

theurbanreport

Final Results

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HRM Tax Reform Initiative

Prepared for:

HRM Tax Reform Initiative

Third Quarter 2007



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1-888-414-1336



Study Methodology

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Questionnaire Design

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

Sample Design and Selection

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

Survey Administration

The survey was conducted by telephone from August 2 to August 14, 2007 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 16 percent. Completion rate is calculated as the number of cooperative contacts (625) divided by the total of eligible numbers attempted (3,986).

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



Completion Results

A. Total Numbers Attempted	4,581
Disconnect / Not in service	467
Fax / Modem	71
Cell Phone / Pager	4
Non Residential Number/Incorrect Number	42
Blocked Number	9
Duplicate	2
B. Eligible Numbers	3,986
Busy	44
Answering Machine	766
No Answer	280
Scheduled Call Back/Mid Call Back/Qualified Not Available	448
Illness / Incapable	34
Language Problem	16
C. Total Asked	2,398
Respondent / Gatekeeper Refusal	1,286
Mid Terminate / Hang up	477
Never Call List	10
D. Co-operative Contacts	625
Complete	400
Did Not Qualify / Quota Full	225
Response Rate	16%

Sample Distribution

The overall results are based on 400 interviews with individuals from the HRM population. A sample of 400 respondents would be expected to provide results accurate to within plus or minus 4.9 percentage points in 95 out of 100 samples.

Sample Distribution		
Region	Sample	Margin of Error¹
Halifax	152	± 8.0%
Dartmouth	80	± 11.0%
Bedford/Sackville	69	± 11.8%
Other HRM	99	± 9.9%
Halifax Regional Municipality	400	± 4.9%

¹95% confidence interval



Survey Questions

General Instructions:

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

Respondent's Name: _____
 Telephone Number: _____
 Postal Code: _____
 ID Number: _____

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

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

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

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

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

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

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

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

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

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

READ RESPONSES IN ORDER – CODE ONE ONLY

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

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

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

READ RESPONSES IN ORDER – CODE ONE ONLY

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

TR1 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
- 5 An apartment
- 9 Some other form of housing [SPECIFY: _____]
- VOLUNTEERED**
- 8 Don't know/No answer

TR2. **[ASK ONLY IF 'OWN' IN Q.CRA14]** And to the best of your knowledge, were your municipal property taxes in 2007:

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
- 6 \$3,000 or more
- VOLUNTEERED**
- 8 Don't know/No answer

TR3. **[ASK ONLY IF 'OWN' IN Q.CRA14]** Do you feel the assessed value of your home for tax purposes accurately reflects the true value of your home?

DO NOT READ RESPONSES - CODE ONE ONLY

- 1 Yes
- 2 No
- 3 Don't know/no answer

TR4. **[ASK TR4 IF NO IN TR3]** Do you feel the assessed value of your home is too high or too low?

DO NOT READ RESPONSES - CODE ONE ONLY

- 1 Too high
- 2 Too low
- 3 Don't know/no answer

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.

TR5. Keeping in mind that municipal taxes in HRM are currently based on home values, do you **[READ SCALE]** that there is a need for municipal tax reform in HRM? **CODE ONE ONLY**

- 1 Completely agree
- 2 Mostly agree
- 3 Mostly disagree
- 4 Completely disagree
- VOLUNTEERED**
- 7 Neither agree nor disagree
- 8 Don't know/No answer

TR6. As you may or may not know, HRM is reviewing the current municipal tax system, consulting with residents on it, and then looking at options to reform the tax system. Prior to today, were you aware that HRM had begun this process of tax reform?

