



**NARRATIVE**  
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# 2024 Nova Scotia Culture Survey

September 2024

Prepared for:



Department of Communities, Culture, Tourism and Heritage



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## Background and Purpose



# Background and Purpose

## Background

- The Government of Nova Scotia's Department of Communities, Culture, Tourism and Heritage (CCTH) undertook a benchmark study of Nova Scotians' attitudes toward, and perceived value of, culture in 2015. Beginning in 2016, CCTH has conducted tracking research every other year (2016, 2018, 2020, 2022) to update findings relative to the 2015 benchmark study and to maintain an accurate and current understanding of Nova Scotians' attitudes toward, and perceived value of, culture.
- This study will provide current and comprehensive research vis-à-vis Nova Scotians' attitudes toward and perceived value of culture as it relates to the baseline Culture Survey data previously reported (2015, 2016, 2018, 2020, 2022). This information is critical for department planning, policy development, marketing and development initiatives, research and strategic investments.

## Purpose and Objectives

- Narrative Research conducted the survey on behalf of the Government of Nova Scotia's Department of Communities, Culture, Tourism and Heritage (CCTH).
- The survey's specific objectives included to:
  - *Evaluate and provide insight into the social importance of culture in Nova Scotia.*
  - *Evaluate Nova Scotians' attitudes toward economic importance and perceived value of culture.*
  - *Evaluate public participation in a varied range of cultural activities.*
  - *Evaluate the presence of accessibility barriers across a varied range of cultural activities.*



# Comments on Analytical Approach

## Sample Sizes

- Throughout the analysis, we have limited consideration of differences among sub-groups to only those with a sample of  $n=45$  or greater.
- One exception was made with respect to “students,” where the unweighted sample size is  $n=35$ . With statistical weighting, this survey sample rises to  $n=57$ .

## Analytical Threshold

- Differences among subgroups are generally only noted if the difference is 10 points or more.
- As this study is not derived from a probability sample, traditional “margin of error” measures are not applicable.

## Subgroup Definitions

- Throughout the analysis all references to “Indigenous” people include those who identify as First Nations, Inuit and/or Métis. An insufficiently large sample of those who identify as Mi’Kmaq was available to reference for the analysis.
- The group referred to in the report as “South Asian” includes those indicating they have a Southeast Asian background.

## Historical Tracking

- Over time, many definitions, questions and/or response options have changed and evolved. Tracking is provided only in those limited instances when it is feasible to do so.

***For the purpose of this survey, culture includes the arts, heritage, museums, libraries, archives, languages, cultural identity, traditions, spirituality, and how we interact with the natural world. Beyond that traditional perspective, Nova Scotian culture also includes our food and drink, heritage buildings, design and architecture, music and fashion, as well as sports and recreation in the province.***



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# Methodology



# Methodology



Mode  
**Online survey**



Audience  
**Nova Scotia residents**



**1,835 completed surveys**



Data Collection Dates  
**11 – 22 July 2024**



Average Completion Time  
**18 minutes**



## Sampling/Administration

Sample was sourced from online adult general public panels and designed to reflect a representative sample of the general population of the province (based on the 2021 Census), and to allow for regional and various demographic analyses. Non-probability research is subject to limitations inherent in respondent self-selection panels. Such research, however, offers strengths such as speed, visual presentation, targeting of population sub-groups, costs, and so forth in social scientific data collection & analysis.



## Margin of Error

This was a non-probability sampling endeavour and therefore attributing a margin of error is not feasible.



## Weighting

Results were statistically weighted by age, gender, and region (Cape Breton Island, Halifax Regional Municipality, Rest of Mainland) according to Statistics Canada 2021 Census data, to allow the respondent base to be reflective of the actual Nova Scotia adult population along these key demographic characteristics. Such weighting is a standard data analysis process in general public research studies of this nature, and has been utilized in previous Nova Scotia Culture Studies.



## Notes

Table references presented in the report refer to the detailed banner tables. The words “key *unaided* mentions” refer to verbatim comments from respondents that have subsequently been aggregated into discrete coded groups. “Key *aided* mentions” refer to selections made by respondents as drawn from lists presented on-screen as



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## Summary of Objectives and Key Findings



# Summary of Objectives and Key Findings

## Objectives

Evaluate and provide insight into the social importance of culture in Nova Scotia.

Evaluate Nova Scotians' attitudes toward economic importance and perceived value of culture.

Evaluate public participation in a varied range of cultural activities.

Evaluate the presence of accessibility barriers in a varied range of cultural activities.

## Key Findings

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 and believe it plays a key role in connecting them to others in the community. Further, they strongly believe that culture and cultural expression generates and supports creativity and innovation and is critical to the sustainability of communities. It is interesting to note that the importance associated with certain forms of cultural expression, such as museums/heritage sites and public libraries, exceeds their reported usage.

In addition to the considerable social benefits, Nova Scotians strongly attribute economic importance to culture and cultural organizations. Generally, Nova Scotians believe that culture is important to the economic well-being of the province. Culture and related activities are also seen to attract visitors and new residents to the province and to make important contributions to local economies throughout the province. Underscoring the importance placed on cultural organizations and the activities they promote a strong majority of residents believe that governments should financially support cultural organizations in Nova Scotia.

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 half participating in each in-person activity. Festivals and community gatherings are among the most well-attended types of cultural activities.

The proportion aware of accessibility barriers varies by activity. Typically, a notable minority of approximately one-in-five indicate awareness of some barriers. The most likely accessibility barriers to be identified include wheelchair access, steps/stairs, and cost/expense.



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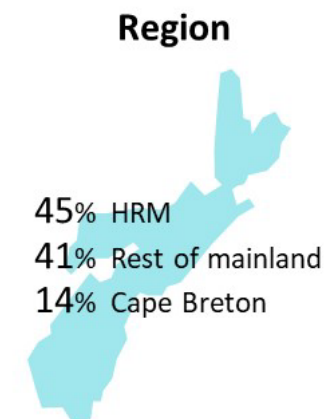
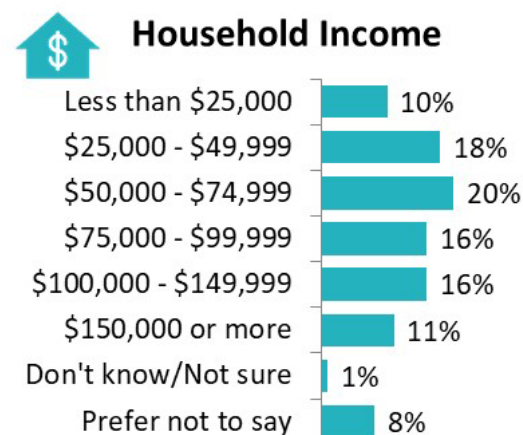
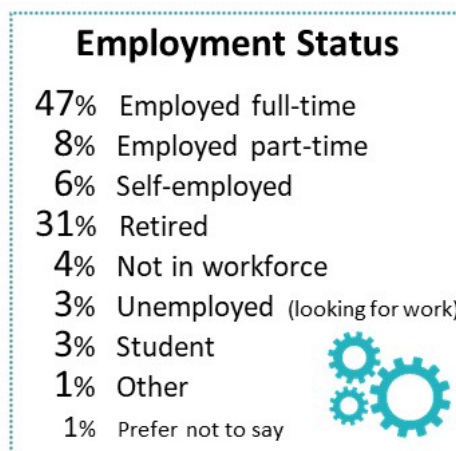
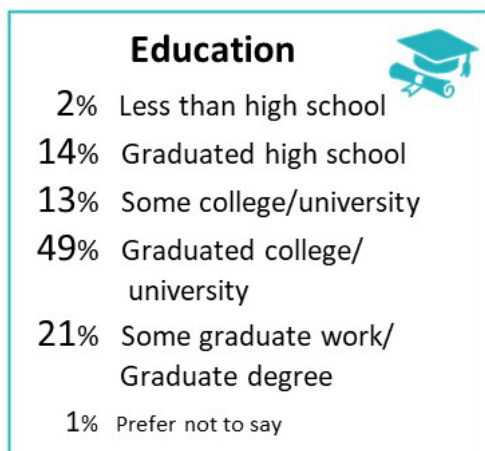
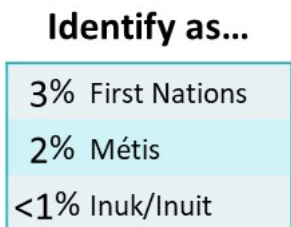
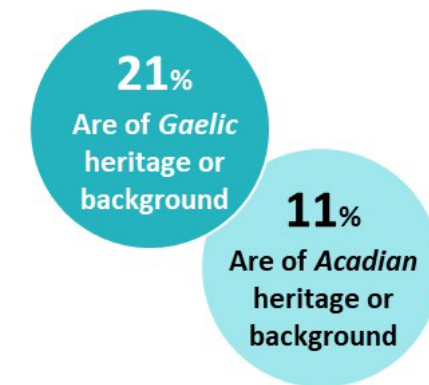
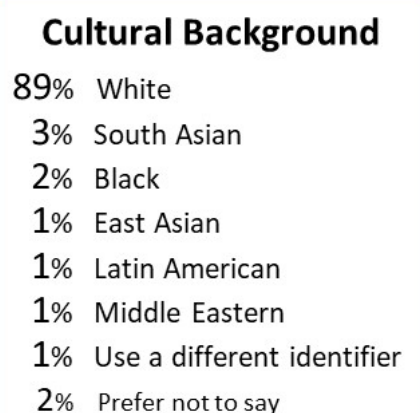
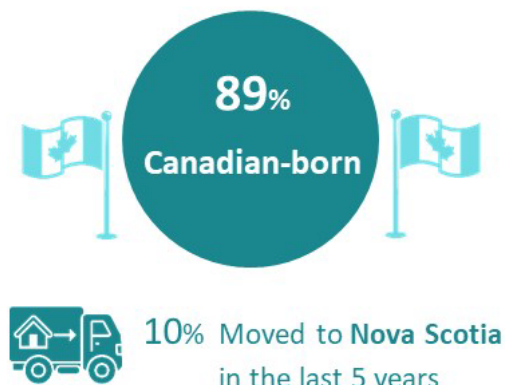
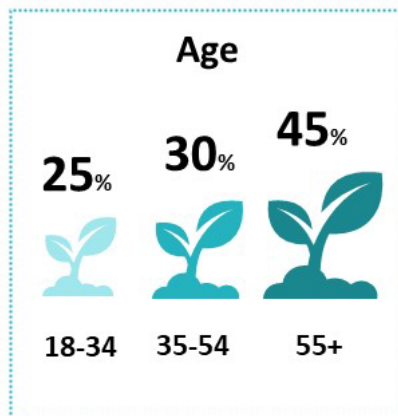
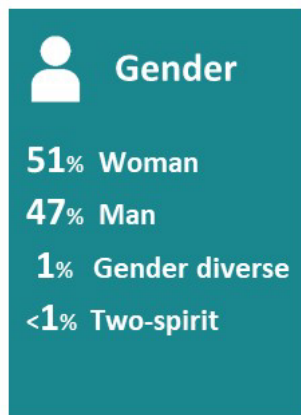
## Detailed Findings



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## Respondent Profile

## Profile of Respondents: Participants (n=1,835)





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# Attitudes about Culture

# What Culture Means – Alignment of Definition and Personal Ideas

*Approximately seven in ten agree that the definition provided “closely matches [their] own ideas about what culture means in Nova Scotia.”*

A notable minority of almost one-third (32%) do not agree. That is, this percentage either provides a score of 3 to 5 in the scale depicted in the graphic to the right, or they do not provide a response and have been catalogued as “Don’t know/Not sure.”

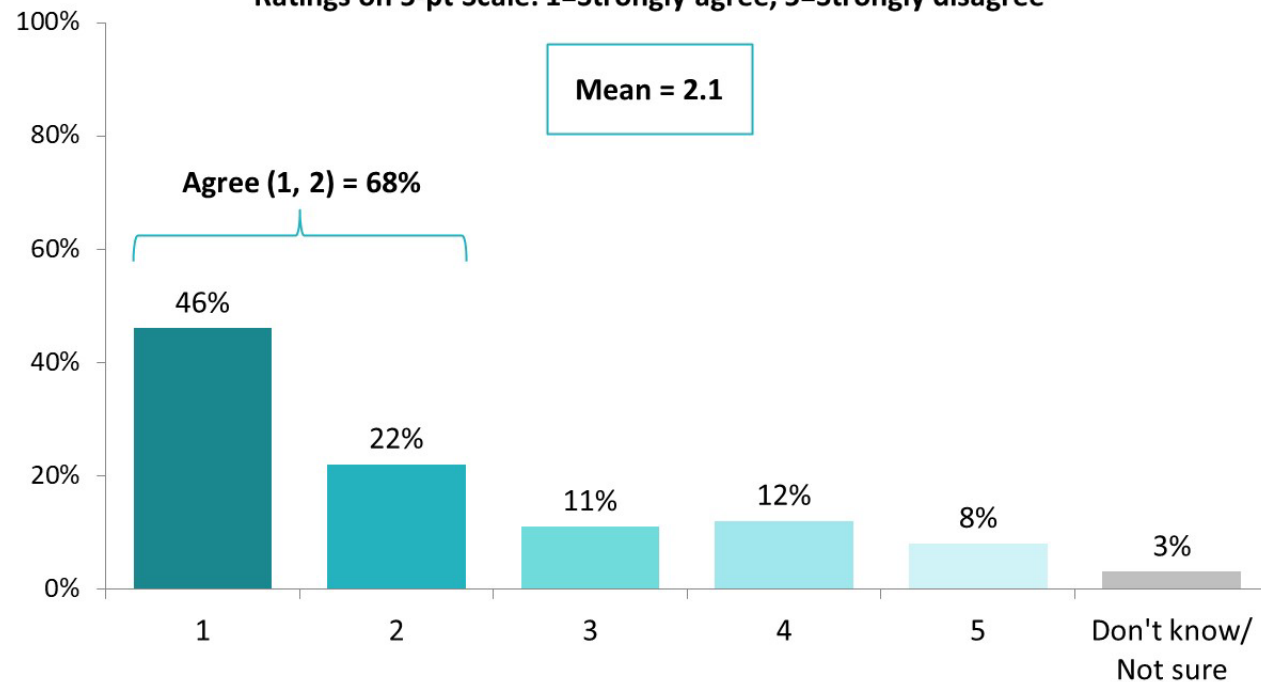
*Those who have at least some **graduate studies** are **more likely to agree** with the definition provided than are those with **high school or less** or **some college/university**.*

*Students, those who are **self-employed, retired** or **not in the workforce** are **more likely to agree** than are those who are currently **unemployed**.*

*Those of **Gaelic** heritage are **more likely to agree** than are others.*

## Extent the Definition of Culture Matches Personal Ideas of What Culture Means in Nova Scotia

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



Q.B1: Please indicate the extent to which you agree or disagree that this definition closely matches your own ideas about what culture means in Nova Scotia, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. (n=1,835)

*Note: Responses of 'Don't know/Not sure' have been removed from mean calculation.*

# Importance of Various Forms of Cultural Expression – Summary

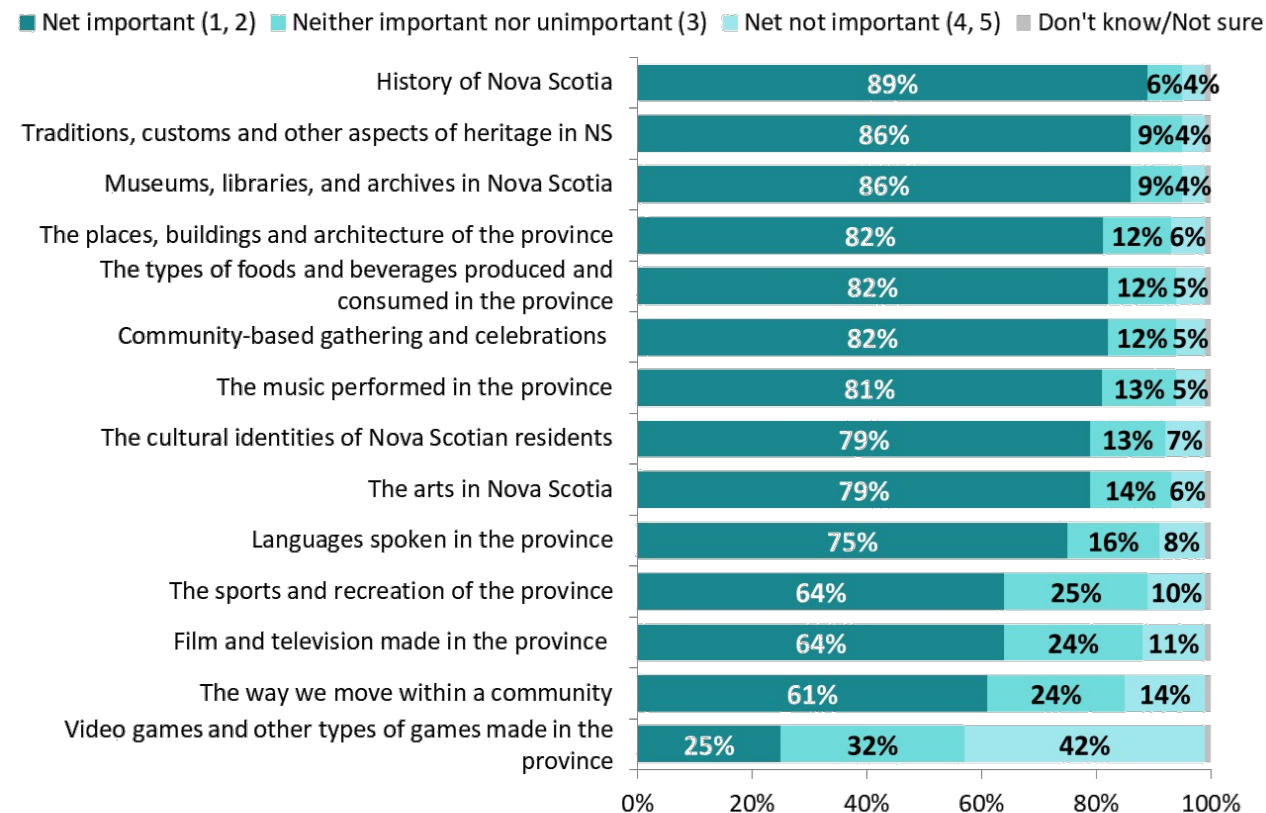
*At least six in ten (61%) say all but “video games and other types of games” are important to culture in Nova Scotia, and eight in ten or more believe at least half of the examined aspects to be important.*

Throughout the collected data, there is generally at least a moderate degree of difference among subgroups. While some is evident considering the perceived importance of forms of cultural expression, the relative lack of differences among subgroups is the most notable observation. It can be said that, for the most part, Nova Scotians are broadly in agreement on high level of importance attached to most forms of cultural expression.

It is also worth noting that the importance placed on certain forms of cultural expression, such as museums/heritage sites and public libraries, exceeds their reported usage. Nova Scotians tend to consider these as important cultural artifacts whether they have used them in the past 12 months or not.

## Importance of Culture in Nova Scotia

Ratings on 5-pt Scale: 1=Extremely important, 5=Not at all important



Q.B2a-n: And when you think about culture in Nova Scotia, how important are each of the following? Please use a scale from 1 to 5 where '1' is extremely important and '5' is not at all important. (n=1,621) *The respondent base size for the B2 statements sequence is reduced owing to a survey wording error that was corrected shortly after the data collection commenced. Mentions of 2% or less are represented as a bar.*

# Importance of Various Forms of Cultural Expression – *Cont.*

*The province's history (89%), traditions and customs (86%), and the built environments that preserve and commemorate them (86%) are of the greatest importance to Nova Scotians.*

A very strong majority of almost nine in ten (89%) rate “the history of Nova Scotia” as important. A very large proportion of approximately seven in ten (68%) rate this as “extremely important.”

Nearly as many consider both “traditions, customs and other aspects of heritage” (86%) and “museums, libraries and archives” to be important (86%), and equal to each other (note that the entire distribution of ratings for both are exactly equal).

Strong majorities of more than eight in ten also rate the following as important:

- The places, buildings and architecture of the province (82%)
  - Half (50%) rate this is “extremely important.”
  - A further third (32%) rate it as “important.”
- The types of foods and beverages produced and consumed in the province (82%)

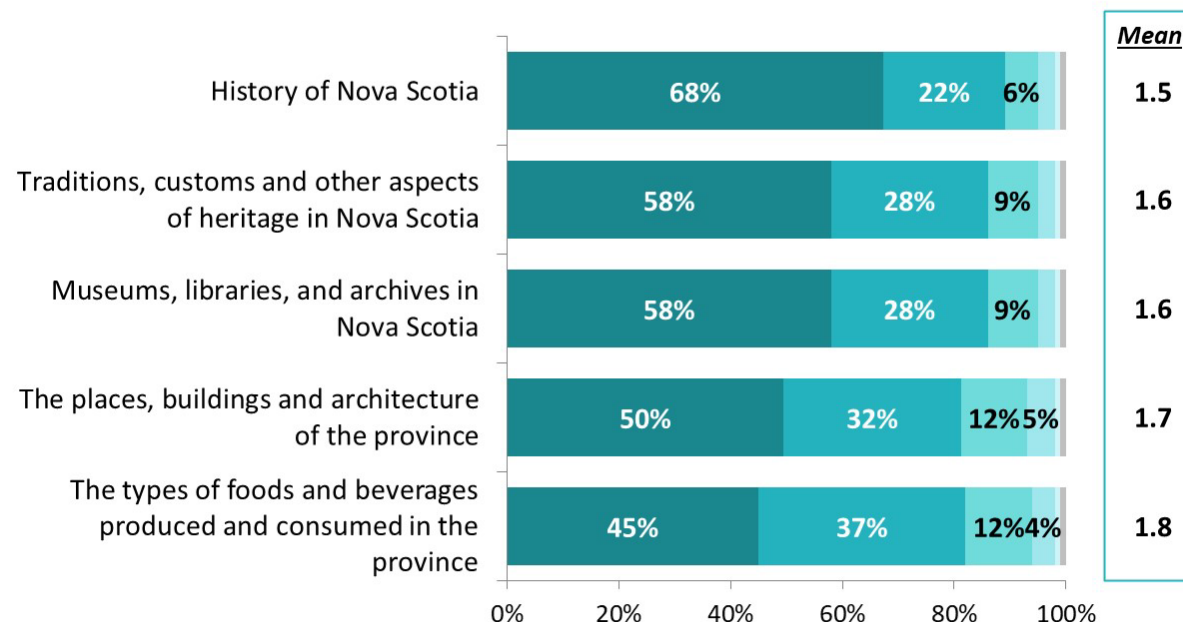
*Those who are **retired** generally are more likely than the **unemployed**, and sometimes more likely than **students**, to rate each as important.*

*Those with at least **some college/university** are generally more likely than those with **high school or less** to rate each as important.*

## Importance of Culture in Nova Scotia

Ratings on 5-pt Scale: 1=Extremely important, 5=Not at all important

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ Don't know/Not sure



Q.B2b-d, g, h: And when you think about culture in Nova Scotia, how important are each of the following? Please use a scale from 1 to 5 where '1' is extremely important and '5' is not at all important. (n=1,621) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation. The respondent base size for the B2 statements sequence is reduced owing to a survey wording error that was corrected shortly after the data collection commenced. Mentions of 3% or less are represented as a bar.*

# Importance of Various Forms of Cultural Expression – *Cont.*

*Half consider “community-based gatherings and celebrations,” “the music performed in the province,” and “the cultural identities of Nova Scotia residents” as extremely important.*

Strong majorities of approximately eight in ten consider all of the following as important:

- “Community-based gatherings and celebrations” (82%)
- “The music performed in the province” (81%)
- “The cultural identities of Nova Scotia residents” (79%)
- “The arts in Nova Scotia” (79%)

Three-quarters (75%) rate the “languages spoken in the province” as important.

