



Professional Association of Canadian Theatres
submitted by Nanos, March 2014 (Submission 2014-428)

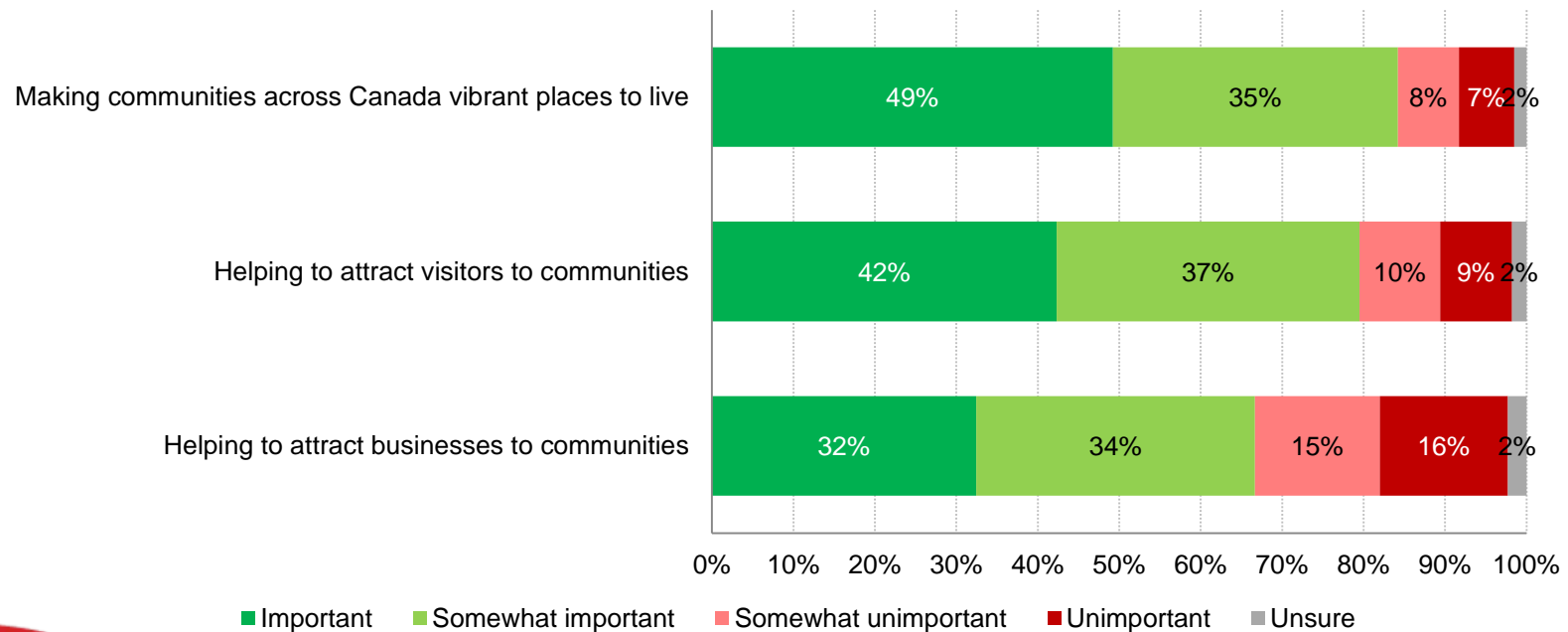


Executive Summary

- **Importance of Live Theatre** – Overall, live theatre is seen to play an important role in community development for a majority of Canadians. The role that live theatre plays in making Canadian communities vibrant places to live is seen as important for over eight in ten Canadians (49.2% important, 35.0% somewhat important). Live theatre is perceived to be similarly important for attracting visitors to communities (42.3% important, 37.2% somewhat important). The role of live theatre in helping to attract businesses to communities is perceived to be slightly less important (32.4% important, 34.2% somewhat important).
- **Perceptions of Federal Funding** – A majority of Canadians are in favour of federal investment in additional funding for live theatre programming nationwide for Canada's 150th anniversary. Forty-six (45.8) percent support and 31.4 percent somewhat support this type of investment.

Importance of Live Theatre

Source: Nanos Research, RDD dual frame random telephone random survey, March 6th to 12th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



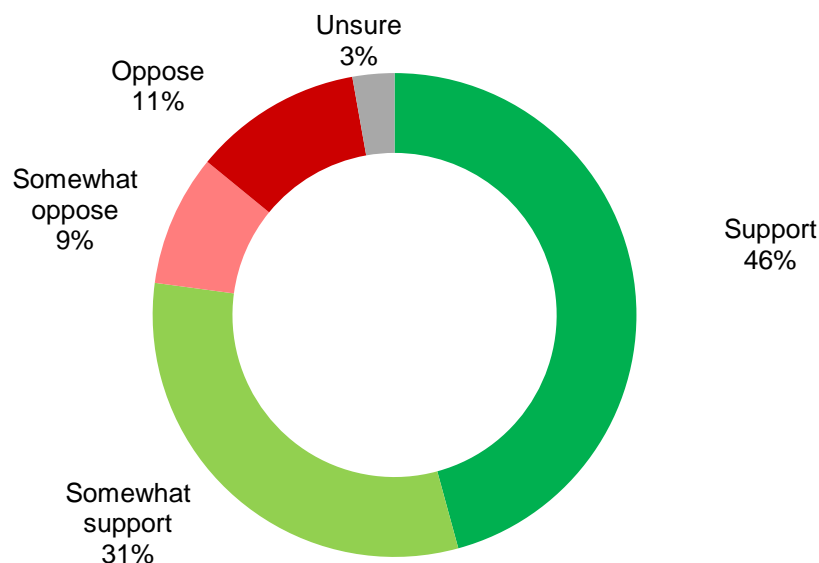
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Would you say that live theatre plays an important, somewhat important, somewhat unimportant or unimportant role in the following [ROTATE]

The role that live theatre plays in making Canadian communities vibrant places to live is seen as very important to respondents (49.2% important, 35.0% somewhat important). Similarly high importance levels are ascribed to its role in attracting visitors to communities.

