



NARRATIVE
RESEARCH

2022 Nova Scotia Culture Survey

Report Prepared for:
Communications Nova Scotia
on behalf of the Department of Communities, Culture,
Tourism and Heritage



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Introduction

The *2022 Nova Scotia Culture Survey* measured Nova Scotians' attitudes about culture and their cultural identities.

This project has a long history. An inaugural *Nova Scotia Culture Survey* was conducted in 2015, with additional surveys conducted in 2016, 2018, and 2020. Some of the questions in the 2022 survey have been asked previously, enabling comparison over time. The 2022 survey was, however, adapted considerably to meet current needs and priorities. New sections and questions were added on equity, diversity, inclusion, racism, as well as the impacts of COVID-19. The Office of Equity and Anti-Racism Initiatives' new guiding principles were also added to the 2022 survey to collect some baseline data on those values and start tracking and monitoring them overtime.

The 2022 survey was conducted via telephone interview, with a statistically representative sample of 1,000 adult Nova Scotians. Data collection took place from March 2 to March 21. A sample of 1,000 drawn from the general population of Nova Scotia provides overall results accurate to within plus or minus 3.1 percentage points, 19 times out of 20. The results of this research can be extrapolated to the overall population of Nova Scotia with a 95 percent confidence level. This larger sample size allows for subgroup analysis across three key regions in the province (i.e., Halifax Regional Municipality, the rest of Mainland Nova Scotia, and Cape Breton Island). In the report, comparisons are also made between and among various demographic groups (e.g., Indigenous Nova Scotians, Black Nova Scotians, members of the 2SLGBTQ+ community, newcomers, Nova Scotians with disabilities and so forth). **Caution is recommended in interpreting the survey results of such demographic sub-groups of the overall population, as in many instances the sample sizes of these groups are small.** On average, the survey required sixteen (16) minutes to complete. It was available in English and French, although all respondents chose to complete it in English.

Throughout the report, comparisons are provided between the overall 2022 telephone survey results and the 2020, 2018, 2016 and 2015 results, where feasible. **It should be noted that in terms of comparisons to 2015 findings, changes in findings may be reflective of the methodologies (online in 2015 and telephone in subsequent years) used, rather than or as well as an actual change year-over-year.**

A more complete description of the methodology used to conduct the 2022 survey is provided at the end of this report. Of note, throughout the report, detailed data table references are included (e.g., "Table 1") for ease of reference. The survey questionnaire is presented as Appendix A, while the data tables/tabular results are included as Appendix B.

In undertaking this assignment, Narrative Research recognizes that assumptions and biases can be consciously and unconsciously built into the research process, and that power and privilege may have affected the ways the survey was designed, delivered and interpreted. As experienced research professionals, we made every effort to engage in peer discussion and rigorously question our assumptions, minimizing the impact power and privilege had on this work.



Executive Summary

The *2022 Nova Scotia Culture Survey* confirms that Nova Scotians continue to value culture, with widespread recognition of its public good and personal benefits. Compared with two years ago (2020), opinions regarding culture are largely stable on comparable measures.

From the perspective of Nova Scotians, the *meaning of 'culture'* is multi-faceted. Personal history, including heritage, background, and upbringing, is most often encompassed in the definition, while practices (traditions, customs, and way of living) and origin (nationality, language, where they are born) are also key components in defining culture. To a lesser degree, culture is defined as including social environment/norms, beliefs, leisure activities and art, concept of diversity and inclusion and sense of identity. Overall, it could be stated that Nova Scotians define culture as 'themselves,' their culture, their heritage, their cultural values and identities.

From this study, *five (5) key findings emerge*. Nova Scotians continue to *value culture (1)*, cultural diversity, and the ability of culture to connect diverse groups of people. Although Nova Scotians define culture in a variety of ways, as noted above they primarily *tie culture to themselves (2)*, defining it as their own heritage, values and identities. Unfortunately, *COVID-19 has negatively impacted participation (3)* in cultural activities, but Nova Scotians still believe *culture and cultural organizations have value, enrich our province, connect Nova Scotians and are important to our personal and collective wellbeing (4)*.

The 2022 results also confirm that Nova Scotians are *concerned about racism and discrimination (5)*, including a strong desire to address these issues. Most Nova Scotians have witnessed racism and discrimination in the last two years and some have experienced it themselves. Virtually everyone believes that "all Nova Scotians share responsibility for promoting equity, diversity, and inclusion" (87%); and three-quarters think that "urgent action is needed to confront racism in Nova Scotia" (75%) and "urgent action is needed to confront discrimination in Nova Scotia" (73%) – very high rates.

A few demographic trends cut across the 2022 research that should be noted upfront. Nova Scotians who are members of the 2SLGBTQ+ community, those who identify as female, those with higher education levels, and to some degree, those with higher household income levels generally place a higher value on culture and have more concern about racism and inequity than others. Those who have recently immigrated are more inclined to recognize benefits of culture, particularly personal benefits. Finally, the experience of racism and discrimination are notably elevated among Nova Scotians who identify themselves as being in equity-seeking groups, compared with those who are White.

The infographic on the following page offers a visual summary of selected results.

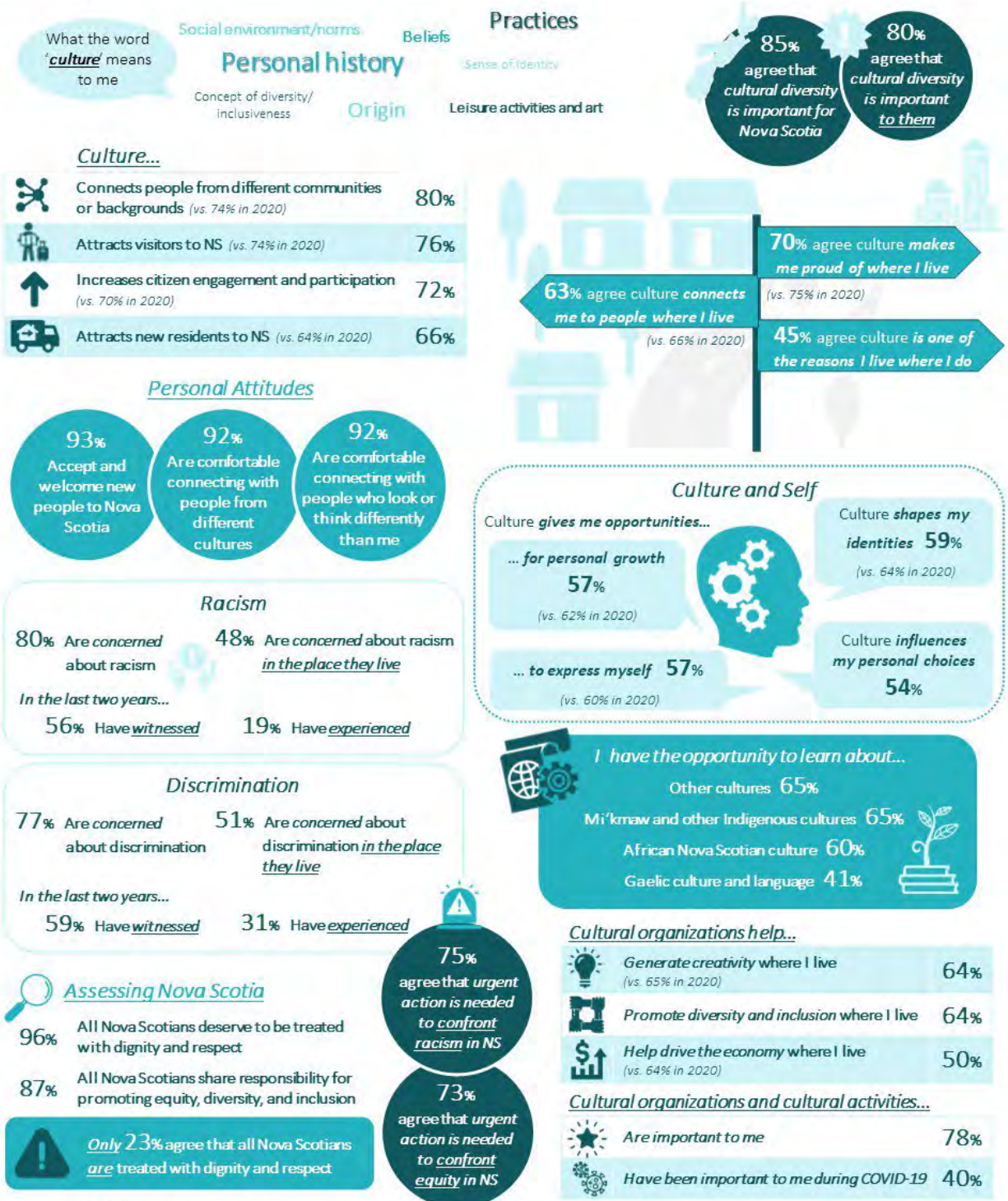


Communities, Culture, Tourism and Heritage

2022 Nova Scotia Culture Survey

Key Highlights

Methodology: Telephone interviews with a statistically representative sample of 1,000 adult Nova Scotians
Completion time: 16 minutes
Data Collection Dates: March 2-21, 2022



Notes: Unless otherwise noted, percentages represent top 2 box (1-2) ratings on a 5-pt. agreement scale. | Where available, comparisons are provided with the 2020 Nova Scotia Culture Study.



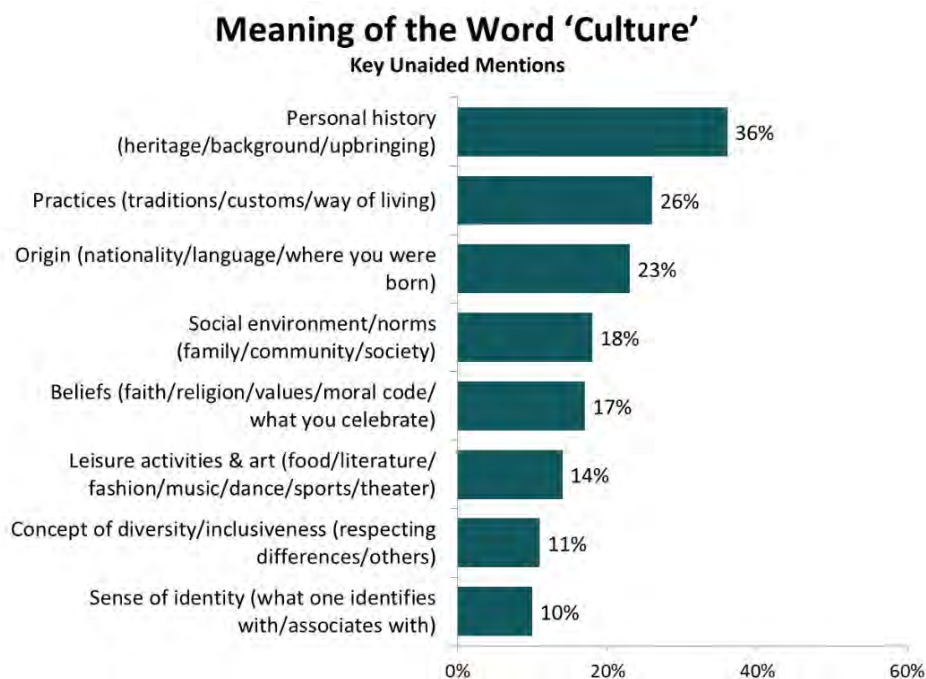
Detailed Analysis

How Nova Scotians Define Culture

At the beginning of this year’s survey, respondents were asked to explain what ‘culture’ means to them and their responses were recorded verbatim. As reflected in the results for the first question as well as other parts of the survey, Nova Scotians tend to define culture as their own cultural identity or

Nova Scotians define culture in a number of ways, with personal history, practices and origin topping the list.

identities. While a variety of responses to the first question were given, **personal history (heritage/background/upbringing)** is mentioned most often, by over one-third (36%). Rounding out the top three mentions, approximately one-quarter mention **practices (traditions/custom/way of living)** (26%), and/or **origin (nationality/language/where born)** (23%). As is evident from the following graph, several other elements go into defining culture, reflecting the multi-dimensional nature of the concept. (Table 1)



Q.1: To begin, what does the word ‘culture’ mean to you? Anything else? (n=1,000)

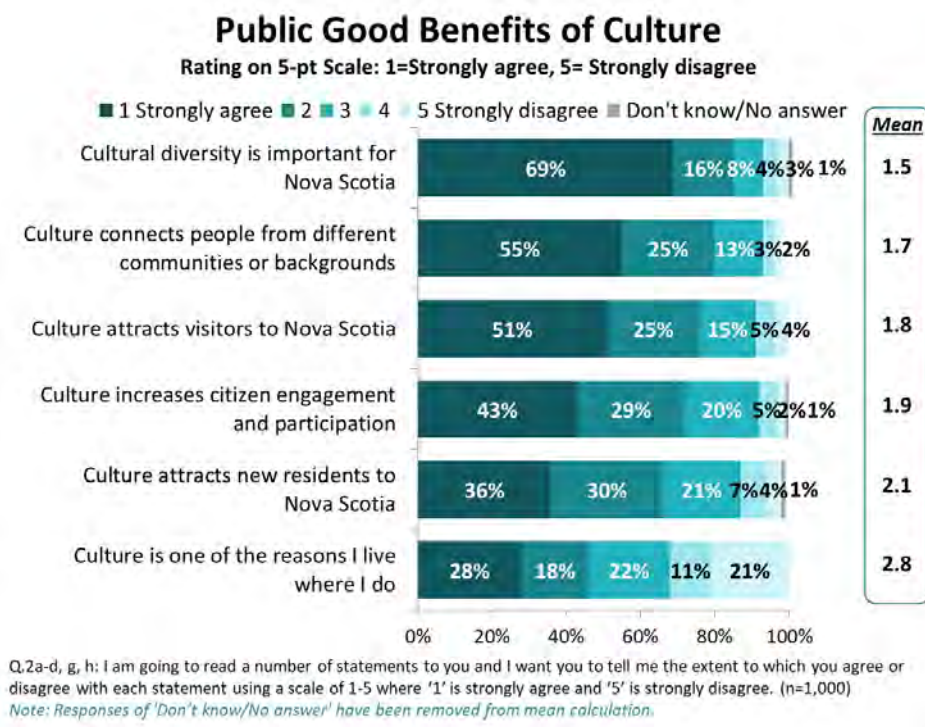
There are not marked, consistent differences in the definitions provided by different segments of the population. That said, those who have recently come to Nova Scotia from elsewhere in Canada or outside the country reference cultural practices slightly more often than personal history. Also, Cape Breton residents are the most likely to reference origin in their answers and HRM residents are the least likely to reference origin in their answers; and those who are White or Indigenous are more inclined to mention personal history, whereas among those who are Black tend to reference practices more than personal history.



