

Culture-goers most comfortable with single ticket purchase over an annual subscription or membership – Vaccines on rise as key trigger to return

Arts Response Tracking Study – Wave 3

Conducted by Nanos for Business / Arts, released January 2021
Submission 2020-1726



Business / Arts



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Arts Response Tracking Study

The Arts Response Tracking Study is a regular monitor of the environment in the arts and culture sector.

The study focuses on culture-goers who have attended an indoor cultural gathering, an outdoor cultural gathering or a gallery or museum in the 12-month period prior to the COVID-19 pandemic.

This third report contains information on the sentiment of Canadian culture-goers, namely:

- Tracking on when culture-goers plan to return to in-person performances and exhibitions;
- Tracking on what precautions are required to make culture-goers comfortable in returning;
- Current obstacles to art and culture participation; and,
- Comfort levels purchasing single tickets and membership to favourite art/cultural organizations in 2021.

The study was sponsored by Business / Arts and the National Art Centre, the Founding Arts Partner for this project.

Supporting organizations in 2021

	Single ticket purchase	Membership/ subscription
Comfortable	[29%]	[12%]
Somewhat comfortable	[24%]	[15%]

Culture-goers level of comfort is consistent across attendees of indoor and outdoor cultural activities, and galleries/museums.

In 2021, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

Returning to in-person events

Have returned to museums
since pandemic

[11%]

Have returned to outdoor
events since pandemic

[9%]

Have returned to indoor
events since pandemic

[5%]

Plans to never
return to museums

[6%]

Plans to never return
to outdoor events

[6%]

Plans to never return to
indoor events

[8%]

There has been a decrease in culture-goers who are unsure when they will return to indoor events (33%, 43% in July) and museum (29%, 37% in July).

Importance of Vaccines

Culture-goers increasingly mention a vaccine as a precaution for early return to in-person arts/cultural performances and exhibitions



44% of outdoor culture goers (15% in July, 16% in May) who plan to attend one to five months after reopening say they want a vaccine to make them comfortable to attend in-person indoor performances.

46% of indoor culture goers (28% in July, 23% in May) who plan to attend one to five months after reopening say they want a vaccine to make them comfortable to attend in-person indoor performances.

Current obstacles to participation

Safety and being exposed to the COVID-19 virus is the main obstacle mentioned by all culture-goers (consistent across regions, age and gender). Secondly, crowds and other people not respecting health measures are mentioned as obstacles.

About one in ten said they don't currently have any obstacles to attending an in-person cultural or art event.

Obstacles to participation

Top mentions that cultural/arts organisations can act upon

- Fear of being exposed to virus - **33%**
- Crowds/other people not respecting health measures - **13%**
- Cost - **3%**

Top mentions outside of arts and cultural organizations' control

- I am or someone in my household is high risk/immunocompromised/older - **13%**
- A vaccine - **9%**
- Quarantine/venues are closed/government regulations - **6%**

Key findings



Culture-goers are more comfortable supporting their favourite arts/cultural organization in 2021 by buying single tickets than purchasing a membership or subscription

Just over one in two culture-goers say they will feel comfortable (29%) or somewhat comfortable (24%) making single ticket purchases in 2021, while just over one in four say they are comfortable (12%) or somewhat comfortable (15%) paying for annual subscription or membership.



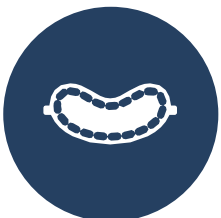
Culture-goers increasingly mention a vaccine as a precaution for INDOOR arts/cultural performances for early return

32% of indoor culture-goers (19% in July, 12% in May) who plan to attend immediately after reopening and 46% of indoor culture goers (28% in July, 23% in May) who plan to attend one to five months after reopening say they want a vaccine to make them comfortable to attend in-person indoor performances.



Culture-goers increasingly mention a vaccine as a precaution for OUTDOOR arts/cultural performances for early return

27% of outdoor culture-goers (6% in July, 5% in May) who plan to attend immediately after reopening, 44% (15% in July, 16% in May) who plan to attend one to five months after reopening, and 61% (34% in July, 39% in May) who say they will wait 6 months or more say they want a vaccine to make them comfortable to attend in-person outdoor performances.



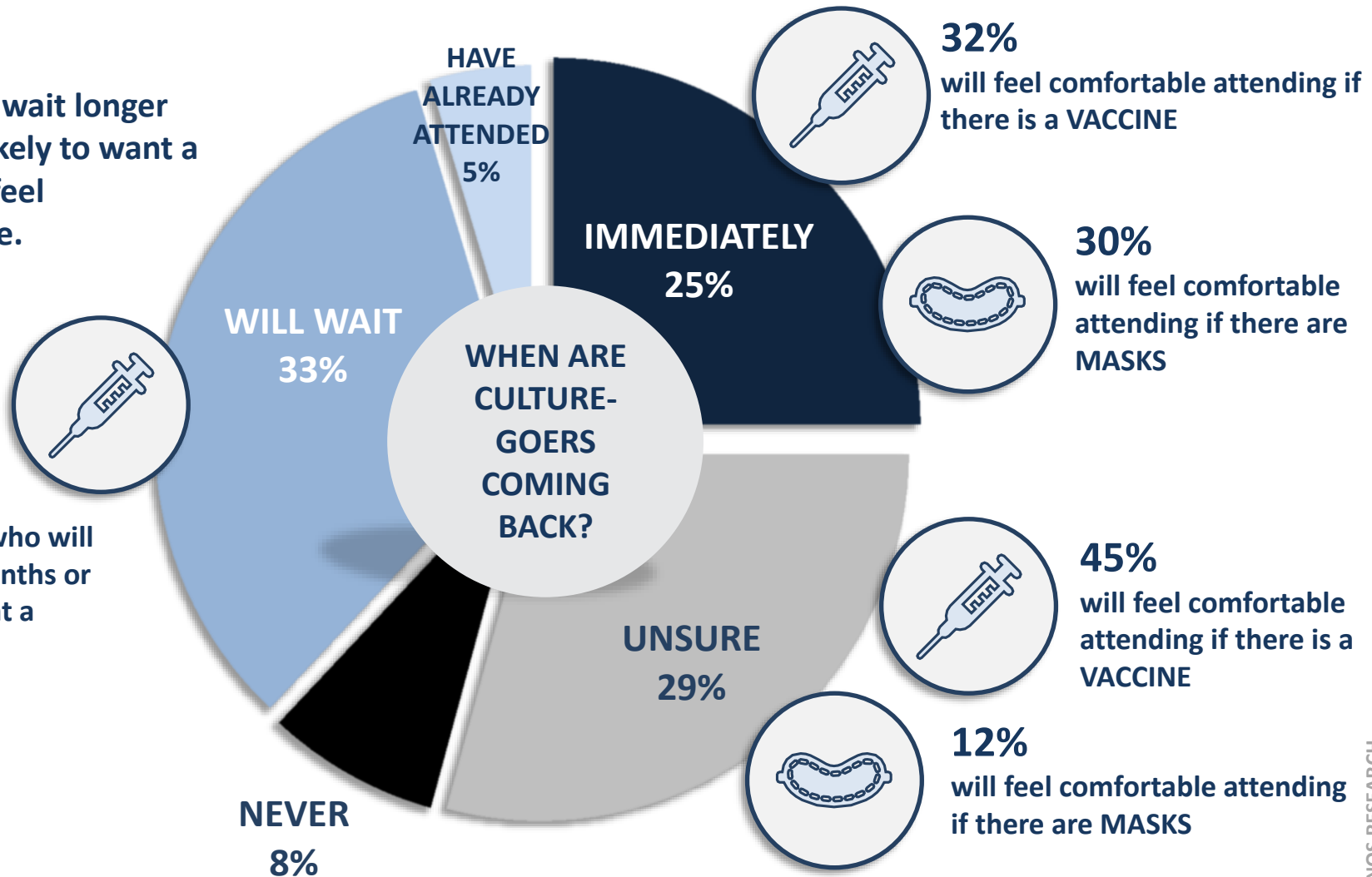
There is a decrease in mentions of masks as a precaution for INDOOR arts/cultural performances for early return