Perceptions of Federal Funding

Source: Nanos Research, RDD dual frame random telephone random survey, March 6th to 12th, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the federal government investing new funds for live theatre programming in communities across Canada for Canada's 150th anniversary?

A majority of Canadians are in favour of federal investment in additional funding for live theatre programming nationwide for Canada's 150th anniversary (45.8% support, 31.4% somewhat support).



Methodology

Methodology

Nanos conducted a national RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians between March 6th and 12th, 2014 as part of an omnibus survey. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

The research was commissioned by the Professional Association of Canadian Theatres.

Individuals randomly called using random digit dialling and were called five times.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

Note: Charts may not add up to 100 due to rounding



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Tabulations

Confidential



2014-428 – PACT – STAT SHEET

Would you say that live theatre plays an important, somewhat important, somewhat unimportant, or unimportant role in the following [ROTATE Q1-3]:

		Question 1 – Making communities across Canada vibrant places to live					
		Total	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-03	1000	49.2	35.0	7.5	6.8	1.5
	Atlantic	100	45.7	40.4	8.3	2.3	3.3
	Quebec	250	43.0	32.8	11.1	12.5	.7
	Ontario	300	53.8	33.9	5.3	5.5	1.5
	Prairies	200	48.3	35.0	7.7	6.7	2.3
Gender	British Columbia	150	53.9	37.2	4.9	3.1	.9
	Male	499	45.9	33.6	9.4	9.3	1.7
	Female	501	52.5	36.3	5.5	4.4	1.3
Age	18 to 29	205	51.0	40.0	1.6	7.4	.0
	30 to 39	169	48.7	31.9	10.4	6.9	2.1
	40 to 49	208	48.4	36.5	9.8	4.6	.7
	50 to 59	178	46.4	37.5	9.3	6.0	.8
	60 plus	239	50.8	29.7	6.9	8.8	3.8

		Question 2 – Helping to attract visitors to communities					
		Total	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-03	1000	42.3	37.2	9.9	8.8	1.8
	Atlantic	100	49.4	37.2	8.4	3.5	1.5
	Quebec	250	37.8	36.7	10.3	14.5	.6
	Ontario	300	48.1	34.9	8.9	6.7	1.3
	Prairies	200	37.2	40.5	7.0	10.7	4.6
Gender	British Columbia	150	40.3	38.2	15.9	4.6	.9
	Male	499	37.6	38.3	9.6	12.7	1.8
	Female	501	47.0	36.2	10.2	4.9	1.7
Age	18 to 29	205	43.4	37.8	8.6	10.1	.0
	30 to 39	169	39.2	37.0	12.8	10.3	.7
	40 to 49	208	40.1	41.4	9.6	7.3	1.6
	50 to 59	178	39.5	39.4	10.5	6.9	3.7
	60 plus	239	47.7	31.6	8.6	9.4	2.7



2014-428 – PACT – STAT SHEET

Would you say that live theatre plays an important, somewhat important, somewhat unimportant, or unimportant role in the following [ROTATE Q1-3]:

		Question 3 – Helping to attract businesses to communities					
		Total	Important	Somewhat important	Somewhat unimportant	Unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-03	1000	32.4	34.2	15.3	15.7	2.3
	Atlantic	100	33.8	37.1	15.8	11.7	1.5
	Quebec	250	29.5	34.9	17.1	18.2	.4
	Ontario	300	38.8	33.9	12.1	12.8	2.4
	Prairies	200	27.5	31.4	18.9	17.1	5.0
Gender	British Columbia	150	30.2	35.5	13.9	18.1	2.3
	Male	499	29.2	32.5	17.2	19.0	2.1
	Female	501	35.6	35.9	13.5	12.4	2.5
Age	18 to 29	205	28.4	33.7	19.5	18.4	.0
	30 to 39	169	28.1	34.1	20.6	14.5	2.6
	40 to 49	208	34.8	36.9	11.0	14.4	2.9
	50 to 59	178	27.5	34.3	17.1	17.7	3.3
	60 plus	239	40.6	32.3	10.5	13.9	2.8

		Question 4 – Do you support, somewhat support, somewhat oppose or oppose the federal government investing new funds for live theatre programming in communities across Canada for Canada's 150th anniversary?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-03	1000	45.8	31.4	8.8	11.3	2.8
	Atlantic	100	44.9	40.2	7.0	7.1	.8
	Quebec	250	35.1	31.3	14.1	18.4	1.1
	Ontario	300	48.7	31.6	5.3	11.6	2.7
	Prairies	200	48.5	29.8	11.3	5.0	5.4
Gender	British Columbia	150	54.5	27.4	4.5	10.0	3.6
	Male	499	43.4	33.7	7.5	12.4	3.0
	Female	501	48.2	29.1	10.0	10.2	2.6
Age	18 to 29	205	44.5	34.7	7.5	8.7	4.5
	30 to 39	169	40.9	35.1	11.4	10.3	2.3
	40 to 49	208	44.5	33.8	8.4	12.0	1.2
	50 to 59	178	47.0	28.0	11.1	11.9	1.9
	60 plus	239	50.5	26.2	6.5	13.2	3.6