

Nova Scotia Coastal Strategy Survey

Provincial Oceans Network

Government of Nova Scotia

State of Nova Scotia's Coast Report Survey
Submitted by Lura
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Executive Summary

Whether people work, play or live on the coast, the way coastal areas and resources are managed impacts everyone. The need for an informed public is recognized by the Government of Nova Scotia as an important key to the success of coastal management in Nova Scotia.

This survey was developed based on the six priority issues outlined in the Government's State of Nova Scotia's Coast Report. The overall goals of the survey were:

- To assess Nova Scotians' understanding, awareness and priority concerns about coastal issues and management; and
- To gain ideas, perspectives, and input that will be valuable in formulating the Coastal Strategy

The main findings of the survey are:

1) How Nova Scotians Value the Coast

- Most Nova Scotians use the coast for leisure activities;
- Nova Scotians identify the coast as a part of the provincial culture;
- Protecting the coastal environment is the most important issue for survey respondents.

2) The Six Priority Issues

- Sensitive ecosystems and habitats is the priority issue with the highest level of concern amongst Nova Scotians;
- All six priorities issues were areas of concern for Nova Scotians;
- Nova Scotians feel there is an important role for government to play in managing coastal areas.

3) Vision for 2020

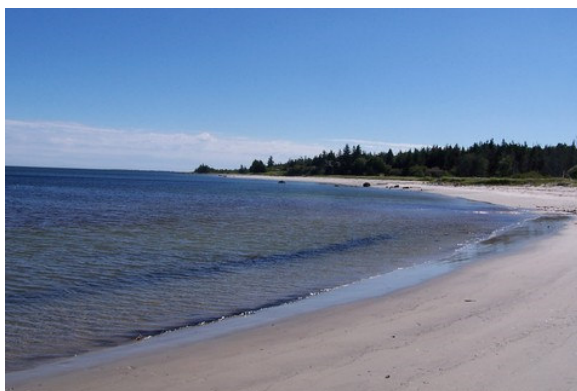
- Nova Scotians' vision for the coast in 2020 is to have clean beaches;

- Most survey respondents would like to see improved sewage treatment;
- Nova Scotians would like to see all levels of government participating in achieving their vision for the coast, as well as residents and businesses.

This report provides a brief introduction to the project and its background, followed by information on the methodology of the study and discussion and illustration of the more detailed findings.

Introduction

Nova Scotia's coast has defined the development of the province, its people and its culture. Food, employment, scenery and transportation are all important elements of our coastline. Currently, Nova Scotia is in a period of transition and growth; developing an



environmentally, socially and economically responsible management plan for the province's coast is essential. Ensuring the longevity of coastal resources for future generations will require taking action on the major issues currently affecting the province's coastline.

The coast is a shared resource, influencing the lives of all Nova Scotians. Whether people work, play or live on the coast, the way coastal areas and resources are managed impacts everyone. The need for an informed public is recognized by the Government of Nova Scotia as an important key to the success of coastal management in the province. It is therefore important that Government has a clear understanding of the population's opinions, awareness and vision for the coast in the future. Accordingly, Lura Consulting was retained to assist in conducting research to public opinions.

In order to contribute towards the development of an effective and informed coastal management strategy, Lura Consulting developed and conducted a survey of a large sample of Nova Scotians (600) in order to gain information on current perspectives, respondents' familiarity and experiences with the coast, and their visions for the future. This report discusses the survey

design, its goals and purpose, and provides a detailed analysis of the results, followed by a discussion and a summary of key findings.

Purpose of Survey

The Provincial Ocean Network (PON), chaired by the Nova Scotia Department of Fisheries and Aquaculture, has developed a Coastal Management Framework setting out key strategic activities to facilitate the long term sustainable management of coastal areas and resources in Nova Scotia. A key focus of this framework is to develop a Coastal Strategy which will outline actions to ensure sustainable coastal development and conservation.

Currently, the PON has produced the State of Nova Scotia's Coast Report (SONSCR),¹ which outlines the province's six priority issues for coastal management: coastal development, working waterfronts, public coastal access, sea-level rise and storm events, coastal water quality and sensitive coastal ecosystems. This report describes the physical, ecological, and socio-economic characteristics of the coast and gives an overview of the condition of the province's coastal areas and resources.

Based on the six priority issues, a telephone survey was developed and delivered to 600 provincial residents. The survey was conducted to support the development of the Coastal Strategy by gaining a province-wide cross-regional understanding of the general public's perception of coastal management issues and concerns in the province.

¹ Available at <http://www.gov.ns.ca/coast/state-of-the-coast.htm>

Methodology

Lura conducted a random telephone survey of 600 residents across Nova Scotia to measure perceptions, uses and opinions of and about the coast. The results are accurate to within 4%, 19 times out of 20.

The survey was conducted by selecting random phone numbers across the province. Random dialling ensured that respondents were surveyed from all areas of the province, and not concentrated in any particular region or municipality. A total of 6624 phone numbers were dialled in order to complete the survey with a sample size of 600 respondents, ranging from all regions of Nova Scotia.

In order to fulfil the goals of the survey, respondents were asked, within a ten to fifteen minute timeframe, to address a number of key questions, designed to determine:

- How they use the coast;
- Their perceptions and concerns;
- The perception of the values/benefits of the coast;
- Their level of concern regarding coastal issues;
- Their vision for the coast in 2020;
- Sources of information; and
- General demographics.

The survey data can be found in Appendix A.

Survey Results

Respondent Demographics

When asked what type of community they live in, two-thirds of respondents reported that they live in a town or village (34.7%) or in a rural area (33%). The remaining respondents indicated they lived in a city (32.2%). (Information on postal codes was gathered for more precise determination of location).

There were more female respondents than male, with 59.3% females completing the survey compared to 40.2% males.

With regards to age, there were a relatively equal number of respondents in the 56-65 and over 66 age groups (27.3% and 27.7% respectively). In Nova Scotia, approximately 15.8% of the population is over the age of 65 (2009 data), which means that the survey results are skewed to a senior demographic. 17.7% of respondents indicated they were in the 46-55 age category. There were also relatively equal numbers of respondents in the 26-35 and 36-45 age categories (10.3% and 11.7% respectively). Very few respondents, 4.3%, indicated they were between the ages of 18-25. These numbers represent a limitation of the data as it demonstrates that a greater percentage of senior citizens responded than is present in the demographics in Nova Scotia.