Public Good Benefits of Culture

Nova Scotians recognize that culture enriches the province. There is widespread agreement that *cultural diversity is important to Nova Scotia* and *culture connects people from different communities or backgrounds*. While slightly less widespread, there is also moderately strong agreement that *culture attracts visitors from outside of the province*, *culture increases citizen engagement and participation*, and *culture attracts new residents to Nova Scotia*. Conversely, only a minority agree that *culture is one of the reasons they live where they do*. (Tables 1a-d, g, h)

Culture continues to be considered as having an array of public good benefits.



Each individual statement pertaining to benefits to the public good is discussed in greater detail in the following sections, with tracking from previous years included, where available.

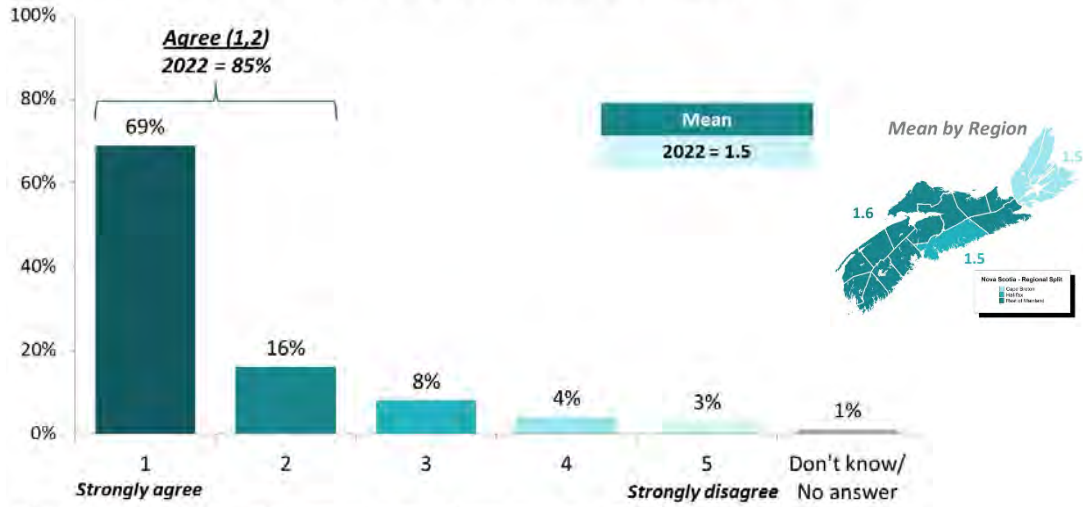
Importance of Cultural Diversity

Close to nine in ten Nova Scotians agree that *cultural diversity is important to Nova Scotia*. In fact, seven in ten strongly agree (i.e., offer a rating of '1') with this statement. Agreement is widespread across the various regions of the province and the demographic segments. That said, those who identify as female are notably more likely to strongly agree than those who identify as male. As well, those who recently moved to Nova Scotia from outside the country are more inclined to strongly agree, than are those who recently settled in the province from elsewhere in Canada, and those who have not recently come to Nova Scotia. (Table 2h)



Cultural Diversity Is Important for Nova Scotia

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



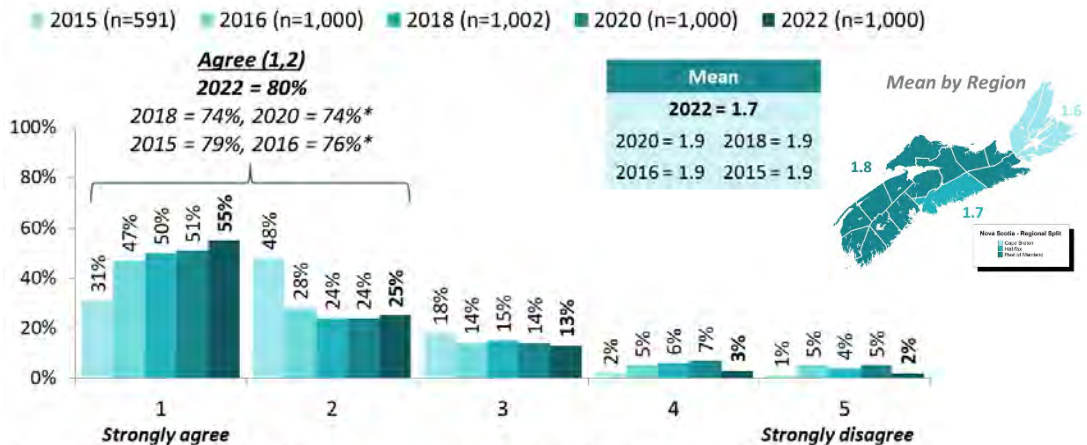
Q.2h: I am going to read a number of statements to you and I want you to tell me the extent to which you agree or disagree with each statement using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. Cultural diversity is important for Nova Scotia. (n=1,000) Note: Responses of 'Don't know/No answer' have been removed from mean calculation. New question in 2022.

Connecting People from Different Communities or Backgrounds

Eight in ten Nova Scotians believe that *culture connects people from different communities or backgrounds* – a rate that’s six percentage points higher than what it was in 2020. Just over one-half strongly agree. Differences are relatively small between segments. (Table 2a)

Culture Connects People From Different Communities or Backgrounds

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree

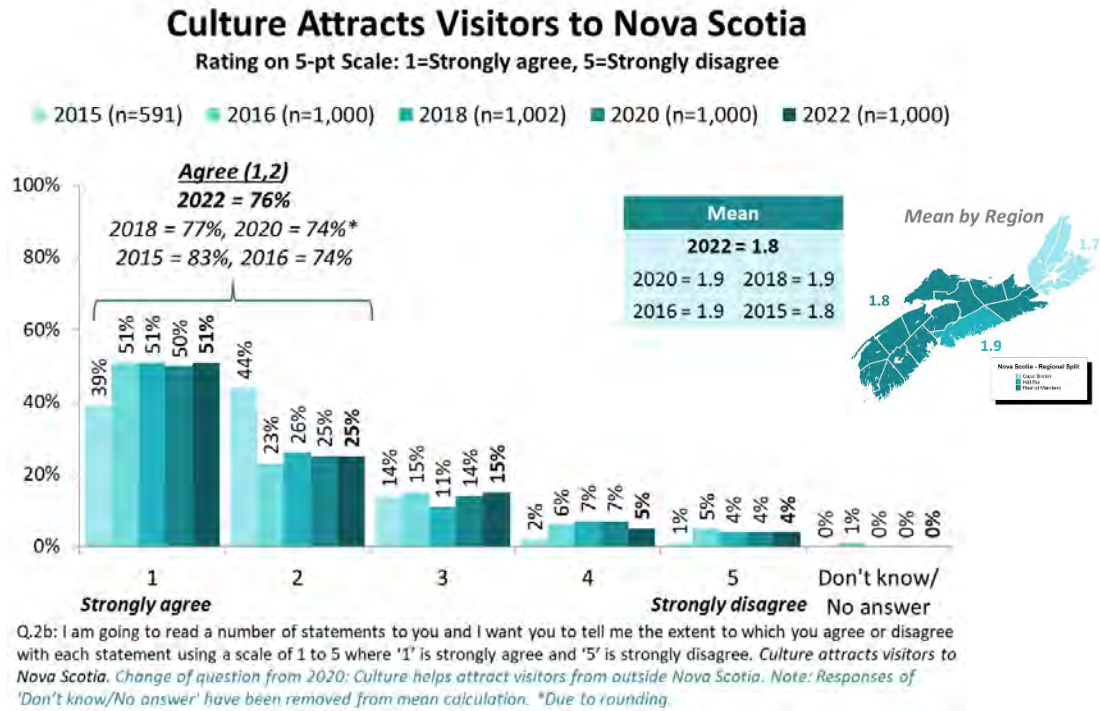


Q.2a: I am going to read a number of statements to you and I want you to tell me the extent to which you agree or disagree with each statement using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. Culture connects people from different communities or backgrounds. Change of question from 2020: Culture helps connect people from different communities or backgrounds. Note: Responses of 'Don't know/No answer' have been removed from mean calculation. *Due to rounding.



Attracting Visitors to Nova Scotia

Similar to previous results, three-quarters of Nova Scotians believe that *culture attracts visitors to Nova Scotia*, including one-half who strongly agree. The proportion strongly agreeing with this statement is notably higher in Cape Breton than elsewhere. It is also higher among those who are White compared with those who are Black or from other racialized groups with the exception of those who are Indigenous. (Table 2b)



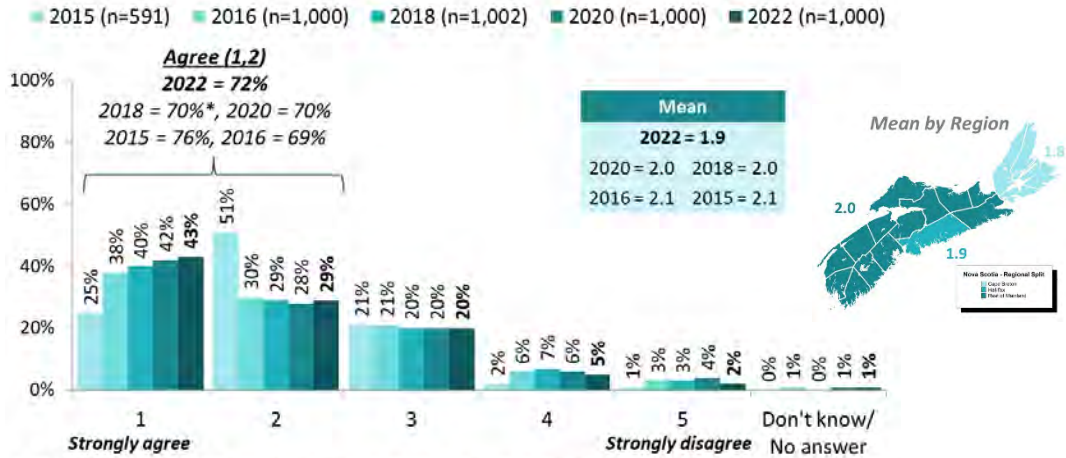
Increasing Citizen Engagement and Participation

Seven in ten residents agree that *culture increases citizen engagement and participation*, consistent with previous findings. Agreement is elevated among younger residents (age 18-34), as well as those who are members of the 2SLGBTQ+ community.

In terms of household income, it is highest among the middle household income segment of \$50K to <\$75K, and lowest among those with <\$50K household income. (Table 2d)

Culture Increases Citizen Engagement and Participation

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



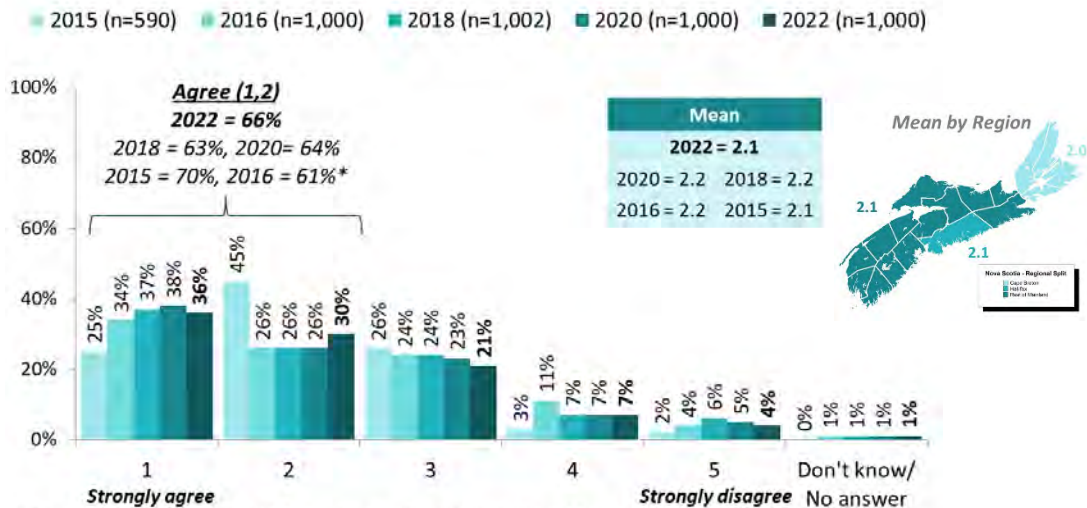
Q.2d: I am going to read a number of statements to you and I want you to tell me the extent to which you agree or disagree with each statement using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. *Culture increases citizen engagement and participation.* Change of question wording from 2020: *Culture helps increase citizen engagement and participation.* Note: Responses of 'Don't know/No answer' have been removed from mean calculation.
 *Due to rounding.

