



2016 Nova Scotia Culture Index

Final Report

Prepared for:

Communications Nova Scotia and
Department of Communities, Culture and Heritage

March 2016



1-888-414-1336



Table of Contents

	Page
Introduction	1
Executive Summary	2
Detailed Analysis	3
<i>Public Good</i>	4
Perceptions of Culture	4
Cultural Organizations.....	11
Support for Culture	16
Investment in Culture.....	20
<i>Individual Growth</i>	21
The Impact of Culture.....	21
<i>Demographic Profile</i>	27
Study Methodology	28

Appendices:

- A: Survey Questionnaire
- B: Tabular Results

Introduction

Playing a key role in Nova Scotia's culture, the Department of Communities, Culture, and Heritage (CCH) launched its first Nova Scotia Culture Index Survey in 2015, which aimed to understand Nova Scotians' participation with, awareness of, and opinion of the value of culture. Ultimately, this Index was created to help support the development of Nova Scotia's Culture Action Plan and direct priorities and focus for eight key domains, including **Personal Growth, Public Good, Heritage and Libraries, Live Performance, Visual and Applied Arts, Written and Published Works, Audio-visual and Interactive Media, and Sound Recording.**

Though the full-length Index survey will be repeated every two years, research to measure and establish benchmarks on select domains from the Index will be conducted annually to help gauge community and social impacts of culture in Nova Scotia. Specifically, the current iteration of the annual survey serves to establish benchmarks for **Personal Growth** and **Public Good.**

The initial study conducted in 2015 involved an online survey conducted among a general population panel. The survey was divided into two questionnaires due to the number of questions. In total, 600 completed surveys were achieved (308 completes on survey A, 292 completes on survey B). The survey was designed in both French and English.

The current iteration of this study consisted of random telephone interviews with a statistically representative sample of 1,000 Nova Scotia residents, conducted between February 16 and February 29, 2016. In keeping with the initial survey design, respondents were provided with the option to complete the survey in French or English. All respondents opted to conduct the survey in English.

A sample of 1,000 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 took eight (8) minutes to complete.

Throughout the report, comparisons are provided between the overall 2016 telephone survey results and the combined 2015 online survey samples. That said, given the differing methodologies, it is important to note that changes in findings may be reflective of the methodologies used rather than an actual change year-over-year.

A more complete description of the methodology used to conduct the 2016 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 2016 Nova Scotia Culture Index Study reveal that ***culture is extremely important to residents as a key part of living in Nova Scotia***. Indeed, the vast majority are proud of where they live because of culture, and largely consider culture to be a key factor in the development of individual and community identity.

Perceptions of Culture

According to residents, ***culture helps to create community identity, brings people together, and attracts visitors and new residents from outside of the province***. As well, culture is viewed as a primary reason for people to stay in their community, increasing engagement and participation among citizens.

Cultural Organizations

Residents believe that cultural organizations are important to local economies, contributing in several ways. In particular, cultural organizations generate and support creativity and are critical to the sustainability of residents' communities. Underscoring the importance placed on cultural organizations, a strong majority of residents believe that governments should spend tax dollars on supporting cultural organizations in Nova Scotia.

Support for Culture

Overall, residents acknowledge the responsibility of all Nova Scotians to support culture. More specifically, a large majority believe that citizens should support culture through donations and participation. Private industry should support culture through investments and donations according to a strong majority, along with government support, which should stem from taxes collected.

Investment in Culture

Regardless of whether the provincial budget changes, residents largely believe that either the same proportion of investments or more should be allocated towards cultural initiatives. Overall, when considering the net perception towards investment, findings suggest that Government should invest more in culture.

The Impact of Culture

Nova Scotians recognize the personal impact of culture. The vast majority indicates that culture makes them proud of where they live, and connects them with other people in their community, helping them develop a sense of identity and community. Moreover, a small majority of residents believe that culture provides them with opportunities for personal growth, as well as opportunities for self-expression.

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



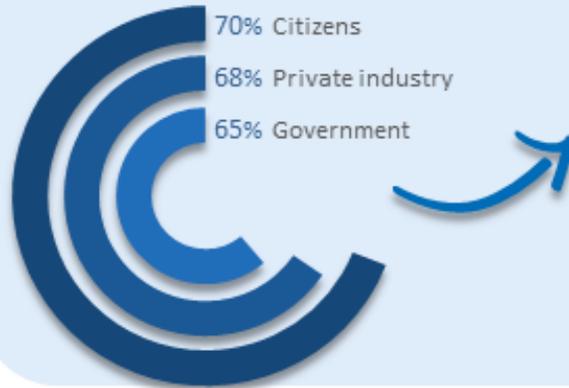
1,000 surveyed by phone: 16-29 February, 2016
(Results accurate to within ± 3.1 percentage points)

80%

Agree that culture helps create community identity.



Who Should Support Culture?



Citizens, private industry, and government alike have a responsibility to support culture.

76%

Culture helps connect people from different communities and backgrounds.



38% say the government should increase its cultural investments

42% say the government's cultural investments should stay the same

11% say the government should decrease its cultural investments



+27%
Net Investment

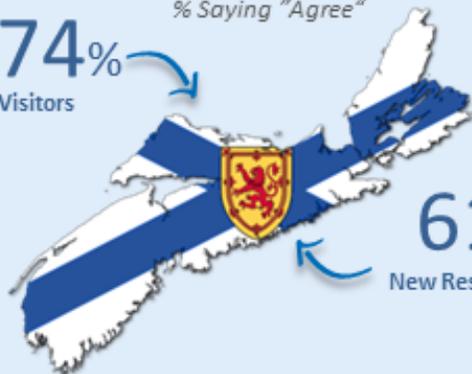
69%

Agree that culture helps increase citizen engagement and participation.



Culture Helps Attract From Outside Nova Scotia
% Saying "Agree"

74%
Visitors



61%
New Residents



55%

Agree that culture provides them with opportunities for personal growth

54%

Agree that culture provides me with opportunities to express myself.



Throughout results, key segments of the population emerge as being more engaged with culture

Including:

- Women
- Residents under 35 years of age
- Lower income earners

Detailed Analysis

Public Good

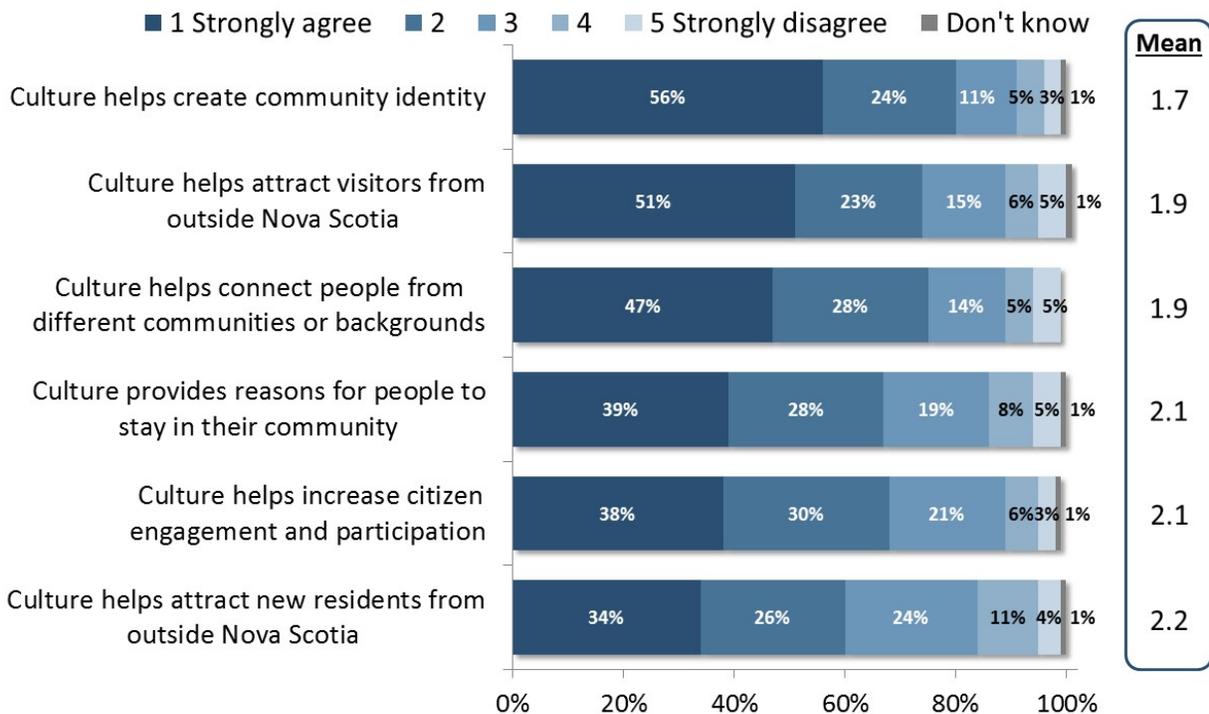
Perceptions of Culture

Residents were asked to indicate their level of agreement with several statements about culture. Overall, culture is recognized among the majority of Nova Scotians as a key factor that enriches communities across the province. Indeed, residents strongly 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 helps attract new residents from outside Nova Scotia**. Perceptions of each evaluation are discussed in more detail below. (Table 1a-f)

Culture is considered an important part of Nova Scotia, uniting people and communities from inside and outside of the province.

