

2018 Nova Scotia Culture Survey

Final Report

Confidential

Reproduction in whole or in part is not permitted
without the express permission of

**Department of Communities, Culture and Heritage
and
Communications Nova Scotia
COM002-1058**

Prepared for:

Communications Nova Scotia and
Department of Communities, Culture and Heritage

March 2018

Table of Contents

	Page
Introduction	1
Executive Summary.....	2
Detailed Analysis.....	5
Public Good Benefits of Culture.....	5
Creating Community Identity	6
Attracting Visitors From Outside Nova Scotia	6
Connecting People From Different Communities / Backgrounds	7
Providing Reasons for People to Stay in Their Community	8
Increasing Citizen Engagement and Participation	8
Attracting New Residents From Outside Nova Scotia	9
Additional Public Good Measures	10
Cultural Organizations	13
Government Tax Spending	14
Support for Culture	17
Personal Impact of Culture	22
Culture Participation	27
Demographic Profile	39
Study Methodology.....	40

Appendices:

A: Survey Questionnaire

B: Tabular Results

Introduction

The purpose of the **2018 Nova Scotia Culture Survey** was to determine the social impact of culture in Nova Scotia. This information helps direct priorities regarding culture for the Province. An initial Nova Scotia Culture Index Survey was conducted in 2015, and the current survey reflects an update of measures contained within this initial survey, as well as a second study conducted in 2016. As well, emerging information needs are addressed in the current study through the introduction of new survey questions this year.

The current iteration of this study consisted of random, telephone interviews with a statistically representative sample of 1,002 Nova Scotia residents (as per the 2016 Census of Canada), conducted between February 16 and February 28, 2018. A sample of 1,002 drawn from the general population of Nova Scotia provides 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. On average, the survey required fifteen (15) minutes to complete.

Throughout the report, comparisons are provided between the overall 2018 telephone survey results and the 2016 and 2015 results. 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 2016 and 2018) used, rather than or as well as an actual change year-over-year.

A more complete description of the methodology used to conduct the 2018 survey is provided at the back of this report. Of note, throughout the report, detailed data table references are included (e.g. Table 1) for ease of reference. Data tables are included as Appendix B.



Executive Summary

Findings from the **2018 Nova Scotia Culture Study** reveal that Nova Scotians continue to value culture and deem it worthy of investment, with recognition of its public good and personal benefits. The recent Culture Study asked the public, among other topics, to state the extent to which they agree or disagree with a variety of statements regarding culture, its importance and its impact. Perceptions on such matters are relatively stable compared with two years ago, when the survey was last posed to a representative sample of adults from across the province.

In terms of public good, at least three in four residents agree that *culture helps create community identity, helps to attract visitors from outside of the province, helps connect people from different communities or backgrounds, enriches quality of life, and helps express and define what it means to be Nova Scotian*. Residents similarly consider *engaging children in culture as important to their overall development*. There is also general recognition that culture *provides reasons for people to stay in their community, increases citizen engagement and participation, and helps attract new residents from outside Nova Scotia*. Cultural organizations are also recognized by a moderate majority as *important to the local economy, critical to community sustainability, and a generator of creativity and innovation in communities*.

From a personal impact perspective, there is acknowledgement from at least approximately six in ten residents that culture makes residents *proud of where they live*, recognition that culture makes them *feel welcomed and included, connects them with others in their community, and helps them develop a sense of identity and community*. Culture is regarded as having the least personal impact in terms of *providing opportunities for expression* and for *providing opportunities for personal growth* (although culture is recognized by at least a slight majority as doing so).

Recognition of the benefits of culture was seen to be generally stronger in Cape Breton than elsewhere. This pertains especially to personal benefits of culture. Across Nova Scotia, women tend to be somewhat more cognizant than men of various benefits of culture. Residents recognize that multiple parties play a role in supporting culture in the province. Specifically, there is recognition among a large segment of the population that *citizens, private industry, and government* all have a responsibility to support culture in Nova Scotia. That said, it seems that residents currently assign slightly more responsibility to citizens and private industry than Government. There is slightly less responsibility assigned to Government than in previous years, accounting for the aforementioned difference that has emerged. Nonetheless, a large majority of residents believe the Government should be spending more or at least the same as they do now on culture, unchanged over the past two years, while also unchanged, a moderate majority of residents believe Government should use tax dollars to support cultural organizations in the province.

Finally, to catalogue public participation in a bevy of cultural activities, several questions asked in the 2015 Culture Study but not posed in the 2016 iteration of this research, were reinserted in the 2018. The survey results indicate that annual participation rates (defined as those who visited or took part in activity at least once in the past 12 months) are generally strong, with at least two in three Nova Scotians participating in each activity.

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



Department of Communities, Culture, and Heritage

2018 Nova Scotia Culture Index Study Highlights

Participation Rates

At least once a year

88%	Visited natural heritage sites
85%	Visited historic sites
77%	Attended festivals
74%	Attended performing arts events
74%	Visited a museum
74%	Visited a library
65%	Visited an archive

88%



Agree engaging children in culture is important to their overall development

Key segments of the population emerge as tending to be more engaged with culture, including

- Women
- Residents under 35 years
- Cape Breton residents

Personal Benefits of Culture



(Agreement: % 1-2, 5-pt. scale)

74%
Makes me proud of where I live

68%
Makes me feel welcomed and included

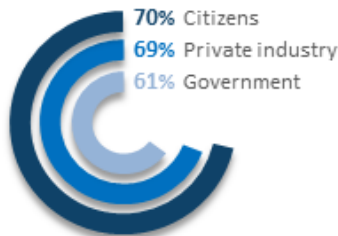
62%
Connects me with others in community

58%
Helps me develop sense of identity and community

54%
Provides opportunities to express myself

52%
Provides opportunities for personal growth

Who Should Support Culture?



Government Investment in Culture Should:



Cultural Organizations

(Agreement: % 1-2, 5-pt. scale)



Generate and support creativity and innovation in my community	64%
Are important to the local economy	63%
Are critical to the sustainability of my community	59%

Public Good Benefits of Culture

(Agreement: % 1-2, on 5-pt scale)

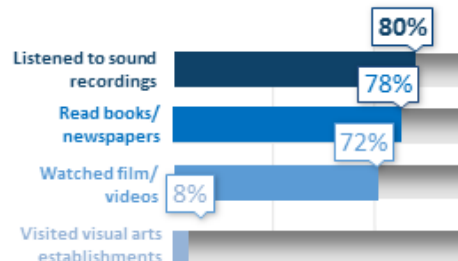


Helps enrich the quality of our lives	81%
Helps create community identity	78%
Culture helps attract visitors from outside Nova Scotia	77%
Culture helps us express and define what it means to be Nova Scotian	77%
Helps connect people from different communities and backgrounds	74%
Provides reasons for people to stay in their community	67%
Helps attract new residents from outside Nova Scotia	63%



64% Agree Government should spend tax dollars on supporting cultural organizations

Weekly Participation Rates



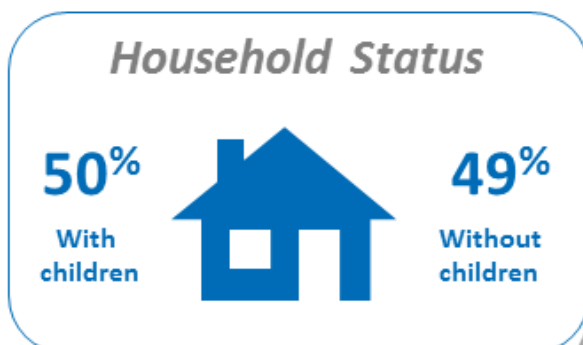
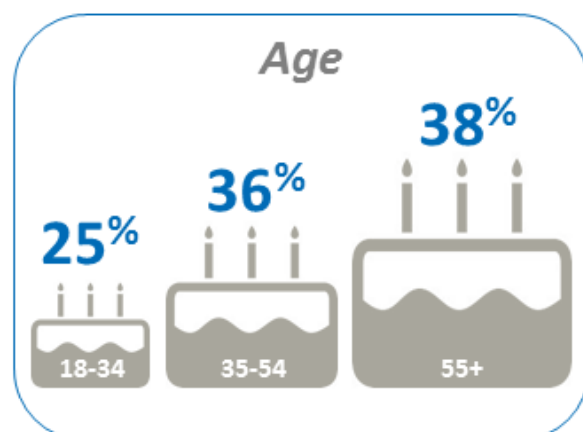
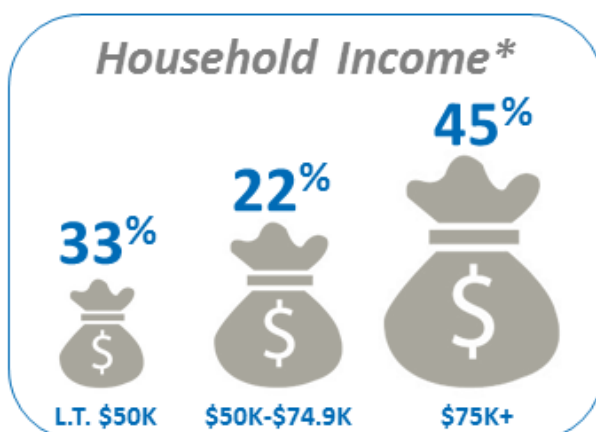
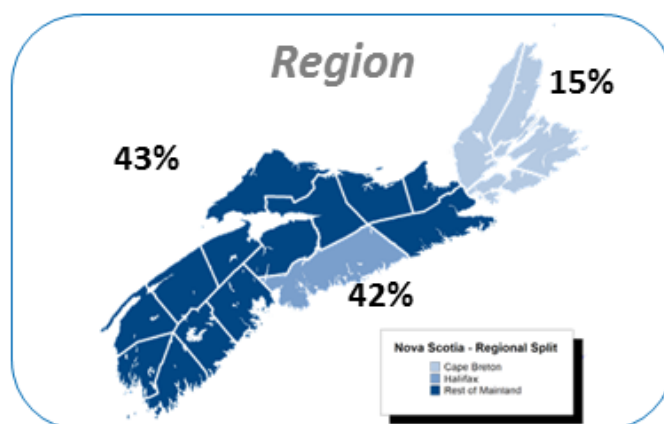
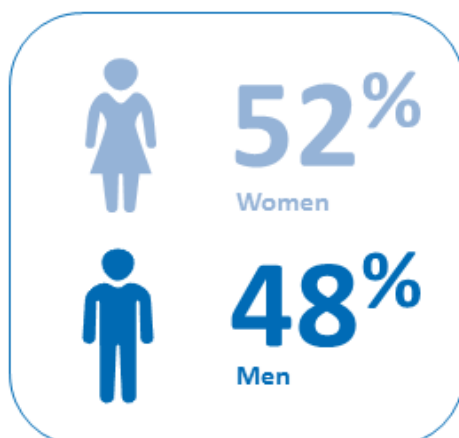
Three in four residents are daily participants in at least one of these activities



Department of Communities, Culture, and Heritage

2018 Nova Scotia Culture Survey

Demographic Profile



*Among valid responses.

(n=857-1,002)

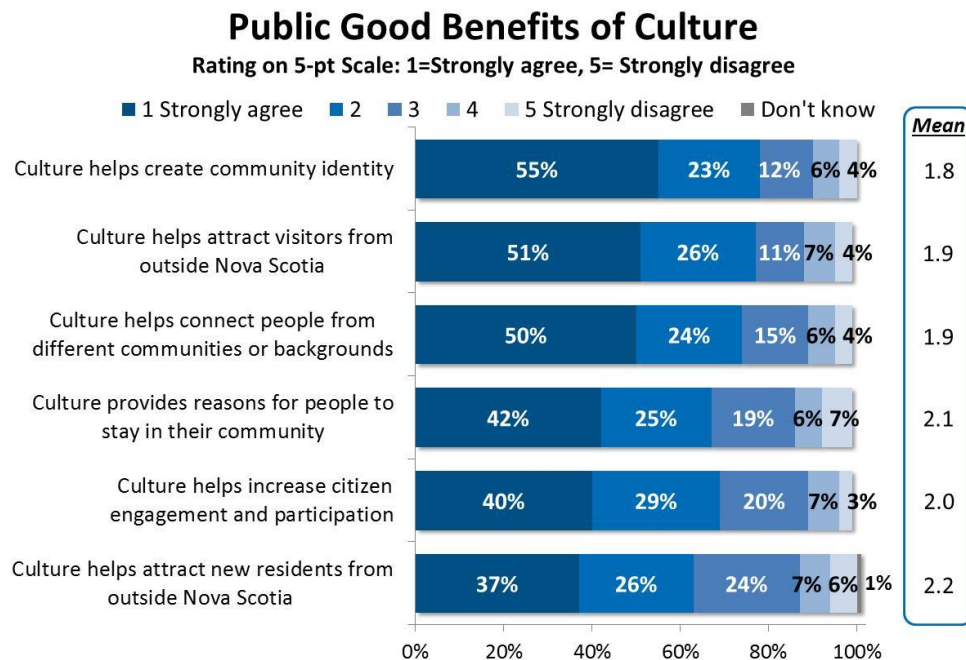


Detailed Analysis

Public Good Benefits of Culture

In terms of benefits for the public good of culture, Nova Scotians largely recognize that culture is a key factor that enriches communities across the province. Indeed, residents widely agree that *culture helps create community identity, helps to attract visitors from outside of the province, and helps connect people from different communities or backgrounds*. Meanwhile, residents agree more moderately that culture *provides reasons for people to stay in their community, increases citizen engagement and participation, and helps attract new residents from outside Nova Scotia*. Perceptions of each evaluation are discussed in more detail below. (Tables 1a-f)

Culture continues to be considered an important part of Nova Scotia, uniting people and communities from inside and outside of the province, and enriching the lives of Nova Scotians.



Q.1a-f: I am going to read a number of statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. (n=1,002)

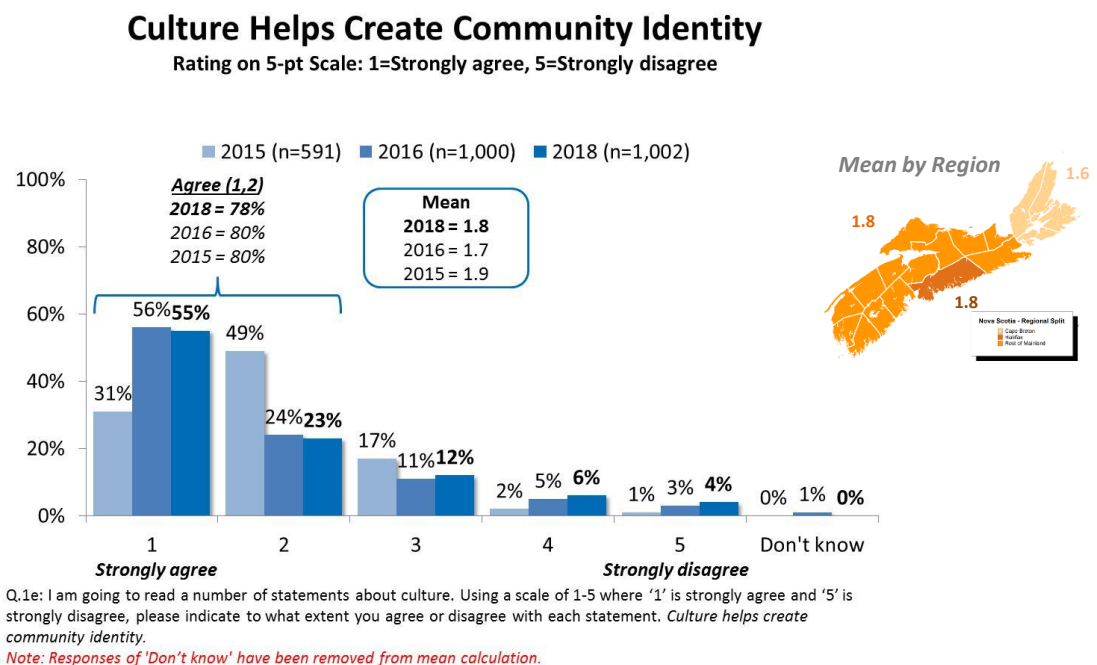
Note: Responses of 'Don't know' have been removed from mean calculation.

