         |                                      | 19-34  | 35-54      | 55+        |
| Response Categories                  | Completely satisfied    | 33                                   | 32   | 37         | 26         |
|                                      | Mostly satisfied        | 37                                   | 37   | 37         | 38         |
|                                      | Mostly dissatisfied     | 17                                   | 26   | 12         | 17         |
|                                      | Completely dissatisfied | 10                                   | 0  | 8          | 18         |
|                                      | Don't know/No Answer    | 4                                    | 5  | 5          | 2          |
| <b>SAMPLE SIZE #</b>                 |                         | <b>400</b>                           | <b>115</b>   | <b>177</b> | <b>108</b> |
| <b>TOP 2 BOX (Completely/Mostly)</b> |                         | <b>71</b>                            | <b>69</b>  | <b>74</b>  | <b>64</b>  |

**Read As:** "Overall, 33 percent of respondents are completely satisfied with the service they received at Company XYZ."

The TOP 2 BOX row shows the combined percentage of the first two response categories in the data table. **Note:** TOP 2 BOX figures are calculated using the actual response counts. Simply summing the percentages of the first two response categories may produce a slightly different figure due to the effect of rounding.

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

As the sample is divided into AGE subgroups, the sample sizes become smaller and the attendant margin of error increases.

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 aged 55+.



## 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 after 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 results for 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?**

|                      |                      | OVERALL %  | INCOME     |               |            |
|----------------------|----------------------|------------|------------|---------------|------------|
|                      |                      |            | L.T. \$35K | \$35K – \$49K | \$50K+     |
| Grouped Responses    | Health Care          | 31         | 27         | 37            | 34         |
|                      | Unemployment         | 27         | 26         | 30            | 30         |
|                      | Economy              | 21         | 16         | 26            | 22         |
|                      | Tractor Insurance    | 14         | 11         | 16            | 15         |
|                      | Taxation             | 13         | 12         | 16            | 13         |
|                      | Crime                | 11         | 11         | 8             | 11         |
|                      | Other                | 5          | 5          | 2             | 8          |
|                      | None                 | 1          | 1          | 2             | 0          |
|                      | Don't Know/No Answer | 9          | 15         | 2             | 5          |
| <b>Sample Size #</b> |                      | <b>400</b> | <b>149</b> | <b>86</b>     | <b>123</b> |

**Read As:** “Overall, 31 percent of respondents mention health care as one of the most important issues facing country XYZ today.”

Some subgroups (e.g., INCOME) may not sum to the full sample size, in this example 400, due to respondent refusals (e.g., refusal to disclose an income range).

As noted above, due to multiple responses, category percentages may not sum to 100%, in this example the sum is 138%.