Opinion of Statements About Culture

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=1,000)

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

Opinions around culture are highly consistent across the population, with only slight differences found between men and women, where women are more likely to agree with each statement.

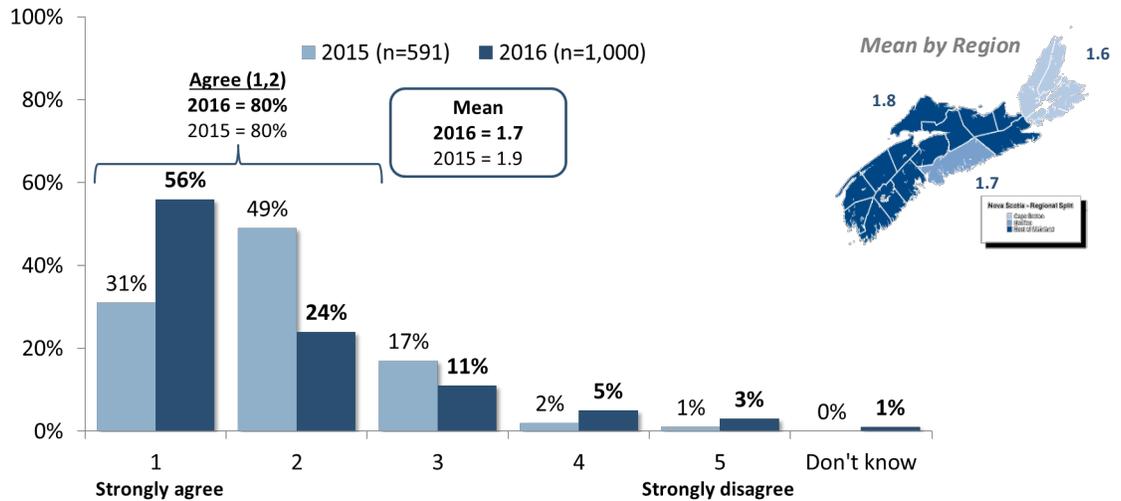


Creating Community Identity

Residents strongly agree that ***culture helps create community identity***. Indeed, only a small portion disagree to any extent or indicate more neutral opinions (scoring 3 out of 5). When comparing results over time, the proportion of those who agree is consistent, although the extent to which they agree is much stronger this year, perhaps attributed to the different methodologies of data collection. (Table 1e)

Culture Helps Create Community Identity

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



Q.1e: 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 create community identity.

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

As mentioned, the proportion of residents who agree or disagree more generally is highly consistent across the population and across regions. Meanwhile, women cite stronger levels of agreement compared to men, as do those with higher educations.

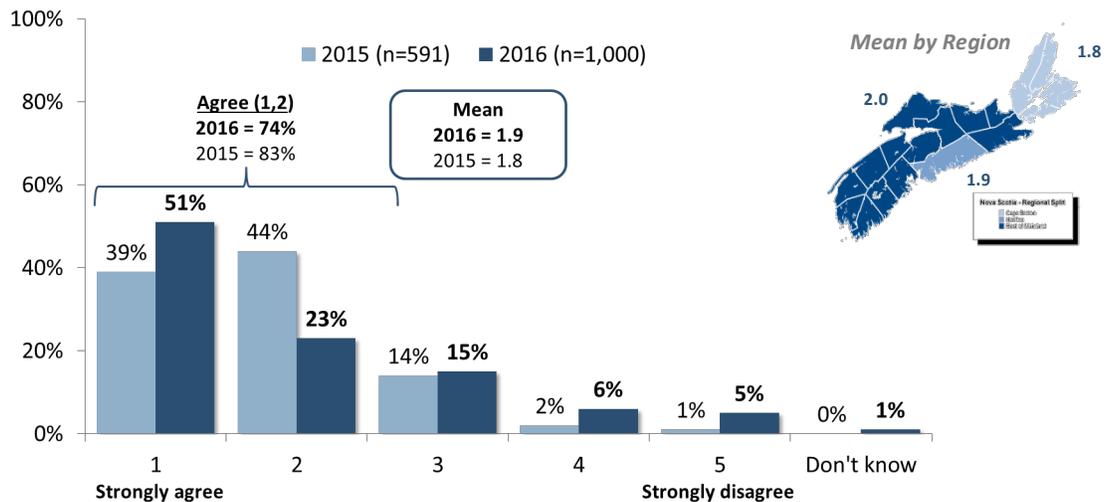


Attracting Visitors From Outside Nova Scotia

The vast majority of residents believe that ***culture helps attract visitors from outside Nova Scotia***, including half who strongly agree, while one quarter agree to a lesser extent (i.e. rating of 2). Once again, results show the degree of agreement varies notably year-over-year, although this could be reflective of the differing methodology. Nonetheless, only a small number continue to feel otherwise or report neutral opinions. (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.

As mentioned, women are more likely than men to strongly agree that culture helps attract visitors from outside Nova Scotia. This perception is also felt more strongly among younger residents under the age of 55 years, higher earners, and those with higher levels of education. Results are highly comparable across the Province.

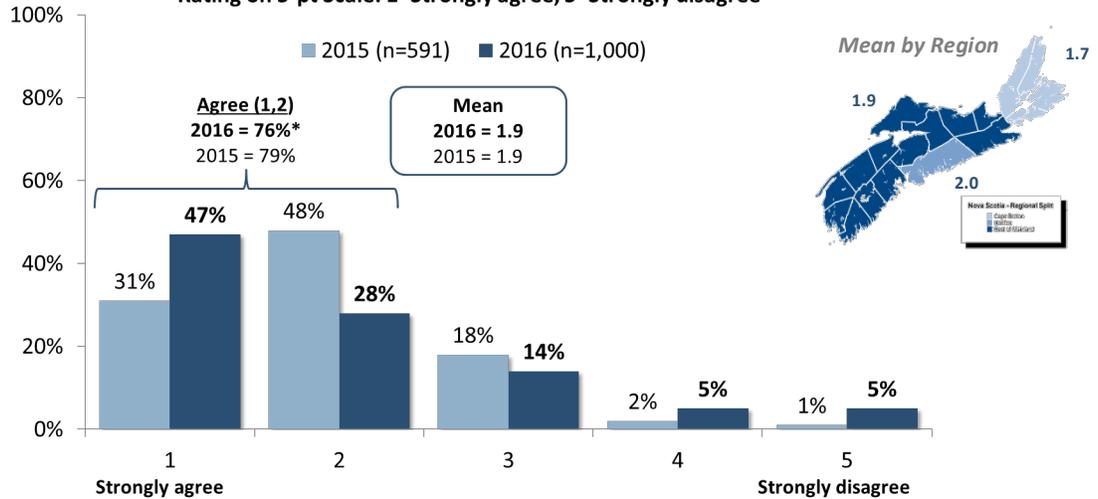


Connecting People From Different Communities / Backgrounds

A large majority of Nova Scotians believe that **culture helps connect people from different communities or backgrounds**, a perception which has held steady over the past year. However, the extent to which residents agree has strengthened compared to previous results, with nearly half now stating that they **strongly agree**. As with previous findings, only a small portion feel otherwise. (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.

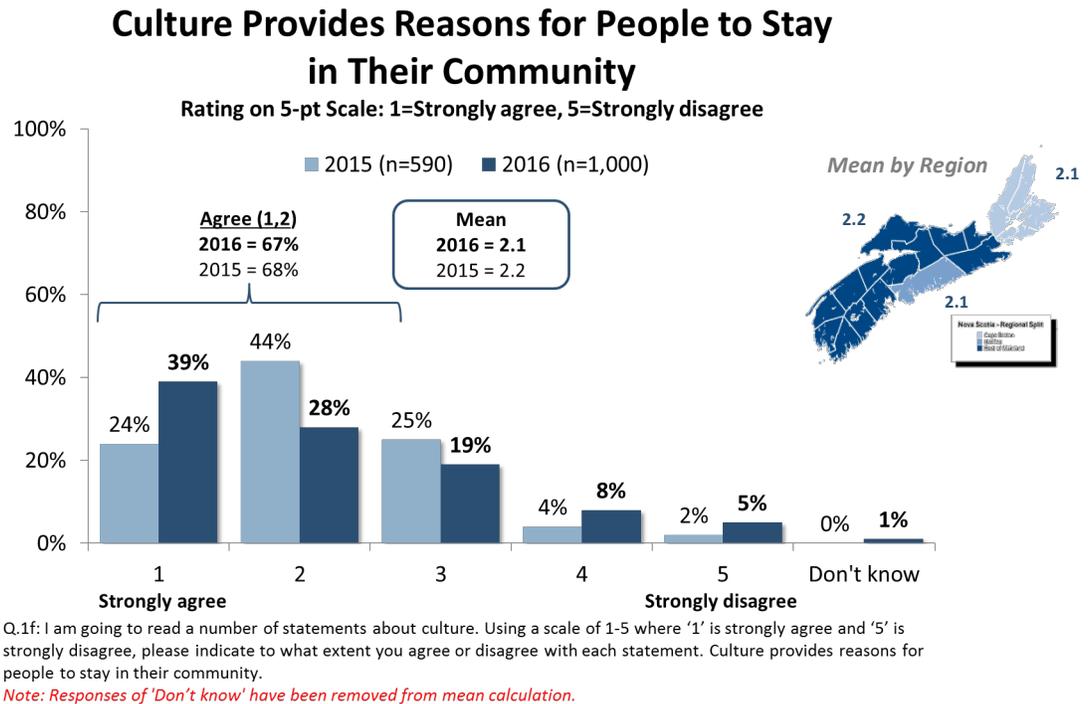
*Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.*

Women and those who have post-secondary education agree more strongly with this statement compared to their counterparts. Otherwise, perceptions are comparable across the population and by region.