Opinions about culture are highly consistent across the population, with only slight differences found for certain statements. That said, agreement is consistently elevated among those who believe the government should invest more in culture, followed by those who believe the level of investment should remain unchanged.



Creating Community Identity

Like previous results, there is widespread agreement that **culture helps create community identity**, with four in five residents expressing agreement. When comparing results over time, the proportion of those who agree is consistent, although the extent to which they agree is much stronger in 2016 and 2018 than in 2015, perhaps attributed (at least in part) to the different methodologies of data collection. Indeed, this is a pattern evident throughout the survey results, and in the interest of avoiding repetition, is not repeated for each question. The perception that culture helps create community identity is moderately stronger in Cape Breton than elsewhere. Overall agreement varies modestly across the population. (Table 1e)



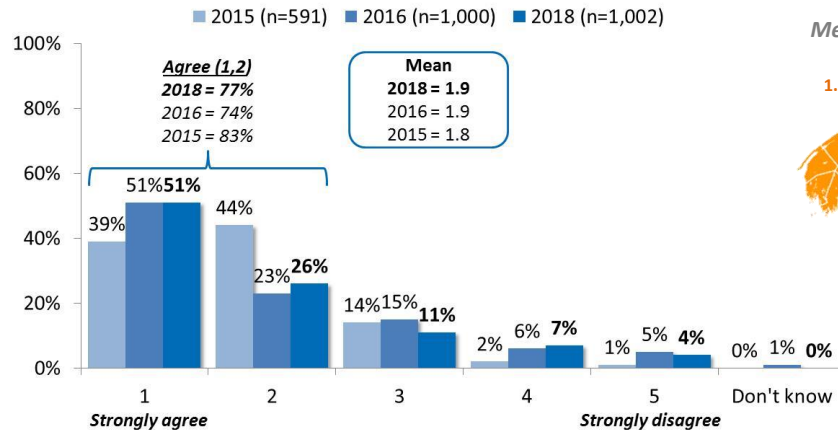
Attracting Visitors from Outside Nova Scotia

Similar to 2015 and 2016, three-quarters of residents believe that **culture helps attract visitors from outside Nova Scotia**, including one-half who strongly agree. Overall opinion varies only modestly across the population. (Table 1b)



Culture Helps Attract Visitors From Outside Nova Scotia

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



Q.1b: I am going to read a number of statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. *Culture helps attract visitors from outside Nova Scotia.*

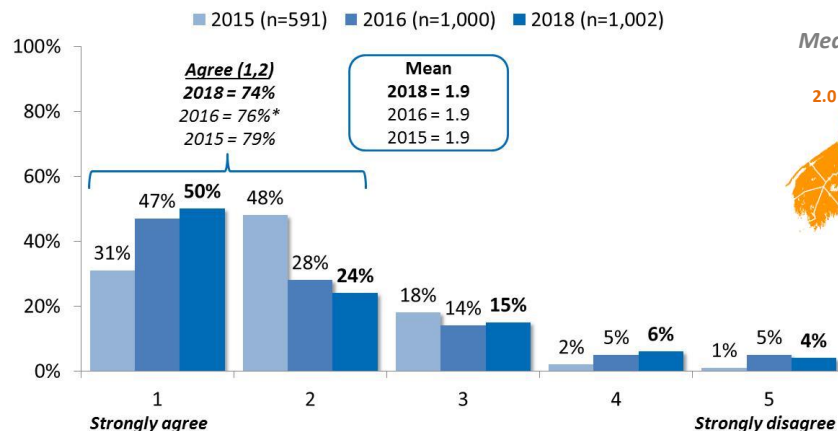
Note: Responses of 'Don't know' have been removed from mean calculation.

Connecting People from Different Communities / Backgrounds

Remaining consistent with previous iterations, three-quarters of Nova Scotians believe that ***culture helps connect people from different communities or backgrounds***. Again, one-half strongly agree. Strong agreement that culture helps connect people from different communities or backgrounds is elevated in Cape Breton compared with elsewhere in the province. Overall agreement in this regard varies only modestly across the population. (Table 1a)

Culture Helps Connect People From Different Communities or Backgrounds

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



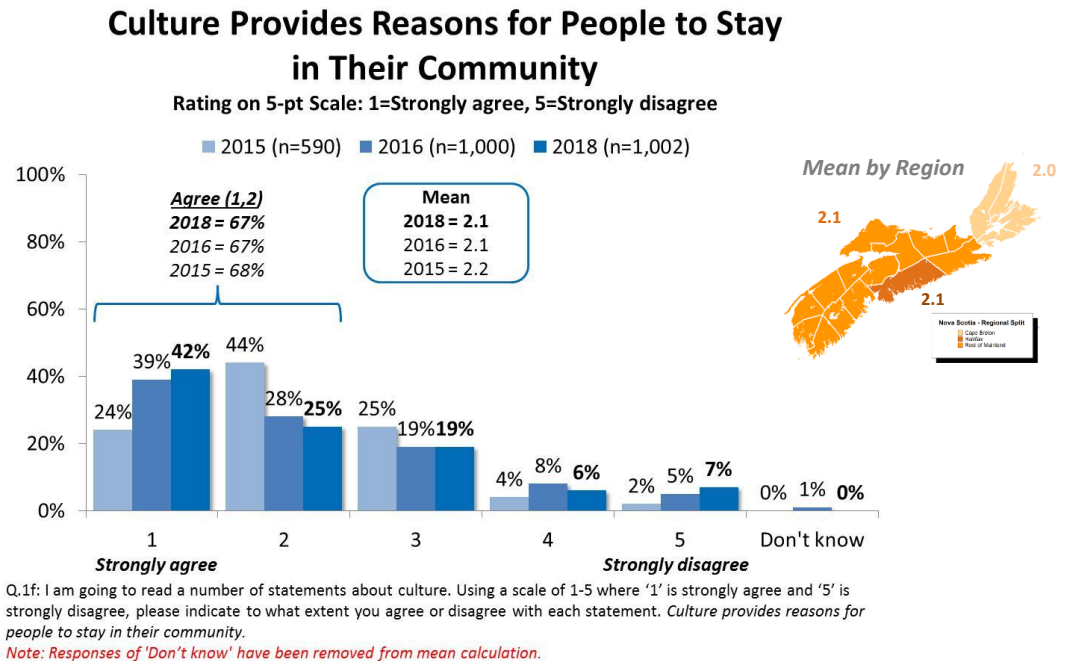
Q.1a: I am going to read a number of statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. *Culture helps connect people from different communities or backgrounds.*

Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.



Providing Reasons for People to Stay in Their Community

For two in three residents, *culture provides reasons for people to stay in their community*, like previous findings. (Table 1f)



The opinion that culture provides reasons for people to stay in their community is highly consistent across the population.

Increasing Citizen Engagement and Participation

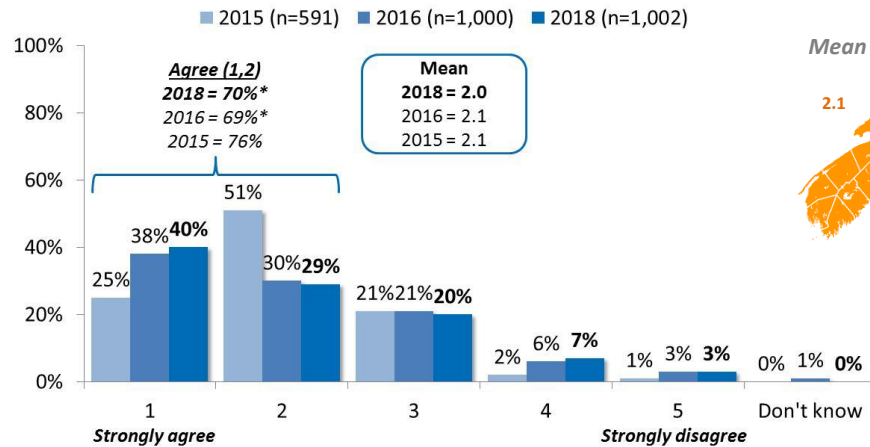
Seven in ten residents agree that *culture helps increase citizen engagement and participation*. Overall perceptions are consistent year-over-year. Agreement that culture helps increase citizen engagement and participation is stronger in Cape Breton than elsewhere in the province.

Overall agreement that culture helps increase citizen engagement and participation is highly consistent across the population. (Table 1d)



Culture Helps Increase Citizen Engagement and Participation

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



Q.1d: I am going to read a number of statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. *Culture helps increase citizen engagement and participation.*

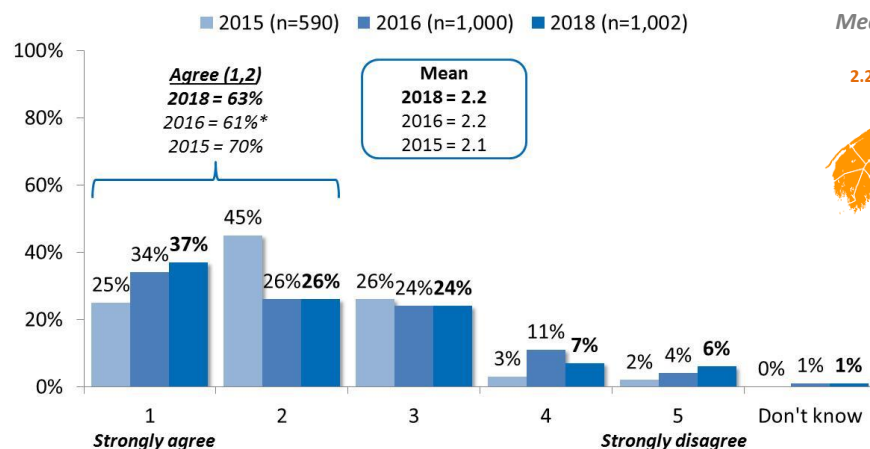
Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.

Attracting New Residents from Outside Nova Scotia

Culture is moderately believed to **help attract new residents from outside Nova Scotia**, on par with 2016 findings and down slightly relative to 2015. (Table 1c)

Culture Helps Attract New Residents From Outside Nova Scotia

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



Q.1c: I am going to read a number of statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. *Culture helps attract new residents from outside Nova Scotia.*

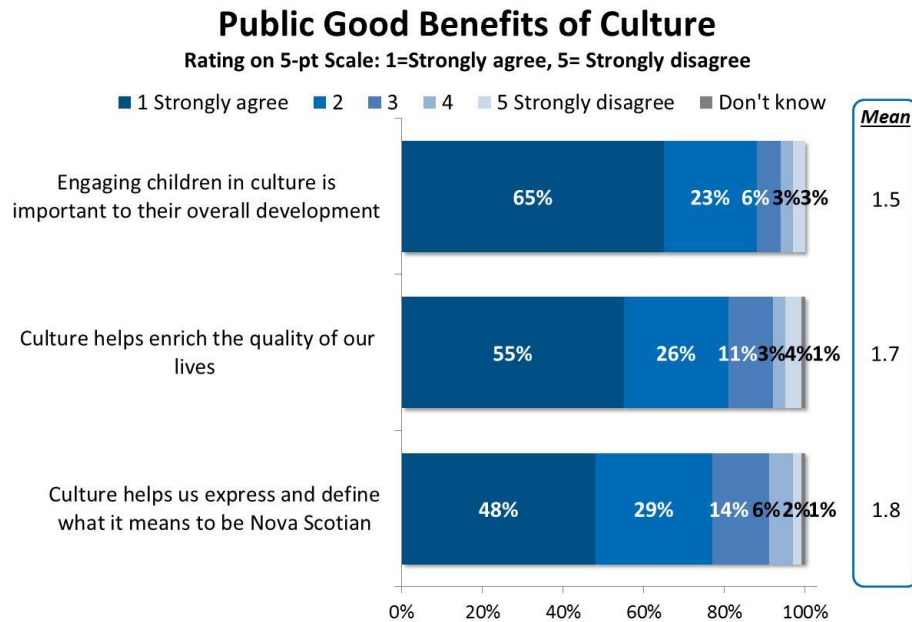
Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.

Women and younger residents are somewhat more likely to agree overall that culture helps attract new residents from outside Nova Scotia.



Additional Public Good Measures

New this year, several additional statements related to public good were assessed. Most Nova Scotians agree that **engaging children in culture is important to their overall development**. Indeed, two-thirds strongly agree in this regard. A large majority also agrees that **culture helps enrich the quality of lives** and **helps express and define what it means to be Nova Scotian**. (Tables 5a-c)



Q.5a-c: Thinking further about culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following four statements, using the same 1-5 scale. Please use the same 1-5 scale. (n=1,002)

Note: Responses of 'Don't know' have been removed from mean calculation.

Agreement with all three statements is notably lower among those who believe the Government should invest less than it currently does in culture.

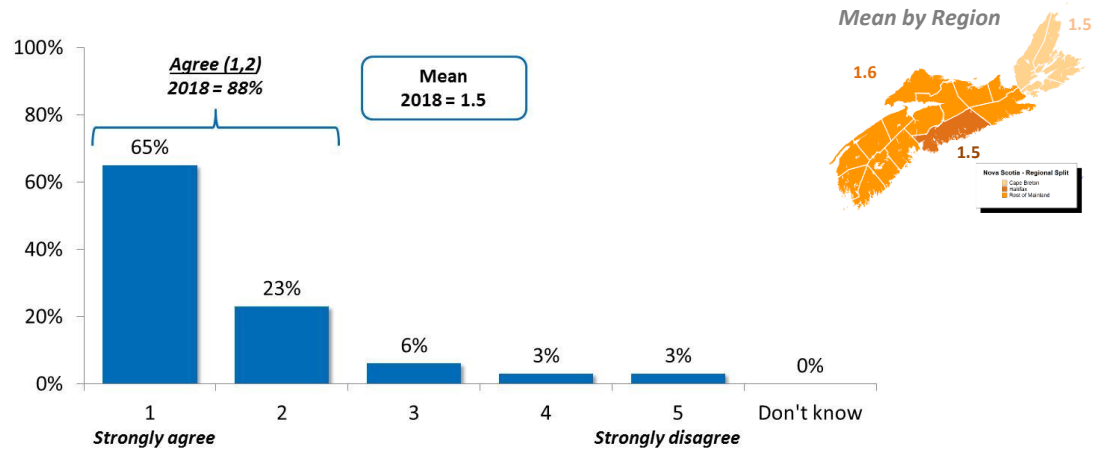
Agreement that **engaging children in culture is important to their overall development** is very robust. Indeed, two-thirds strongly agree in this regard.

