

*A total of 1,018 surveys were completed overall by HRM residents out of a sample of 5,000. The lowest response was achieved in the Rural region and Fringe West residents were 32% more likely to do the survey online vs. all respondents. Regional results are accurate to within +-7%. When comparing regions for a question, there must be at least a 16-17% spread in order for there to be a "significant difference" between them.*

<b>% Online Surveys</b>	<b>33.6%</b>	<b>19.1%</b>	<b>36.0%</b>	<b>31.0%</b>	<b>44.2%</b>	<b>33.6%</b>
<b>Response Rate (%)</b>	<b>20.5%</b>	<b>14.7%</b>	<b>18.0%</b>	<b>25.1%</b>	<b>23.5%</b>	<b>20.3%</b>
<b># Surveys Completed</b>	<b>205</b>	<b>147</b>	<b>180</b>	<b>251</b>	<b>235</b>	<b>1018</b>
<b>Total Sample</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>5000</b>
<b>Area Name</b>	<b>Fringe East</b>	<b>Rural</b>	<b>Suburban</b>	<b>Urban</b>	<b>Fringe West</b>	<b>Total</b>

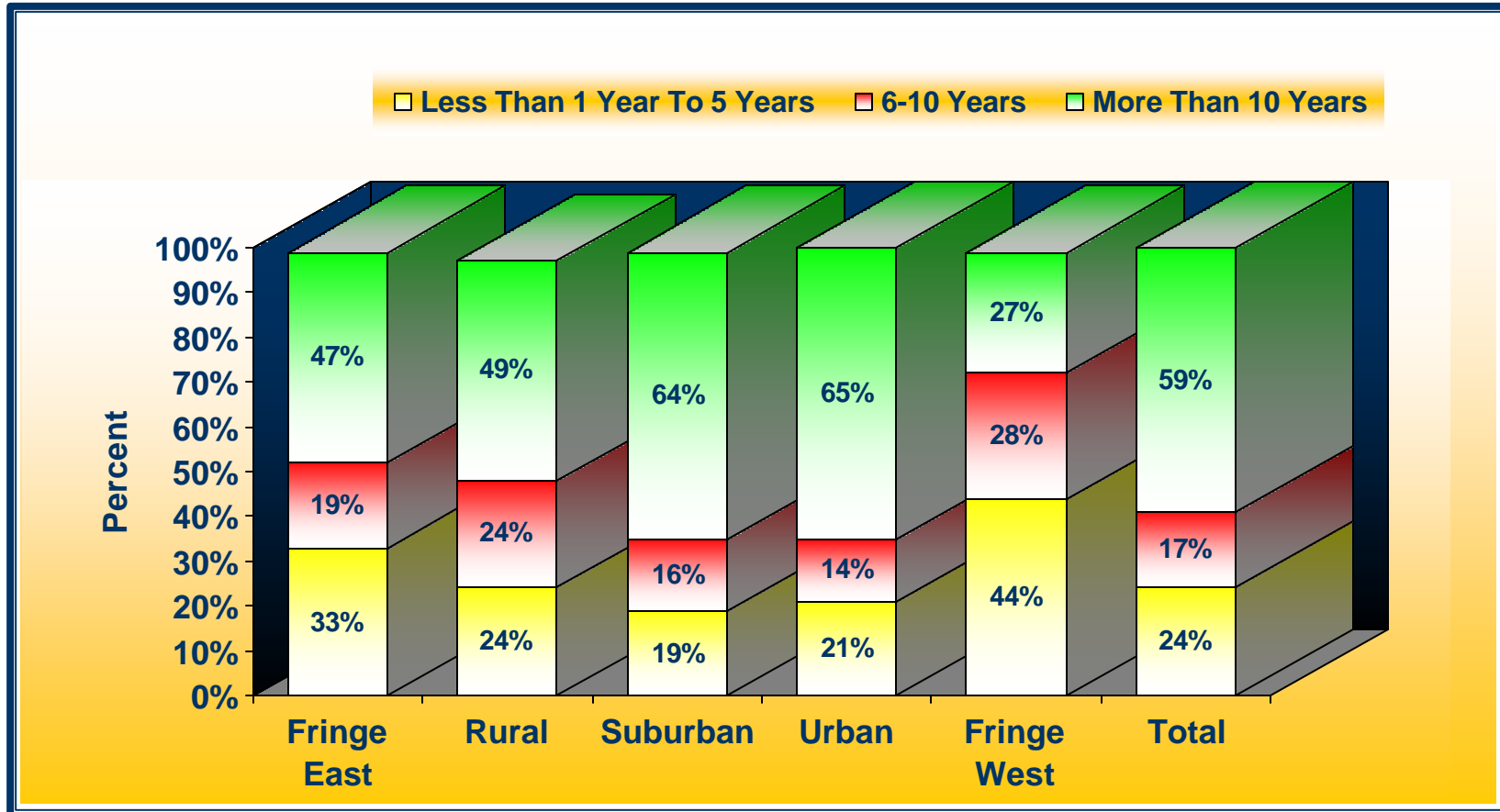


SECTION 1

## HOME AND WORK

QUESTION 1

*Overall, 59% of HRM residents have lived at their current address more than 10 years. Compared to HRM as a whole, a significantly higher percentage of Fringe West residents have lived at their current address 5 years or less versus all but the Fringe East segment.*

