

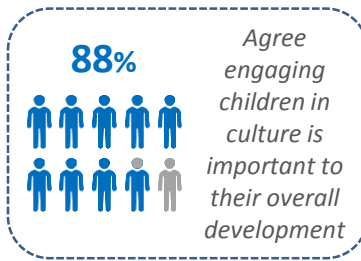
Department of Communities, Culture, and Heritage

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



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

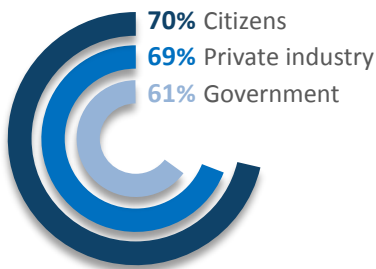
- Women
- Residents under 35 years
- Cape Breton residents

Personal Benefits of Culture

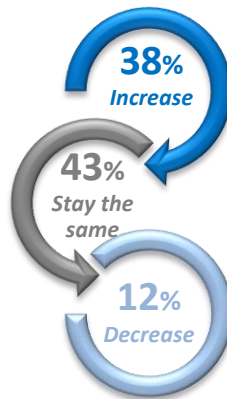
(Agreement: % 1-2, 5-pt. scale)

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)

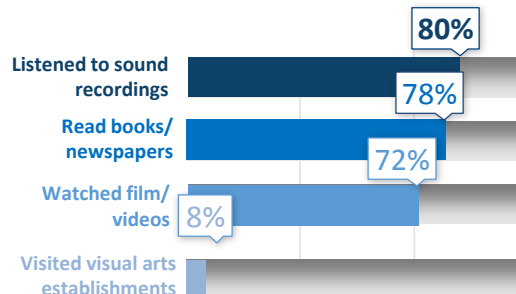


Helps enrich the quality of our lives	81%
Helps create community identity	78%
Culture helps attract visitors from outside Nova Scotia	77%
Culture helps us express and define what it means to be Nova Scotian	77%
Helps connect people from different communities and backgrounds	74%
Provides reasons for people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



52%

Women



48%

Men

Region

43%

15%

42%

Nova Scotia - Regional Split

- Cape Breton
- Halifax
- Rest of Mainland

Household Income*

33%



L.T. \$50K

22%



\$50K-\$74.9K

45%



\$75K+

Age

25%



18-34

36%



35-54

38%



55+

Education*



60%

College/University graduate/Graduate degree

Household Status

50%

With
children



49%

Without
children

*Among valid responses.

(n=857-1,002)