Providing Reasons for People to Stay in Their Community

For a large majority of residents, *culture provides reasons for people to stay in their community*. Although the proportion with this opinion has held steady, once again the degree of agreement (ratings of 1 & 2) varies notably year-over-year. Disagreement is uncommon, while those offering neutral opinions comprise two in ten. (Table 1f)



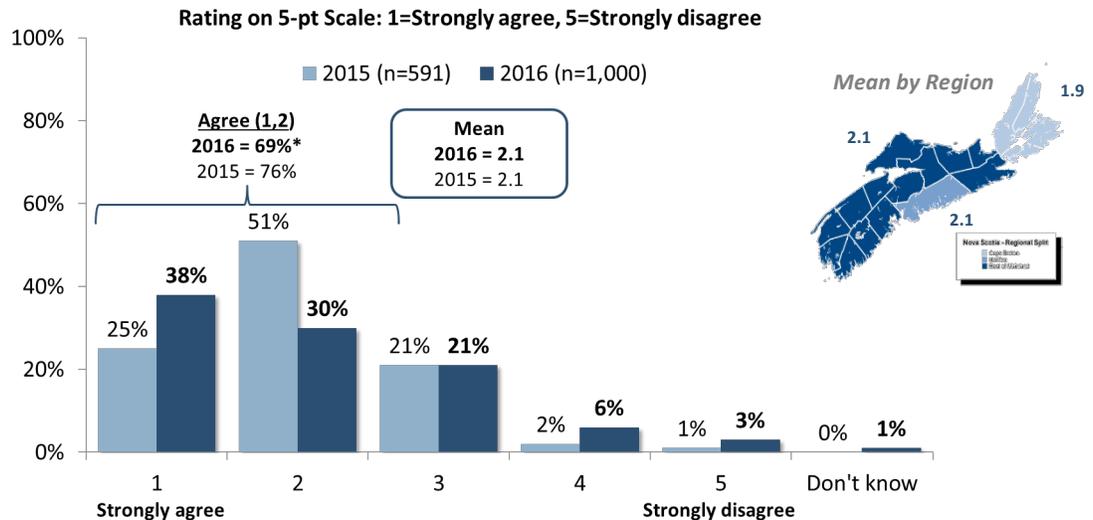
The opinion that culture provides reasons for people to stay in their community is highly consistent across the population, including key regions across the Province. That is, with the exception of gender, as women are more likely to agree with this statement overall compared to men.



Increasing Citizen Engagement and Participation

A large majority of residents agree that ***culture helps increase citizen engagement and participation***. Overall, perceptions are consistent with last year, while a greater portion indicate strong levels of agreement by comparison. This variation in levels of agreement may be reflective of different research methodologies. Disagreement remains consistent. (Table 1d)

Culture Helps Increase Citizen Engagement and Participation



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.*

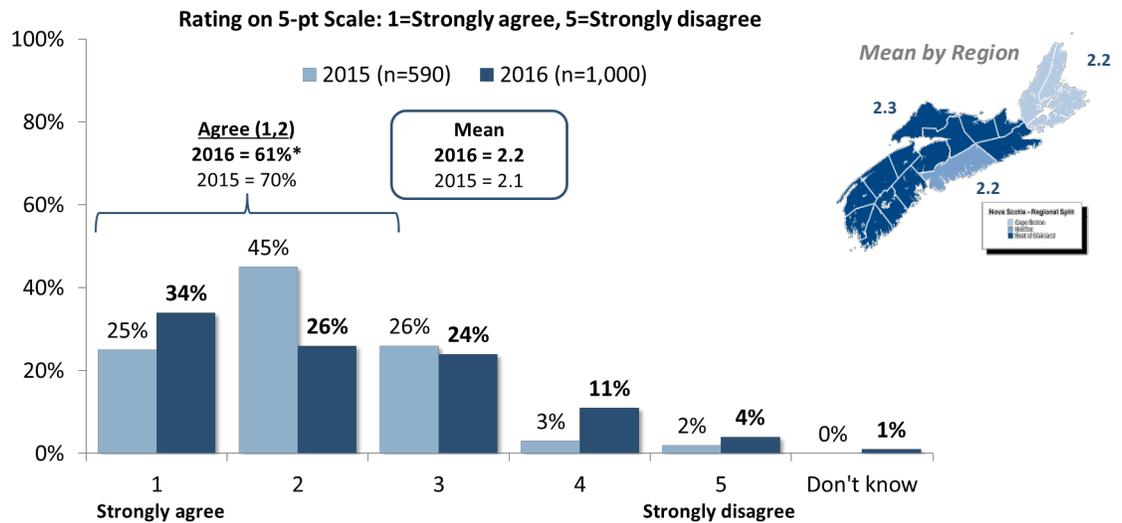
Agreement that culture helps increase citizen engagement and participation is greater among those with higher income and education levels, and is also more common among women compared to men. Regional results are highly consistent.



Attracting New Residents From Outside Nova Scotia

Culture is largely believed to **help attract new residents from outside Nova Scotia**. Although the number of residents who feel this way has declined over the past year, agreement levels have strengthened in comparison to previous results. (Table 1c)

Culture Helps Attract New Residents From Outside Nova Scotia



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 more likely to agree overall that culture helps attract new residents from outside Nova Scotia. Otherwise, opinions in this regard are comparable across demographics and regions.



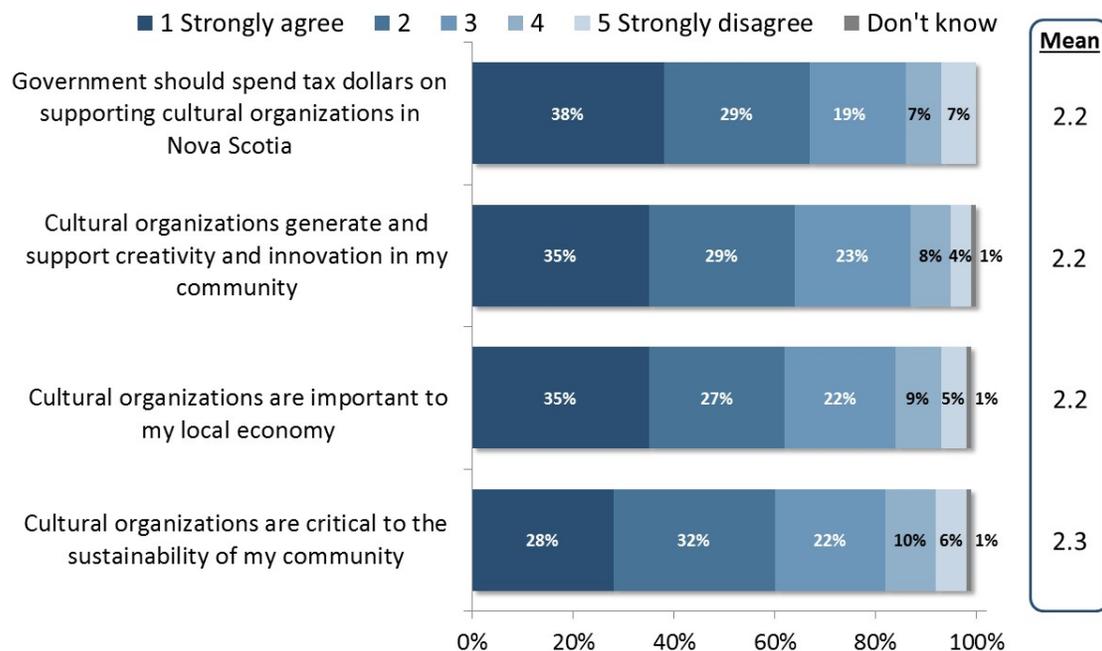
Cultural Organizations

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

In order 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. (Table 3a-d)

Contributions Made by 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=1,000) *Note: Responses of 'Don't know' have been removed from mean calculation.*

Women are more likely to agree with each of the statements than men. Meanwhile, younger residents under the age of 35 years are more likely to agree that cultural organizations are critical to the sustainability of their community, and that Government should spend tax dollars on supporting cultural organizations in Nova Scotia. Otherwise, perceptions are relatively consistent across the population.