Attracting New Residents to Nova Scotia

Culture is thought to *attract new residents from outside Nova Scotia*, with approximately two in three residents agreeing this is the case, similar to previous years. Those with household incomes of less than \$50K and those with high school education or less are not as likely to agree, compared with their counterparts. (Table 2c)

Culture Attracts New Residents to Nova Scotia

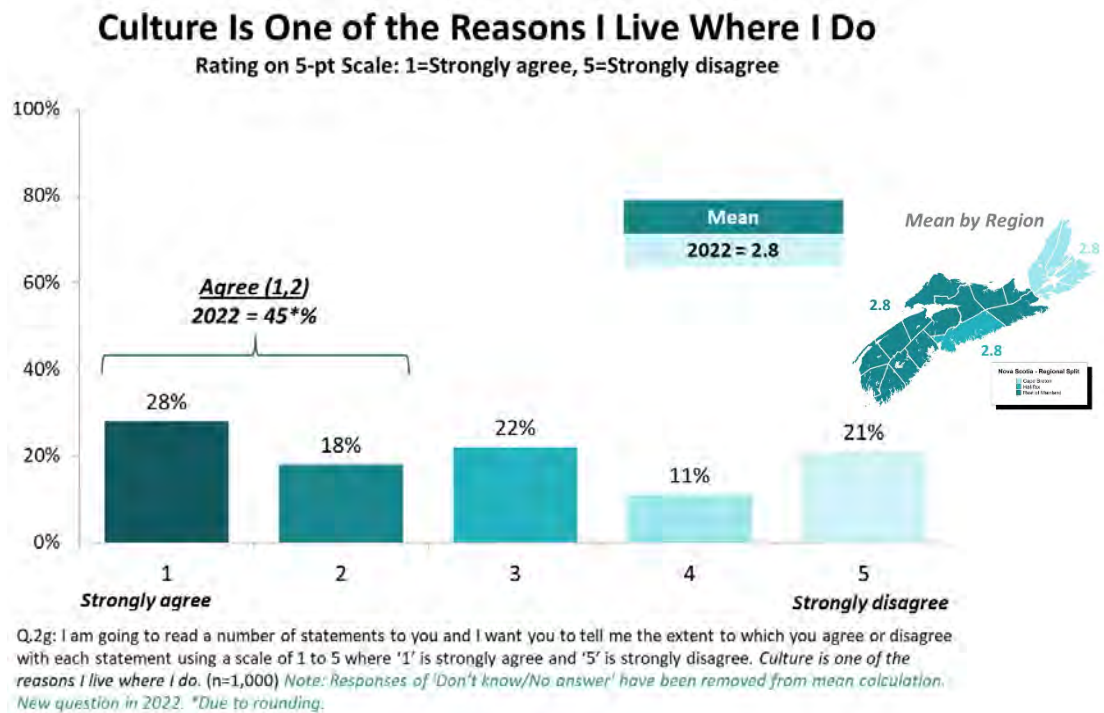
Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



Q.2c: I am going to read a number of statements to you and I want you to tell me the extent to which you agree or disagree with each statement using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. *Culture attracts new residents to Nova Scotia.* Change of question wording from 2020: *Culture helps attract new residents from outside Nova Scotia.* Note: Responses of 'Don't know/No answer' have been removed from mean calculation. *Due to rounding.

Providing Reasons for People to Live Where They Do

A new measure this year, just under one-half agree that *culture is one of the reasons they live where they do*, with smaller shares staying neutral or expressing disagreement. Agreement with this statement is notably higher among those who are Indigenous compared to those who are White. It is also notably elevated among those who are members of the 2SLGBTQ+ community versus the population overall. (Table 2g)



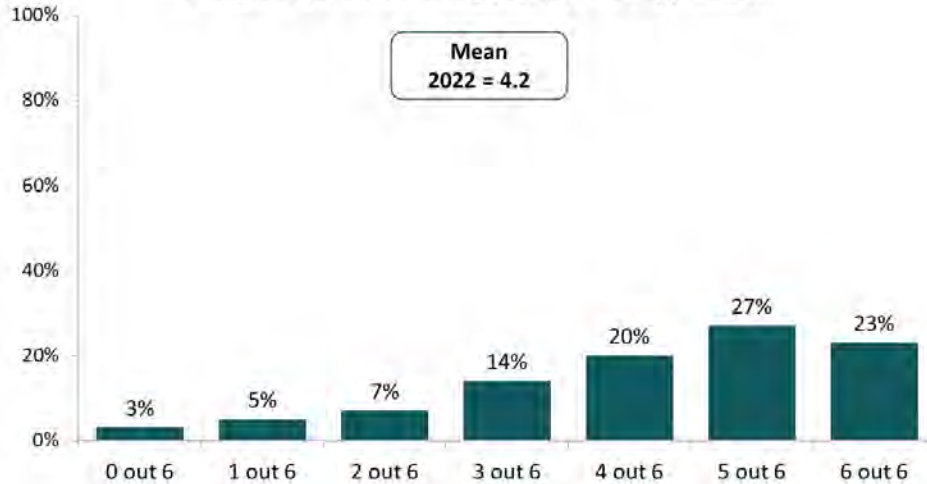
Statements Analysis. Questions 2a-d, g, and h in the survey explore generally similar themes in terms of what could be described as the *'Public Good Impact of Culture.'* The number of statements residents agree with from the above six were analyzed as an indicator of the extent of recognition of public benefits from culture.

One-half of residents agree with fully five or six statements, indicating a broad level of recognition of the public benefits of culture. Broad recognition of such benefits (i.e., agreement with five or six items) is more prevalent among recent immigrants, compared with those who did not recently immigrate. Regionally, residents in Cape Breton are most inclined and those in HRM least inclined to agree with five or six statements.

Number of Statements About Culture with Which Residents Agree

Rating of 1 or 2 (Agree)

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



Q.2a-d, g, h: I am going to read a number of statements to you and I want you to tell me the extent to which you agree or disagree with each statement using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. (n=1,000)

Personal Impact of Culture

Nova Scotians consider cultural diversity as important to them, providing many benefits.

The personal impact of culture is recognized by most Nova Scotians, with well over one-half agreeing with each statement posed on this topic. Notably, eight in ten Nova Scotians agree that *cultural diversity is important to them*. There is also moderately strong agreement among Nova Scotians that the *culture makes them proud of where they live* and *connects them with others where they live* and *shaping their identities*.

A majority also agrees that *culture gives them opportunities for personal growth* and to *express themselves* as well as *influences their personal choices*. (Tables 3a-g)

Personal Impact of Culture

Rating on 5-pt Scale: 1=Strongly agree, 5= Strongly disagree



Q.3a-g: Now I would like you to think about the impact culture has on you personally. I am going to read more statements to you and I'd like you to tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. (n=1,000) Note: Responses of 'Don't know/No answer' have been removed from mean calculation.

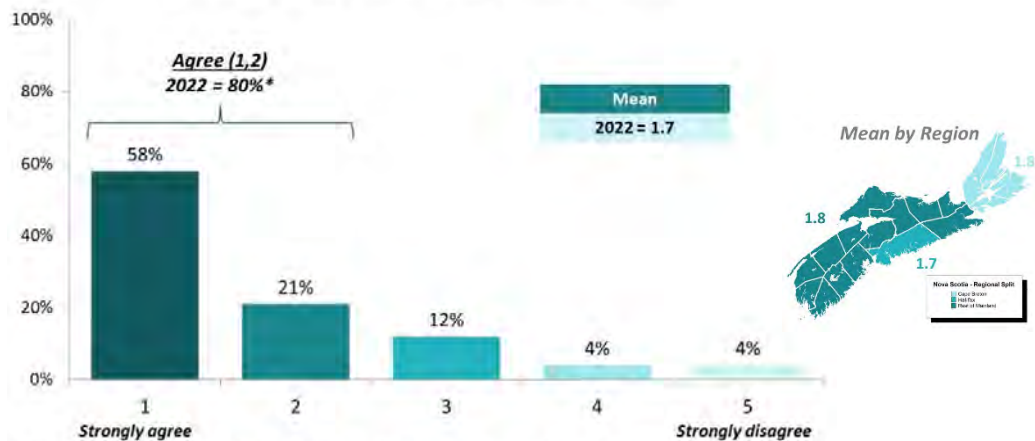
Results for each of the statements under evaluation are analyzed in more detail in the following sections, including tracking from previous research, where applicable.

Cultural Diversity Importance

Eight in ten Nova Scotians agree that *cultural diversity is important to them*, with six in ten strongly agreeing. Agreement is elevated among those who identify as female compared to those who identify as male and those with at least some post-secondary education compared to those with high school or less education. Agreement is also higher among those who are members of the 2SLGBTQ+ community compared with the population overall. (Table 3g)

Cultural Diversity Is Important to Me

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree

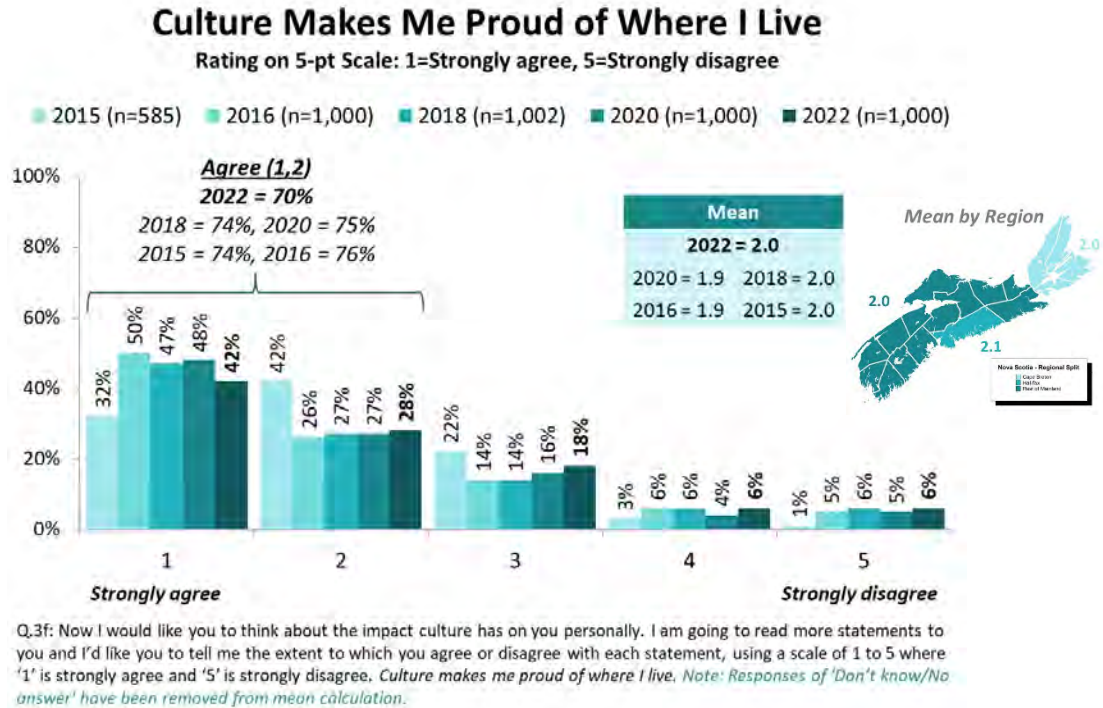


Q.3g: Now I would like you to think about the impact culture has on you personally. I am going to read more statements to you and I'd like you to tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. Cultural diversity is important to me. (n=1,000) Note: Responses of 'Don't know/No answer' have been removed from mean calculation. New question in 2022. *Due to rounding.



