Nova Scotia *Come to life*: 2007 Survey Results

General Population – Nova Scotia

Omnifacts Bristol Research

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Prepared for Communications Nova Scotia

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Executive Summary

Methodology and Objectives

- Telephone survey of 404 adult Nova Scotians during April 2007
  - Margin of error is +/-5%, 19 times out of 20
- Follow-up to 2004 Baseline survey and 2006 Interim survey
- A total of 50 research panellists completed the survey in 2004 & 2007
  - Measures of panellists' attitudes have no margin of error
- Objectives
  - Measure any changes in attitudes and perceptions
  - Measure *Pride of Place Campaign* awareness & effectiveness

Public Perceptions of Key Brand Attributes

Findings

➢ Ratings of the Nova Scotia economy are similar to 2004 ratings. Approximately half give ratings of good or excellent and half give ratings of fair and poor.

➢ There are solid gains in perceptions of Nova Scotia as a place to do business, but declines in some of the actual performance measures. Gains are seen in:
- Nova Scotia being a great place to conduct business (up 13% to 43%)
- Investing in Nova Scotia business is smart (up 9% to 47%)
- Nova Scotia is a dynamic place to do business (up 8% to 34%)
- A majority agree that Nova Scotia businesses "can" be successful

Year over Year Comparison 2004 Sample to 2007 Sample

- % Giving Agreement Ratings of 8,9 or 10 -

Wins		2007 (n=404)	2004 (n=400)	Gap 2007-2004
Business Climate-Performance	Investing in NS Business is a smart thing to do	47%	38%	+9%
Business Climate - Characteristics	NS is a dynamic place to do business	34%	26%	+8%
	NS is great place to conduct business	43%	30%	+13%
Quality of Life	NS has a high quality education system	53%	40%	+13%

Gains		2007 (n=404)	2004 (n=400)	Gap 2007-2004
Recommending	Recommend NS as a place to conduct business	43%	39%	+4%
Business Climate - Characteristics	NS has a progressive business community	32%	28%	+4%
	NS is a great place to open a business	34%	30%	+4%

- While stable, only 14% give high ratings for Nova Scotia companies offering competitive salaries. A lack of jobs and low salaries are consistently mentioned when respondents were asked why they would not recommend Nova Scotia as a place to live and work.

Draws		2007 (n=404)	2004 (n=400)	Gap 2007-2004
Business Climate - Performance	Businesses can succeed in NS	60%	61%	-1%
	Local businesses are growing in NS	32%	30%	+2%
	NS Businesses offer competitive salaries	14%	13%	+1%
Quality of Life	Working in NS enables me to balance my work and home life	60%	62%	-2%
Economy	The provincial economy is healthy	21%	24%	-3%
	Confident NS economy will improve	31%	34%	-3%
Vacation Destination	Visitors experience a great lifestyle while in NS	78%	77%	+1%

- Perceptions of Nova Scotia as a vacation destination remains very strong even though high ratings for "has everything required to make a great vacation" have slipped 6% to 81%.

- There is slippage when Nova Scotia is rated as a place to live and work, and when compared to other provinces. Ratings of the province as a place to live and work is at 63% (-6%) and when compared to other provinces 51% (also -6%).

- This slippage is echoed in ratings of "quality of life improving" – ratings have slipped 9% to 35%.

- Only 39% (down 10%) give an 8+ rating for NS businesses being very successful.

- The perception of opportunities outside resource-based companies has declined by 9% to 22%.

Losses		2007 (n=404)	2004 (n=400)	Gap 2007-2004
Business Climate - Performance	Businesses that operate in NS are very successful	39%	49%	-10%
	There are opportunities outside resource-based industries	22%	31%	-9%
Economy	Rate NS as a place to live and work	63%	69%	-6%
	Rate NS as a place to live and work compared to other provinces	51%	57%	-6%
Recommend	Recommend NS as a place to live and work *(Note: statement read "…as a place to work" in 2004)*	61%	78%	-17%
Quality of Life	The quality of life in NS is improving	35%	44%	-9%
Vacation	NS has everything required to make a great vacation	81%	87%	-6%

Pride of Place Campaign: Awareness & Effectiveness

Findings

- Recall of the Pride of Place advertising has to be considered good given that recent paid media was reduced from 2006 in an effort to put more emphasis on external markets. The actual recall was 8% unaided recall and 19% aided (27% overall) plus 10 – 15% who almost certainly recalled the correct advertising.

- The fact that recall levels were quite similar to those found a year ago suggests the creative did resonate with the general public and make an impression with them.

- The Pride of Place advertising is communicating the desired messages. Respondents agreed they were learning things about Nova Scotia business that they did not know and about the international competitiveness of Nova Scotia business.

- The advertising appears to be creating some positive word of mouth communication. Approximately half of those who were aware of the advertising said they had spoken to others about it.

- Current advertising could continue to be used - only 10% said they were tiring of it.

- There is still confusion between the Pride of Place campaign and tourism advertising as noted in 2006.

Introduction and Background

This report contains the findings from the third wave of research with members of the general public in Nova Scotia conducted in April of 2007. The first wave was conducted in October of 2004 and the second in July of 2006. Similar surveys were used each time and the research was conducted with two very distinct objectives:

1. To assess the *Pride of Place Advertising Campaign* conducted in Nova Scotia as one element of the strategy; and
2. To re-visit and assess public attitudes on key brand attributes;

Findings for each of these distinct objectives have been presented in separate sections of this report.