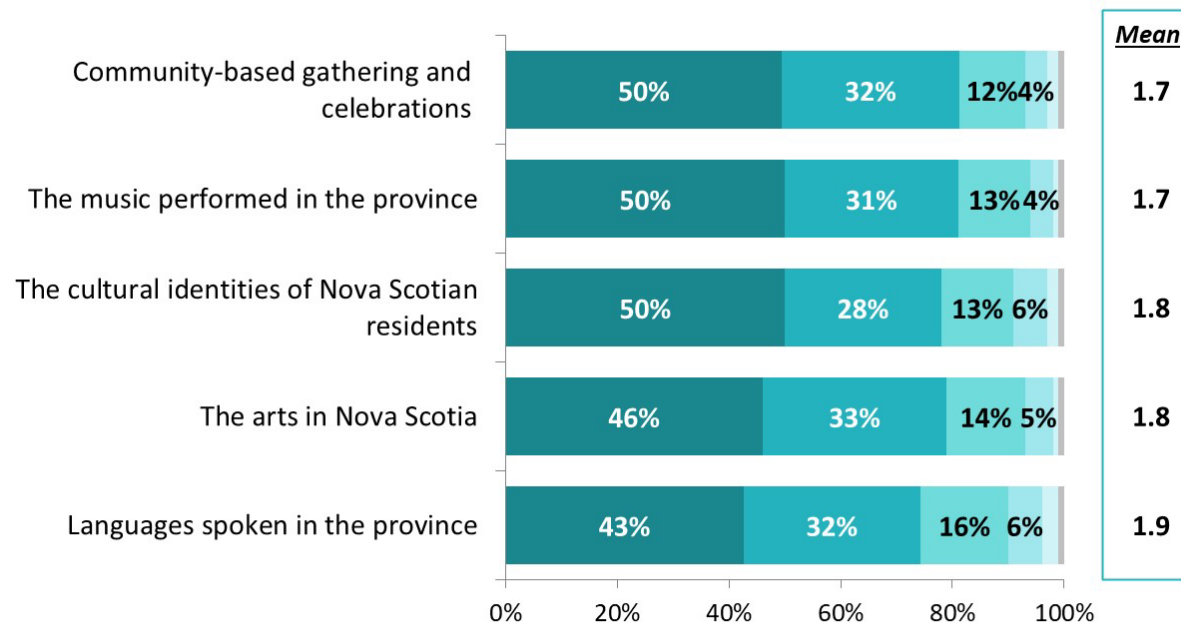
Those who are **retired** and those who are **working full-time** generally are more likely than the **unemployed**, and sometimes more likely than **students**, to rate each as important.

Those with at least **some college/university** are generally more likely than those with **high school or less** to rate each as important.

## Importance of Culture in Nova Scotia

Ratings on 5-pt Scale: 1=Extremely important, 5=Not at all important

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ Don't know/Not sure



Q.B2a, e, f, i, l: And when you think about culture in Nova Scotia, how important are each of the following? Please use a scale from 1 to 5 where '1' is extremely important and '5' is not at all important. (n=1,621) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation. The respondent base size for the B2 statements sequence is reduced owing to a survey wording error that was corrected shortly after the data collection commenced. Mentions of 3% or less are represented as a bar.*

# Importance of Various Forms of Cultural Expression – *Cont.*

*Moderate majorities rate “sports and recreation”, “film & TV made in the province”, and “the way we move within a community” as important, while one-quarter say the same vis-à-vis video games.*

While achieving somewhat lower importance ratings than other forms of cultural expression, none of them lack importance to Nova Scotians.

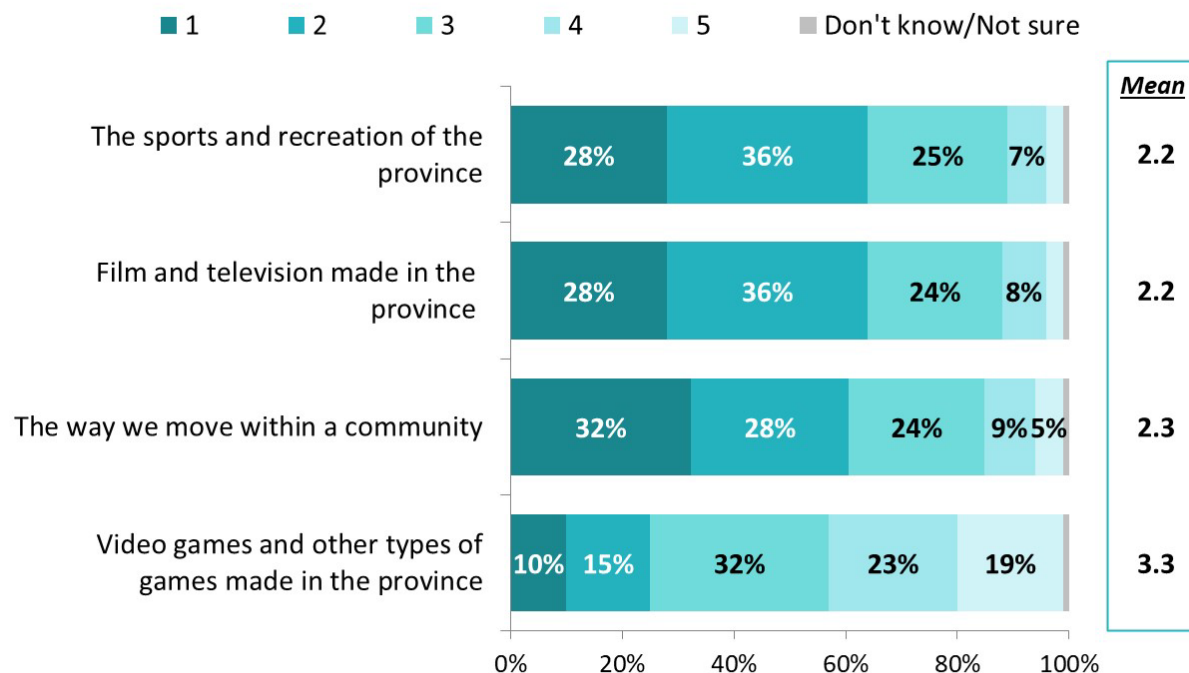
The importance of “video games and other types of games made in the province” is less well understood, with only one-quarter (25%) rating it as important.

Those who are *retired* and *students* are generally more likely than the *unemployed*, and sometimes more likely than *students*, to rate each as important.

Those *not born in Canada* and *Indigenous* people are more likely to rate “video games” as important than others. And *18-34 year-olds* are more likely than those *55 or older*, and those earning *less than \$50,000* are more likely than those earning *\$100,000 or more* to do so.

## Importance of Culture in Nova Scotia

Ratings on 5-pt Scale: 1=Extremely important, 5=Not at all important



Q.B2j, k, m, n: And when you think about culture in Nova Scotia, how important are each of the following? Please use a scale from 1 to 5 where '1' is extremely important and '5' is not at all important. (n=1,621) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation. The respondent base size for the B2 statements sequence is reduced owing to a survey wording error that was corrected shortly after the data collection commenced. Mentions of 3% or less are represented as a bar.*



# Benefits of Culture to Nova Scotia

*Strong majorities of between seven in ten (69%) and (just over) eight in ten (83%) agree with these statements concerning the benefits of culture for Nova Scotians.*

The top half of the statements describing benefits of culture to Nova Scotia receive broad agreement.

*Generally speaking, those who are **unemployed** are **less likely to agree** with most statements than **others**.*

*Those with formal education of **high school or less** are **less likely to agree** with half of the statements than are those with higher levels of educational attainment.*

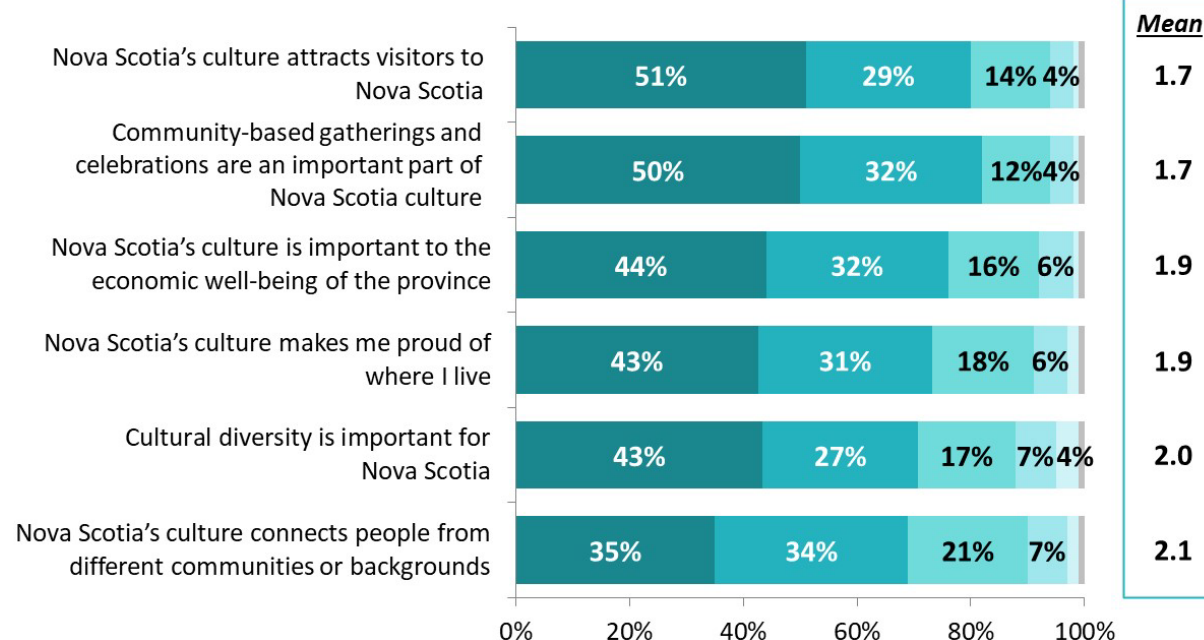
*There is also some diversity of opinion based on self-identified background:*

- *Those of **Middle Eastern descent** are **less likely to agree** than **others** that “Community-based gatherings and celebrations are an important part of Nova Scotian culture.”*
- *Those who identify as **Black** are **more likely to agree** than **East Asians** that “Nova Scotia’s culture attracts visitors” and are **more likely to agree** than those who identify as **white** that “Cultural diversity is important for Nova Scotia.”*

## Statements About Nova Scotian Culture

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

1 2 3 4 5 Don't know/Not sure



Q.B3a, b, e, h, i, k: Please indicate how strongly you agree or disagree with each statement below about Nova Scotian culture, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. (n=1,835) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation. Mentions of 3% or less are represented as a bar.*



## Benefits of Culture to Nova Scotia - *Cont.*

*More than half agree with every statement, and more than one-quarter strongly agree with each one.*

Even among the statements with lower levels of agreement, most agree and no more than two in ten disagree.

In 2022, the statement “Cultural diversity is important for me” received higher agreement (80%) than it does in 2024 (64%).

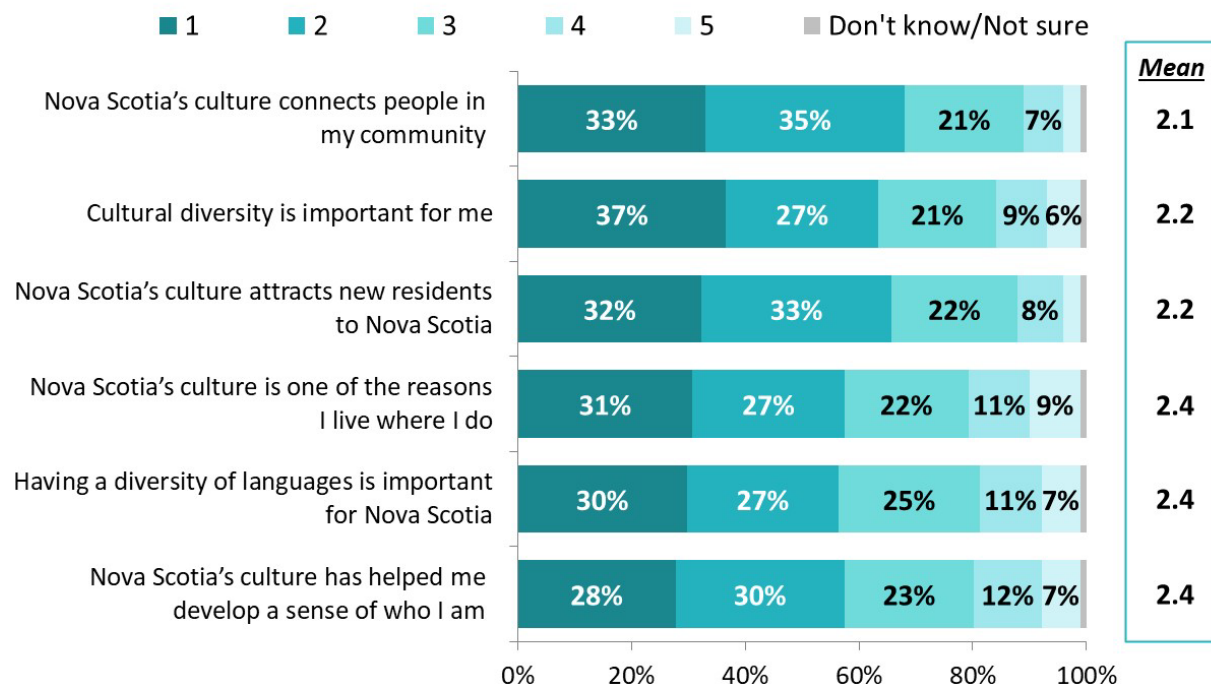
As with the statements on the previous slide, those who are **unemployed** are generally **less likely to agree** with most statements than **others**. As also seen with the statements on the previous slide, those with formal education of **high school or less** are **less likely to agree** with half of the statements than are those with higher levels of educational attainment.

There is also variation evident by background:

- **Acadians**, those of **Gaelic** heritage and **Indigenous** people, are **more likely to agree** than **others** that “Nova Scotia’s culture has helped me develop a sense of who I am.”
- Those of **Gaelic** heritage and **Indigenous** people are also **more likely to agree** than **others** that “culture connects people in my community,” while **Indigenous** people alone are **more likely to agree** than **others** that “culture attracts new residents” and those of **Gaelic** heritage alone are **more likely to agree** than **others** that “Nova Scotia’s culture is one of the reasons I live where I do.”
- **Acadians** are **more likely to agree** than **others** that “diversity of languages is important.”
- Those who identify as **Black** are **more likely to agree** than **South Asians** that “culture connects people in my community” and “culture attracts new residents.”
- **South Asians** are **more likely to agree** than **Black** Nova Scotians that “Nova Scotia’s culture has helped me develop a sense of who I am” and they are **more likely to agree** than either those who identify as **Black** or **white** that “Nova Scotia’s culture is one of the reasons I live where I do.”
- Both those who identify as **Black** and **South Asians** are **more likely to agree** that “cultural diversity is important to me” than are those who identify as **white**.

### Statements About Nova Scotian Culture

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



Q.B3c, d, f, g, j, l: Please indicate how strongly you agree or disagree with each statement below about Nova Scotian culture, using a scale of 1 to 5 where ‘1’ is strongly agree and ‘5’ is strongly disagree. (n=1,835) *Note: Responses of ‘Don’t know/Not sure’ have been removed from mean calculation. Mentions of 3% or less are represented as a bar.*



# Impact of Cultural Organizations

*At least six in ten and up to more than seven in ten agree with all statements concerning the importance of cultural organizations to their community and their local economy.*

While levels of agreement vary somewhat, there is very little disagreement; only one statement sees more than one in ten (13%) in disagreeing.

Approximately one-half (48%) agree with all of the statements, and two-thirds (67%) agree with a majority of them.

*The most notable variation in level of agreement with respect to the impact of cultural organizations is among those **not in the workforce**, who are **less likely to agree** with nearly every statement than most, or all **others**. The **unemployed**, too, are **less likely to agree** with a majority of the statements than are most, or all, **others**.*

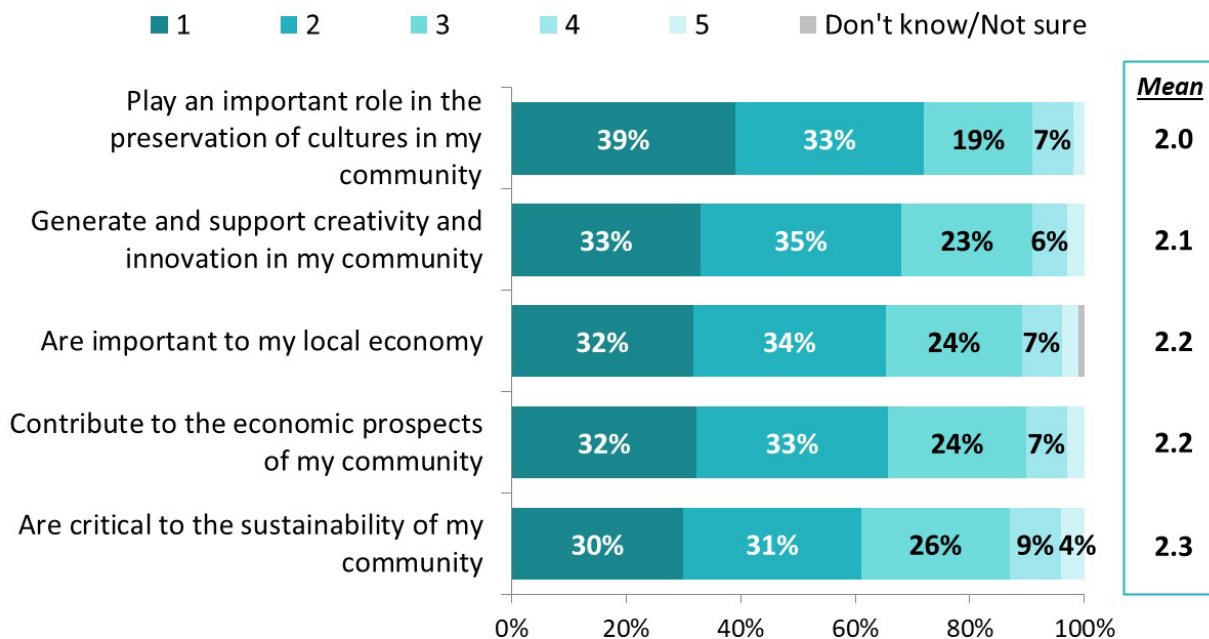
***Students**, conversely, are **more likely to agree** than many or most **others** with a majority of the statements.*

*Another notable variation is evident among those **not born in Canada**, who are **more likely to agree** with a majority of the statements than **others**.*

***Indigenous** people are **more likely to agree** than **others** that cultural organizations are “critical to the sustainability of my community” and that they “generate and support creativity and innovation in my community.”*

## Impact of Cultural Organizations

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



Q.B4a-e: The next statements are about cultural organizations and the impact they may have on you and the place where you live. Cultural organizations are those that generate or support culture and cultural activities. Examples would be associations or groups that promote the preservation and growth of languages, ethnic groups, sporting associations, and so forth. Please indicate the extent to which you agree or disagree using a scale of 1-5 where '1' is strongly agree and '5' is strongly disagree. (n=1,835) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation. Mentions of 3% or less are represented as a bar.*



# Importance of Engaging in Cultural Activities

*Strong majorities of eight in ten or more agree that engaging in Nova Scotia's culture is important.*

Approximately three-quarters (73%) agree with every statement about the importance of engaging in cultural activities.

Disagreement is low, with fewer than one in ten in disagreement with any statement.

*A notable pattern is that those who have attained formal education of **high school or less** are **less likely to agree** with every statement about the importance of engaging in cultural activities, as compared to those with **higher levels of educational attainment**.*

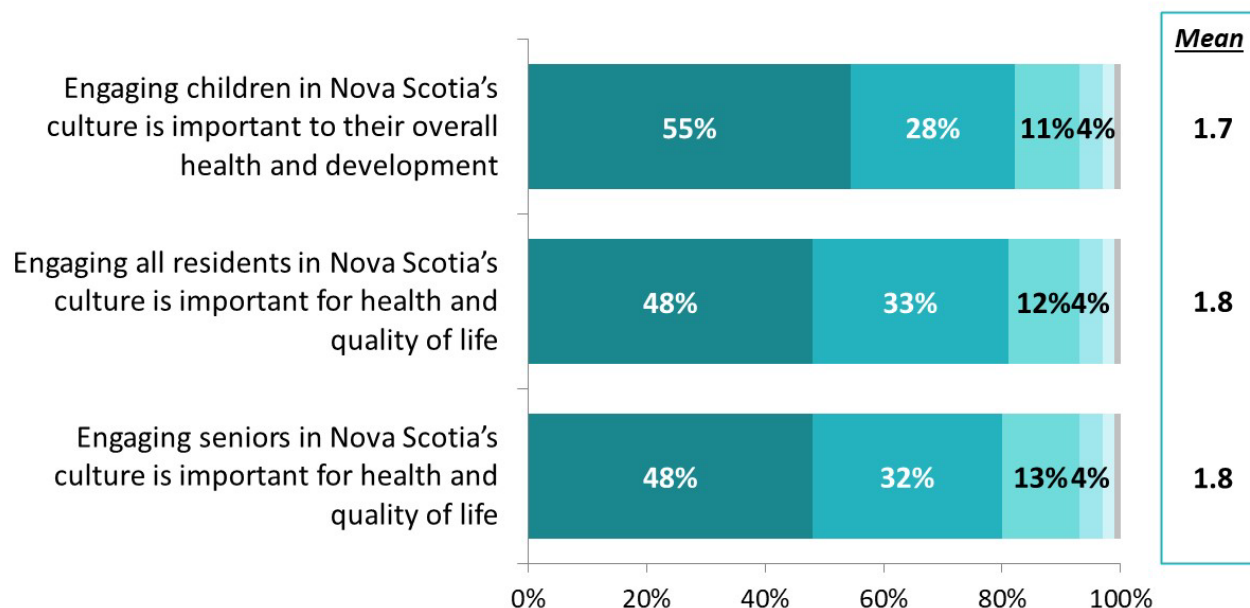
*Those who self-identify as **Black** are **more likely to agree** that "engaging all residents" and "seniors" in cultural activity is important than are **South Asians**.*

*While only in one instance does it meet the analytical threshold, **women** appear **more likely to agree** than are **men** in general.*

## Engaging the NS Population in Cultural Activities

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

1 2 3 4 5 Don't know/Not sure



Q.B5a-c: Now, please think about engaging the Nova Scotian population in culture and cultural activities in the province. Please indicate the extent to which you agree or disagree with each statement, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. (n=1,835) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation. Mentions of 3% or less are represented as a bar.*

*Seven in ten believe that government should provide opportunities for Nova Scotians to learn about the cultural diversity of people who live in the province, and almost as many agree that government should financially support cultural organizations in Nova Scotia.*

Close to two-thirds (63%) agree with both statements.

*Students are **more likely to agree** that government should provide opportunities to learn about cultural diversity as compared to either the **self-employed** or the **unemployed**, and they are **more likely to agree** than all **others** that government should financially support cultural organizations.*

Agreement with government funding for cultural organizations also varies by:

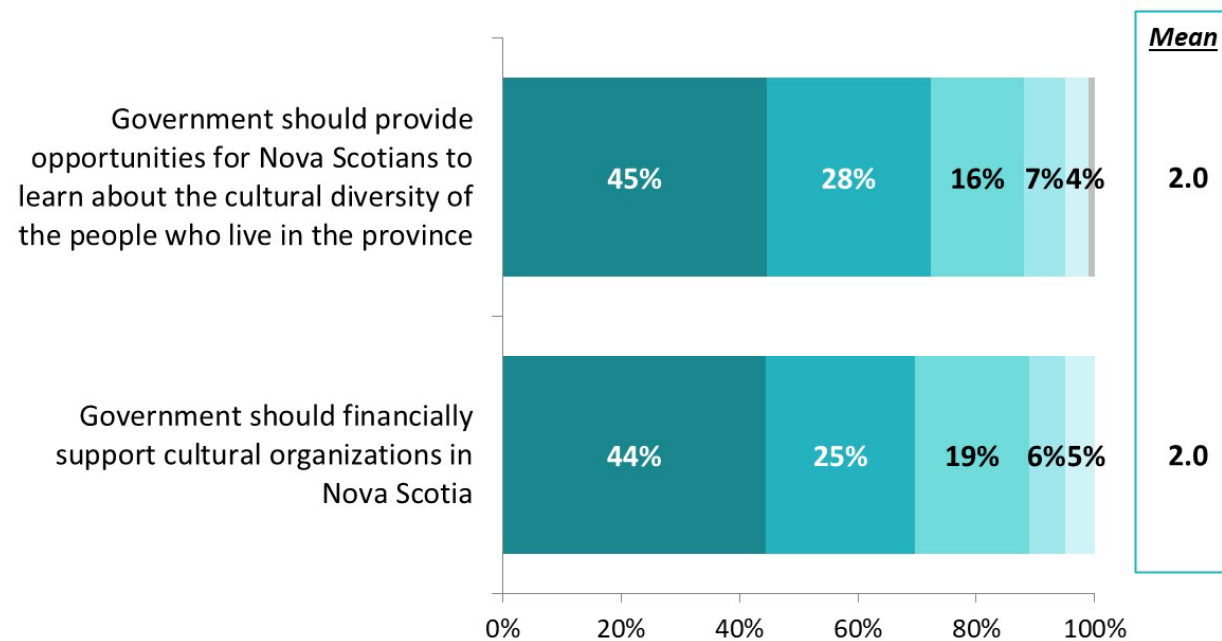
- Gender, with **women more likely to agree** than **men**;
- Place of birth, with those **not born in Canada more likely to agree** than those **born in Canada**;
- Background, with those who self-identify as **Black more likely to agree** than those who self-identify as **South Asian** or **white**.