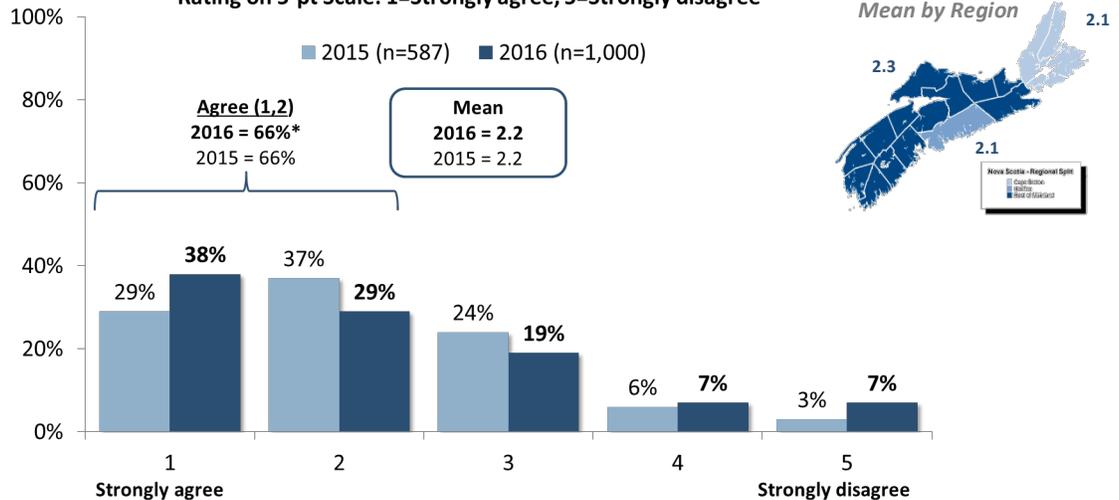


Government Tax Spending

Residents feel strongly that **Government should spend tax dollars on supporting cultural organizations in Nova Scotia**. Although agreement overall is unchanged from last year, opinions this year are more definitive with a larger portion of residents indicating that they strongly agree and fewer expressing more moderate agreement. Neutrality has declined over the past year, while disagreement is largely unchanged. (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 feel more strongly than men that Government should spend tax dollars on supporting Nova Scotian cultural organizations. Likewise, Cape Bretoners agree more strongly with this statement than their counterparts elsewhere in the province. More generally, this perception declines with age, but increases with education and income level.

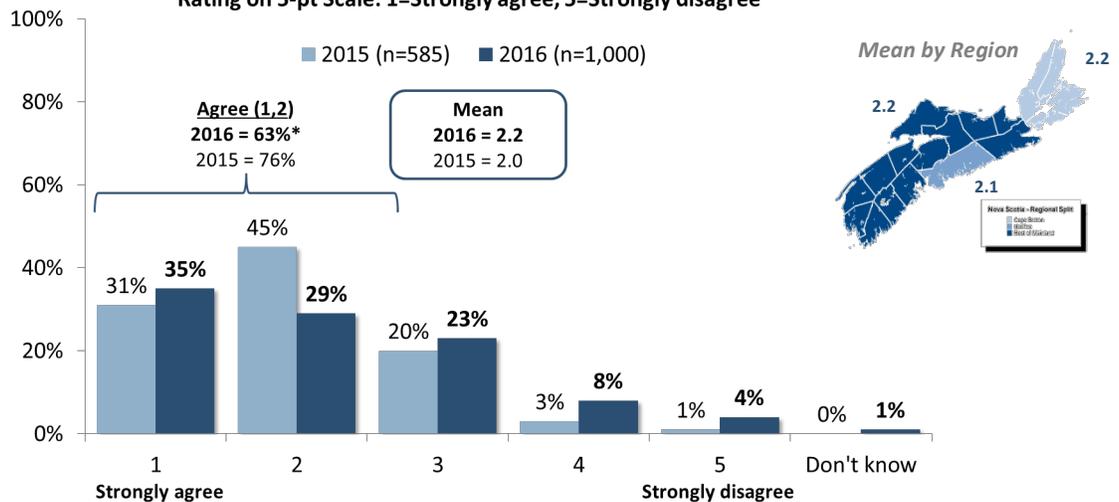


Generating and Supporting Creativity and Innovation

Nearly two thirds of residents overall believe that **cultural organizations generate and support creativity and innovation in their community**. Those feeling otherwise comprise a small portion of the population. Compared to last year, overall agreement has notably declined, stemming from a drop in the number of residents who agree more moderately. That said, the portion expressing strong levels of agreement is consistent with 2015 results. (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.

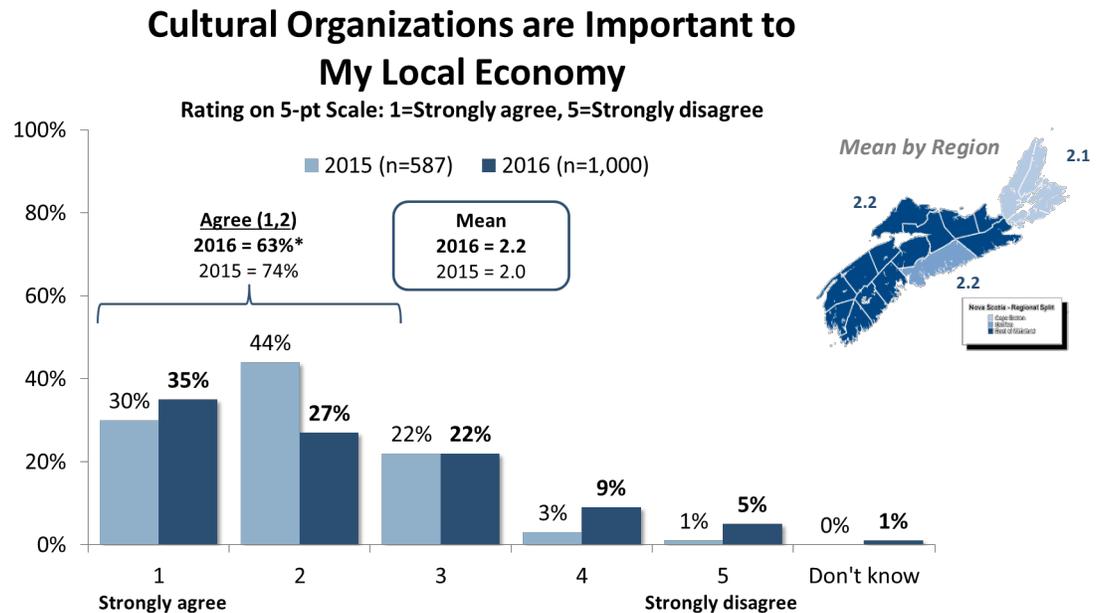
*Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.*

Women are much more likely than men to believe that cultural organizations generate and support creativity and innovation in their community. As well, agreement with this statement increases with education level. Perceptions are highly consistent across the Province.



Importance to Local Economy

Over six in ten believe that **cultural organizations are important to their local economies**, including one third who strongly agree with this statement. A significant decline in overall agreement from last year is observed, with fewer residents expressing more moderate agreement. Those whose perceptions strongly align with this statement now comprise a greater minority of the population. Opposition is uncommon, and largely unchanged from last year. (Table 3a)



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.*

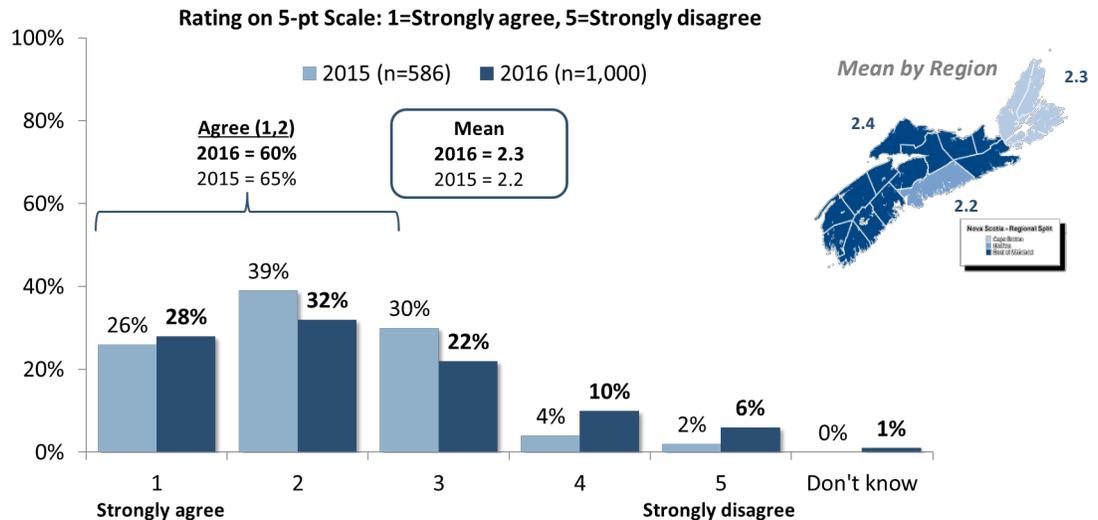
Women are much more likely than men to feel that cultural organizations are important to residents' local economies. Otherwise, this perception is generally consistent across the population and across regions.