Background

The branding strategy for Nova Scotia is an integrated one. There are two overall objectives of the strategy, namely:

Business Objective

- *To reinforce Nova Scotians' sense of pride and confidence in the economic well-being of the province, increase awareness of non-residents that our people, products and quality of life in Nova Scotia make us a great place to live, visit, invest in and do business with; and*

Communications Objective

- *To focus what Nova Scotia means to our target audiences, unifying and enhancing existing branding elements and developing new ones that can be integrated into the ongoing marketing efforts of partner stakeholders in both the private and public sectors. Communications will serve to "Augment" & "help Enhance" the communications efforts of the various stakeholder groups (government departments, agencies & private sector).*

As part of the on-going evolution of the strategy, it has been deemed important to conduct periodic evaluations and assessments to determine whether objectives are being met, as well as to gather feedback that can be used to refine the strategy as appropriate. In fact, the 2006 data collection was essentially an interim report designed to measure the success of the program to that point and to fine-tune the campaign as necessary. Throughout this report, the emphasis will be on comparing 2004 (the baseline) to 2007. It should be noted that attitude changes, which are being measured in this research, typically take a great deal of time and effort to change.

The Questionnaire

While there were many statements in the first section of the survey used to measure various aspects of the desired brand attributes, the number of questions devoted to this section of the survey was reduced from the list of measures in the benchmark survey. The reduction was based on eliminating those attributes and perceptions that recorded some of the highest levels of agreement during the benchmark survey, as well as reducing the number of statements measuring the same attribute or a slight variation of the attribute. The purpose was therefore to concentrate on those aspects of the brand that residents rated less favourably.

The second section of the survey served to measure the awareness levels of the Pride of Place Campaign at this point in the on-going branding project. The survey assessed the impact of efforts to date and provide direction for any necessary changes to the creative approach.

In 2006, there was a considerable amount of media effort for the Pride of Place Campaign including two flights of television, and one flight of radio, newspaper and magazine advertising throughout Nova Scotia, with billboard advertising in a number of locations throughout the province. Media weight since that time has been greatly reduced with newspaper and radio running in November and December of 2006, community newspapers in March of 2007, and radio repeated in March of 2007.

Panelists versus Random Samples

To effectively assess change in attitudes, the use of panelists was proposed during the benchmark survey as a means of directly measuring attitudinal change among the same individuals. This approach would permit a comparison of individuals that controlled for any differences in perceptions that could occur due to sampling. One-hundred eighteen (118) panelists participated in the current wave of research, but approximately half of these panelists were added in 2006. Comparing the participants of the 2004 and the 2007 surveys shows that 50 panelists participated in both sets of research.

A random sample of individuals drawn from the same population as the initial survey would allow extrapolation to the general adult population of Nova Scotians. A sample of 400 gives a margin of error of ± 5%, which means that any percentages presented might actually be 5% higher or lower.

Section 1: Measuring Public Perceptions of Key Brand Attributes

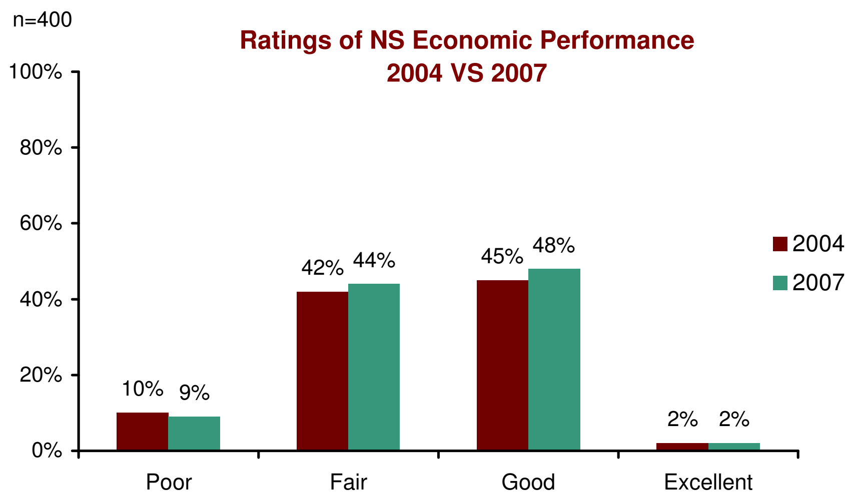
- A Comparison to Benchmark Measures -

In order to assess whether there has been any shift in the attitudes of Nova Scotians on key attributes of the brand, two approaches were undertaken. First a comparison is made between the two random samples of 400 residents interviewed in 2004 and 2007. A review of both samples was made based on gender, region and age. Following this review, the 2007 sample was weighted based on age to adjust for sample differences. The margin of error for each of these samples is +/-5%, 19 times out of 20. Then a comparison of research panelists who responded to the survey in 2004 and again in 2007 is made to allow a very direct comparison of attitude change.