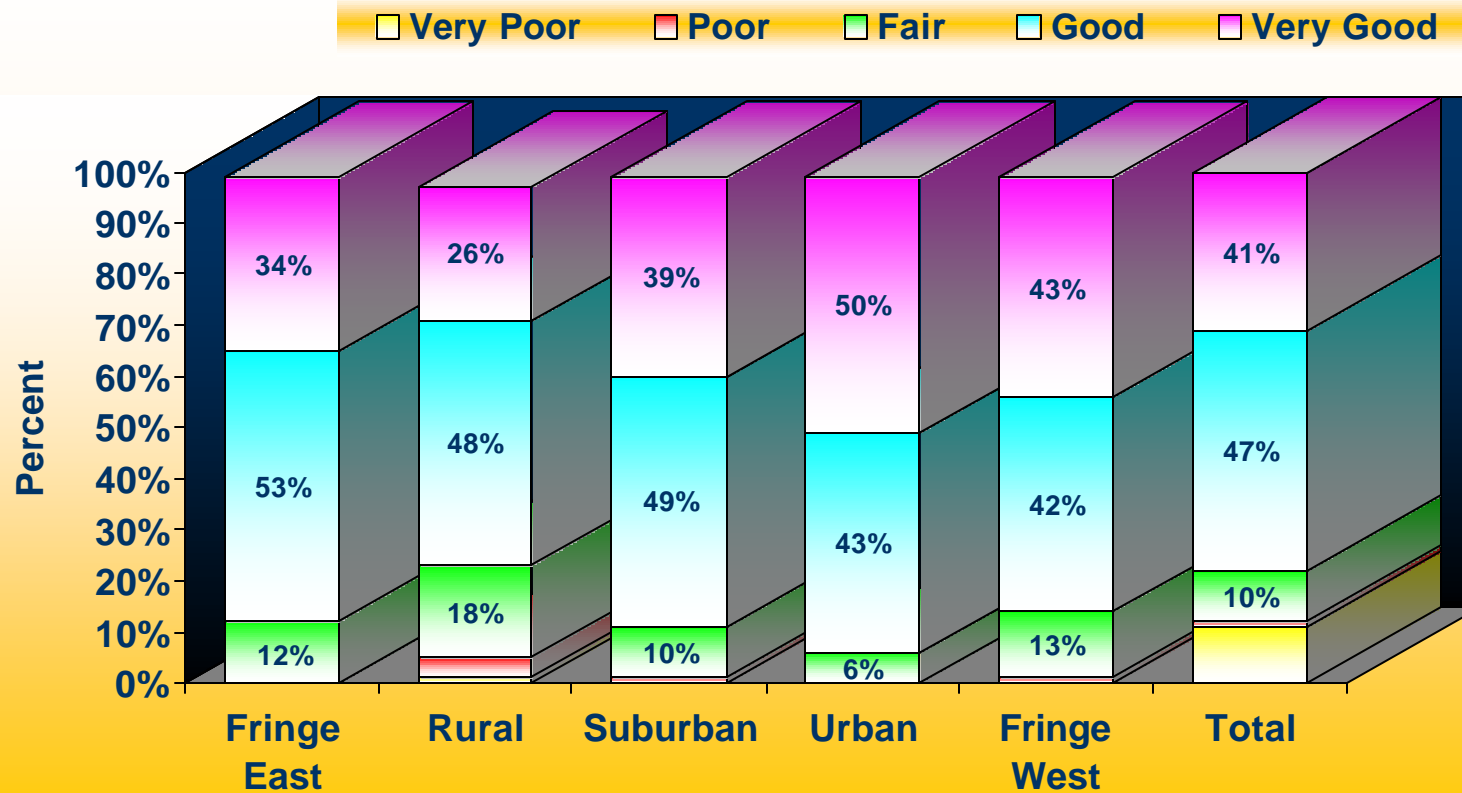


SECTION 1

## HOME AND WORK

QUESTION 2a

*In total, 88% of residents rated HRM as a "Good" or "Very Good" place to live. A significantly high percentage of Urban residents see HRM as a "Very Good" place to live vs. those in Rural areas, who seem least satisfied in this respect.*

