

NARRATIVE
RESEARCH

2020 Nova Scotia Culture Index Study

Final Report Prepared for:
Department of Communities, Culture and Heritage,
& Communications Nova Scotia



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Introduction

The purpose of the *2020 Nova Scotia Culture Index Study* was to determine the social impact of culture in Nova Scotia. This information helps guide priorities regarding culture for the Province. An initial Nova Scotia Culture Index was conducted in 2015, with additional surveys conducted in 2016 and 2018. As in previous years, in addition to tracking questions, emerging information needs are addressed in the current study through the introduction of new survey questions.

The current iteration of this study consisted of random, telephone interviews with a statistically representative sample of 1,000 adult Nova Scotia residents, conducted between February 16 and February 28, 2020. 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). On average, the survey required twenty (20) minutes to complete.

Throughout the report, comparisons are provided between the overall 2020 telephone survey results and the 2018, 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 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 2020 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. The survey questionnaire is presented as Appendix A, while the data tables/tabular results are included as Appendix B.



Executive Summary

Findings from the *2020 Nova Scotia Culture Index Study* reveal that Nova Scotians continue to value culture, with recognition of its public good and personal benefits. The recent Culture Index Study asked 1,000 residents of Nova Scotia, 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 these 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.

This year new questions were added in three areas: diversity, seniors and physical activity, as part of measuring the importance of culture. Residents agree that engaging with other cultures helps reduce racism and discrimination. There is a strong desire to learn more about African Nova Scotian and Mi'kmaq cultures as well. There is also relatively widespread agreement that engaging children in culture is important to their overall development, and that engaging seniors in culture is an important part of a healthy lifestyle. In addition, initial results indicate that two-thirds of residents have been regularly including physical movement into their day.

In terms of public good, at least three in four residents agree that culture helps create community identity, helps to attract visitors from outside the province, helps connect people from different communities or backgrounds, enriches quality of life, and helps us express and define what it means to be Nova Scotians. 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.

Compared with two years ago, overall agreement has not appreciably changed regarding the relationship between culture and public good. That said, there has been some modest gains in terms of strong agreement (that is, the highest rating), including for the importance of engaging children in culture for their overall development and culture enriching the quality of lives. Conversely, there is a slight decrease in strong agreement regarding whether culture helps us express and define what it means to be Nova Scotians.

From a personal impact perspective, at least seven in ten residents believe that culture makes them proud of where they live and feel welcomed and included. Moderately strong, at least six in ten residents affirm that culture connects them with others in their community, helps them develop a sense of identity and community, and provides opportunities for personal growth and expression. Perceived personal impacts are relatively consistent with two years ago. There is an elevated level of agreement that culture provides opportunity for personal growth and to express oneself and helps one develop a sense of identity and community.



On par with 2018, residents generally believe cultural organizations are important economically, as well as in terms of creativity and innovation, and cultural sustainability, with at least six in ten residents agreeing with each statement. A large segment of the population, three-quarters, perceives Nova Scotia as welcoming of people with diverse cultural backgrounds. Agreement is somewhat less robust, albeit still majority, that Nova Scotia is culturally diverse, new residents are able to maintain their cultural identity and background, and the province is a place where people from diverse backgrounds have great opportunities to invest in their own business.

Finally, to catalogue public participation in a bevy of cultural activities, several questions were posed regarding participation. The survey results indicate that annual participation rates (defined as those who visited or took part in activity at least once in a prescribed period) remain generally strong, with at least two in three Nova Scotians participating in each activity. This year, attendance at cultural events sponsored by specific cultural groups was examined, revealing that one in four residents has, in the past 12 months, attended a Mi'kmaq cultural event and a similar proportion has attended an African Nova Scotian cultural event. One in five have attended an Acadian event and just slightly fewer a Gaelic event.

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

New
2020

Diversity

(Agree: % 1-2, 5-pt. scale: 1=Strongly agree, 5=Strongly disagree)

72%

NS welcomes people from diverse cultural backgrounds

62%

In NS new residents are able to maintain their cultural identity and background

60%

NS is culturally diverse

56%

NS is a place where people from diverse cultural backgrounds have great opportunities to invest in their own business

New
2020

87%

Agree **engaging children** in culture is important to their overall development

83%

Agree **engaging with other cultures** reduces racism and discrimination

79%

Agree **engaging seniors** in culture is an important part of a healthy lifestyle

New
2020

Learning Opportunities

Agree there should be more learning opportunities regarding:

(Agree % 1-2, 5-pt. scale: 1=Strongly agree, 5=Strongly disagree)

72% ➤ **Mi'kmaw** culture & history

72% ➤ **African Nova Scotian** culture & history

Public Good Benefits of Culture



(Agree: % 1-2, 5-pt. scale: 1=Strongly agree, 5=Strongly disagree)

Helps enrich the quality of our lives 84%

Helps create community identity 79%

Culture helps us express and define what it means to be Nova Scotian 77%

Culture helps attract visitors from outside Nova Scotia 74%

Helps connect people from different communities and backgrounds 74%

Provides reasons for people to stay in their community 70%

Helps increase citizen engagement and participation 70%

Helps attract new residents from outside Nova Scotia 64%

Personal Benefits of Culture



(Agree: % 1-2, 5-pt. scale: 1=Strongly agree, 5=Strongly disagree)

75%

Makes me proud of where I live

71%

Makes me feel welcomed and included

66%

Connects me with others in community

64%

Helps me develop sense of identity and community

62%

Provides opportunities for personal growth

60%

Provides opportunities to express myself

2020 Nova Scotia Culture Index Study Highlights (continued)

Participation Rates

At least once a year

72%	Visited a museum
60%	Visited an archive
73%	Visited a library
87%	Visited natural heritage sites
83%	Visited historic sites
73%	Attended performing arts events
74%	Attended festivals

Cultural Organizations



(Agree: % 1-2, 5-pt. scale: 1=Strongly agree, 5=Strongly disagree)

Generate and support creativity and innovation in my community	65%
Are important to the local economy	64%
Are critical to the sustainability of my community	62%

Attendance at Events in NS in Past Year Hosted by Cultural Groups

27%	Mi'kmaq	24%	African Nova Scotian		
21%	Acadian	16%	Gaelic	27%	Other

Demographic Profile



51%
Female



47%
Male

1% prefer not to say

Household Income*

36%	19%	44%
L.T. \$50K	\$50K-\$74.9K	\$75K+

Education*



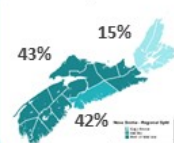
66%

College/University graduate/Graduate degree

Age

25%	36%	39%
18-34	35-54	55+

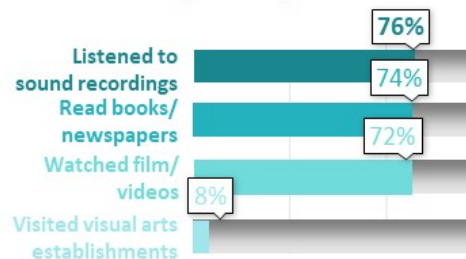
Region



Household Status

50%	47%
With children	Without children

Weekly Participation Rates



Three in four residents in at least one of these activities

Methodology: Telephone survey of 1,000 Nova Scotians via a random sample. Both landline and cellular numbers were included. Results were statistically weighted based on age, gender, and region to match the true distribution of the population. Survey dates: February 16-28, 2020. Results accurate to within +/- 3.1 percentage points, 19 times in 20.

*Among valid responses.

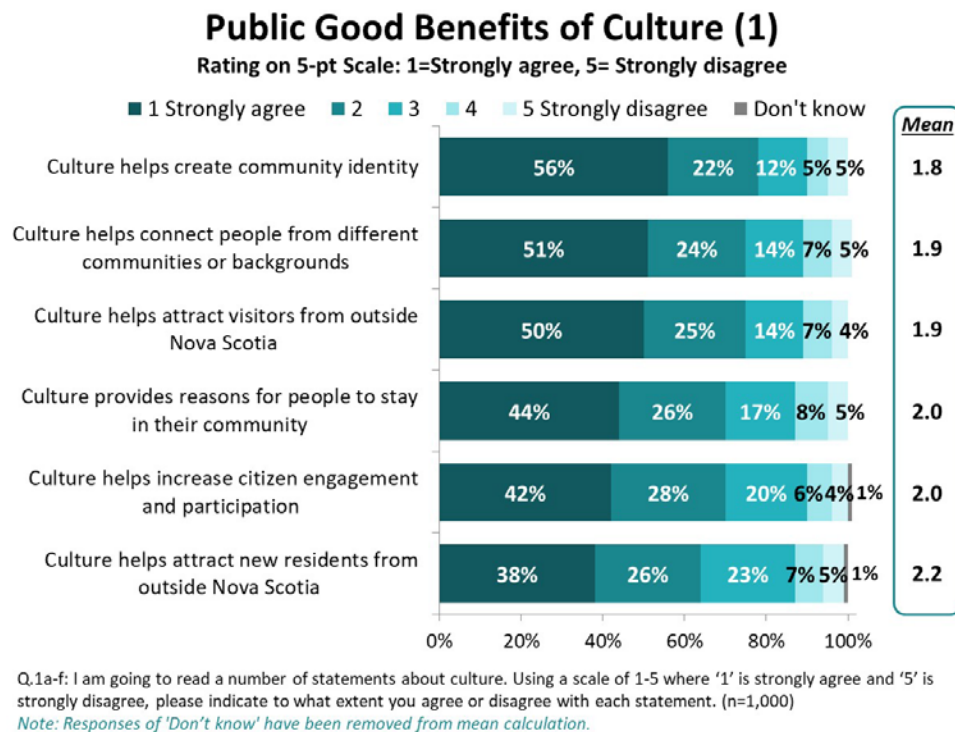
<https://cch.novascotia.ca/departments/research-reports>

Detailed Analysis

Public Good Benefits of Culture

In terms of cultural benefits for the public good, 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 connect people from different communities or backgrounds, and helps to attract visitors from outside of the province.* 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.* (Tables 1a-f)

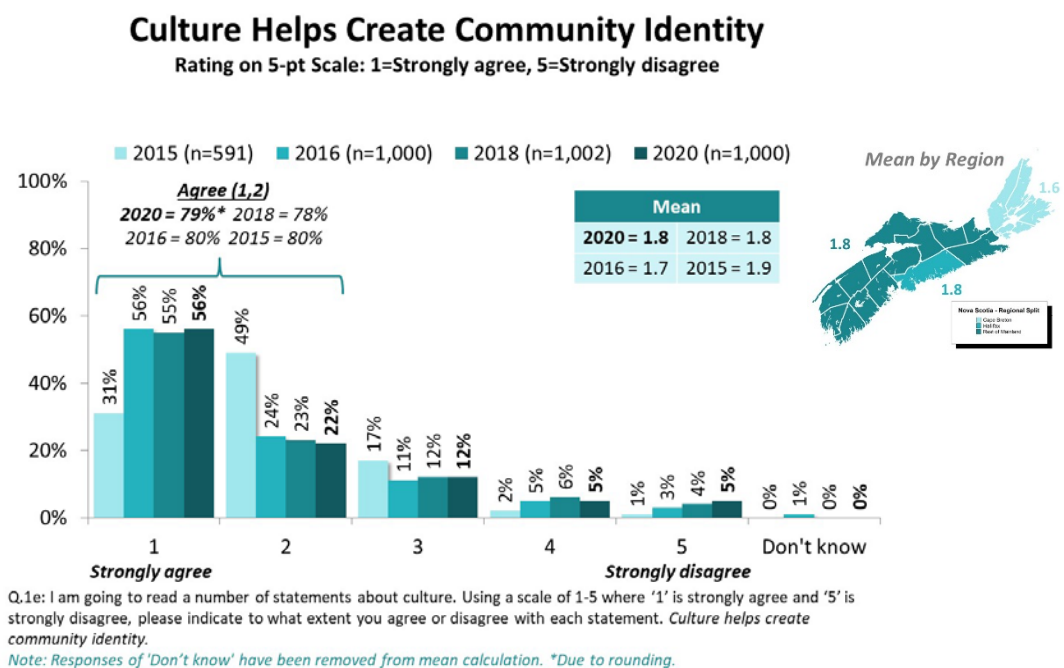
Culture continues to be considered as having an array of public good benefits.



Each individual statement pertaining to benefits to the public good is discussed in greater detail in the following sections.

Creating Community Identity

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 *strongly agree* is much higher between 2016 and 2020 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, it is not repeated in discussions for each survey question. Agreement increases with education levels, as well as with household income levels. It is also somewhat elevated among those 35 to 54 years old, compared with younger residents. (Table 1e)

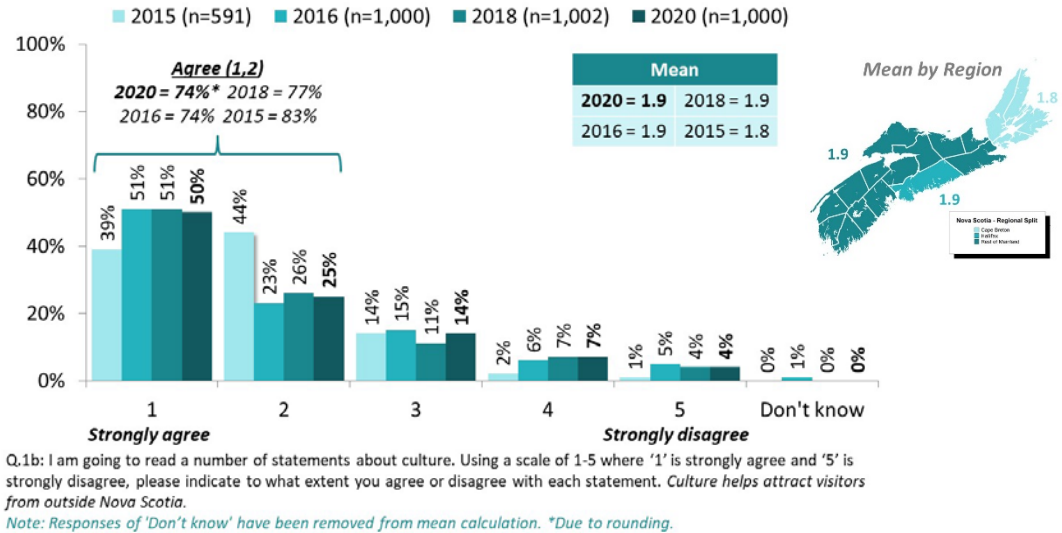


Attracting Visitors from Outside Nova Scotia

Similar to previous years, three-quarters of residents believe that *culture helps attract visitors from outside Nova Scotia*, including one-half who strongly agree. Agreement is elevated among those who completed postsecondary education. It increases with household income, and is higher among those 35 to 54 years old, compared with those younger. Also, of note, strong agreement is elevated among Cape Breton residents. (Table 1b)