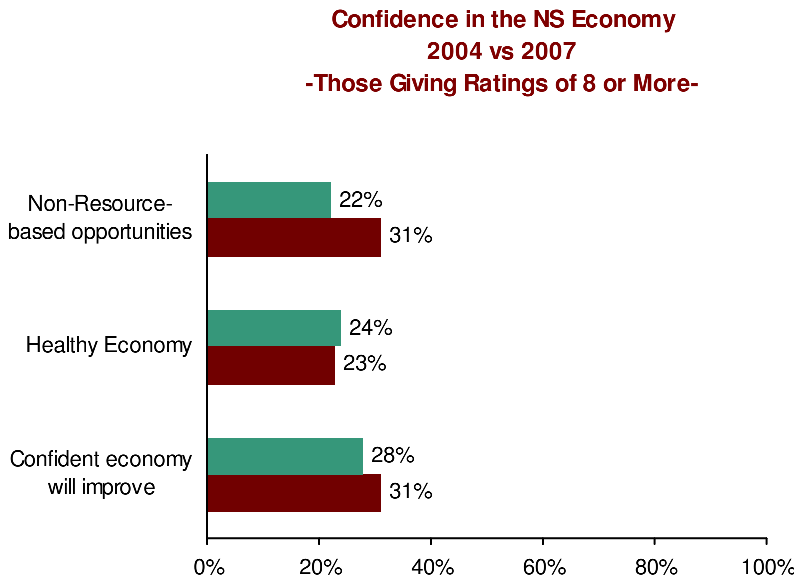
Total Sample Assessment

The Economy

The attitudes of the general public on the economy, the quality of life and the business climate in Nova Scotia will be affected by what is happening in the province. Financial markets have been volatile and energy costs have been increasing. In fact, the Winter 2007 issue of The Inside Out Report (Omnifacts Bristol's quarterly survey of public opinion) shows both a decline in optimism that the economy will improve and a decline in the percentage of Nova Scotians who rate the economy as good or excellent (39% in December of 2006). The ratings below are similar to ratings in 2004 with approximately half of the sample giving good and excellent ratings and the other half giving fair or poor.

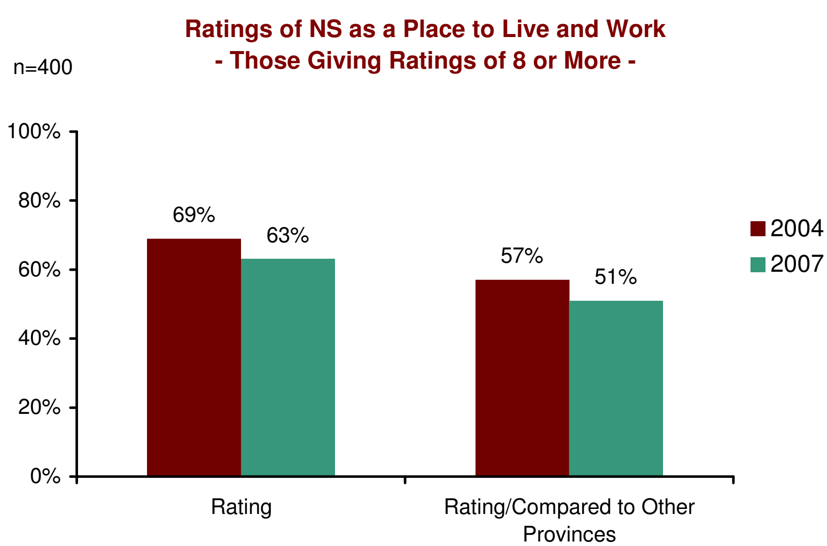


As seen in the chart “Confidence in the NS Economy”, attitudes related to confidence in the economy are generally unchanged. However, there is a weakening in the perception of opportunities outside the resource sector which is consistent with interim 2006 findings.