***South Asians** are **more likely** than those who identify as **white** to agree that government should provide opportunities to learn about cultural diversity.*

## The Role of Government in Cultural Matters

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

■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ Don't know/Not sure



Q.B6a-b: Now, please think about the role of government in matters related to culture in the province. Please indicate the extent to which you agree or disagree with the following statements, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. (n=1,835) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation. Mentions of 3% or less are represented as a bar.*



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## Participation in Culture-related Activities: Summary



# Cultural Activity Attendance – Summary

*Almost all cultural activities examined have been experienced by half of the public or more in the past year.*

Activities fall into one of three general groupings

Approximately two-thirds have attended the following at least once:

- Festival or cultural related public event (67%)
- Community gathering or celebration (66%)

Six in ten have attended the following at least once:

- Performing arts event (61%)
- Museum or heritage site in-person (60%)
- Public library in-person (60%)

Half have attended or participated in the following at least once:

- Museum or Heritage Site (52%)
- Visual art event – in-person or website (50%)
- Sports and/or active recreation (49%)

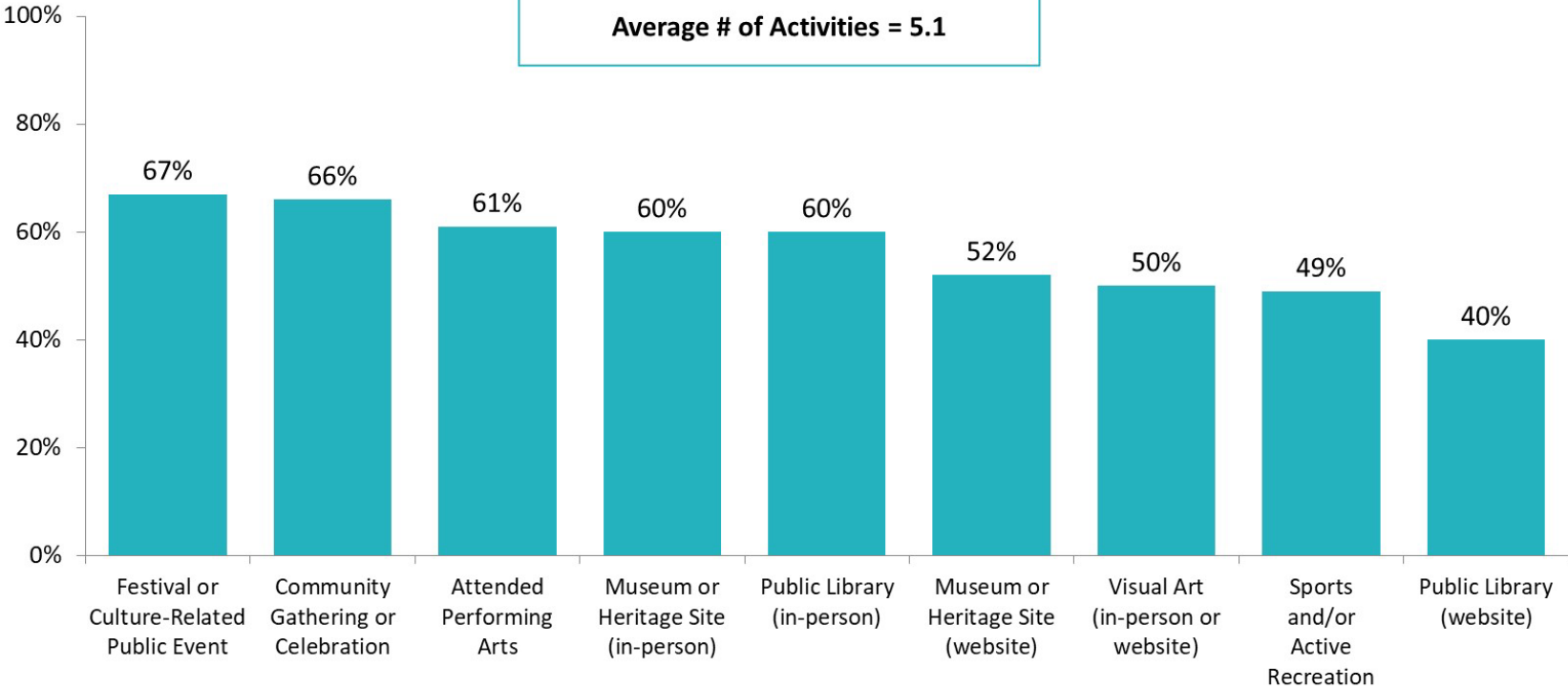
The only activity to fall below this threshold concerns visiting a public library website (40%).

*Detailed demographic analysis follows on the slides that examine each specific activity.*

## Attended Cultural Activity

% Saying One or More

Average # of Activities = 5.1



Q.C7, Q.C11, Q.C13, Q.C15, Q.C19, Q.C23, Q.C28, Q.C32: Percentage of public: 1 or more times. | Q.C35: % yes. (n=1,835)



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# Participation in Culture-related Activities: NS Public Libraries



# In-Person Use of Public Libraries

*Six in ten (60%) have visited a public library within the past 12 months.*

Of those who have visited a NS public library in-person in the past 12 months, one third (33%) have done so 1 to 4 times while just over one in ten (12%) have done so 5 to 10 times, and 14 percent have done so more than 10 times.

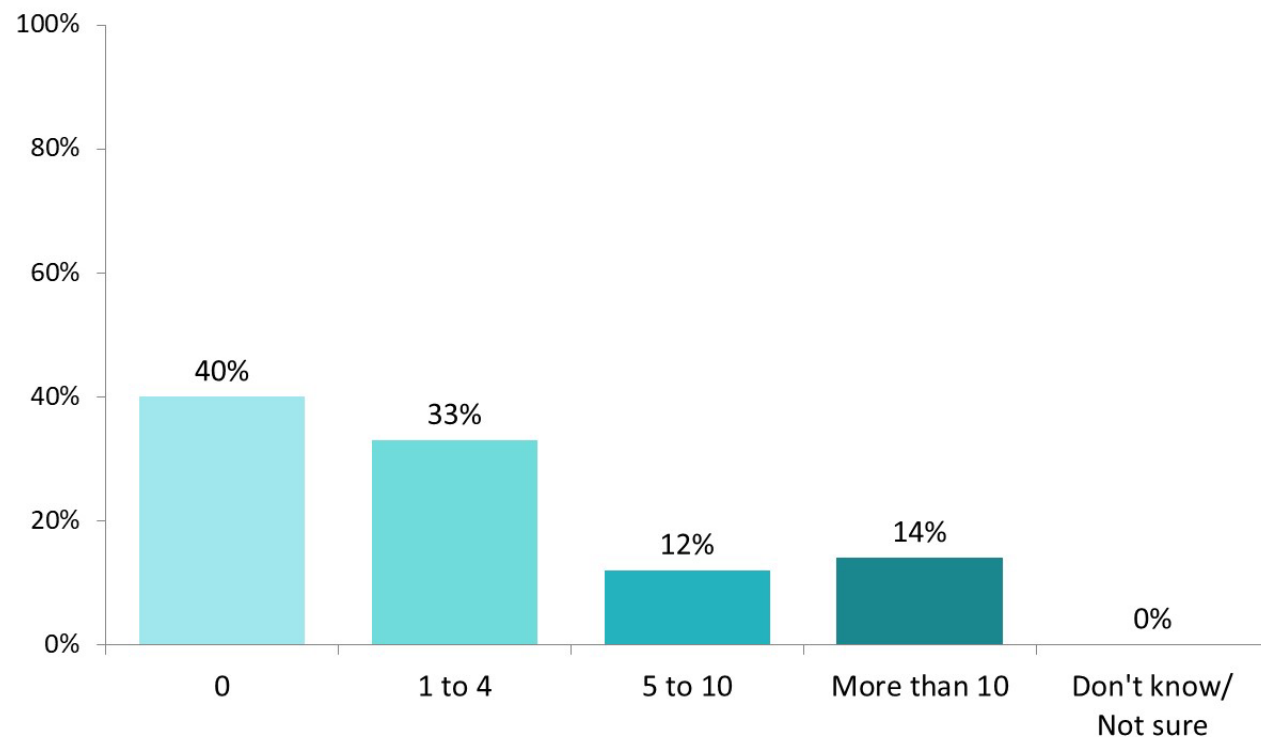
*Those who live in **Halifax** are **more likely** to have visited a library in-person within the past 12 months than **other Nova Scotians**.*

*Those aged **18-34** are **more likely** to have done so than are those aged **55 or older**; those who have **moved to Nova Scotia within the past five years** and those **not born in Canada** are also **more likely** than their counterparts to have visited a library in-person within the past year.*

*People who self-identify as **Black** or **South Asian** are **more likely** to have done so than are people who self identify as **white**.*

***Students** and those **not in the workforce** are **more likely** than are the **self-employed** or **retired** people, and those with a **college or university degree** and those with **graduate studies** are **more likely** to visited a library in-person within the past year than are those with **lower levels of formal education**.*

## Number of Times Visited a Nova Scotia Public Library In-Person in Past 12 Months



Q.C7: How many times have you visited a Nova Scotia public library, in-person in the past 12 months? (n=1,835)



# Reasons for Not Visiting a Library In-Person

*The most common reasons for not visiting a library in-person are lack of interest and more convenient alternatives.*

“I didn’t have time” was mentioned by one in five (20%), while not having a library card is cited by just over one in six (16%) as a reason for not visiting a library in-person.

Only about one in ten (11%) say that they lack convenient proximity to a library.

*The most notable variances occur with respect to the level of formal education one has attained. Those with a **high school or less education** are **more likely** than **their counterparts** to indicate that they are not interested in libraries/reading, and are the **least likely** to indicate that they can access the services libraries offer more conveniently elsewhere/online.*

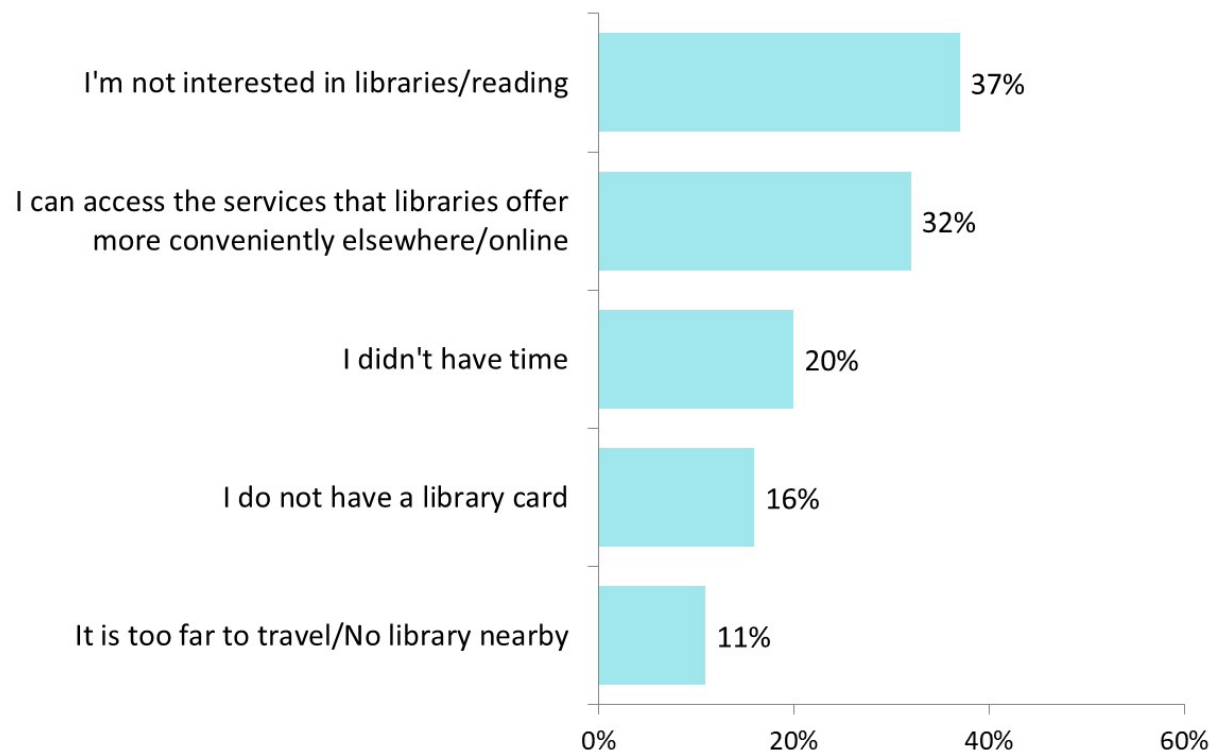
***Men** are **more likely** to say they are not interested in libraries/reading than are **women**.*

***Indigenous** people are **more likely to agree** than **non-Indigenous people** that they lack interest and that they do not have a library card.*

*Those of **Gaelic** heritage are **more likely to agree** than those **without Gaelic heritage** that they can access the services libraries offer more conveniently elsewhere/online.*

*Those age **55 or older** are **more likely** than **those aged 35-54** to say they can access the services libraries offer more conveniently elsewhere/online.*

## Reasons for Not Visiting a Library In-Person Key Aided Mentions Among Those Who Did Not Visit a Library In-Person in Past 12 Months



Q.C8: [IF '0' IN Q.C7] What are the main reasons why you did not visit a library in-person in the past 12 months? (n=701)

# Accessibility Barriers at Libraries in NS

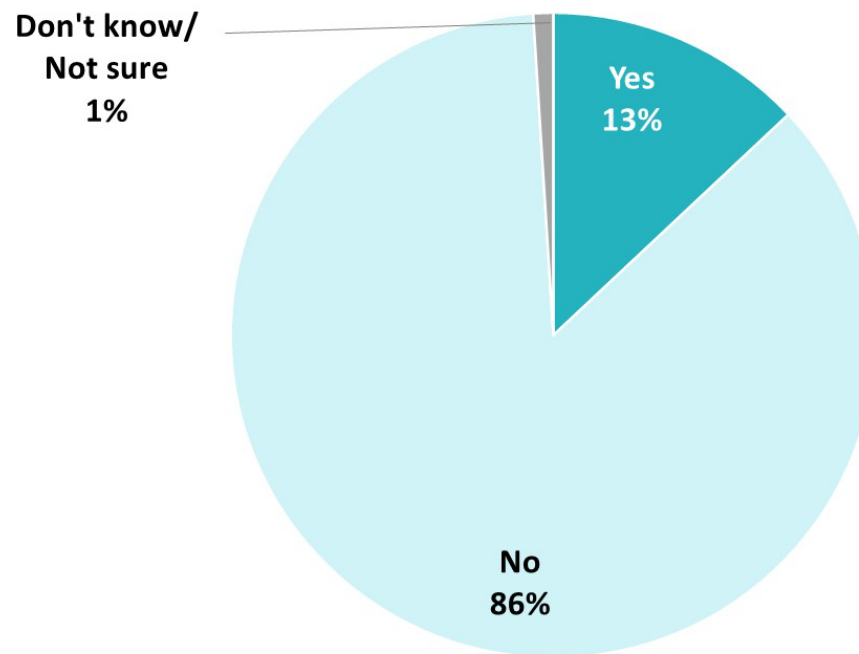
*Relatively few are aware of accessibility barriers at Nova Scotian libraries.*

A sizable majority (86%) say they are not aware of any accessibility barriers at libraries in Nova Scotia.

Notably, the proportion of **people with a disability** who are aware of accessibility barriers at NS libraries is **not meaningfully different** than those **without a disability**.

**Students** are **more likely** than those **working full-time** and those who are **retired** to cite awareness of an accessibility barrier.

## Aware of Accessibility Barriers at Libraries in NS?



Q.C9: Are you aware of any accessibility barriers at libraries that prevent someone from fully experiencing and participating in everything that they have to offer? We are asking here about such things as the ability to move around; the ability to see, hear, and interact with exhibits; signage limitations; and so forth. (n=1,835)



# Library Accessibility Barriers that Can Be Addressed

*No single barrier emerges as a common concern.*

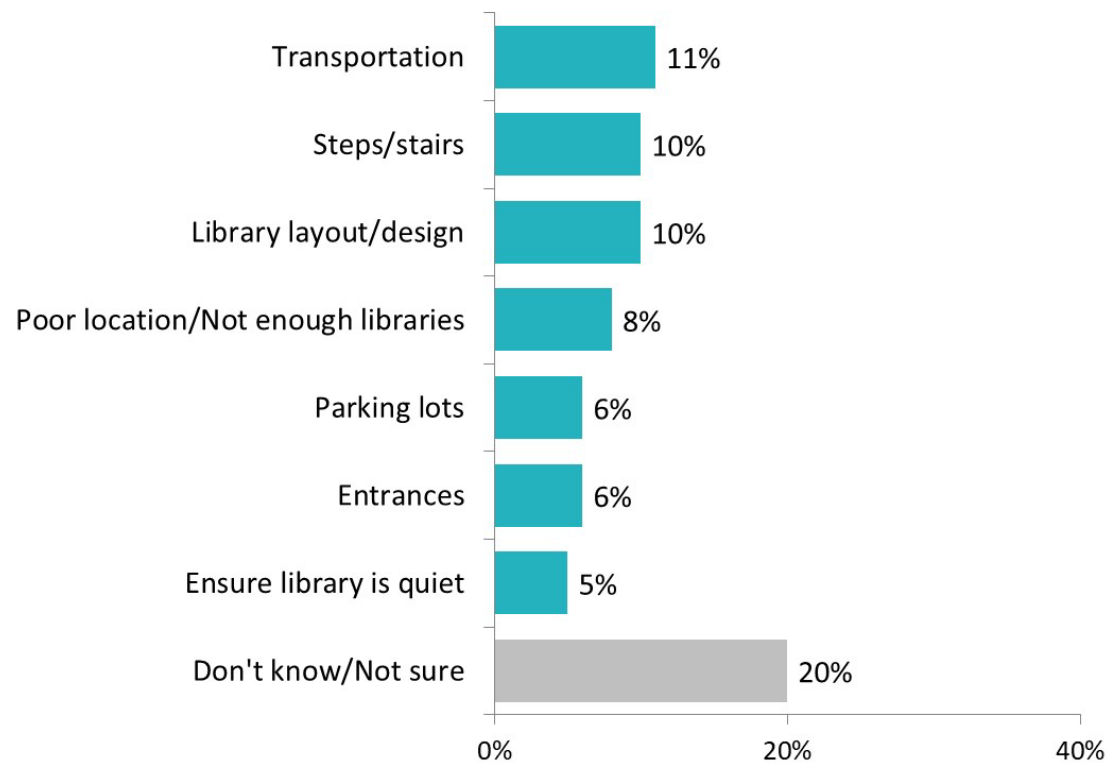
Approximately one in ten (11%) describe “transportation” as a barrier that could be removed or improved upon.

Similar proportions identify “steps/stairs” (10%) and “layout/design” (10%).

*The proportion of **people with a disability** citing any specific barriers at NS libraries is **not meaningfully different** than those **without a disability**.*

## Accessibility Barriers That Could Be Removed/Improved

Key Unaided Mentions Among Those Who Said Yes There Are Accessibility Barriers at Libraries



Q.C10: [IF 'YES' IN Q.C9] What specific barriers could be removed or improved upon in terms of accessibility? (n=211)



# Library Website Use for Borrowing

*Four in ten Nova Scotians (41%) borrow library materials via the website.*

Of those who have accessed a NS public library website to borrow library materials in the past 12 months, approximately two in ten in-person users (21%) borrow library materials via the website 1 to 4 times per year. Under one in ten (7%) borrow materials from the library website 5 to 10 times per year, and just over one in ten (13%) borrow materials more than 10 times per year.

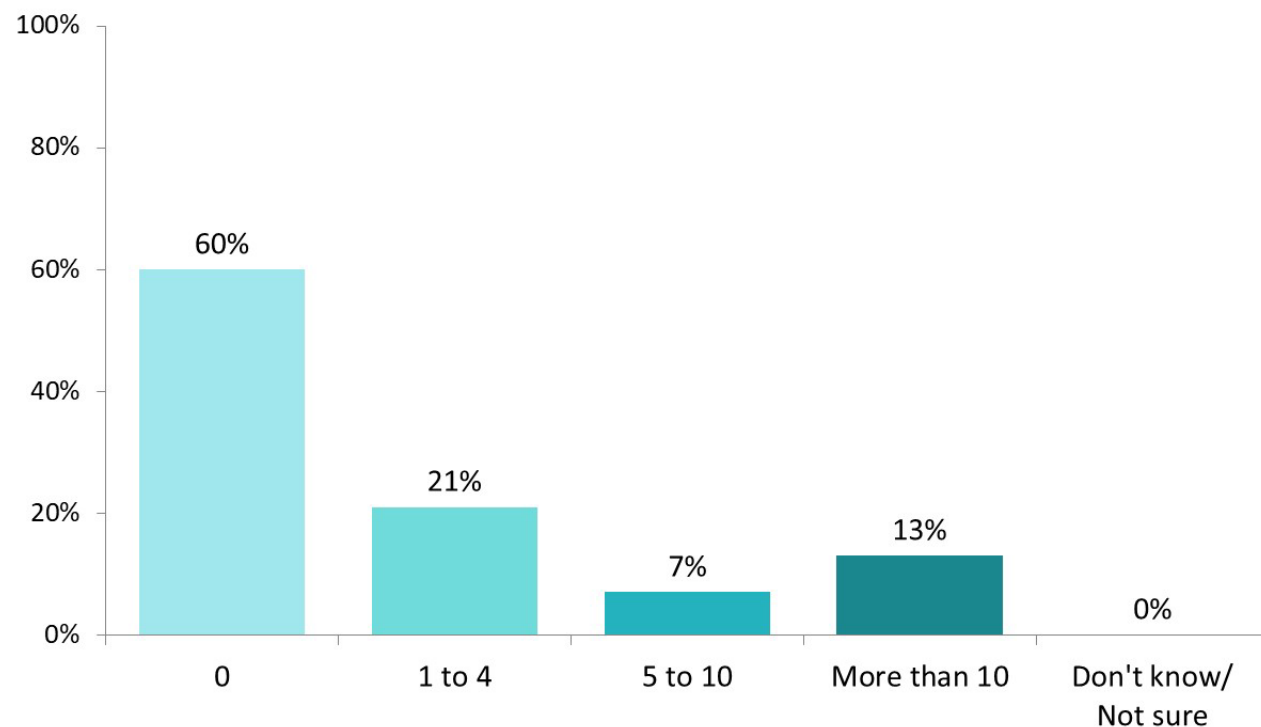
*Residents of **Halifax** are **more likely** than residents of **Cape Breton** to borrow library materials via the website.*

*Those who have **moved to the province within the past five years** and those **not born in Canada** are **more likely** to borrow via the website than **their counterparts**.*

***South Asians and East Asians** are **more likely** than those who identify as **white** or **Latin American** to do so.*

*Those with a **college or university degree** and those with **graduate studies** are **more likely** to borrow via the website than are those with **some college/university** and those who have attained a **high school or less education**.*

## Number of Times Accessed a NS Public Library Website to Borrow Library Material in Past 12 Months



Q.C11: How many times in the past 12 months have you accessed a Nova Scotia public library website to borrow library material? (n=1,835)



# Reasons for Visiting a Library

*Borrowing content items (reading material, movie/CD) is the most likely reason to visit a library, either in-person or online.*

While two-thirds (66%) have visited a library to borrow content items, far fewer have done so for other purposes.

Approximately one-quarter (26%) have done so to use a computer, photocopier and/or printer. Approximately one in five (18%) have done so either to see a speaker or presentation, or to take children to the library/participate in a library program.

Fewer still, approximately one in seven, have done so to talk with a librarian/get research help (14%), or to study/work on a school project/access databases/reference collections.