Community Sustainability

Three in five residents believe that **cultural organizations are critical to the sustainability of their community**, marking a decline from previous results. That said, the proportion who strongly agrees with this perception is unchanged, while more moderate agreement is lower compared to last year. This is also the case for residents expressing neutral opinions. Meanwhile, disagreement has increased. (Table 3c)

Cultural Organizations are Critical to the Sustainability of My Community



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 more commonly believe that cultural organizations are critical to the sustainability of their community. As well, slightly more Halifax residents feel this way compared to those living in the rest of mainland, while results for Cape Breton are comparable, sitting in between the two mainland regions.



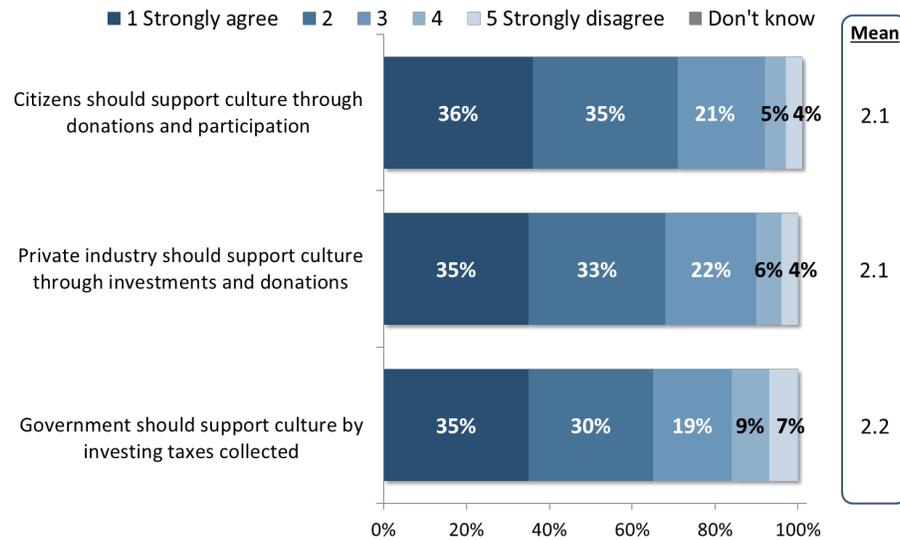
Support for Culture

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. Moreover, findings suggest that all three parties share the obligation to support culture in Nova Scotia equally. Opinions surrounding each statement are explored in more detail below. (Table 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=1,000)

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

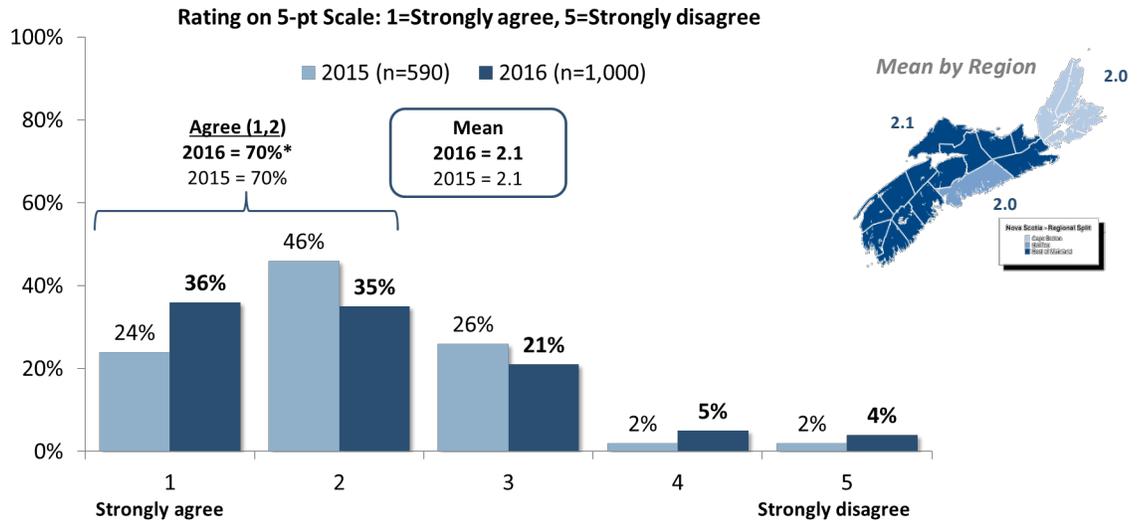
Across the population, opinions about who should support culture in Nova Scotia differ. In particular, differences by gender, age, income and education are found to varying degrees. Women are more likely than men to feel that Government and private industry should support culture. Age differences are also found, where those under 35 years more commonly agree that Government and citizens should support culture in Nova Scotia by comparison. The latter opinion is also more commonly held by those with higher incomes and education levels.



Citizen Donations and Participation

The opinion that *citizens should support culture through donations and participation* is held by seven in ten residents. This year, a greater portion express strong levels of agreement and fewer agree more moderately. Neutral opinions have also declined slightly, while disagreement is relatively stable. (Table 4c)

Citizens Should Support Culture Through Donations and Participation



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.

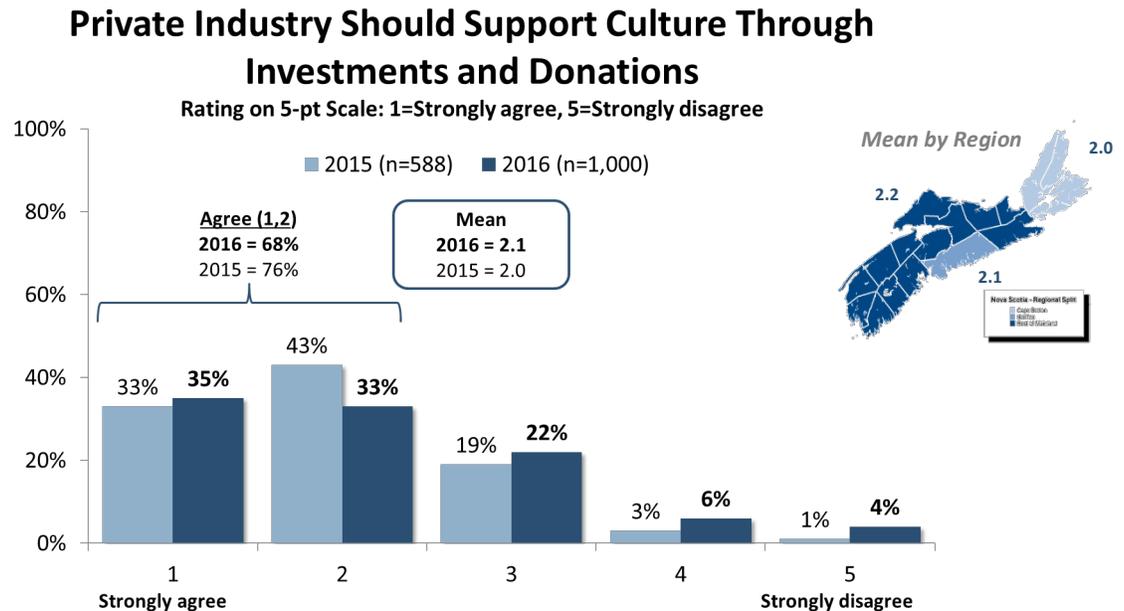
*Note: Responses of 'Don't know' have been removed from mean calculation. *Due to rounding.*

Overall, the belief that citizens should support culture through donations and participation becomes more prevalent as income and education levels increase. Meanwhile, perceptions are highly consistent across the Province.



Private Sector Investments and Donations

Over two thirds believe that *private industry should support culture through investments and donations*. The portion holding strong opinions in this regard has not changed over the past year, however a decline is observed among those expressing moderate agreement. Residents stating neutral opinions or disagreement have remained stable. (Table 4b)



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.