Culture Helps Attract Visitors From Outside Nova Scotia

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

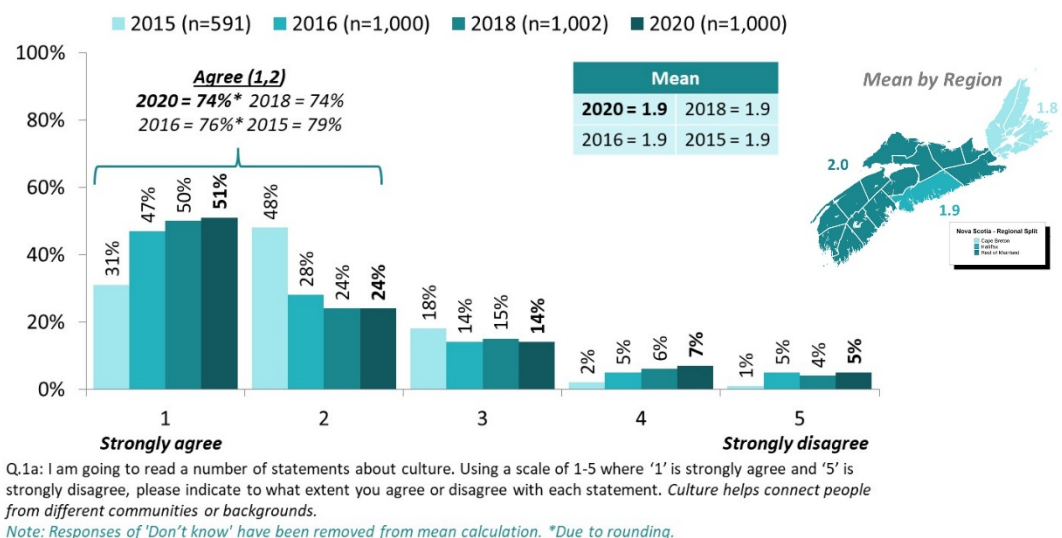


Connecting People from Different Communities or Backgrounds

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. Otherwise, those with postsecondary education completed are more likely to agree, as are those 35 years of age or older. (Table 1a)

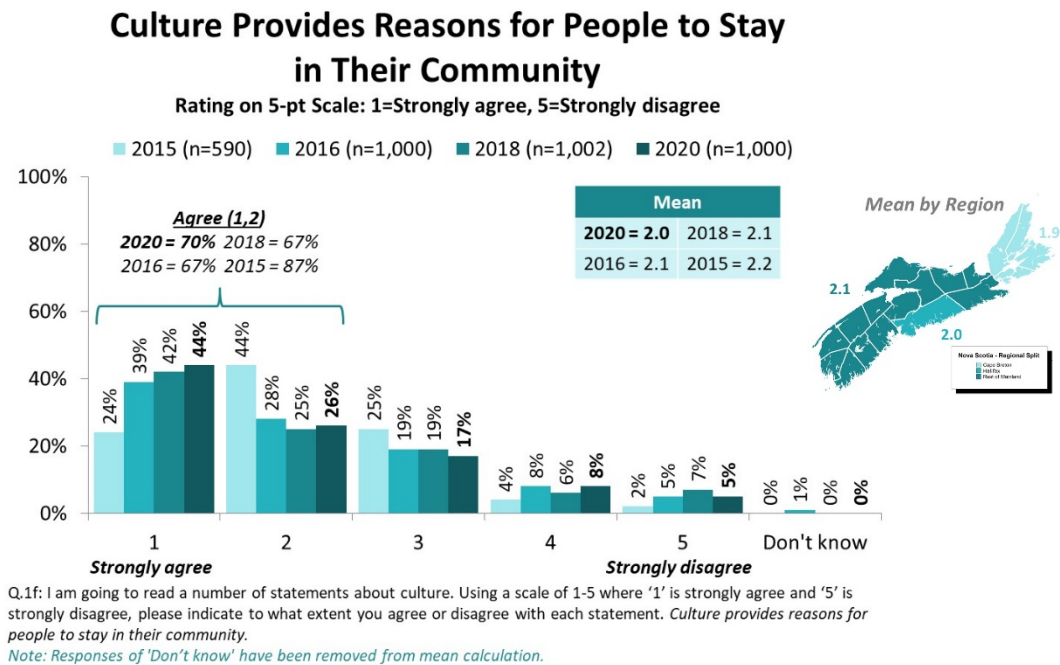
Culture Helps Connect People From Different Communities or Backgrounds

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



Providing Reasons for People to Stay in Their Community

For seven in ten residents, *culture provides reasons for people to stay in their community*, similar to previous findings. Agreement is highest among those 35 to 54 years old and lowest among those 18 to 34 years old. Across education levels, agreement dips among those whose highest level of education is having graduated high school (i.e., they did not proceed to postsecondary). (Table 1f)

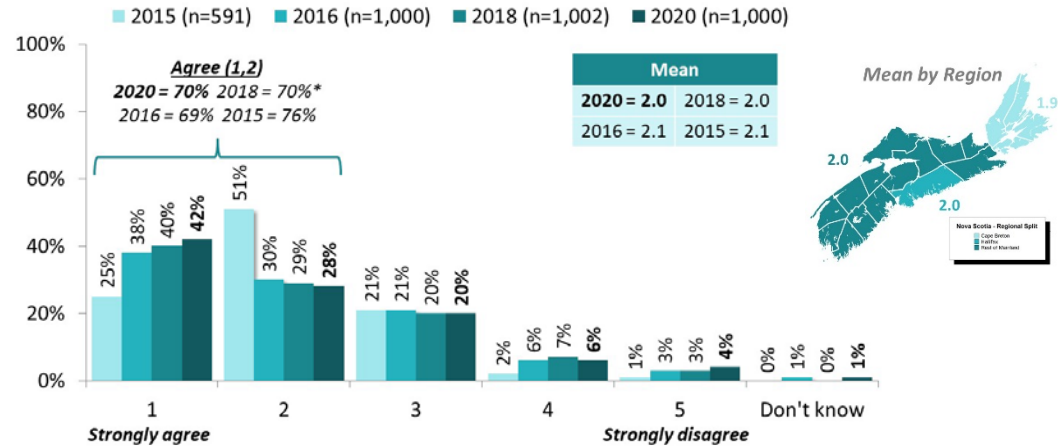


Increasing Citizen Engagement and Participation

Seven in ten residents agree that *culture helps increase citizen engagement and participation*. Overall perceptions are consistent year-over-year. Agreement increases with education levels and is higher among those 35 or older. (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.*

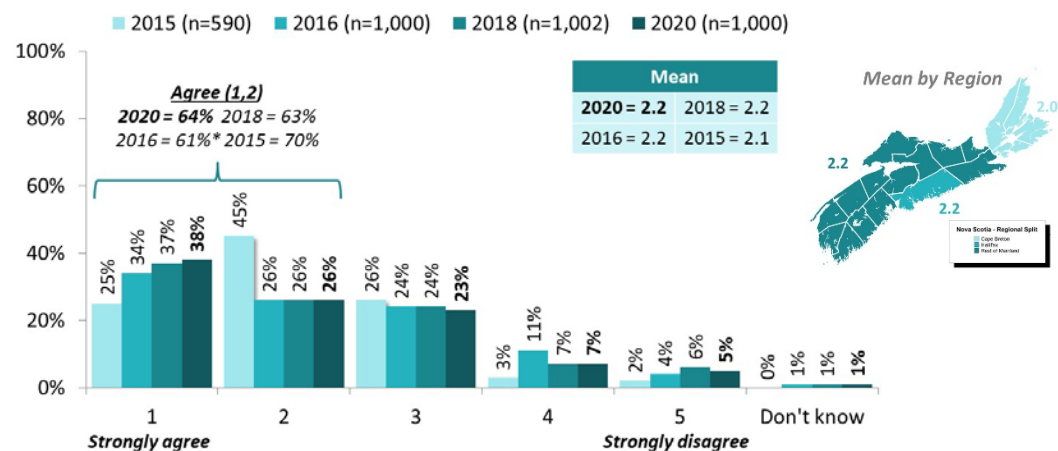
Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.

Attracting New Residents from Outside Nova Scotia

Culture is moderately believed to *help attract new residents from outside Nova Scotia*, with approximately two in three residents agreeing this is the case, similar to previous years. Agreement is elevated among those 35 or older. Across education levels, agreement dips among those with some postsecondary education, but have yet to complete it. (Table 1c)

Culture Helps Attract New Residents From Outside Nova Scotia

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

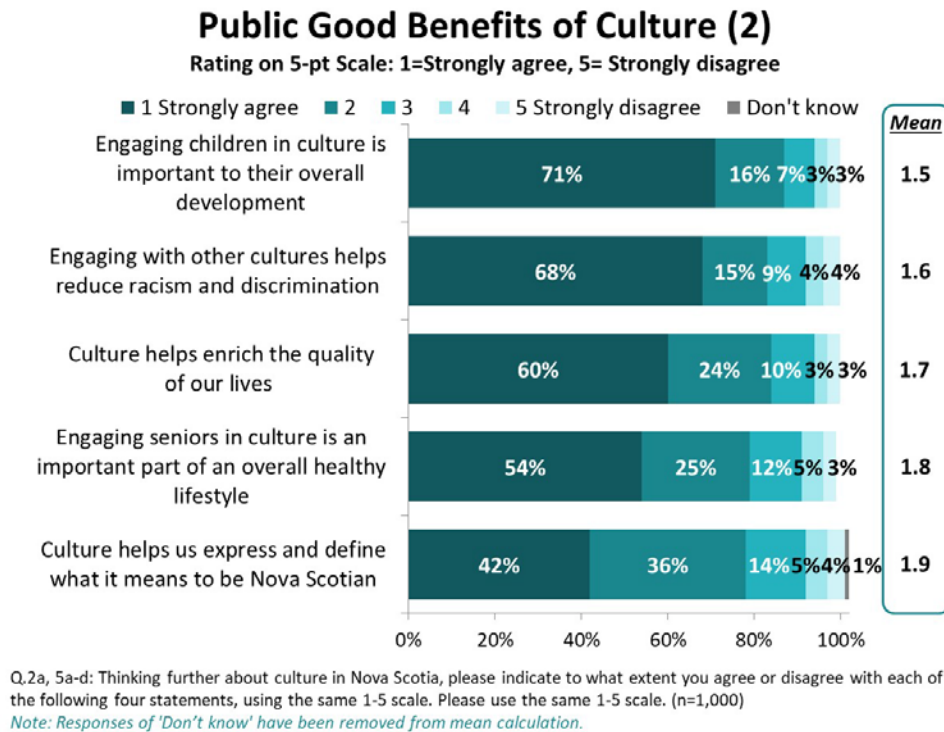


Q.1c: I am going to read a number of statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. *Culture helps attract new residents from outside Nova Scotia.*

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

Public Good

Most Nova Scotians agree that *engaging children in culture is important to their overall development*, and *that engaging with other cultures reduces racism*. Indeed, approximately seven in ten strongly agree in both regards. A large majority also agrees that *culture helps enrich the quality of lives*, that *engaging seniors in culture is an important part of an overall healthy lifestyle*, and that *culture helps express and define what it means to be Nova Scotian*. (Tables 2a, 5a-d)



The following presents each of these five individual measures in greater detail.

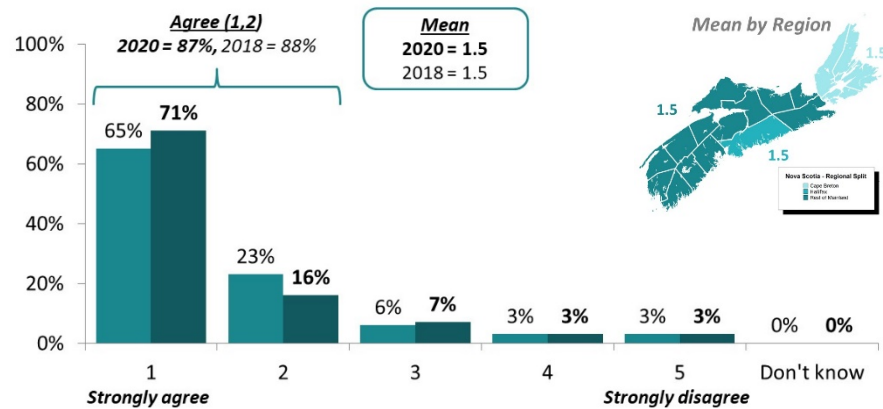
Engaging Children in Culture

There is widespread agreement that *engaging children in culture is important to their overall development*. Indeed, seven in ten strongly agree in this regard, with the extent of strong agreement having increased since 2018. Agreement is somewhat more elevated among those 35 or older, and increases modestly with education levels. (Table 5a)

Engaging Children in Culture Is Important to Their Overall Development

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

■ 2018 (n=1,002) ■ 2020 (n=1,000)



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

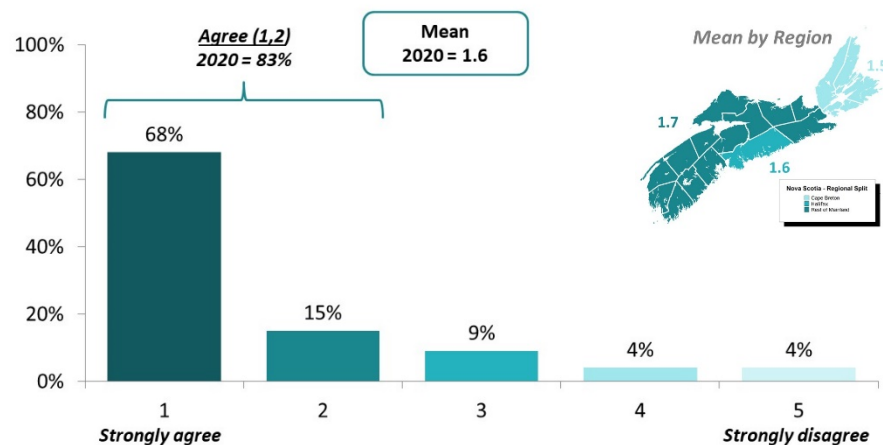
Note: Responses of 'Don't know' have been removed from mean calculation.

Impact on Racism and Discrimination

There is widespread agreement that *engaging with other cultures helps reduce racism and discrimination*. Agreement increases with household income, and is slightly lower among those 18 to 34 years old. (Table 2a)

Engaging with Other Cultures Helps Reduce Racism and Discrimination

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

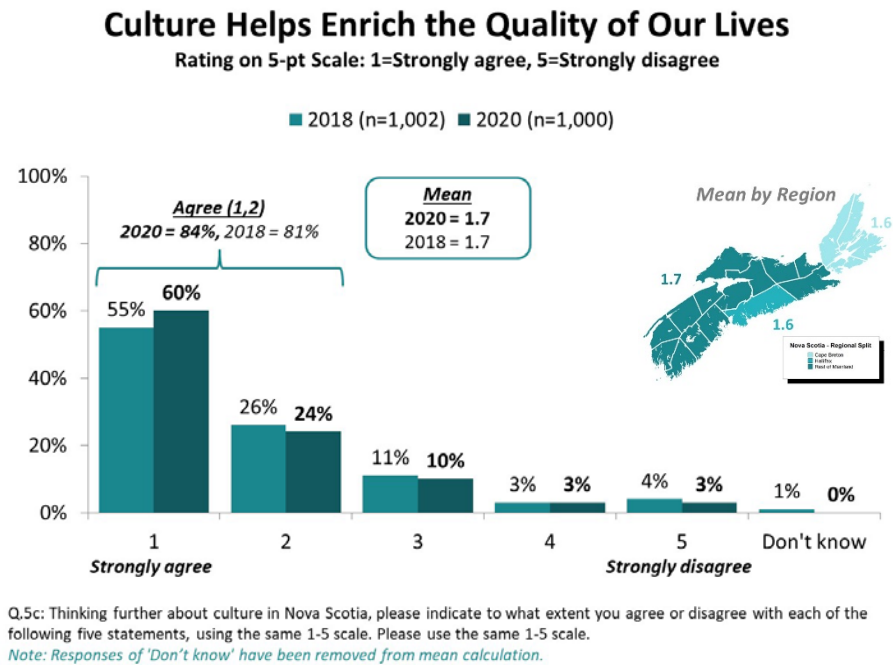


Q.2a: I am going to continue with additional statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. *Engaging with other cultures helps reduce racism and discrimination.* (n=1,000)

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

Enrichment

More than four in five residents also agree that *culture helps enrich the quality of our lives*, with six in ten residents indicating the top response of strongly agree. This reflects a significant increase in strong agreement since 2018. Agreement is somewhat more elevated among those 35 or older. (Table 5c)



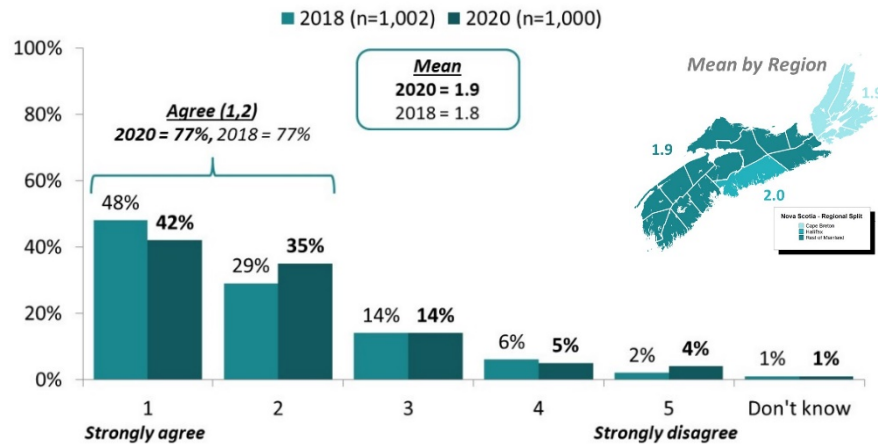
Expression and Definition

Consistent with 2018, three-quarters agree that *culture helps us express and define what it means to be Nova Scotians*. Four in ten strongly agree, which is a decline from two years ago.