*People living on **Mainland NS** but not Halifax are **more likely** to visit a library to borrow content than are those living in **Cape Breton**. Meanwhile, those living in **Halifax** are **more likely** than those **living elsewhere** to do so to use a computer/photocopier/printer.*

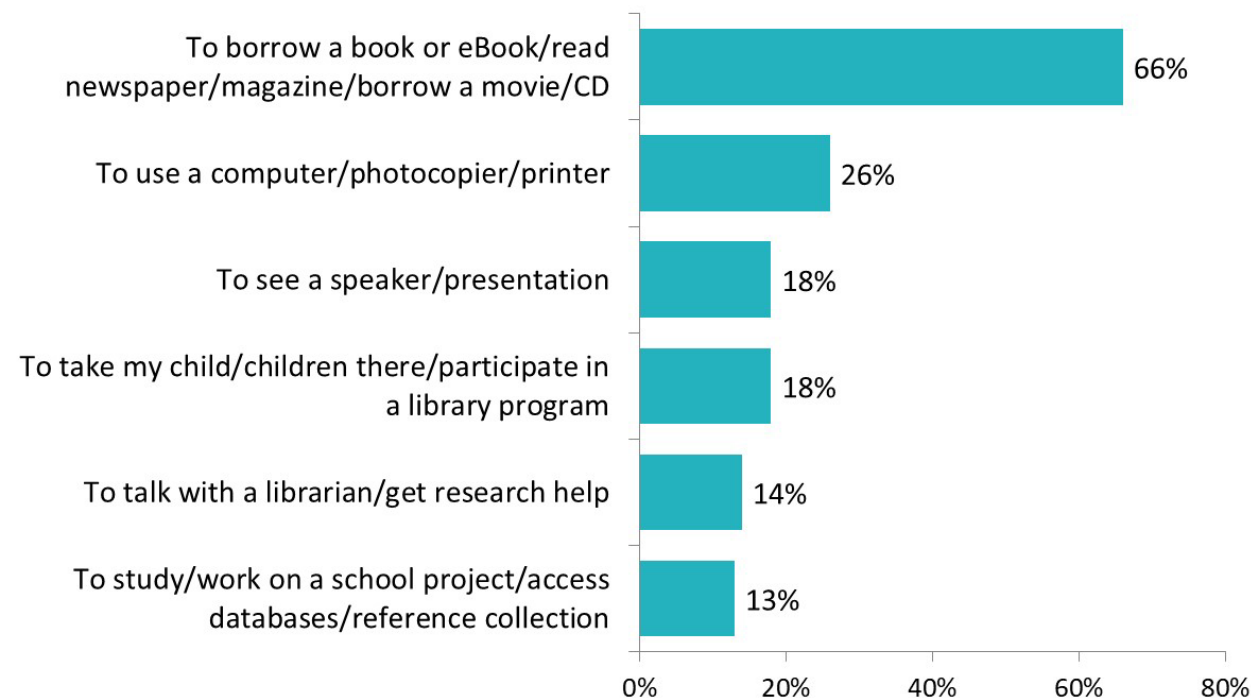
***Women** are **more likely** to visit a library to borrow content than are **men**, and those aged **55 or older** are **more likely** to do so than those **18-34**. Conversely, those **18-54** are **more likely** to visit a library to use a computer/photocopier/printer than those **55 or older**.*

***Indigenous** people are **less likely** than **non-Indigenous people** to visit a library to borrow content, and **more likely** to do so to “get support accessing services around food security, housing security, identification and other basic needs.”*

*Another notable difference is that those with a **high school or less education** are **less likely** than **their counterparts** to visit a library to borrow content, but **more likely** to visit to use technology.*

## Reasons for Visiting a NS Library In-Person or Online

Key Aided Mentions Among Those Who Have Visited a Public Library In-Person or Accessed a Public Library Website to Borrow Library Materials in Past 12 Months



Q.C12: [IF CODES 2, 3, OR 4 IN Q.C7 AND/OR Q.C11] What were some of the reasons for your visit to a Nova Scotia library, whether online or in-person? (n=1,217)



**NARRATIVE**  
RESEARCH

# Participation in Culture-related Activities: NS Museums & Heritage Sites



## Museum or Heritage Site Use

*Six in ten (60%) have visited a museum or heritage site at least once within the past 12 months.*

While the proportion of the population who have visited a museum or heritage site at least once within the past 12 months is the same as the proportion to have visited a library (i.e., six in ten), libraries attract much greater repeat use. Specifically, while one-quarter (27%, rounded) have visited a library five or more times, approximately one in eight have visited a museum or heritage site more than five times in the past year.

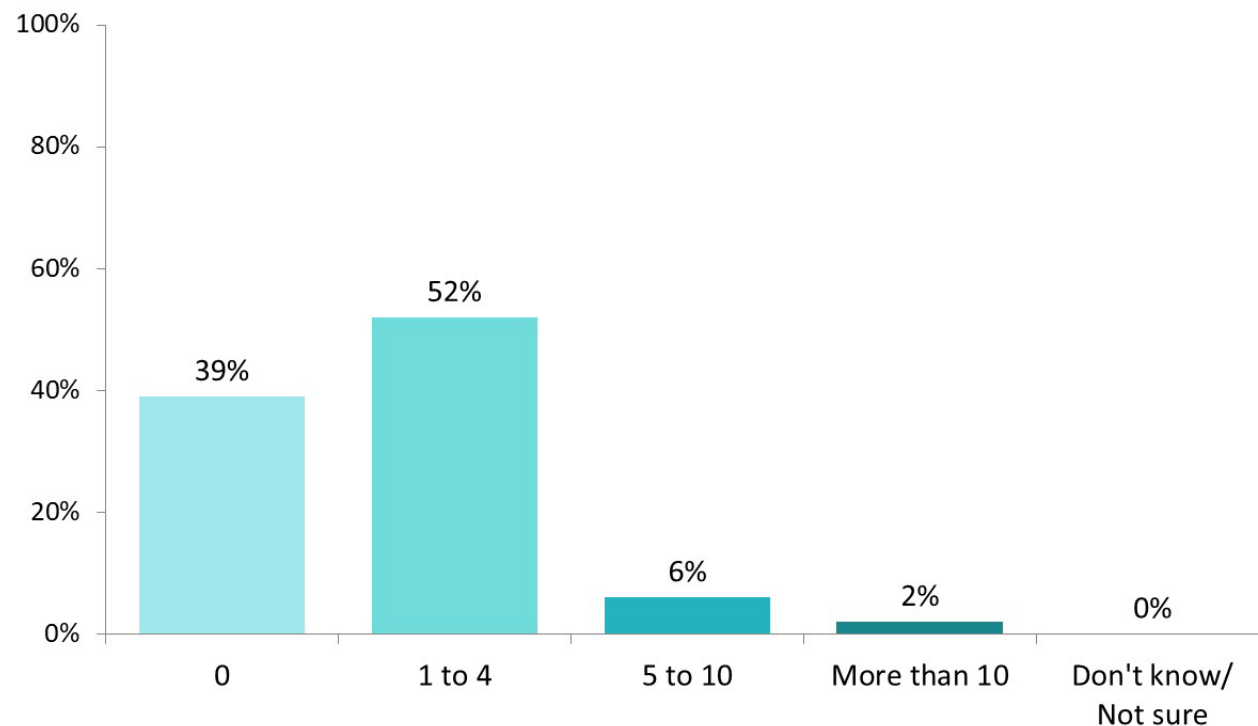
*Both those 55 years of age or older and households earning less than \$50,000 per year are less likely to have visited a museum or heritage site in the past 12 months compared to their counterparts.*

*Indigenous people, those who have moved to Nova Scotia within the past five years, and those not born in Canada are more likely to have visited a museum or heritage site in the past year, compared to their respective counterparts.*

*Those working full-time and those who are unemployed are more likely to have done so than are the self-employed, those who are retired, or those not in the workforce.*

*Those with a college or university degree and those with at least some graduate studies are more likely to have visited a museum or heritage site in the past 12 months than those with high school or less education.*

### Number of Times Accessed a Museum or Heritage Site In-Person, in Nova Scotia in Past 12 Months



Q.C13: How many times have you accessed a museum or heritage site in-person, in Nova Scotia in the past 12 months?  
(n=1,835)

# Reasons for Not Visiting a Museum or Heritage Site

*The most common reason for not visiting a museum or heritage site, cited by more than twice as many as any other reason, is a lack of time.*

Similar proportions cite the next most common reasons for not visiting a museum or heritage site

- One in five (19%) are not interested
- Almost one in six (17%) feel it is too far to travel, and
- Almost one in seven (15%) feel it is too expensive

Fewer than one in twelve (8%) believe they can experience similar content through other means. A similarly low proportion (7%) say their reason for not visiting a museum or heritage site is that they have “already visited”/“no reason to visit again.”

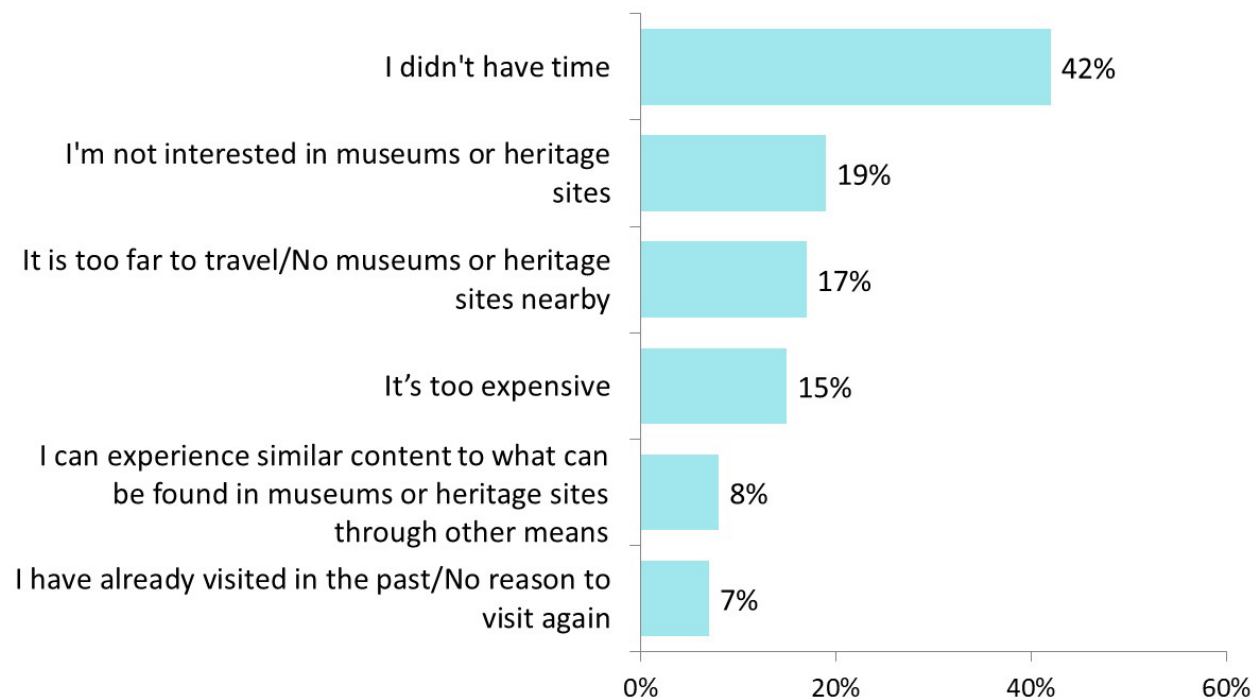
*While there are variations by some subgroups, the overall distribution of reasons is generally similar.*

*Those of **Gaelic heritage** are **less likely** than **those without Gaelic heritage** to indicate a lack of interest.*

*One notable exception is that among those with a **disability**, **proximity** and **cost** are essentially equal reasons for not visiting a museum or heritage site.*

*For those with a household income of **less than \$50,000** per year, **lack of time**, **proximity** and **cost** are more common reasons for not visiting than is **lack of interest**.*

## Reasons for Not Visiting a Museum or Heritage Site Key Aided Mentions Among Those Who Did Not Visit a Museum or Heritage Site In-Person in Nova Scotia in Past 12 Months



Q.C14: [IF '0' IN Q.C13] What are the main reasons why you did not visit a museum or heritage site in-person in the past 12 months? (n=736)



# Museum or Heritage Site Website Use

*One-half (52%) have used a museum or heritage site's website in the past year.*

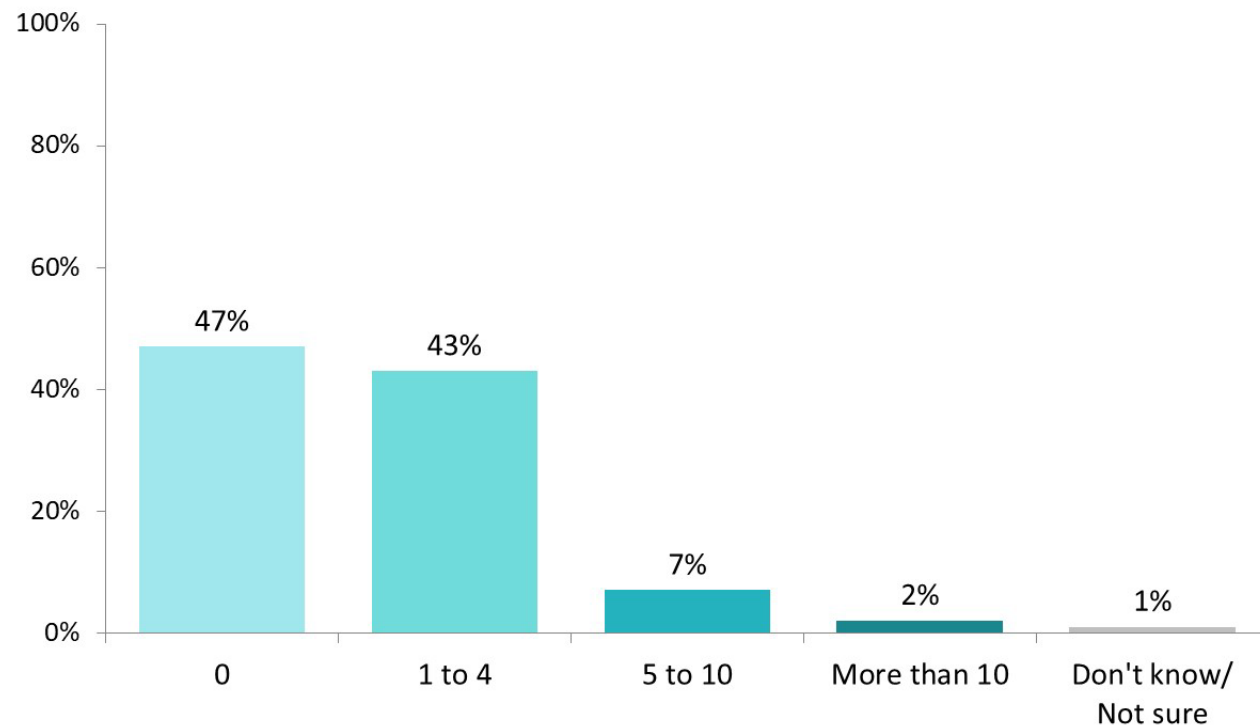
One in ten (10%) who have visited a relevant website have done so five times or more in the past 12 months.

*Acadians, those of Gaelic heritage and those not born in Canada have visited a museum or heritage site's website **more than their respective counterparts.***

*Those currently **unemployed** have visited a relevant website **more than students, the self-employed, retired or those not in the workforce.***

*Those **in graduate studies or with a graduate degree** have done so **more than those without a college or university degree.** While both those with **graduate studies** and **with a college or university degree** have done so more than those with a **high school or less education, or those with some college or university experience.***

## Number of Times Accessed a Nova Scotia Museum's or Heritage Site's Website in Past 12 Months



Q.C15: How many times in the past 12 months have you visited a Nova Scotia museum's or heritage site's website?  
(n=1,835)

# Reasons for Visiting a Museum or Heritage Site

*Two-thirds say they visited a museum or heritage site to “look at the materials/artifacts/items there,” making it the most likely reason.*

The second most common reason for visiting the website is to learn about “hours of operation/admission price/etc.” (39%).

One in four (24%) indicate that the purpose of the visit was to take children.

One in five (21%) indicated that their reasons for the visit included participating in a “program being offered.”

Approximately one in seven (14%) included “to see a speaker/presentation” among the reasons for their visit to a museum or heritage site. Finally, one in ten (10%) did so “to talk with a museum staff member/research help.”

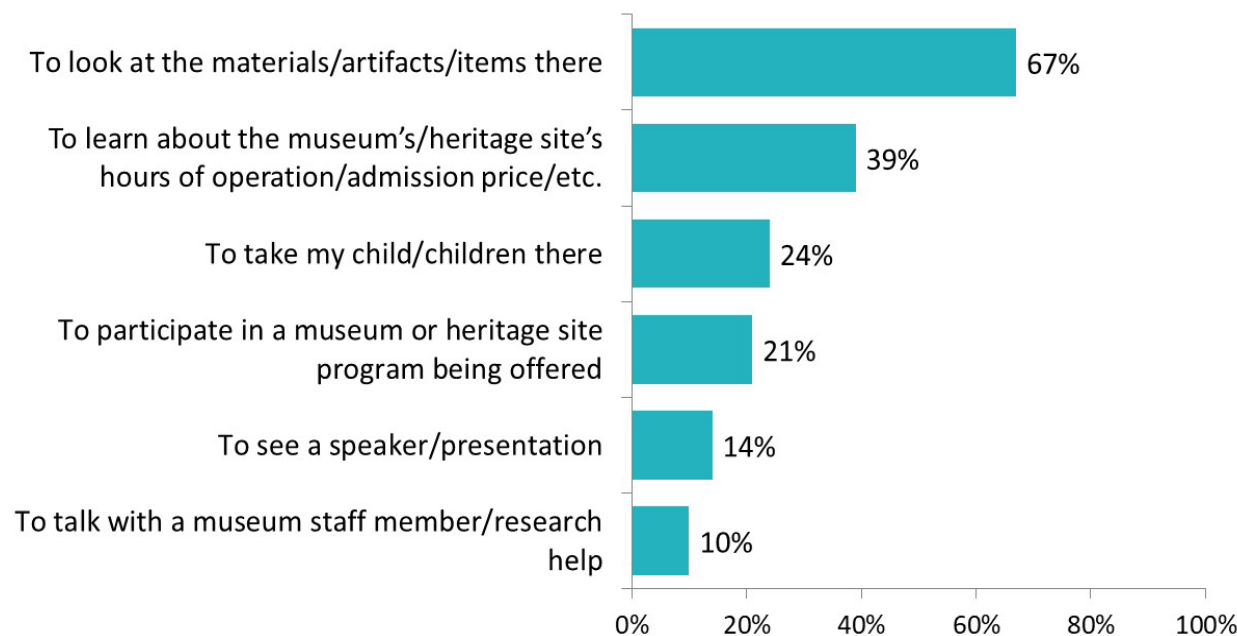
*There are a few differences among subgroups, but the relative likelihood of selecting a reason is broadly consistent.*

*Those who have **moved to NS within the past five years**, those **not born in Canada**, and those with a **high school or less education** are **less likely** than their respective counterparts to say their reasons for visiting a museum or heritage site includes looking at the materials/artifacts/items there.*

*Those in **Cape Breton**, those of **Gaelic** heritage and those age **55 or older** are **less likely** to include taking children among their reasons than their counterparts. While those with a household income of **\$100,000 or more** are **more likely** than their counterparts to include this among their reasons.*

## Reasons for Visiting a NS Museum or Heritage Site In-Person or Online

Key Aided Mentions Among Those Who Have Visited a Museum or Heritage Site In-Person or Online in Past 12 Months



Q.C16: [IF CODES 2, 3, OR 4 IN Q.C13 AND/OR Q.C15] What were some of the reasons for your visit to a Nova Scotia museum or heritage site, whether online or in-person? (n=1,231)

# Accessibility Barriers at NS Museums and Heritage Sites

*Approximately one in five are aware of accessibility barriers at NS museums and heritage sites.*

Approximately eight in ten (81%) are not aware of accessibility barriers at museums and heritage sites in Nova Scotia.

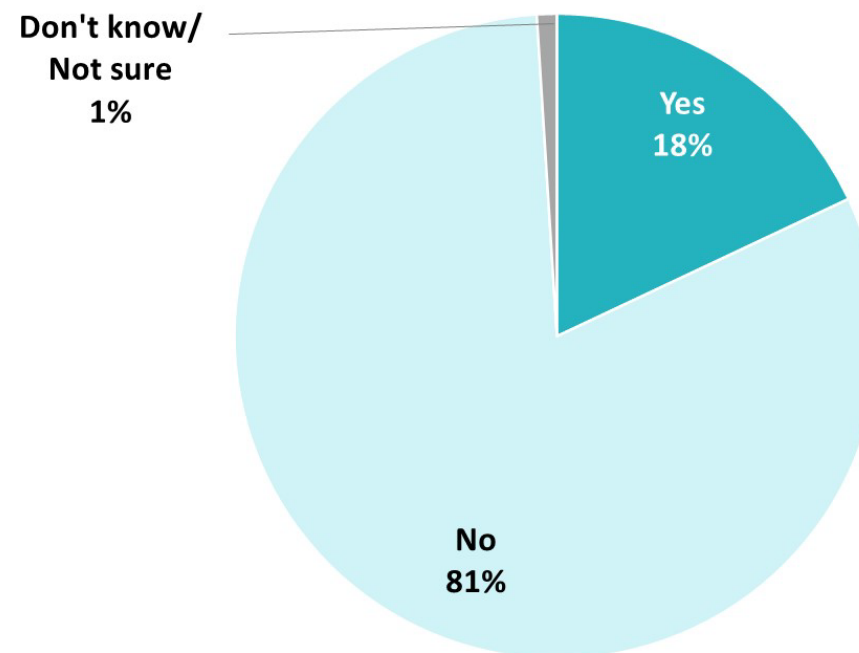
*While awareness of accessibility barriers **does not differ by disability status**, there is some differing awareness by subgroups.*

*Those who **moved to Nova Scotia within the past five years** and those **not born in Canada** have higher awareness of accessibility barriers than **their respective counterparts**.*

*Students have **higher awareness** than those **working part-time**, the **self-employed**, the **unemployed** and the **retired**.*

*Those with **graduate level studies** have **higher awareness** of accessibility barriers at museums and heritage sites than those with a **high school or less education** or **some college/university**.*

## Aware of Accessibility Barriers at NS Museums and Heritage Sites?



Q.C17: Are you aware of any accessibility barriers at Nova Scotia museums and heritage sites that prevent someone from fully experiencing and participating in everything that museums and heritage sites have to offer? We are asking here about such things as the ability to move around; the ability to see, hear, and interact with exhibits; signage limitations; and so forth. (n=1,835)



# Museum and Heritage Site Accessibility Barriers that Can Be Addressed

*Physically accessing the site in some way\* comprises half (49%) of all mentions.*

“Steps/stairs” (19%) and “improve wheelchair/physical accessibility” (17%) are both mentioned by close to one in five.

Cost – being “too expensive” – is mentioned by approximately one in eight (12%).