DO NOT READ RESPONSES - CODE ONE ONLY

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

- TR7. How interested, if at all, are you in the HRM's municipal tax reform project? Are you **[READ RESPONSES IN ORDER]**
- 1 Very interested
 - 2 Somewhat interested
 - 3 Not very interested, or
 - 4 Not at all interested
 - VOLUNTEERED**
 - 7 Don't know/No answer

- TR8. **[ASK IF VERY OR SOMEWHAT INTERESTED IN TR7]** How would you most prefer to receive information about the Tax Reform Project? **Probe:** Any other ways? **DO NOT READ, CODE FIRST AND SUBSEQUENT MENTIONS**
- 1 Newspapers
 - 2 Radio
 - 3 TV
 - 4 Email
 - 5 HRM website
 - 6 Mail-outs to home
 - 7 Public meetings
 - 8 Workshops/Focus groups
 - 9 Telephone contact/surveys
 - 10 None/do not want to receive information
 - 97 Other (please specify: _____)
 - 98 Don't know / No Answer

- TR9. Some say that municipal taxes should be based on municipal services. Others feel a household's municipal taxes should be based on a household's ability to pay, perhaps taking into account factors such as a household's amount of income. Which of the following three statements better reflects your personal opinion on municipal taxation? **READ STATEMENTS, CODE ONE ONLY**
- 1 Municipal taxes should be based on municipal services
 - 2 Municipal taxes should be based on a household's ability to pay
 - 3 Municipal taxes should be based on both municipal services and a household's ability to pay
 - VOLUNTEERED**
 - 6 Other (please specify: _____)
 - 7 Depends (please specify: _____)
 - 8 Don't Know / No Answer

DEMOGRAPHICS:

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

- CRA60. What is the highest level of education you have completed?
DO NOT READ RESPONSES – CODE ONE ONLY

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

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

READ RESPONSES IN ORDER – CODE ONE ONLY

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

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

- 1 Less than \$25,000
- 2 At least \$25,000 but less than \$50,000
- 3 At least \$50,000 but less than \$75,000
- 4 At least \$75,000 but less than \$100,000
- 5 \$100,000 or more
- VOLUNTEERED**
- 7 Refused
- 8 Don't know/No answer

THANK YOU FOR YOUR ASSISTANCE AND COOPERATION

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

Interviewer's Signature: _____ Date: _____

Tabular Results

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE TR1:

Do you live in a single family home, an apartment, a townhouse or duplex, a condominium, or a mobile home?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			HOME OWNERSHIP		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+	Own	Rent	< \$1,500	\$1,500 to \$1,999	\$2,000+
Single family home	61	41	67	75	77	63	59	40	70	71	61	61	75	57	38	67	77	75	24	76	76	81
An apartment	20	36	17	11	3	21	19	33	10	20	26	20	15	21	45	13	3	5	57	6	7	0
A townhouse or duplex	12	15	14	4	12	10	15	18	15	2	11	7	10	16	8	15	15	11	17	10	11	12
A condominium	3	7	1	1	1	4	3	4	3	3	0	4	0	4	4	2	3	4	2	1	6	6
A mobile home	3	1	1	8	6	2	4	5	2	3	3	8	0	2	5	2	2	5	0	7	0	2
WEIGHTED SAMPLE SIZE (#)	400	157	79	67	97	181	219	128	161	111	32	97	53	216	124	103	115	283	110	93	77	70
UNWEIGHTED SAMPLE SIZE (#)	400	152	80	69	99	182	218	103	171	126	35	98	53	212	121	103	118	288	105	94	78	73

TABLE TR3:

[ASK ONLY IF 'OWN' IN Q.CRA14] Do you feel the assessed value of your home for tax purposes accurately reflects the true value of your home?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			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+	< \$1,500	\$1,500 to \$1,999	\$2,000+
Yes	50	42	58	60	45	53	47	33	60	50	52	42	45	54	35	56	56	62	59	46
No	34	34	30	31	40	35	34	39	33	32	28	39	35	33	53	28	31	32	39	45
Don't know/no answer	16	24	12	9	14	12	19	28	6	18	20	19	20	13	12	16	13	5	3	9
WEIGHTED SAMPLE SIZE (#)	283	87	59	54	83	120	163	77	120	85	19	67	38	158	56	81	101	93	77	70
UNWEIGHTED SAMPLE SIZE (#)	288	85	61	56	86	124	164	63	128	97	21	69	39	157	57	81	104	94	78	73

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE TR4:

[ASK TR4 IF NO IN TR3] Do you feel the assessed value of your home is too high or too low?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			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+	< \$1,500	\$1,500 to \$1,999	\$2,000+
Too high	48	45	71	35	46	54	45	26	63	52	67	46	62	43	62	39	40	56	49	43
Too low	44	42	29	44	54	34	52	65	35	35	16	47	32	50	35	37	57	41	46	45
Don't know/No answer	7	13	0	21	0	13	3	9	2	13	16	7	7	7	3	24	3	3	5	12
WEIGHTED SAMPLE SIZE (#)	97	29	18	17	34	42	55	30	40	27	5	26	13	52	30	22	31	30	30	32
UNWEIGHTED SAMPLE SIZE (#)	98	29	18	17	34	44	54	24	43	31	6	27	14	50	30	22	32	30	29	32

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE TR3/TR4:

[ASK ONLY IF 'OWN' IN Q.CRA14] Do you feel the assessed value of your home for tax purposes accurately reflects the true value of your home?

[ASK TR4 IF NO IN TR3] Do you feel the assessed value of your home is too high or too low?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			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+	< \$1,500	\$1,500 to \$1,999	\$2,000+
Assessed value too high	17	15	21	11	19	19	15	10	21	17	19	18	22	14	33	11	12	18	19	19
Assessed value too low	15	14	9	14	22	12	18	25	12	11	5	18	11	16	18	10	17	13	18	20
Assessed value reflects true value	50	42	58	60	45	53	47	33	60	50	52	42	45	54	35	56	56	62	59	46
Don't know/No answer	18	29	12	15	14	16	20	32	7	23	24	22	22	16	14	23	14	7	5	14
WEIGHTED SAMPLE SIZE (#)	283	87	59	54	83	120	163	77	120	85	19	67	38	158	56	81	101	93	77	70
UNWEIGHTED SAMPLE SIZE (#)	288	85	61	56	86	124	164	63	128	97	21	69	39	157	57	81	104	94	78	73

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE TR5:

Keeping in mind that municipal taxes in HRM are currently based on home values, do you completely agree, mostly agree, mostly disagree, completely disagree, or neither agree nor disagree that there is a need for municipal tax reform in HRM?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			HOME OWNERSHIP		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+	Own	Rent	< \$1,500	\$1,500 to \$1,999	\$2,000+
Completely agree	32	30	33	43	28	33	32	23	39	34	25	31	43	31	34	37	30	34	28	32	34	44
Mostly agree	41	39	39	41	47	44	39	43	40	41	41	51	31	40	38	40	46	44	36	50	46	36
Mostly disagree	10	9	10	7	13	7	12	13	11	6	9	9	12	10	6	14	13	10	10	9	11	9
Completely disagree	4	4	5	2	4	4	3	3	3	5	5	1	2	5	5	3	4	3	5	3	5	3
Neither agree nor disagree	3	4	3	4	2	5	2	3	2	6	3	0	5	4	3	3	3	3	4	3	1	5
Don't know/No answer	9	14	10	3	6	6	12	15	5	9	17	8	8	9	14	4	4	6	15	3	3	3
WEIGHTED SAMPLE SIZE (#)	400	157	79	67	97	181	219	128	161	111	32	97	53	216	124	103	115	283	110	93	77	70
UNWEIGHTED SAMPLE SIZE (#)	400	152	80	69	99	182	218	103	171	126	35	98	53	212	121	103	118	288	105	94	78	73
% AGREE	74	69	72	84	75	77	71	65	79	75	66	82	74	71	72	77	76	77	65	82	80	80

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE TR6:

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

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			HOME OWNERSHIP		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+	Own	Rent	< \$1,500	\$1,500 to \$1,999	\$2,000+
Yes	21	19	23	28	20	27	17	15	21	29	8	17	24	25	18	21	25	24	17	16	33	30
No	78	80	77	71	80	72	83	83	79	71	92	83	76	74	82	76	75	76	83	83	67	70
Don't know/No answer	1	1	0	2	0	1	1	2	0	0	0	0	0	1	0	2	0	1	0	1	0	0
WEIGHTED SAMPLE SIZE (#)	400	157	79	67	97	181	219	128	161	111	32	97	53	216	124	103	115	283	110	93	77	70
UNWEIGHTED SAMPLE SIZE (#)	400	152	80	69	99	182	218	103	171	126	35	98	53	212	121	103	118	288	105	94	78	73