Agreement concerning this metric is somewhat higher among those with annual household incomes of \$50,000 or higher. (Table 5d)

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

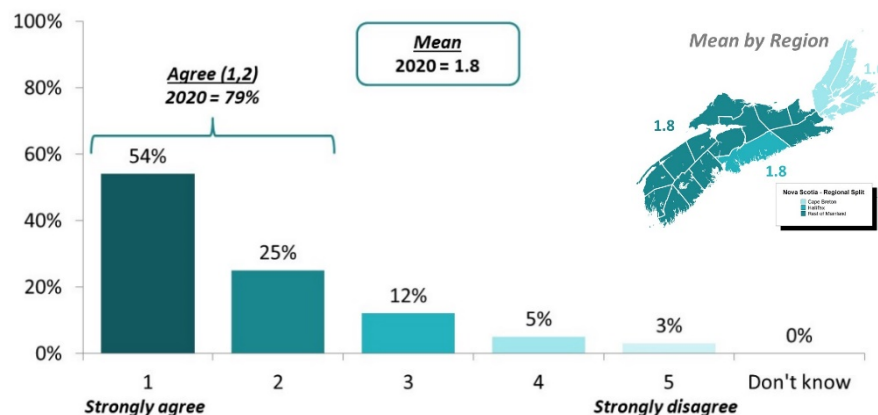
Note: Responses of 'Don't know' have been removed from mean calculation.

Engaging Seniors in Culture

Posed for the first time this year, eight in ten residents agree that *engaging seniors in culture is an important part of an overall healthy lifestyle*. A slight majority strongly agree. Agreement is consistent across the population. (Table 5b)

Engaging Seniors in Culture Is an Important Part of an Overall Healthy Lifestyle

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

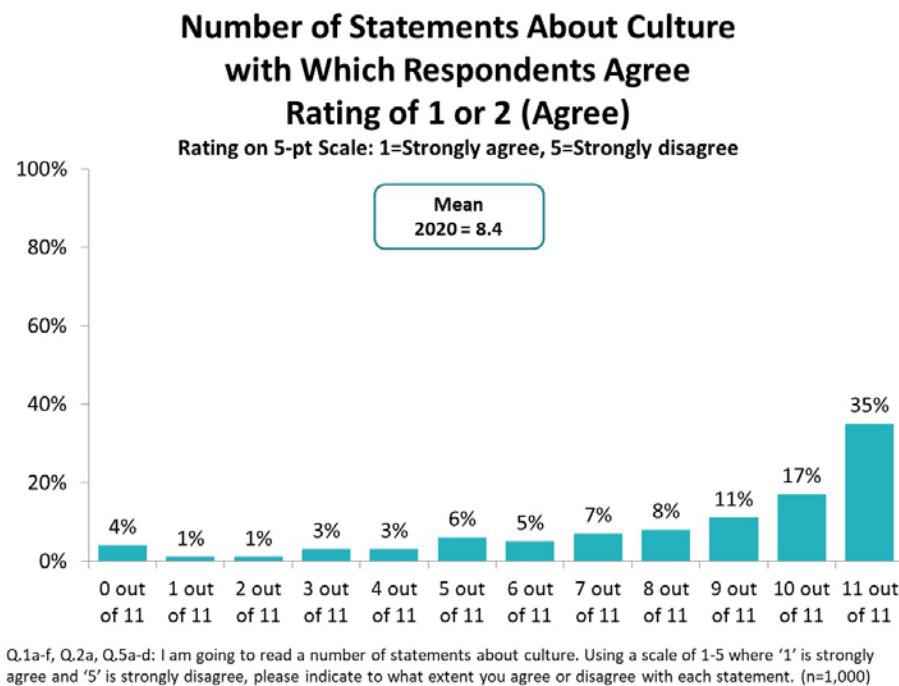


Q.5b: Thinking further about culture in Nova Scotia, please indicate to what extent you agree or disagree with each of the following five statements, using the same 1-5 scale. Please use the same 1-5 scale. (n=1,000)

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

Statements Analysis. Questions 1a-f, Questions 5a-d and 2a 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 11 examined in these series were also analyzed as an indicator of the extent of recognition of culture for the public good. One-third of residents agree with all 11 statements (i.e., they gave a score of either ‘1’ or ‘2’), while seven in ten agree with at least eight of the statements.

Agreement with all eleven statements is highest among those 35 to 54 years old, and lowest among those 18 to 34. Agreement with all eleven is also somewhat higher among females than males.



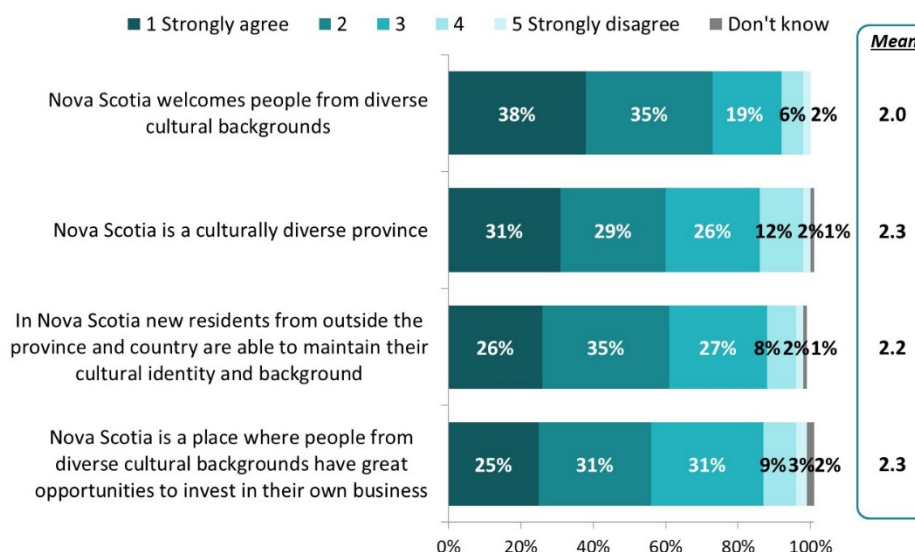
Diversity

There is a fairly widespread sense that Nova Scotia welcomes diversity, although there is less confidence that immigrants are able to maintain their cultural identity and background and that opportunities exist for those of diverse backgrounds to invest in their own

This year, residents were asked about their perceptions regarding cultural diversity in the province. Three-quarters of residents agree that Nova Scotia is welcoming of diversity. Perceptions of Nova Scotia as culturally diverse are somewhat less robust (albeit still a majority). The same is the case for the sense that new residents are able to maintain their cultural identity and that Nova Scotia is a place where people of different backgrounds have great opportunities to invest in their own business. (Tables 2b-e)

Perceptions of Diversity in Nova Scotia

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



Q.2b-e: I am going to continue with additional 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=1,000)

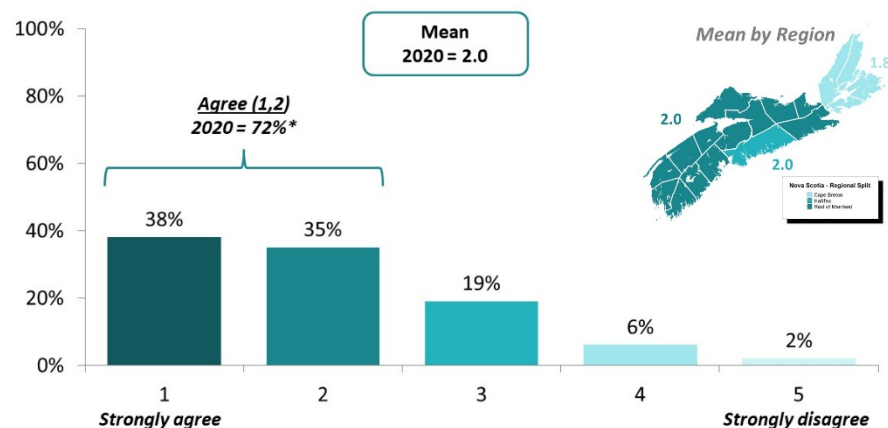
Note: Responses of 'Don't know' have been removed from mean calculation.

Welcoming Diversity

Seven in ten residents agree that *Nova Scotia welcomes people from diverse cultural backgrounds*. Regionally, agreement is elevated in Cape Breton compared with elsewhere. Agreement is lower among those with higher levels of education. (Table 2b)

Nova Scotia Welcomes People From Diverse Cultural Backgrounds

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

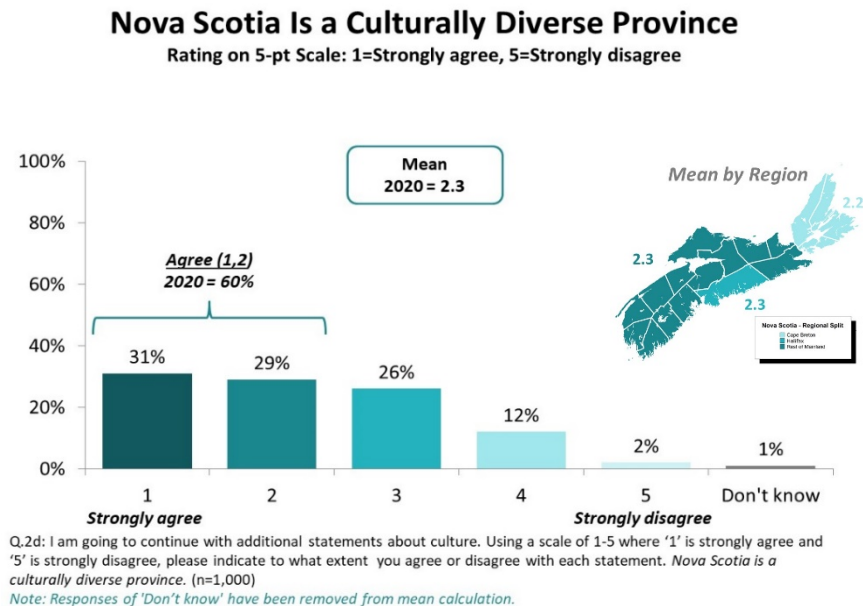


Q.2b: I am going to continue with additional statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. *Nova Scotia welcomes people from diverse cultural backgrounds*. (n=1,000)

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

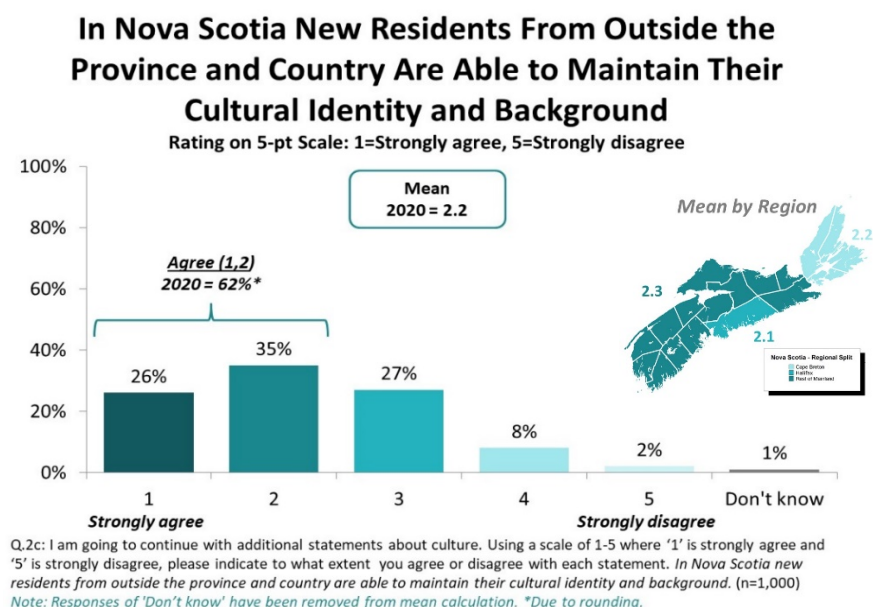
Cultural Diversity

Six in ten residents believe that *Nova Scotia is a culturally diverse province*. Agreement is lower among those with higher levels of education, as well as those with annual household incomes of \$75,000 or higher, and those 35 to 54 years of age. (Table 2d)



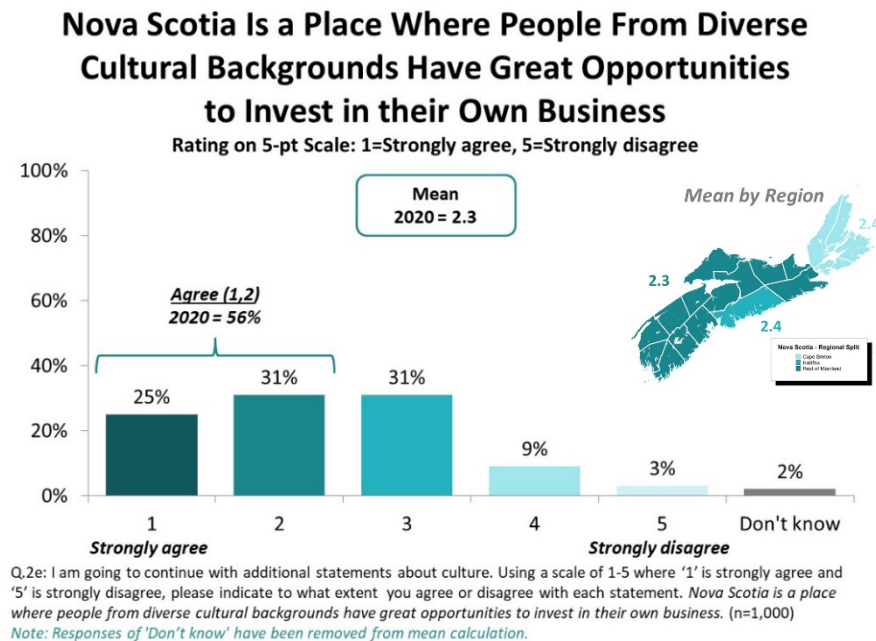
Maintaining Cultural Identity and Background