27% of indoor culture-goers (43% in July, 29% in May) who plan to attend one to five months after reopening, and 17% of indoor culture-goers (29% in July, 24% in May) who plan to attend over six months after reopening say they want MASKS to make them comfortable to attend indoor performances.

Indoor cultural activities > motivators

Updated November 2020

Those who wait longer
are more likely to want a
vaccine to feel
comfortable.



Readers should note that these views are based on two questions, when someone may return and the motivators needs to return.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=669
Canadians who attended an indoor cultural activity, accurate 3.8 percentage points plus or minus, 19 times out of 20.

Outdoor cultural activities > motivators

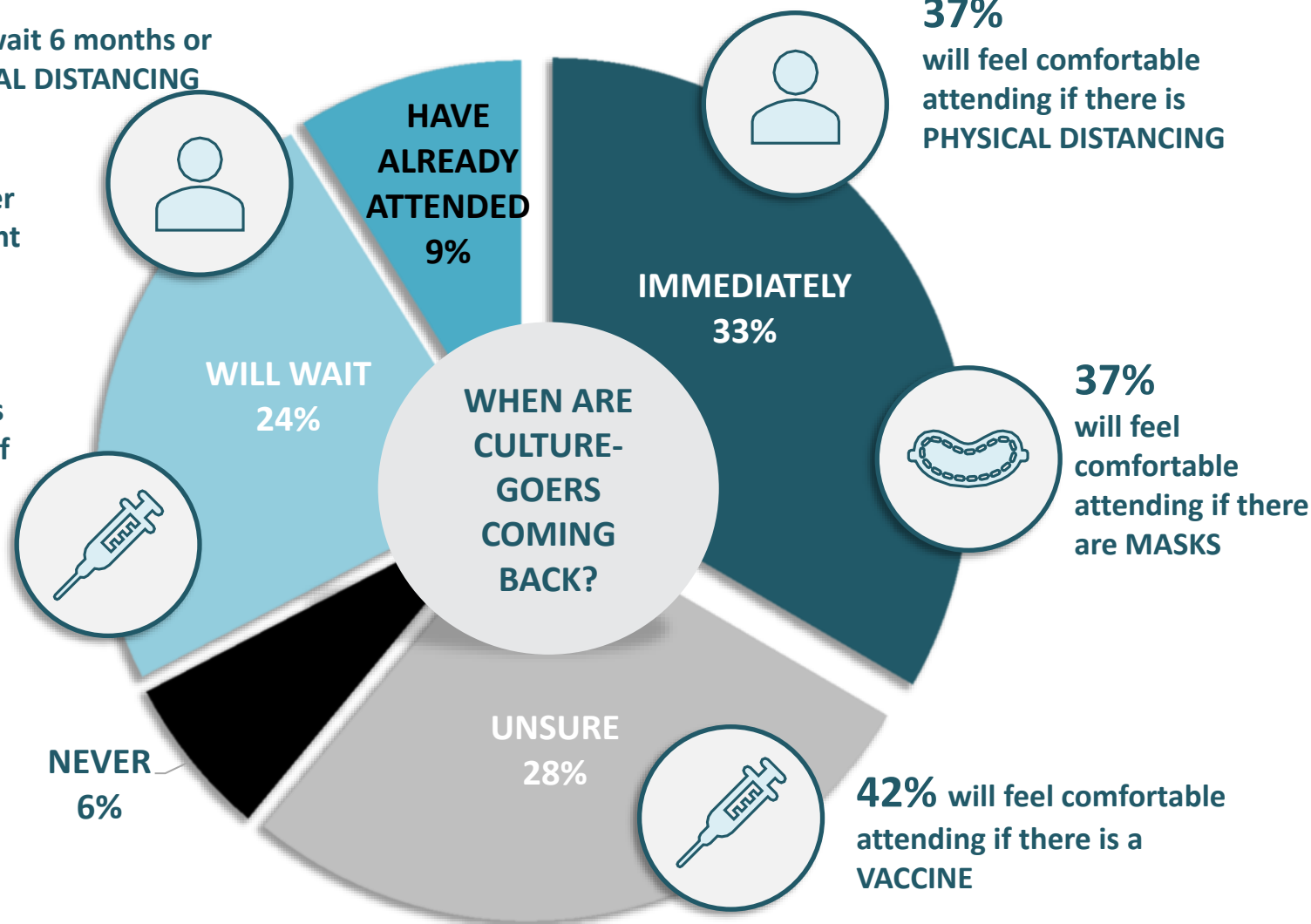
Updated November 2020

26%

of those who will wait 6 months or more want PHYSICAL DISTANCING

Those who wait longer are more likely to want a vaccine to feel comfortable.

61% of those who plan to wait 6 months or more after lifting of COVID-19 restrictions want a vaccine



Readers should note that these views are based on two questions, when someone may return and the motivators needs to return.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th to 29th, 2020, n=418

Canadians who attended outdoor cultural activities, accurate 4.8 percentage points plus or minus, 19 times out of 20.