*Women, those age 55 or older, and those with household incomes of \$100,000 or more are all more likely than others to mention physically accessing the site in some way.\**

*Those living in Halifax are more likely to cite cost as a barrier than those living elsewhere in Nova Scotia. Similarly, those aged 18-34 are more likely to cite cost as a barrier than those 55 or older.*

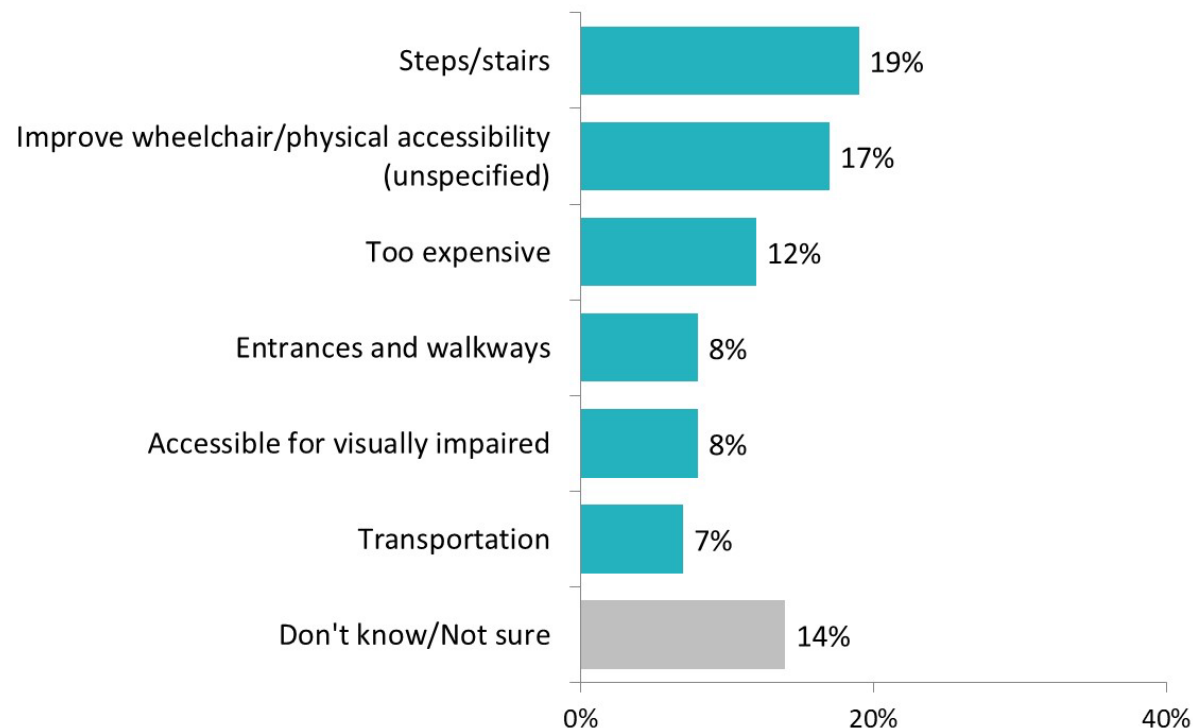
*Those of Gaelic heritage are more likely than those without Gaelic heritage to say that museums and heritage sites should be made more “accessible for visually impaired” visitors.*

\* Includes mentions of the following:

- Steps/stairs
- Improve wheelchair/ physical accessibility
- Entrances and walkways
- Buildings/ sites are inaccessible

## Accessibility Barriers That Could Be Removed/Improved

Key Unaided Mentions Among Those Who Said Yes There Are Accessibility Barriers at Museums and Heritage Sites



Q.C18: [IF 'YES' IN Q.C17] What specific barriers could be removed or improved upon in terms of accessibility? (n=318)



NARRATIVE  
RESEARCH

## Participation in Culture-related Activities: NS Visual Arts



# Engagement With Visual Art

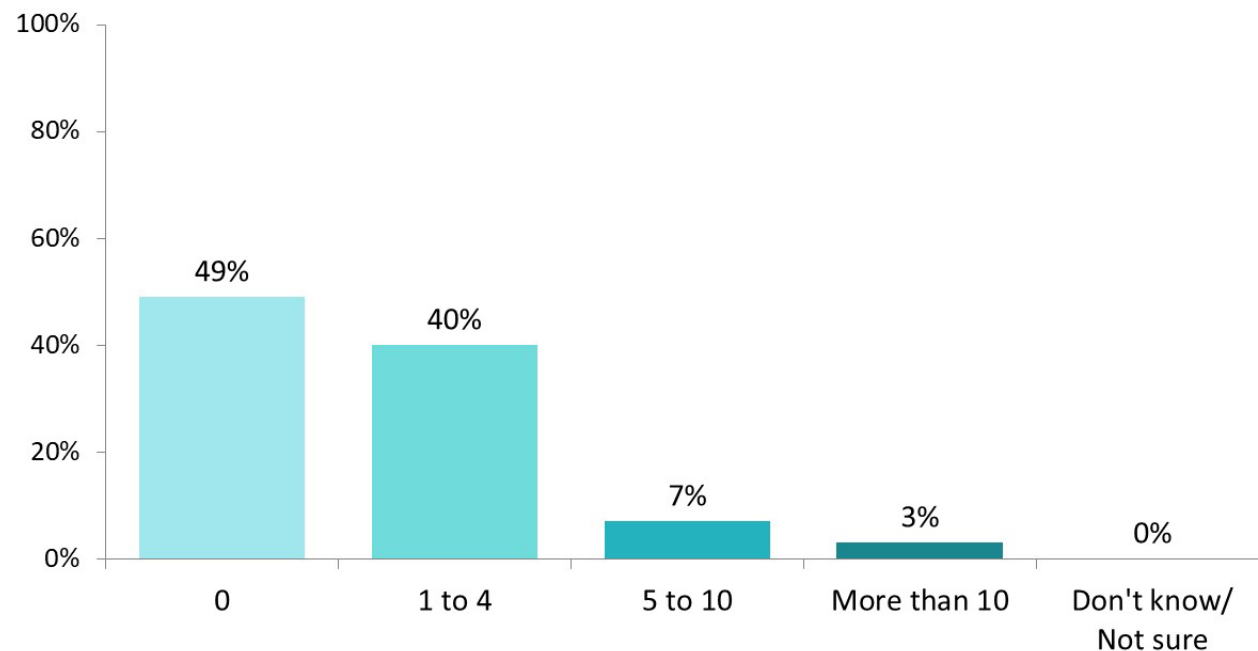
*One-half have engaged with visual art in Nova Scotia in some way within the past 12 months.*

Of those who have engaged with visual art within the past 12 months, four in ten (40%) did so at most four times.

*Those **not born in Canada**, those with household incomes of **\$100,000 or more**, and those with **at least graduate level studies** are **more likely** than **their respective counterparts** to have engaged with visual art in some way during the past 12 months.*

*Those of **Gaelic** heritage are **more likely** than those with **no Gaelic heritage** to have engaged with visual arts in NS.*

## Number of Times Experienced, Attended, or Participated in Visual Art in NS Either In-Person or Online in Past 12 Months



Q.C19: In the past 12 months, how many times have you had the opportunity to experience, attend, or participate in a visual art in Nova Scotia, either in-person or online? Include in this any occasions when you may have attended or visited a studio or gallery to see a visual art, either in-person or online. (n=1,835)



# Reasons for Not Engaging With Visual Art

*Lack of interest is the most likely reason for not engaging with visual art.*

One-third (33%) felt they “didn’t have time” to engage with visual art over the past year, and similar proportions of approximately one in seven (14%) indicated that they did not engage with visual art due to:

- Proximity (“It is too far to travel/no art galleries or places to experience visual art nearby”)
- Awareness (“I don’t know where an art gallery or visual art is located”)
- Cost (“It’s too expensive”)

*Those in **Cape Breton** are **less likely** than **their counterparts** to say that lack of time was a reason for not engaging with visual art within the past 12 months, while those in **Halifax** are **less likely** than **those in other regions** to cite proximity.*

***Men** are **more likely** than **women** to say they are not interested in visual art.*

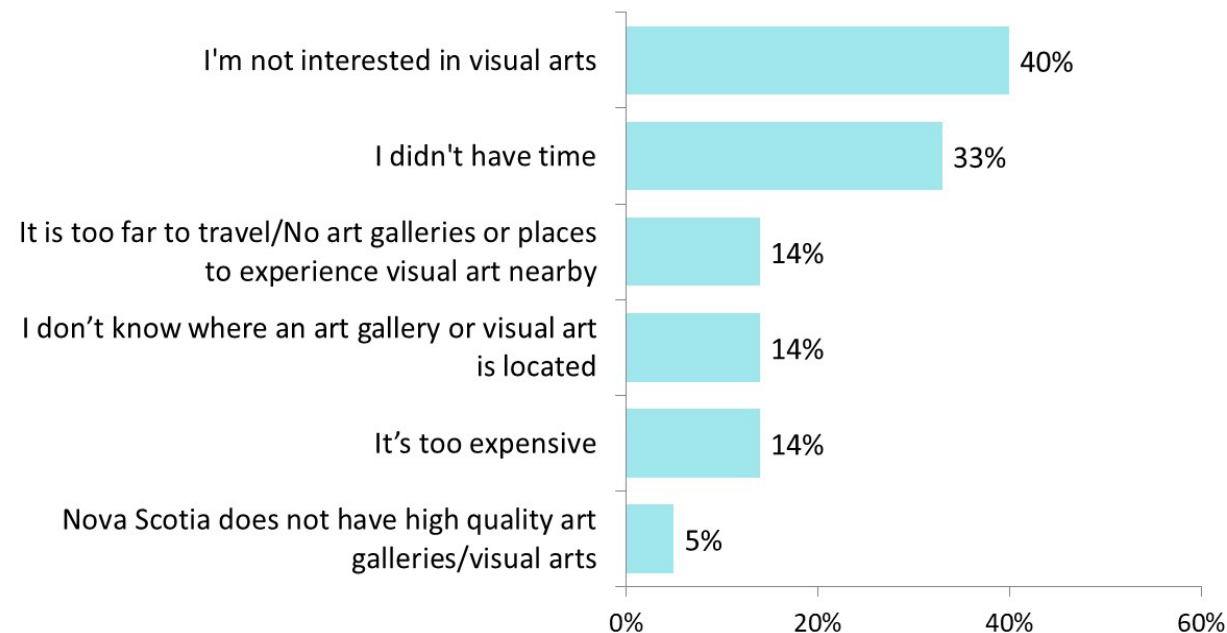
*Those **18-34** years of age are **more likely** than **those of other ages** to say they do not have time, while those living with a **disability** are **less likely** to cite this than **those not living with one**.*

*Those with a **disability** are **more likely** to cite proximity as a reason for not engaging with visual art within the past 12 months than are others those not living with a disability.*

*Those of **Gaelic** heritage are **less likely** than **those without Gaelic heritage** to say they lack interest. Conversely, those with household incomes of **\$100,000 or more** are **more likely** than **their counterparts** to say they lack interest. Although, they are **less likely** to cite proximity as a reason for not engaging with visual art within the past 12 months.*

## Reasons for Not Experiencing, Attending, or Participating in Visual Arts

**Key Aided Mentions Among Those Who Did Not Experience, Attend, or Participate in Visual Art in Nova Scotia in Past 12 Months**



Q.C20: [IF '0' IN Q.C19] What are the main reasons why you did not experience, attend, or participate in visual arts in Nova Scotia in the past 12 months? (n=886)



# Reasons for Engaging With Visual Arts

*The most likely reasons people engage with visual arts include “general entertainment” and “supporting local.”*

One-half (50%) indicate they “wanted to see the specific visual arts.”

Close to three in ten (28%) indicate it is to “support family and friends” and one-quarter (25%) indicate “preservation and celebration of culture.”

*While there are some differences among subgroups, generally the reasons for engaging with visual art follow the same sequence as seen overall.*

*Residents of **Halifax** are **more likely** to engage with visual art for “general entertainment” than are those in **Cape Breton**. Compared to their counterparts, those aged 18-34 are more likely to engage with visual art for “general entertainment.”*

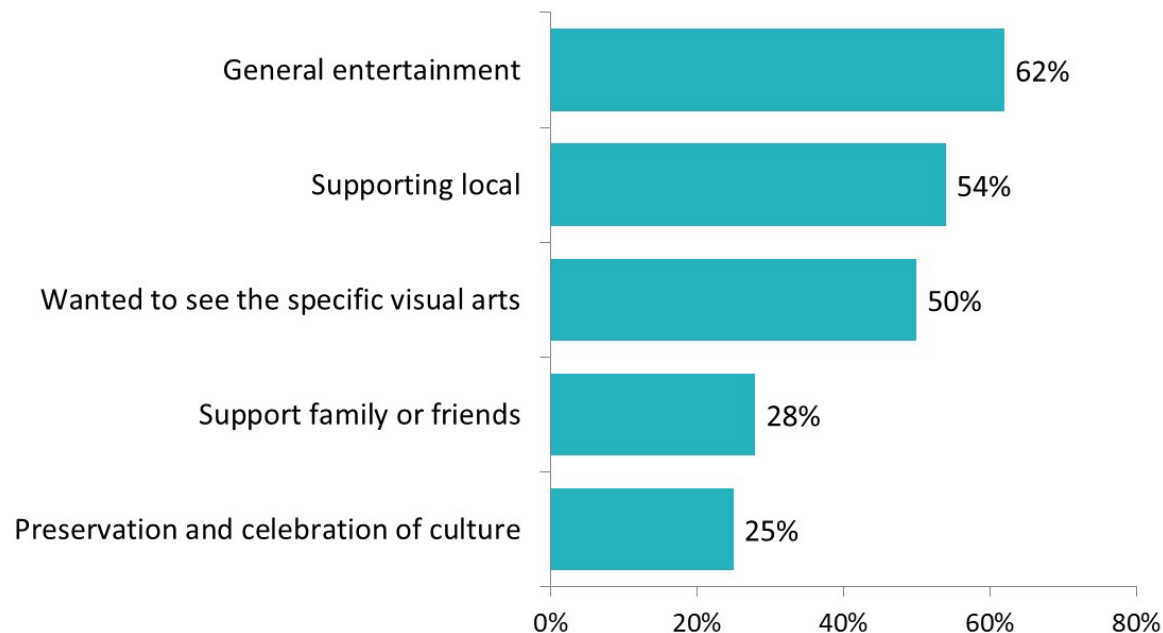
*Those **55 or older** are **more likely** than those **18-34** to say it was to “see the specific visual arts.”*

*Those with a **disability** are **more likely** than **those without** to say their reason for engaging with visual art is “supporting local.”*

*Those with a **high school or less education** are **less likely** than those with at least **graduate studies** to cite any of the top three reasons, and **less likely** than those with a **college/university degree** to cite “general entertainment” and “wanted to see the specific visual arts.”*

## Reasons for Experiencing, Attending, or Participating in Visual Arts

Key Aided Mentions Among Those Who Experienced, Attended, or Participated in Visual Art in Nova Scotia in Past 12 Months



Q.C20a: [IF CODES 2, 3, OR 4 IN Q.C19] What was the reason for experiencing, attending, or participating in visual arts in Nova Scotia in the past 12 months? (n=943)

# Awareness of Accessibility Barriers at Galleries in NS

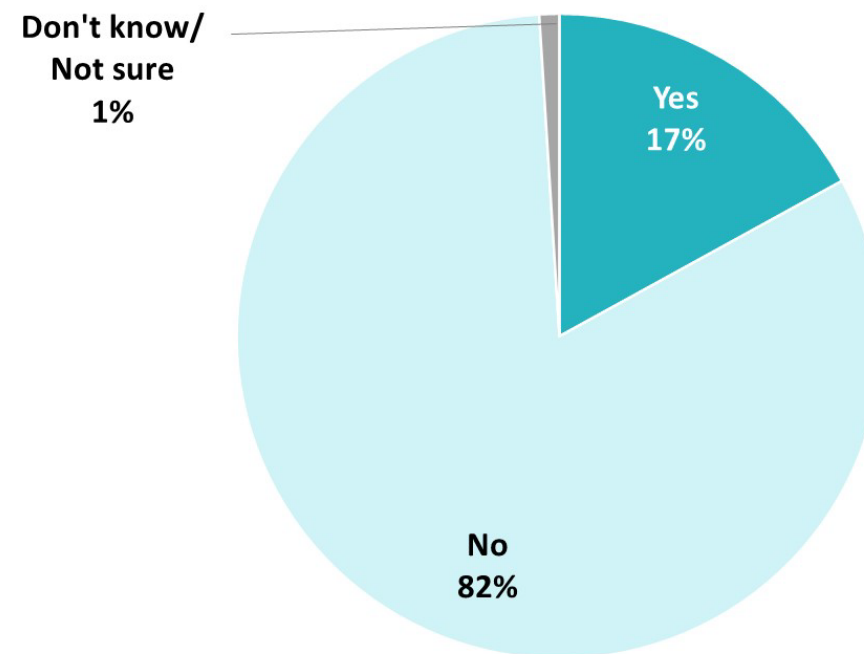
*Approximately one in six are aware of accessibility barriers at galleries in Nova Scotia.*

Just over eight in ten (82%) have no awareness of accessibility barriers at galleries in NS.

*Few differences are observed among the many subgroups, though those **not born in Canada** are **more likely** than **those born in Canada** to say they are aware of accessibility barriers.*

*Those with **graduate studies** are **more likely** to say they are aware of accessibility barriers at NS galleries than are those with a **high school or less education** or **some college/university**.*

## Aware of Accessibility Barriers at Galleries in NS?



Q.C21: Are you aware of any accessibility barriers at galleries or elsewhere that prevent someone from fully experiencing, attending or participating in what the visual arts have to offer in Nova Scotia? We are asking here about such things as the ability to move around; the ability to see, hear, and interact with exhibits; signage limitations; and so forth. (n=1,835)

# Accessibility Barriers That Could Be Removed/Improved at NS Galleries

*Three in ten identify “wheelchair/mobility accessibility” as a barrier that could be addressed, while half this number mention “steps/stairs.”*

Other specific barriers receive relatively few mentions, and include:

- “Affordability/cost” (12%)
- “Accessibility for visually impaired” (8%)
- “Access with public transportation” (7%)
- “Parking” (6%)

*Men and those 18-34 are more likely than their respective counterparts to not identify accessibility barriers at NS galleries. Those with a disability are less likely than others to say they are unaware of accessibility barriers.*

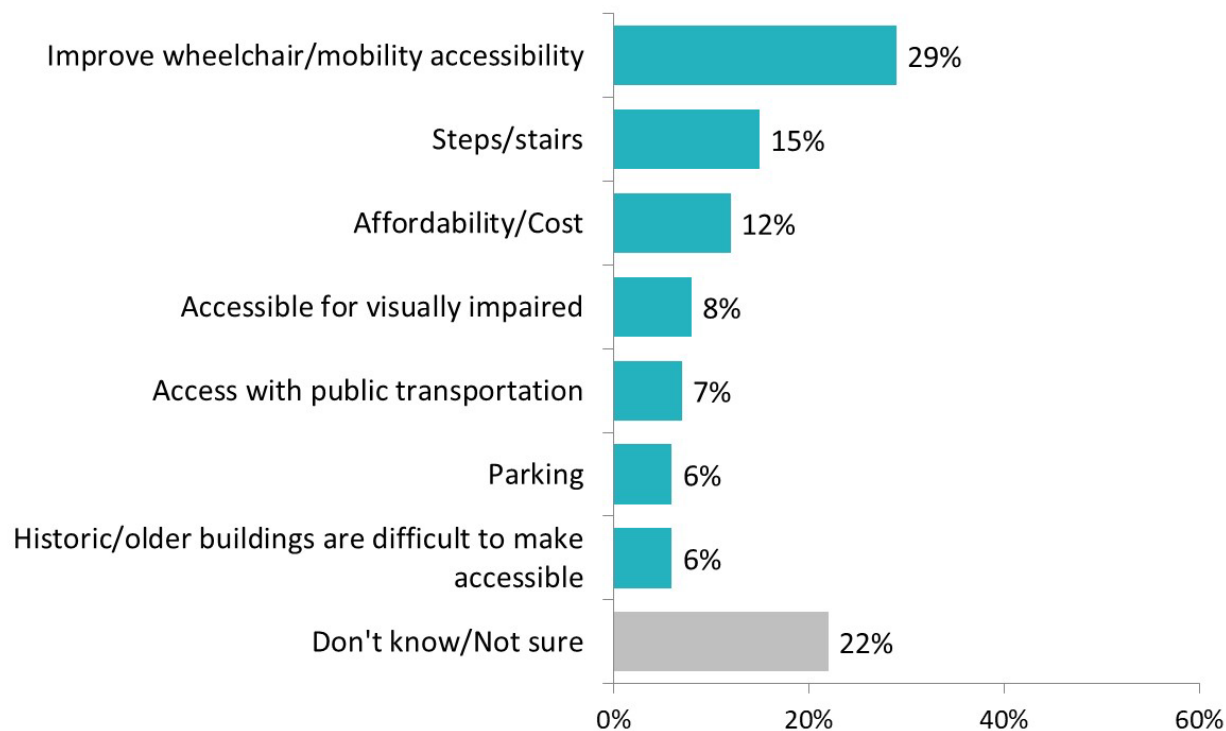
*Residents of Cape Breton are less likely to see a need to “improve wheelchair/mobility accessibility” than residents in other regions. While those with household incomes of \$100,000 or more are more likely than their counterparts to believe there is a need to do so.*

*Residents of Cape Breton and those 55 or older are more likely than others their respective counterparts to describe “steps/stairs” as an accessibility barrier that could be removed or improved.*

*Those in households earning \$100,000 or more are more likely than those earning less than \$50,000 to identify steps/stairs as a barrier.*

## Accessibility Barriers That Could Be Removed/Improved

Key Unaided Mentions Among Those Who Said Yes There Are Accessibility Barriers at Galleries or Other Visual Arts



Q.C22: [IF 'YES' IN Q.C21] What specific barriers could be removed or improved upon in terms of accessibility? (n=306)



NARRATIVE  
RESEARCH

# Participation in Culture-related Activities: NS Performing Arts



# Performing Arts Attendance

*Six in ten (61%) have attended a performing arts event in Nova Scotia in the past 12 months.*

Approximately three times as many have attended no more than four such events (46%), as have attended five or more (14%, rounded).

*Those with a **disability** are **less likely** to have attended a performing arts event within the past 12 months than are those who are **not disabled**.*

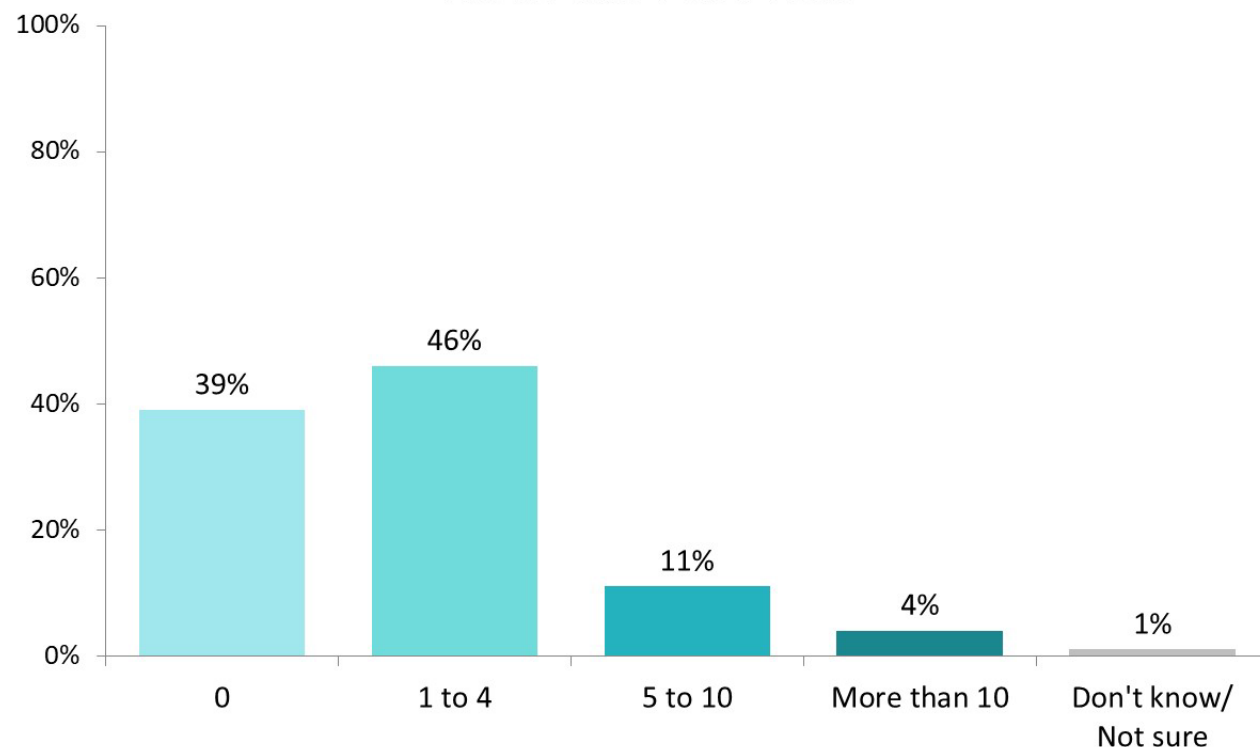
***South Asians** are **less likely** to have done so than those who identify as either **Black** or **white**.*

*Those **not in the workforce** are **less likely** than **others** to have done so, and those who are **retired**, **unemployed** or **working part-time** are **less likely** than **students** to have attended a performing arts event within the past 12 months.*

*Those of **Gaelic** heritage and those with household incomes of **\$100,000 or more** are **more likely** than **their counterparts** to have attended a performing arts event within the past 12 months than others.*

***Halifax** residents are **more likely** to have done so than those living elsewhere on **Mainland NS**.*

## Number of Times Attended a Performing Arts Event in NS in the Past Year



Q.C23: How many times have you attended a performing arts event in the past year in Nova Scotia? (n=1,835)



# Reasons for Not Attending a Performing Arts Event

*Lack of interest, cost, and lack of time are the leading reasons for not attending a performing arts event within the past 12 months.*

Lack of awareness (21%) and proximity (19%) are each cited by one in five.