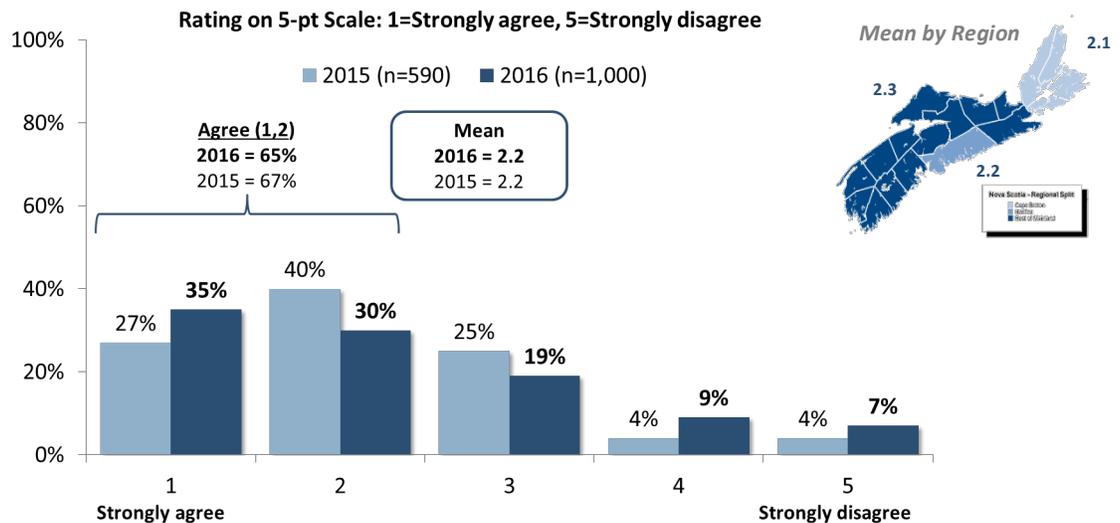
As mentioned, women are more likely to agree that private industry should support culture through investments and donations. In addition, this perception is held by slightly more of those living in Cape Breton compared to residents elsewhere in the province.



Government Investment

Three in five residents believe that **Government should support culture by investing taxes collected**. On the other hand, two in ten neither agree nor disagree with this comment, while slightly fewer state opposition. Over the past year, overall agreement has remained largely unchanged, although the extent to which residents agree has shifted. In particular, those expressing strong levels of agreement comprise a larger portion of residents, while more moderate agreement has declined. (Table 4a)

Government Should Support Culture by Investing Taxes Collected



Q.4a: 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. Government should support culture by investing taxes collected.

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

The belief that Government should support culture by investing taxes collected is significantly higher among women compared to men. As well, agreement declines notably with age. Across regions, perceptions are consistent.



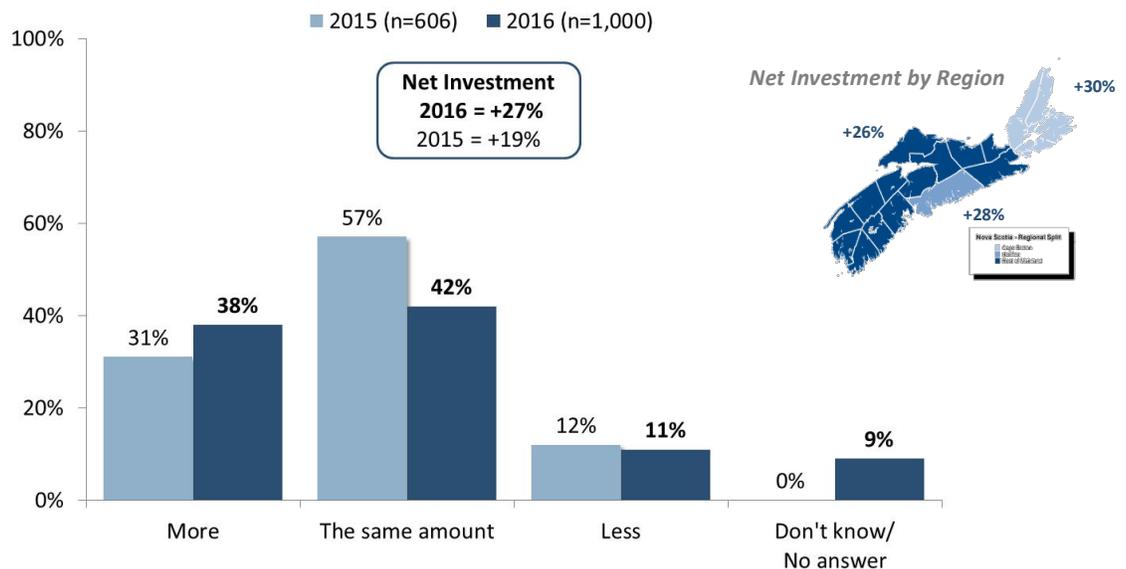
Investment in Culture

Residents largely believe that cultural investments by the Government should increase or remain the same, even if the provincial budget is unchanged.

In further exploring perceptions around support for culture in Nova Scotia, residents were asked to indicate 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 states that **less** of an investment should be made. Comparing results to last year's findings, residents are now more supportive of culture, with a larger portion stating that the Government should invest **more** on culture, and fewer now believe that the same amount of the budget should be allocated. (Table 5)

Amount the Government Should Invest on Culture

Assuming the Provincial Budget Remains the Same



Q.5: Assuming the overall provincial budget stays the same, do you think government should invest less, the same amount or more on culture?

Women, younger residents, and lower earners, are more likely to believe that the Government should invest more on culture compared to their respective counterparts. 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.



Individual Growth

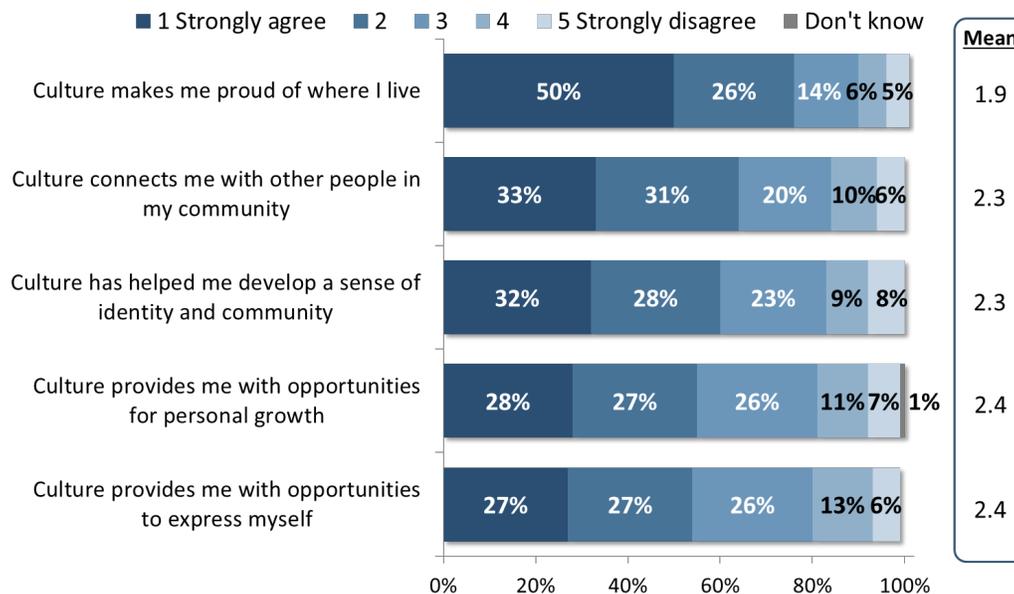
The Impact of Culture

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, with the larger portion stating that they are **proud of where they live** because of culture. On the other hand, a smaller majority believe that **culture provides them with opportunities to express themselves**. Results for each of the statements under evaluation are analyzed in more detail in the following section. (Table 2a-e)

The Impact of Culture

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=1,000)
 Note: Responses of 'Don't know' have been removed from mean calculation.

Across nearly all statements, women are more likely to agree than men with the exception of the statement that culture makes them proud of where they live, where perceptions are comparable. As well, younger residents are more likely to believe that culture has helped them to develop a sense of identity and community, and that culture connects them with other people in their community. Lower earners are also more likely to align with the latter two statements, along with the statement that culture provides them with opportunities to express themselves.