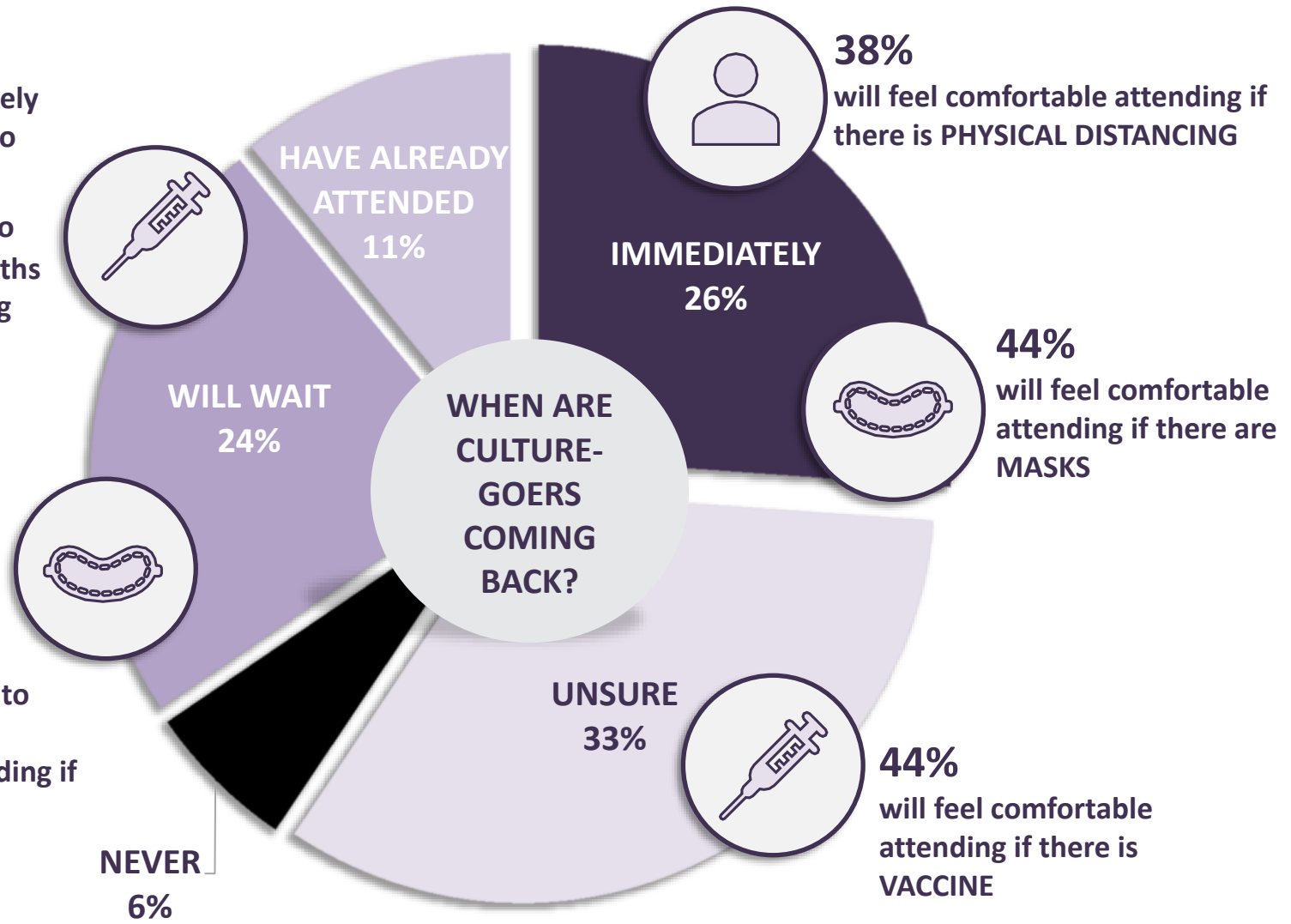
Museums and galleries > motivators

Updated November 2020

Those who wait longer are more likely to want a vaccine to feel comfortable.

62% of those who plan to wait 6 months or more after lifting of COVID-19 restrictions want a vaccine

29% of those who plan to wait will feel comfortable attending if there are MASKS



Readers should note that these views are based on two questions, when someone may return and the motivators needs to return.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 26th and 29th, 2020, n=518 Canadians who attended an art gallery or museum, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Indoor Arts and Cultural Performances

Regarding indoor arts and cultural performances, one in four indoor culture-goers say that they plan to attend them in person immediately after businesses, government and cultural organizations are re-opened and following public guidelines.

One in four indoor culture-goers say they plan to attend in person, indoor arts and cultural performances immediately after businesses, are re-opened and following public guidelines

- **Canadians most frequently report attending theatre and popular music performance indoors –** Asked which indoor cultural gatherings they have attended in the 12 months before the Covid-19 outbreak, Canadians most frequently say theatre (drama, musical, dinner, comedy) indoors (48%), followed by popular music performance indoors (36%), classical music performance indoors (18%), or a cultural or heritage music, theatre or dance performance (16%). Over one third of Canadians (36%) say they have not attended indoor cultural gatherings in the previous year.
- **One in four indoor culture-goers say that they plan to attend indoor arts and cultural performances in person immediately after businesses, government and cultural organizations are re-opened and following public guidelines –** Asked when they plan to attend, in person, an indoor arts or cultural performance, indoor culture-goers say, on average, 5 months after businesses, government and cultural organizations are reopened and following public health guidelines (6 months in July 2020). One in four (25%) say they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines, while 20 per cent say in 1-5 months and 14 per cent say in 6 months or more. Five per cent say they have already attended indoor performances during COVID, while eight per cent say never and 29 per cent are unsure when they will attend.

Thirty-two per cent of indoor culture-goers who plan to immediately attend indoor performances after businesses reopen and are following medical guidelines say vaccines are a precaution that would make them feel comfortable attending them

- **Indoor culture-goers who plan on attending indoor arts and cultural performances immediately after businesses reopen and are following health guidelines say they want a vaccine, social/physical distancing and masks** – Asked what are the precautions that need to occur to make them comfortable to attend an INDOOR arts or cultural performance, indoor culture-goers who plan to immediately attend them after businesses are reopened and following health guidelines most frequently say a vaccine (32%; 19% in July, 12% in May), followed by masks (30%; 40% in July), social/physical distancing (30%), proper ventilation (13%; three per cent in July), following medical/government guidelines (12%) and cleaning protocols (10%). Six per cent of indoor culture-goers who plan to attend indoor performances immediately after businesses reopen and are following health guideline say no precautions are needed.
- **Indoor culture-goers are increasingly likely to say a vaccine is needed for them to feel comfortable attending indoor arts and cultural performances** – Over one in two indoor culture-goers (60%) who plan to attend, in person, an indoor art or cultural performance 6 months or more after businesses, government and cultural organizations are re-opened and following public guidelines mention a vaccine as a precaution that needs to occur to make them feel comfortable attending an indoor arts or cultural performance, while 46% per cent of those who plan to wait one to five months say the same, (up from 28% in July), and 32% (19% in July) of those who plan to attend immediately.