Perceived importance of engaging children in culture is similar across the population. (Table 5a)



Engaging Children in Culture Is Important to Their Overall Development

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



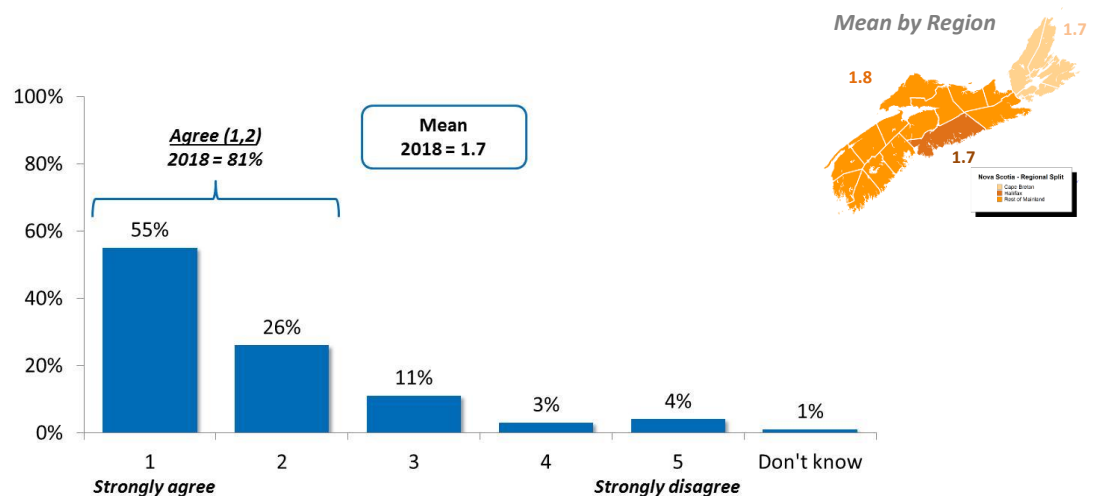
Q.5a: Thinking further about culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following four statements, using the same 1-5 scale. Please use the same 1-5 scale. (n=1,002)

Note: Responses of 'Don't know' have been removed from mean calculation.

Four in five residents also agree that **culture helps enrich the quality of our lives**, with over one-half of residents indicating the top response of strongly agree. Agreement is stronger among women than men with respect to enriching the quality of life. (Table 5b)

Culture Helps Enrich the Quality of Our Lives

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



Q.5b: Thinking further about culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following four statements, using the same 1-5 scale. Please use the same 1-5 scale. (n=1,002)

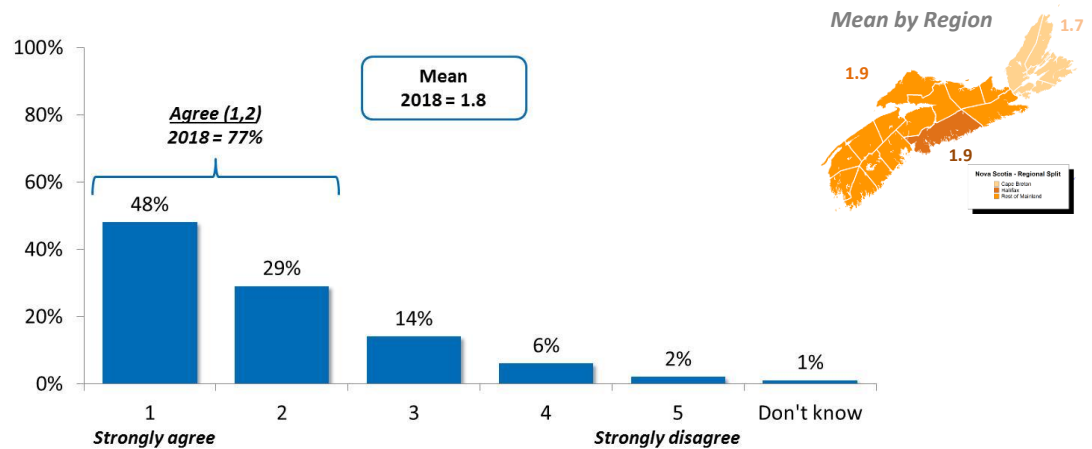
Note: Responses of 'Don't know' have been removed from mean calculation.



Three-quarters agree that *culture helps us express and define what it means to be Nova Scotians*, with one-half strongly agreeing. Agreement is elevated in Cape Breton compared with elsewhere in the province in this regard. (Table 5c)

Culture Helps Us Express and Define What It Means to Be Nova Scotians

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



Q.5c: Thinking further about culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following four statements, using the same 1-5 scale. Please use the same 1-5 scale. (n=1,002)

Note: Responses of 'Don't know' have been removed from mean calculation.

Agreement that culture helps us express and define what it means to be Nova Scotian is elevated among women and those 18 to 34 years old.

Statements Analysis. Questions 1a-f and Questions 5a-c in the survey explore generally similar content in terms of what could be described as 'Public Good Benefits of Culture.' The number of statements residents agree with of the nine examined in these series were also analyzed as an indicator of the extent of recognition of culture for the public good. Two-thirds of residents agree with seven to nine of the nine statements (i.e., they gave a score of either '1' or '2'), indicating a broad level of recognition of the importance of culture to public good among a solid majority of the population.

Another one-fifth agree with four to six statements indicating a more moderate level of recognition.

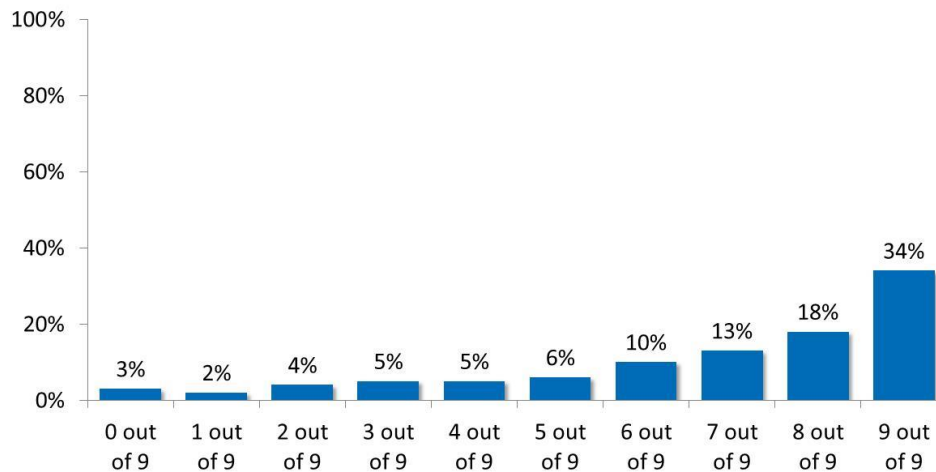
One in seven had a lower level of recognition of the benefits of culture, as indicated by agreement with three or fewer statements.



Number of Public Good Statements with Which Respondents Agree

Rating of 1 or 2 (Agree)

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



Q.1a-f: I am going to read a number of statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. (n=1,002)

Q.5a-c: Thinking further about culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following three statements, using the same 1-5 scale. Please use the same 1-5 scale. (n=1,002)

Cultural Organizations

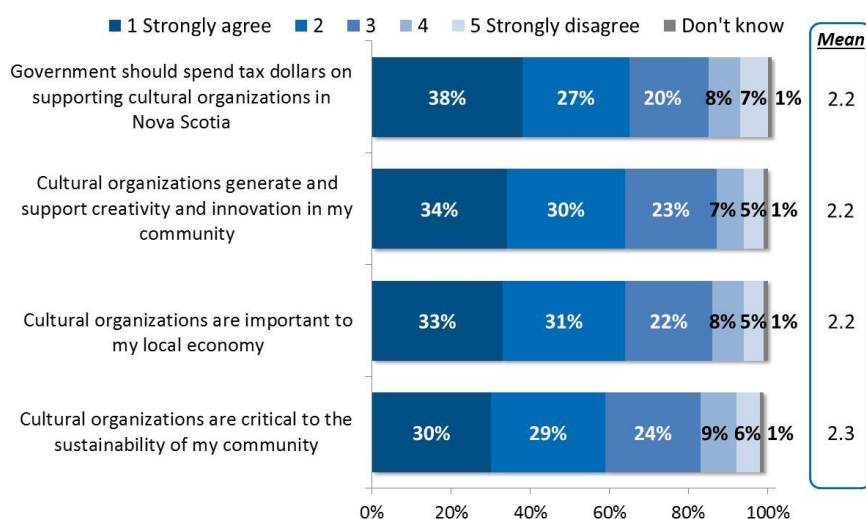
Considered beneficial to Nova Scotia's communities and local economies, a solid majority of residents believe cultural organizations should be supported by tax dollars.

To better understand the perceived contribution made by cultural organizations, residents were asked to indicate their level of agreement with several statements. Overall, perceptions are positive, with the majority agreeing that tax dollars should be allocated towards support for cultural organizations, as such organizations are believed to benefit Nova Scotia's communities and local economy. Opinions surrounding each statement are explored in more detail below. (Tables 3a-d)



Opinions on Statements Related to Cultural Organizations

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



Q.3a-d: Thinking now about cultural organizations (which would include institutions, facilities or sites) and the contribution they make, please indicate to what extent you agree or disagree with each of the following statements. Please use the same 1-5 scale. (n=1,002) *Note: Responses of 'Don't know' have been removed from mean calculation.*

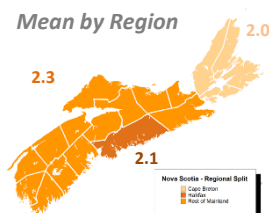
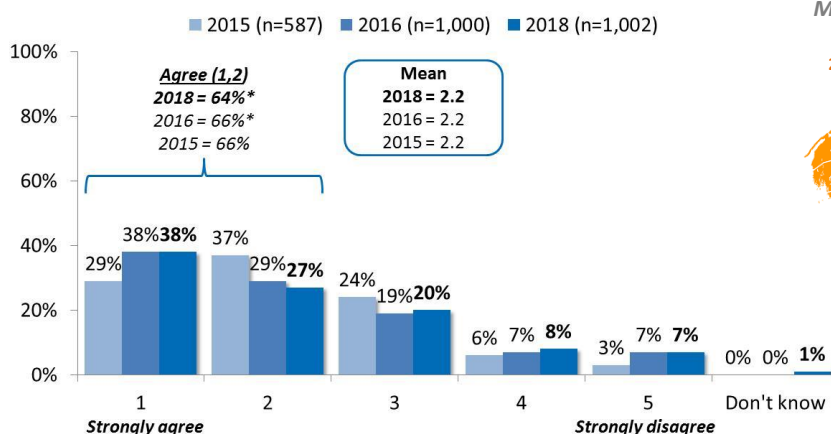
Agreement with all statements is highest among those believing Government support of culture should increase, and lowest among those who believe it should decrease.

Government Tax Spending

Two in three residents agree that **Government should spend tax dollars on supporting cultural organizations in Nova Scotia**. Overall agreement is unchanged from preceding iterations. Agreement is higher in Cape Breton and Halifax than the rest of mainland Nova Scotia. (Table 3d)

Government Should Spend Tax Dollars on Supporting Cultural Organizations in Nova Scotia

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



Q.3d: Thinking now about cultural organizations (which would include institutions, facilities or sites) and the contribution they make, please indicate to what extent you agree or disagree with each of the following statements. Please use the same 1-5 scale. *Government should spend tax dollars on supporting cultural organizations in Nova Scotia.*

*Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.*



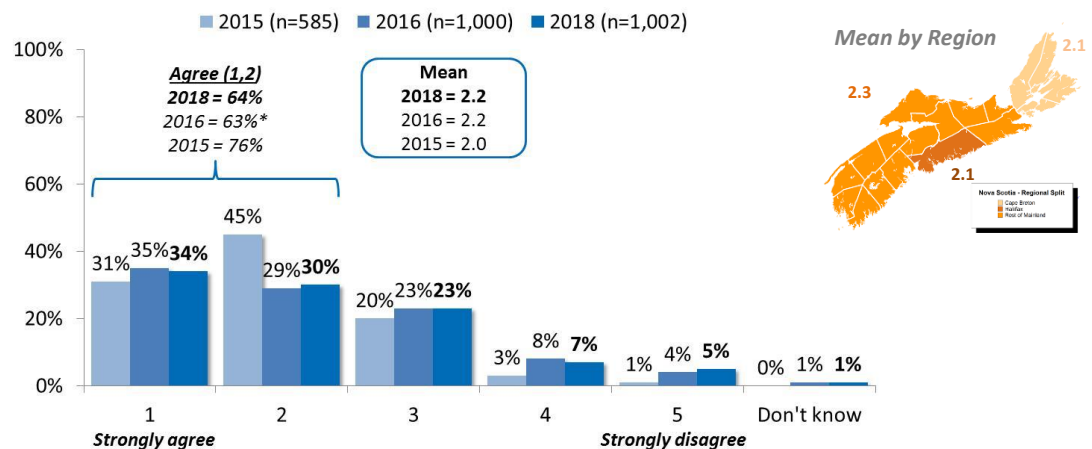
Women and residents under 55 years of age are more likely to agree Government should spend tax dollars on supporting cultural organizations in Nova Scotia.

Generating and Supporting Creativity and Innovation

Nearly two-thirds of residents overall believe that **cultural organizations generate and support creativity and innovation in their community**. Results are similar to 2016 findings, but down from 2015. Again, agreement is higher in Cape Breton and Halifax than mainland Nova Scotia. (Table 3b)

Cultural Organizations Generate and Support Creativity and Innovation in My Community

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



Q.3b: Thinking now about cultural organizations (which would include institutions, facilities or sites) and the contribution they make, please indicate to what extent you agree or disagree with each of the following statements. Please use the same 1-5 scale. *Cultural organizations generate and support creativity and innovation in my community.*

Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.

Women are more likely than men to agree that cultural organizations generate and support creativity and innovation in their community.

Importance to Local Economy

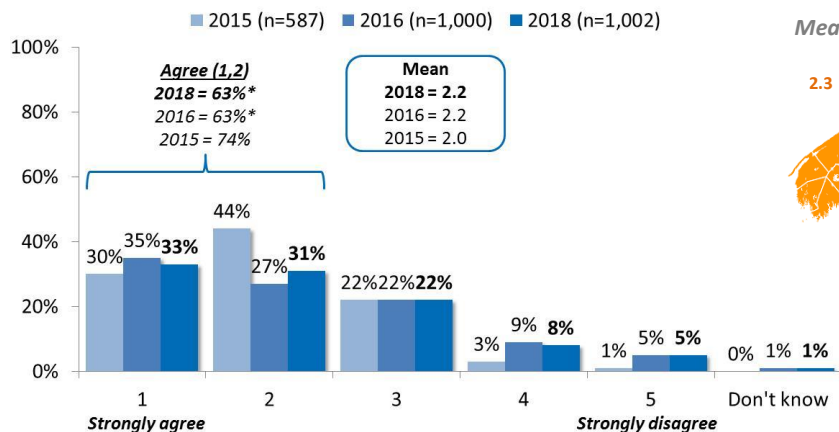
Over six in ten residents believe that **cultural organizations are important to their local economies**.