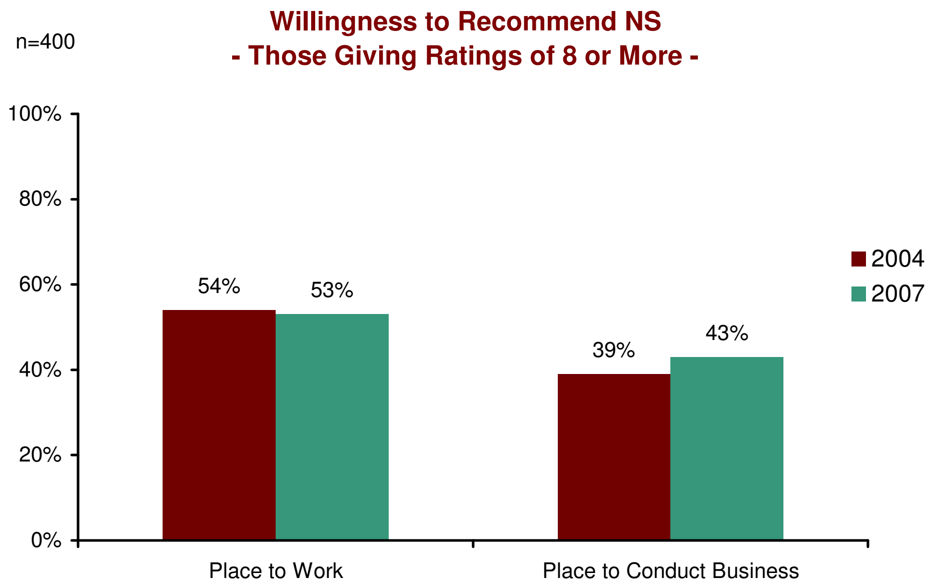


Lifestyle

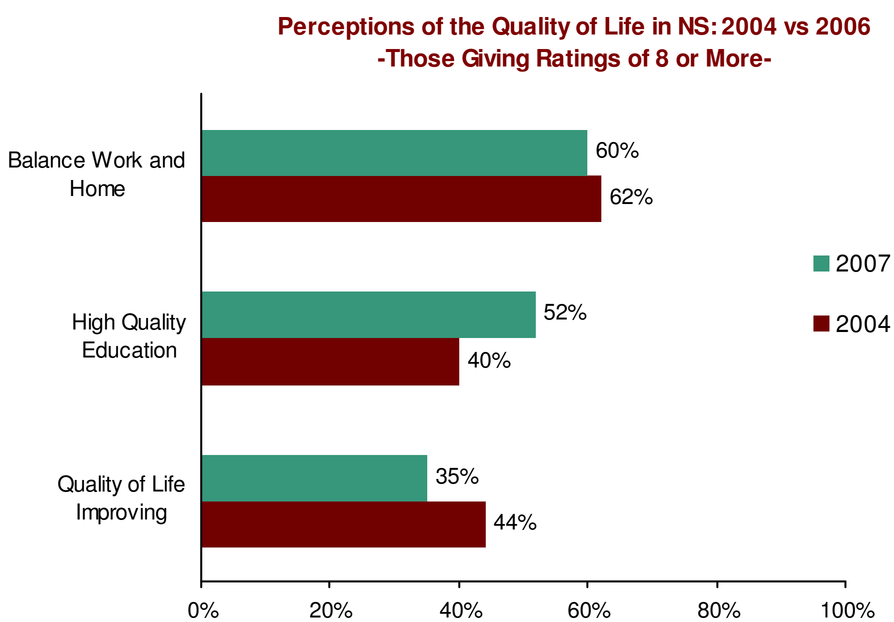
There is a slight drop in the ratings of Nova Scotia as a place to live and work (ratings of 8 or higher are shown) and in the same rating where comparison is made to other provinces. In both cases, the Halifax CMA is slightly more positive than the rest of the province, but the same decline is seen in both areas *(not charted)*. Arguably, using a standard of a rating of 8 or higher is a relatively high standard, but doing so adds clarity to the findings; ratings are not “watered down.”



Ratings for recommending Nova Scotia as a place to work are steady at 53% (rating of 8 or higher). However, there has been improvement in willingness to recommend Nova Scotia as a place to conduct business (43% give an 8 or higher).

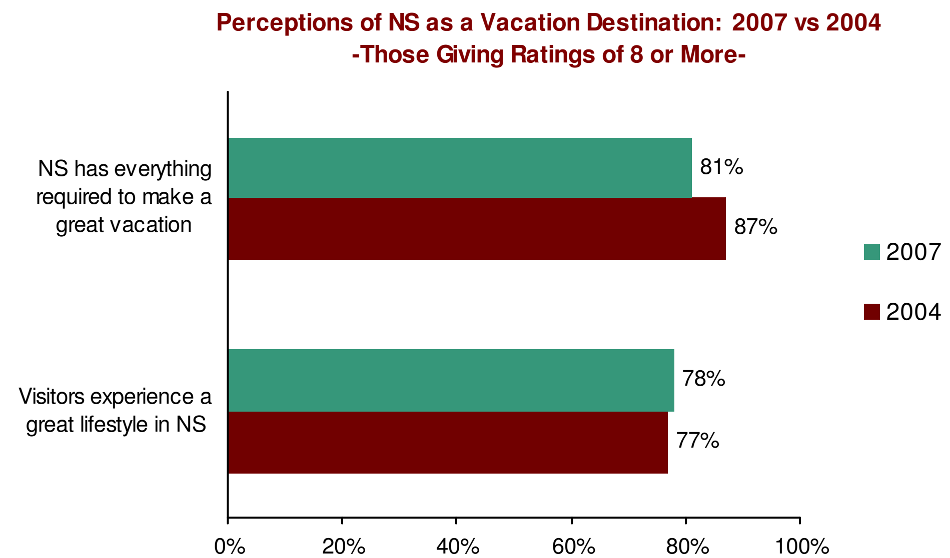


Nova Scotians continue to feel they can balance work and home life as they work in Nova Scotia. However, there is a drop in the perception that quality of life is improving. There was improvement in the perceptions of the education system in the interim research in 2006. This trend has continued; 52% now give a rating of 8 or higher for the quality of education in the province. This perception of the education system is consistent across the province.



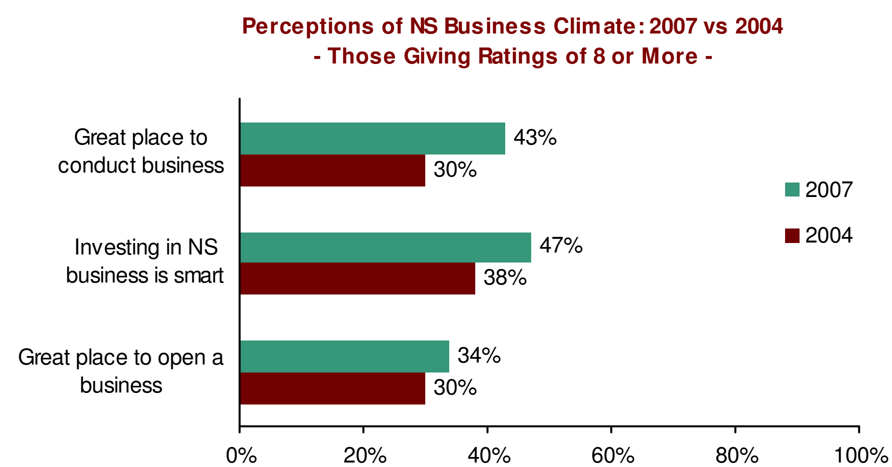
Vacation Destination

As noted with the interim results in 2006, ratings of Nova Scotia as a *vacation destination* remain very high. A very high proportion of Nova Scotians (eight in ten) give high ratings for Nova Scotia having everything required for a great vacation and for visitors experiencing a great lifestyle. There has been slight decrease in having everything required to make a great vacation, as can be seen in the following chart.