Six in ten residents believe that in *Nova Scotia new residents from outside the province and country are able to maintain their cultural identity and background*. Agreement is consistent across the population. (Table 2c)

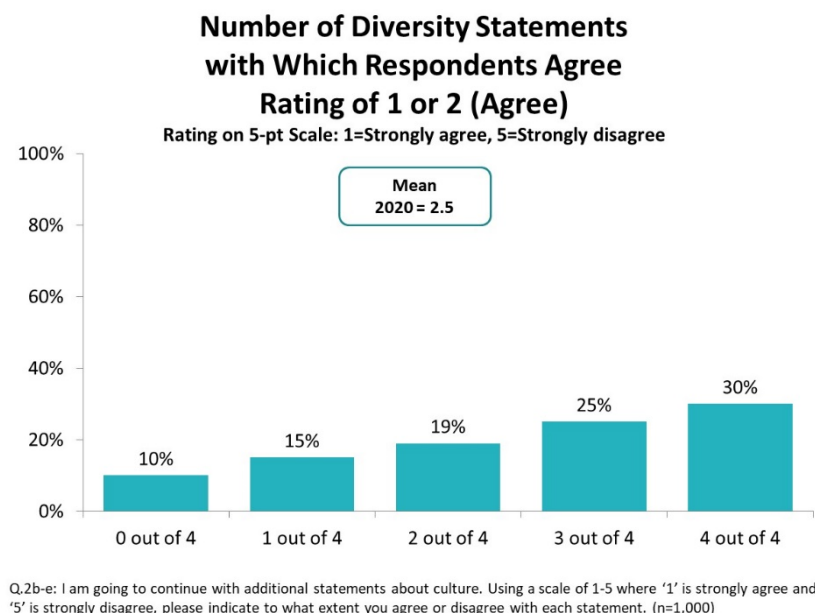


Business Opportunities

A modest majority of residents believe that *Nova Scotia is a place where people from diverse cultural backgrounds have great opportunities to invest in their own business*. Agreement is somewhat lower among those with higher levels of education. It is also slightly elevated among older residents. (Table 2e)



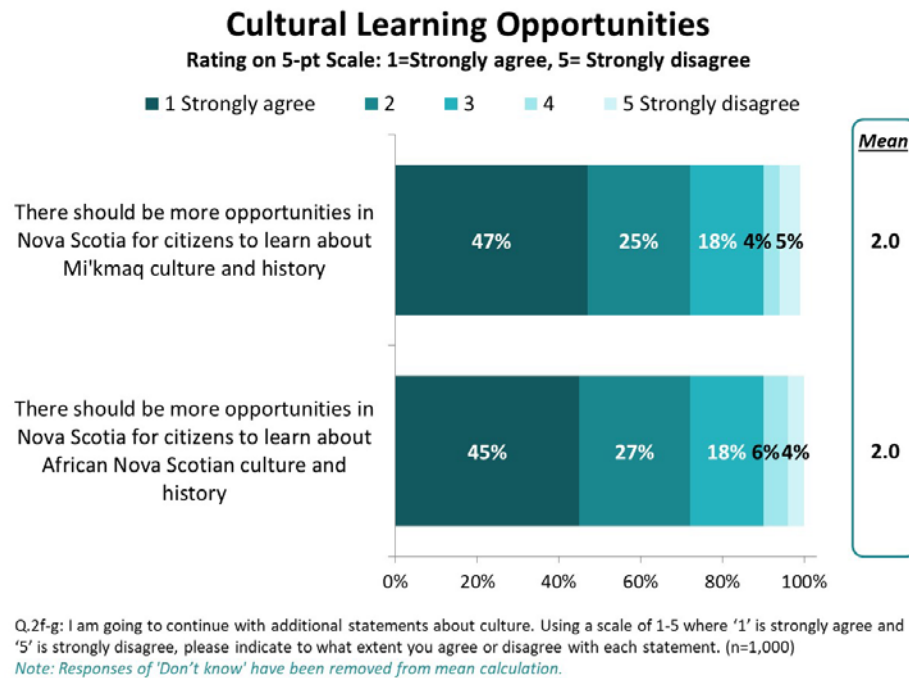
Statements Analysis. Questions 2b-e in the survey explore generally similar content in terms of what could be described as 'Diversity.' The number of the statements residents agree with of the above four were analyzed as an indicator of the perceptions of diversity within the province. Just over one-half of residents agree with three or four of the statements. Results are not appreciably different across the population.



Learning Opportunities

There is a strong desire to learn more about African Nova Scotian and Mi'kmaq cultures.

Seven in ten residents agree there should be more opportunities to learn about Mi'kmaq and African Nova Scotian culture and history. In fact, close to one-half of residents strongly agree with both of these statements. (Tables 2f-g)

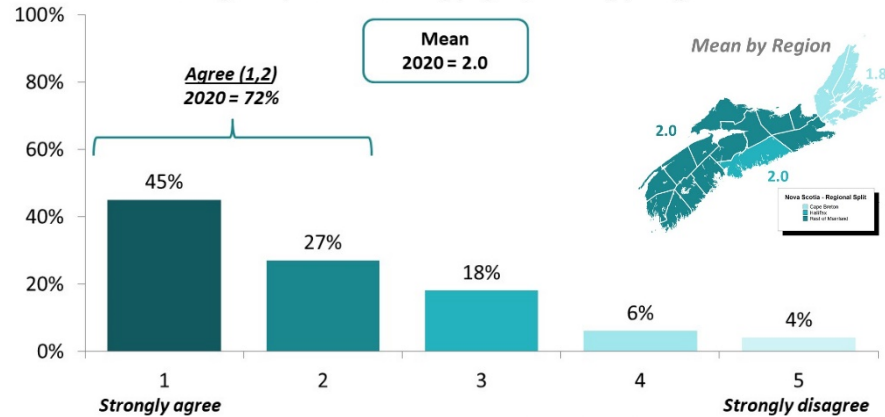


African Nova Scotian

Seven in ten residents believe that *there should be more opportunities in the province for citizens to learn about African Nova Scotia culture and history*. Agreement is consistent across the population concerning this metric. (Table 2f)

There Should Be More Opportunities in Nova Scotia for Citizens to Learn About African Nova Scotian Culture and History

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



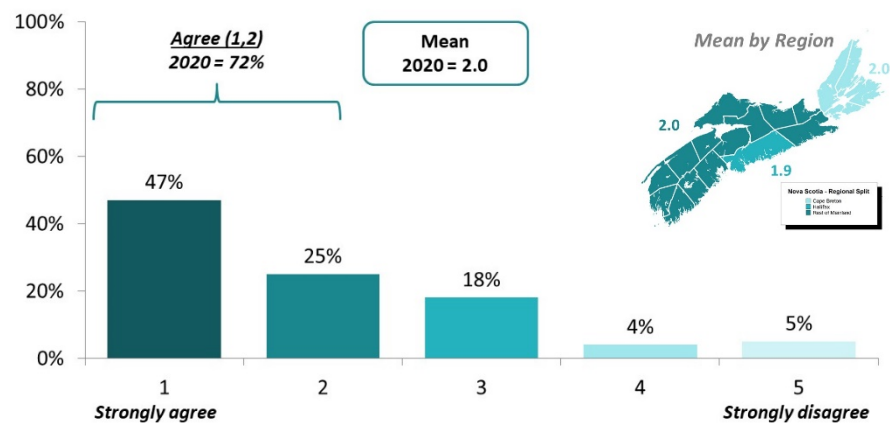
Q.2f: I am going to continue with additional statements about culture. Using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree, please indicate to what extent you agree or disagree with each statement. *There should be more opportunities in Nova Scotia for citizens to learn about African Nova Scotia culture and history.* (n=1,000)
 Note: Responses of 'Don't know' have been removed from mean calculation.

Mi'kmaq

Similarly, seven in ten residents believe that *there should be more opportunities in the province for citizens to learn about Mi'kmaq culture and history*. Agreement is consistent across the population. (Table 2g)

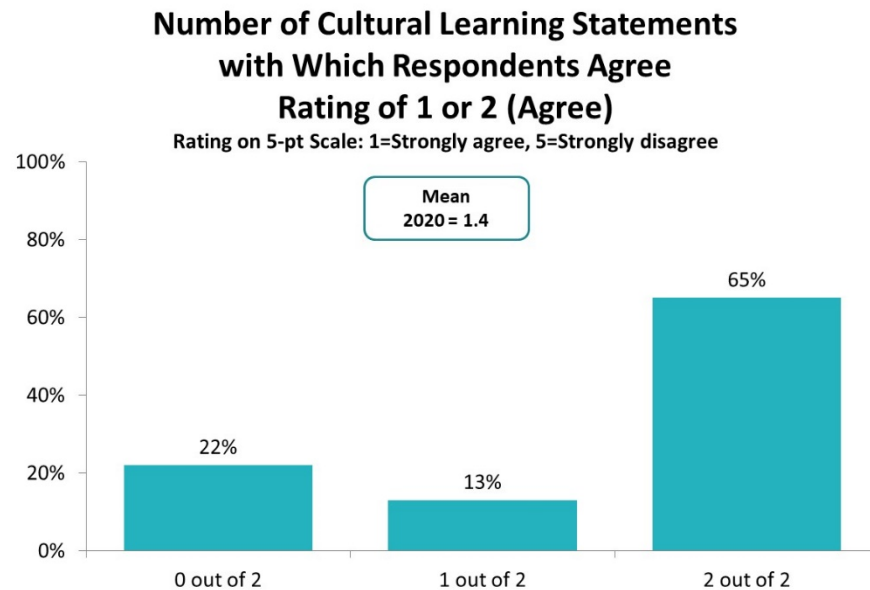
There Should Be More Opportunities in Nova Scotia for Citizens to Learn About Mi'kmaq Culture and History

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



Q.2g: I am going to continue with additional 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. *There should be more opportunities in Nova Scotia for citizens to learn about Mi'kmaq culture and history.* (n=1,000)
 Note: Responses of 'Don't know' have been removed from mean calculation.

Statements Analysis. Two-thirds of residents agree with both these statements. Agreement with both statements is highest among those 35 to 54 years old, and lowest among those 55 or older.



Q.2f-g: I am going to continue with additional 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=1,000)

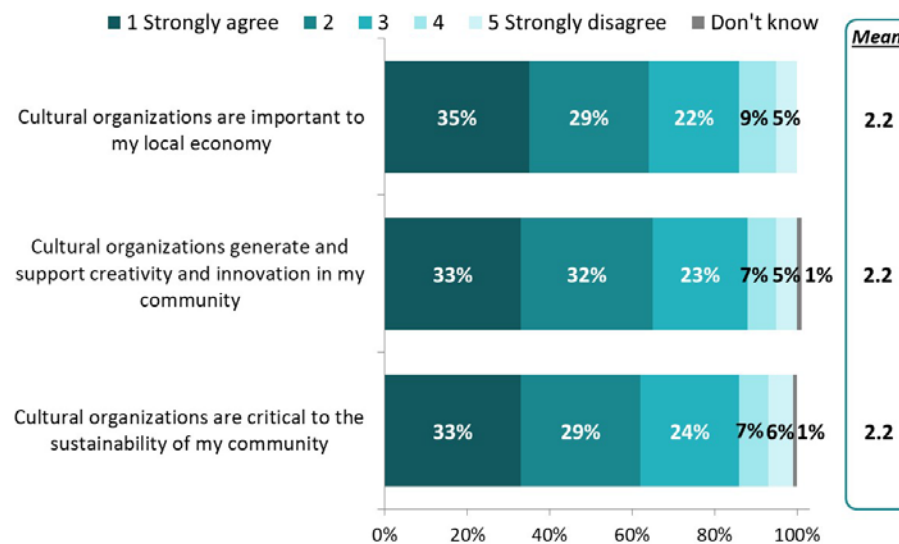
Cultural Organizations

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

There is moderately widespread agreement regarding the importance of cultural organizations on many fronts. This includes the economy, generation and support of creativity and innovation, and sustainability of communities. Opinions surrounding each statement are explored in greater detail below. (Tables 4a-c)

Opinions on Statements Related to Cultural Organizations

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



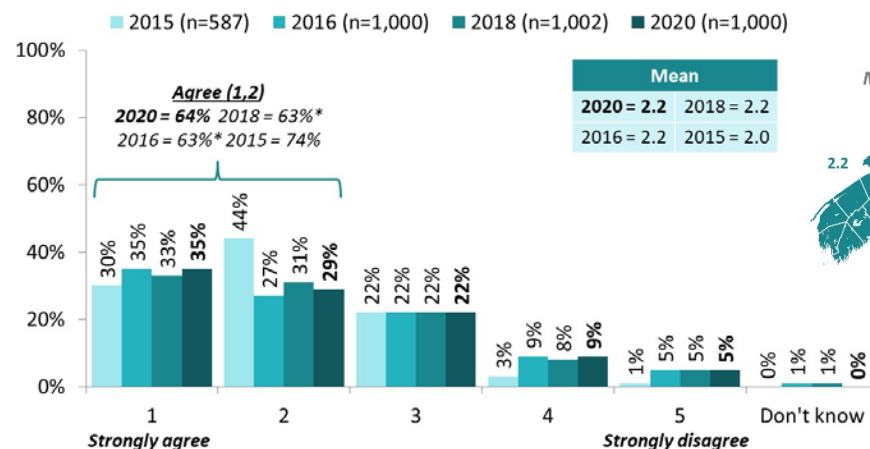
Q.4a-c: Thinking now about cultural organizations (which would include institutions, facilities or sites) and the contribution they make, please indicate to what extent you agree or disagree with each of the following statements. Please use the same 1-5 scale. (n=1,000) *Note: Responses of 'Don't know' have been removed from mean calculation.*

Importance to Local Economy

Nearly two-thirds of residents believe that *cultural organizations are important to their local economies*. Results are similar to results observed in 2018. Women are more likely than men to agree that cultural organizations are important to their local economy. (Table 4a)

Cultural Organizations Are Important to My Local Economy

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



Q.4a: 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.*

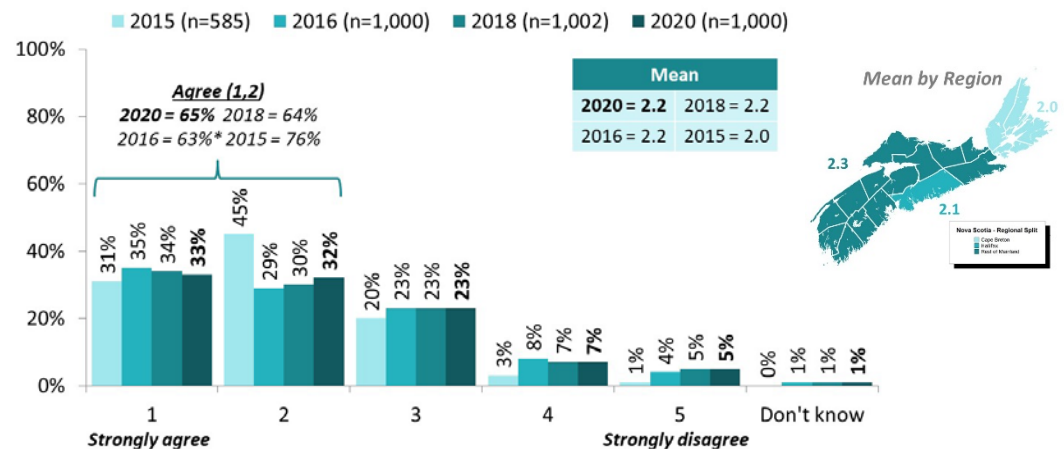
*Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.*

Generating and Supporting Creativity and Innovation

Nearly two-thirds of residents believe that *cultural organizations generate and support creativity and innovation in their community*, similar to 2018 findings. Agreement varies modestly by region and is highest in Cape Breton and lowest in mainland Nova Scotia outside Halifax. (Table 4b)

Cultural Organizations Generate and Support Creativity and Innovation in My Community

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



Q.4b: 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.*

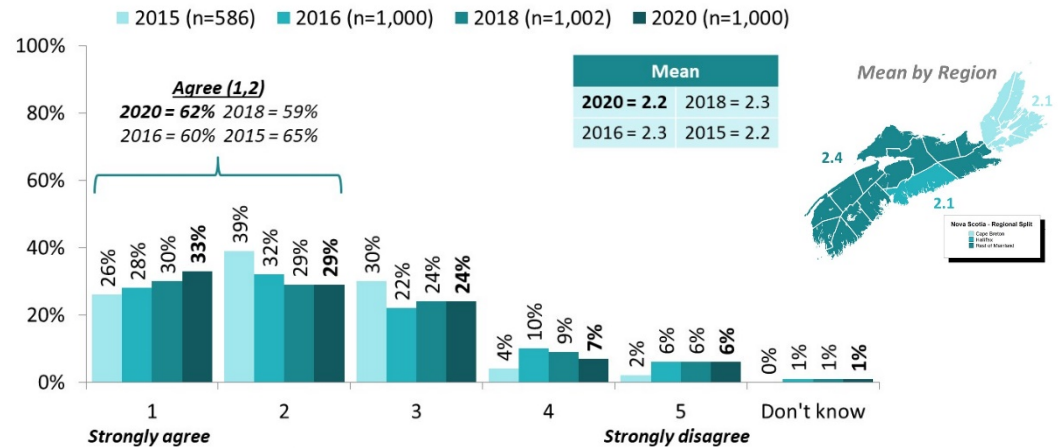
Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.