*Men and those with household incomes of \$100,000 or more are more likely to say they are not interested in performing arts, compared to their respective counterparts.*

*Those who have moved to Nova Scotia within the past five years and those not born in Canada are less likely to say they are not interested in performing arts.*

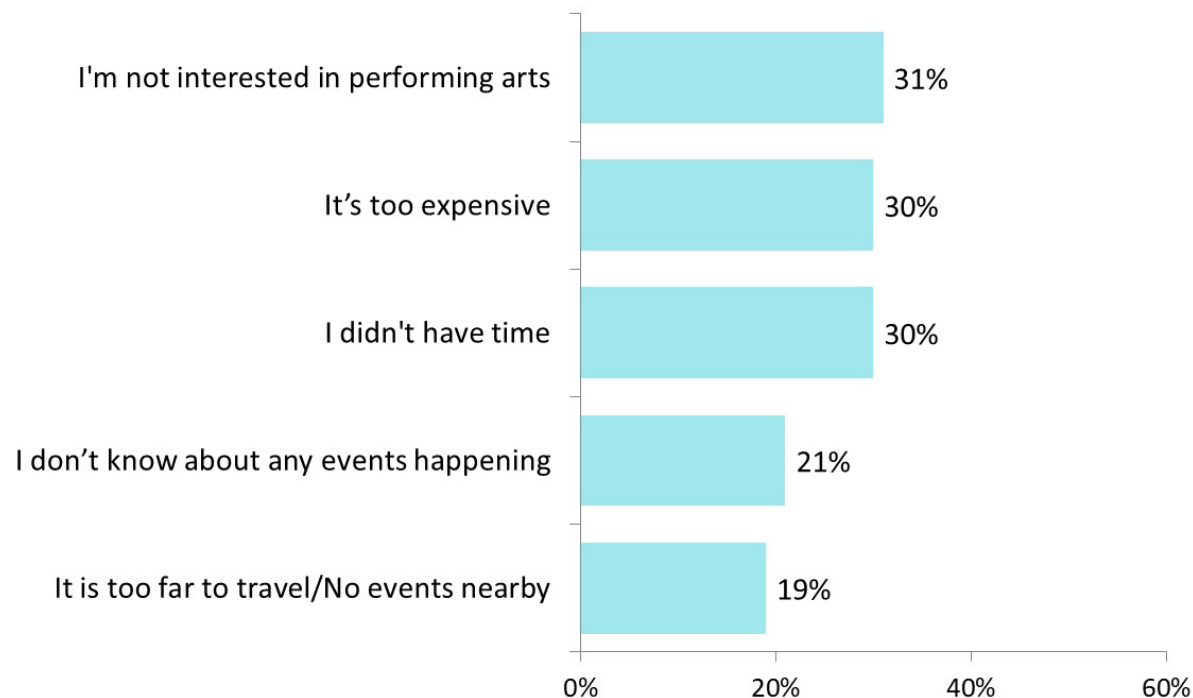
*Women and those who have moved to Nova Scotia within the past five years are more likely to say that cost is a reason. Those with household incomes of less than \$50,000 are more likely than those with household incomes of \$100,000 or more to say cost is a reason.*

*18-34 year-old residents are more likely than those 55 or older to cite lack of awareness as a reason for not attending.*

*Residents of Mainland NS outside Halifax and those not born in Canada are more likely to say proximity ("too far to travel/no events nearby") was a reason for not attending a performing arts event, as compared to their respective counterparts.*

## Reasons for Not Attending a Performing Arts Event

Key Aided Mentions Among Those Who Did Not Attend a Performing Arts Event in Nova Scotia in Past 12 Months



Q.C24: [IF '0' IN Q.C23] What are the main reasons why you did not attend a performing arts event in the past 12 months? (n=712)

# Reasons for Attending a Performing Arts Event

*General entertainment is the leading reason for attending a performing arts event.*

The desire to see a “specific theatre/performing arts show” is cited by six in ten (58%).

One-half (49%) include “supporting local” among their reasons.

Three in ten say that reasons include to “support family or friends performing.”

Just over two in ten (22%) include “preservation and celebration of culture” among their reasons for attending a performing arts event.

*Some differences exist among subgroups, but the the overall distribution of reasons is generally similar.*

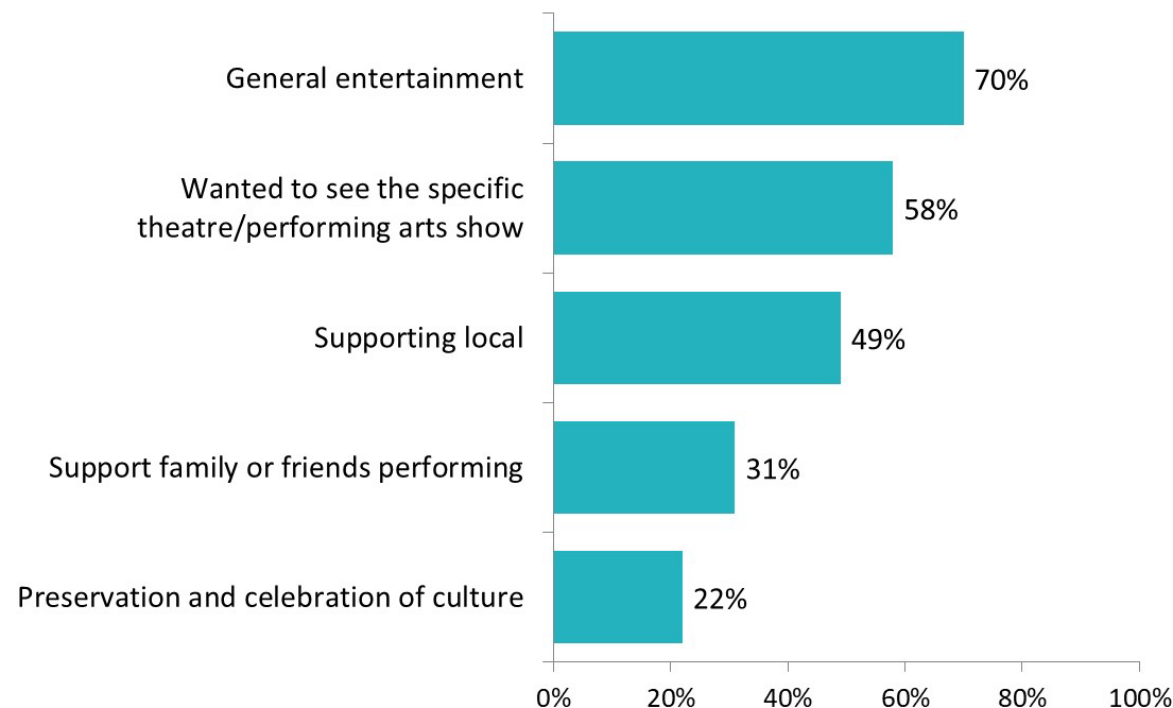
*Households earning **less than \$50,000** and those with a **high school or less education** are **less likely** to include “general entertainment,” or the desire see a “specific theatre/performing arts show” among their reasons for attending a performing arts event, compared to their respective counterparts.*

***18-34** year-old residents are **less likely** than **other age groups** to have included the desire see a “specific theatre/performing arts show” among their reasons.*

*Those in **Halifax** are **less likely** than **those in other regions**, and those of **Gaelic** heritage are **more likely** than **those without Gaelic heritage** to have included “supporting local” among their reasons.*

## Reasons for Attending Performing Arts Event

Key Aided Mentions Among Those Who Attended a Performing Arts Event in Nova Scotia in Past 12 Months



Q.C25: [IF CODES 2, 3, OR 4 IN Q.C23] What was the reason for attending the performing arts event? (n=1,115)

# Awareness of Accessibility Barriers at Nova Scotia Performing Arts Events

*Approximately two in ten are aware of accessibility barriers at NS performing arts events.*

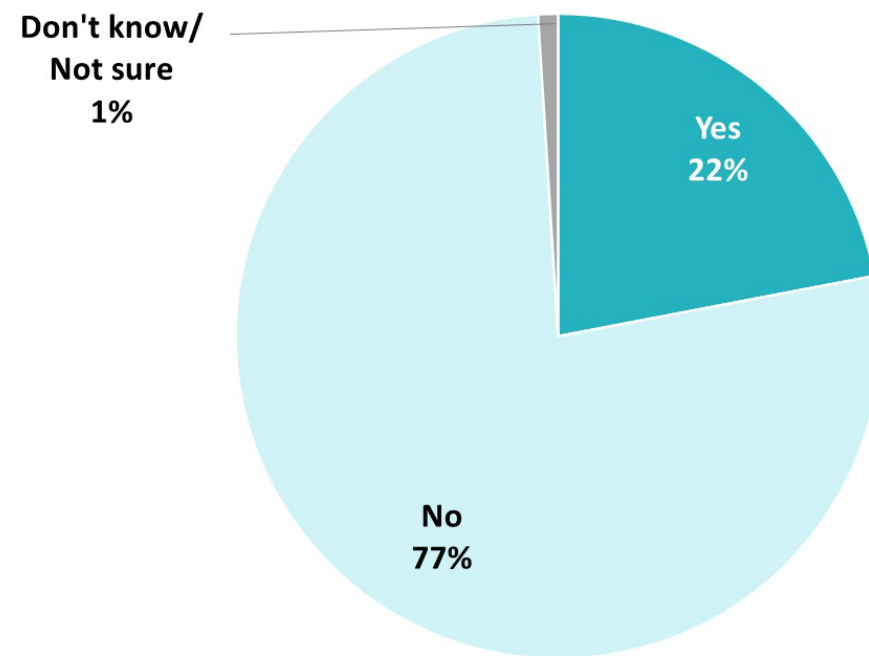
Approximately three-quarters (77%) are not aware of accessibility barriers at performing arts events in the province.

*Those with a **disability** are **more likely** to be aware of accessibility barriers at performing arts events in NS than **those without a disability**.*

*Students are **more likely** than **almost all their counterparts**, except those **not in the workforce**, to be aware of such accessibility barriers. Those with a **college/university degree** or **graduate studies** are **more likely** to be aware than are those with a **high school or less education**.*

*Those **not born in Canada** are **less likely** to be aware of accessibility barriers at performing arts events in Nova Scotia than are **those born in Canada**.*

## Aware of Accessibility Barriers at Performing Art Events in NS?



Q.C26: Are you aware of any accessibility barriers that prevent someone from fully experiencing and participating in everything that the performing arts have to offer in Nova Scotia? We are asking here about such things as the ability to move around; the ability to see, hear, and interact with exhibits; signage limitations; and so forth. (n=1,835)

# Accessibility Barriers that Could Be Removed/Improved at Performing Arts Events

*Just over one-third identify “wheelchair/mobility” as the leading accessibility barrier than could be removed or improved.*

Cost is cited as a barrier by just over one in six (16%).

A similar proportion of approximately one in seven (14%) identify “steps/stairs” as an accessibility barrier.

One in ten identify each of:

- Parking (10%)
- Access with public transportation (9%)
- Better/comfortable seating (9%)

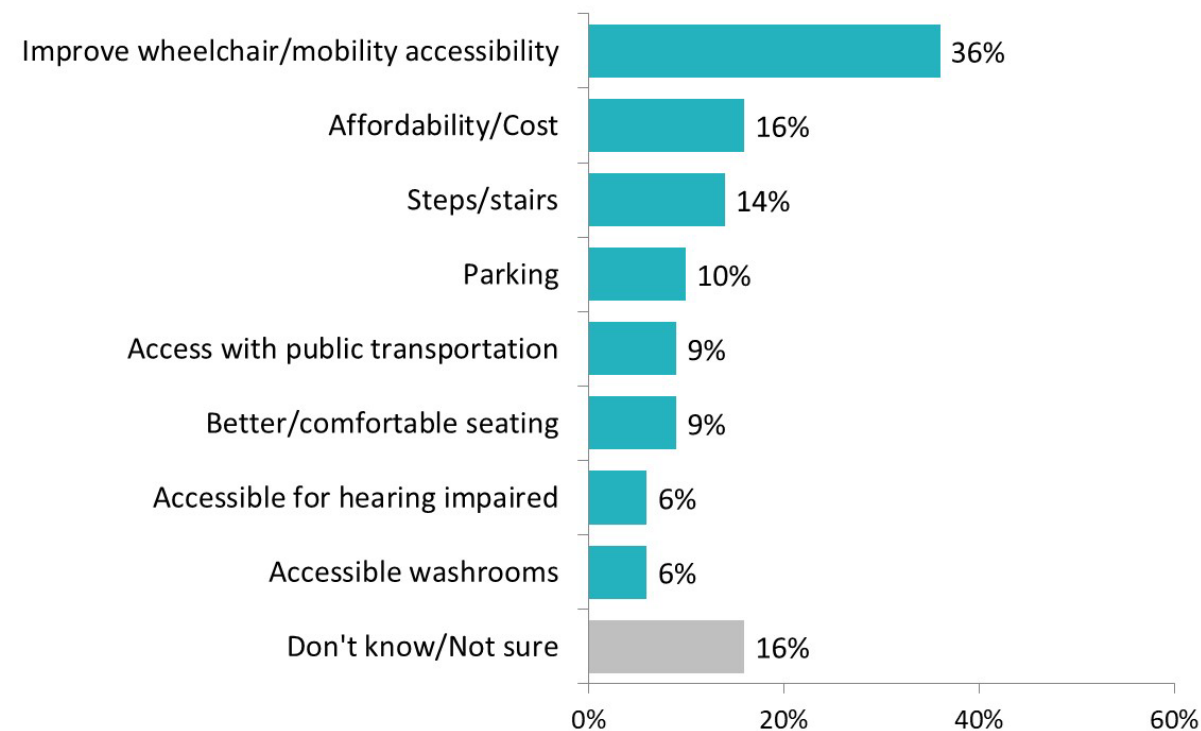
There are a large number of other factors cited by small numbers of people.

*Residents of **Cape Breton**, **men**, and those **18-34** are **less likely** than to identify “wheelchair/mobility” as an accessibility barrier at performing arts events, compared to their respective counterparts. Those with household incomes of **less than \$50,000** are **less likely** than those with household incomes of **\$100,000 or more**.*

*Residents of **Halifax** and those **under 55** years of age are **more likely** than their counterparts to indicate that cost is a barrier. Those age **55 or older**, on the other hand, are **more likely** than **other ages** to identify steps or stairs as an accessibility barrier at performing arts events.*

## Accessibility Barriers That Could Be Removed/Improved

Key Unaided Mentions Among Those Who Said Yes There Are Accessibility Barriers at Performing Arts Events



Q.C27: [IF 'YES' IN Q.C26] What specific barriers could be removed or improved upon in terms of accessibility? (n=411)



NARRATIVE  
RESEARCH

# Participation in Culture-related Activities: NS Festivals and Events



# Festival or Culture-Related Event Attendance

More than twice as many have attended a festival or cultural event at least one time in the past year (67%) as have not done so (32%).

Of those who have attended such an event, most have attended no more than four (57%).

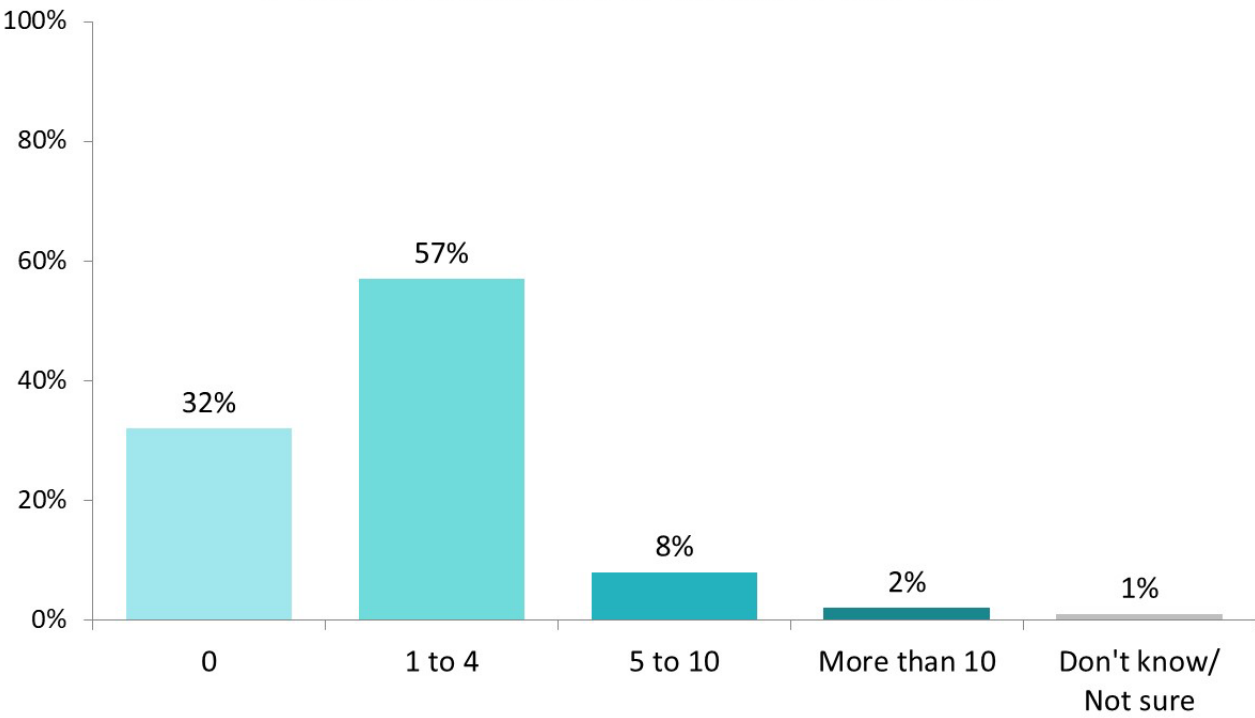
Indigenous people are more likely than non-Indigenous people to have attended a festival or cultural event in Nova Scotia within the past 12 months.

Those with household incomes of less than \$50,000 are less likely than their counterparts to have done so, as are those not in the workforce.

Students are less likely to have attended such an event than are the unemployed.

Those with a high school or less education are less likely to have attended a festival or cultural event than those with a college/university degree or at least some graduate studies, and those with at least some graduate studies are also more likely than those with some college/university to have done so.

Number of Times Attended a Festival or Culture-Related Public Event in NS in the Past Year



Q.C28: How many times have you attended a festival or a culture-related public event in Nova Scotia in the past year? (n=1,835)

# Reasons for Not Attending a Festival or Culture-Related Event

*Lack of time and lack of interest are the leading reasons for not attending a festival or cultural event.*

Among one in five (19%), the fact that their community didn't have an event in the past 12 months is the reason they have not participated in one. Approximately one in seven (14%) describe an element of social isolation (not knowing many people in their community) as a reason.

Notably, while relatively few (6%) cite "health/medical concerns," including that as well as "mobility/disability issues" and "social anxiety/don't like crowds" for an overall "physical/mental health" category, it is found that approximately one in eight (13%) cite this as a reason for not attending a festival or cultural event.

Those **55 or older** and those with a **disability** are **less likely** than **others** to cite lack of time as a reason for not attending a festival or cultural event.

Households earning **less than \$50,000** are **less likely** to cite lack of time than are those earning **\$50,000 to less than \$100,000**. While those with a **high school or less education** are **more likely** than those with **some college/university**.

**Men** are **more likely** than are **women** to indicate lack of interest.

Those with **some college/university** or a **college/university degree** are **more likely** than those with **at least some graduate work** to include lack of a gathering in their community as a reason.

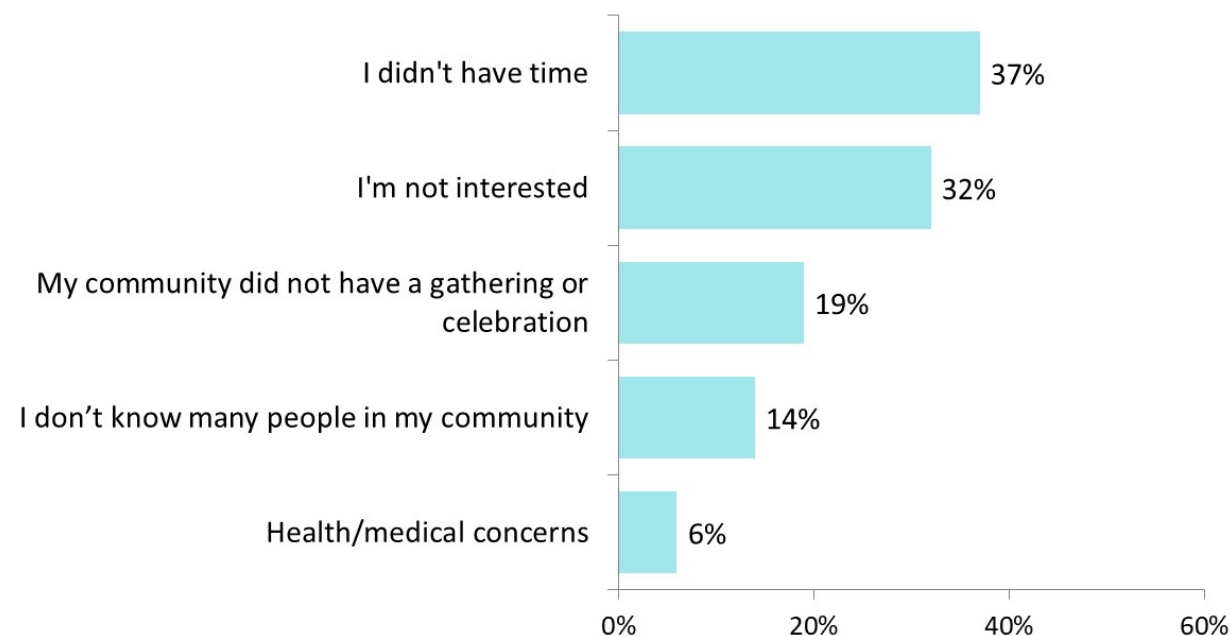
Those **18-34**, **not born in Canada**, or with a **disability** are **more likely** to say not knowing many people in their community is a reason for not attending such an event, compared to their counterparts.

Households earning **less than \$50,000** per year are **more likely** than those earning **\$100,000 or more** to do so.

Mentions of "physical/mental health" are **more likely** among **women**, **those 55 and older**, those living with a **disability**, and those with at least **some graduate work**.

## Reasons for Not Attending a Festival or Culture-Related Public Event

Key Aided Mentions Among Those Who Did Not Attend a Festival or Culture-Related Public Event in Nova Scotia in Past 12 Months



Q.C29: [IF '0' IN Q.C28] What are the main reasons why you did not attend a festival or culture-related public event in Nova Scotia in the past 12 months? (n=611)

# Reasons for Attending a Festival or Culture-Related Event

*“Supporting the local community” is the most likely reason to attend a festival or culture-related event, with three-quarters citing it.*

Close to one-half (46%) say they attend such events because “they have a positive impact on me.”

Four in ten (40%) include “preservation and celebration of culture” among their reasons.

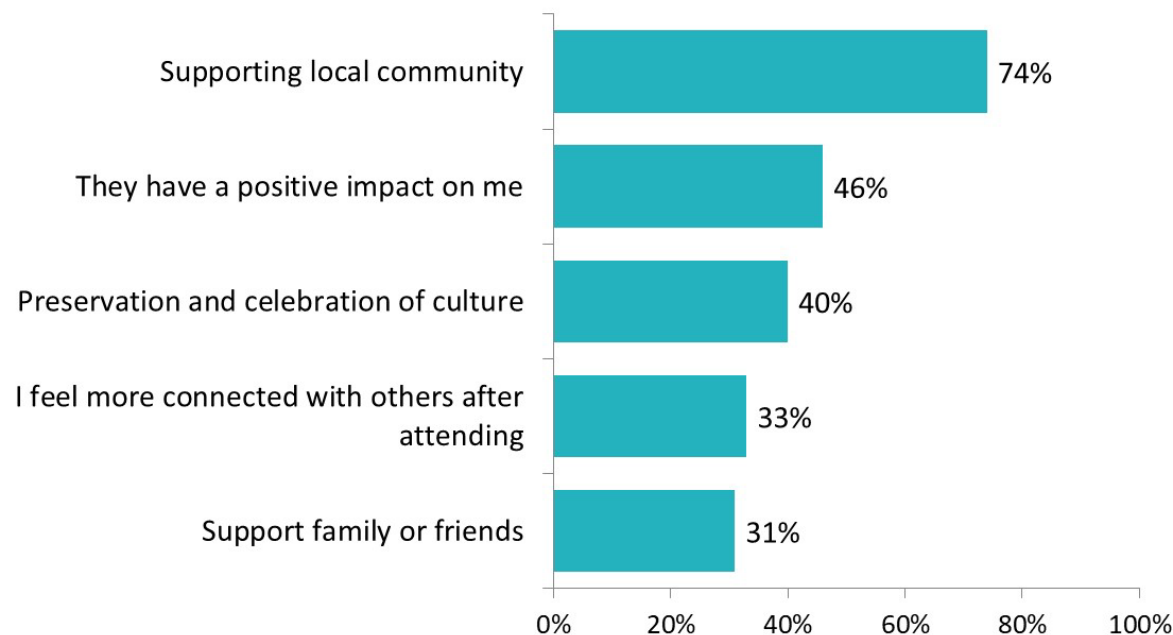
One-third (33%) say they “feel more connected with others after attending” and include this among their reasons for doing so.

Three in ten (31%) attend to “support family or friends.”

