

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

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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

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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

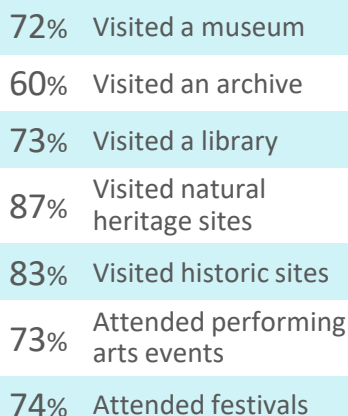
60%

Provides opportunities to express myself

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Participation Rates

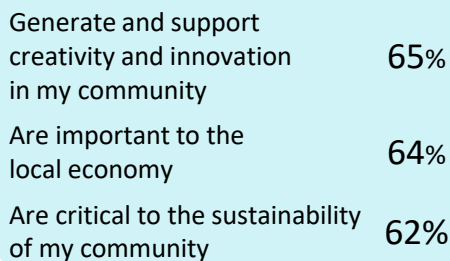
At least once a year



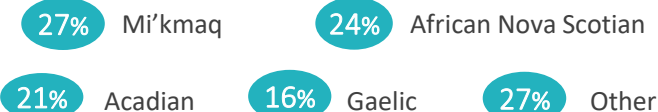
Cultural Organizations



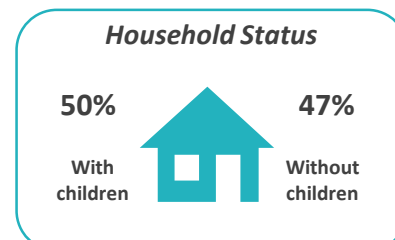
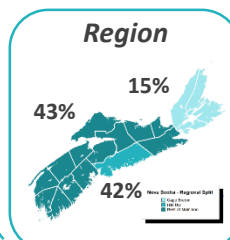
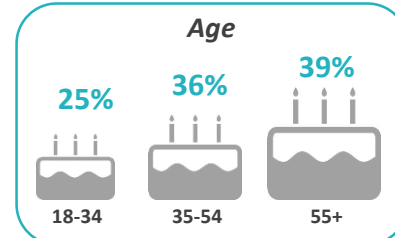
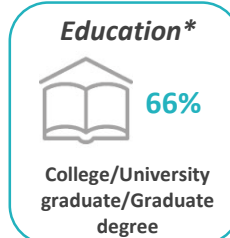
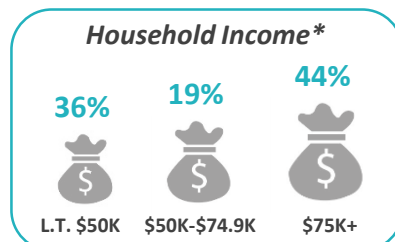
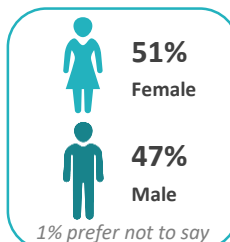
(Agree: % 1-2, 5-pt. scale: 1=Strongly agree, 5=Strongly disagree)



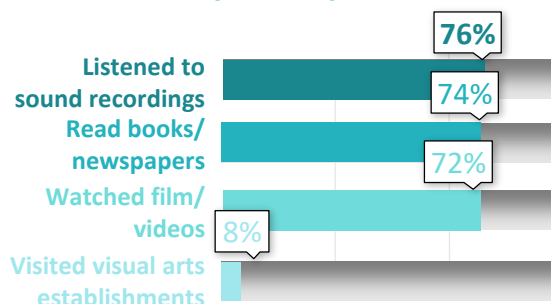
Attendance at Events in NS in Past Year Hosted by Cultural Groups



Demographic Profile



Weekly Participation Rates



Three in four residents are daily participants 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.