The respondent population had approximately the same level of post secondary education as the 2009 provincial statistics (38%) with 36.7% having completed at least a university or college degree, if not post-graduate studies of some type. Of the remainder, 25% had completed high school, 19.5% had completed some university or college courses and 18% had some grade school. In Nova Scotia, approximately 27% of the population does not hold a high school diploma, a higher percentage than represented in the survey demographics. This indicates a limitation in the data.

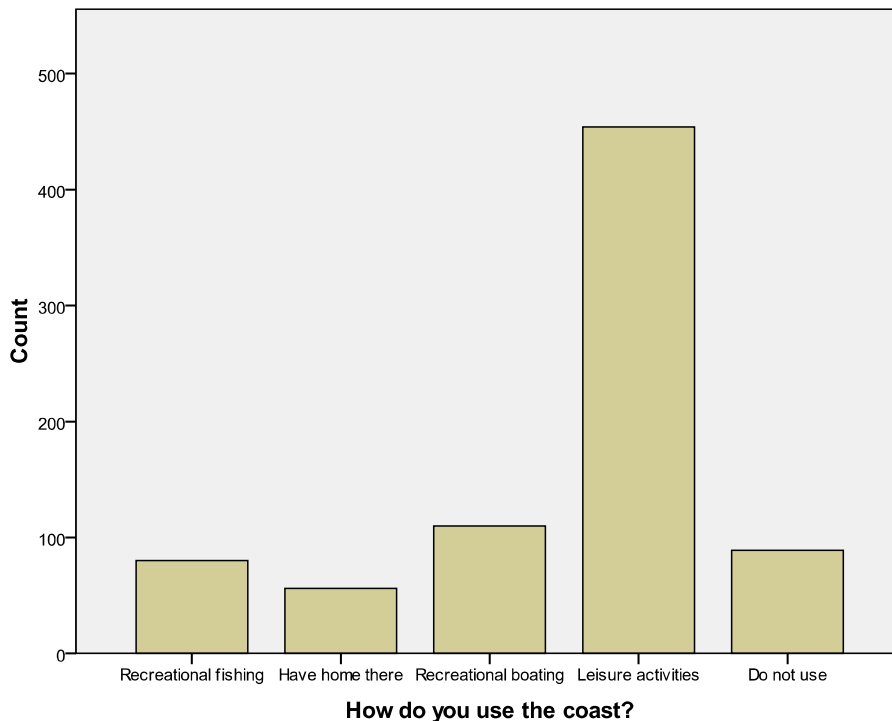
Most Nova Scotians Use the Coast for Leisure

Two thirds of respondents indicated that they considered themselves a coastal resident (67.2%), as opposed to one third who do not (32.8%). Only 89 people (14.8%) indicated that they do not use the coast at all. This demonstrates that most Nova Scotians use the coast in some capacity, even if they do not consider themselves coastal residents.

When asked “How do you use Nova Scotia’s coast?” respondents gave a variety of answers (respondents were asked to indicate all of their uses for the coast and may have given more than one response). Three-quarters (75.7%) of respondents stated that they used it for “leisure activities”. An additional 18.3% said they use it for “recreational boating”, and 13.3% said for “recreational fishing”, which may also be considered leisure activities. “Don’t use the coast” was listed by 14.8% of respondents. Nearly one tenth (9.3%) of people stated that they had their homes there. The five most common answers are displayed in Graph 1. The other responses, which were each indicated by fewer than 10% respondents included:

- Camping: 6.7%
- Vacation: 5%
- Commercial Fishing: 3.2%
- Bird watching: 2.2%
- Tourism: 1.3%
- Employment, Ferry, Travel, Painting and Fish Farming: <1%

Graph 1

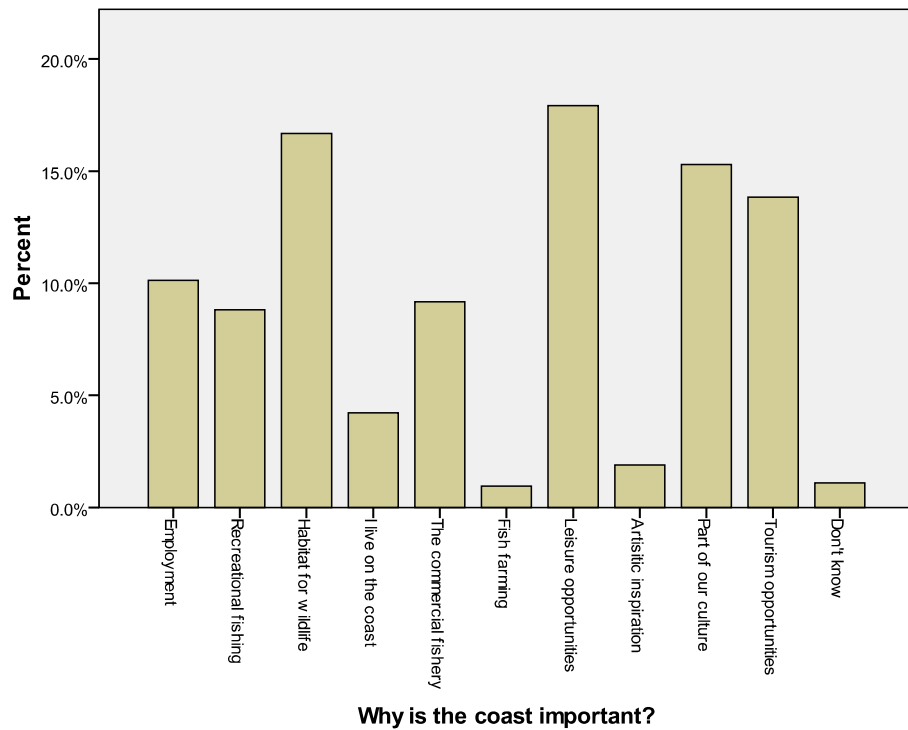


In the following question, “Why do you think the coast is important?” the answers again reflected an appreciation for the coast as an opportunity for leisure. 41.0% of respondents stated that the coast was important to them for “leisure opportunities.” A strong emphasis also was placed on the importance of the environment (38.1%) with respondents indicating that the coast was important because it provided habitat for wildlife. Additionally, approximately 7% stated that the coast was important for the environment, preventing erosion, natural beauty or natural resources (Graph 2).