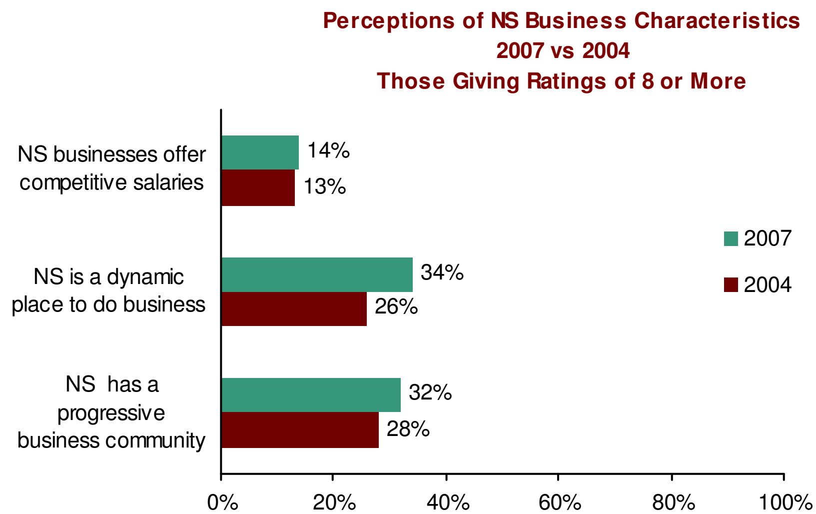
Business Climate

There has been general improvement in the attitudes towards the business climate in Nova Scotia. Because this trend was not evidenced in the 2006 interim report, it can be concluded with confidence that this improvement has happened in the past year.

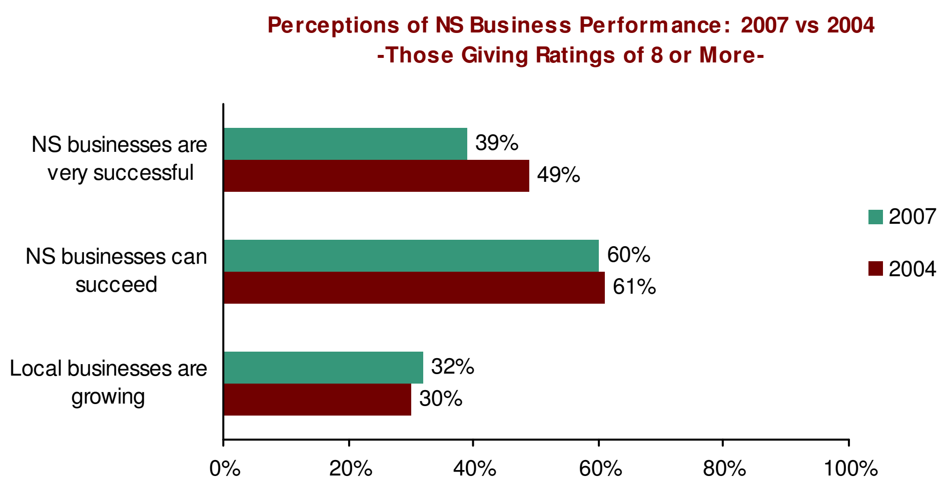


In 2006, the business attributes noted in the following chart were some of the lower ratings in the survey and were trending slightly downwards from the baseline in 2004.

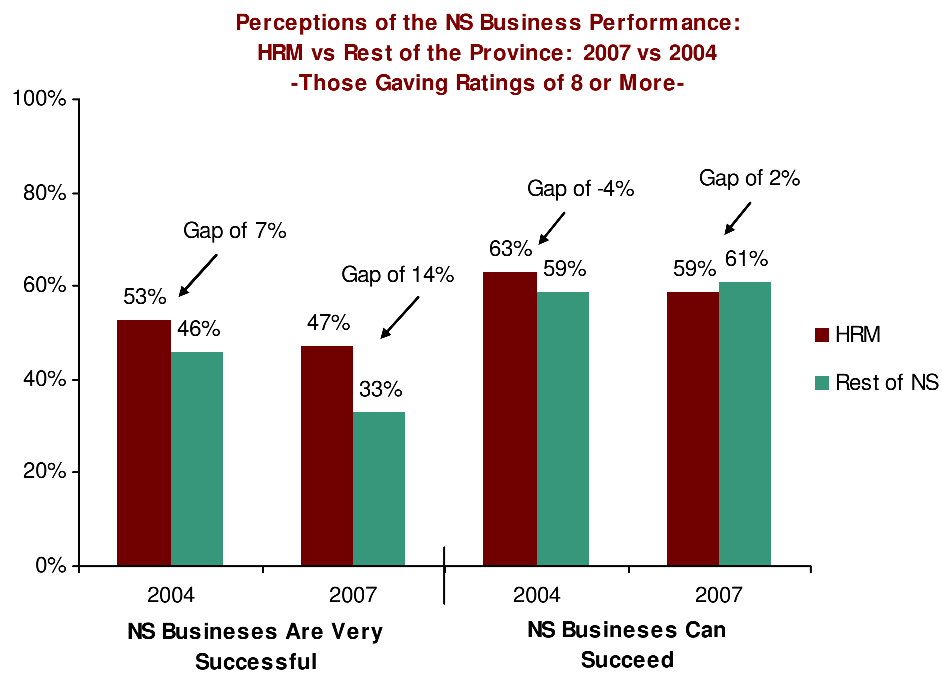
However, as just noted on the previous page, there is general improvement in the attitudes toward the Nova Scotian business climate, which also applies to the business characteristics noted in the following chart. The one exception to this conclusion is the attribute “offering competitive salaries”, which is notably lower than the others and has been consistent since 2004.



In 2006, there were some dramatic changes in the attributes for business performance noted in the following chart, but this downward trend has not continued. A majority of Nova Scotians (60%) continue to believe that business “can” succeed in the province. While stable when compared to 2004, only 32% believe that local businesses are growing. Ratings for Nova Scotia businesses being “very successful” have dropped from almost 50% in 2004 to 39% in 2007.