Community Sustainability

Six in ten residents believe that *cultural organizations are critical to the sustainability of their community*, on par with 2018 results. Women are more likely to agree that cultural organizations are critical to the sustainability of their community, while agreement is also somewhat elevated among immigrants to the province. (Table 4c)

Cultural Organizations Are Critical to the Sustainability of My Community

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



Q.4c: 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.*

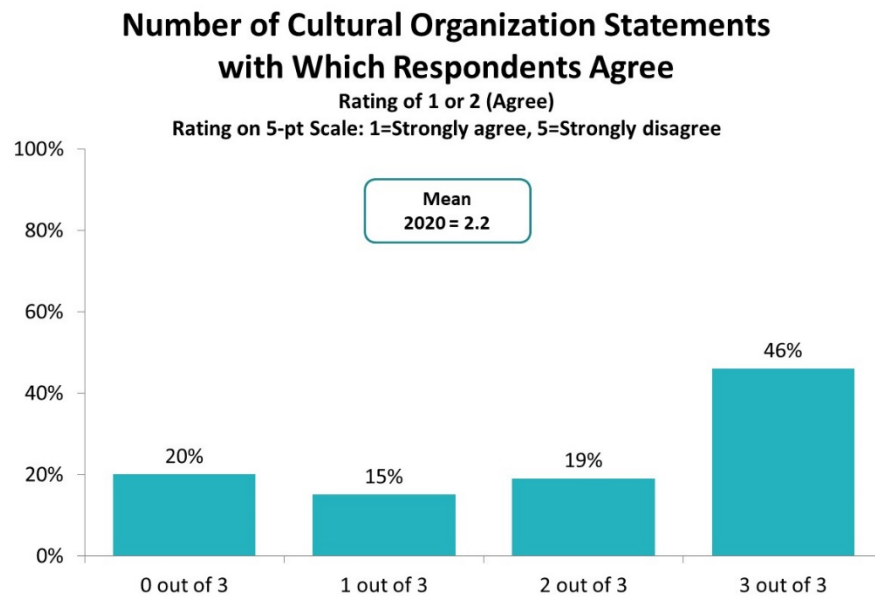
Note: Responses of 'Don't know' have been removed from mean calculation.

Statements Analysis. Questions 4a-c in the survey explore generally similar content in terms of what could be described as 'Cultural Organizations.' The number of statements residents agree with of the above three were analyzed as an indicator of the extent of recognition of the importance of cultural organizations.

The survey results indicate that close to one-half of residents agree with all three statements, indicating a high level of recognition of the importance of cultural organizations among a large proportion of the population. Females are more inclined than males to agree with all three statements.

Another two in ten agree with two of the three statements, further indicating a robust level of public recognition of the importance of cultural organizations in the province.

One in three agreed with none or one of these statements, reflecting a lower level of importance being assigned to cultural organizations.



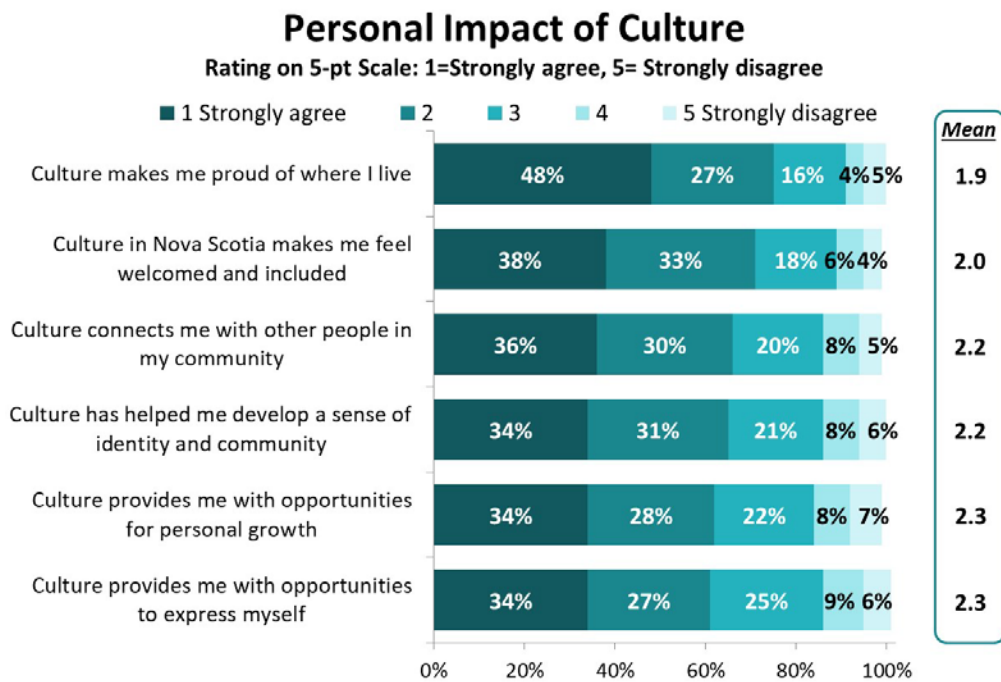
Q.4a-c: Thinking now about cultural organizations (which would include institutions, facilities or sites) and the contribution they make, please indicate to what extent you agree or disagree with each of the following statements. (n=1,000)

Personal Impact of Culture

Culture has many personal benefits for Nova Scotians, with a deep sense of pride in where they live evident among residents.

The personal impact of culture is recognized by a majority of residents, with at least six in ten residents agreeing with each statement posed regarding this topic. The most prevalent personal impact is residents being *proud of where they live* because of culture, followed by culture *making them feel welcome and included*.

There is moderately strong agreement that culture *connects them with others in their community, helps them develop a sense of identity and community, provides them opportunities for personal growth, and provides them with opportunities to express themselves*. Results for each of the statements under evaluation are analyzed in more detail in the following section. (Tables 3a-e, 5e)



Q.3a-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=1,000)
 Q.5e: 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*. (n=1,000)

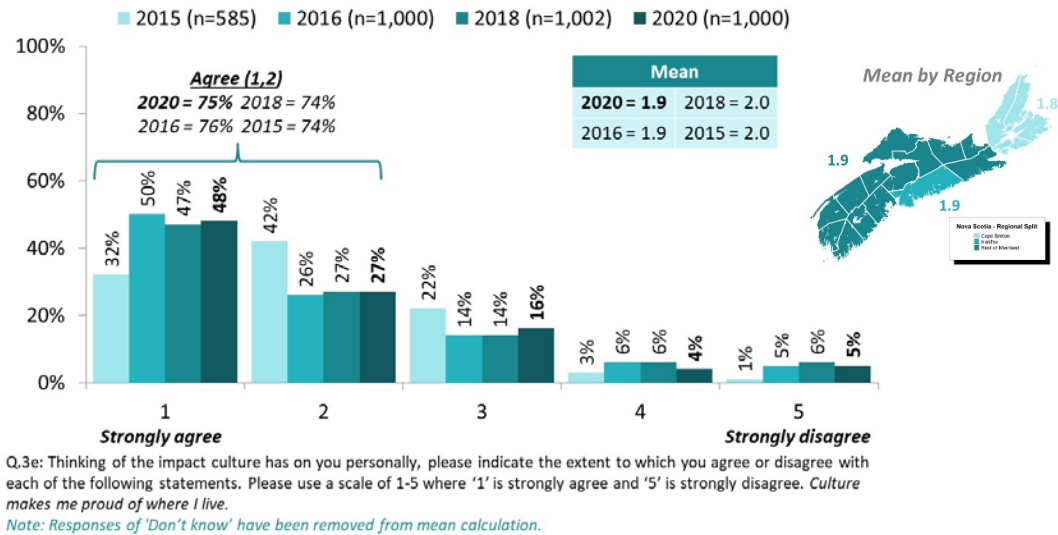
Proud of Where I Live

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 consistent across the province and population segments. (Table 3e)

Culture Makes Me Proud of Where I Live

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

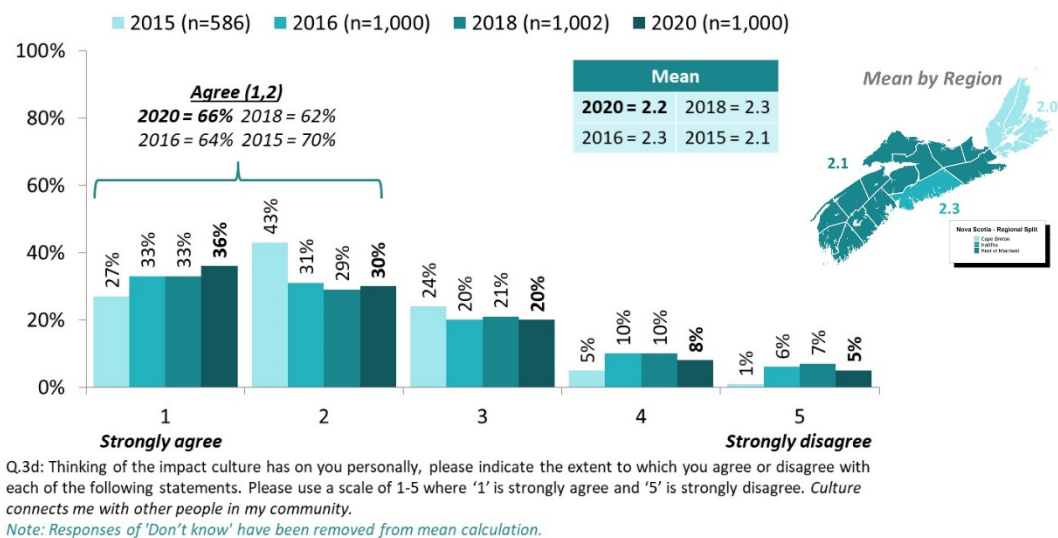


Connects Me with Other People

For two-thirds of residents, *culture connects them with other people in their community*, with results on par with 2018. Agreement is slightly elevated among those with some postsecondary education compared with those with lower levels of education. (Table 3d)

Culture Connects Me with Other People in My Community

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

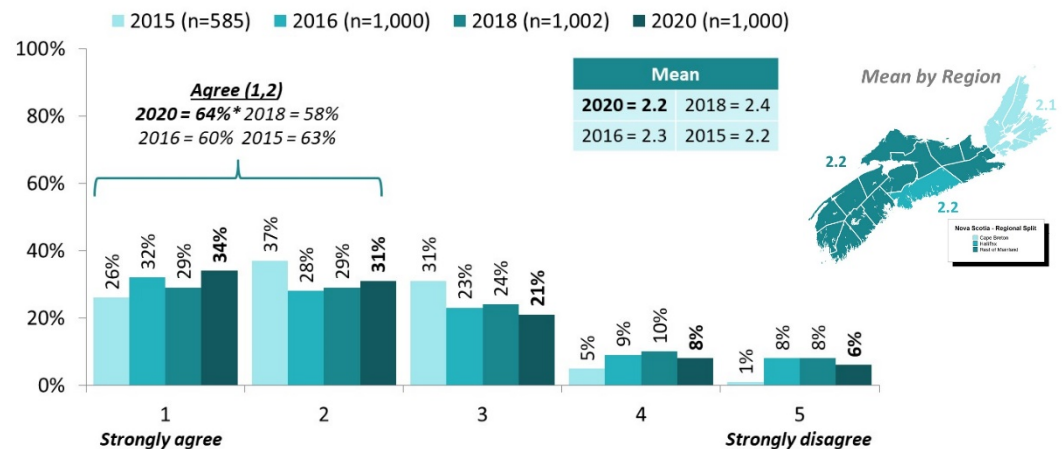


Developing a Sense of Identity and Community

Two-thirds of residents report that *culture has helped them develop a sense of identity and community*, an increase compared with 2018. The proportion who strongly agree (top score) has also increased. Immigrants to Nova Scotia are more likely to agree than non-immigrants. (Table 3c)

Culture Has Helped Me Develop a Sense of Identity and Community

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



Q.3c: 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 has helped me develop a sense of identity and community.*

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

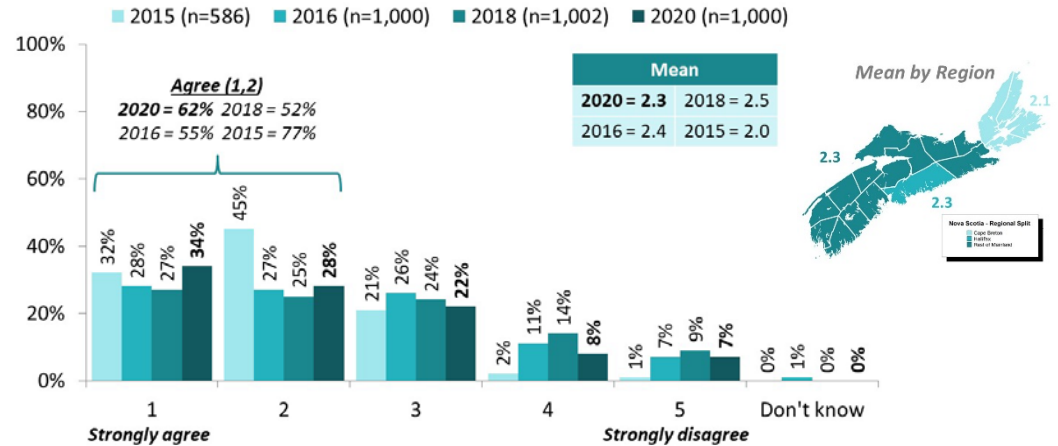
Opportunities for Personal Growth

Six in ten Nova Scotians agree that *culture provides them with opportunities for personal growth*, a 10-percentage point increase compared with 2018. The proportion that strongly agree (top score) has also increased.

Agreement is more prevalent among those with at least some postsecondary education. Immigrants to Nova Scotia are more likely to agree than non-immigrants. (Table 3a)

Culture Provides Me with Opportunities for Personal Growth

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



Q.3a: 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.