In the same question, over one-third of respondents (35%) indicated that they felt the coast was important because it was “part of our culture”. This shows that Nova Scotians identify with the coast as a defining feature of life in the province.

Economic considerations were also a factor of importance for many of the survey respondents. Nearly a quarter stated that the coast was an important source of employment (23.2%). Tourism opportunities were listed by 31.2% of respondents, and the commercial fishery was listed by 21% of respondents.

Graph 2



The Most Important Coastal Issue is the Environment

Survey respondents were asked to state what they felt was the most important issue with respect to coastal areas. In this instance, respondents were only asked to identify *one* issue. While the responses were generally varied, one issue which stood above the rest was **water quality**. 26.5% of respondents listed water quality as the most important issues with respect to coastal areas. The second most common response was **preserving wildlife habitat** with 13.3%. **Maintaining the commercial fishery** was listed by 9.5% of respondents. The other coastal issues cited by the respondents included: (a full list can be found in Appendix A)

- Public access to the coast: 6.8%
- Erosion: 6.5%
- Environment: 4.7%
- Maintaining leisure opportunities: 4.5%
- Oil spills: 3.0%
- Over development: 2.5%

In examining this question and the previous one (“why do you think the coast is important?”) a pattern of concern for the environment is apparent. In some cases residents have been more specific about the environmental issue (e.g. erosion, oil spills) they feel is most important, but the findings

demonstrate that protecting the environment and natural habitats is valued by Nova Scotians.

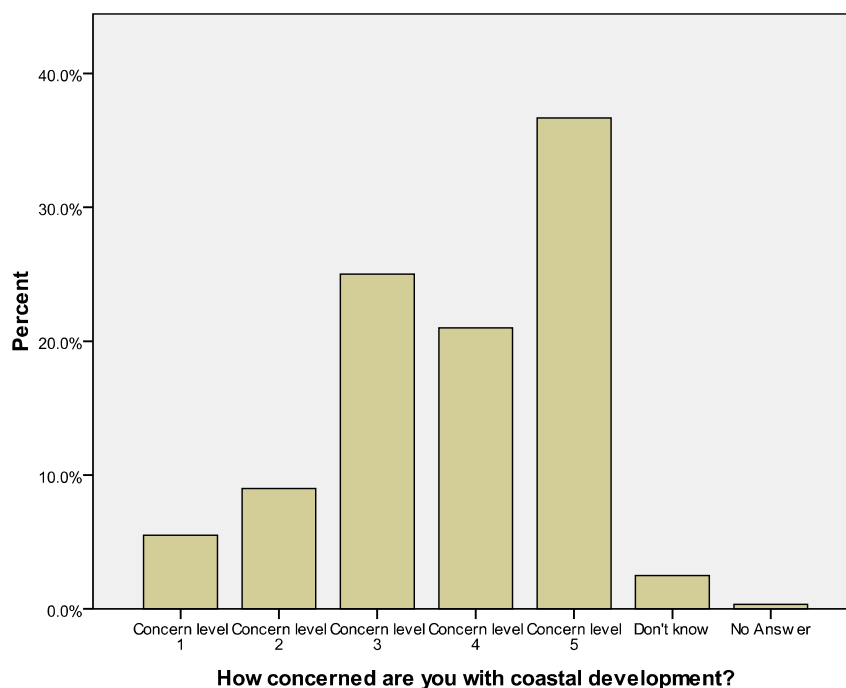
Coastal Development

- **82.7% of respondents are concerned about coastal development;**
- **51.5% of respondents believe that protecting the natural environment should be a priority in coastal management.**

Level of Concern

Each survey respondent was asked to state, on a scale of 1 to 5 where 1 is “not at all concerned” and 5 is “very concerned”, how concerned they were with coastal development in Nova Scotia. During the survey, “coastal development” was described as any buildings, roads, wharves, factories, etc. within 2km of the coastline. The majority of respondents (82.7%) indicated a concern level of 3 or higher for coastal development (Graph 3). As coastal development is one of six priority issues for the Government of Nova Scotia, this demonstrates that their priorities are in line with those of the public.

Graph 3



Priorities for Managing Coastal Development

The following question then asked residents for their priorities for managing coastal development. In this question, they were instructed to list as many priorities as they felt necessary. The most common answer given (51.5%) was **protecting the natural environment**. Again, this demonstrates a high value being placed on the environment by provincial residents. 13.2% of respondents stated that one of the priorities for managing coastal development should be to **limit commercial development**. 11.5% stated that a priority should be to **maintain or increase leisure opportunities**. There were also many other suggestions which included: (see full list in Appendix A)

- Decrease residential development: 7.2%
- Increase tourism opportunities: 6.2%
- Increase employment opportunities: 6%
- Decrease industrial development: 4.8%

Specific **environmental issues** were often cited as well. Suggestions for priorities included: pollution (4%), environmental concerns (1.3%) and erosion (1.2%).

Overall, the survey respondents had many varied suggestions for developing priorities in coastal management. The suggestions “limit commercial development”, “decrease residential development” and “decrease industrial development” were made by a quarter (25.2%) of respondents. However, 15.8% suggested the opposing ideas of “increase employment opportunities”, “increase commercial development”, “increase industrial development”, “increase residential development” and “increase tourism.” This demonstrates a diversity of opinions on how development should occur. Future planning must carefully consider the range of opinions and ideas on this subject.

