

NS Culture Index Study Highlights

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

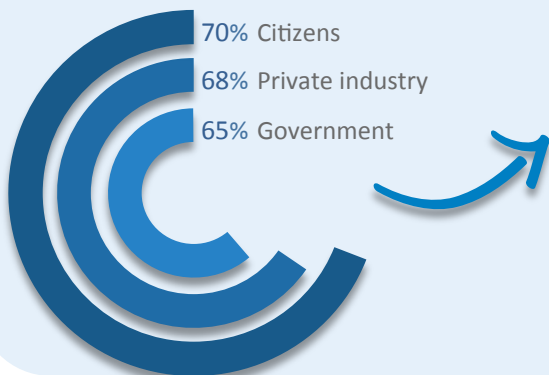


80%

Agree that culture helps create community identity.



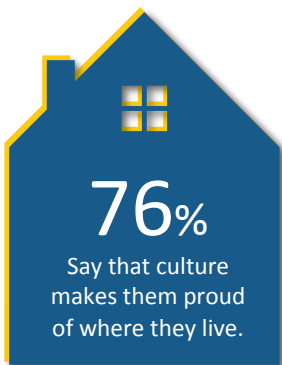
Who Should Support Culture?



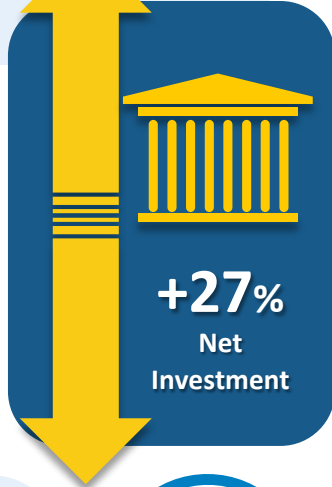
Citizens, private industry, and government alike have a responsibility to support culture.

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

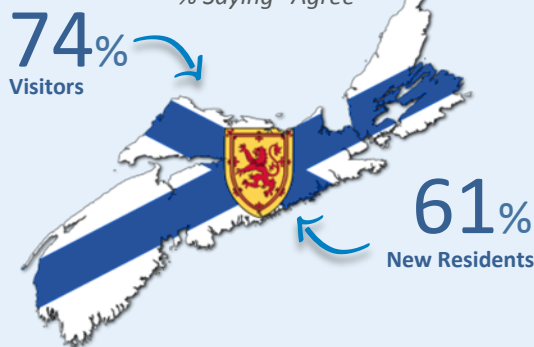


69%

Agree that culture helps increase citizen engagement and participation.



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



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



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