

Study Methodology

Questionnaire Design

The questions commissioned by Leave A Legacy utilized in this study were designed by Corporate Research Associates Inc., in consultation with Leave A Legacy 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 Nova Scotia 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 or older in Nova Scotia.

Survey Administration

The survey was conducted by telephone from August 8 to August 31, 2016. All interviewing was conducted by fully trained and supervised interviewers and a minimum of 10 percent of all completed interviews were monitored or subsequently verified.

Completion Results

Among all eligible Nova Scotia residents contacted, the response rate was 13 percent. Response rate is calculated as the number of cooperative contacts (1,286) divided by the total number of eligible telephone numbers called (9,936).

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

Completion Results	
A. Total Numbers Attempted	17,008
Not in Service/Blocked Number	6,806
Fax/Modem	90
Cell Phone/Pager	13
Incorrect/Business Number	162
Duplicates	1
B. Total Eligible Numbers	9,936
Busy	100
Answering Machine	490
No Answer	4,930
Illness, Incapable	15
Language Barrier	36
Selected/Eligible Respondent Not Available/Callbacks	152
C. Total Asked	4,213
Never Call List	62
Gatekeeper Refusal	1,667
Respondent Refusal	130
Terminated/Hang up	1,068
D. Co-operative Contacts	1,286
Disqualified/Quota Full/Terminate	886
Complete	400

Sample Distribution

The overall results are based on 400 interviews with individuals from the population of Nova Scotia. 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 Size and Tolerances

As margins of error for various sub-samples will vary based on sample size and proportion of the obtained result, a selection of sampling tolerances is presented in the following table:

Sample Size	Proportion				
	90% 10%	80% 20%	70% 30%	60% 40%	50% 50%
50	8.3%	11.1%	12.7%	13.6%	13.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
200	4.2%	5.5%	6.3%	6.8%	6.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
400	2.9%	3.9%	4.5%	4.8%	4.9%