Outdoor Arts and Cultural Performances

One in three outdoor culture-goers say they plan to attend an outdoor arts or cultural performance immediately after businesses, government and cultural organizations are re-opened and following public guidelines, with vaccines becoming an increasingly important precaution for culture-goers to feel comfortable attending performances again.

- **Canadians most frequently report attending popular music performance outdoors** – Asked which outdoor cultural gatherings they have attended in the 12 months before the Covid-19 outbreak, Canadians most frequently say outdoor popular music performance (28%), followed by outdoor cultural or heritage music, theatre or dance performance (15%), and outdoor theatre (13%). One in two Canadians (51%) say they have not attended in the previous year, and 10 per cent do not recall.
- **One third of outdoor culture-goers say they plan to attend an outdoor arts or cultural performance immediately after businesses, government and cultural organizations are re-opened and following public guidelines** – Asked when they plan to attend, in person, an outdoor arts or cultural performance, outdoor culture-goers say on average, 5 months after businesses, government and cultural organizations are reopened and following public health guidelines. One third (33%) say they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines, while 13 per cent say in 1-5 months and 11 per cent say in 6 months or more. Nine per cent say they have already attended an outdoor performance during COVID-19, while 28 per cent are unsure and six per cent say never.

One in three outdoor culture goer say they plan to attend an outdoor arts or cultural performances immediately after businesses are reopening and following public health guidelines

Over one in three outdoor culture-goers who plan to immediately attend outdoor performances after businesses reopen and are following medical guidelines each say masks and physical distancing is a precaution that would make them feel comfortable attending

- **Outdoor culture-goers who plan on attending outdoor arts and cultural performances immediately after businesses reopen and are following health guidelines say they want masks and social/physical distancing** – Asked what are the precautions that need to occur to make them comfortable to attend an outdoor arts or cultural performance, outdoor culture-goers who plan to immediately attend after businesses are reopened and following health guidelines most frequently say masks (37%) and social/physical distancing (37%; 55% in July), followed by a vaccine (27%; six per cent in July), following medical/government guidelines (11%), and hand washing/sanitizer (10%). Seven per cent of outdoor culture-goers who plan to attend outdoor performances immediately after businesses reopen and are following health guideline say no precautions are needed.
- **Outdoor culture-goers are increasingly likely to say a vaccine is needed for them to feel comfortable attending outdoor arts and cultural performances** – Over six in ten outdoor culture-goers (61%; up from 34% in July) who plan to attend, in person, an outdoor art or cultural performance 6 months or more after businesses, government and cultural organizations are reopened and following public guidelines mention a vaccine as a precaution that needs to occur to make them feel comfortable attending an outdoor arts or cultural performance, compared to 44% of those who plan to wait one to five months (up from 15% in July), and 27% of those who plan to attend immediately (six per cent in July).

Over one in four art gallery and museum culture-goers say they plan to attend, in person, a museum or art gallery immediately after businesses are reopened and following public guidelines

Museums and Art Galleries

Art gallery and museum culture-goers say they plan to attend a museum or art gallery, on average, 4.9 months after businesses, government and cultural organizations are opened and following public guidelines, and three in ten say they plan to do so immediately after businesses are reopening.

- **Over two thirds of Canadians say they attended an art museum or public art gallery in the 12 months prior to the Covid-19 pandemic** – Asked which they have attended in the 12 months before the Covid-19 outbreak, Canadians most frequently say an art museum or public art gallery (39%), followed by a museum other than an art museum (29%). Fifty-one per cent do not recall.
- **More than three in ten art gallery and museum culture-goers say they have already attended or plan to attend, in person, a museum or art gallery immediately after businesses, government and cultural organizations are reopened and following public guidelines** – Asked when they plan to attend, in person, a museum or art gallery, art gallery and museum culture-goers say on average, five months after businesses, government and cultural organizations are reopened and following public health guidelines. Close to four in ten say they have already attended (11%) or they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines (26%), while 14 per cent say 1-5 months and nine per cent say 6 months or more. Six per cent per cent say never and 33 per cent are unsure (43% in July).

Culture-goers increasingly mention vaccines as a way to make them feel more comfortable attending in-person activities, whether indoor, outdoor or an art gallery/museum.

- **Art gallery and museum culture-goers who plan on attending an art gallery or museum immediately after businesses reopen and are following health guidelines say they want masks –** Asked what are the precautions that need to occur to make them comfortable to attend an art gallery or museum, culture-goers who plan to immediately attend after businesses are reopened and following health guidelines most frequently say masks (45%), followed by social/physical distancing (38%), a vaccine (23%; eight per cent in July), smaller events/capacity (17%) and following medical/ government guidelines (16%). Four per cent of gallery and museum culture-goers who plan to attend them immediately after businesses reopen and are following health guideline say no precautions are needed.
- **Art gallery and museum culture-goers increasingly say a vaccine is needed for them to feel comfortable attending art galleries or museums in-person –** Over six in ten art gallery and museum culture-goers (62%; up from 29% in July) who plan to attend, in person, an art gallery or museum 6 months or more after businesses, government and cultural organizations are re-opened and following public guidelines mention a vaccine as a precaution that needs to occur to make them feel comfortable attending an art gallery or museum, compared to 35% of those who plan to wait one to five months (15% in July), and 23 per cent of those who plan to attend immediately (eight per cent in July).