Protecting the natural environment is the top priority for managing coastal development

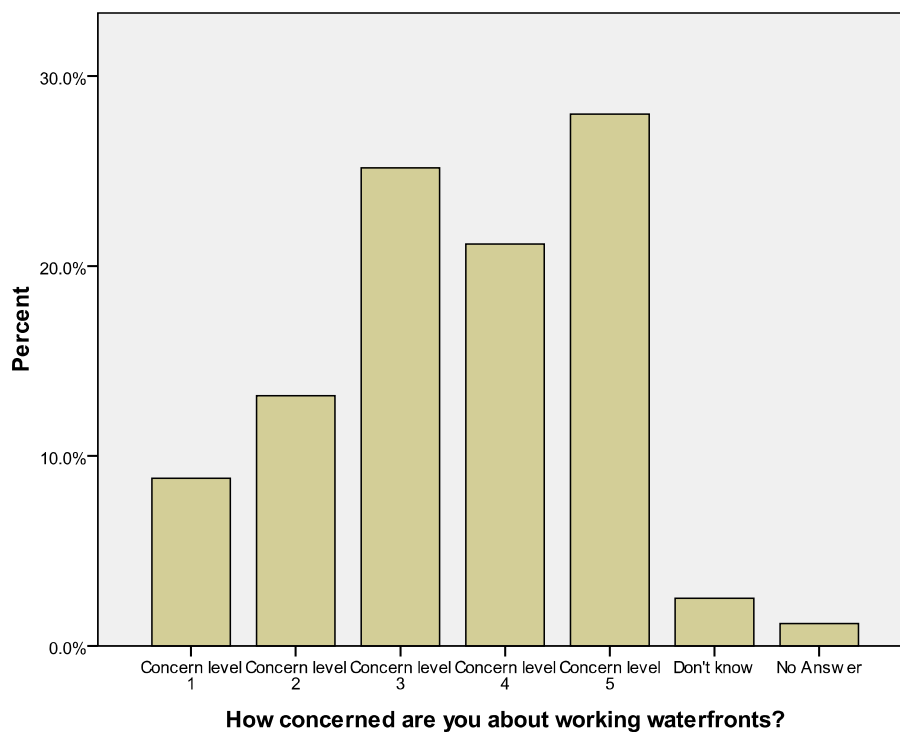
Working Waterfronts

- 74.4% of respondents are concerned about working waterfronts;
- Respondents who live in a community with a working waterfront generally feel it positively impacts the community.

Level of Concern

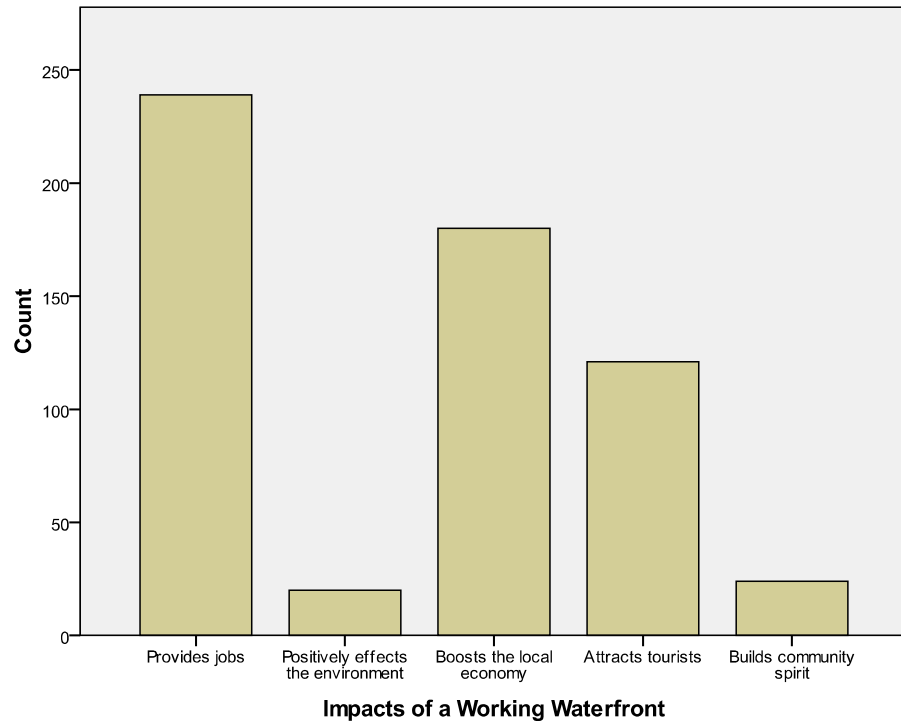
Each survey respondent was asked to state, on a scale of 1 to 5 where 1 is “not at all concerned” and 5 is “very concerned”, how concerned they were about working waterfronts in Nova Scotia. In the survey, working waterfronts were described as sites or facilities that provide access to the ocean for businesses that depend on the sea, such as ports and fisheries. While approximately half (53%) of survey respondents stated that they lived in a community with a working waterfront, most respondents (74.4%) indicated a concern level of 3 or greater (Graph 4). It is clear that working waterfronts is an important topic in the province for people, regardless of whether or not they live in a community that has one.

Graph 4



Respondents that indicated that they lived in a community with a working waterfront were asked how it has impacted their community. The most common impact was **providing jobs**, which was stated by most (74.5%) respondents. Over half of respondents (56.1%) also stated that the working waterfront **boosted the local economy**. 37.3% indicated that it **attracted tourists** as well. Overall, the impacts of having a working waterfront are perceived as positive.

Graph 5



Ensuring Healthy Working Waterfronts



All survey respondents were asked what they felt could be done to ensure a healthy working waterfront. In this instance, there was a level of uncertainty with 9.7% of respondents indicating that they **don't know** what can be done. **Clean up pollution** was

identified by 8.7% of respondents. 6.7% of respondents indicated that they felt **strict regulation and enforcement** would be needed. **Proper sewage treatment** was listed by 4.0% of respondents (for all responses please see complete list in Appendix A).

While there is a high level of concern about working waterfronts, there does not appear to be a lot of knowledge of how to go about ensuring they remain healthy. The opinions given on what could be done were diverse, suggesting that there is no consensus among residents. However, by stating “clean up pollution”,

Working waterfronts positively impact coastal communities

“proper sewage treatment” and “strict regulation and enforcement” respondents are indicating that there is a role for government intervention in the development and maintenance of healthy working waterfronts. It should be noted that there is a potential bias in the use of the word “healthy” as some respondents may have assumed that it referred exclusively to environmental health.