Results are similar to 2016, when a decline from the preceding year was observed. Agreement is elevated in Cape Breton. (Table 3a)



Cultural Organizations Are Important to My Local Economy

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



Q.3a: Thinking now about cultural organizations (which would include institutions, facilities or sites) and the contribution they make, please indicate to what extent you agree or disagree with each of the following statements. Please use the same 1-5 scale. *Cultural organizations are important to my local economy.*

*Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.*

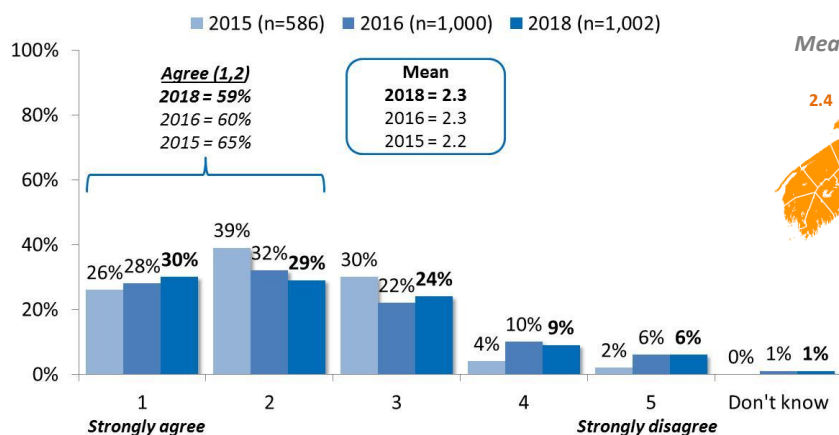
Women are more likely than men to agree that cultural organizations are important to their local economy.

Community Sustainability

Six in ten residents believe that *cultural organizations are critical to the sustainability of their community*, on par with 2016 but down from 2015. Agreement is more likely in Cape Breton and least likely in mainland Nova Scotia outside of Halifax. (Table 3c)

Cultural Organizations Are Critical to the Sustainability of My Community

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



Q.3c: Thinking now about cultural organizations (which would include institutions, facilities or sites) and the contribution they make, please indicate to what extent you agree or disagree with each of the following statements. Please use the same 1-5 scale. *Cultural organizations are critical to the sustainability of my community.*

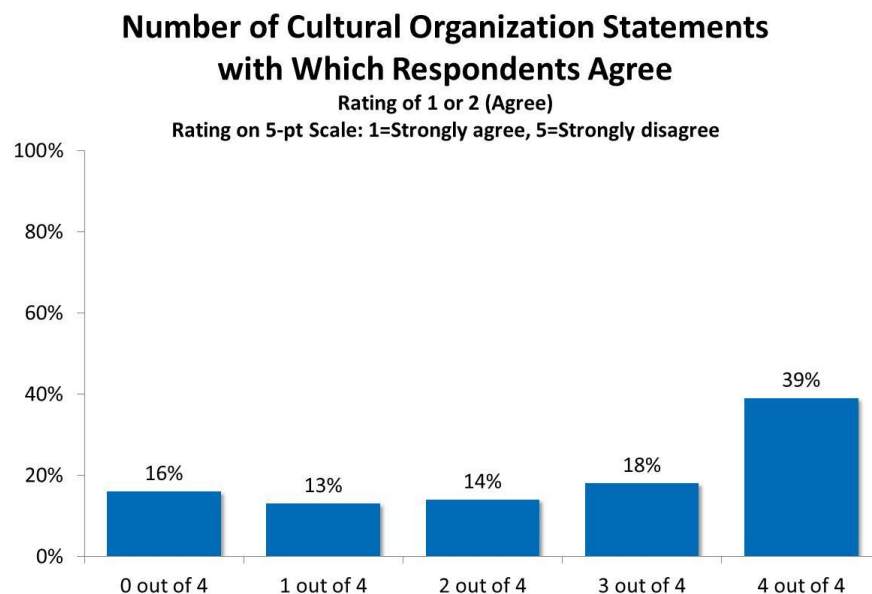
Note: Responses of 'Don't know' have been removed from mean calculation.



Women and younger residents under the age of 35 years are more likely to agree that cultural organizations are critical to the sustainability of their community.

Statements Analysis. Questions 3a-d in the survey explore generally similar content in terms of what could be described as ‘Cultural Organizations.’ The number of the statements residents agree with of the above four were analyzed as an indicator of the extent of recognition of the importance of cultural organizations.

The survey results indicate that four in ten residents agree with all four statements, indicating a high level of recognition of the importance of cultural organizations among a large minority of the population. Another two in ten agree with three of the four statements, indicating a moderately high level of recognition. Thus, almost six in ten residents agreed with at least three of the statements. One in six agreed with none of these statements, reflecting a lack of importance assigned to cultural organizations.



Q.3a-d: Thinking now about cultural organizations (which would include institutions, facilities or sites) and the contribution they make, please indicate to what extent you agree or disagree with each of the following statements. (n=1,002)

Support for Culture

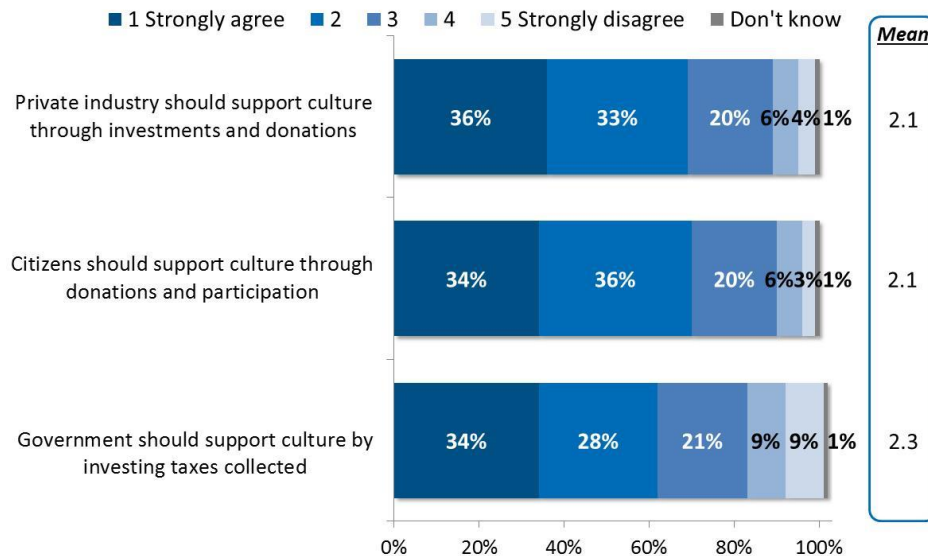
Residents generally believe citizens, private industry, and Government alike should support culture in Nova Scotia financially.

Residents believe that **citizens**, **private industry**, and **government** all have a responsibility to support culture in Nova Scotia. Findings suggest that citizens and private industry have a moderately higher obligation to support culture in Nova Scotia compared with Government. Opinions surrounding each statement are explored in more detail below. (Tables 4a-c)



Who Should Support Culture in Nova Scotia

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



Q.4a-c: Thinking about who should support culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following three statements, using the same 1-5 scale. (n=1,002)

Note: Responses of 'Don't know' have been removed from mean calculation.

Those who believe Government should invest more in culture are more likely to indicate a need for all three parties to invest, while those who believe Government should spend less are least likely to support investment by these parties.

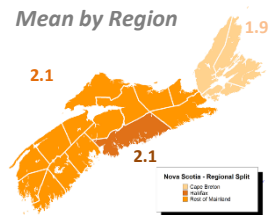
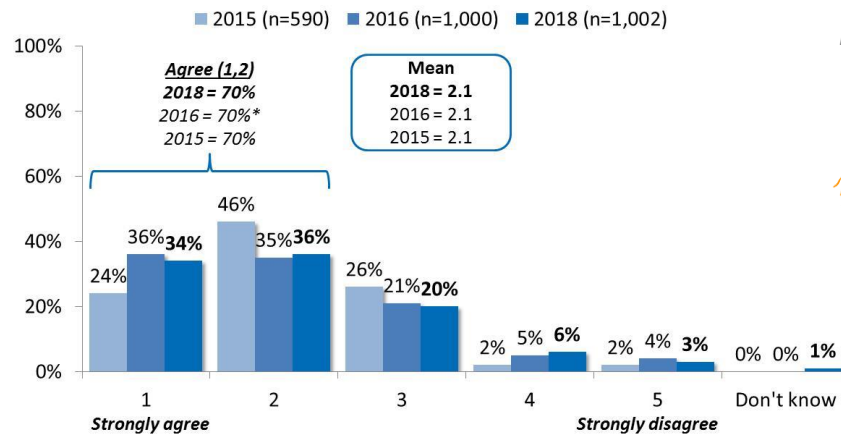
Citizen Donations and Participation

Consistent since 2015, the opinion that **citizens should support culture through donations and participation** is held by seven in ten residents. Average level of agreement is somewhat higher in Cape Breton than elsewhere. (Table 4c)



Citizens Should Support Culture Through Donations and Participation

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



Q.4c: Thinking about who should support culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following three statements, using the same 1-5 scale. *Citizens should support culture through donations and participation.*

*Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.*

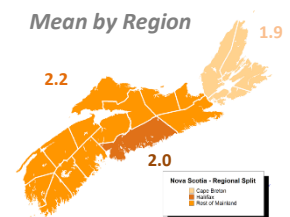
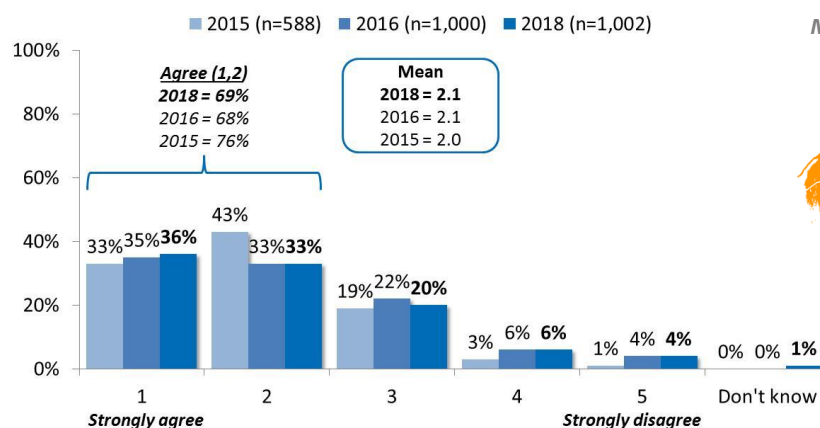
Those with higher levels of education are more likely to believe that citizens should support culture through donations and participation.

Private Sector Investments and Donations

Seven in ten believe that *private industry should support culture through investments and donations*. The portion agreeing in this regard has not changed over the past year but is down relative to 2015. The average level of agreement is highest in Cape Breton and lowest in mainland Nova Scotia outside Halifax. (Table 4b)

Private Industry Should Support Culture Through Investments and Donations

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



Q.4b: Thinking about who should support culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following three statements, using the same 1-5 scale. *Private industry should support culture through investments and donations.*

Note: Responses of 'Don't know' have been removed from mean calculation.

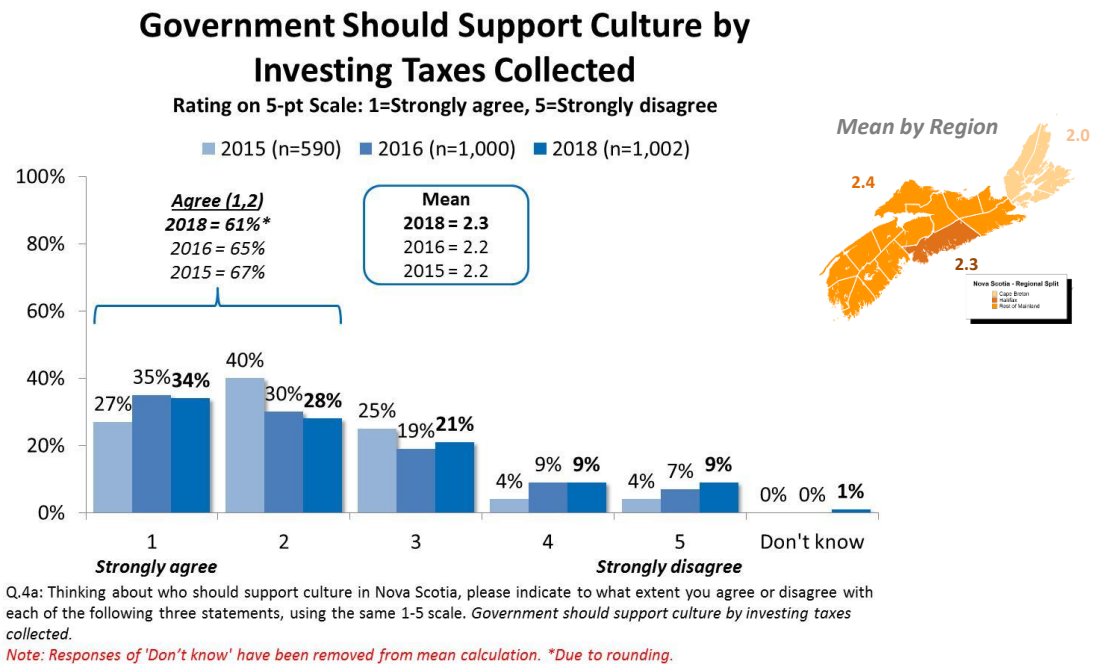


Results regarding whether private industry should support culture through investments and donations are consistent across the population.

Government Investment

Six in ten residents believe that **Government should support culture by investing taxes collected.**

Agreement has been trending downward since 2015. Cape Breton residents are most likely and mainland residents outside of Halifax least likely to believe Government should support culture by investing taxes collected. (Table 4a)



Results with respect to whether Government should support culture by investing taxes collected are consistent across the population.