Proud of Where I Live

Seven in ten Nova Scotians indicate that *culture makes them proud of where they live*, a rate that’s down slightly from 2020, and one-half strongly agree with the statement. However, those who have moved to Nova Scotia from elsewhere in Canada are less likely to strongly agree with the statement. Strong agreement is highest in Cape Breton and lowest in HRM; and strong agreement is higher among older Nova Scotians (age 55+) compared with younger Nova Scotians. (Table 3f)



Connects Me with Other People

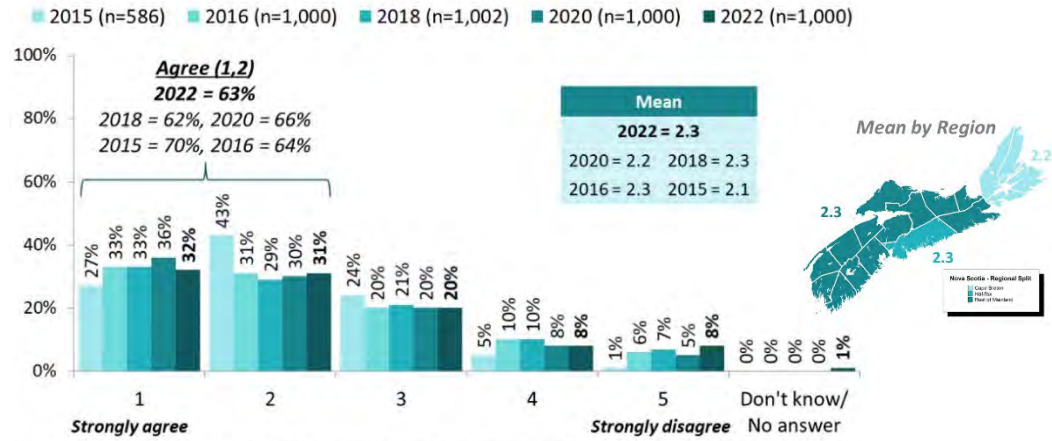
More than six in ten Nova Scotians believe that *culture connects them with people where they live*, with results on par with previous findings. Agreement is elevated among those with at least some postsecondary education, compared with those with lower education levels.

Agreement is also elevated among those who have recently moved to Nova Scotia from outside the country or outside the province, as compared to those who did not recently move to the province. Moreover, agreement also is higher among those who are members of the 2SLGBTQ+ community compared to the population overall. (Table 3e)



Culture Connects Me to People Where I Live

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



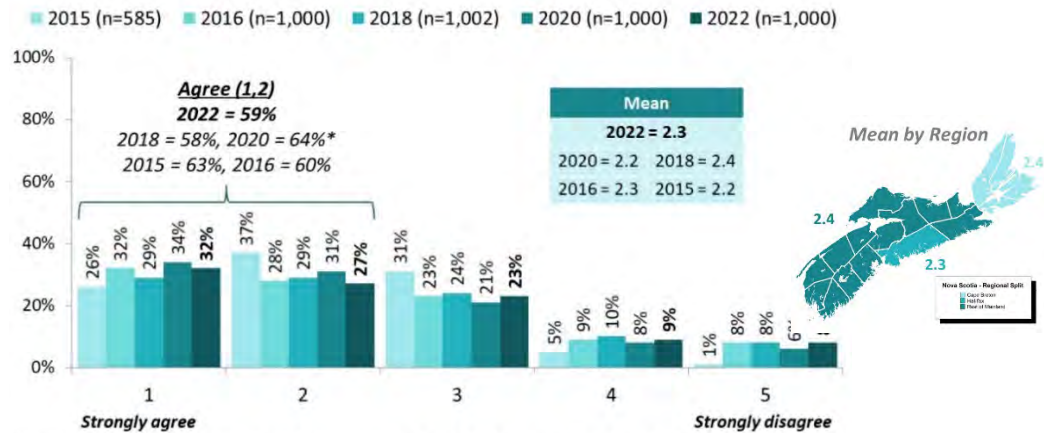
Q.3e: Now I would like you to think about the impact culture has on you personally. I am going to read more statements to you and I'd like you to tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. *Culture connects me to people where I live.* *Change of question wording from 2020: Culture connects me with other people in my community.* Note: Responses of 'Don't know/No answer' have been removed from mean calculation.

Shapes Identities

Six in ten Nova Scotians agree that *culture shapes their identities*. Results are generally similar to previous findings for this measure. Agreement increases with education levels. It is also elevated among those who recently immigrated as compared to those who did not recently immigrate, as well as among those who self-identify as being Black, Indigenous or another racialized group compared to white Nova Scotians. Agreement is also elevated among those who have experienced racism in the past two years and those who are a member of the 2SLGBTQ+ community versus the population overall. (Table 3d)

Culture Shapes My Identities

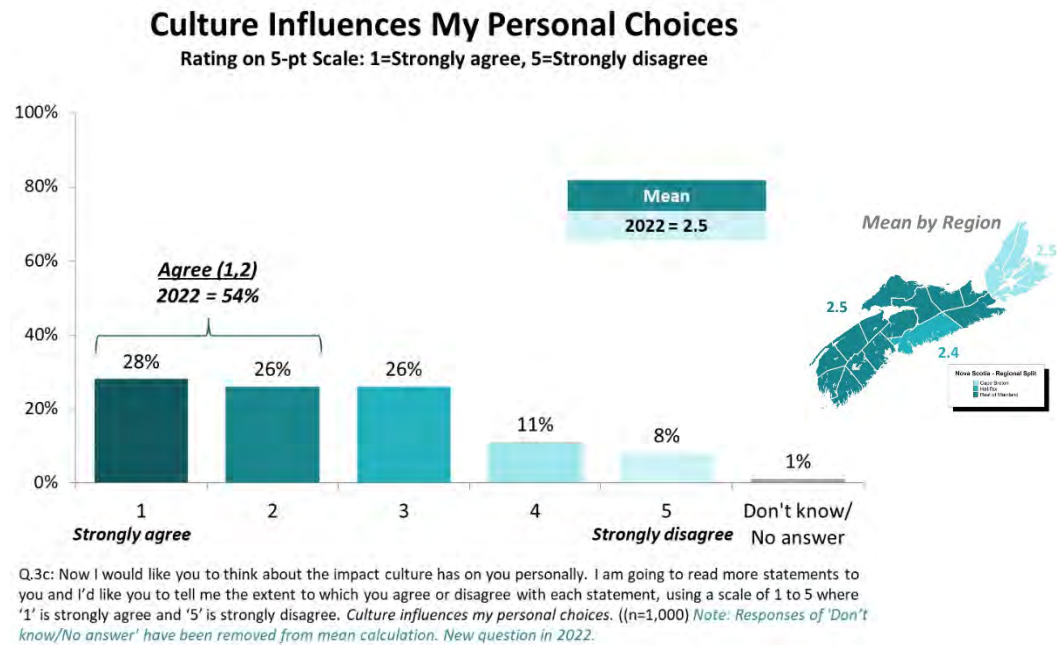
Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



Q.3d: Now I would like you to think about the impact culture has on you personally. I am going to read more statements to you and I'd like you to tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. *Culture shapes my identities.* *Change of question wording from 2020: Culture has helped me develop a sense of identity and community.* Note: Responses of 'Don't know/No answer' have been removed from mean calculation. *Due to rounding.

Influences Personal Choices

A new measure this year, more than one-half of Nova Scotians agree that *culture influences their personal choices*. Agreement is elevated among those with higher education levels. It is also elevated among those who recently moved to Nova Scotia compared to those who did not recently settle here from outside the country or province, as well as among those who are Black or from another racialized group (except for Indigenous) compared to those who are White. Agreement is also higher among those who are members of the 2SLGBTQ+ community compared to the population overall. (Table 3c)



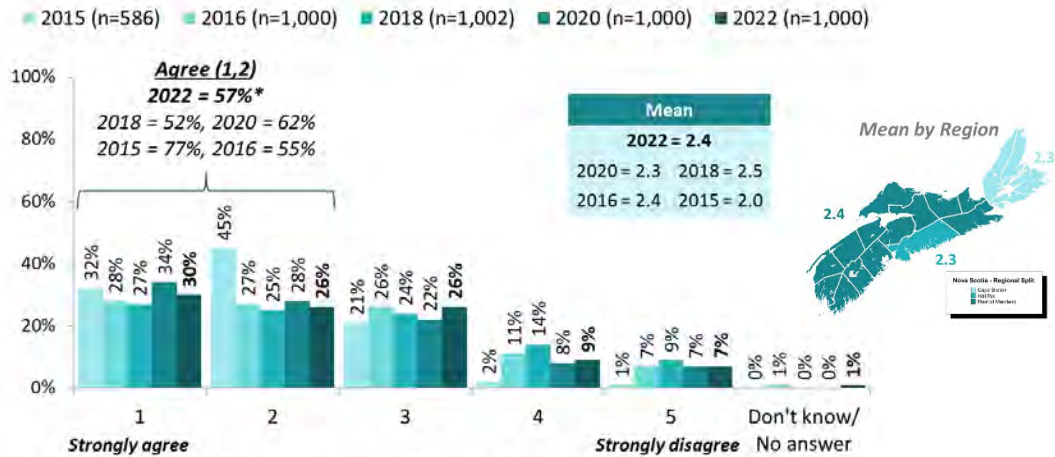
Opportunities for Personal Growth

Six in ten Nova Scotians agree that *culture provides them with opportunities for personal growth*—representing a decrease of five percentage points since 2020.

Agreement is more prevalent among those who identify as female, those with higher education levels, recent immigrants to Nova Scotia, those who are members of the 2SLGBTQ+ community, and those who are Black or from another racialized group (other than Indigenous). (Table 3a)

Culture Gives Me Opportunities for Personal Growth

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



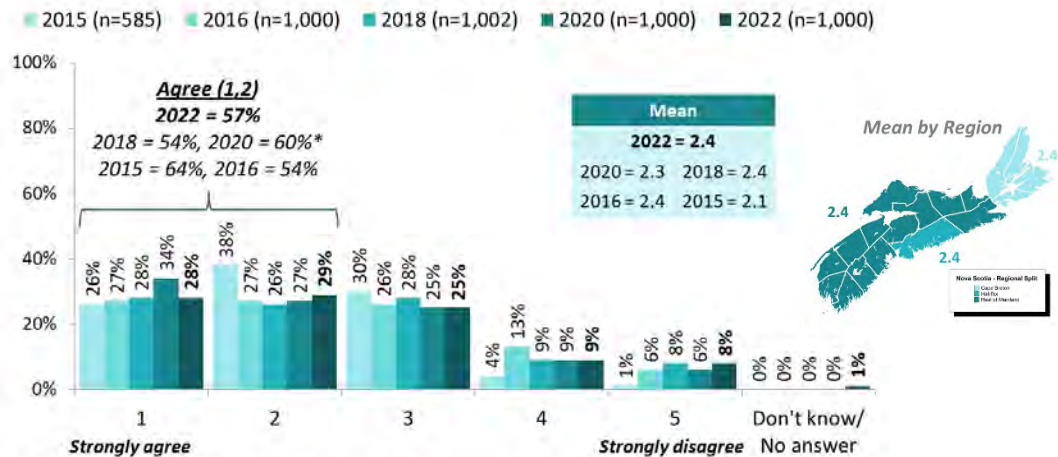
Q.3a: Now I would like you to think about the impact culture has on you personally. I am going to read more statements to you and I'd like you to tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. *Culture gives me opportunities for personal growth.* Change of question wording from 2020: *Culture provides me with opportunities for personal growth.* Note: Responses of 'Don't know/No answer' have been removed from mean calculation. *Due to rounding.

Opportunities to Express Myself

Six in ten Nova Scotians agree that *culture provides them with opportunities to express themselves* – a similar level to 2020. Agreement increases with education levels and is higher among those who identify as female than those who identify as male. Across age segments, those age 35 to 54 are somewhat less inclined to agree than younger and older Nova Scotians. Agreement is higher among those who have recently moved to Nova Scotia from outside the country, those who are Black or from another racialized group (other than Indigenous), and among those who are members of the 2SLGBTQ+ community. (Table 3b)

Culture Gives Me Opportunities to Express Myself

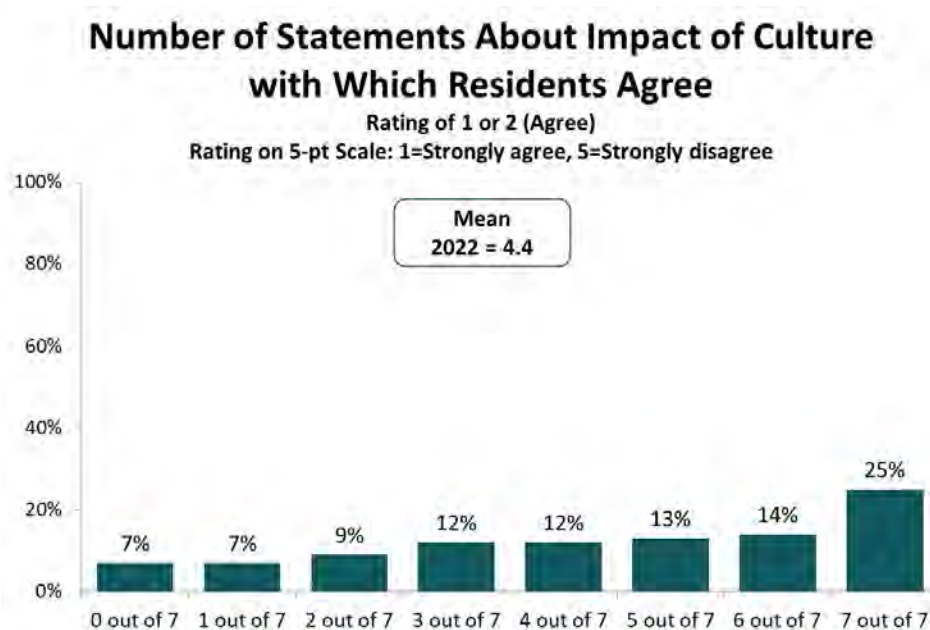
Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



Q.3b: Now I would like you to think about the impact culture has on you personally. I am going to read more statements to you and I'd like you to tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. *Culture gives me opportunities to express myself.* Change of question wording from 2020: *Culture provides me with opportunities to express myself.* Note: Responses of 'Don't know/No answer' have been removed from mean calculation. *Due to rounding.