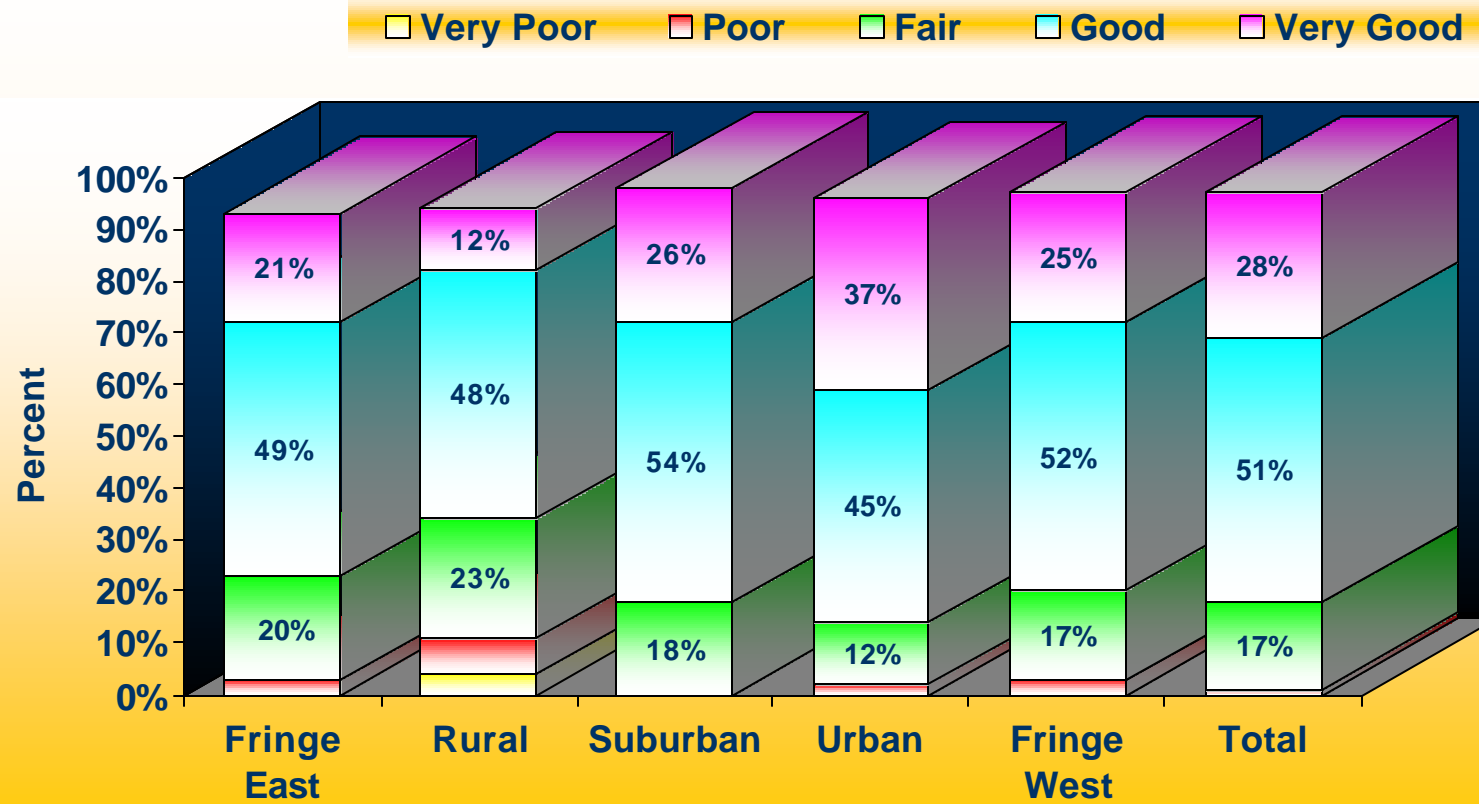


SECTION 1

## HOME AND WORK

QUESTION 2b

*Almost 80% of all residents rated HRM as a “Good” or “Very Good” place to work. Rural residents rate HRM significantly poorer as a place to work than those living in either the Urban or Suburban regions.*