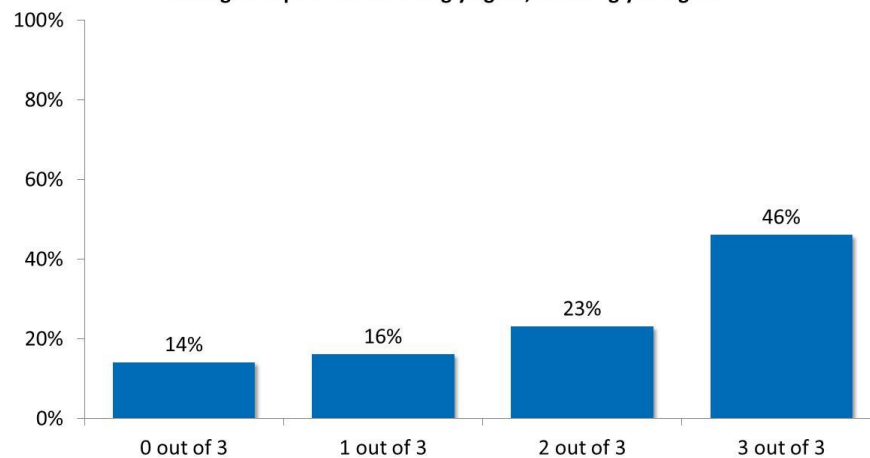
The number of the statements residents agree with of the above three were analyzed as an indicator of the extent of recognition of level of support that should be assigned to culture. Close to one-half agree with all three statements, indicating a high level of recognition of support for culture. Another one-quarter agrees with two of the three statements indicating a moderate level of recognition. One in seven agreed with none of these statements, reflecting a lack of importance assigned to support for culture.



Number of Culture Support Statements with Which Respondents Agree

Rating of 1 or 2 (Agree)

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



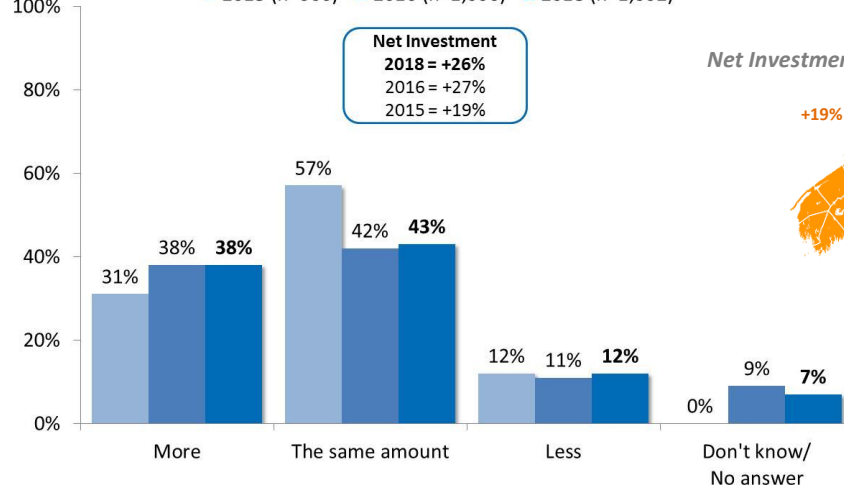
Q.4a-c: Thinking about who should support culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following three statements, using the same 1-5 scale. (n=1,002)

In further exploring government support for culture in Nova Scotia, residents were asked to indicate needed change in how much of the provincial budget should be allocated towards cultural initiatives. Assuming the budget remains the same, four in ten residents believe that the Government should invest **more** on culture. A slightly larger portion feels that the Government should invest **the same amount** on culture, while one in ten state that **less** of an investment should be made. After results indicated an increase in support in 2016, residents remain more supportive of culture compared with 2015. Cape Bretoners are most likely to believe the Government should invest more on culture, while those living in the rest of mainland Nova Scotia are least likely to feel this way. Perceptions regarding the amount Government should invest in culture are similar across the population. (Table 6)

Amount the Government Should Invest on Culture

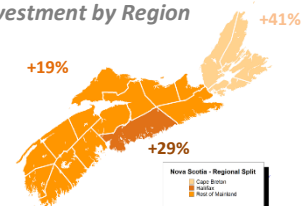
Assuming the Provincial Budget Remains the Same

2015 (n=606) 2016 (n=1,000) 2018 (n=1,002)



Q.6: Assuming the overall provincial budget stays the same, do you think government should invest less, the same amount or more on culture?

Net Investment by Region

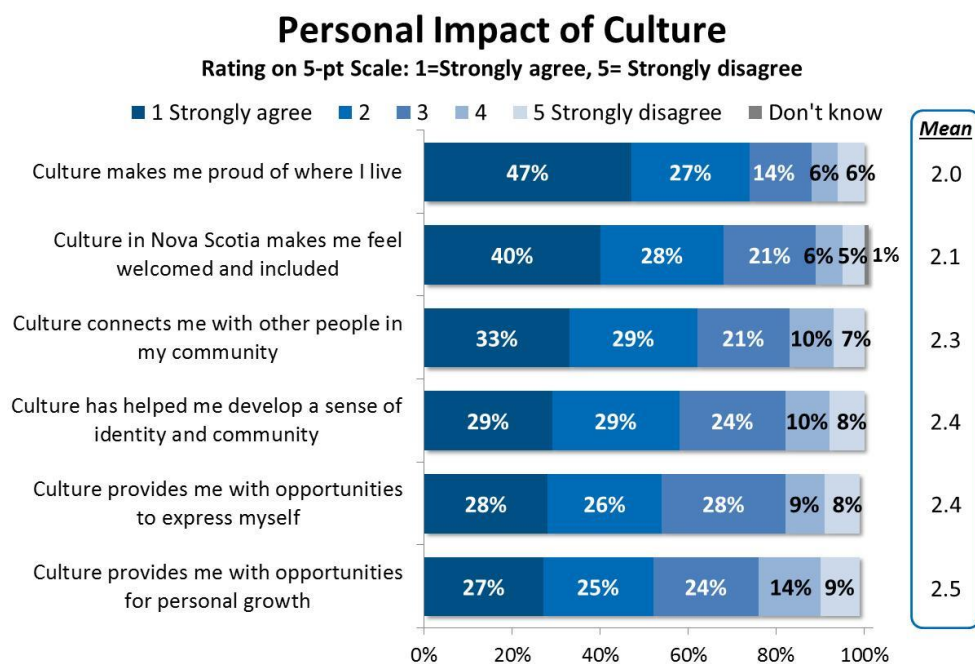


Personal Impact of Culture

Culture makes Nova Scotians proud of where they live and reinforces their relationships and identities.

The personal impact of culture is recognized by the majority of residents. The most prevalent personal impact is residents being **proud of where they live** because of culture. There is moderate agreement that culture **makes them feel welcomed and included, connects them with others in their community** or **helps them develop a sense of identity and community**. On the other hand, a much smaller majority believe that **culture provides them with opportunities to express themselves** or **affords them opportunities for**

personal growth. Results for each of the statements under evaluation are analyzed in more detail in the following section. (Tables 2a-e, 5d)



Q.2a-e: Thinking of the impact culture has on you personally, please indicate the extent to which you agree or disagree with each of the following statements. Please use a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. (n=1,002)

Q.5d: Thinking further about culture in Nova Scotia, please indicate to what extent you agree or disagree with the following statement, using the same 1-5 scale, *Culture in Nova Scotia makes me feel welcomed and included*.

Note: Responses of 'Don't know' have been removed from mean calculation.

Generally, those who believe the Government should be investing less in culture are less likely to affirm personal benefits from culture. As well, in most instances Cape Breton residents reported higher levels of perceived benefits of culture compared to other Nova Scotians.

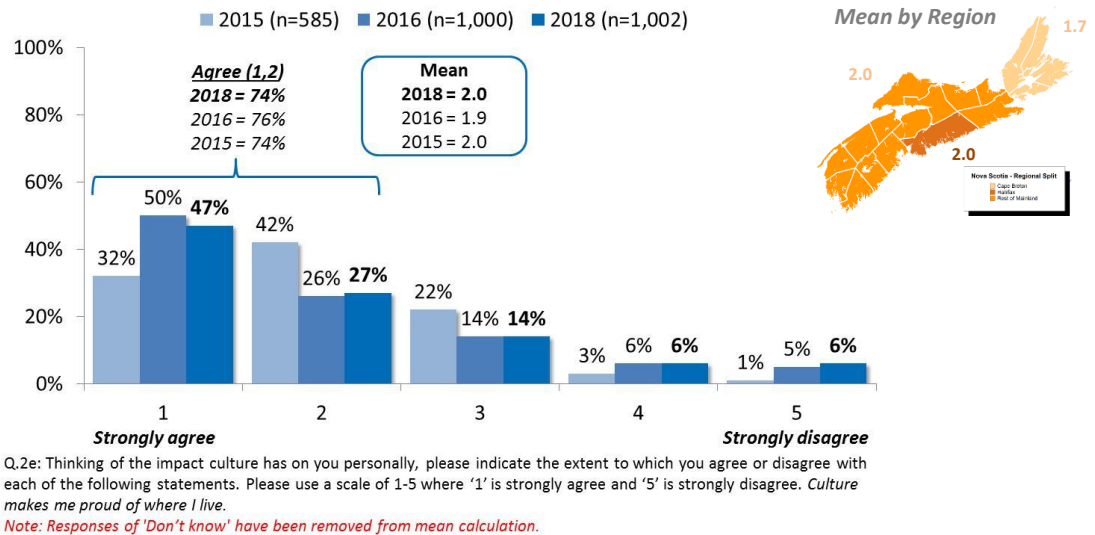
Proud of Where I Live

Three-quarters of residents overall indicate that **culture makes them proud of where they live**, consistent with previous findings. The proportion of residents that affirm culture makes them proud of where they live is elevated in Cape Breton. (Table 2e)



Culture Makes Me Proud of Where I Live

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



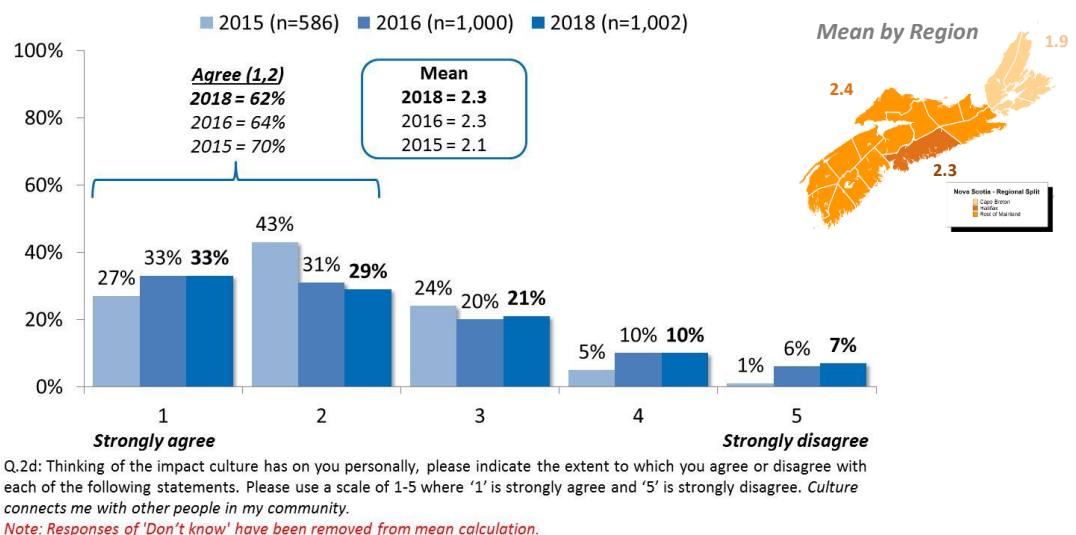
Perceptions are generally consistent across demographic subgroups, although strong agreement is somewhat elevated among women compared with men.

Connects Me with Other People

For a moderate majority of residents, ***culture connects them with other people in their community***, with results on par with 2016 findings and down from 2015. Cape Breton residents are notably more likely to perceive culture as connecting them with other people in their community than residents elsewhere. (Table 2d)

Culture Connects Me with Other People in My Community

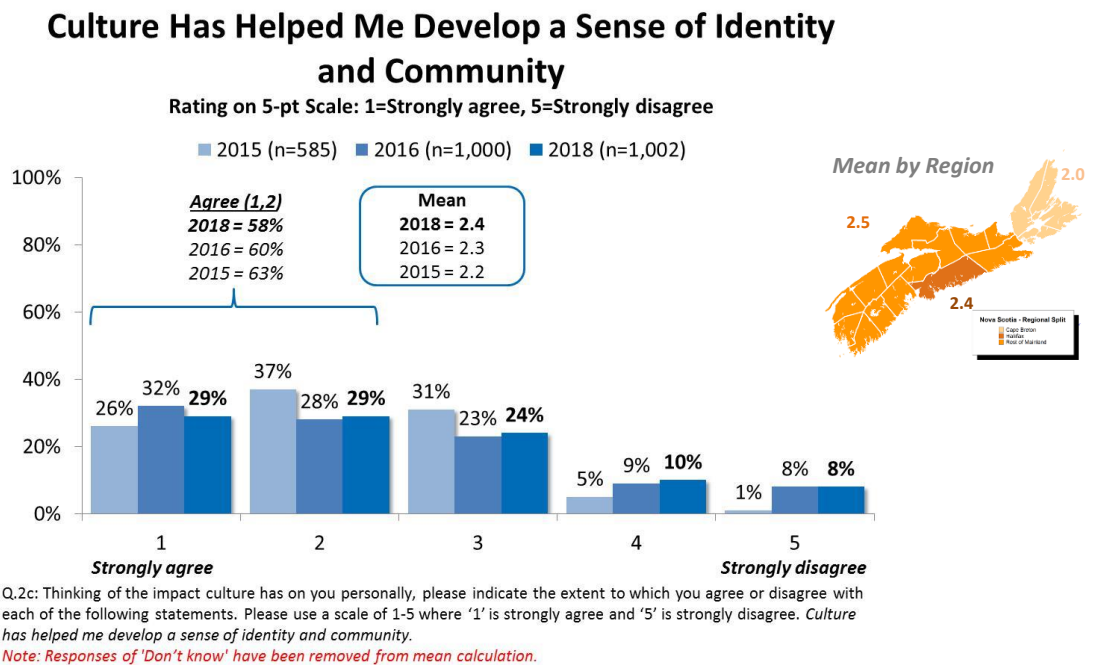
Rating on 5-pt Scale: 1=Strongly agree, 5=Strongly disagree



Perceptions are consistent across the population, except again, strong agreement is somewhat elevated among women compared with men.

Developing a Sense of Identity and Community

Six in ten residents report that ***culture has helped them develop a sense of identity and community***, consistent with 2016, but trending down slightly from 2015. Once again, agreement is higher among Cape Breton residents than residents elsewhere in the province. Agreement is somewhat more elevated among women than men. (Table 2c)



Opportunities for Personal Growth

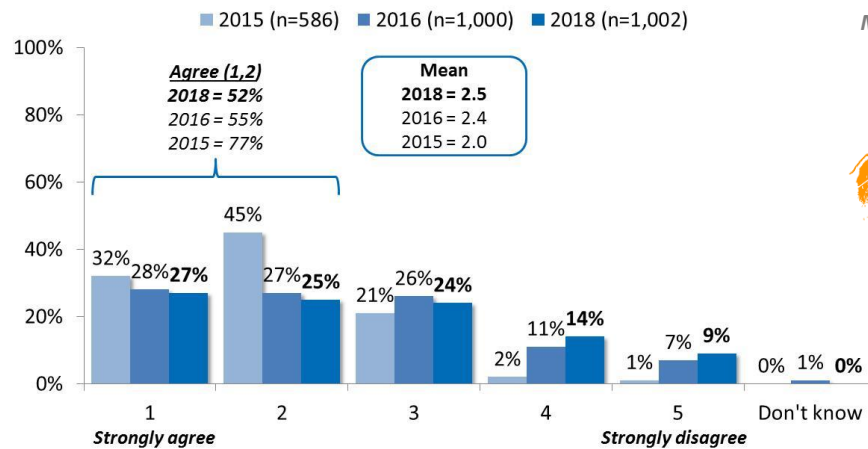
One in two Nova Scotians agree that ***culture provides them with opportunities for personal growth***, a result similar to 2016 but below that of 2015. Cape Breton residents are most likely to agree than other residents that culture provides them opportunities for personal growth.