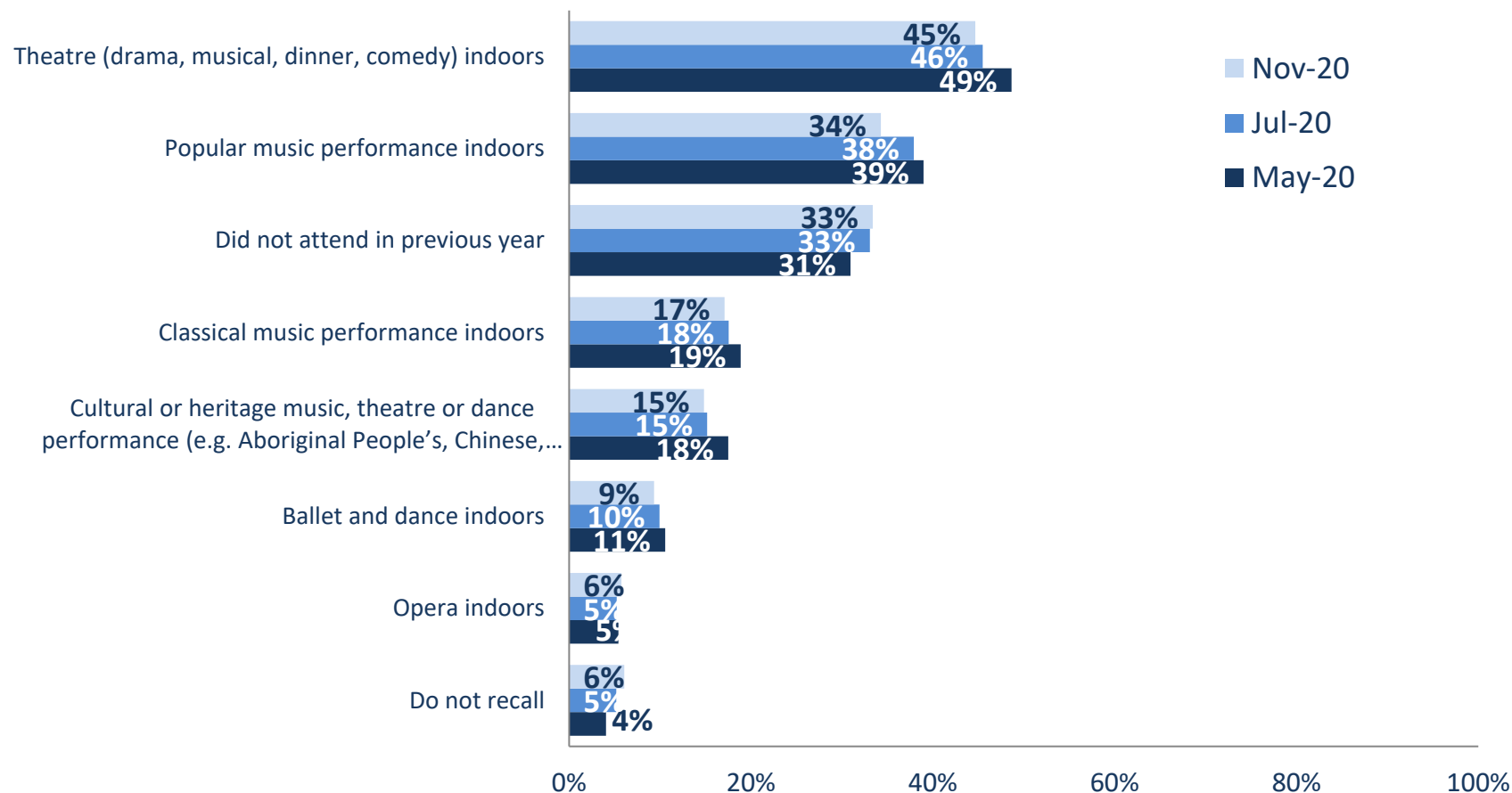
Culture-goers have a higher level of comfort committing to a single ticket purchase rather than an annual subscription or membership from an arts and culture organization in 2021

- **Over one in two culture-goers say they will be comfortable or somewhat comfortable in committing to making a single-ticket purchase to an arts and culture organization in 2021** – More than half of culture-goers say in 2021 they will be comfortable (29%) or somewhat comfortable (24%) making a commitment to their favourite arts and culture organization in the form of a single ticket purchase. Three in ten say they will be somewhat not comfortable (13%) or not comfortable (17%) doing this, and 17 per cent are unsure. British Columbia culture-goers are more likely to feel comfortable with this (37%) than Ontario culture-goers (25%).
- **More than half of culture-goers say they will be uncomfortable or somewhat uncomfortable in committing to paying for an annual subscription or membership to an arts and culture organization in 2021** – Culture-goers more often say in 2021 they will be uncomfortable (41%) or somewhat uncomfortable (12%) making a commitment to their favourite arts and culture organization in the form of paying for an annual subscription or membership. Over one in four say they will be somewhat comfortable (15%) or comfortable (12%) doing this, and 21 per cent are unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, November 26th to 29th, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20. Please note that for the questions related to precautions the first three mentions of respondents were used for the analysis.

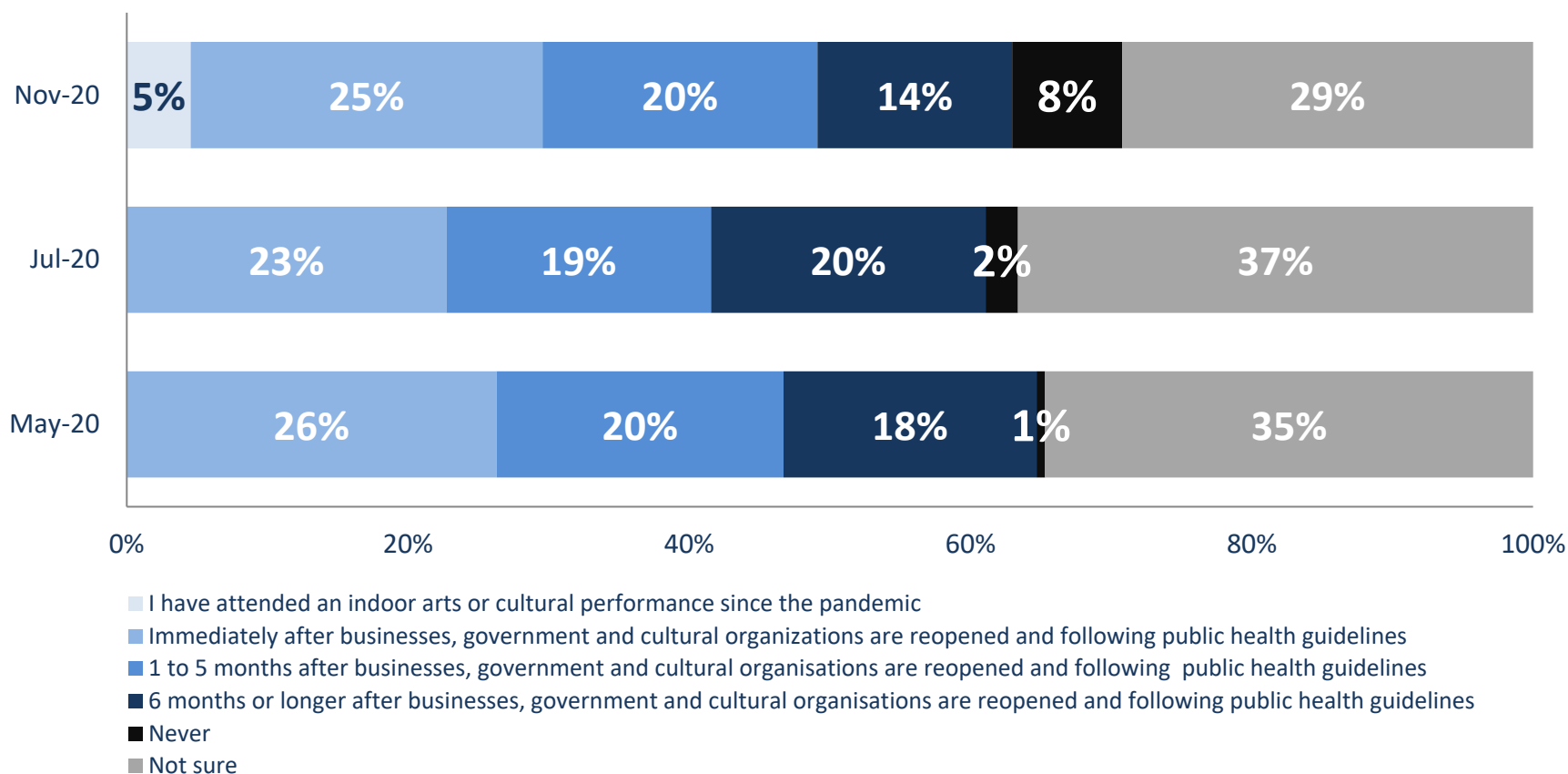
The research was commissioned by Business / Arts and the National Arts Centre, founding arts partner, and was conducted by Nanos Research.