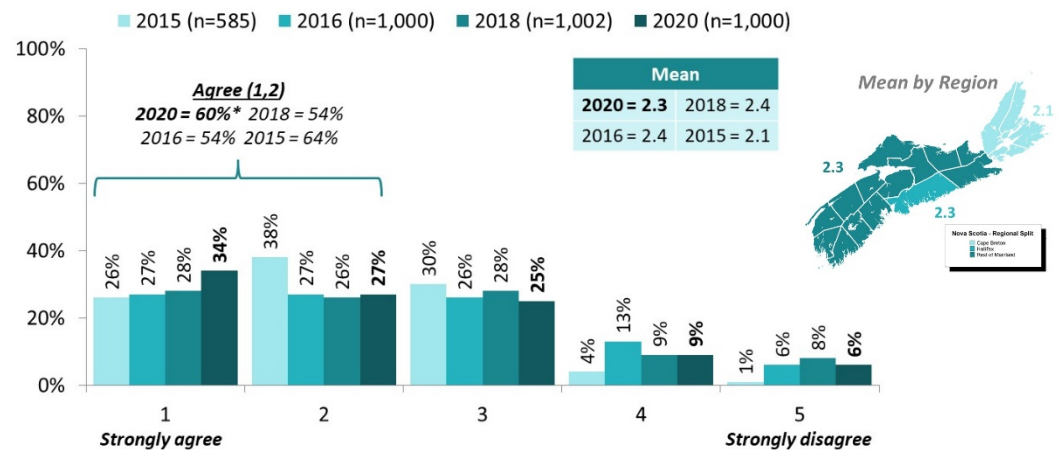
Note: Responses of 'Don't know' have been removed from mean calculation.

Opportunities to Express Myself

Six in ten residents state that *culture provides them with opportunities to express themselves*. This reflects an increase compared with 2018, while the proportion that strongly agree (top score) has also increased. Results are generally consistent across the population. (Table 3b)

Culture Provides Me with Opportunities to Express Myself

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

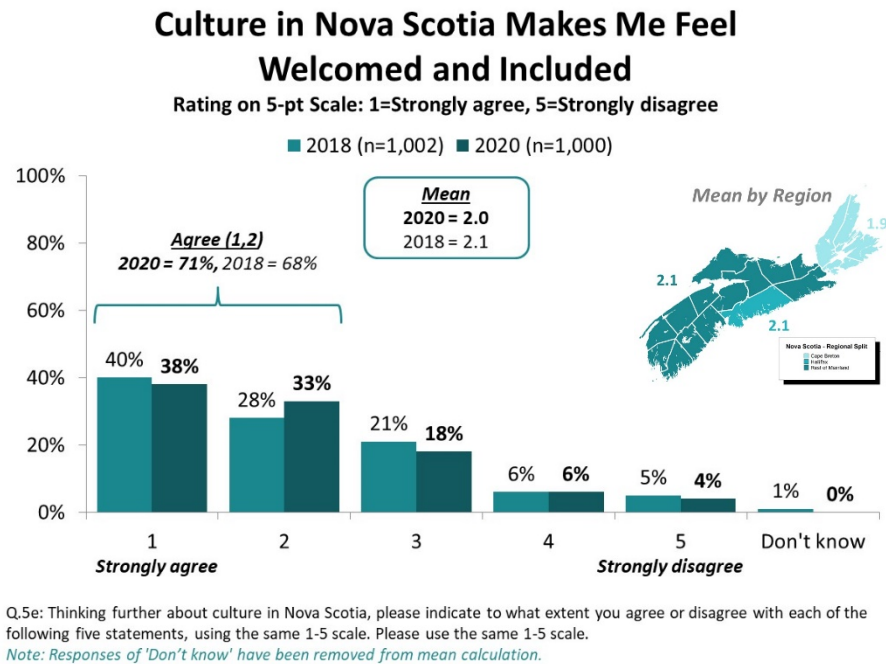


Q.3b: Thinking of the impact culture has on you personally, please indicate the extent to which you agree or disagree with each of the following statements. Please use a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. Culture provides me with opportunities to express myself.

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

Inclusion

Consistent with 2018, seven in ten Nova Scotians affirm culture within the province makes them feel welcomed and included. Results are generally consistent across the population, with a modestly more affirmative mean score in Cape Breton Island. (Table 5e)



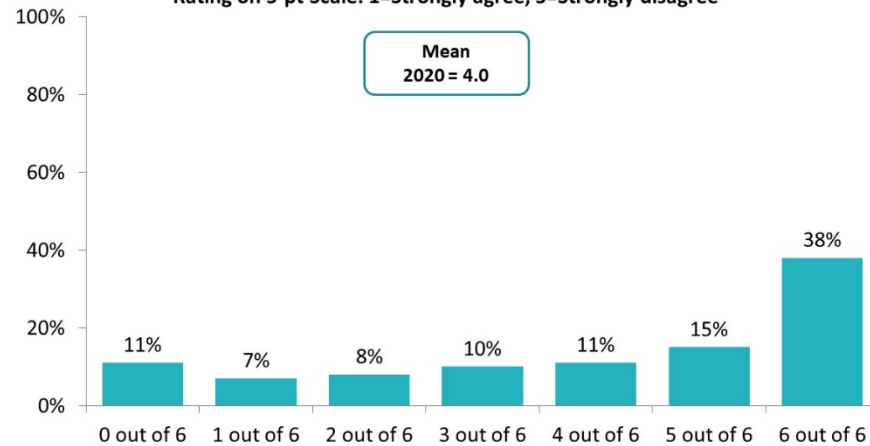
Statements Analysis. Questions 3a-e and Question 5e in the survey explore generally similar content in terms of what could be described as ‘*Personal Impact of Culture.*’ The number of statements residents agree with of the above six were analyzed as an indicator of the extent of recognition of personal benefits for culture.

Approximately one-half of residents agree with five or six statements, indicating a broad level of recognition of personal benefits of culture. Broad recognition of benefits (i.e., agreement with five or six items) is more prevalent among immigrants to Nova Scotia than non-immigrants. Another one-fifth agree with three or four statements indicating a more moderate level of recognition.

A slightly smaller proportion 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.3a-e, Q.5e: 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=1,000)

Culture Participation

Respondents were asked about their frequency of participation in various culture-related activities.

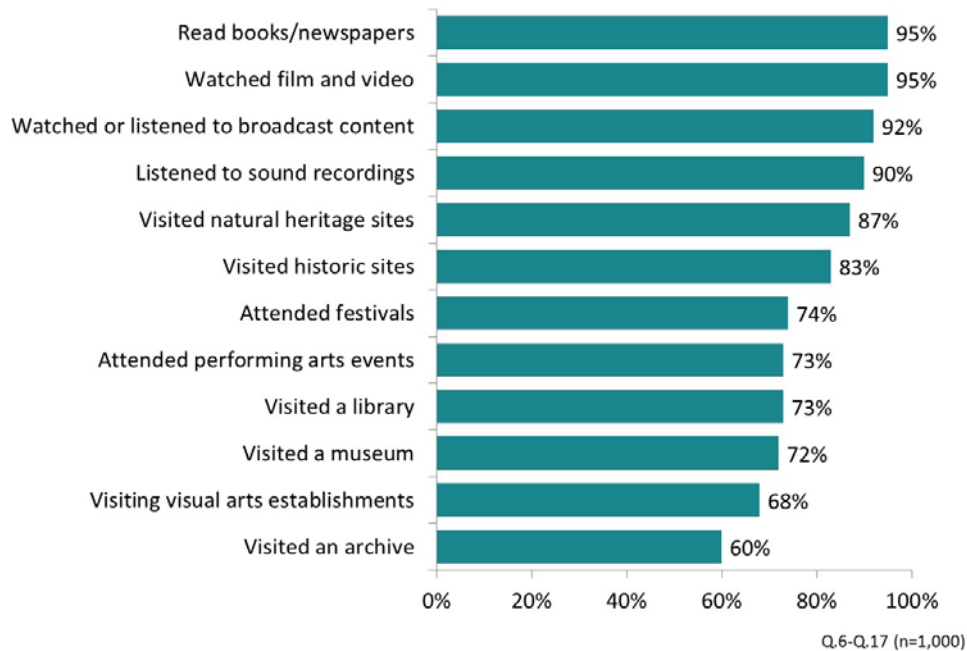
Cultural participation is generally high across various activities.

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 six in ten Nova Scotians participating in each activity.

In terms of those options involving attendance or visitation, heritage sites have the highest participation rate and archives have the lowest. Results for each activity are presented in greater detail in this section. (Tables 6 to 17).

Annual Participation Rates

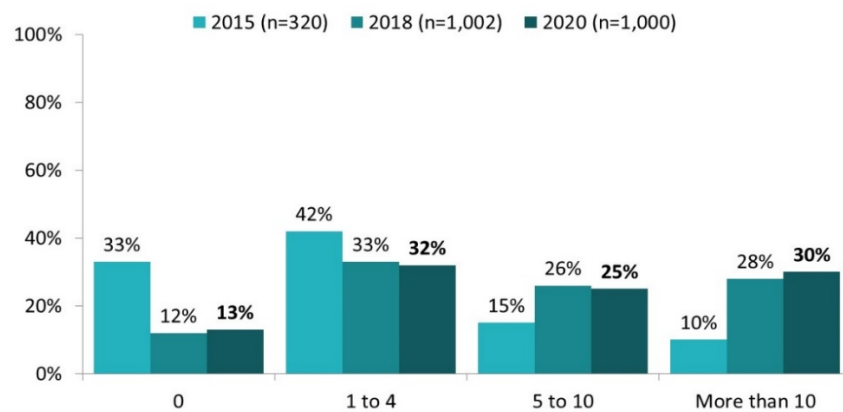
Those Who Indicated They Visited/Took Part in Activity at Least Once in the Past 12 Months



Natural Heritage Sites

Close to nine in ten residents have visited natural heritage sites in the past 12 months, with the frequency of visitation mixed among these residents. Results are similar to 2018. Visitation of natural heritage sites is higher among residents between 35 and 54 years of age, those with higher levels of education, and those with higher household incomes. (Table 10)

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

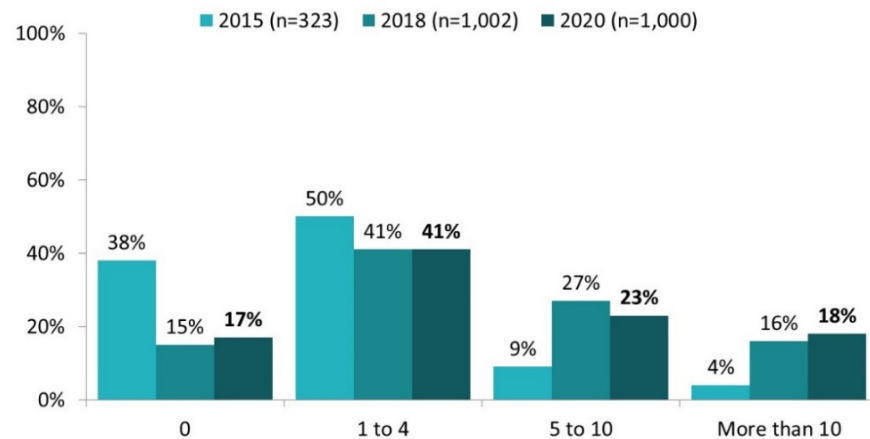


Q.10: Next, for survey purposes, please take into account that natural heritage sites consist of natural, botanical, fossil, and zoological sites of outstanding universal value with historic, scientific, environmental, or social significance. Natural heritage includes nature parks and reserves, zoos, 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 ...:

Historic Sites and Buildings

More than eight in ten residents have visited historic sites and/or buildings in the past 12 months. Again, frequency of visitation is mixed. Results are similar to 2018. 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. (Table 9)

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



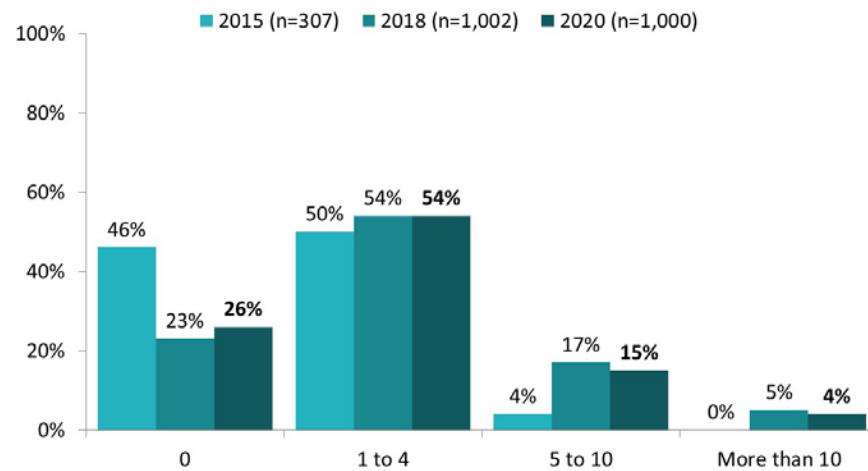
Q.9: Next, for survey purposes, please take into account that historic sites and buildings can be found in almost any setting and can range in size from a single building to works that span great distances. To be included, an historic site or building should be listed in a register of places of historic 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 ...:

Festivals and/or Cultural Celebrations

Three in four residents have attended a festival and/or cultural celebration in the past 12 months, similar to 2018.