TABLE TR7:

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

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			HOME OWNERSHIP		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+	Own	Rent	< \$1,500	\$1,500 to \$1,999	\$2,000+
Very interested	25	23	21	23	31	28	21	13	25	37	22	21	41	22	20	22	34	28	17	22	29	41
Somewhat interested	49	43	54	55	51	51	48	49	56	41	30	53	35	54	42	55	49	52	42	58	54	43
Not very interested	15	17	20	16	9	11	20	22	11	14	22	13	18	15	20	15	10	13	22	12	14	15
Not at all interested	10	16	5	6	8	10	11	16	8	7	26	12	6	9	17	8	7	7	19	8	4	1
Don't know/No answer	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	400	157	79	67	97	181	219	128	161	111	32	97	53	216	124	103	115	283	110	93	77	70
UNWEIGHTED SAMPLE SIZE (#)	400	152	80	69	99	182	218	103	171	126	35	98	53	212	121	103	118	288	105	94	78	73
% INTERESTED	74	66	75	78	83	79	69	62	81	78	53	74	76	76	63	77	83	80	59	80	82	83

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE TR8: FIRST MENTION

[ASK IF VERY OR SOMEWHAT INTERESTED IN TR7] How would you most prefer to receive information about the Tax Reform Project? Probe: Any other ways?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			HOME OWNERSHIP		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+	Own	Rent	< \$1,500	\$1,500 to \$1,999	\$2,000+
Mail-outs to home	64	62	73	63	63	55	74	55	68	67	74	63	66	64	64	65	70	68	52	70	66	64
Newspapers	12	10	8	16	15	15	9	11	12	13	10	14	9	12	12	10	13	11	15	11	7	19
E-mail	9	10	10	6	8	10	7	13	11	1	0	4	12	10	7	11	8	6	17	5	11	7
HRM website	4	5	2	3	3	4	3	3	3	5	0	1	5	5	2	7	3	4	3	5	2	4
TV	3	1	7	3	2	5	1	5	2	2	0	4	6	2	2	4	2	2	6	2	5	0
Radio	2	1	0	5	2	2	2	4	0	3	0	6	0	1	3	0	0	2	2	1	0	2
None/do not want to receive information	1	2	0	0	0	1	1	0	0	2	5	0	0	1	1	0	0	0	1	0	0	0
Media (general)	0	1	0	0	0	1	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	2
Telephone contact/surveys	0	0	0	2	0	0	1	1	0	0	0	2	0	0	1	0	0	0	0	1	0	0
Workshops/Focus groups	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0	0	1	0	0	0	1	0
Other	2	4	1	0	2	3	2	2	1	4	5	5	2	1	2	2	1	2	1	1	2	3
Don't know/No answer	2	3	0	2	3	3	2	3	3	1	5	1	0	3	5	1	2	2	3	1	6	0
WEIGHTED SAMPLE SIZE (#)	296	104	59	52	80	143	152	79	130	86	17	72	40	165	78	79	96	227	64	74	63	59
UNWEIGHTED SAMPLE SIZE (#)	301	103	61	54	83	145	156	65	138	98	19	75	41	164	78	80	99	234	63	76	64	63