Attendance to INDOOR Cultural Gatherings – Before COVID-19



QUESTION – Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)

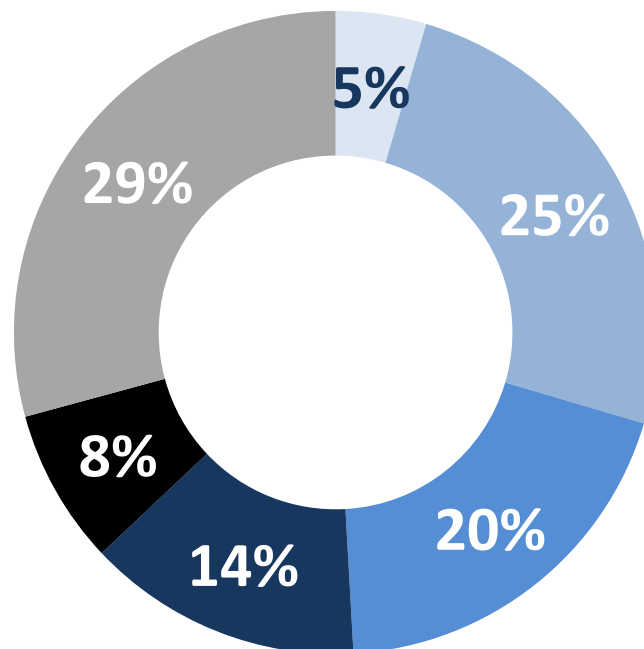
Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances



QUESTION – [TRACKING-UPDATED NOV 2020] Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance?

[QUESTION IN MAY and JULY 2020 WAVES] When do you plan to attend, in person, an INDOOR arts or cultural performance? ____ months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances



- I have attended an indoor arts or cultural performance since the pandemic
- Immediately after businesses, government and cultural organizations are reopened and following public health guidelines
- 1 to 5 months after businesses, government and cultural organizations are reopened and following public health guidelines
- 6 months or longer after businesses, government and cultural organizations are reopened and following public health guidelines
- Never

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance? _____
months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances – By region

	Indoor Culture-goers (n=669)	Atlantic (n=66)*	Quebec (n=116)	Ontario (n=230)	Prairies (n=142)	British Columbia (n=115)
Have already attended	4.6%	7.2%	5.3%	1.6%	7.5%	6.7%
Immediately	25.0%	28.7%	30.0%	23.5%	22.5%	24.6%
1-5 months	19.5%	11.2%	20.4%	19.0%	20.6%	22.2%
6 months or more	13.8%	14.3%	7.9%	19.1%	7.8%	14.0%
Never	7.8%	6.0%	9.0%	7.7%	7.2%	8.2%
Not sure	29.2%	32.5%	27.5%	29.0%	34.3%	24.1%

*small sample size

QUESTION – Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance? _____
months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances – By age and gender

	Indoor Culture-goers (n=669)	Men (n=329)	Women (n=338)	18 to 34 (n=139)	35 to 54 (n=250)	55 plus (n=280)
Have already attended	4.6%	4.1%	5.0%	4.4%	4.0%	5.2%
Immediately	25.0%	27.5%	23.0%	21.4%	24.5%	28.3%
1-5 months	19.5%	19.1%	19.7%	22.8%	15.3%	21.0%
6 months or more	13.8%	12.1%	15.5%	9.9%	17.8%	13.3%
Never	7.8%	9.4%	6.4%	9.4%	8.2%	6.2%
Not sure	29.2%	27.8%	30.4%	32.2%	30.2%	26.0%

QUESTION – Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance? _____
months after businesses, government and cultural organizations are reopened and following public health guidelines

Precautions needed to feel comfortable attending INDOOR arts/cultural performances

Top mentions

Indoor culture-goers that ALREADY ATTENDED/plan to attend IMMEDIATELY after businesses, are reopened and following public health guidelines

	November 2020** (n=179)	July 2020 (n=135)	May 2020 (n=151)
Social/physical distancing (spacing between seats)	36.4%	34.8%	31.5%
Masks	34.9%	39.6%	26.7%
Vaccine	27.8%	18.6%	12.0%
Following medical/ government guidelines	11.6%	11.4%	14.0%
Cleaning protocols	10.0%	13.2%	11.2%
No cases/eradication of COVID-19	6.2%	0.9%	3.1%
None	5.8%	7.8%	16.3%
Hand sanitizer/handwashing	5.5%	5.8%	16.4%
Unsure	0.7%	5.9%	0.4%

**The November wave included culture goers that have already attended or plan to attend immediately.

QUESTION – [REPORTING ON ONLY THOSE WHO HAVE ATTENDED AN INDOOR ACTIVITY] What are the precautions that need to occur to make you comfortable to attend an INDOOR arts or cultural performance? [OPEN] *Based on up to three mentions