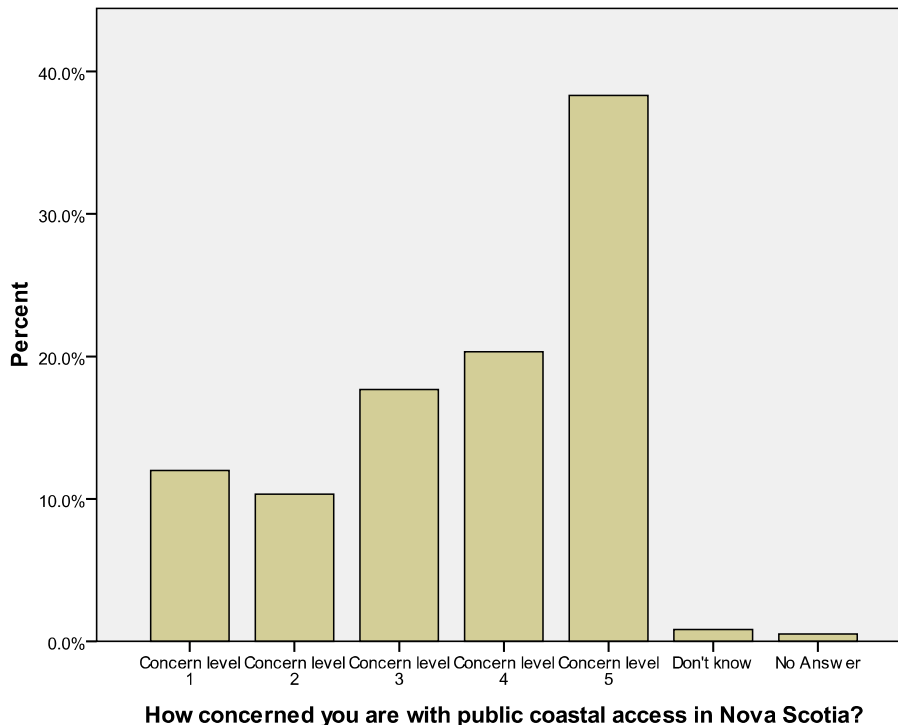
Public Coastal Access

- **76.3% of respondent are concerned about public coastal access;**
- **50% of respondents feel that private property hinders their access to the coast;**
- **75.7% of Nova Scotians use the coast for leisure opportunities.**

Level of Concern

Survey respondents were asked to state, on a scale of 1 to 5 where 1 is “not at all concerned” and 5 is “very concerned”, how concerned they were about public coastal access in Nova Scotia. In the survey, “public access” referred to people’s ability to view, reach and move along the shoreline of Nova Scotia. Over three-quarters of respondents (76.3%) stated that they had a concern level of 3 or greater (Graph 6). The high level of concern identifies this as a priority issue for Nova Scotians.

Graph 6



Respondents were asked to indicate what they felt was the most limiting factor in accessing the coast. Survey respondents were permitted to list as many reasons as they felt necessary. **Private property** hindering access emerged as the most commonly stated reason (50%). **Difficult to access** was also listed by nearly a fifth of respondents (18.2%). Some survey respondents were more specific about difficulties accessing the coast, stating that there were poor roadways or no transportation to the areas (please see the complete list in Appendix A). However, 20.8% of respondents indicated that **there was no limiting factor** in accessing the coast. These findings indicate that while there is a concern over public access, not all residents find it difficult. Private property is, however, the issue of greatest concern.

Ensuring Nova Scotians have Access to the Coast

Respondents were asked to describe what could be done to ensure that Nova Scotians have access to the coast. Consistent with respondents' desire for more leisure opportunities on the coast, the most commonly made suggestion for improving access to the coast was to **build walking paths** (30.5%). The second most common response (20.1%) was to **designate**

Nova Scotians would like more opportunities for leisure along the coast

public beaches. “Creating right of ways”, “repair roadways” and “build parking lots” were cumulatively listed by 22.2% of respondents, indicating that constructing the physical infrastructure required to access the coast is desired. 10.5% of

respondents stated that there should be an “increase in the amount of publically owned land”, “maintain local ownership”, “regulate foreign ownership of land” or that there should be a “stop of sales to foreigners”. This response is consistent with the concern of private property limiting access noted in the previous question.

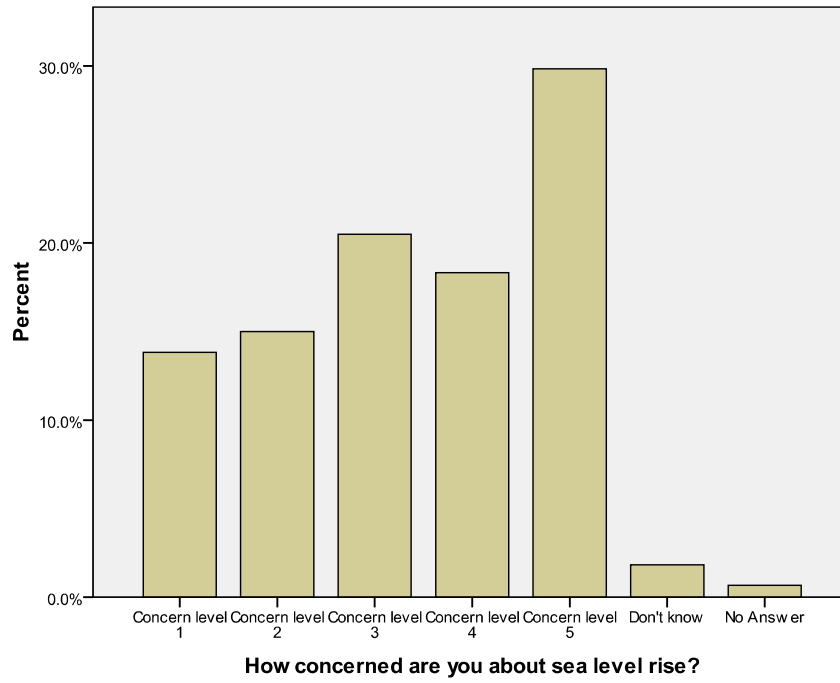
Sea Level Rise and Storm Events

- 68.6% of respondents are concerned about sea level rise;
- 76.2% of respondents are concerned about storm events;
- Most Nova Scotians believe that it is necessary to adapt to sea level rise and storm events.