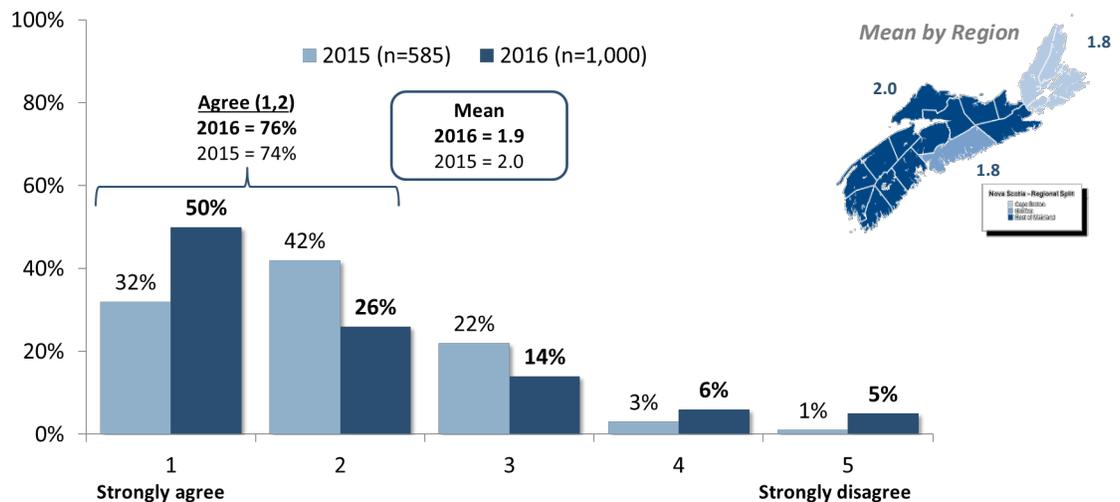


Proud of Where I Live

Three quarters of residents overall indicate that ***culture makes them proud of where they live***, consistent with previous findings. That said, this year, a larger portion express stronger levels of agreement with this statement compared. As well, the number of residents stating neutral opinions has declined, while disagreement is largely unchanged. (Table 2e)

Culture Makes Me Proud of Where I Live

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



Q.2e: 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 makes me proud of where I live.

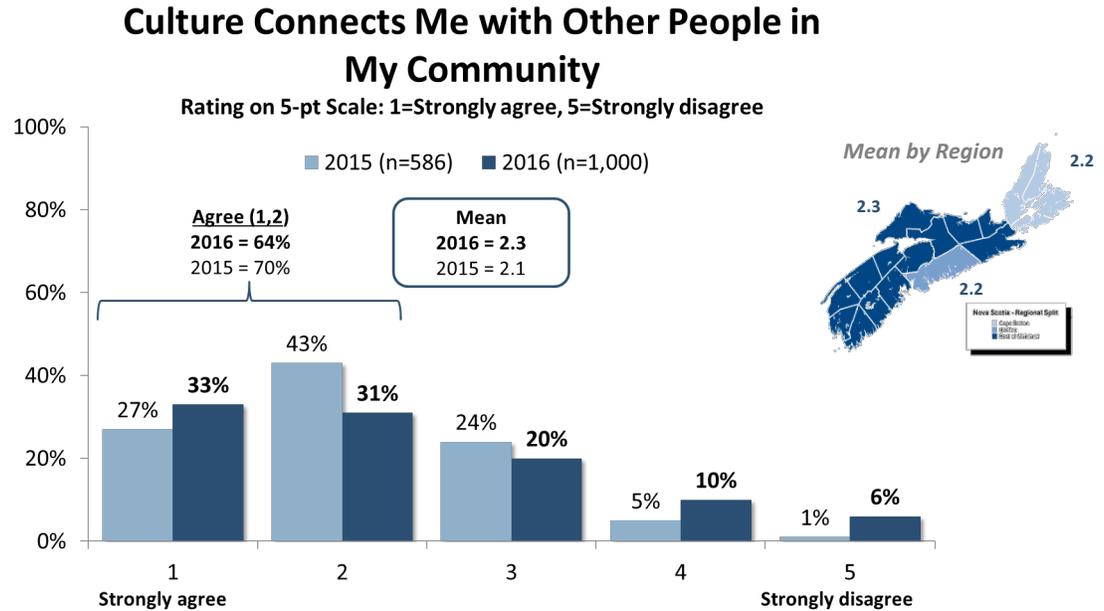
Note: Responses of 'Don't know' have been removed from mean calculation.

While overall perceptions are generally consistent across the population, agreement is expressed more strongly by women, Cape Bretoners, those with incomes below \$75K, and those without children in their household compared to their respective counterparts.



Connects Me With Other People

For two thirds of residents, ***culture connects them with other people in their community***, although results have declined slightly since 2015. Further, the portion expressing strong levels of agreement is consistent, while fewer now express more moderate agreement. Opposing perceptions have increased slightly compared to last year's results. (Table 2d)



Q.2d: 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 connects me with other people in my community.

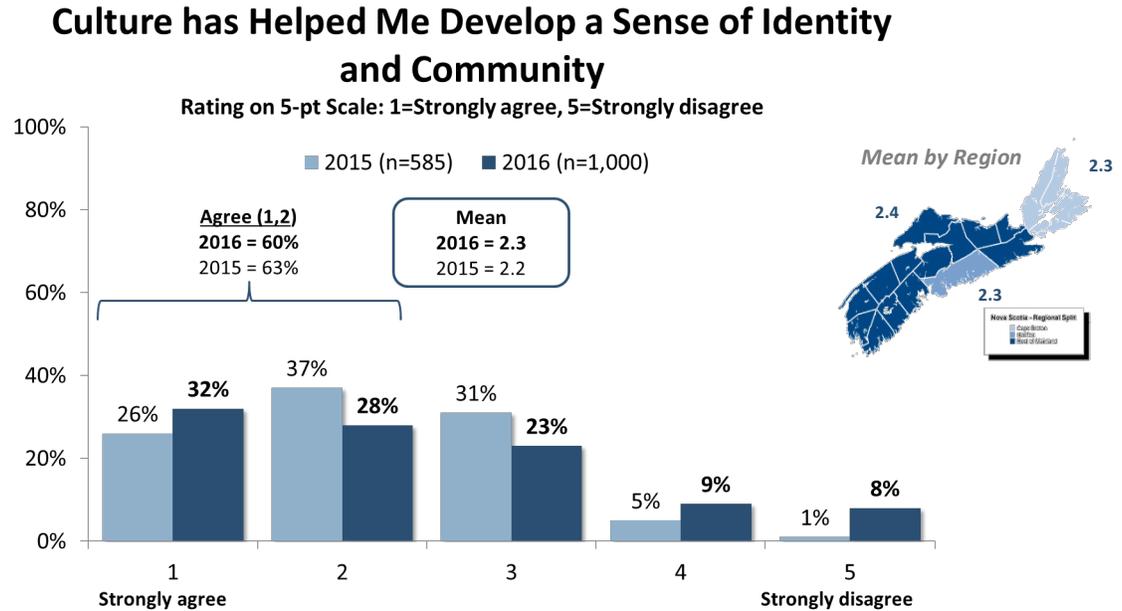
Note: Responses of 'Don't know' have been removed from mean calculation.

Perceptions vary demographically, with men, those earning incomes of \$75K or more, and those with high school level educations being less likely than their counterparts to agree that culture connects them with other people in their community. Perceptions are highly comparable across regions.



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 last year. More residents now express strong levels of agreement, while the portion who agree to a lesser extent has declined notably. Those who fall in the middle of the scale, indicating neutrality have declined, while the portion who strongly disagree has increased. (Table 2c)



Q.2c: 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.

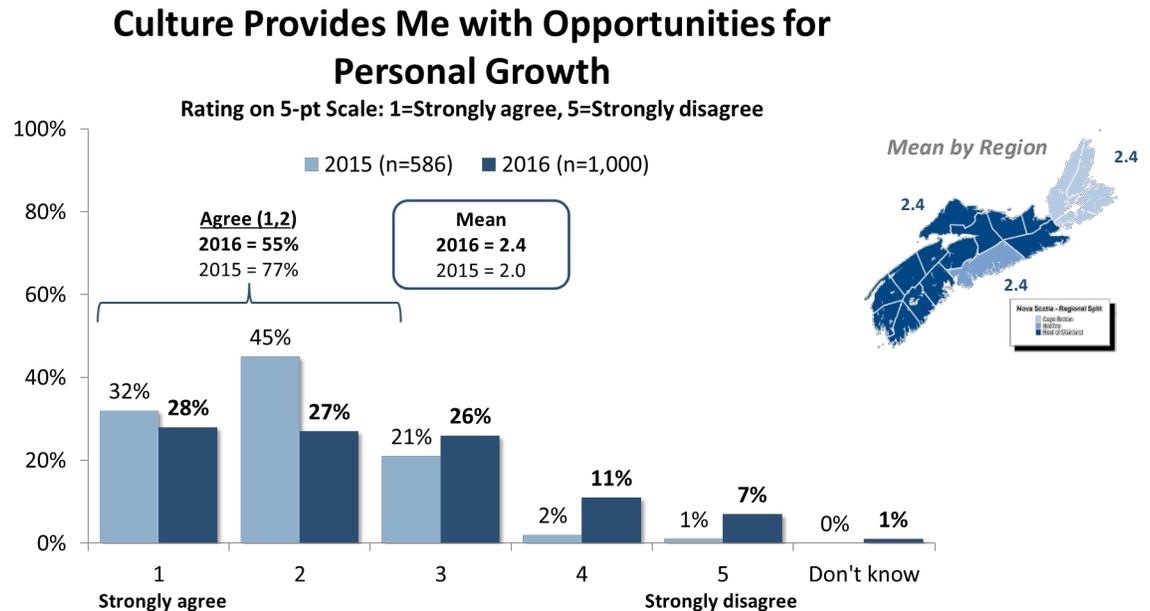
Note: Responses of 'Don't know' have been removed from mean calculation.