There is a strong difference in perception of Nova Scotian business being very successful between those who live in Halifax and those who live in the rest of Nova Scotia in 2007. In 2004, perceptions that businesses are successful were not as favourable outside Halifax, but that gap in perceptions has increased in 2007. However, there is (and was) a consistent agreement that Nova Scotia businesses can be successful.



In the 2006 wave of research, the importance of reinforcing the attributes of Nova Scotia's businesses being globally competitive and innovative was identified. Therefore, two new statements were added in the 2006 survey to assess the general public's perception of these attributes. There has been improvement in the perception that Nova Scotian businesses are globally competitive (up to 29%), but a real drop on the perception that Nova Scotian business people are innovative (down to 10%).

Summary of Changes in Attitudes

This section is a summary of the changes in attitudes from 2004 until 2007. These are presented as:

- wins - where percentages giving an 8 or higher have increased by at least 7%
- gains – where percentages have increased by 4 to 6%
- draws – where there is not a significant change; up to + 3%
- losses – where decreases in percentages are greater than 3%

The wins and the gains generally relate to business climate characteristics such as Nova Scotia being a dynamic place to do business and a great place to conduct business. The appreciation of the quality of Nova Scotia's education system has also increased. These are all important because they demonstrate the general public increasingly appreciates the role of business in the economy of the province.

The losses are of some concern because they suggest that the actual performance of business and the economy is weaker than it was in 2004. For example, high ratings for "the quality of life in Nova Scotia is improving" have fallen, as has the perception that there are opportunities outside resource-based industries.

Year over Year Comparison 2004 Sample to 2007 Sample

- % Giving Agreement Ratings of 8,9 or 10-

Wins		2007 (n=404)	2004 (n=400)	Gap 2007-2004
Business Climate-Performance	Investing in NS Business is a smart thing to do	47%	38%	+9%
Business Climate - Characteristics	NS is a dynamic place to do business	34%	26%	+8%
	NS is great place to conduct business	43%	30%	+13%
Quality of Life	NS has a high quality education system	53%	40%	+13%

Gains		2007 (n=404)	2004 (n=400)	Gap 2007-2004
Recommending	Recommend NS as a place to conduct business	43%	39%	+4%
Business Climate - Characteristics	NS has a progressive business community	32%	28%	+4%
	NS is a great place to open a business	34%	30%	+4%

Draws		2007 (n=404)	2004 (n=400)	Gap 2007-2004
Business Climate - Performance	Businesses can succeed in NS	60%	61%	-1%
	Local businesses are growing in NS	32%	30%	+2%
	NS Businesses offer competitive salaries	14%	13%	+1%
Quality of Life	Working in NS enables me to balance my work and home life	60%	62%	-2%
Economy	The provincial economy is healthy	21%	24%	-3%
	Confident NS economy will improve	31%	34%	-3%
Vacation Destination	Visitors experience a great lifestyle while in NS	78%	77%	+1%

Losses		2007 (n=404)	2004 (n=400)	Gap 2007-2004
Business Climate - Performance	Businesses that operate in NS are very successful	39%	49%	-10%
	There are opportunities outside resource-based industries	22%	31%	-9%
Economy	Rate NS as a place to live and work	63%	69%	-6%
	Rate NS as a place to live and work compared to other provinces	51%	57%	-6%
Recommend (note wording change of "live" only in 2004)	Recommend NS as a place to live and work	61%	78%	-17%
Quality of Life	The quality of life in NS is improving	35%	44%	-9%
Vacation	NS has everything required to make a great vacation	81%	87%	-6%

Panelist Sample Assessment

Having a unique group of Nova Scotian residents who responded to the survey in 2004 and again in 2007 allows a very direct comparison of attitude change. While the number is relatively small (n=50) there is no margin of error due to sampling. It is useful to examine changes in the attitudes of these people because the individuals are the same and we can see the direct change in attitudes.

While the pattern of wins and losses is not consistent between this group of panelists and the two larger general population samples previously explored, there are nonetheless some similarities.

Again, there are improvements in the business climate characteristics and in the quality of the education system. Losses include the perception of competitive salaries (which was already low), the vacation measures, and willingness to recommend Nova Scotia as a place to conduct business.

Year over Year Comparison of Panelists' Attitudes
- % Giving Agreement Ratings of 8,9 or 10-

Wins		2007 (n=50)	2004 (n=50)	Gap 2007-2004
Economy	I am confident the provincial economy will improve	36%	28%	+8%
Business Climate - Characteristics	NS is a dynamic place to do business	33%	26%	+7%
	NS is a great place to open a business	42%	26%	+16%
	NS is great place to conduct business	42%	32%	+10%
	There are many opportunities for people outside resource-based industries in NS	42%	34%	+8%
Quality of Life	NS has a high quality education system	54%	32%	+12%

Gains		2007 (n=50)	2004 (n=50)	Gap 2007-2004
Business Climate Performance	Investing in NS's business community is a smart thing to do	53%	48%	+5%
Business Climate - Characteristics	NS has a progressive business community	32%	26%	+6%

Draws		2007 (n=50)	2004 (n=50)	Gap 2007-2004
Business Climate - Performance	Businesses that operate in NS are very successful	58%	58%	0%
	Local businesses are growing in NS	35%	32%	+3%
	Businesses can succeed in NS	74%	73%	+1%
Quality of Life	The quality of life in NS is improving	52%	50%	+2%
	Working in NS enables me to balance my work and home life	76%	78%	-2%
Economy	The provincial economy is healthy	29%	26%	+3%
	NS as a place to live and work compared with other provinces	68%	70%	-2%
Recommend	Recommend NS as a place to work	65%	66%	-1%