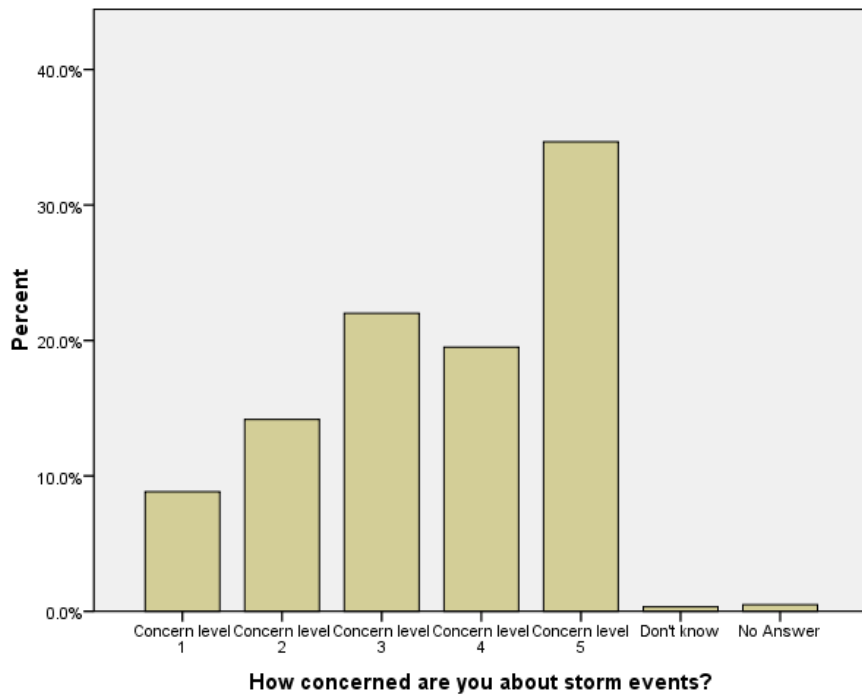
Level of Concern

In two separate questions, survey respondents were asked to state, on a scale of 1 to 5 where 1 is “not at all concerned” and 5 is “very concerned”, how concerned they were about sea level rise and storm events in Nova Scotia. For this survey sea level rise meant rising sea water. Storm events referred to waves, high winds and flooding. In regards to sea level rise, 68.6% of respondents indicated a concern level of 3 or greater (Graph 7). There was a greater level of concern for storm events with 76.2% of respondents stating that they felt a concern level of 3 or greater (Graph 8). These statistics demonstrate a high level of concern for these coastal hazard impacts on the province.

Graph 7



Graph 8



Preparing for Sea Level Rise and Storm Events

Most Nova Scotians believe it is necessary to adapt to coastal hazards

Survey respondents were asked what they felt Nova Scotians should do to prepare for sea level rise and storm events. In this question, participants were permitted to list as many suggestions as they felt necessary. The most frequently listed

response was to **move farther away from the coast** (27.1%). Additionally, 23.5% stated that people should **pay closer attention to weather forecasts**, and 16% stated that people should **develop an evacuation plan**. Each of these responses reflects an attitude that Nova Scotians must adapt to the changing climate conditions. Nearly a quarter (24.8%) of respondents stated that the province should **build retaining walls**, a mitigating action. There appears to be a significant level of uncertainty, however, in how to prepare for sea level rise or storm events. A total of 18% of respondents stated either **nothing** or **don't know** in response to the question. A greater level of awareness on what can be done should be fostered, especially in coastal communities where the impacts will be greatest. A complete list of all suggestions can be found in Appendix A.

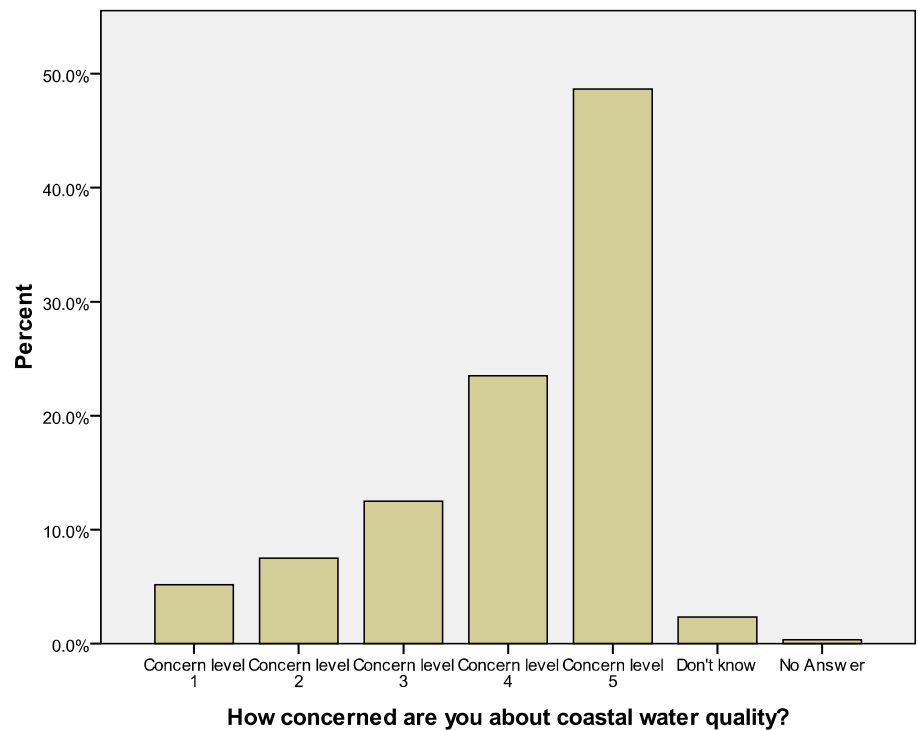
Coastal Water Quality

- 84.7% of respondents are concerned about coastal water quality;
- 64.8% of respondents feel that sewage is deteriorating coastal water quality;
- 75.5% of respondents stated that water quality impacted their ability to use the coast for leisure.

Level of Concern

Each survey respondent was asked to state, on a scale of 1 to 5 where 1 is “not at all concerned” and 5 is “very concerned”, how concerned they were about coastal water quality in Nova Scotia. For this survey “coastal water” refers to the salt water from the shore to 1km out to sea. Most people (84.7%) indicated that they had a concern level of 3 or great. However, of those, nearly half (48.7%) had a concern level of 5 (Graph 9). This demonstrates a very high level of concern within the province about coastal water quality.