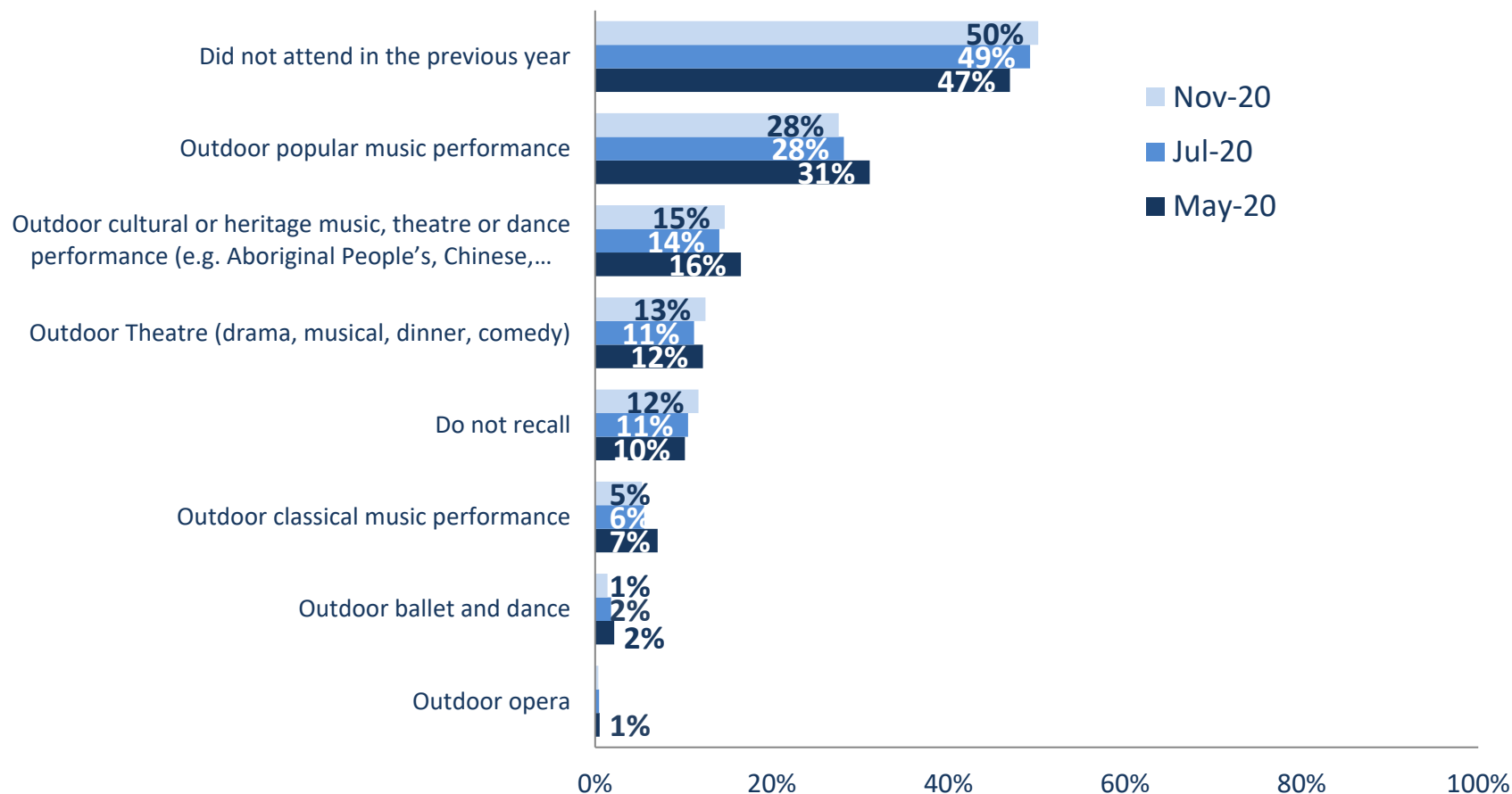
Precautions needed to feel comfortable attending INDOOR arts/cultural performances

Top mentions	Indoor culture-goers that plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines			Indoor culture-goers that plan to attend 6 MONTHS OR MORE after businesses, are reopened and following public health guidelines			Indoor culture-goers who are unsure		
	Nov 2020 (n=114)	July 2020 (n=115)	May 2020 (n=121)	Nov 2020 (n=89)	July 2020 (n=119)	May 2020 (n=110)	Nov 2020 (n=168)	July 2020 (n=224)	May 2020 (n=217)
Vaccine	46.1%	27.5%	22.7%	59.8%	52.3%	44.2%	45.3%	40.1%	37.0%
Social/physical distancing (spacing between seats)	31.0%	35.5%	42.2%	11.1%	28.5%	31.9%	18.2%	24.8%	26.6%
Masks	27.4%	43.0%	29.4%	16.5%	28.8%	24.0%	12.0%	26.2%	13.3%
No Cases/eradication of Covid-19	13.6%	9.7%	2.2%	22.0%	16.3%	10.4%	17.3%	8.1%	9.9%
Following medical/ government guidelines	7.6%	6.5%	7.9%	3.7%	2.6%	2.0%	7.7%	4.5%	7.9%
Hand sanitizer/handwashing	4.8%	5.2%	17.5%	0.9%	3.5%	7.4%	5.5%	3.1%	3.8%
Cleaning protocols	3.9%	12.0%	14.4%	5.8%	5.4%	8.5%	3.7%	8.1%	10.0%
Unsure	1.1%	5.1%	-	0.7%	1.7%	1.2%	3.8%	4.7%	2.5%

*Based on multiple mentions.

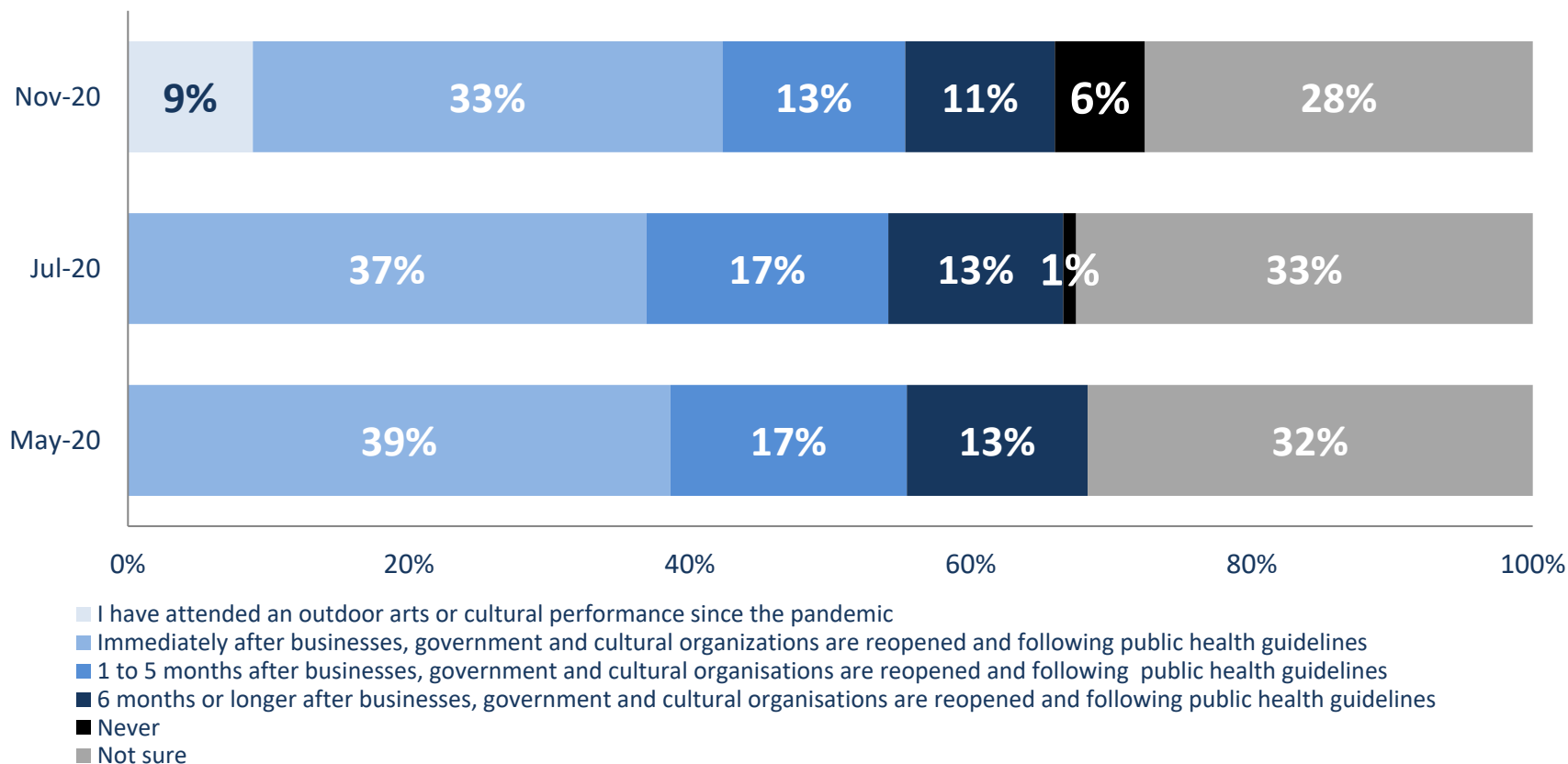
QUESTION – [REPORTING ON ONLY THOSE WHO HAVE ATTENDED AN INDOOR ACTIVITY] What are the precautions that need to occur to make you comfortable to attend an INDOOR arts or cultural performance? [OPEN] *Based on up to three mentions