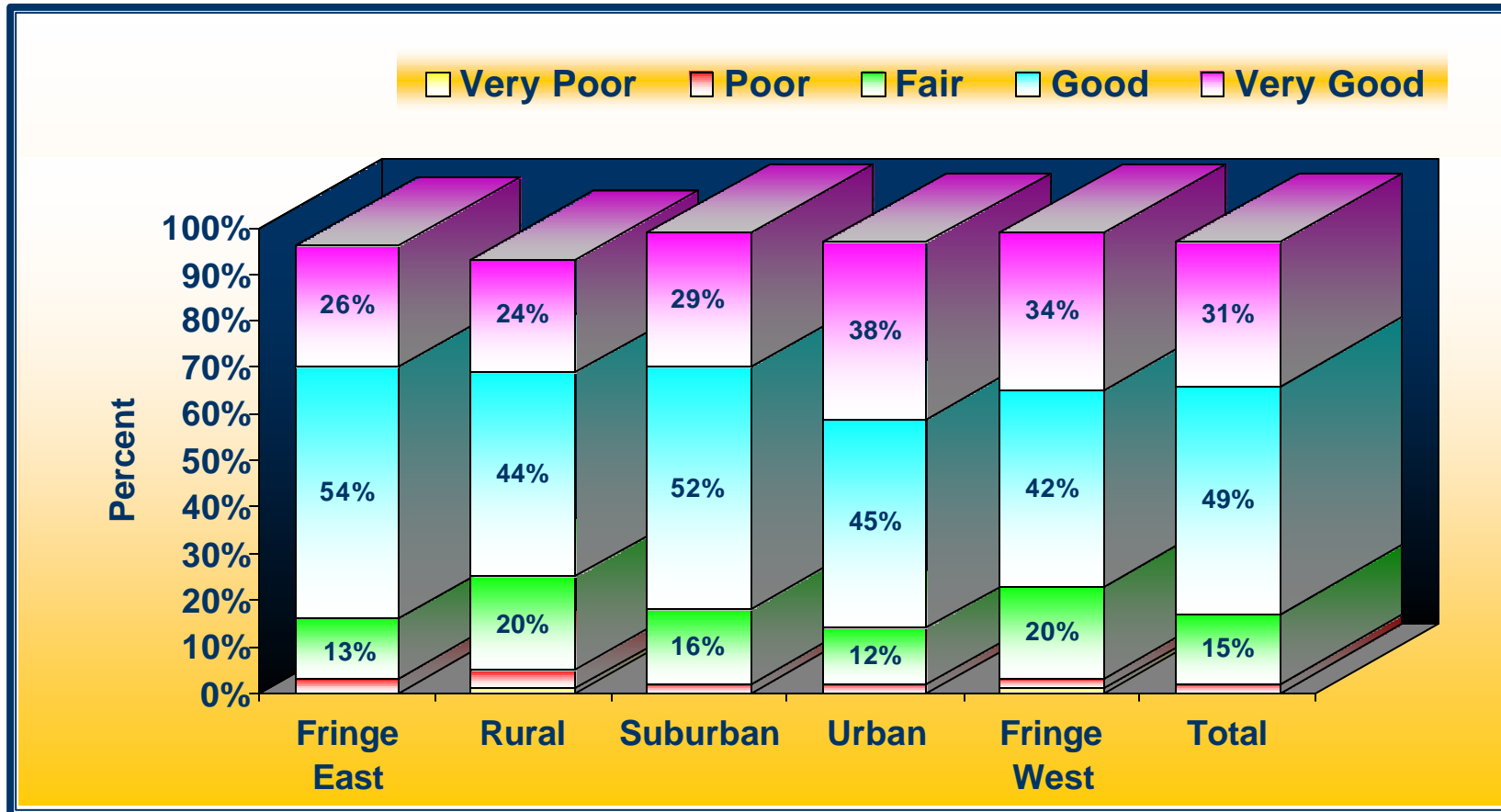


SECTION 1

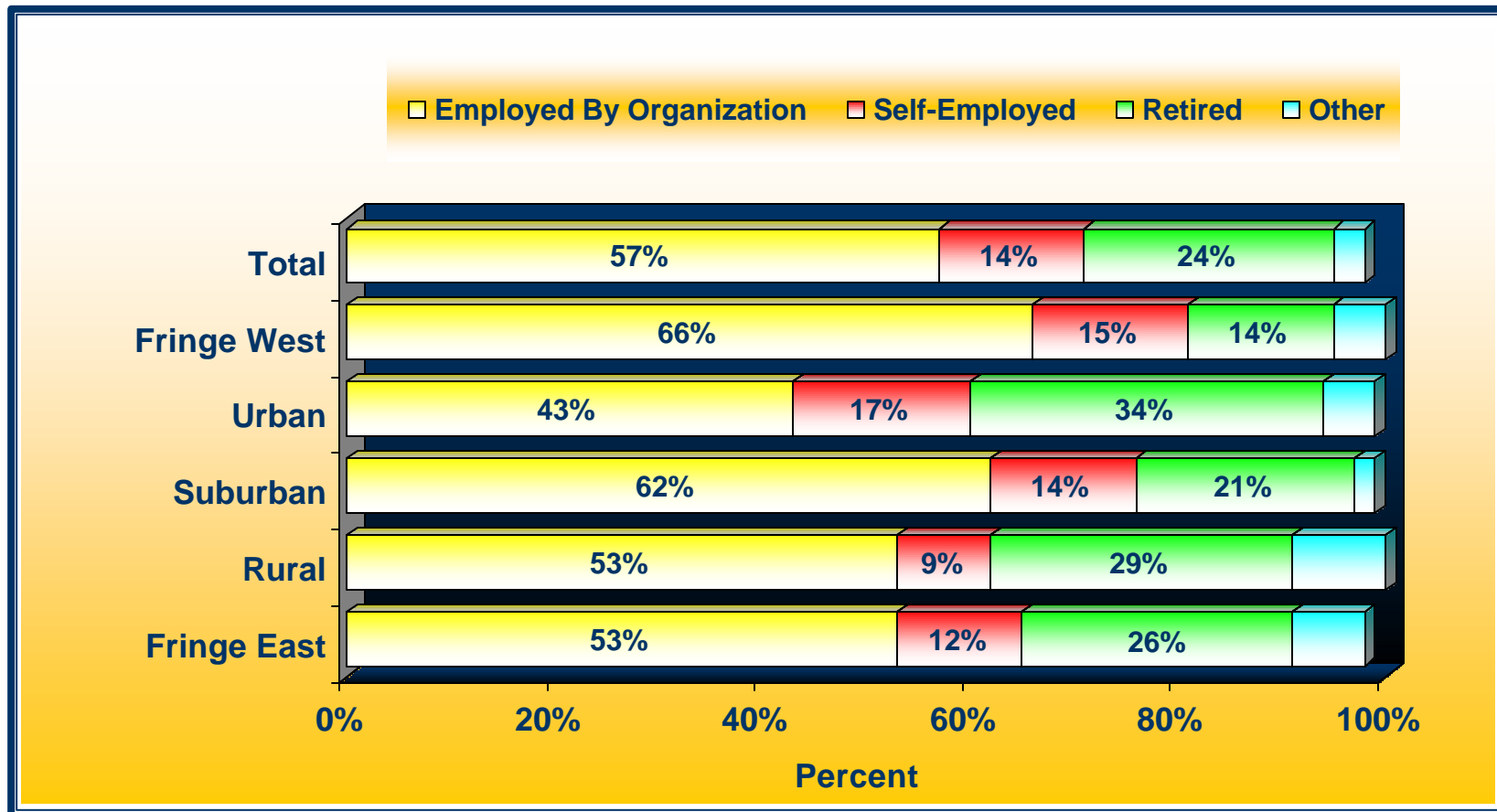
## HOME AND WORK

QUESTION 2c

*Over 80% of residents rated HRM as a “Good” or “Very Good” place to raise children. There is no significant difference in how residents among the different regions rate HRM as a place to raise children.*