Graph 9



Survey respondents were asked “what do you believe has the most impact on reducing overall coastal water quality?” Participants were permitted to identify as many impacts as they felt necessary. The most commonly given answer was **sewage** (64.8%). **Residential waste** was stated by 45.2% of respondents, and **industrial waste** was listed by 31.8%. **Boast and ballast discharge from boats** were mentioned by a total of 32.5% of respondents. **Oil spills** were listed by 21.5% of respondents. (Given that the survey was conducted at the time of the oil spill in the Gulf of Mexico, this response may be higher than in typical conditions.) These responses display a general concern for harmful substances being dumped into the ocean.

The following question asked how respondents felt Nova Scotians are affected by coastal water quality. Three quarters (75.5%) of respondents stated that their ability to **use the coast for recreation** was affected. The **commercial fishery** being affected was also a prominent concern (52.7%). These findings show that Nova Scotians are very aware of coastal water quality impacting leisure uses and economic uses.

More respondents stated that poor water quality hurt Nova Scotia than stated good water quality helped Nova Scotia (see complete list in Appendix A). For example, 13% stated that “poor water quality hurt local economies” while only 1.3% stated that “good water quality improves local economies”. This suggests that respondents are more likely to react to information about poor water quality than to information about good water quality.

Improving Coastal Water Quality

Respondents were asked what could be done to maintain and improve coastal water quality. In this question, respondents were permitted to provide as many answers as they felt necessary. **Sewage treatment plants** were the most strongly recommended suggestion (17%). Of those who suggested sewage treatment plants are needed, 71% indicated that they live within 2km of the coast. This shows that people who are nearer to the coast have a high level of concern about sewage dumping.

Sewage treatment is needed
to improve coastal water
quality

Government intervention was also recommended (23.3%) in answers such as “enforce law and regulations”, “increased and improved monitoring of coastal activities”, “more government funding”, and “strict laws and regulations”. **Improving education and public awareness** were stated by a total of 8.3% of respondents, demonstrating a desire to have the public more involved in developing a solution. However, there was also a level of uncertainty among respondents with 11.7% stating that they **don’t know** what can be done.

While respondents indicated a very high level of concern about coastal water quality, more than 1 in 10 people do not know how to work towards a solution. Raising awareness about what can be done is important. The Government of Nova Scotia may want to seek out or develop programs which raise awareness on improving coastal waters. In comparing the respondents who stated they lived within 2km of the coast and the suggestions on how to improve coastal water quality, those who lived within 2km of the coast were twice as likely to say they “don’t know” what can be done (15% of people who live within 2km of the coast said “don’t know” while only 7% of people who do not living within 2km of the coast said “don’t know”). Developing capacity in coastal communities will improve awareness on how to maintain good water quality.

Sensitive Coastal Ecosystems and Habitats

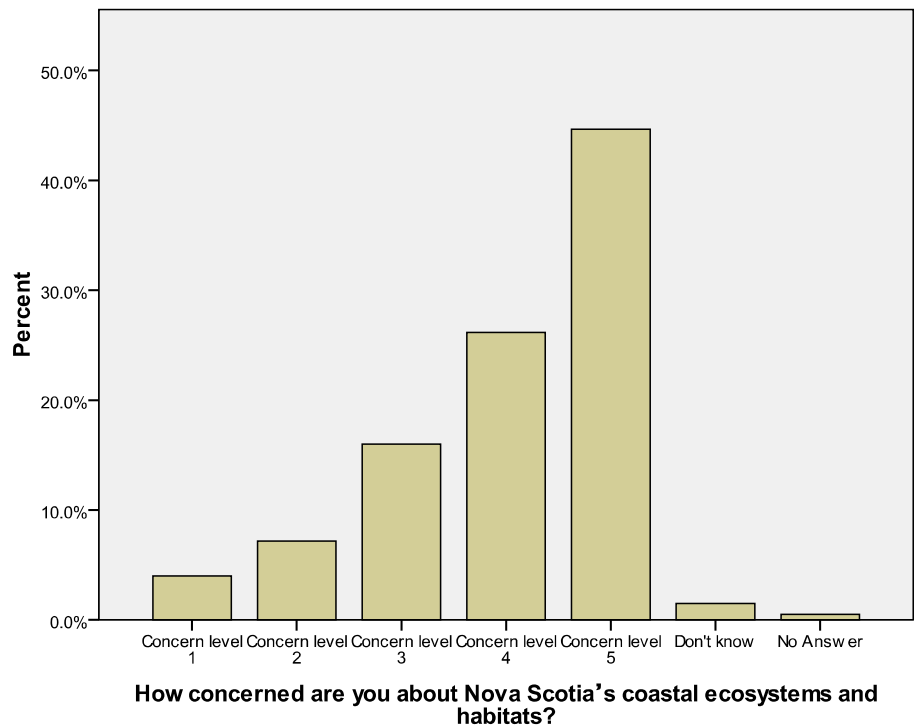
- **86.9% of respondents are concerned about coastal ecosystems and habitats;**
- **62.8% of respondents feel that the province’s ecosystems and habitats are at risk;**

- **22.7% of respondents feel that sewage is placing Nova Scotia’s ecosystems at risk.**

Level of Concern

Each survey respondent was asked to state, on a scale of 1 to 5 where 1 is “not at all concerned” and 5 is “very concerned”, how concerned they were about coastal ecosystems and habitats in Nova Scotia. For this survey, examples of a coastal ecosystem or habitat were given which included salt marshes, beaches and dunes. Most respondents (86.9%) stated they had a concern level of 3 or greater. Of that statistic, 44.7% had a concern level of 5 (Graph 10). Furthermore, 62.8% of respondents stated that they felt the province’s coastal ecosystems were at risk. Of the six priority issues identified by the Government of Nova Scotia, sensitive ecosystems and habitats appears to be the most important for residents. This is in keeping with earlier findings showing that the environment was a top concern for residents.

Graph 10



Respondents who indicated they felt that the province’s ecosystems were at risk were asked to identify which ecosystems they felt were most at risk. They were permitted to provide as many answers as they felt necessary. **Coastal wetlands/tidal marshes** were listed most often (38.2%). **Sandy shores/dune systems** were the second most commonly listed (27.5%). **Estuaries/mudflats** were stated by 16.7% of respondents. The remaining ecosystems, “rocky shore/boulder cobble

shore”, “coastal forest/coastal barrens”, “dykelands” and “coastal islands” had approximately the same amount of respondents ranging from 10-13% each. “Open water/bras d’Or lakes” was somewhat lower with 7.3%. Approximately 1 in 10 (11.7%) respondents stated that they “didn’t know” which ecosystems were most at risk. Overall, this demonstrates that over half of all Nova Scotians feel that ecosystems are at risk, and most of those people can identify ecosystems they feel are particularly vulnerable.