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE TR8: TOTAL MENTIONS

[ASK IF VERY OR SOMEWHAT INTERESTED IN TR7] How would you most prefer to receive information about the Tax Reform Project? Probe: Any other ways?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			HOME OWNERSHIP		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+	Own	Rent	< \$1,500	\$1,500 to \$1,999	\$2,000+
Mail-outs to home	74	67	81	76	78	68	80	62	82	74	84	75	75	73	75	77	79	78	65	81	75	73
Newspapers	27	30	17	33	26	29	25	27	23	33	16	27	32	26	28	21	28	24	40	20	17	36
E-mail	22	25	21	28	16	24	21	28	28	9	11	16	29	24	19	25	27	19	35	15	23	26
TV	14	13	15	16	11	16	12	14	13	15	11	15	21	11	20	9	10	12	20	14	14	11
HRM website	13	12	16	13	12	17	10	16	12	12	11	12	5	16	11	19	14	12	19	17	9	10
Radio	8	8	2	13	8	11	5	7	6	10	0	12	4	7	8	4	6	8	7	6	7	8
Public meetings	4	4	1	2	8	3	5	4	1	9	5	1	9	4	7	2	4	4	3	1	4	5
Telephone contact/surveys	2	2	2	6	1	2	3	3	2	2	6	4	2	2	4	1	2	2	3	3	1	1
Media (general)	2	2	3	2	1	3	1	1	1	3	5	3	2	1	1	3	1	2	0	1	0	5
Workshops/Focus groups	1	2	0	0	0	1	0	1	0	1	0	0	3	1	1	0	1	0	2	0	1	0
None/do not want to receive information	1	2	0	0	0	1	1	0	0	2	5	0	0	1	1	0	0	0	1	0	0	0
Other	4	6	4	0	3	5	3	2	4	6	5	6	4	3	3	4	4	4	3	4	4	3
Don't know/No answer	2	3	0	2	3	3	2	3	3	1	5	1	0	3	5	1	2	2	3	1	6	0
WEIGHTED SAMPLE SIZE (#)	296	104	59	52	80	143	152	79	130	86	17	72	40	165	78	79	96	227	64	74	63	59
UNWEIGHTED SAMPLE SIZE (#)	301	103	61	54	83	145	156	65	138	98	19	75	41	164	78	80	99	234	63	76	64	63

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE TR9:

Which of the following three statements better reflects your personal opinion on municipal taxation?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME			HOME OWNERSHIP		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+	Own	Rent	< \$1,500	\$1,500 to \$1,999	\$2,000+
Municipal taxes should be based on municipal services	31	21	38	37	35	35	27	26	32	33	22	27	31	33	14	41	35	35	18	35	39	38
Municipal taxes should be based on a household's ability to pay	10	11	12	7	9	9	11	11	9	11	31	11	8	7	18	6	3	8	17	9	7	5
Municipal taxes should be based on both municipal services and a household's ability to pay	55	62	46	50	54	51	58	62	57	44	33	56	58	57	63	53	56	53	59	56	49	53
Other	2	1	3	3	1	4	0	0	1	5	3	3	0	2	1	0	5	2	2	0	3	4
Don't know/No answer	3	4	1	3	1	2	4	1	1	7	11	3	3	1	4	0	1	2	5	1	1	0
WEIGHTED SAMPLE SIZE (#)	400	157	79	67	97	181	219	128	161	111	32	97	53	216	124	103	115	283	110	93	77	70
UNWEIGHTED SAMPLE SIZE (#)	400	152	80	69	99	182	218	103	171	126	35	98	53	212	121	103	118	288	105	94	78	73

HALIFAX URBAN REPORT - THIRD QUARTER 2007

HRM Tax Reform Initiative

TABLE CRA14:

Do you currently own or rent your home?

	OVERALL %	COMMUNITY				GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		HFX	DART	BED/SACK	OTHER HRM	M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K-\$74.9K	\$75K+
Own	71	55	75	80	86	66	74	61	75	77	58	69	72	73	46	79	88
Rent	27	43	24	17	12	32	23	37	25	20	40	27	26	27	52	19	12
Seniors/Old Folks Home	1	1	0	1	1	1	0	0	0	2	3	1	2	0	1	2	0
Don't know/No answer	1	1	1	1	1	0	2	2	1	1	0	4	0	0	2	1	0
WEIGHTED SAMPLE SIZE (#)	400	157	79	67	97	181	219	128	161	111	32	97	53	216	124	103	115
UNWEIGHTED SAMPLE SIZE (#)	400	152	80	69	99	182	218	103	171	126	35	98	53	212	121	103	118

Table Interpretation

How To Use The Tables

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

Standard Weighted Tables

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

TABLE 1:

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

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

Read As: "Overall, 6 percent of respondents are completely satisfied with the service they received at XYZ Corporation."

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

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.

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

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

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

Why Weight?

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

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

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

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

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

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

Weighted Multiple Mention Tables

FIRST MENTION & TOTAL MENTIONS

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

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

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

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

TABLE 2: TOTAL MENTIONS

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

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

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

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

Number of completed interviews

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

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