Women are more likely to agree than men that culture provides personal growth opportunities. (Table 2a)



Culture Provides Me with Opportunities for Personal Growth

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



Q.2a: Thinking of the impact culture has on you personally, please indicate the extent to which you agree or disagree with each of the following statements. Please use a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. *Culture provides me with opportunities for personal growth.*

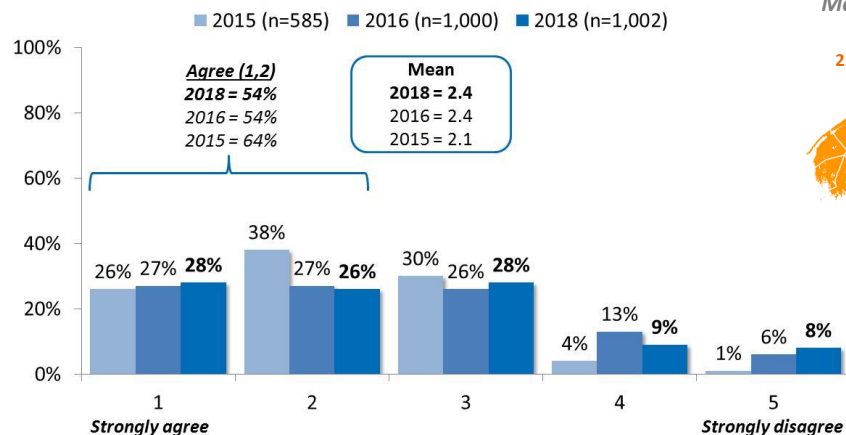
Note: Responses of 'Don't know' have been removed from mean calculation.

Opportunities to Express Myself

A small majority of residents state that *culture provides them with opportunities to express themselves*. This perception is on par with 2016 levels although down from 2015. Cape Breton residents are the most inclined to agree that culture provides them with an opportunity to express themselves. (Table 2b)

Culture Provides Me with Opportunities to Express Myself

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



Q.2b: Thinking of the impact culture has on you personally, please indicate the extent to which you agree or disagree with each of the following statements. Please use a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. *Culture provides me with opportunities to express myself.*

Note: Responses of 'Don't know' have been removed from mean calculation.

Women are more likely to agree than men that culture provides an opportunity for them to express themselves.

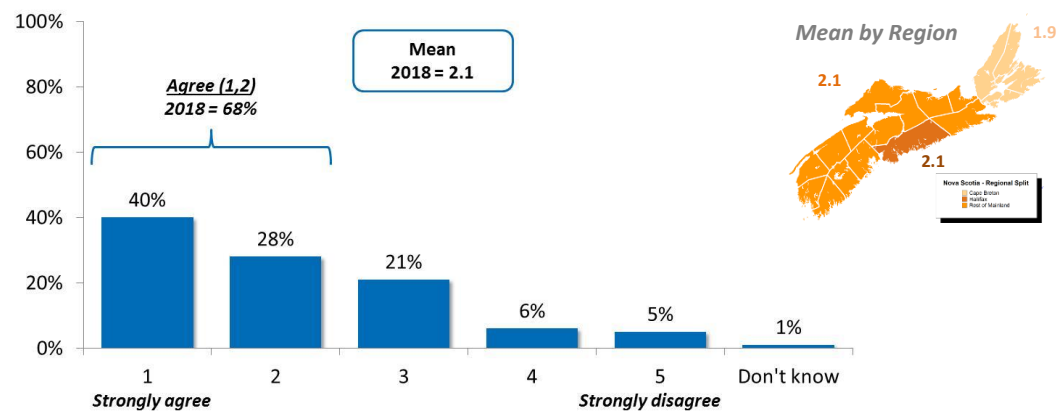


Inclusion

Two-thirds of Nova Scotians affirm culture within the province makes them feel welcomed and included. Agreement is somewhat elevated in Cape Breton. Otherwise, the results are generally consistent across the population. (Table 5d)

Culture in Nova Scotia Makes Me Feel Welcomed and Included

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



Q.5d: Thinking further about culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following four statements, using the same 1-5 scale. Please use the same 1-5 scale. (n=1,002)

Note: Responses of 'Don't know' have been removed from mean calculation.

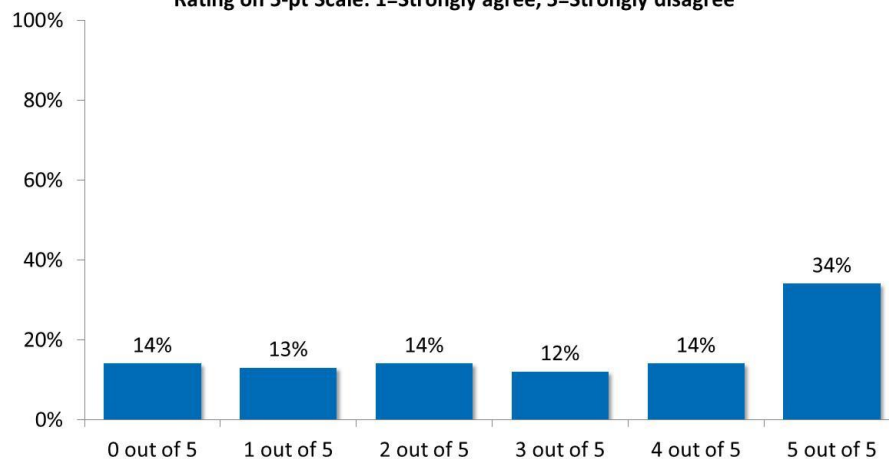
Statements Analysis. Questions 2a-e and Question 5d in the survey explore generally similar content in terms of what could be described as 'Personal Impact of Culture.' The number of statements residents agree with of the above six were analyzed as an indicator of the extent of recognition of personal benefits for culture.

Close to one-half of residents agree with five or six statements, indicating a broad level of recognition of personal benefits of culture. Another one-quarter agree with three or four statements indicating a more moderate level of recognition. One-fifth had a lower level of recognition of the personal benefits of culture, as indicated by agreement with one or two statements. One in ten did not agree with any of the statements, reflecting an absence of recognition of personal benefits from culture.



Number of Personal Benefits Statements with Which Respondents Agree Rating of 1 or 2 (Agree)

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



Q.2a-e: Thinking of the impact culture has on you personally, please indicate the extent to which you agree or disagree with each of the following statements. Please use a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. (n=1,002)

Culture Participation

Respondents were asked about their frequency of participation in various culture-related activities. This was also asked in the 2015 survey, but not in the 2016 survey. Results suggest higher frequency of visitation currently relative to 2015. That said, these divergences may be reflective of the different methodologies employed.

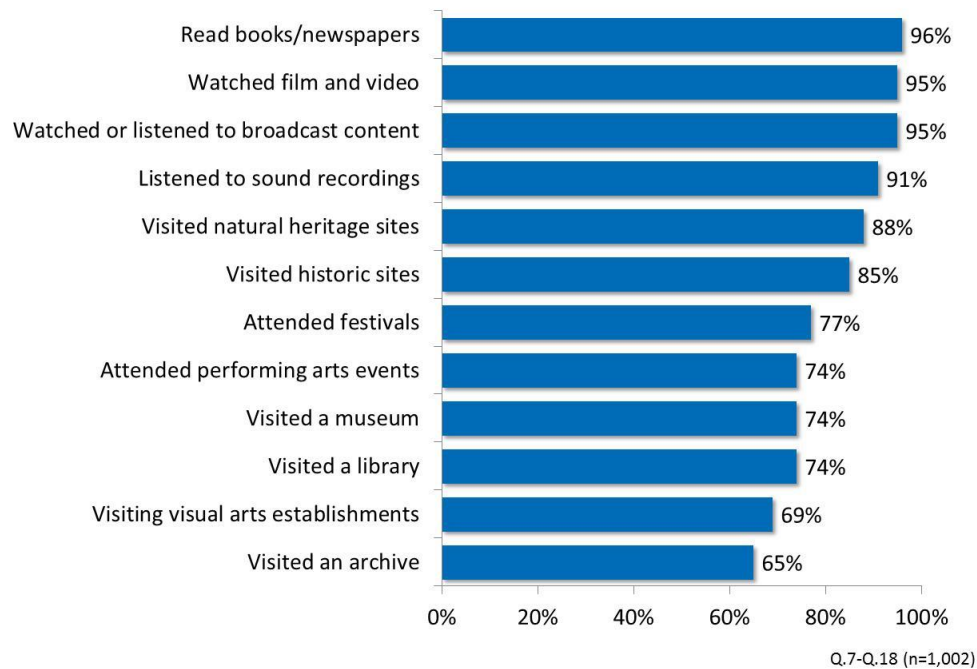
Cultural participation is generally high across various options.

For each of the options examined, annual participation rates (defined as those who visited or took part in activity at least once in the past 12 months) are generally strong, with at least two in three Nova Scotians participating in each activity. In terms of those options involving attendance or visitation, cultural heritage sites have the highest participation rate and archives the lowest. Results for each activity are presented in more detail in this section (Tables 7 to 18).



Annual Participation Rates

Those Who Indicated They Visited/Took Part in Activity at Least Once in the Past 12 Months



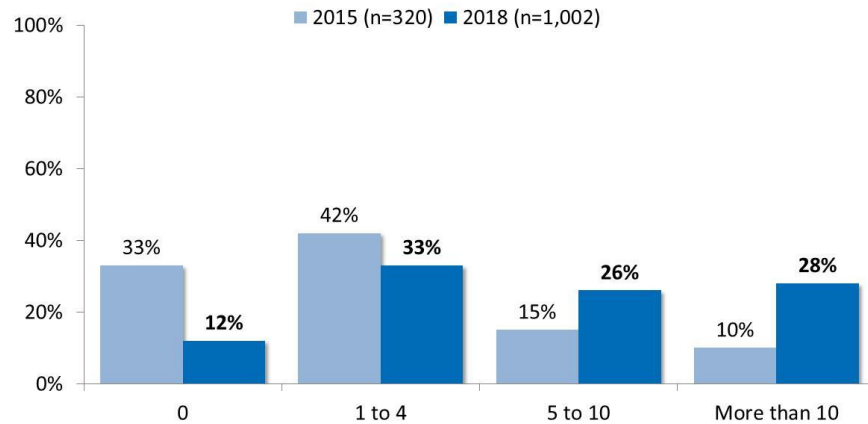
While demographic differences are discussed for each individual activity in the detailed results for each activity, as a general comment, participation in activities and support for Government spending on culture are related, with those who are in favour of increased support being those most inclined to participate in various cultural activities. The exceptions would be books, films, and broadcast material, for which there appears to be little relationship between participation and inclinations regarding Government investment in culture.

Natural Heritage Sites

Close to nine in ten residents have visited natural heritage sites in the past twelve months, with the frequency of visitation mixed among these residents. (Table 11)



Number of Times Visited Natural Heritage Sites in the Past 12 Months



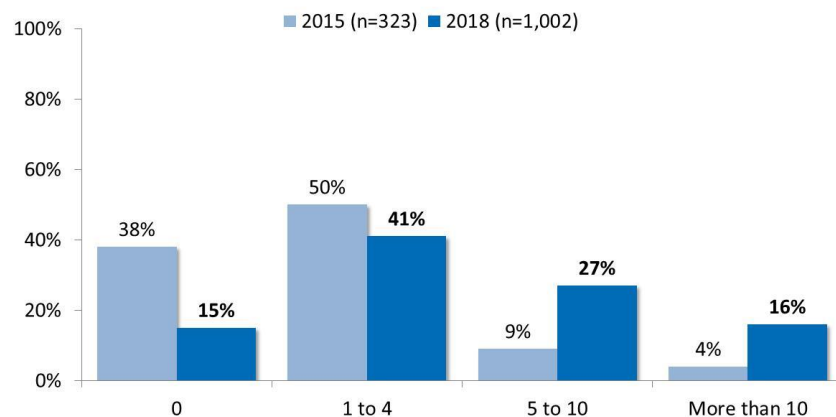
Q.11: Next, for survey purposes, please take into account that natural heritage sites consist of natural, botanical, fossil, and zoological sites of outstanding universal value with historic, scientific, environmental, or social significance. Natural heritage includes nature parks and reserves, zoos, aquaria and botanical gardens. Examples include old growth forests, fossil sites, national and provincial parks, wildlife parks, and hiking trails. How many times have you visited natural heritage sites, in-person and/or online, in the past 12 months? Was it ...:

Regionally, visitation is highest in Cape Breton and lowest in mainland Nova Scotia outside of Halifax. Visitation of natural heritage sites is higher among residents under 55 years of age, those with higher levels of education, and those with higher household incomes. It is also slightly elevated among those with children in the household.

Historic Sites/Buildings

More than eight in ten residents have visited historic sites and/or buildings in the past twelve months. Again, frequency of visitation is mixed. (Table 10)

Number of Times Visited Historic Sites and/or Buildings in the Past 12 Months



Q.10: Next, for survey purposes, please take into account that historic sites and buildings can be found in almost any setting and can range in size from a single building to works that span great distances. To be included, an historic site or building should be listed in a register of places of historic significance. Examples include archaeological sites, lighthouses, conservation districts, and so forth. How many times have you visited historic sites and/or buildings, in-person and/or online, in the past 12 months? Was it ...:

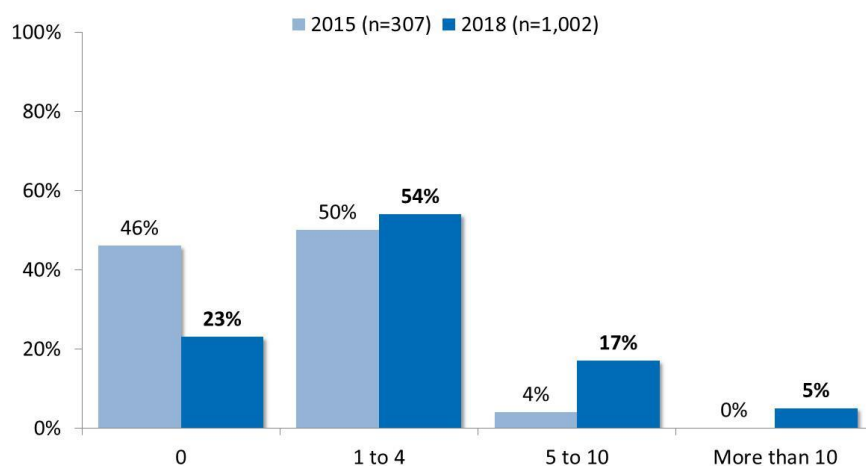


Visitation of historic sites and/or buildings is somewhat higher among residents under 55 years of age, those with higher levels of education, and those with higher household incomes.