All survey respondents were asked to identify what they felt was causing ecosystems and habitats to be at risk. Respondents were permitted to give as many reasons as they felt necessary. Again, **sewage disposal** was listed as the most prominent risk (22.7%). **Residential waste** was indicated by 19% of respondents. Both this question and that of “what could be done to maintain and improve coastal water quality?” had sewage treatment and residential waste as the top two answers. These findings show that these are two issues which Nova Scotians care about and are seeking solutions for.

Industrial waste was also stated (18.5%) as a factor which contributes to putting ecosystems and habitats at risk. “Boats”, “discharge from boats” and “activities in ship yards” were cumulatively listed by 18% of people. 16.3% of respondents also stated that “over development”, “over population” and “people” were responsible for placing ecosystems at risk. A general finding from these results is that anthropological sources are seen to be the greatest threat to ecosystems and habitats in the province.

Protecting Sensitive Coastal Ecosystems and Habitats

Residents were asked what they felt could be done to protect sensitive ecosystems. **Increasing regulations regarding activities in sensitive ecosystems and habitats** was selected by 16.3% of respondents. **Increased monitoring of sensitive ecosystems and habitats** was identified by 13.2% of respondents. Additionally, **designating protected areas** was stated by 11.3% of people. Combined, these answers show a desire to have involvement on the part of the government.

Limiting and banning public access were also suggested (12.8%), in keeping with the finding that the threat to ecosystems is mostly from humans. 7% of respondents stated that public education was needed to help protect ecosystems and habitats.

Government intervention is needed to protect coastal ecosystems

While the suggestions made by respondents are diverse, there is an overall willingness on the part of Nova Scotians to find a means of protecting sensitive areas. A complete list of all suggestions can be found in Appendix A.

Nova Scotians have a Vision of Clean Beaches for 2020

One of the objectives of this survey was to determine the vision Nova Scotians have for the coast in 2020. Residents were asked to describe what they would like to see the coast look like ten years from now. **Clean beaches** were most cited (43.2%). **Keeping it the same** was also commonly stated (38.7%), showing that over one-third of residents are satisfied with the current coastline. **Good coastal water quality** was stated by 22.5% of respondents. 12% of respondents indicated that they wanted to see **no more sewage discharge into the ocean** and additional 7.5% stated **no more industrial discharge into the ocean**. Keeping harmful materials out of the ocean is a high priority for Nova Scotians, which is in line with the theme of protecting the environment that has been reported throughout the survey.

Interestingly, economic development was not a priority for most respondents. Less than 1 in 10 (9.5% cumulative) answered “more commercial fishing”, “more employment opportunities”, “increase tourist visits”, or “improve local economies in coastal communities”. Though economic interests are important in coastal areas, the findings show that residents are more interested in a clean coast with good water quality and less dumping of harmful materials into the ocean.

Survey respondents were also asked who they felt should be involved in achieving the desired vision. Respondents were permitted to give as many answers as they felt necessary. **The provincial government** was most commonly listed (71.5%). Also frequently indicated (61%), many stated that the **federal government** should be involved. 58.7% stated that **municipal governments** should participate. These findings show a strong inclination to have the different levels of government involved in achieving a vision for the coast in 2020. However, 51.5% of respondents said that **coastal residents** should be involved and 31% said **businesses operating along the coast**, demonstrating that the public would not rely solely on government intervention.

Based on findings in this survey it can be deduced that Nova Scotians have a vision for the coast in 2020 which involves cooperation between the various levels of government and with the citizens of the province. Furthermore, Nova Scotians would like a clean coastline with good water quality.

Most Nova Scotians are Not Aware of the State of the Nova Scotia Coast Report

The State of the Nova Scotia Coast Report gives an overview of the current state of the coast in Nova Scotia and outlines the Government's six priority issues for coastal management. Survey respondents were asked if they were aware of the State of the Nova Scotia Coast Report (SONSCR). Only 6.8% of respondents were aware of it, while 93.2% were not.

The low numbers of respondents who were aware of the SONSCR were insufficient to provide a statistically significant sample for the questions which followed about the Report. However, the numbers, rather than the percentages will be reported.

Those who responded that they were aware of the SONSCR were asked how they heard about it. Respondents were permitted to list as many sources as they could remember. 10 of 41 respondents had become aware of the report through television coverage. 8 of 41 had become aware through the newspaper and 5 had heard through the internet. A complete list of answers can be found in Appendix A.



Those who were aware of the Report were also asked if they had accessed the report. Only 9 of 41 stated that they had accessed it. Of the 9, 4 had received a print copy, 3 had read it online, 2 had printed it off the internet and 1 respondent stated they had received it at a meeting. These respondents were then asked if they had read the Report and all 9 indicated **yes**, they had read it. They were further asked which product they felt had been most useful to them (they were permitted to list as many as they felt necessary). The **summary document** was listed by 4 respondents. The **fact sheets** were listed by 2 respondents. The full technical report, specific chapters in the technical report, and website were mentioned by 1 respondent each. Finally, those who accessed the report were asked how they have used the information from the SONSCR. 3 people stated that they had shared it with a friend or family member, and 3 people stated that they had done nothing with it. 1 person each mentioned sharing with a public official, using it at Coastal College NS, using it for themselves only, and to write a submission.

Conclusion

The survey has determined that Nova Scotians have a high level of concern for each of the six priority issues outlined in the SONSCR. In particular, residents are concerned with **sensitive ecosystems and habitats** and **coastal water quality**. Throughout the survey, most respondents showed a concern for the environment and a desire to see more environmentally friendly practices and regulations in place.

There are also a significant number of people who report that they use the coast primarily for leisure. Whether respondents considered themselves coastal residents or not, using the coast for leisure was often listed as a reason why the coast was important.

It is noted that the telephone survey is a random sample of Nova Scotians and the questions do not address particular geographic areas. The survey is designed to determine general broad-based awareness, knowledge and perceptions of coastal issues at a macro level. It is not designed to determine the perceptions of particular stretches of coastline in particular communities.