Women, residents under 35 years of age, lower earners, and those without children in their households are much more likely to agree that culture has helped them develop a sense of identity and community compared to their respective counterparts. Across the three key regions of the Province, perceptions are highly consistent.



Opportunities for Personal Growth

Just over one half of Nova Scotians agree that ***culture provides them with opportunities for personal growth***. Agreement with this statement has significantly declined over the past year, although the portion strongly agreeing has remained relatively consistent. In turn, the portion feeling otherwise is now higher, particularly in terms of moderate disagreement. (Table 2a)



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.

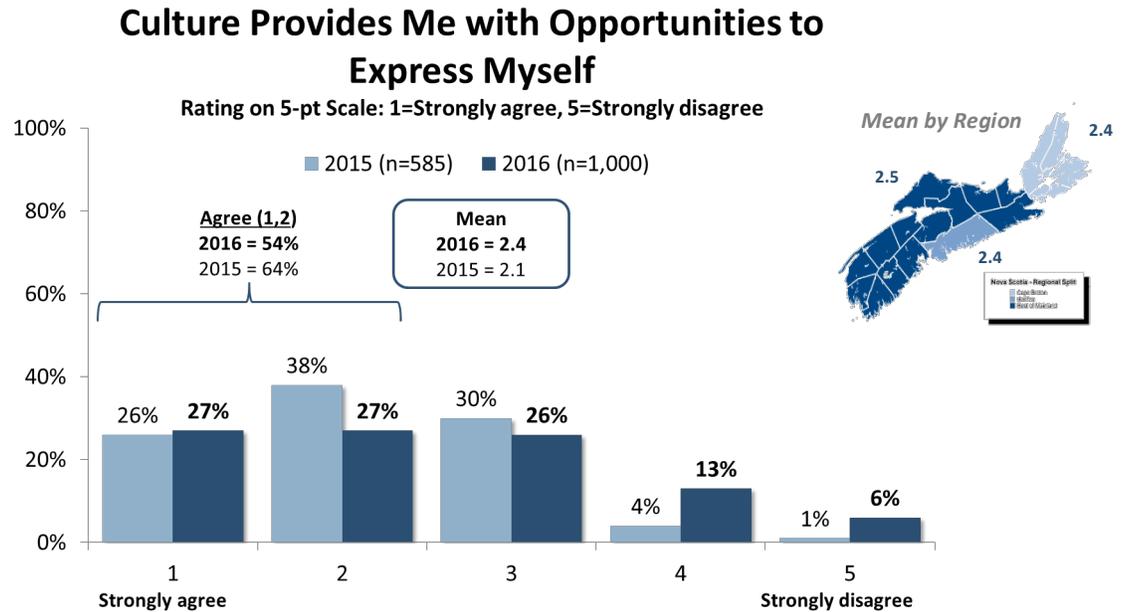
Note: Responses of 'Don't know' have been removed from mean calculation.

The opinion that culture provides them with opportunities for personal growth is more common among women and lower earners by comparison. Otherwise, levels of agreement are consistent across demographics and regions.



Opportunities to Express Myself

A small majority of residents state that *culture provides them with opportunities to express themselves*. This perception is less common compared to last year, with the portion who moderately agree having declined notably. In turn, the percent who disagree has increased. (Table 2b)



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.

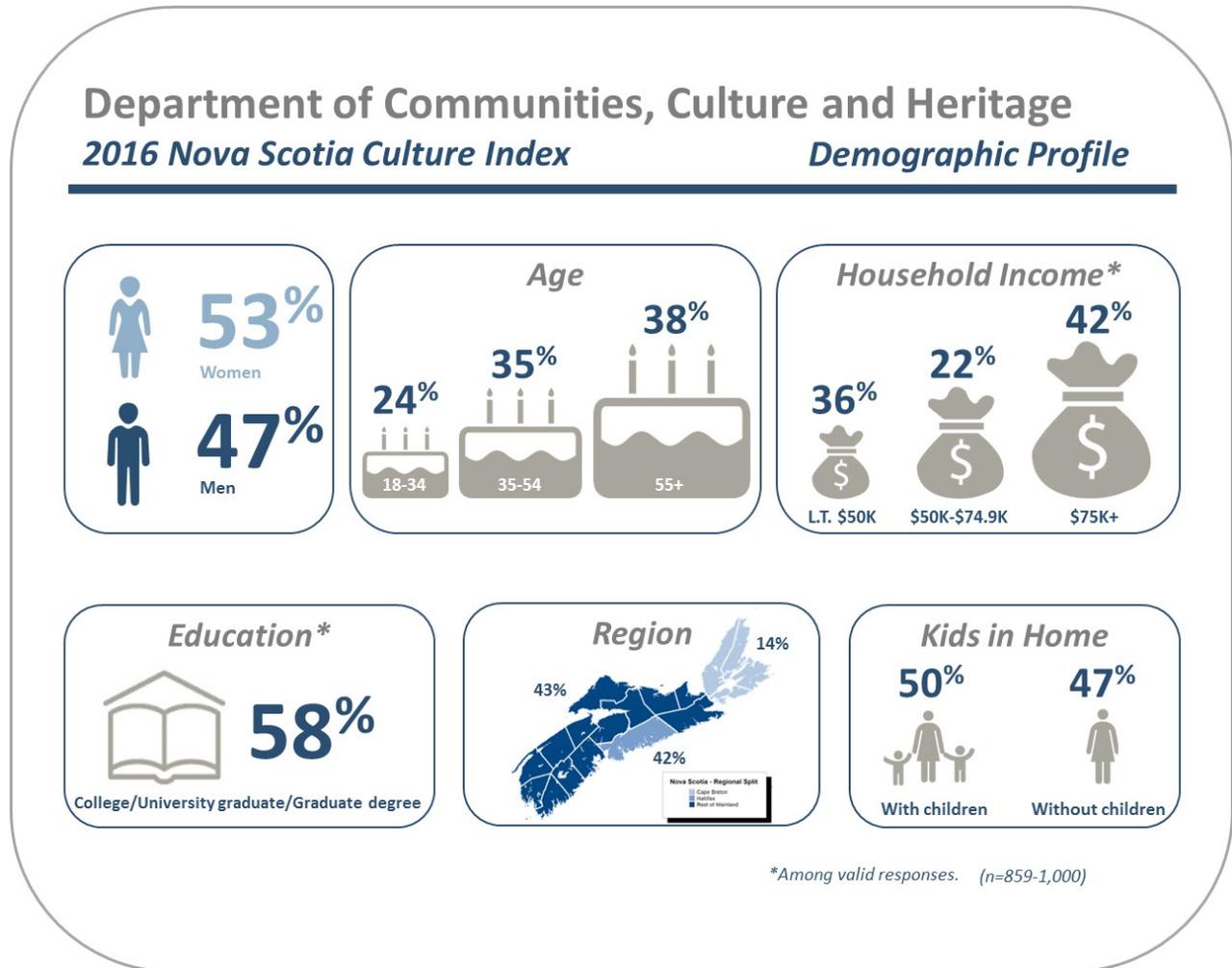
Note: Responses of 'Don't know' have been removed from mean calculation.

Across the population, women are more likely to agree that culture provides them with opportunities to express themselves compared to men. As well, agreement declines notably with income. Meanwhile, across regions, perceptions are comparable.



Demographic Profile

The following provides a demographic profile of respondents of the 2016 Nova Scotia Culture Index.



Study Methodology

Sample Design and Selection

The **2016 Nova Scotia Culture Index Survey** was designed to complete 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.

Data Collection

Data collection was conducted by telephone between February 16 and February 29, 2016. The average length of time required to complete an interview was 8 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.

Sampling Tolerances for Percentage Results by Sample Size					
Size of Sample	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
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 *2016 Nova Scotia Culture Index Survey*, the rate of interview completion was seven percent. Completion rate is calculated as the number of cooperative contacts (1,297) divided by the total of eligible numbers attempted (17,764). 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	31,626
Discontinued Number/Not in Service	13,534
Fax/Modem	204
Cell Phone/Pager	0
Residential Number	111
Wrong Number	13
B. Total Eligible Numbers	17,764
Busy	247
Answering Machine	2,768
No Answer	6,631
Scheduled Call Back	1,435
Mid Call Back	8
Illness, Incapable	12
Language Problem	44
Qualified Not Available	0
C. Total Asked	6,619
Gatekeeper Refusal	0
Terminate/Hang Up	39
Respondent Refusal	4,687
Never Call List	596
Hang Up	0
D. Co-operative Contacts	1,297
Terminated, Quota Full	297
Complete	1,000
Average Interview Length	8 minutes