Statements Analysis. Questions 3a-g in the survey explore generally similar themes in terms of what could be described as the ‘*Personal Impact of Culture.*’ The number of statements that residents agree with of the seven were analyzed as an indicator of the extent of recognition of the personal benefits for culture.

Approximately one-half agree with five to seven statements, indicating a broad level of recognition of the personal benefits of culture. Broad recognition of benefits (i.e. agreement with five to seven items) is more prevalent among immigrants who have recently arrived in Nova Scotia from another country. Those who are non-White are more inclined than those with a White background to agree with more statements. Those who identify as female are more likely to agree with more statements than are those who identify as male. Residents who are a member of the 2SLGBTQ+ community are notably more likely to agree with more statements than the population overall.

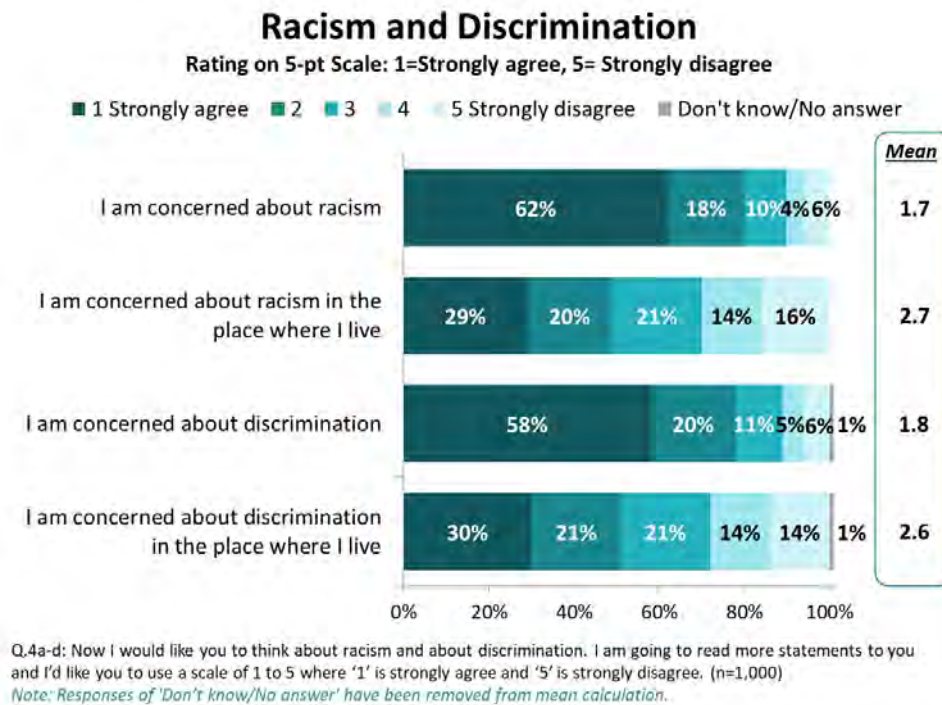


Q.3a-g: Now I would like you to think about the impact culture has on you personally. I am going to read more statements to you and I'd like you to tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. (n=1,000)

Racism and Discrimination

Most Nova Scotians are concerned about racism and discrimination.

This year, respondents were asked about racism and discrimination in a new section of the survey. Participants were encouraged to not only reflect on those topics, but also share any recent experiences of racism and discrimination. There is **high concern about racism and discrimination** in the general public, with eight in ten Nova Scotians saying they are “concerned about racism” and almost eight in ten saying they are “concerned about discrimination.” Levels of concern about racism and discrimination in the place where one lives are lower, but still significant. (Tables 4a-d)



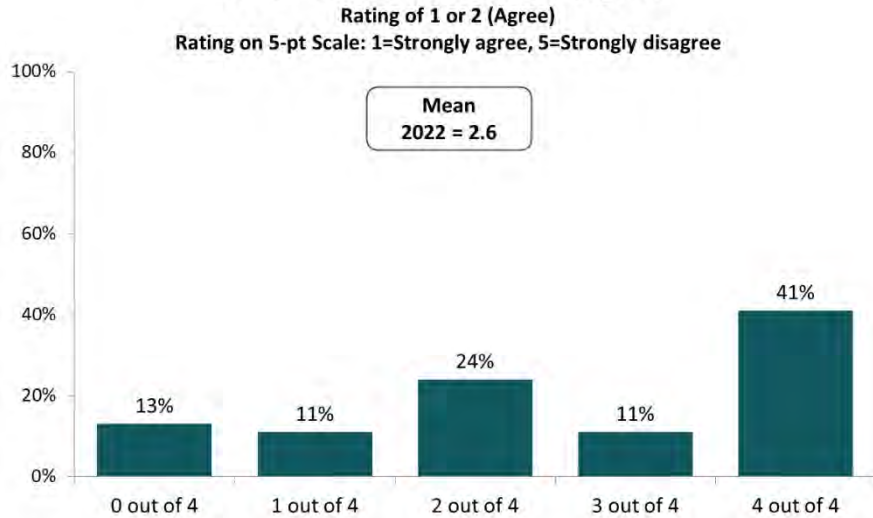
The following variations are noted across demographic segments:

- *Those who identify as female are more concerned than those who identify as male about racism and discrimination.*
- *Regionally, residents in HRM have a slightly elevated level of concern about racism in the place where they live, compared with those from elsewhere in the province.*
- *General concern about racism and discrimination is elevated among white Nova Scotians compared with those from racialized groups other than Black or Indigenous.*
- *Those with a high school education or less tend to be less concerned as compared to those with higher education levels.*
- *Those who are a member of the 2SLGBTQ+ community are more likely to agree with all four statements compared with the population overall.*

Statements Analysis. Questions 4a-d reflect concern about racism and discrimination. Of note, four in ten Nova Scotians agree with all four statements, while another one in ten agree with three of the four statements.

Agreement with all four statements is elevated among those who identify as female and those with at least some post-secondary education as well as those who are members of the 2SLGBTQ+ community.

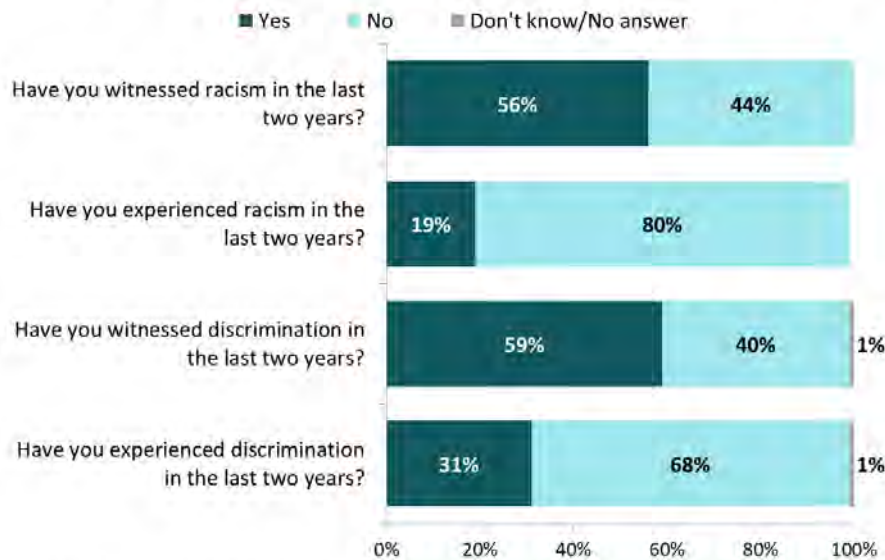
Number of Statements About Racism and Discrimination with Which Residents Agree



Q.4a-d: Now I would like you to think about racism and about discrimination. I am going to read more statements to you and I'd like you to use a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. (n=1,000)

This year, respondents were also asked to share their *own experiences* with *racism and discrimination*, with large numbers reporting that they have **witnessed racism** (56%) and **discrimination** (59%) in the last two years and smaller, but still notable, percentages reporting that they **experienced racism** (19%) and **discrimination** (31%) in the last two years. (Tables 6a-d)

Personal Experiences Over the Last Two Years



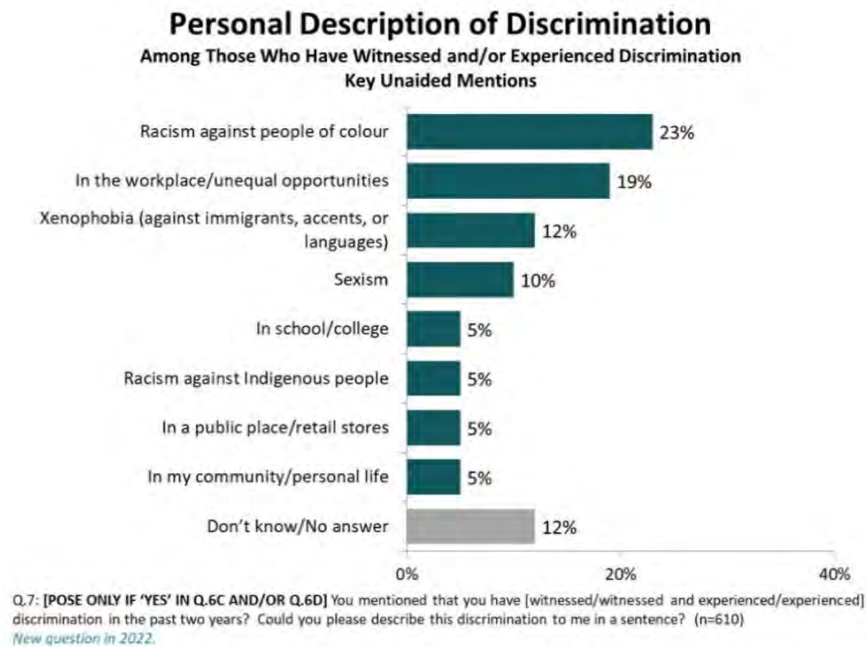
Q.6a-d: Now I want you to think about your personal experiences over the last two years and answer each question I'm going to ask you as honestly as you can and not hold back. Yes or no...: (n=1,000) *New questions in 2022.*



There are several demographic variations that merit mention:

- *Those who are Black or Indigenous are more likely to report witnessing racism and discrimination in the last two years than other Nova Scotians.*
- *Those who are Black and Indigenous are more likely to have experienced racism and discrimination in the past two years than those who are White.*
- *Those who have recently immigrated are more likely to have experienced racism.*
- *Those who have moved to Nova Scotia from elsewhere in Canada are more likely than others to have experienced discrimination.*
- *Interestingly, those who have recently immigrated are less likely to report witnessing discrimination as compared to any other survey classification segment.*
- *Those who are members of the 2SLGBTQ+ community are more likely to have witnessed and experienced both racism and discrimination.*
- *Those with disabilities are more likely to have experienced discrimination than those without disabilities.*
- *Those with higher education levels are more inclined to report witnessing racism or discrimination, as are those younger than 55 years of age.*
- *Those younger than 55 years old are also more likely to report experiencing discrimination, and to a slight extent, racism.*
- *Those who identify as female are slightly more inclined to have witnessed both, and slightly more inclined to have experienced discrimination.*

Those that have witnessed and/or experienced discrimination in the last two years were asked to describe that discrimination in their own words. The descriptions commonly reference ***racism against people of colour*** (mentioned by approximately one-quarter), followed by references to discrimination on the ***workplace/unequal opportunity*** (mentioned by one-fifth). Other mentions (by at least one in ten) include ***xenophobia*** and ***sexism***. (Table 7)



Again, it is important to note some demographic variations:

- Mentions of racism against People of Colour are highest in HRM and lowest in Cape Breton, and higher among those who are Black.
- Those who are members of racialized groups (excluding those that are Black or Indigenous) are more likely to mention xenophobia.
- Racism against Indigenous people is mentioned more often by those who are Indigenous.
- Mentions of discrimination in the workplace are higher among those with higher education and household income levels.
- Mentions of sexism are higher among those who identify as female than those who identify as male.

Personal Attitudes

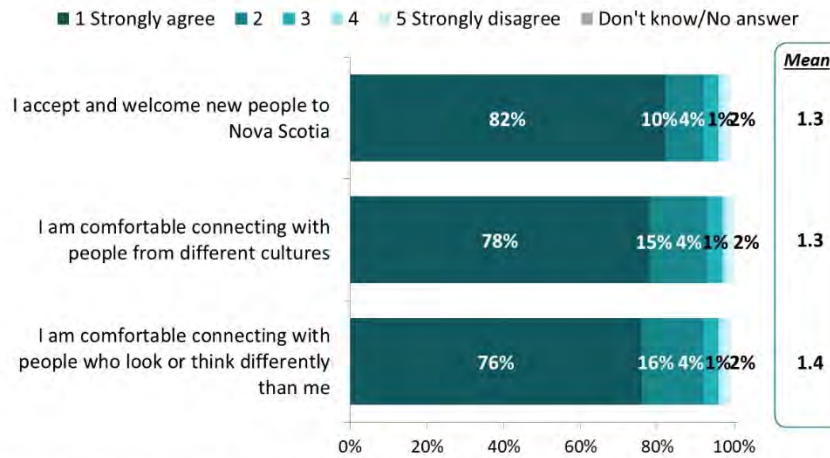
Nova Scotians say they welcome new people and are comfortable connecting with individuals that are different from them.