*Those who have **moved to NS within the past five years**, those **not born in Canada**, **Indigenous** people and those with **high school or less** are **less likely than their counterparts** to include “supporting the local community” among their reasons for attending.*

***Acadians** and those of **Gaelic** heritage are **more likely** to say “they have a positive impact on me” than their counterparts. Households earning **\$100,000 or more** are **more likely** to include this reason than those earning **less than \$50,000**. Those with a **college/university degree** and those with **at least some graduate work** are **more likely** than those with a **high school or less education** to include this same reason.*

**Reasons for Attending a Festival or Culture-Related Public Event**  
Key Aided Mentions Among Those Who Attended a Festival or Culture-Related Public Event in Nova Scotia in Past 12 Months



Q.C30: [IF CODES 2, 3, OR 4 IN Q.C28] What was the reason for attending the festival or culture-related public event?  
(n=1,218)

# Importance for Community to Host Major Festival or Culture-Related Event

*Just under two-thirds believe it would be important for their community to host a major festival or culture-related event.*

Support is weighted to the upper end, while just over one-half (54%) rate it as “important,” one-third rate it as “extremely important.”

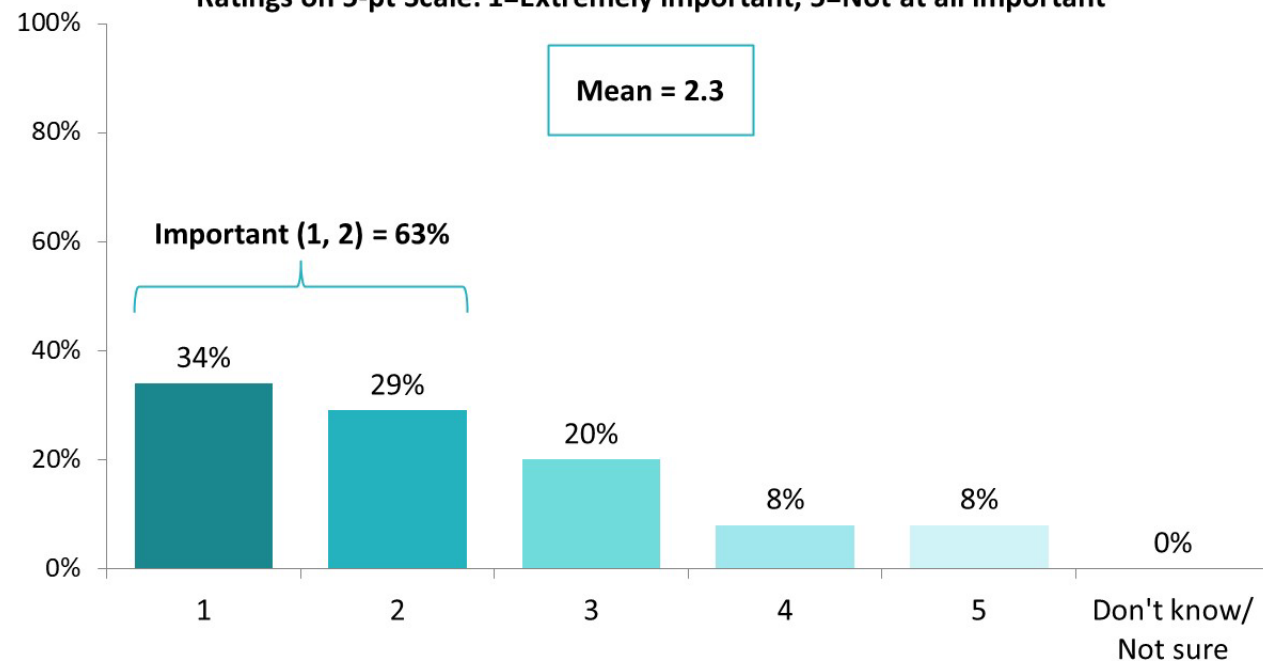
One in five (20%) are unsure, and just over one in six (16%) believe it is “not important.”

*Those who identify as **Black** are **less likely** than **South Asians** or those who identify as **white** to rate it as important that their community host a major festival or culture-related event.*

*There is also some variation by employment status, with **students** **less likely** to think it is important than those **working full time** or those who are **retired**. Those who are **retired** are also **more likely** to think it is important than are those **working part-time** or **not in the workforce**.*

## Importance for Community to Host Major Festival or Culture-Related Public Event

Ratings on 5-pt Scale: 1=Extremely important, 5=Not at all important



Q.C31: How important would it be for your community to host a major festival or culture-related public event (for example, the 2024 Women's World Curling Championships recently held in Sydney)? Please use a scale from 1 to 5 where '1' is extremely important and '5' is not at all important. (n=1,835) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation.*



NARRATIVE  
RESEARCH

# Participation in Culture-related Activities: NS Community-based Gatherings and Celebrations

# Attendance at Community Gathering or Celebration

*Two-thirds (66%) have attended a community gathering or celebration within the past year.*

Of those who have attended a community gathering or celebration, approximately one-half (52%) have attended four or fewer events.

Over one in ten (14%) who have attended an event have done so five or more times in the past year.

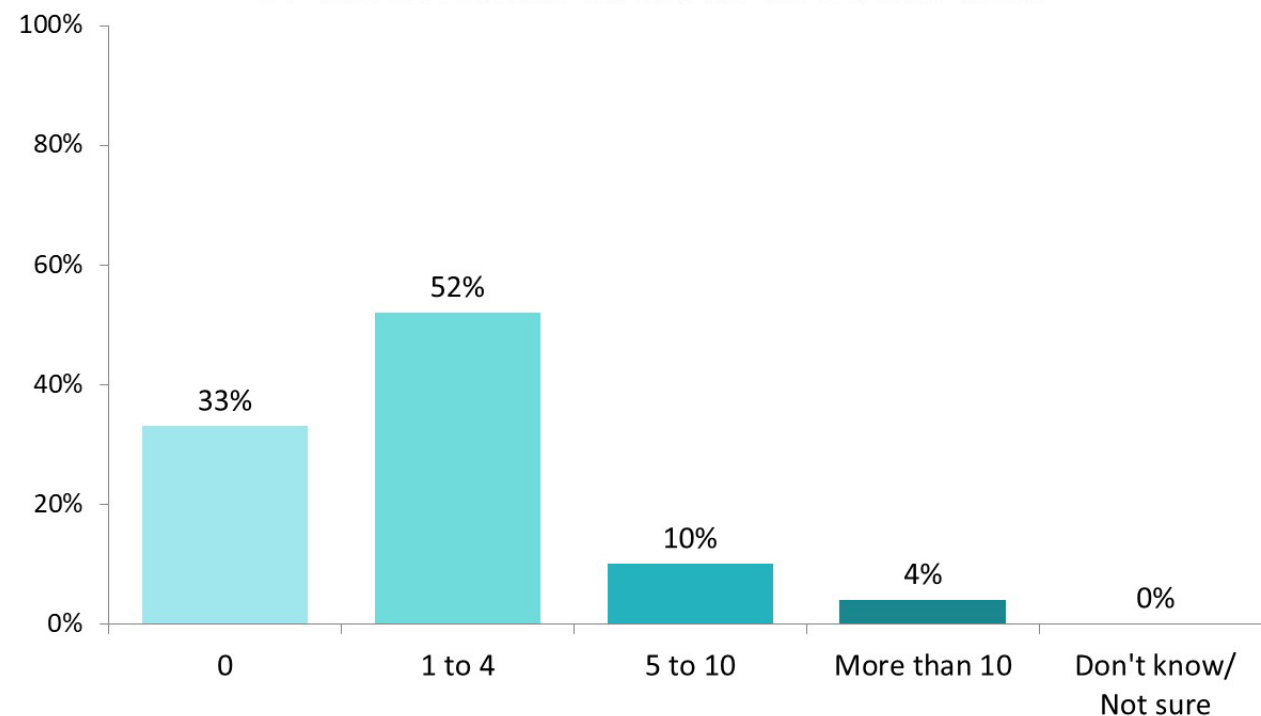
*Indigenous people are more likely than non-Indigenous people to have attended a community gathering or celebration within the past year. Those with household incomes of \$50,000 or more are more likely to have attended an event than those earning less than \$50,000.*

*Those with at least some college/university or higher levels of education are more likely than those with high school or less to have attended.*

*Residents of Halifax are less likely to have attended an event than are those elsewhere on Mainland NS.*

*Students are less likely to have attended a community gathering or celebration than almost all counterparts (only those not in the workforce fall below the analytical threshold of “higher” attendance).*

## Number of Times Attended a Community Gathering or Celebration in NS in the Past Year



Q.C32: How many times have you attended a community gathering or celebration in Nova Scotia in the past year?  
(n=1,835)

# Reasons for Not Attending a Community Gathering or Celebration

*Lack of interest is the leading reason for not attending a community gathering or celebration in the past year.*

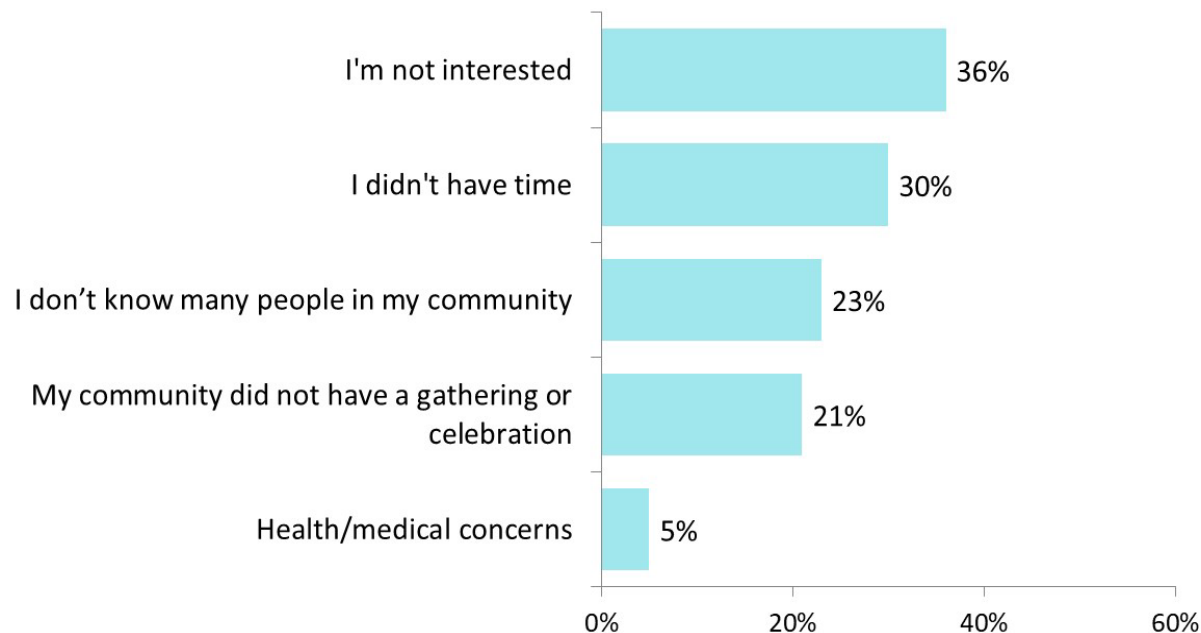
Three in ten (30%) cite lack of time. Close to one-quarter (23%) say they did not attend because they “don’t know many people…” in their community. Approximately one in five (21%) include the fact that their “community did not have a gathering or celebration” among the reasons for not attending one.

*While relatively few (5%) cite “health/medical concerns,” including that as well as “mobility/disability issues” and “social anxiety/don’t like crowds” for an overall “physical/mental health” category, the proportion nearly doubles to almost one in ten (9%) citing this as a reason for not attending a community gathering or celebration.*

*Men and households earning \$100,000 or more are more likely to cite lack of interest as a reason, compared to their counterparts. Those with high school or less are more likely than those with some college/university to cite lack of interest. Those with a disability are less likely than without a disability to cite either lack of interest or lack of time as reasons for not attending. Mentions of the aggregated “physical/mental health” are more likely among those with a disability than among those without. Those 55 or older and those who have moved to NS within the past five years are also less likely to cite lack of time as a reason for not attending, compared to their respective counterparts. Women, those 18-34 and those who have moved to NS within the past five years are more likely to include not knowing many others in their community as a reason for not attending a community gathering or celebration. Women are also more likely than men to include the community not having an event. Those 55 or older are more likely to mention something in the aggregated “physical/mental health” category than those in other age ranges.*

## Reasons for Not Attending a Community Gathering or Celebration

Key Aided Mentions Among Those Who Did Not Attend a Community Gathering or Celebration in Nova Scotia in the Past 12 Months



Q.C33: [IF '0' IN Q.C28] What are the main reasons why you did not attend a community gathering or celebration in Nova Scotia in the past 12 months? (n=627)

# Reasons for Attending Community Gathering or Celebration

*“Supporting the local community” is the most likely reason to attend a community gathering or celebration, with three-quarters citing it.*

Support for family or friends is among the reasons to attend for close to half (46%).

Just over four in ten (43%) include the event having “a positive impact on me” as a reason.

More than one-third (36%) say they “feel more connected with others after attending” and include this among their reasons for doing so.

One-third (33%) include “preservation and celebration of culture” among the reasons for attending a community gathering or celebration.

*Those who have moved to NS within the past five years and those not born in Canada are less likely than their counterparts to include “support for their local community” and “support for family or friends” among the reasons for attending a community gathering or celebration.*

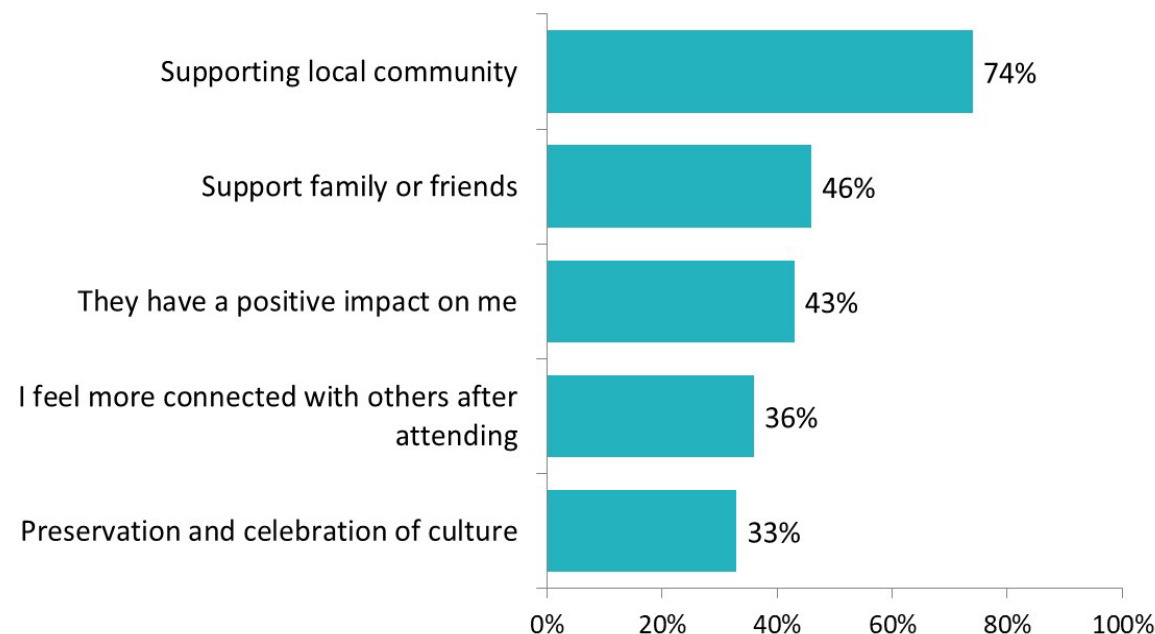
*Those 18-34 years of age are also less likely to cite “support for their local community” than are those 55 or older. Indigenous people are more likely than non-Indigenous people to include “support for family or friends” among the reasons for attending such an event.*

*Acadians and households earning \$50,000 or more are more likely to include the event having “a positive impact on me” as a reason, compared to their counterparts. Those with a college/university degree and those with at least some graduate work are more likely to include it than are those with high school or less. Those with at least some college/university, a college/university degree and those with at least some graduate work are more likely than those with a high school or less education to include feeling “more connected with others” or “preservation and celebration of culture.”*

*Acadians (and Gaelic nearly so) are more likely to include “preservation and celebration of culture” among the reasons for attending a community gathering or celebration, compared to their counterparts. Those with household incomes of \$100,000 or more are more likely than those earning less than \$50,000 to include this reason.*

## Reasons for Attending the Community Gathering or Celebration

Key Aided Mentions Among Those Who Attended a Community Gathering or Celebration in Nova Scotia in Past 12 Months



Q.C34: [IF CODES 2, 3, OR 4 IN Q.C32] What was the reason for attending the community gathering or celebration? (n=1,202)



**NARRATIVE**  
RESEARCH

# Participation in Culture-related Activities: NS Community Sport & Recreation

# Participated in or Experienced Organized Sport/Active Recreation

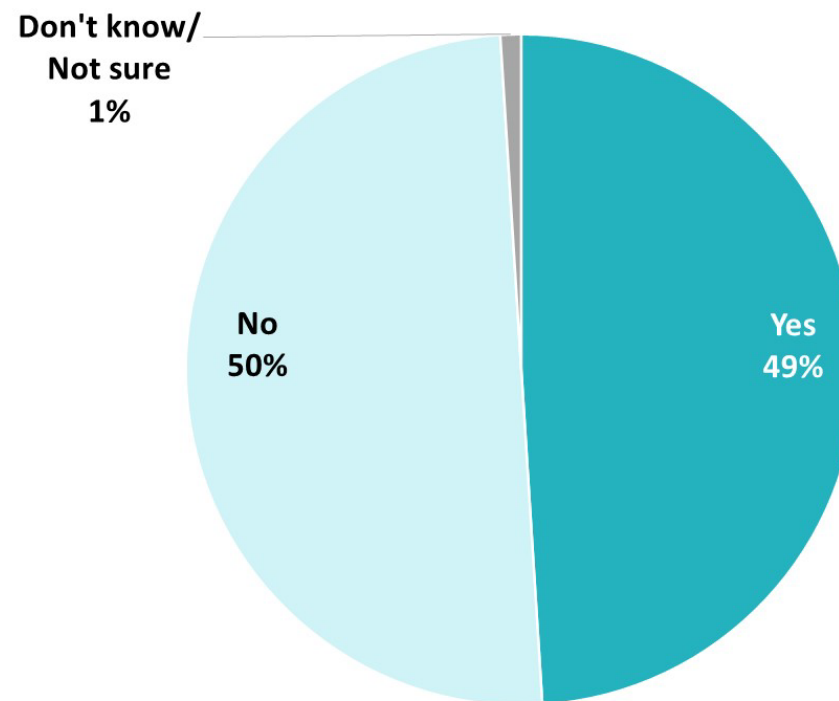
*Essentially equal proportions have participated in or experienced organized sport/active recreation within the past year, as have not.*

*Halifax residents are more likely than other Nova Scotians to have done so.*

*Women, those with a disability, households earning less than \$50,000 and those not in the workforce are less likely to have participated in or experienced organized sport/active recreation within the past year, compared to their counterparts.*

*Those with a high school or less education and those with some college/university are less likely than are those with a college/university degree and those with at least some graduate work, to have participated in or experienced organized sport and/or active recreation in Nova Scotia in the past year.*

## Participated In or Experienced Organized Sport and/or Active Recreation in NS in Past 12 Months



Q.C35: In the past 12 months have you participated in or experienced organized sport and/or active recreation in Nova Scotia? (n=1,835)

# How Organized Sport/Active Recreation Was Participated in/Experienced

*Informal participation is most often cited, with almost six in ten saying they participate in “unstructured sport on my own or with friends.”*

Four in ten (39%) say “fitness,” either in a formal or an informal setting, is a primary reason they participate.

Approximately one-quarter participate as “a member of a community sport organization or club” (24%) and/or playing “organized sport for fun through a recreation facility or community group” (23%).

*Compared to their respective counterparts, 18-34 year-olds, those not born in Canada, and those with high school or less are less likely to participate in “unstructured sport.”*

*Conversely, those of Gaelic heritage are more likely than those without Gaelic heritage to do so. Households earning less than \$50,000 are less likely than those earning \$50,000 to less than \$100,000 to participate in “unstructured sport.”*

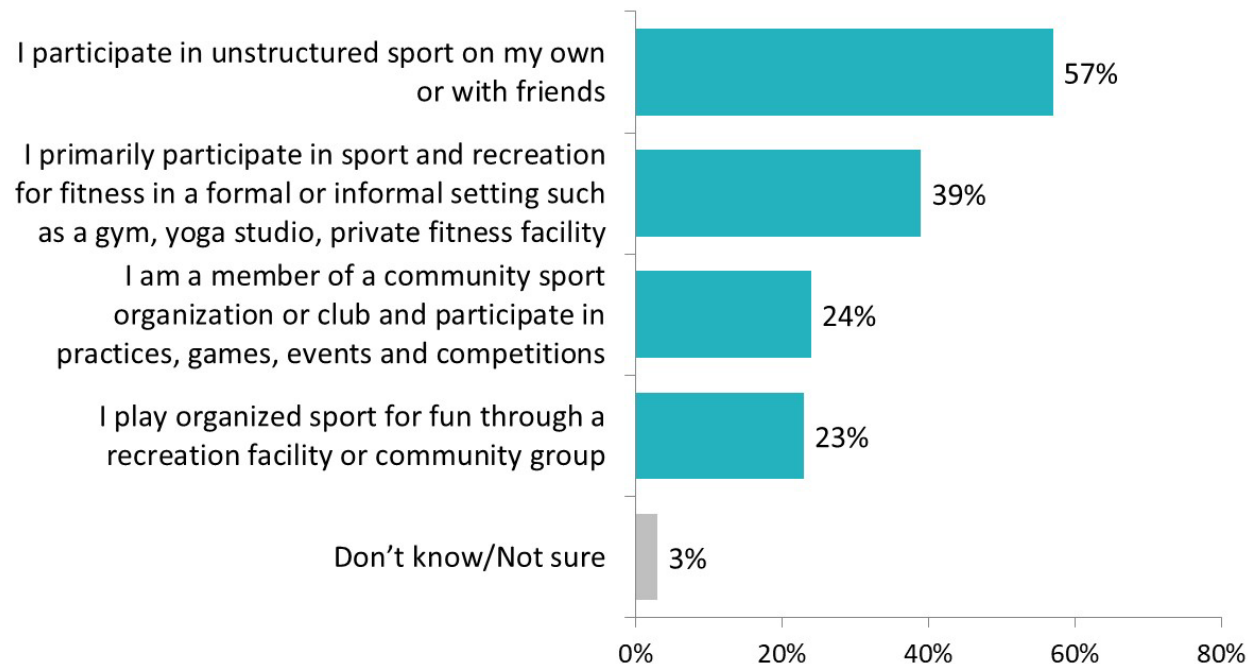
*Halifax residents, 18-34 year-olds, those who have moved to NS within the past five years, and those not born in Canada are more likely than their counterparts to say they “primarily participate ... for fitness.” Those with a disability are less likely than those without a disability to include this among their reasons for participation.*

*Men, households earning \$100,000 or more and those with some college/university are more likely to indicate that they are “a member of a community sport organization or club,” compared to their counterparts.*

*Women, those 55 or older and those who have moved to NS within the past five years are less likely to indicate that they “play organized sport ... through a recreation facility or community group,” as compared to their counterparts.*

## How Organized Sport/Active Recreation Was Participated in/Experienced

Key Aided Mentions Among Those Who Participated or Experienced Sport and/or Active Recreation in Nova Scotia in Past 12 Months



Q.C36: [IF 'YES' IN Q.C35] Which of the following best describes the way you experience sport and/or recreation? (n=915)

# Reasons for Not Participating in Sport/Active Recreation

*Three in ten say they have no interest in participating in sport and/or active recreation in the past year, which is the reason most often mentioned.*

One in five (20%) say they lack sufficient time to participate. Close to (or exactly) one in ten cite: “Physical limitations” (12%), “Health issues” (12%) and/ or “Age” (10%).

Smaller proportions say that their reasons include “Lack of options/opportunities” (7%), “Exercise on my own/workout at home” (7%), or “Cost” (6%).