Festivals and/or Cultural Celebrations

Three in four residents have attended a festival and/or cultural celebration in the past twelve months. (Table 14)

Number of Festivals and/or Cultural Celebrations Attended During the Past 12 Months



Q.14: Next, for survey purposes, please take into account that festivals and cultural celebrations include organized series of live special events and performances, such as music, film or other cultural festivals, Pow-Wows, or other cultural celebrations. How many festivals and/or cultural celebrations did you attend during the past 12 months? Was it ...:

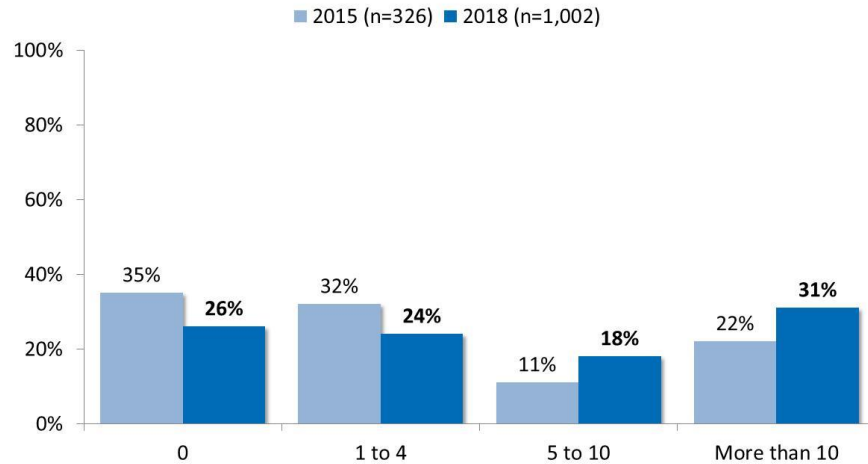
Attendance at festivals and/or cultural celebrations is highest among Cape Breton residents and lowest among those in mainland Nova Scotia outside of Halifax. It is also higher among women, younger residents, those with higher household incomes, and those with higher levels of education.

Library

Three in four residents have visited a library in the past twelve months, with approximately one in two residents being more frequent users having visited five or more times in the past year. (Table 8)



Frequency of Visiting a Library in the Past 12 Months



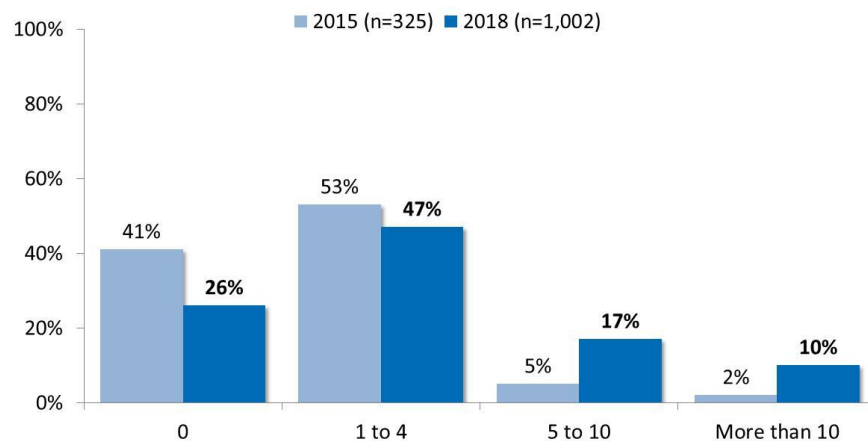
Q.8: Next, for survey purposes, please take into account that libraries have both physical and online collections including published print, microfilm, and electronic publications, with examples of libraries being public libraries and post-secondary educational institution libraries. How many times have you visited, in-person and/or online, a library in the past 12 months? Was it ...:

Library visitation is more likely among women, older residents, and those with higher levels of education. Regionally, it is higher in Halifax than elsewhere in the province.

Museums

Three in four residents have visited a museum in the past twelve months, with one-quarter being more frequent visitors having visited five or more times. (Table 9)

Number of Times Visited a Museum in the Past 12 Months



Q.9: Next, for survey purposes, museums include art museums, public art galleries, museums of human heritage or history, science centres, and virtual museums. How many times have you visited, in-person and/or online, museums in the past 12 months? Was it ...:

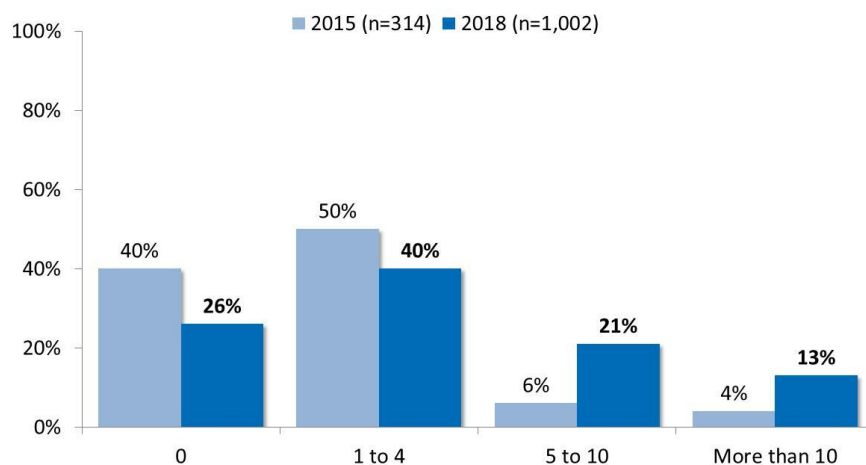


Women, those with higher levels of education, those with household incomes of \$50,000 or higher, and those with children in the household are more likely to have visited a museum in the past twelve months.

Performing Arts Events

Three in four residents have attended a performing arts event in the past twelve months. (Table 13)

**Number of Performing Arts Events Attended
During the Past 12 Months**



Q.13: Next, for survey purposes, please take into account that performing arts includes live performances of theatre, opera, dance, symphonies and other live music concerts, as well as other performing arts. How many performing arts events did you attend during the past 12 months? Was it ...:

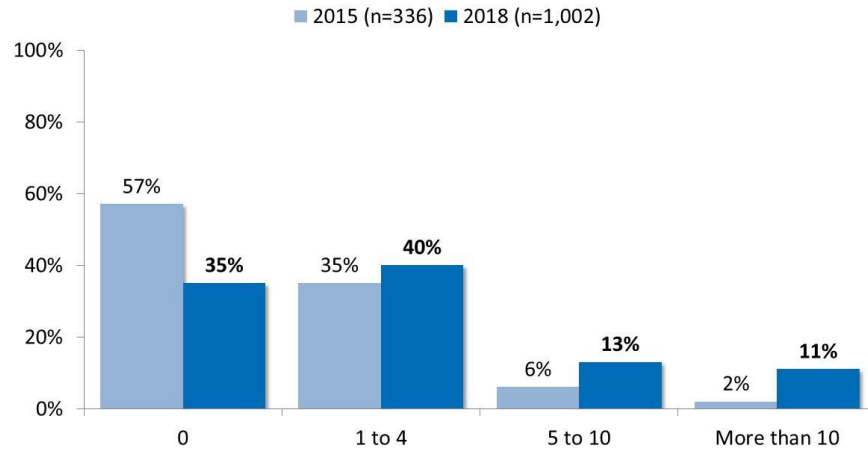
Women, younger residents, those with higher household income, and those with higher education levels are more likely to attend performing arts events.

Archives

Close to two in three residents have visited an archive in the past twelve months. Younger residents under 35 years of age and those with higher education levels are more likely than others to have visited an archive in the past twelve months. (Table 7)



Frequency of Visiting an Archive in the Past 12 Months

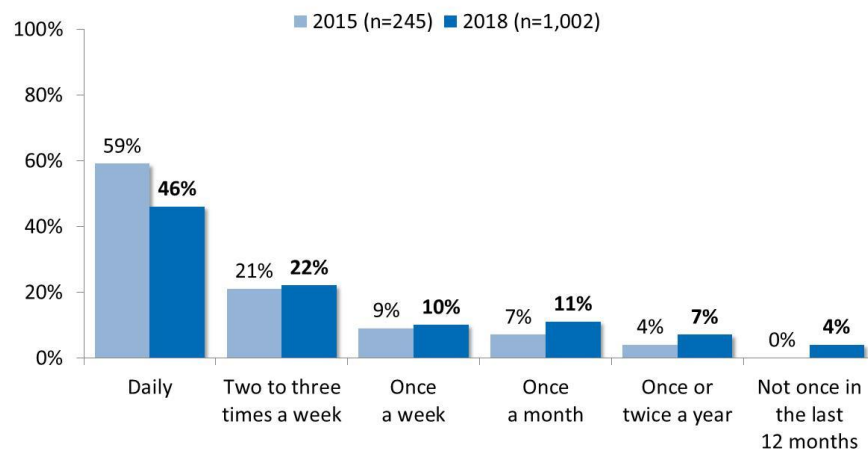


Q.7: First, for survey purposes, please take into account that archives are heritage establishments that house archival collections and provide archival services. Archival collections consist of private and government manuscripts, photographs, sound recordings, videos, films, maps, microfilm, electronic and other types of historic records. Examples include public, university, and church archives, as well as research centres. How many times have you visited, in-person and/or online, an archive in the past 12 months? Was it ...:

Books, Periodicals, and/or Newspapers

Close to one-half of residents are daily readers of books, periodicals and/or newspapers. Only a small proportion have not read at all in the past twelve months, while close to two in ten could be considered infrequent readers, having read once a month or less often in the past year. Older residents, those with higher education levels, and those with higher household incomes are more inclined to be frequent readers. (Table 12)

Frequency of Reading Books, Periodicals and/or Newspapers



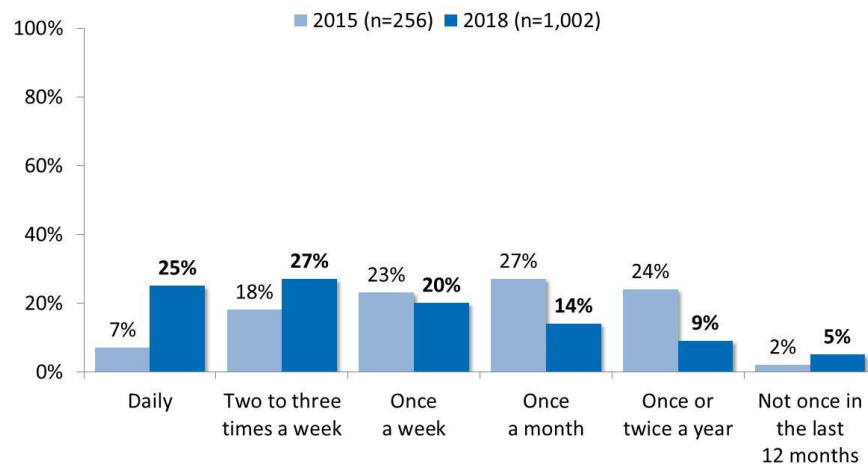
Q.12: Next, for survey purposes, please take into account that written and published works include: published books or periodicals, magazines that appear in a new edition on a regular schedule such as weekly, monthly, quarterly or annually, as well as newspapers, blogs, and other published works, including published materials in print or in digital form. How often do you read books, periodicals, and/or newspapers?



Film and Video

The vast majority of residents have watched film or video in the past year. In fact, one-quarter are daily watchers, while close to another one-half watch film/video one to three times per week. (Table 16)

Frequency of Watching Film and Video



Q.16: Next, for survey purposes, please take into account that film and video includes feature motion picture films, short films, live action and animated films, documentaries, videos, and interactive movies, in all formats including film, digital, and streamed and downloaded content. How often do you watch film and video?

Residents younger than 35 years of age, males, those with lower household incomes, and those without children are more likely to consume film and video content daily.

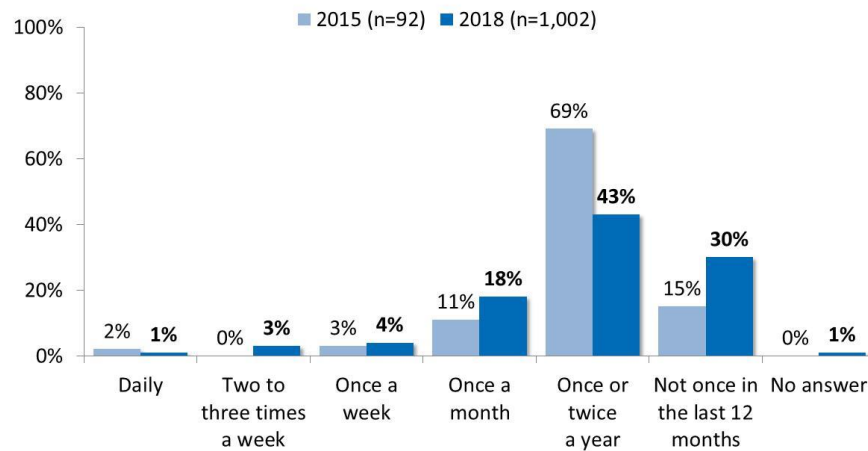
Visual and Applied Arts Establishments

Seven in ten residents have visited visual and applied arts establishments, whether in-person or online in the past twelve months.

Women, those with higher levels of education, and those with higher household incomes are more likely to have visited visual and applied arts establishments in the past year. Regionally, Halifax residents are most likely and the rest of mainland Nova Scotia least likely to have done so. (Table 15)



Frequency of Visiting Visual and Applied Arts Establishments

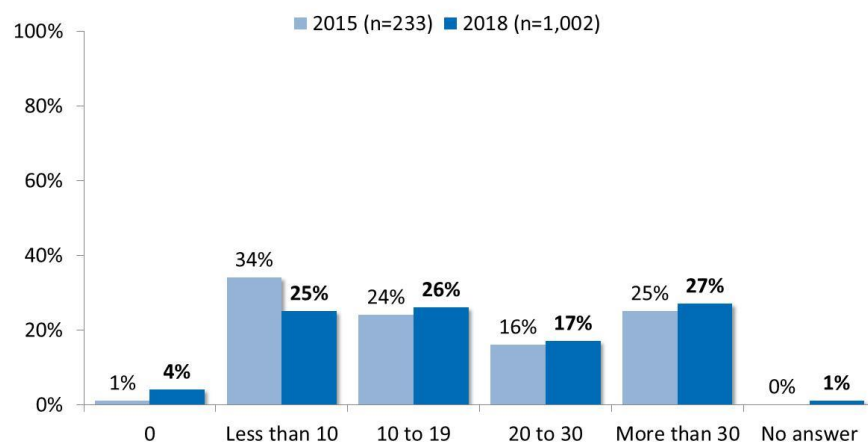


Q.15: Next, for survey purposes, please take into account that visual and applied arts include visual art such as paintings, sculpture, photography, and crafts. Commercial establishments, such as commercial art galleries or artist-run galleries that exhibit, sell or exchange visual and applied arts, are included. How often do you visit visual and applied arts establishments, in-person and/or online?