*Approximately 60% of all HRM residents are employed by a Company/Organization. As far as employment status is concerned, the profile of residents surveyed in Fringe West is significantly different than those living in the Urban region.*

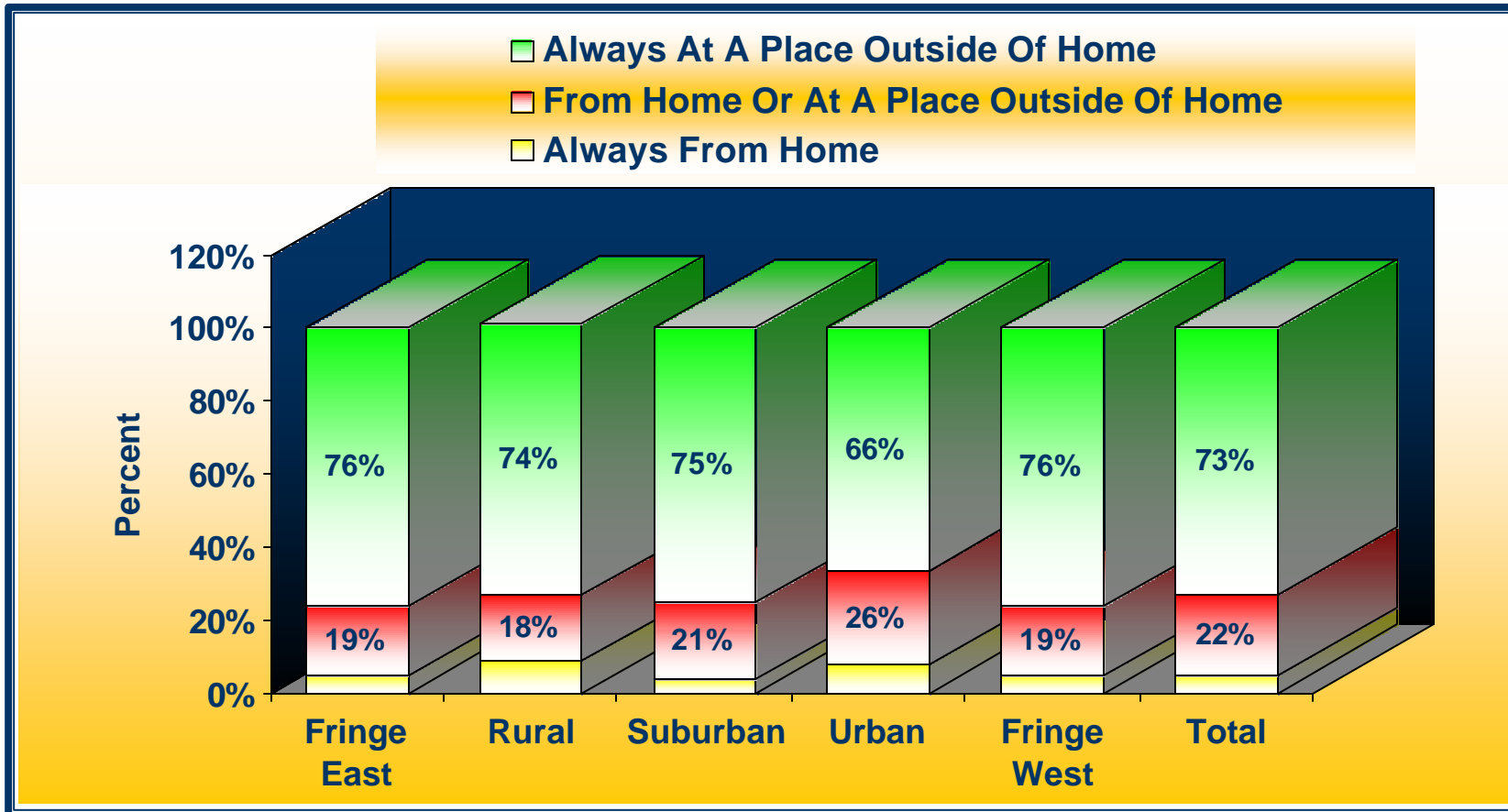


SECTION 1

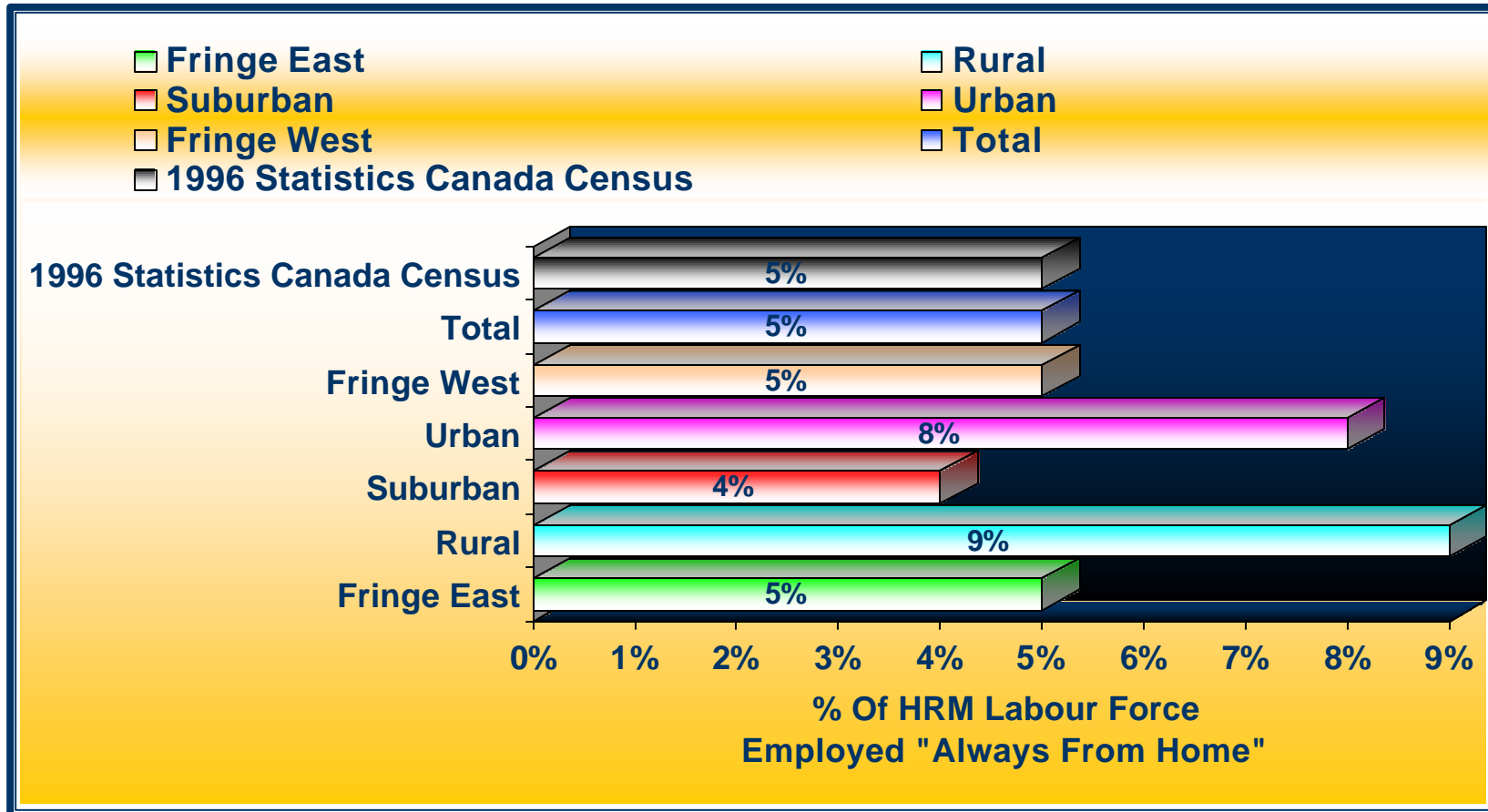
## HOME AND WORK

QUESTION 3b

*About three-quarters of employed/self-employed HRM residents always work at a place outside of their home. Among those who are employed/self-employed, there is no real difference across regions, as far as residents' regular place of work.*



*Results from the HRM survey confirm what the 1996 Census already told us – approximately 5% of employed HRM residents “Always Work From Home”. The highest percentage of residents who “Always Work From Home” can be found in Rural areas.*



SECTION 1

## HOME AND WORK

QUESTION 4

*Among HRM residents employed outside of their homes, 44% work in the Halifax Peninsula. Significantly higher numbers of Suburban residents employed outside of their homes, commute to the Cole Harbour/Eastern Passage area.*