This year, respondents were asked a series of attitudinal questions on the topic of culture. The vast majority (more than nine in ten) of Nova Scotians affirm they *accept and welcome new people to Nova Scotia*, and say they are *comfortable connecting with people from different cultures* or *who look or think differently than them*. In fact, at least three-quarters strongly agree with each of the statements. (Tables 5d-f)



Personal Attitudes

Rating on 5-pt Scale: 1=Strongly agree, 5= Strongly disagree



Q.5a-d: Now I want you to think about your day-to-day experiences as someone who lives in Nova Scotia and interacts with others. Please tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree? (n=1,000) Note: Responses of 'Don't know/No answer' have been removed from mean calculation.

The following demographic variations are evident:

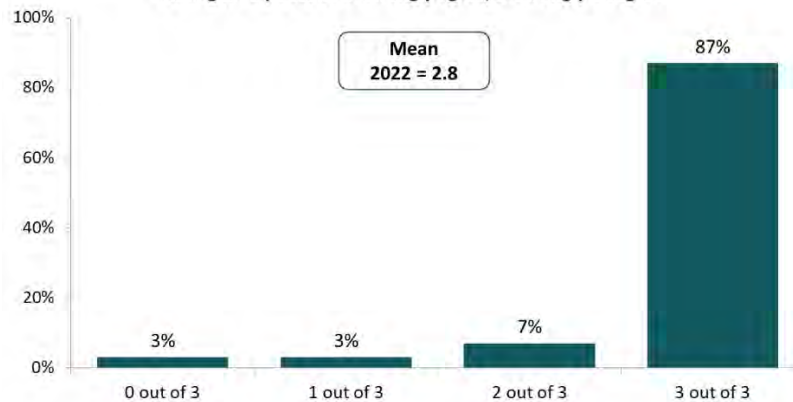
- Those who are Black or Indigenous are less likely to strongly agree on all three measures than those who are not Black or Indigenous.
- Those with lower education levels are less likely to strongly agree that they “accept and welcome new people” than those with higher education levels.

Statements Analysis. The three questions in the Question 5d-f series reflect personal attitudes towards being welcome and comfort with others who may be different from oneself. Most agree with all three statements. The proportion agreeing with all three statements is high across all segments, though slightly lower among those who are Black or Indigenous.

Number of Statements About Personal Attitudes with Which Residents Agree

Rating of 1 or 2 (Agree)

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



Q.5d-f: Now I want you to think about your day-to-day experiences as someone who lives in Nova Scotia and interacts with others. Please tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree? (n=1,000)

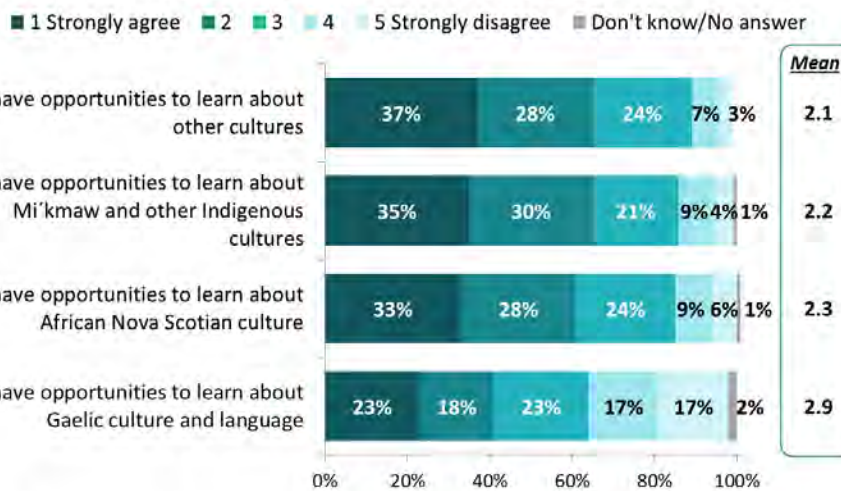
Cultural Learning Opportunities

Some cultural learning opportunities are identified by Nova Scotians.

When it comes to learning about culture, most Nova Scotians say they have *opportunities to learn about other cultures* and specifically, opportunities to learn about *Mi'kmaw and other Indigenous cultures* as well as *African Nova Scotia culture*. Just four in ten say, however, that they have *opportunities to learn about Gaelic culture and language*. (Tables 5i-l)

Cultural Learning Opportunities

Rating on 5-pt Scale: 1=Strongly agree, 5= Strongly disagree



Q.5i-l: Now I want you to think about your day-to-day experiences as someone who lives in Nova Scotia and interacts with others. Please tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree? (n=1,000) Note: Responses of 'Don't know/No answer' have been removed from mean calculation.

The following demographic variations are evident:

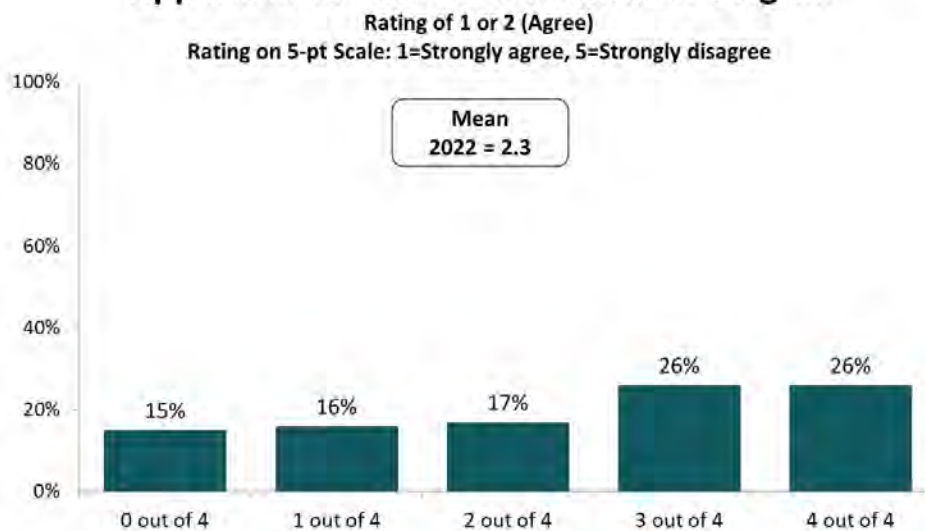
- Those living in Cape Breton are more inclined to agree they have opportunities to learn about other cultures and Indigenous cultures, and especially Gaelic culture and language, than those living in other parts of the province.
- Those with at least some post-secondary education are more likely to agree they have opportunities to learn about other cultures, compared with those with a high school education or less.
- Those that have moved to Nova Scotia from elsewhere in Canada are less inclined to say they have opportunities to learn about other cultures (in general) and specifically Indigenous cultures and Gaelic culture and language than those that have not recently moved to Nova Scotia from elsewhere in Canada.



- Those that have recently immigrated are more inclined to report opportunities to learn about other cultures (e.g., Gaelic culture and language), than are those who have not recently immigrated.

Statements Analysis. The four questions in the Question 5i-l series reflect cultural learning opportunities. One-half of Nova Scotians agree with three or four of the statement, suggesting there are fairly robust cultural learning opportunities for half of the population. Those living in Cape Breton are more likely to agree with a higher number of statements than those living elsewhere in the province.

Number of Statements About Cultural Learning Opportunities with Which Residents Agree



Q.5i-l: Now I want you to think about your day-to-day experiences as someone who lives in Nova Scotia and interacts with others. Please tell me the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree? (n=1,000)

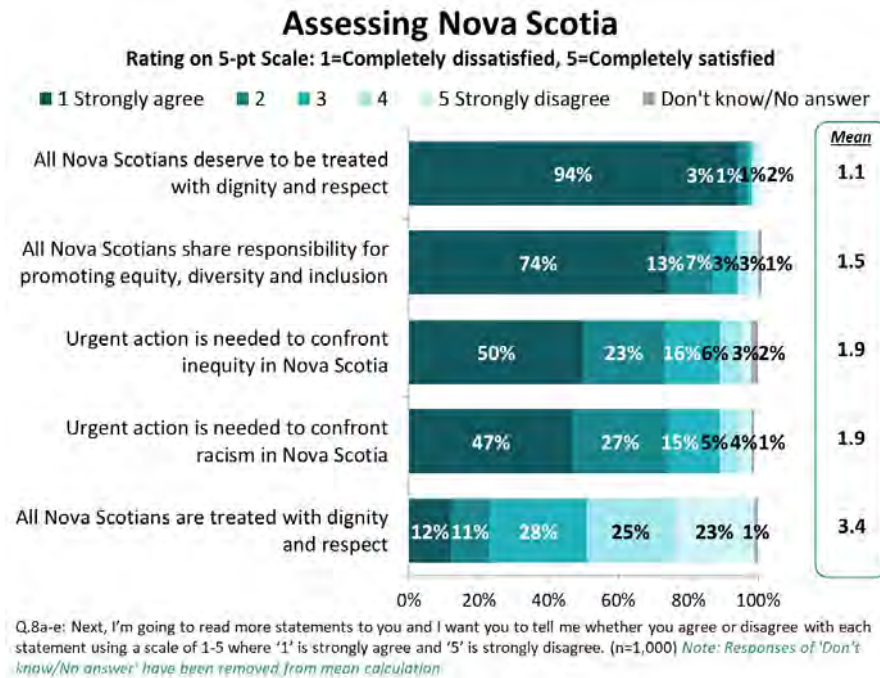
Assessment of the Province

Nova Scotians believe all should be treated with dignity and respect in the province, but there is limited confidence this is actually the case.

This year for the first time, respondents were asked about current levels of diversity, equity and inclusion in Nova Scotia and how the province measures up in those areas. The options (or statements) presented in this section of the survey align with the Office of Equity and Anti-Racism’s new core principles. The vast majority of Nova Scotians believe that *all Nova Scotians deserve to be treated with dignity and respect*. However, only one in four maintain that *all Nova Scotians are (actually) treated with dignity and respect* – further evidence of high awareness and concern about racism and discrimination in the general public.



Most also agree that *all Nova Scotians share responsibility for promoting equity, diversity, and inclusion*; and three-quarters believe that *urgent action is needed to confront racism and inequity in Nova Scotia*. (Tables 8a-e)



There are a number of demographic differences to note:

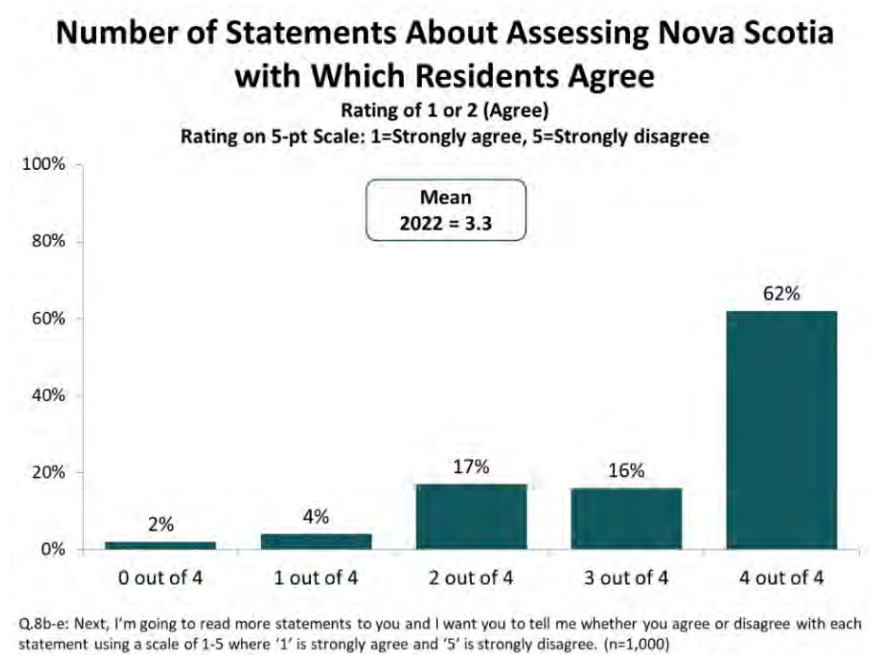
- *Those who have recently immigrated are more likely than others to agree that all Nova Scotians are treated with dignity and respect, and are less inclined than others to say that urgent action is required to confront inequity and racism.*
- *Those who are Black or members of another racialized group (other than Indigenous) are more likely than those who are white or Indigenous to agree that all Nova Scotians are treated with dignity and respect.*
- *Younger people (age 18-34) are more likely to agree that all Nova Scotians are treated with respect than middle-aged and older Nova Scotians.*
- *Those with a high school education or less are less inclined to agree that urgent action is needed to confront inequity and racism, and that all Nova Scotians share responsibility for promoting equity, diversity, and inclusion than those with higher levels of education.*
- *Those who identify as female are more inclined to report that urgent action is required to confront inequity and racism than those who identify as male.*
- *Those who are members of the 2SLGBTQ+ community are more likely to agree that urgent action is required to confront inequality and racism than the population overall.*

Statements Analysis. The four questions in the Question 8b-e series reflect perceptions of respectful and equitable treatment for all. Six in ten Nova Scotians agree with all four statements, suggesting a strong



commitment to respectful and equitable treatment. Those who identify as female are more likely than those who identify as male to agree with all four statements.