Losses		2007 (n=50)	2004 (n=50)	Gap 2007-2004
Business Climate - Performance	NS businesses offer competitive salaries	15%	24%	-9%
Economy	Rate NS as a place to live and work	67%	74%	-7%
Recommend (note wording change of live only in 2004)	Recommend NS as a place to live and work	78%	86%	-8%
	Recommend NS as a place to conduct business	46%	52%	-6%
Vacation	Visitors experience a great lifestyle while in NS	81%	88%	-7%
	NS has everything required to make a great vacation	80%	96%	-16%

Note: Panelists are a total of 50 respondents who answered ***both*** *the baseline survey in 2004 and the current survey in 2007*

Section 2: The Pride of Place Campaign

- Measuring Awareness & Effectiveness -

Shortly before the interim data collection took place in 2006, there was a considerable amount of media effort for the Pride of Place Campaign. This was concentrated in the February to May period and included two flights of television, and one flight of radio, newspaper and magazine advertising throughout Nova Scotia, with billboard advertising in several locations throughout the province. Media weight since that time has been greatly reduced with newspaper, radio and television running in November and December of 2006, community newspapers and cable channels in March of 2007 and radio repeated in March of 2007.

Overall Recall

Given the relatively light paid media weights immediately before this wave of research, specific recall of advertising would be expected to be lower than it was in 2006.

As in 2006, a very conservative approach was taken when examining recall. A respondent not only had to say they saw the correct advertising; they also had to specifically mention an element in the advertising (an image or the tagline as an example) to confirm they were talking about the correct one. This would tend to understate the actual recall, but was done because of the similarity of tourism advertising being run in the same market.

Normally, two types of recall are specified; unaided recall where the respondent remembers the advertising without prompting, and aided recall when they have been given some prompting such as a phrase or summary of the advertising. In both cases, the respondent had to confirm details of the advertising so we would know they were talking about the correct advertising.

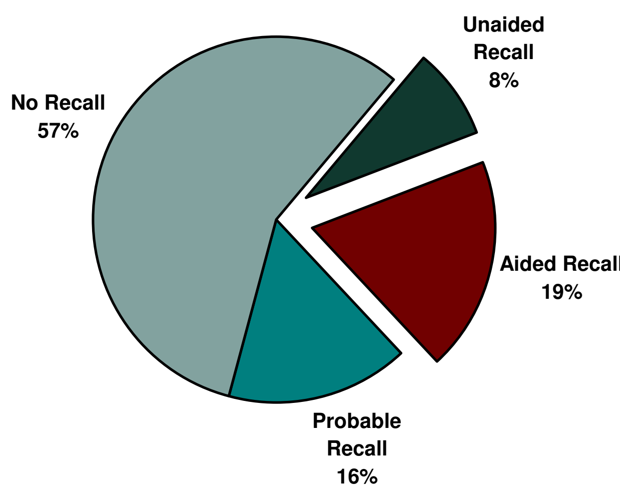
In this case, there are also people who said they had seen or heard the advertising, but then could not provide the confirming detail. In some cases, because of the words that were used by the respondent, there is reasonable confidence that they were recalling the advertising, but they have not been counted because the words or phrases they used to describe the ads were slightly different.

Unaided recall is often considered to be the most desirable type of awareness since it suggests that the ad or product has cut through the clutter and has been established in the consumer's top-of-mind memory.

In this case, 8% of the sample clearly identified the advertising on an unaided basis, and as many as an additional 10% recalled some elements of the campaign but did not clearly identify the advertising (recalled descriptions for this group was more general and about promoting economic development, attracting business to the province and promoting Nova Scotia as a great place to work).

An additional 19% correctly recalled the advertising once they were prompted and again, as many as 6% had probable recall. In summary, there is definite unaided recall of 8%, definite aided recall of 19%, which adds to a total recall of 27%. On top of that, there is 10% - 16% more who are probably recalling the correct advertising.

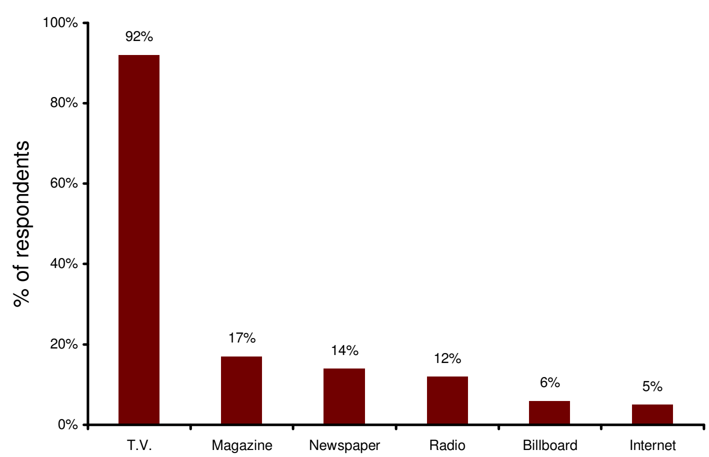
Overall Recall Levels



Again, to be conservative, only the 27% of the sample (a total of 104 respondents) who definitely saw the advertising is considered in the comparative analysis. This figure is up notably from the 17% who definitely saw the advertising in the 2006 interim report. In 2006, approximately half of the sample saw one or two different ads, but one-quarter of them indicated seeing more than 15 different ads. In this current wave of research, a majority (60%) saw one, two or three different ads. This decline can probably be explained by the reduced paid media weights compared with 2006.

As is typical of most advertising research, television is mentioned most often when respondents are asked where they saw or heard the advertising. In this case, television is mentioned by 92% of those who definitely saw the advertising.