Broadcast Content

Residents are mixed with respect to the hours per week of broadcast content consumed. One-quarter watched or listened to less than ten hours of broadcast content per week, while a similar proportion did so for ten to nineteen hours per week. Slightly fewer consumed twenty to thirty hours of broadcast content per week, while another one-quarter consumed more than thirty hours per week. (Table 17)

Number of Hours Per Week Watched or Listened to Broadcast Content Over the Past 12 Months



Q.17: Next, for survey purposes, please take into account that broadcast content includes broadcasters and service providers of traditional, pay, and specialty radio content; cable, pay and specialty television programming; and Internet-based broadcast content. How many hours per week did you watch or listen to broadcast content over the past 12 months? Was it ...:

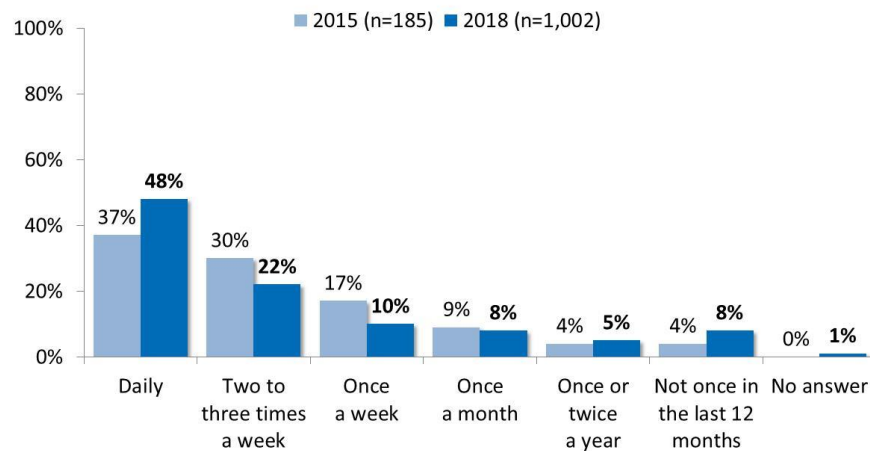


Regionally, Cape Breton residents tend to spend somewhat higher number of hours per week consuming broadcast content than residents elsewhere. Older residents spend more hours per week consuming broadcast content than younger residents.

Sound Recording

Most listened to sound recordings in the past twelve months, with one in two doing so daily. (Table 18)

Frequency of Listening to Sound Recording



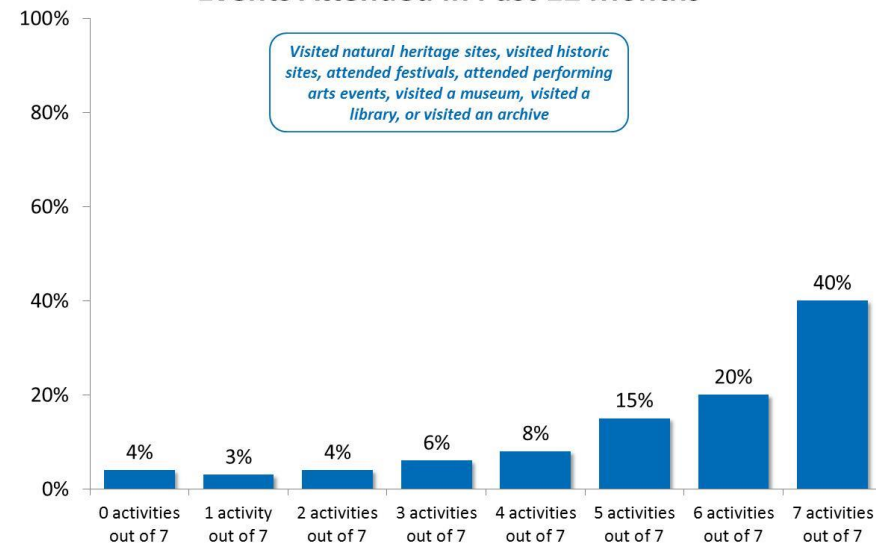
Q.18: Next, for survey purposes, please take into account that sound recording involves the production, release, promotion and distribution of recordings; the operation of recording studios; and the distribution of recordings, in any medium, including the down and uploading of music and other recorded sound. Examples include CDs, digital recordings, and vinyl records. How often do you listen to sound recording?

There is a notable age difference with younger residents more inclined to be daily consumers of sound recordings than older residents. Daily listening to sound recordings is also elevated among those with higher levels of education. Interestingly, those in the moderate-income bracket of \$50,000 up to \$75,000 are less likely to be daily listeners than those with lower or higher household income.

To provide additional insight, the activities that were measured in terms of the *number of visits* over the *preceding twelve months* (visited natural heritage sites, visited historic sites, attended festivals, attended performing arts events, visited a museum, visited a library, or visited an archive) were further examined. Specifically, the number of these seven activities that residents participated in at least once in the preceding twelve months was explored. This analysis reveals that participation in at least one of these activities over the course of the year is almost universal. Six in ten residents participated in six or seven of these activities at least once over the course of the preceding year, while another one-quarter participated in four or five.



Number of Different Types of Sites Visited or Events Attended in Past 12 Months

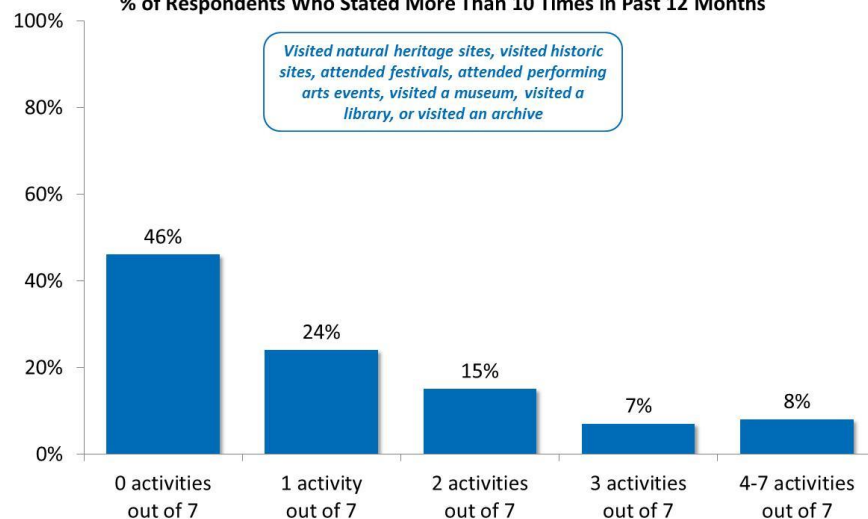


Q.7-11, 13-14 Summary. (n=1,002)

From another perspective, what could be considered frequent cultural participation was examined in terms of the number of these seven activities residents participated in *more than ten times* per year. This analysis reveals that close to one in two residents do not participate frequently in one or more of the seven cultural activities examined. At the other end of the spectrum, one in seven are frequent participants in three or more of the seven activities. Most common is participation in one activity frequently, followed by frequent participation in two activities.

Number of Different Types of Sites Frequently Visited or Events Attended in Past 12 Months

% of Respondents Who Stated More Than 10 Times in Past 12 Months



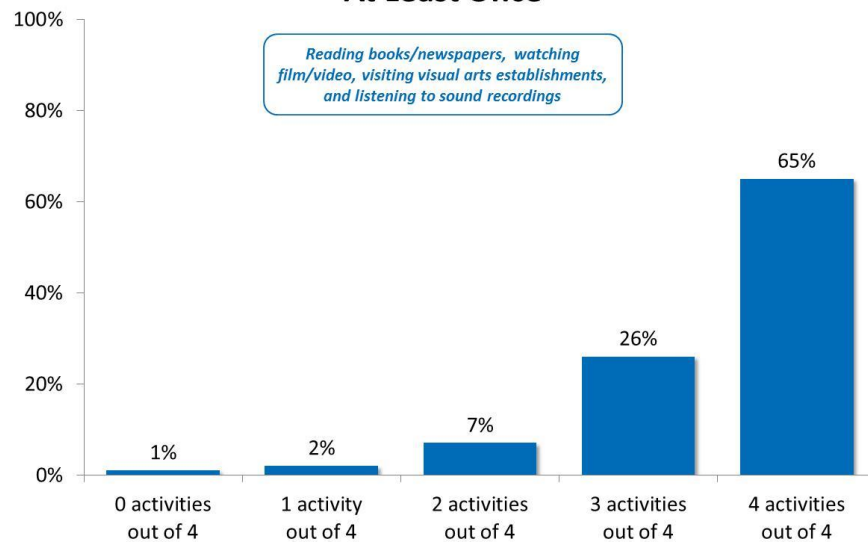
Q.7-11, 13-14 Summary. (n=1,002)



Likewise, the four activities assessed in terms of typical *frequency of participation* (i.e., reading books/newspapers, watching film/video, visiting visual arts establishments, and listening to sound recordings) were further examined in terms of the number of these four activities people participated in.

The number of activities were also examined from the perspective of those who said they participated at least once in the past twelve months. Participation in at least one of the four activities is almost universal across the population. In fact, two-thirds participated in all four activities examined, while another one-quarter participated in three of the four activities examined.

Number of Different Types of Activities Participated in At Least Once

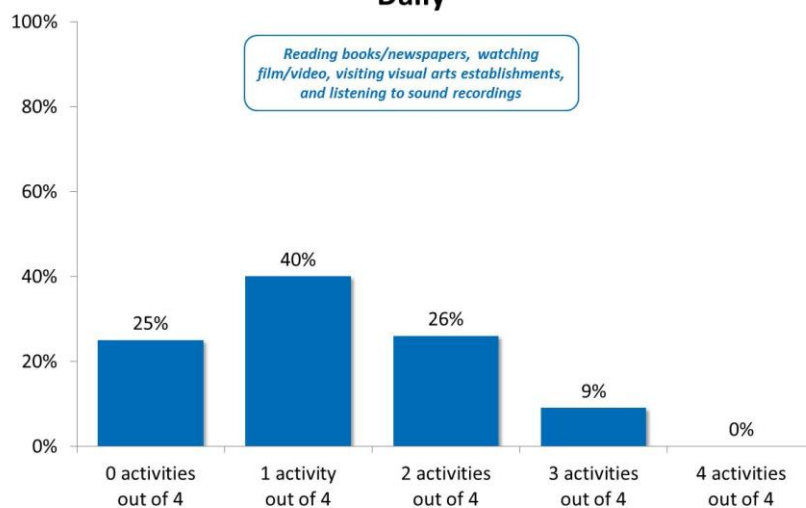


Q.12, 15-16, 18 Summary. (n=1,002)

From the perspective of *daily participation*, three-quarters of residents participated in at least one of the four activities daily. More specifically, four in ten were daily participants in a single activity, one-quarter were daily participants in two activities, and one in ten were daily participants in three activities. There were not any daily participants in all four activities.



Number of Different Types of Activities Participated in Daily

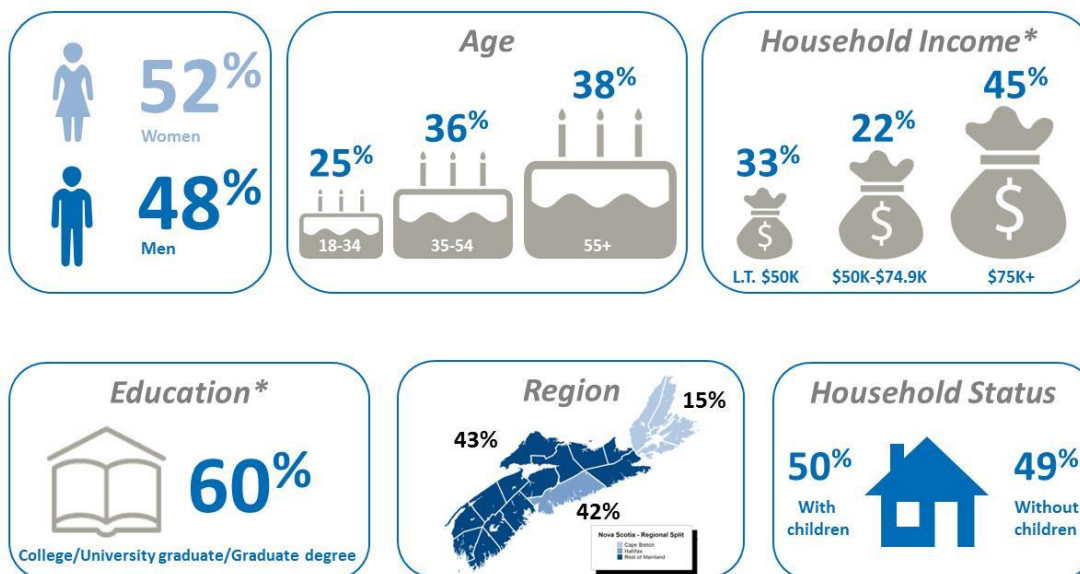


Q.12, 15-16, 18 Summary. (n=1,002)

Demographic Profile

The following provides a demographic profile of respondents of the **2018 Nova Scotia Culture Survey**.

Department of Communities, Culture and Heritage 2018 Nova Scotia Culture Survey *Demographic Profile*



*Among valid responses. (n=857-1,002)



Study Methodology

Sample Design and Selection

The **2018 Nova Scotia Culture Survey** was designed to complete probability, random telephone interviews with a representative sample of Nova Scotia residents. Results were weighted based on age, gender, and region. The sample was drawn using systematic sampling procedures from a list of randomly selected residential telephone numbers, compiled from land line numbers in the Province. As well, this list was supplemented with a random listing of cellular telephone numbers.

Data Collection

Data collection was conducted by telephone between February 16 and February 28, 2018. In keeping with the initial survey design, respondents were provided with the option to complete the survey in French or English. Two respondents conducted the survey in French. The average length of time required to complete an interview was 15 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 1,002 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.

Sampling Tolerances for Percentage Results by Sample Size					
Size of Sample	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
1,002 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 *2018 Nova Scotia Culture Survey*, the rate of interview completion was four percent. Completion rate is calculated as the number of cooperative contacts (1,399) divided by the total of eligible numbers attempted (31,699). The final disposition of all telephone numbers called is shown below in the *Marketing Research and Intelligence Association (MRIA) Standard Record of Contact Format*.



Completion Results	
A. Total Numbers Attempted	51,269
Discontinued Number/Not in Service	19,084
Fax/Modem	341
Cell Phone/Pager	0
Business Number	145
Wrong Number	0
B. Total Eligible Numbers	31,699
Busy	805
Answering Machine	6,421
No Answer	15,550
Scheduled Call Back	1,619
Mid Call Back	8
Illness, Incapable	31
Language Problem	67
Qualified Not Available	0
C. Total Asked	7,198
Terminate/Hang Up	53
Refusal	4,740
Never Call List	1,006
D. Co-operative Contacts	1,399
Terminated, Quota Full	397
Complete	1,002
Average Interview Length	15 minutes