Across household income levels, those with household incomes of \$75K or higher are more inclined, and those with incomes in the \$50K to <\$75K range are less inclined to agree. Likewise, those with some post-secondary education are more inclined to agree with all four statements, while those with high school or less are less inclined to agree.



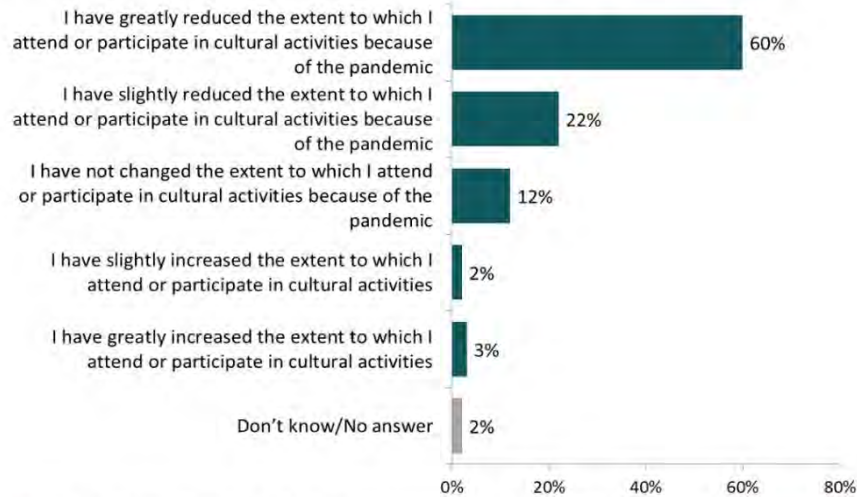
Impact of the COVID-19 Pandemic

Not surprisingly, Nova Scotians have reduced their cultural activities during the pandemic.

Most Nova Scotians have *reduced the extent to which they attended or participated in cultural activities before the pandemic*, with a majority saying they have *greatly* reduced their activities in the last two years. The proportion reporting they have greatly reduced their activities increases with age and education levels, and is higher among White and Indigenous individuals compared with Black individuals. (Table 9)



Best Description of Personal Situation Over the Past Two Years



Q.9: Which of the following statements best describes your personal situation over the past two years? (n=1,000) *New question in 2022.*

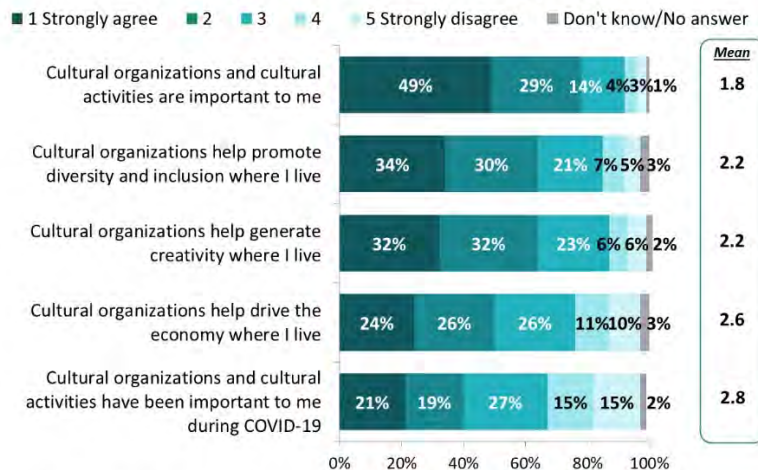
Cultural Organizations

Nova Scotians generally believe cultural organizations are important economically, as well as in terms of creativity and innovation and cultural sustainability.

There is widespread agreement in the value of cultural organizations in *driving the economy, generating creativity, and promoting diversity and inclusion*. Most also say *cultural organizations and activities are important to them*, albeit less so *during COVID-19*. Opinions surrounding each statement are explored in greater detail below. (Tables 12a-e)

Opinions on Statements Related to Cultural Organizations

Rating on 5-pt Scale: 1=Strongly agree, 5= Strongly disagree



Q.12a-e: Next I'm going to read you some statements about cultural organizations and the impact they may have on you and the place where you live. Cultural organizations are those that generate or support culture and cultural activities. Please indicate the extent to which you agree or disagree using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. (n=1,000) *Note: Responses of 'Don't know/No answer' have been removed from mean calculation.*

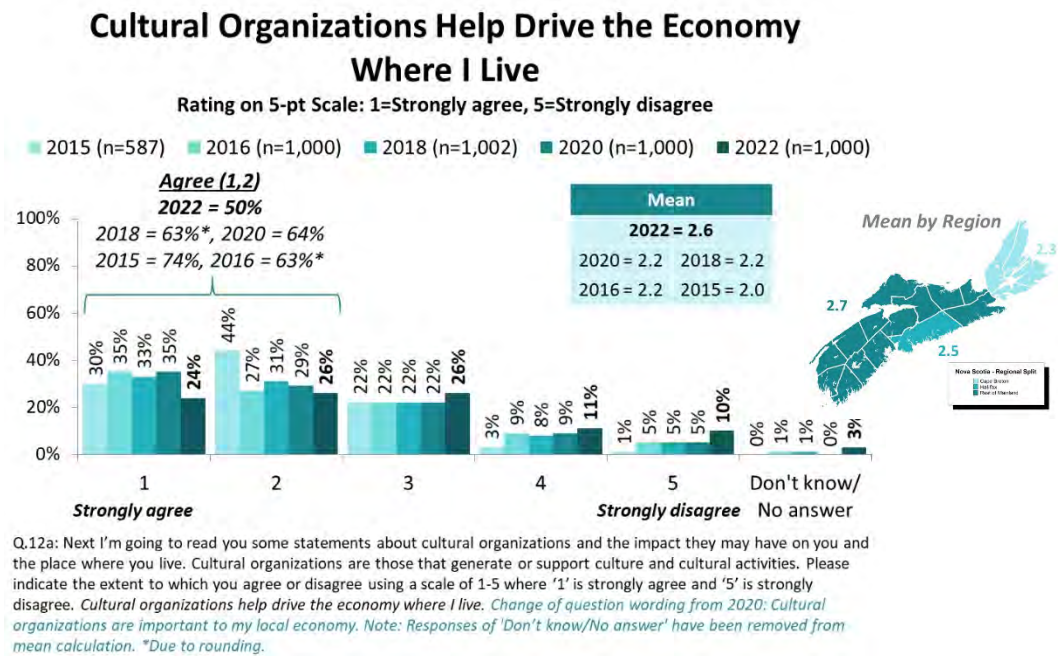


Each of these statements is presented in more detail below including tracking comparisons where feasible.

Importance to Local Economy

One-half of Nova Scotians believe that *cultural organizations drive the economy where they live*. While this is a lower proportion than in preceding years, the modest change in the wording of this question option may have impacted the way participants responded. Cape Breton residents are more inclined than those in mainland Nova Scotia and Halifax to agree with this statement.

Agreement also increases with education levels and is higher among those who are members of the 2SLGBTQ+ community than those who are not members of the 2SLGBTQ+ community. As well, those who have recently moved to Nova Scotia from outside the country or province are more inclined to agree, as compared to those who have not recently settled here. (Table 12a)



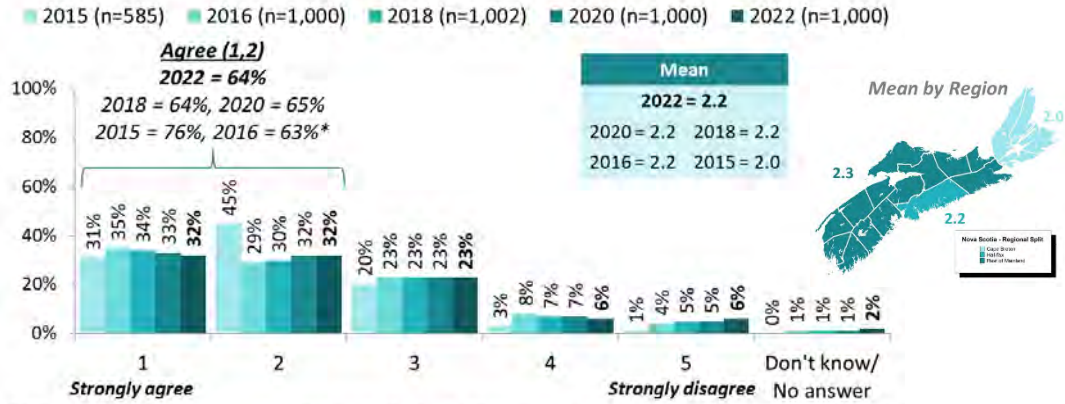
Generating Creativity

Nearly two-thirds of Nova Scotians believe that *cultural organizations generate creativity and innovation where they live*. This is similar to 2020 findings, despite a small change in the wording of the question option.

Agreement increases with household income and education levels and is higher among those who are members of the 2SLGBTQ+ community than those who are not members of the 2SLGBTQ+ community. (Table 12b)

Cultural Organizations Help Generate Creativity Where I Live

Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



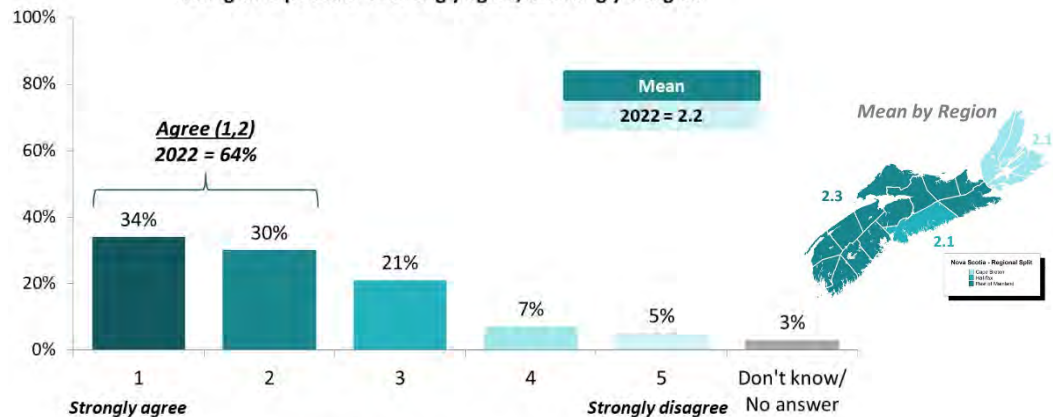
Q.12b: Next I'm going to read you some statements about cultural organizations and the impact they may have on you and the place where you live. Cultural organizations are those that generate or support culture and cultural activities. Please indicate the extent to which you agree or disagree using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. *Cultural organizations help generate creativity where I live.* Change of question wording from 2020: *Cultural organizations generate and support creativity and innovation in my community.* Note: Responses of 'Don't know/No answer' have been removed from mean calculation. *Due to rounding.