*Those who have moved to NS within the past five years, were not born in Canada, those with a disability, and those with household incomes of less than \$50,000 to \$100,000 are less likely than their counterparts, to cite lack of interest/no desire as a reason for not participating. Those with a high school or less education and those with some college/university are more likely than those with at least some graduate work to mention lack of interest.*

*Those who have moved to NS within the past five years and those without a disability are more likely than their counterparts to say time constraints are a reason. 35-54 year-olds are more likely to cite this than are those 55 or older, and households earning \$50,000 to less than \$100,000 are more likely than households earning less than \$50,000.*

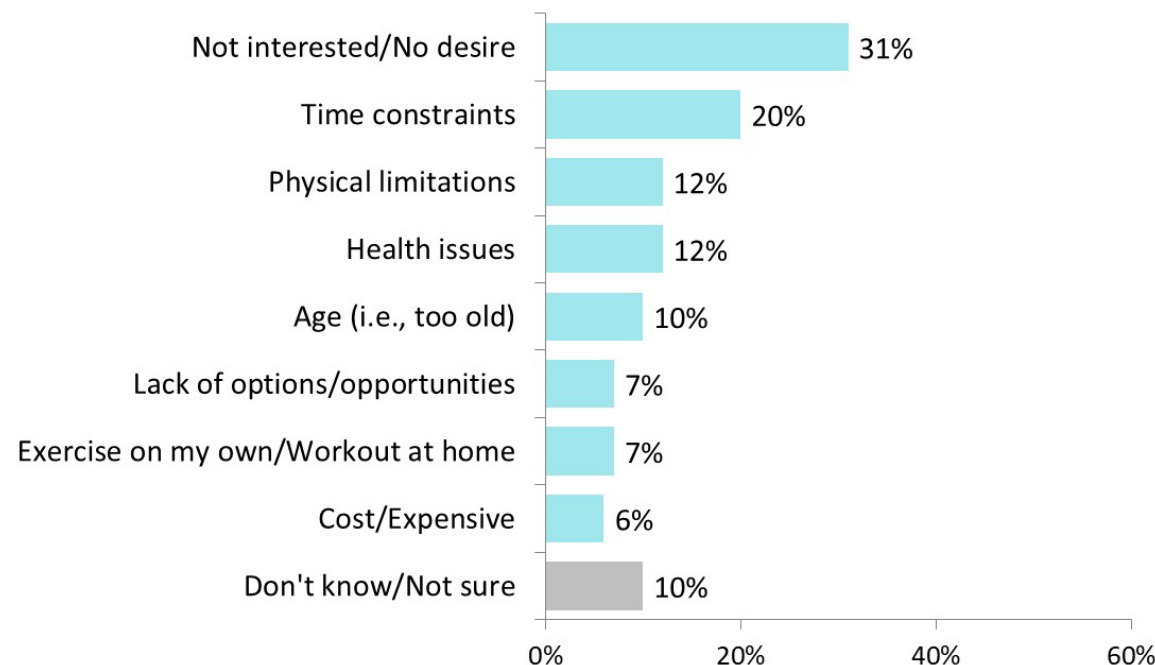
*Those 55 or older, living with a disability and households earning less than \$50,000 are more likely than their counterparts to cite physical limitations as a reason for not participating. Those with a high school or less education are more likely than those with at least some graduate work to cite this. Those not born in Canada are less likely than those born in Canada to do so.*

*Those with a disability are more likely to cite “health issues,” while those not born in Canada are less likely to cite it, compared to their respective counterparts.*

*Among age ranges, those 55 or older are more likely to cite “age,” while those 18-34 are more likely than those 55 or older to cite “lack of options/opportunities.”*

## Reasons for Not Participating in Sport and/or Active Recreation

Key Unaided Mentions Among Those Who Did Not Participate in Sport and/or Active Recreation Nova Scotia in the Past 12 Months



Q.C37: [IF 'NO' IN Q.C35] Why do you not participate in sport and/or active recreation? (n=913)

# Presence of Children Under 12 Years of Age in Household

*More than eight in ten of all households are without children under 12 years of age.*

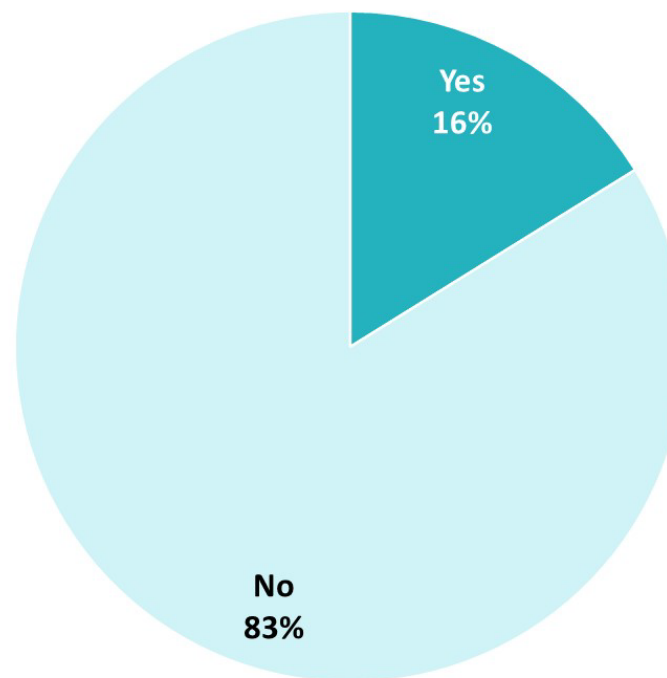
Just over one in six (16%) households report having children in this age range.

*Those 55 or older are less likely to have children under 12-years of age living in the household, compared to those in other age ranges.*

*Those who have moved to NS within the past five years and those not born in Canada are more likely to have children under 12 years of age in their household than their counterparts.*

*Those who identify as Black and/or South Asian are more likely to do so than those who identify as white.*

## Have Children in Household Under 12



Q.C38: Do you have children in your household who are under 12 years of age? (n=1,835)

# Children's Involvement in Sport and Recreation Activities

*Children are most likely involved in “unstructured sports and/or recreation on their own or with friends.”*

Four in ten (40%) indicate that their children “are formal members of a community sport organization, club or team.” Approximately one in four (23%) say that their children “are members of a community sport organization, club or team and participate informally on their own, or with friends.” One in five (20%) say their children “primarily participate in sport and recreation for fitness.”

*Those with a **disability** and households earning **less than \$100,000** are **less likely** to say their children “play unstructured sports and/or recreation on their own or with friends”, compared to their counterparts.*

***18-34** year-olds are **less likely** than **35-54** year-olds to say this, as **college/university graduates** are **less likely** than are those with at least **some graduate work**.*

*Those who have **moved to Nova Scotia within the past five years** and those **not born in Canada** are **less likely** to say their children “are formal members of a community sport organization, club or team,” compared to their counterparts.*

***Halifax** residents are **less likely** than those living elsewhere in **Mainland NS** to say this, as are those households earning **less than \$100,000** compared to those earning above this threshold.*

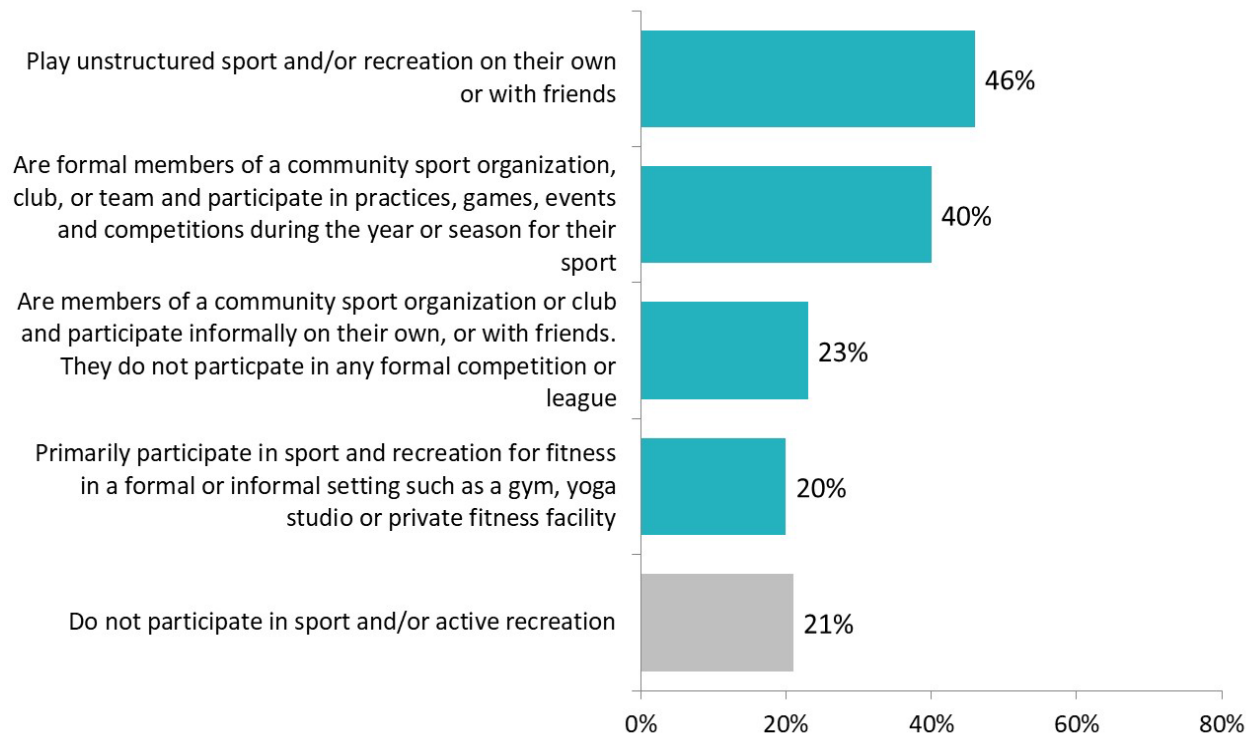
*Those with a **disability** are **more likely** than those without a disability to say their children “are formal members of a community sport organization, club or team.”*

*Compared to their respective counterparts, those who have **moved to Nova Scotia within the past five years** and those in households earning at least **\$50,000 but less than \$100,000** are **more likely** to say their children “are members of a community sport organization, club or team and participate informally on their own, or with friends.” Those who have **moved to Nova Scotia within the past five years** are **more likely** than **those who have not** to say their children “primarily participate in sport and recreation for fitness.”*

***Halifax** residents are **more likely** to say this than those living elsewhere in **Mainland NS**, and **35-54** year-olds are **more likely** than **18-34** year-olds to do so. Those **not born in Canada** and households earning **less than \$50,000** are **more likely** than **their counterparts** to say their children “do not participate in sport and/or active recreation.” Those **18-34** years of age are **more likely** to say this than are those **35 years or older**.*

## Children's Involvement in Sport and Recreation Activities

Total Aided Mentions Among Those with Children Under 12 Years



Q.C39: [IF 'YES' IN Q.C38] Which of the following statements best describe the involvement of children in your household in sport and recreation activities in Nova Scotia? (n=300)



# Reasons for Children Not Participating in Sport and/or Active Recreation

*The primary reason people say their children do not participate in sport and/or active recreation is that they are “too young.”*

Approximately one in four (23%) say their children are “not interested.”

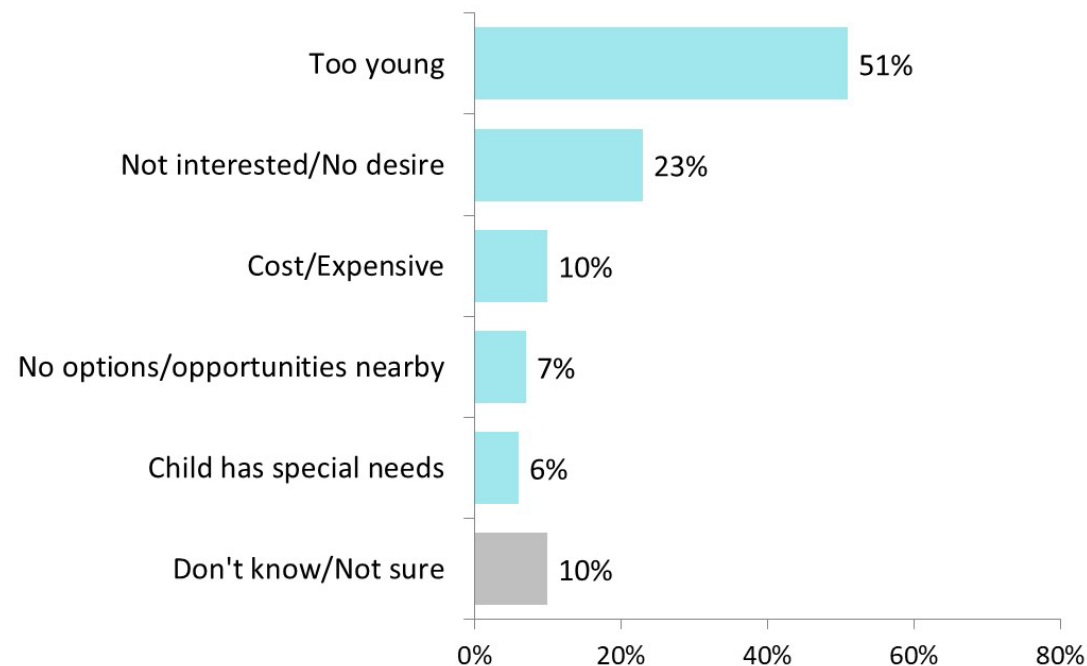
One in ten (10%) cite cost as a reason their children don’t participate.

Relatively few, approximately one in fourteen (7%), say its because there are “no options/opportunities nearby.”

Among approximately one in twenty (6%) families indicate that their “child has special needs” and this is why the child doesn’t participate in sport and/or active recreation.

## Reasons for Children Not Participating in Sport and/or Active Recreation

**Key Unaided Mentions Among Those Whose Children Under 12 Years Did Not Participate**



Q.C40: [IF 'DO NOT PARTICIPATE' IN Q.C39] Why do children in your household under 12 years of age not participate in sport and/or active recreation? (n=59)



# Presence of Youth 12-18 Years of Age in Household

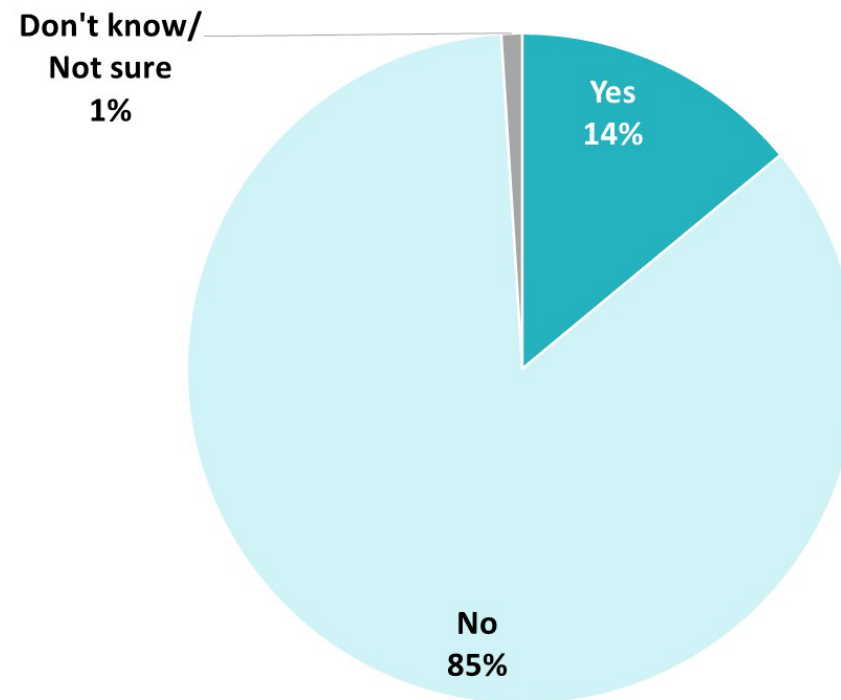
*Approximately one in seven have youth age from 12-18 in the household.*

The proportion with young people 12-18 years of age in the household (14%) is similar to the proportion with children under 12 (16%).

*Those 35-54 years of age are **more likely** to have youth between 12-18 years of age in their household than those in other age ranges.*

*Households earning **\$100,000 or more** are **more likely** than those earning **less than \$50,000** to have 12-18 years-olds in the home. **Retired** people are **less likely** to do so than **their counterparts**, except those **not in the workforce**, to have youth in their households.*

## Have Youth in Household 12-18 Years of Age



Q.C41: Do you have youth in your household who are 12-18 years of age? (n=1,835)

# Youth's Involvement in Sport and Recreation Activities

*Similar proportions of 12-18 year-olds "are members of a community sport organization, club or team [and compete]" and "play unstructured sport ... on their own or with friends."*

Those are the most commonly cited ways youth are involved in sports and recreation activities.

Approximately three in ten (28%) indicate that the youth in their household "primarily participate ... for fitness." One in five (19%) say the youth in their household "are members of a community sport organization or club and participate informally on their own or with friends." Almost one in six (17%) say the 12-18 year-olds in their household "do not participate in sport and/or active recreation."

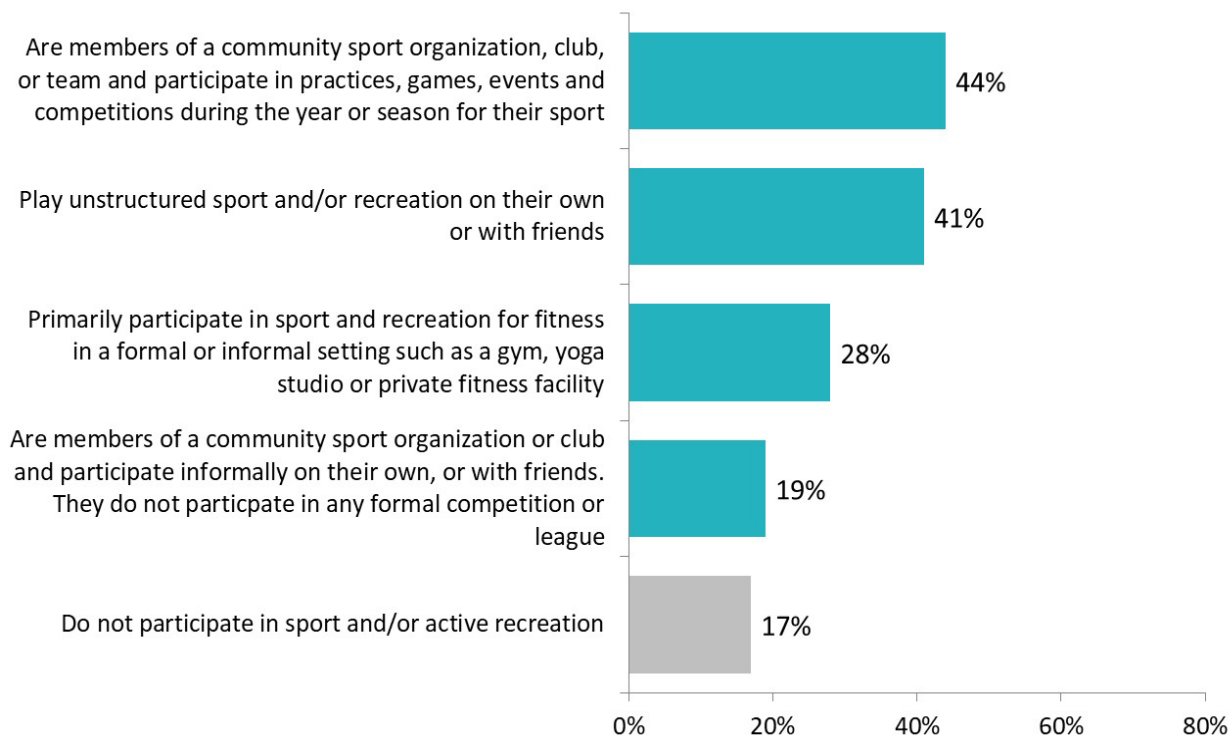
*Halifax residents are less likely than those living elsewhere in Mainland NS to say their 12-18 year-olds "are members of a community sport organization, club or team [and compete]." Households earning \$100,000 or more are more likely to say this than those in households earning more than \$50,000 to \$100,000. Those with at least some graduate work or graduate degree are more likely to say this than are those with a college/university degree.*

*Those of Gaelic heritage are less likely than those with no Gaelic heritage to say that the 12-18 year-olds in their households "play unstructured sport ... on their own or with friends." Those with at least some graduate work/graduate degree are more likely to say this than are those with a college/university degree.*

*Those with a disability are less likely than those without to say their youth "primarily participate ... for fitness." Similarly, those with a disability are more likely than those without to say that the 12-18 year-olds in their households "do not participate in sport and/or active recreation."*

## Youth's Involvement in Sport and Recreation Activities

Total Aided Mentions Among Those with Children 12-18 Years



Q.C42: [IF 'YES' IN Q.C41] Which of the following statements best describe the involvement of youth in your household in sport and recreation activities in Nova Scotia? (n=289)

# Description of Physical Activity

*People are more likely to agree that they “integrate physical movement into [their] day” (64%) than that they “... consider [themselves] to be physically active” (52%).*

Approximately two-thirds (64%) agree that they “integrate physical movement into [their] day.” In contrast, approximately one-half (52%), however, “consider [themselves] to be physically active.” (52%).

Those who have **moved to NS within the past five years** are **more likely to agree** with both statements, while those living with a **disability** are **less likely** to agree with either one, compared to their respective counterparts. Those who are **working** (either full-time or part-time), are **self-employed, students** and the **retired** are **more likely to agree** than the **unemployed** that they “integrate physical movement into [their] day.”

Those with a **college/university degree** and those with at least **some graduate work** are **more likely to agree** than are those with **high school or less**. Those households earning **\$50,000 to less than \$100,000** are **more likely to agree** than are those earning **less than \$50,000**.

Those **18-34 years of age**, those **not born in Canada**, **Indigenous** people and households earning **at least \$50,000** are **more likely than others** to “consider [themselves] to be physically active.” **South Asians** are **more likely to agree** that they are “physically active” than those describing themselves as either **Black** or **white**.

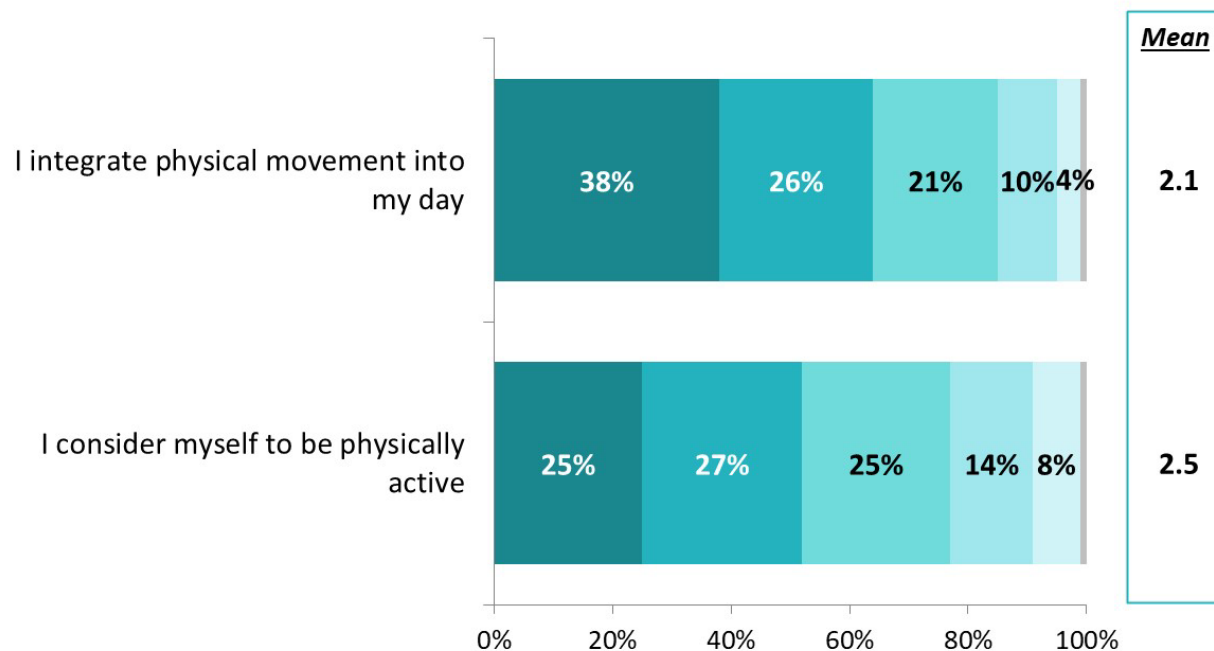
Those **not in the workforce** are **less likely to agree** than their counterparts, and the **unemployed** are **less likely** to do so than **students**, those **working full-time** and the **self-employed**.

Those with at least **some college/university** are **less likely to agree** that they are “physically active” than **others**, and those with **high school or less** are **less likely** than those with at least **some graduate work**.

## Statements About Physical Activity

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

1 2 3 4 5 Don't know/Not sure



Q.C43a-b: Please indicate the extent to which you agree or disagree with each of the following statements, using a scale of 1 to 5 where '1' is strongly agree and '5' is strongly disagree. (n=1,835) *Note: Responses of 'Don't know/Not sure' have been removed from mean calculation. Mentions of 3% or less are represented as a bar.*



NARRATIVE  
RESEARCH

# Appendix A: Survey Questionnaire



NARRATIVE  
RESEARCH

## Appendix B: Tabular Results



**NARRATIVE**  
RESEARCH

Every insight tells a story.