Location of Seeing, Hearing or Reading the Ads
SUBSET: Those with awareness of the Come to Life ads



Main Message

The process of “qualifying” respondents as having correctly remembered the advertising did demonstrate specific recall of images or the tagline. They were also asked “what was the main message of the advertising?” There is clearly some confusion with vacations and tourism as one-third of the respondents felt the advertising was for vacations. However, 27% felt the advertising was promoting the quality of life in Nova Scotia, 13% could recall the tagline, 6% thought about Nova Scotia as a place to work and 4% thought they were encouraging Nova Scotians to return home. These responses were similar in the Halifax area and elsewhere in the province.

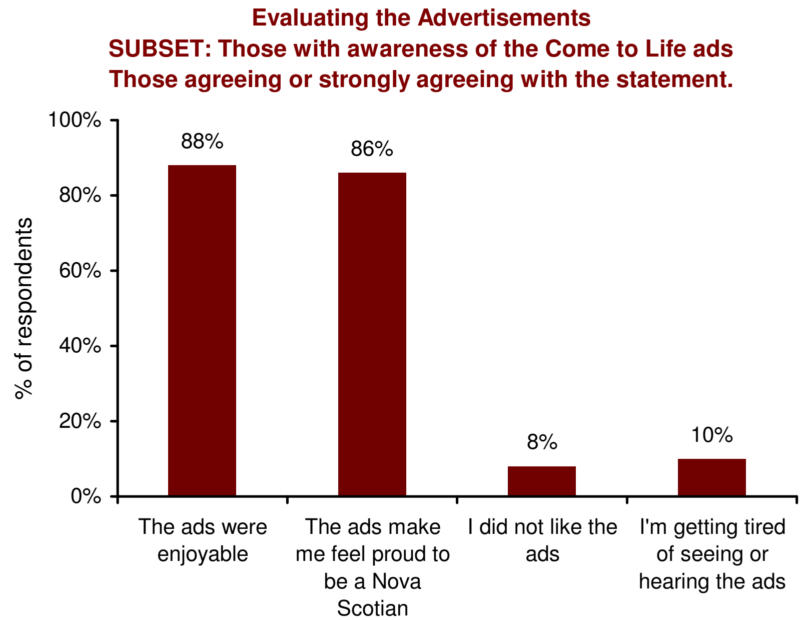
Emotions

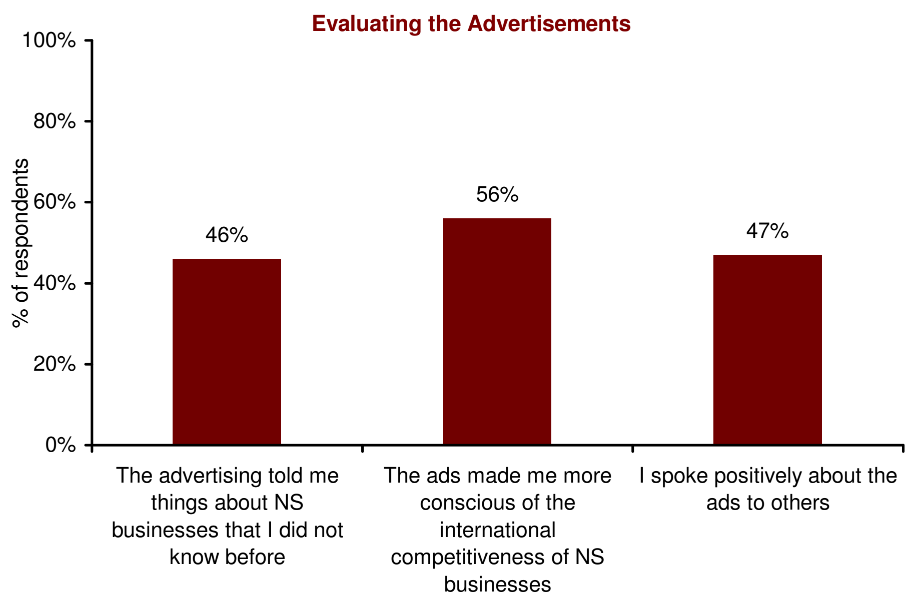
Respondents were asked how the ads made them feel and a majority (61%) gave positive responses that indicated pride in being a Nova Scotian. Many of the other responses were positive as well, 10% described their emotion as indifferent (or even worse) as sad or disappointed.

Evaluating the Advertisements

A series of agree/disagree statements were included to evaluate whether respondents were learning anything from the advertising and whether or not they were tiring of them. As in the 2006 interim research, the ads did perform well on all of these questions:

- Over 80% agreed the ads were enjoyable and made them feel proud with similar responses from all areas of the province;
- Approximately half of those who were aware agreed the ads told them things about Nova Scotian business they did not know and they made them more conscious of the international competitiveness of Nova Scotian businesses;
- Approximately half agreed they spoke positively about the ads to other people;
- Only 1 in 10 said they did not like the ads and were getting tired of seeing them.


Evaluating the Advertisements
SUBSET: Those with awareness of the Come to Life ads
Those agreeing or strongly agreeing with the statement.
% of respondents
100%
80%
60%
40%
20%
0%
88%
86%
8%
10%
The ads were enjoyable
The ads make me feel proud to be a Nova Scotian
I did not like the ads
I'm getting tired of seeing or hearing the ads


Evaluating the Advertisements
% of respondents
100%
80%
60%
40%
20%
0%
46%
56%
47%
The advertising told me things about NS businesses that I did not know before
The ads made me more conscious of the international competitiveness of NS businesses
I spoke positively about the ads to others