Diversity and Inclusion

Two-thirds believe that *cultural organizations promote diversity and inclusion where they live*. Agreement increases with education levels and among those who in the 2SLGBTQ+ community. (Table 12c)

Cultural Organizations Help Promote Diversity and Inclusion Where I Live

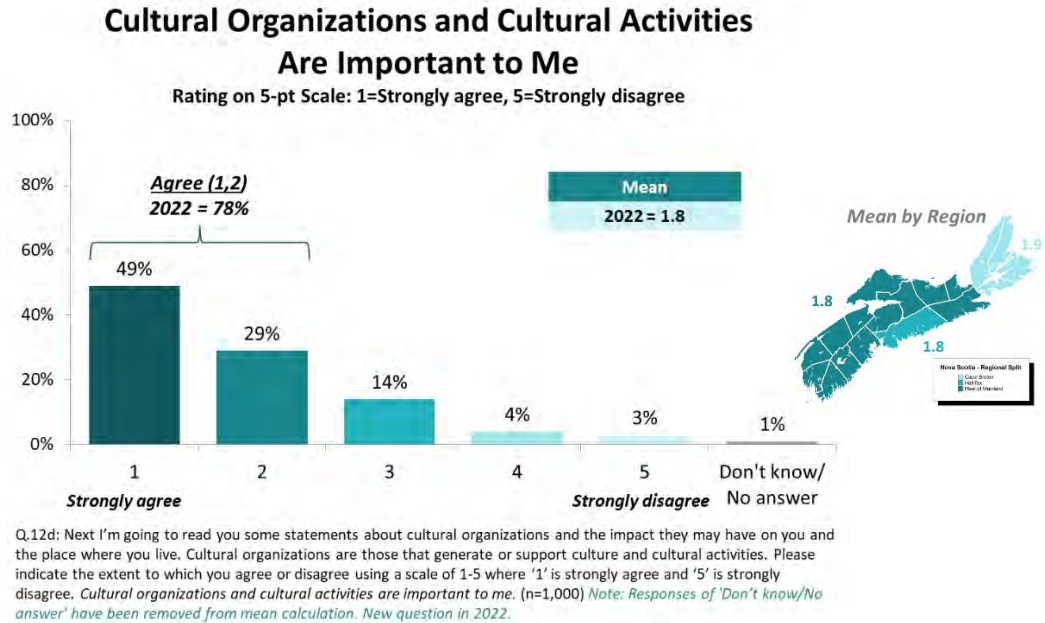
Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



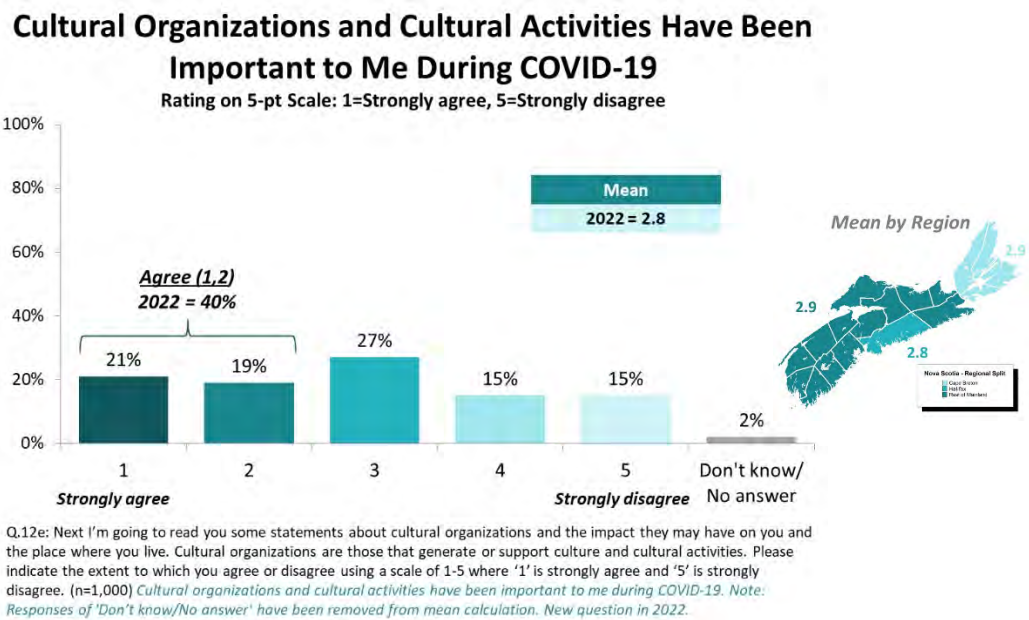
Q.12c: Next I'm going to read you some statements about cultural organizations and the impact they may have on you and the place where you live. Cultural organizations are those that generate or support culture and cultural activities. Please indicate the extent to which you agree or disagree using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. *Cultural organizations help promote diversity and inclusion where I live.* (n=1,000) Note: Responses of 'Don't know/No answer' have been removed from mean calculation. New question in 2022.

Personal Importance

Eight in ten Nova Scotians agree that *cultural organizations and cultural activities are important to them*, with one-half strongly agreeing. Agreement is elevated among those who identify as female. (Table 12d)



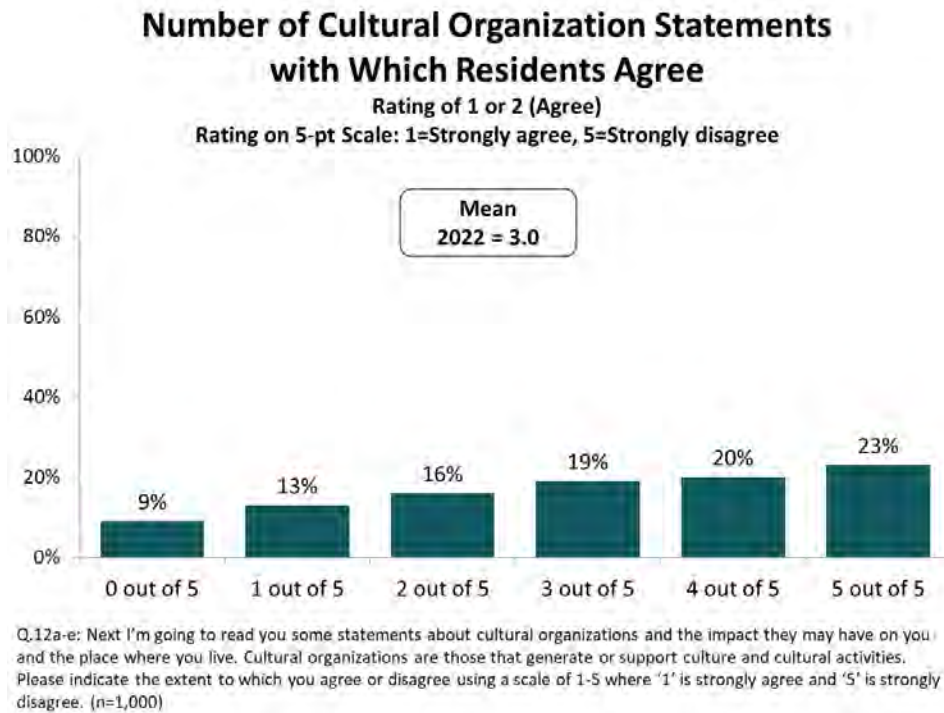
Four in ten Nova Scotians agree that *cultural organizations and cultural activities have been important to them during COVID-19*. Agreement is elevated among younger Nova Scotians and those with higher education levels, and among those who have recently moved to Nova Scotia from outside the country or province. It is also higher among Nova Scotians who are Black compared with those who are White. It is also higher among those who are a member of the 2SLGBTQ+ community. (Table 12e)





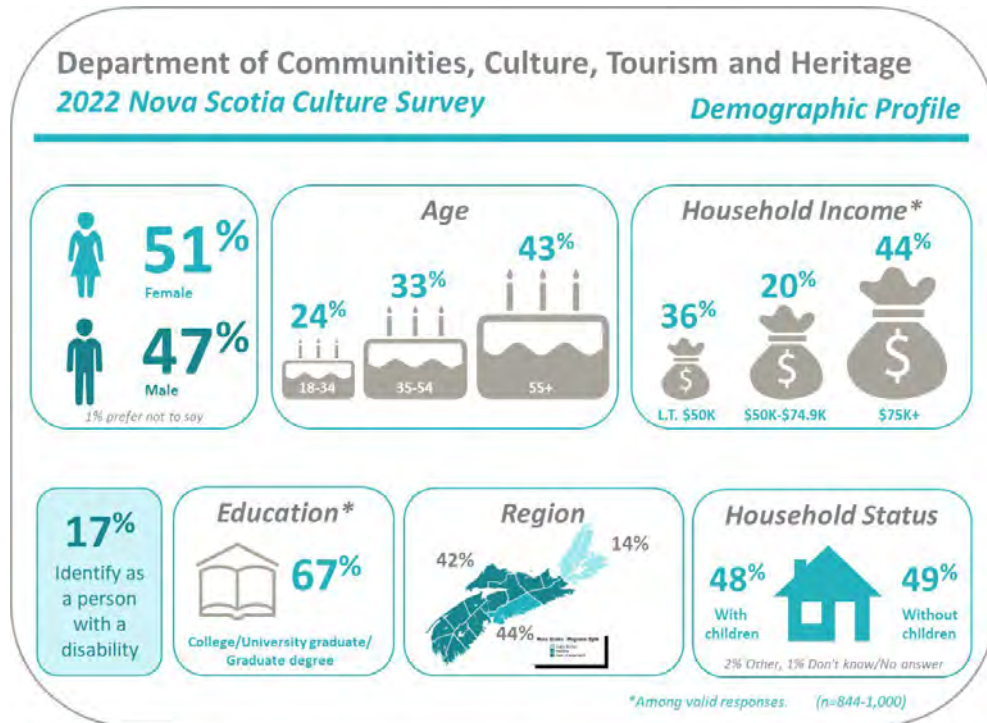
Statements Analysis. Questions 12a-e in the survey explore generally similar themes in terms of what could be described as ‘Cultural Organizations.’ The number of statements residents agree with from the above five were analyzed as an indicator of the extent of recognition of the importance of cultural organizations.

The survey results indicate that a strong minority - over four in ten - agree with at least four of the five statements, indicating a high level of recognition of the importance of cultural organizations among a large proportion of the population. Agreement with four or five statements is elevated among those with at least some post-secondary education and those who are a member of the 2SLGBTQ+ community.



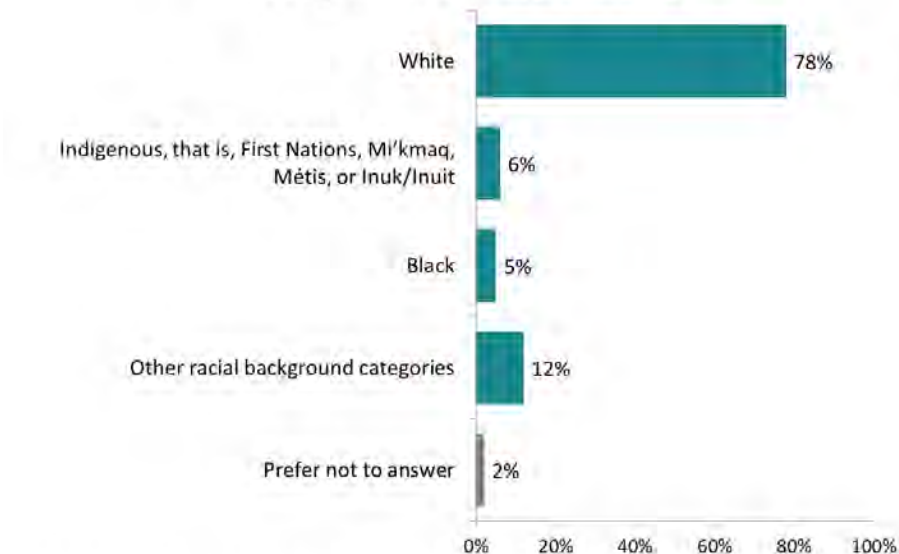
Demographic Profile

The following is a weighted demographic profile of respondents in the *2022 Nova Scotia Culture Survey*.



Three-quarters of respondents identify their racial background as White, while proportions smaller than one in ten identify as Indigenous, that is, First Nations, Mi'kmaq, Métis, or Inuk/Inuit (6%) or as Black (5%). Individuals belonging to other racialized backgrounds comprise approximately one in ten of respondents (12%). Elsewhere in the survey, eight percent self-identified as a member of the 2SLGBTQ+ community, and 17% self-identified as a person with one or more disabilities. (Tables 17 and 18g-h)

Background of Respondents



Q.17: For this research, we need to talk to Nova Scotians from diverse backgrounds, including those from diverse racial backgrounds. Are you...: (n=1,000)



Study Methodology

The *2022 Nova Scotia Culture Survey* was designed to complete probability, random telephone interviews with a representative sample of adult Nova Scotia residents (aged 18+). Results were statistically weighted based on age, gender and region, a standard survey research activity for studies of this type. The sample or contact records were drawn using systematic sampling procedures from a list of randomly selected residential telephone numbers, compiled from landline and cellular telephone numbers in Nova Scotia. Data collection was conducted by telephone between March 2 and March 21, 2022. In keeping with the initial survey design, respondents were provided with the option to complete the survey in French or English. No respondents in 2022 completed the survey in French. The average length of time required to complete an interview was 16 minutes. Trained and fully supervised interviewers conducted all interviewing, and a field supervisor verified 10 percent of all interviews through monitoring.

Sample Size and Tolerances

A sample of 1,000 in Nova Scotia produces an overall margin of sampling error of plus or minus 3.1 percent, 19 times out of 20. The margin of sampling error will be greater for regional and other sub-samples, as suggested in the following table.

Sample Tolerances for Percentage Results by Sample Size					
Size of Sample	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
1,000 Interviews	2.0	2.4	2.8	3.0	3.1
500 Interviews	2.6	3.5	4.0	4.3	4.4
200 Interviews	4.2	5.5	6.4	6.8	6.9
100 Interviews	5.9	7.8	9.0	9.6	9.8
50 interviews	8.3	11.1	12.7	13.6	13.9

Completion Results

Among all eligible respondents contacted for interviews in the *2022 Nova Scotia Culture Survey*, the rate of interview completion was two percent. Completion rate is calculated as the number of cooperative contacts (1,123) divided by the total of eligible numbers attempted (56,634). The final disposition of all telephone numbers called is shown below in a commonly utilized Record of Contacts format.

Completion Results	
A. Total Numbers Attempted	75,405
Discontinued Number/Not in Service	18,518
Fax/Modem	69
Business Number	184
Wrong Number	0



B. Total Eligible Numbers	56,634
Busy	1,726
Answering Machine	17,298
No Answer	27,965
Scheduled Call Back	1,027
Mid Call Back	0
Illness, Incapable, Qualified Not Available	10
Language Problem	39
C. Total Asked	8,569
Terminate/Hang Up	45
Refusal	6,847
Never Call List	554
D. Co-operative Contacts	1,123
Terminated, Quota Full	123
Completed Surveys	1,000
Average Interview Length	16 minutes