Attendance at festivals and/or cultural celebrations is modestly higher among Nova Scotia residents 35 to 54 years of age, those with higher household income levels, and those with higher levels of education. (Table 13)

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

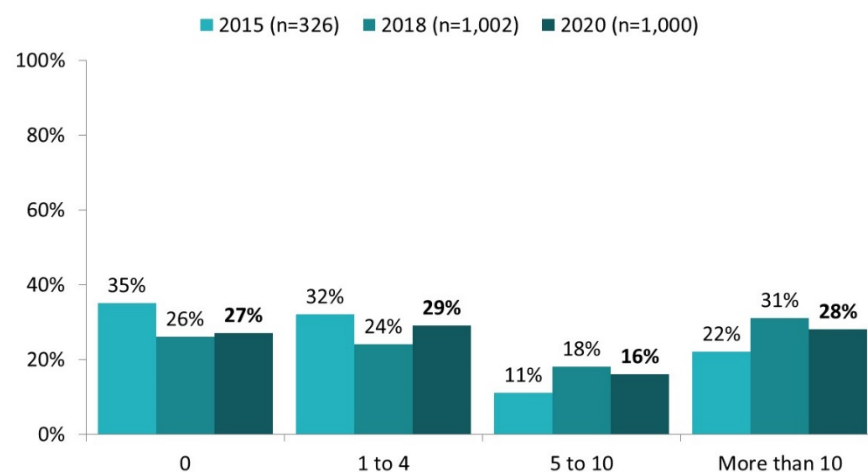


Q.13: Next, for survey purposes, please take into account that festivals and cultural celebrations include organized series of live special events and performances, such as music, film or other cultural festivals, Pow-Wows, or other cultural celebrations. How many festivals and/or cultural celebrations did you attend during the past 12 months? Was it ...:

Libraries

Three in four residents have visited a library in the past 12 months, consistent with 2018 findings. Library visitation is less likely among older residents, and those with lower levels of education. Mainland Nova Scotia residents outside Halifax are notably less likely to have visited a library compared with those in HRM or Cape Breton Island. (Table 7)

Frequency of Visiting a Library in the Past 12 Months

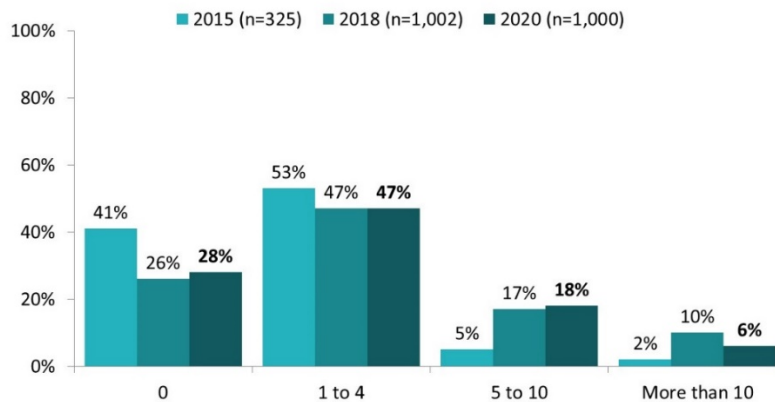


Q.7: Next, for survey purposes, please take into account that libraries have both physical and online collections including published print, microfilm, and electronic publications, with examples of libraries being public libraries and post-secondary educational institution libraries. How many times have you visited, in-person and/or online, a library in the past 12 months? Was it ...:

Museums

Seven in ten residents have visited a museum in the past 12 months, similar to 2018, with one-quarter being more frequent visitors having visited five or more times. Residents 35 to 54 years old, those with higher levels of education, and those with household incomes of \$75,000 or higher are more likely to have visited a museum in the past 12 months. (Table 8)

Number of Times Visited a Museum in the Past 12 Months

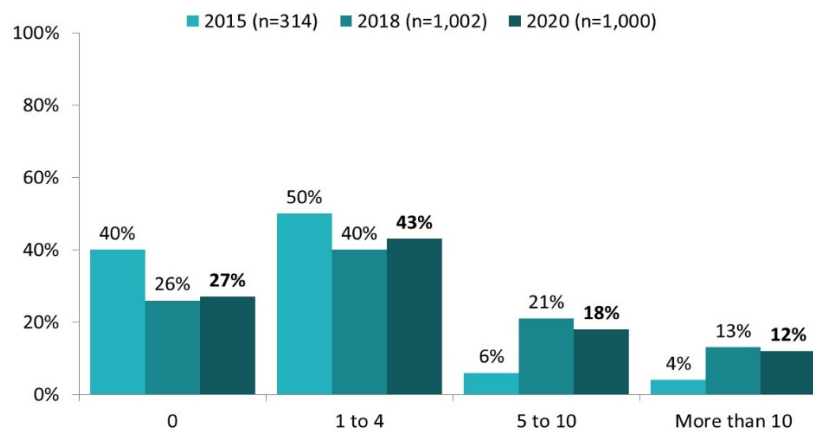


Q.8: Next, for survey purposes, museums include art museums, public art galleries, museums of human heritage or history, science centres, and virtual museums. How many times have you visited, in-person and/or online, museums in the past 12 months? Was it ...:

Performing Arts Events

Similar to 2018, three in four residents have attended a performing arts event in the past 12 months. Residents between 35 and 54, those with higher household incomes, and those with higher education levels are more likely to have attended (a) performing arts event(s). (Table 12)

Number of Performing Arts Events Attended During the Past 12 Months

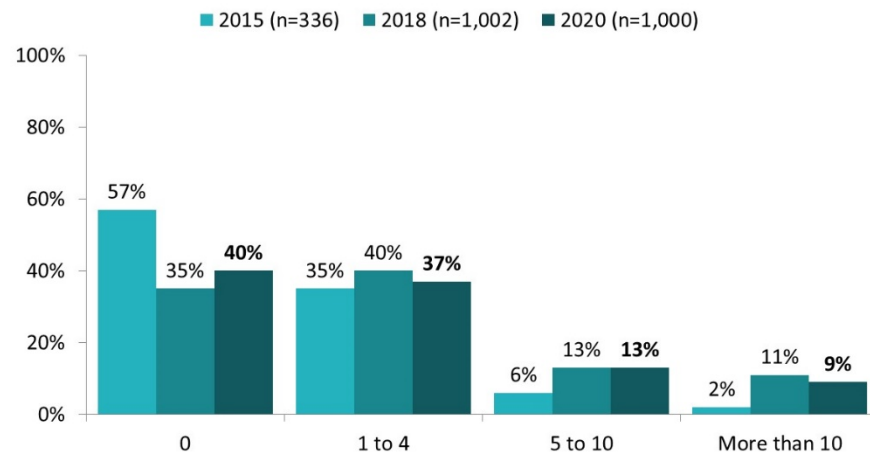


Q.12: Next, for survey purposes, please take into account that performing arts includes live performances of theatre, opera, dance, symphonies and other live music concerts, as well as other performing arts. How many performing arts events did you attend during the past 12 months? Was it ...:

Archives

Six in ten residents have visited an archive in the past 12 months, a slight decline from 2018. Younger residents and those with higher education levels are more likely than others to have visited an archive in the past 12 months. (Table 6)

Frequency of Visiting an Archive in the Past 12 Months



Q.6: 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 ...:

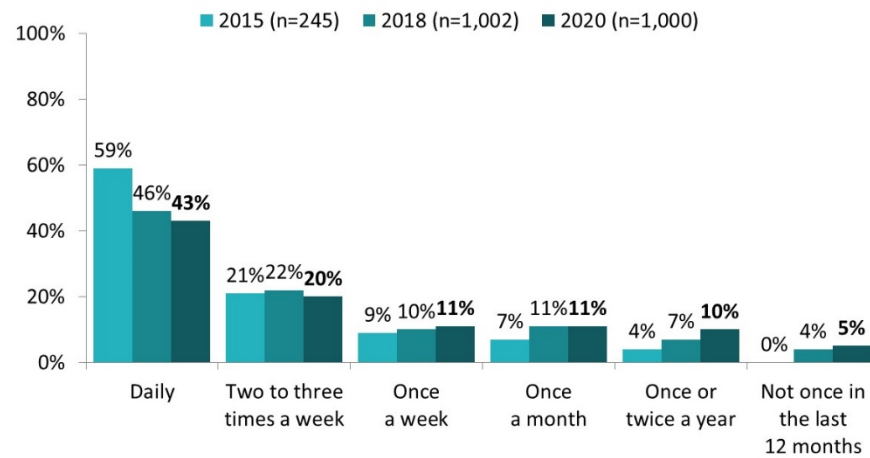
Books, Periodicals, and/or Newspapers

Approximately four in ten residents are daily readers of books, periodicals and/or newspapers, on par with 2018.

Only a small proportion have not read these at all in the past 12 months, while two in ten Nova Scotia adults could be considered infrequent readers, having read once a month or less often in course of the past year.

Residents 35 or older, those with higher education levels, and those with higher household incomes are more inclined to be frequent readers. (Table 11)

Frequency of Reading Books, Periodicals and/or Newspapers

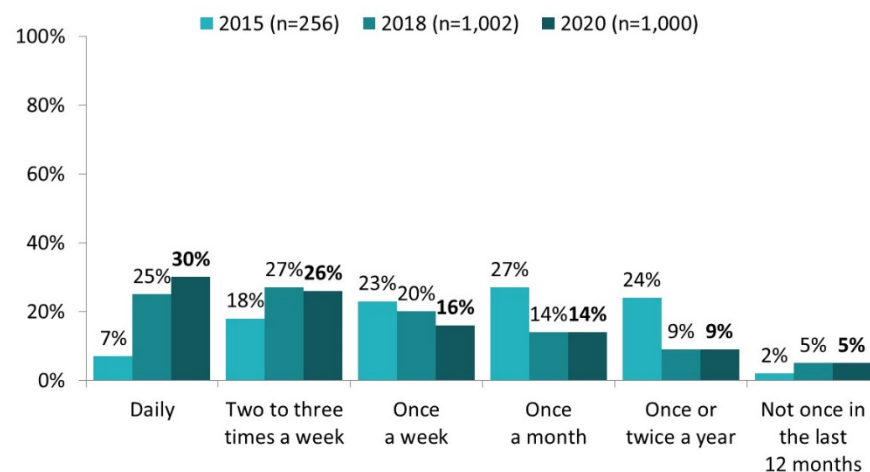


Q.11: Next, for survey purposes, please take into account that written and published works include: published books or periodicals, magazines that appear in a new edition on a regular schedule such as weekly, monthly, quarterly or annually, as well as newspapers, blogs, and other published works, including 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 at least once in the past year. In fact, three in ten are daily watchers, which is a slight increase from 2018. Another four in ten watch film/video one to three times per week. Males are more likely than females to consume film and video content daily. Daily consumption is also more prevalent among younger residents (i.e., 44% among those 18-34 years of age, and 31% among those 35-54 years of age, as compared to 19% among those 55 years of age or older). (Table 15)

Frequency of Watching Film and Video

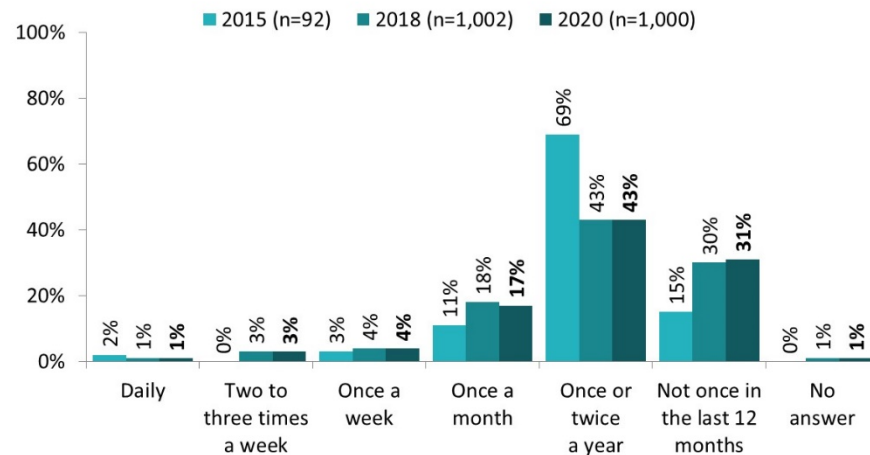


Q.15: Next, for survey purposes, please take into account that film and video includes feature motion picture films, short films, live action and animated films, documentaries, videos, and interactive movies, in all formats including film, digital, and streamed and downloaded content. How often do you watch film and video?

Visual and Applied Arts Establishments

Two-thirds of residents have visited visual and applied arts establishments, whether in-person or online in the past 12 months. 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. (Table 14)

Frequency of Visiting Visual and Applied Arts Establishments



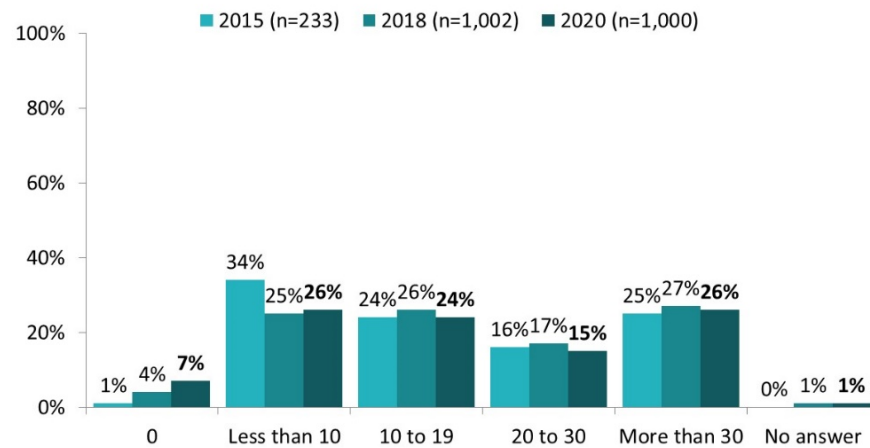
Q.14: Next, for survey purposes, please take into account that visual and applied arts include visual art such as paintings, sculpture, photography, and crafts. Commercial establishments, such as commercial art galleries or artist-run galleries that exhibit, sell or exchange visual and applied arts, are included. How often do you visit visual and applied arts establishments, in-person and/or online?

Broadcast Content

Responses from 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 19 hours per week.

Slightly fewer consumed 20 to 30 hours of broadcast content per week, while another one-quarter consumed more than 30 hours per week. The pattern is not appreciably different from 2018. Consumption of broadcast content is slightly elevated among those Nova Scotians who are 35 or older. (Table 16)

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

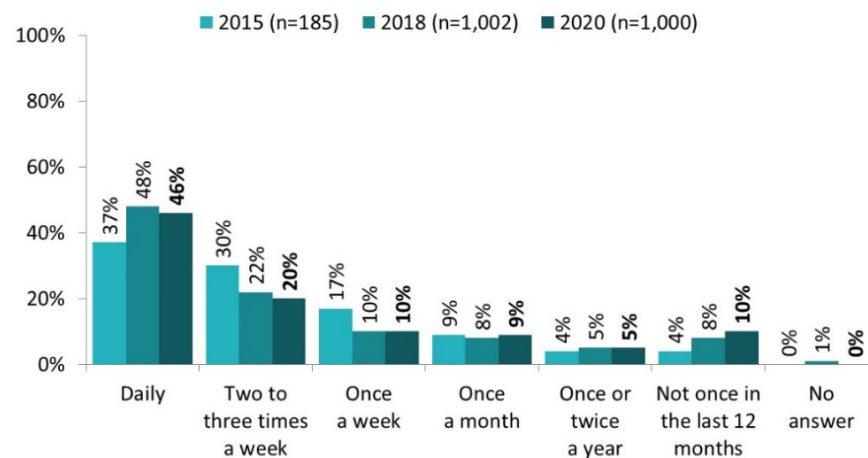


Q.16: Next, for survey purposes, please take into account that broadcast content includes broadcasters and service providers of traditional, pay, and specialty radio content; cable, pay and specialty television programming; and Internet-based broadcast content. How many hours per week did you watch or listen to broadcast content over the past 12 months? Was it

Sound Recording

Most residents have listened to sound recordings in the past 12 months, with close to one in two doing so daily. These results are similar to 2018. There is a notable age difference with residents 54 or younger more inclined to be daily consumers of sound recordings, as compared to older residents. Nova Scotia immigrants are more likely to be daily consumers than non-immigrants. (Table 17)

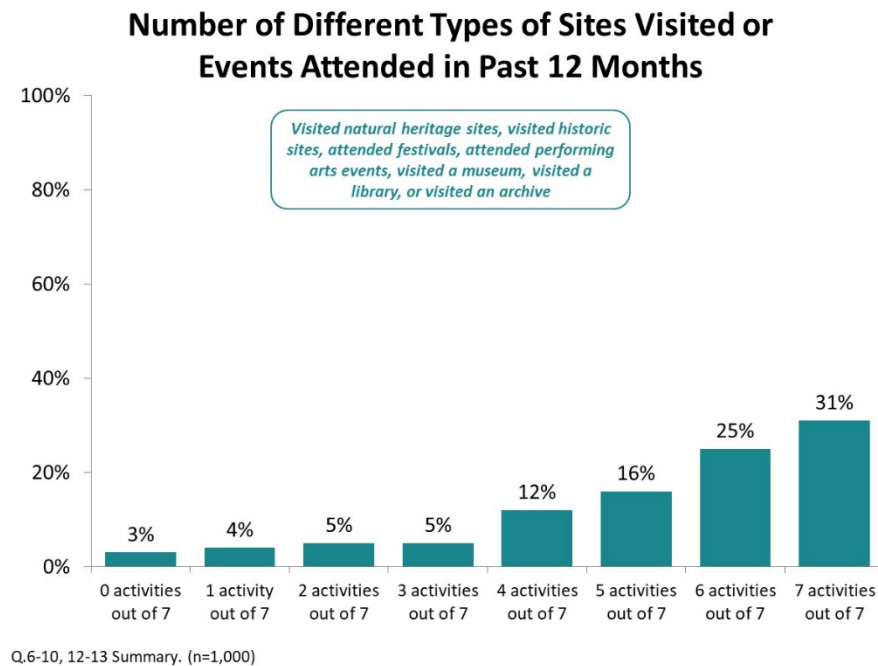
Frequency of Listening to Sound Recording



Q.17: 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?

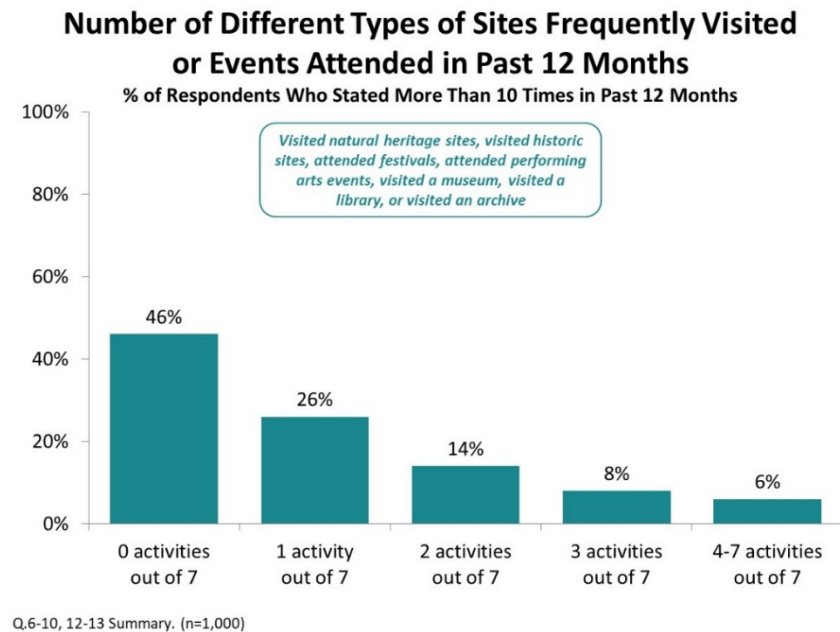
To provide additional insight, the activities that were measured in terms of the number of visits over the preceding 12 months (visited natural heritage sites, visited historic sites, attended festivals, attended performing arts events, visited a museum, visited a library, or visited an archive) were further examined. Specifically, the number of these seven activities that residents participated in at least once in the preceding twelve months was catalogued.

This analysis reveals that participation in at least one of these activities over the course of the year is almost universal. Close to six in ten residents participated in six or seven of these activities at least once over the course of the preceding year, while another three in ten participated in four or five.

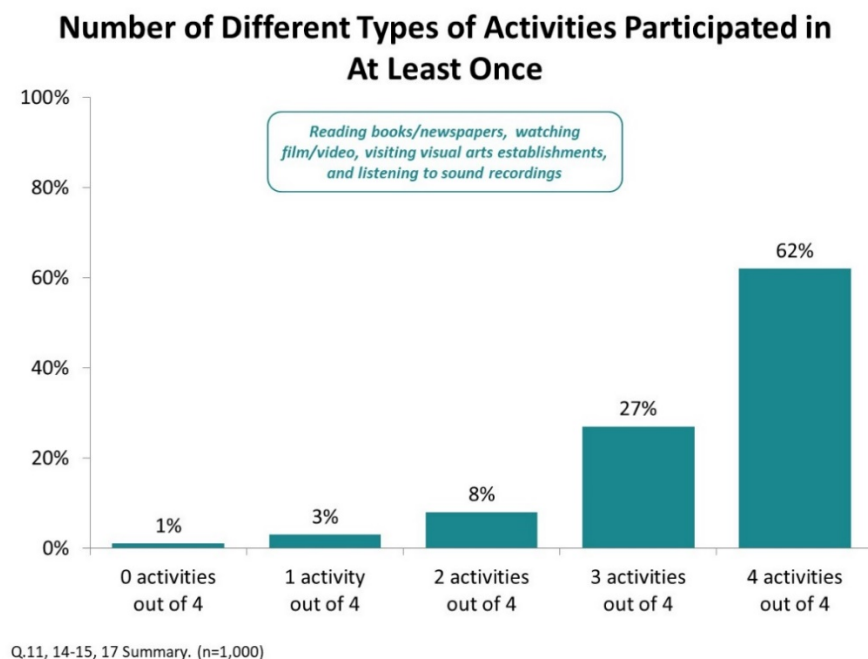


Participation in at least five activities or more is highest among 35 to 54 year olds, and lowest among those 55 or older. It also increases with household income levels, and is higher among those with at least some postsecondary education.

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, 14 percent 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. Frequent participation in at least one activity is lower among older residents, those outside Halifax, and those with without any postsecondary education.

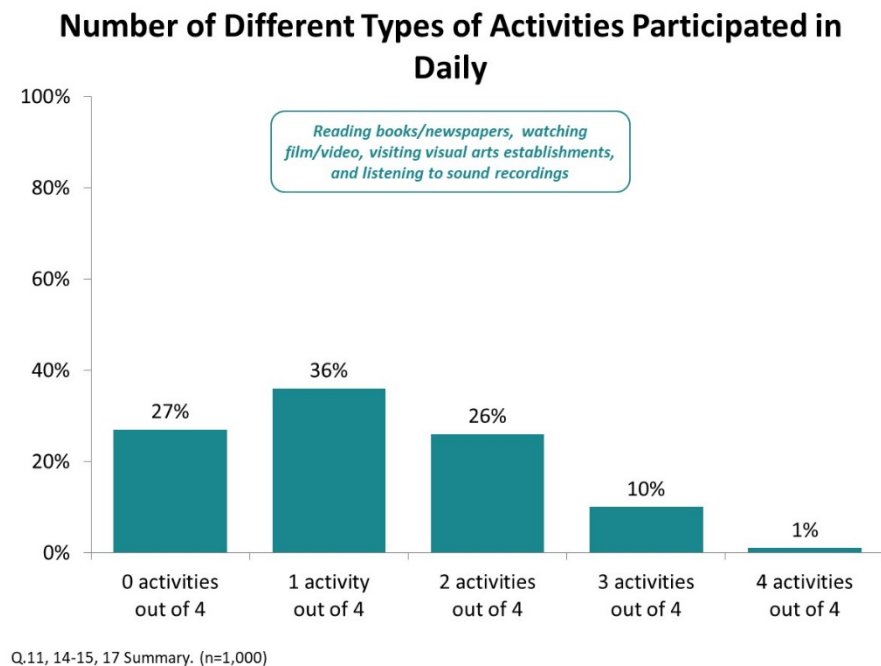


Likewise, the four activities assessed in terms of typical *frequency of participation* (i.e., reading books/newspapers, watching film/video, visiting visual arts establishments, and listening to sound recordings) were further examined in terms of the number of these four activities people participated in. The number of activities were examined from the perspective of those who said they participated at least once in the past 12 months. Participation in at least one of the four activities is almost universal across the population. In fact, six in ten residents participated in all four activities examined, while another one-quarter participated in three of the four activities examined. Participation in four of the activities in the past year is more likely among those with higher education and household incomes.



From the perspective of *daily participation*, three-quarters of residents participated in at least one of the four activities daily. More specifically, close to 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.

Daily participation in at least one activity is more prevalent among younger residents, those with postsecondary education, and those with higher annual household incomes.



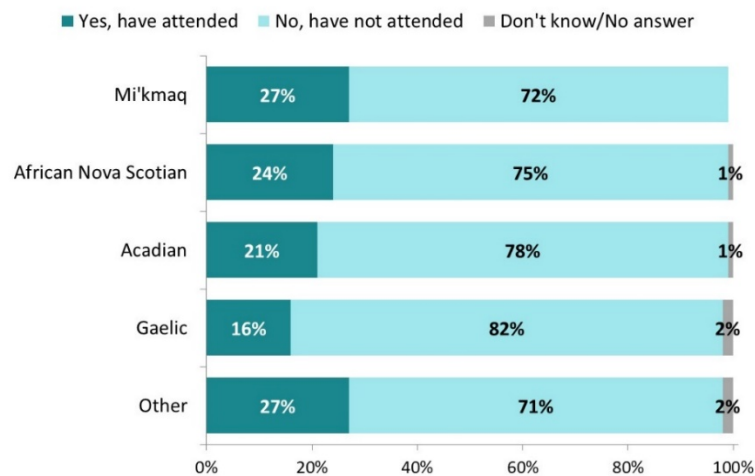
Cultural Activities Sponsored by Cultural Groups

This year, residents were asked if they had attended cultural activities sponsored by various cultural groups in the past 12 months. Approximately, one-quarter of residents have attended cultural events sponsored by **Mi'kmaq** or **African Nova Scotian** cultural groups. One-fifth have done so for **Acadian** cultural activities, and just slightly fewer for **Gaelic** cultural activities.

One-quarter indicated they attended cultural activities sponsored by a variety of other groups. Among those attending activities sponsored by other groups, the most frequent mentions were Greek (16%), Indian (13%), Asian/Chinese (11%), and Lebanese (10%) sponsored activities.

Regionally, residents in Cape Breton are twice as likely as those elsewhere to have attended Gaelic events. Participation is slightly elevated among 35 to 54 years for African Nova Scotian activities, and even more so for Mi'kmaq activities. (Tables 18a-e)

Attended Cultural Activities Sponsored or Put On by Cultural Groups in Nova Scotia



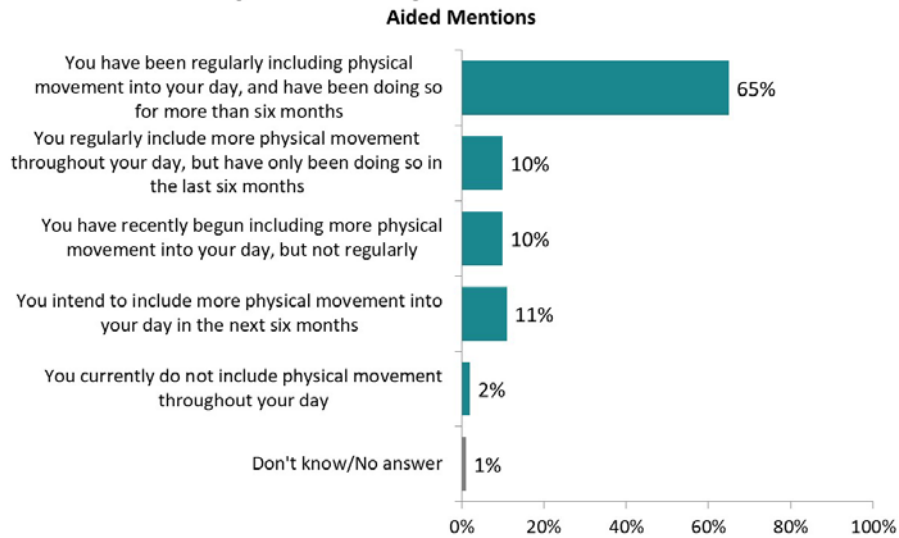
Q.18a-e: In the past 12 months have you participate din or attended one or more cultural activities that were sponsored or put on by any of the following cultural groups in Nova Scotia? (n=1,000)

Physical Movement

This year, residents were asked to indicate their current physical movement, a new topic area for the study. In many communities across Nova Scotia, municipal recreation departments deliver cultural as well as recreational activities.

Initial results indicate that two-thirds of residents have been regularly including physical movement into their day, and have been doing so for the past six months. Otherwise, residents are generally split between more recent changes to physical activity, changes that have not been regular, and intentions to include activity. Males and those with higher annual household incomes are more inclined to indicate they have been engaged in regular physical movement for more than six months. (Table 19)

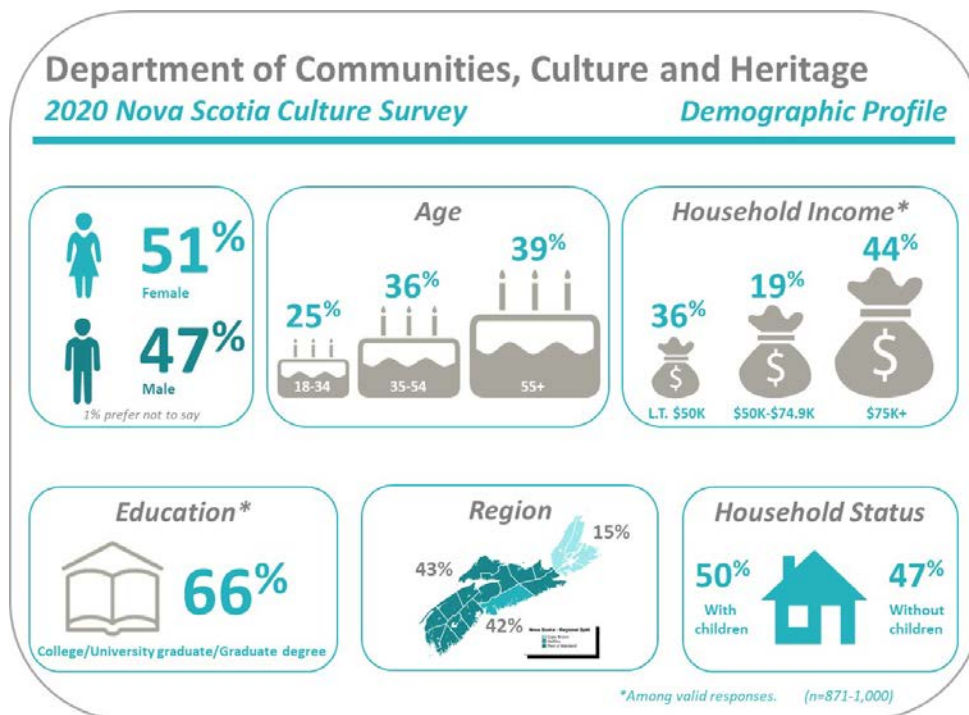
Best Description of Physical Movement in Your Life



Q.19: Now a question about physical movement in your life. For the purposes of this question, physical movement is moving more and sitting less. Which one of the following five statements comes closest to describing your own personal situation? Would you say...: (n=1,000)

Demographic Profile

The following provides a weighted demographic profile of respondents of the *2020 Nova Scotia Culture Index Study*.





Study Methodology

Sample Design and Selection

The *2020 Nova Scotia Culture Index Study* was designed to complete probability, random telephone interviews with a representative sample of adult Nova Scotia residents (aged 18 or older). Results were statistically weighted based on age, gender, and region, a standard survey research activity for studies of this type. The sample 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

Data collection was conducted by telephone between February 16 and February 28, 2020. In keeping with the initial survey design, respondents were provided with the option to complete the survey in French or English. No respondents in 2020 chose to respond to the survey in French. The average length of time required to complete an interview was 20 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 *2020 Nova Scotia Culture Index Study*, the rate of interview completion was four percent. Completion rate is calculated as the number of cooperative contacts (1,531) divided by the total of eligible numbers attempted (42,201). 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	76,958
Discontinued Number/Not in Service	34,194
Fax/Modem	278
Business Number	285
Wrong Number	0
B. Total Eligible Numbers	42,201
Busy	1,235
Answering Machine	12,572
No Answer	14,579
Scheduled Call Back	2,121
Mid Call Back	11
Illness, Incapable, Qualified Not Available	0
Language Problem	94
C. Total Asked	11,589
Terminate/Hang Up	85
Refusal	9,089
Never Call List	884
D. Co-operative Contacts	1,531
Terminated, Quota Full	531
Completed Surveys	1,000
Average Interview Length	20 minutes