Attendance to OUTDOOR Cultural Gatherings before COVID-19



QUESTION – Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)

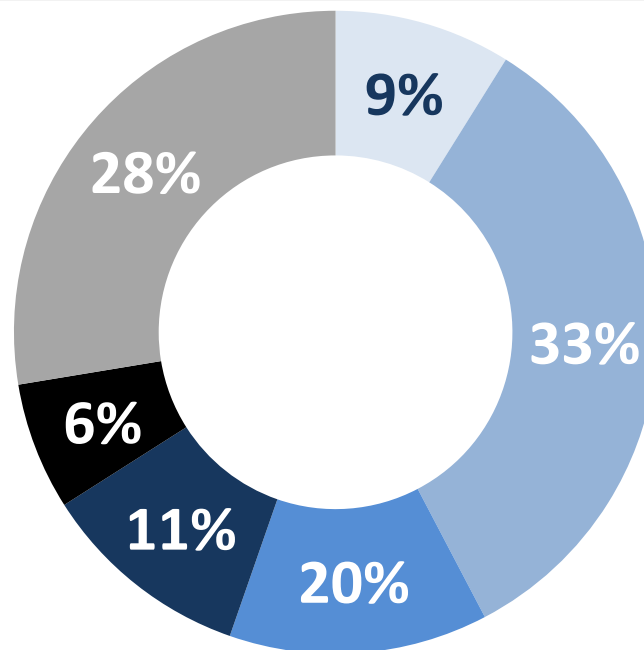
Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances



QUESTION – [TRACKING-UPDATED NOV 2020] Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?

[QUESTION IN MAY and JULY 2020 WAVES] When do you plan to attend, in person, an OUTDOOR arts or cultural performance? ____ months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances



- I have attended an outdoor arts or cultural performance since the pandemic
- Immediately after businesses, government and cultural organizations are reopened and following public health guidelines
- 1 to 5 months after businesses, government and cultural organizations are reopened and following public health guidelines
- 6 months or longer after businesses, government and cultural organizations are reopened and following public health guidelines
- Never

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?
____ months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances – By region

	Outdoor Culture-goers (n=418)	Atlantic (n=36)*	Quebec (n=70)*	Ontario (n=148)	Prairies (n=87)*	British Columbia (n=77)*
Have already attended	8.9%	29.2%	9.5%	5.9%	6.9%	11.1%
Immediately	33.4%	23.2%	30.7%	37.0%	27.0%	38.0%
1-5 months	13.0%	7.7%	12.4%	11.2%	13.4%	20.2%
6 months or more	10.6%	10.1%	8.2%	15.0%	8.3%	4.6%
Never	6.4%	6.4%	9.2%	5.8%	7.0%	4.1%
Not sure	27.6%	23.4%	29.9%	25.1%	37.5%	22.0%

*small sample size

QUESTION – Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?
____ months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances – By age and gender

	Outdoor Culture- goers (n=418)	Men (n=201)	Women (n=215)	18 to 34 (n=102)	35 to 54 (n=164)	55 plus (n=152)
Have already attended	8.9%	6.9%	10.8%	8.5%	8.1%	10.2%
Immediately	33.4%	33.9%	33.3%	38.2%	30.0%	32.3%
1-5 months	13.0%	14.8%	11.1%	12.0%	11.2%	16.2%
6 months or more	10.6%	10.9%	10.5%	8.4%	13.4%	9.8%
Never	6.4%	6.4%	6.5%	6.6%	7.0%	5.6%
Not sure	27.6%	27.1%	27.9%	26.3%	30.3%	25.9%

QUESTION – Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?
____ months after businesses, government and cultural organizations are reopened and following public health
guidelines

Precautions needed to feel comfortable attending OUTDOOR arts/cultural performances

**Outdoor culture-goers who ALREADY ATTENDED/plan to attend
IMMEDIATELY after businesses, are reopened and following public health
guidelines**

Top mentions	November 2020** (n=140)	July 2020 (n=140)	May 2020 (n=140)
Social/physical distancing	41.1%	55.0%	46.5%
Masks	37.7%	37.6%	25.1%
Vaccine	22.8%	6.3%	4.5%
Sanitizer/hand washing	11.2%	8.7%	22.2%
Following medical/ government guidelines	11.1%	7.8%	7.1%
Smaller events/capacity	9.7%	3.4%	9.7%
Fewer cases	5.4%	5.5%	0.5%
None	5.3%	10.4%	12.0%
Unsure	–	2.4%	0.5%

**The November wave included culture goers that have already attended or plan to attend immediately.

QUESTION – [REPORTING ON ONLY THOSE WHO ATTENDED OUTDOOR ARTS/CULTURAL PERFORMANCES] What are the precautions that need to occur to make you comfortable to attend an OUTDOOR arts or cultural performance?
[OPEN] *Based on up to three mentions

Precautions needed to feel comfortable attending OUTDOOR arts/cultural performances

*small sample size

Outdoor culture-goers plan to attend
1 TO 5 MONTHS after businesses, are
reopened and following public health
guidelines

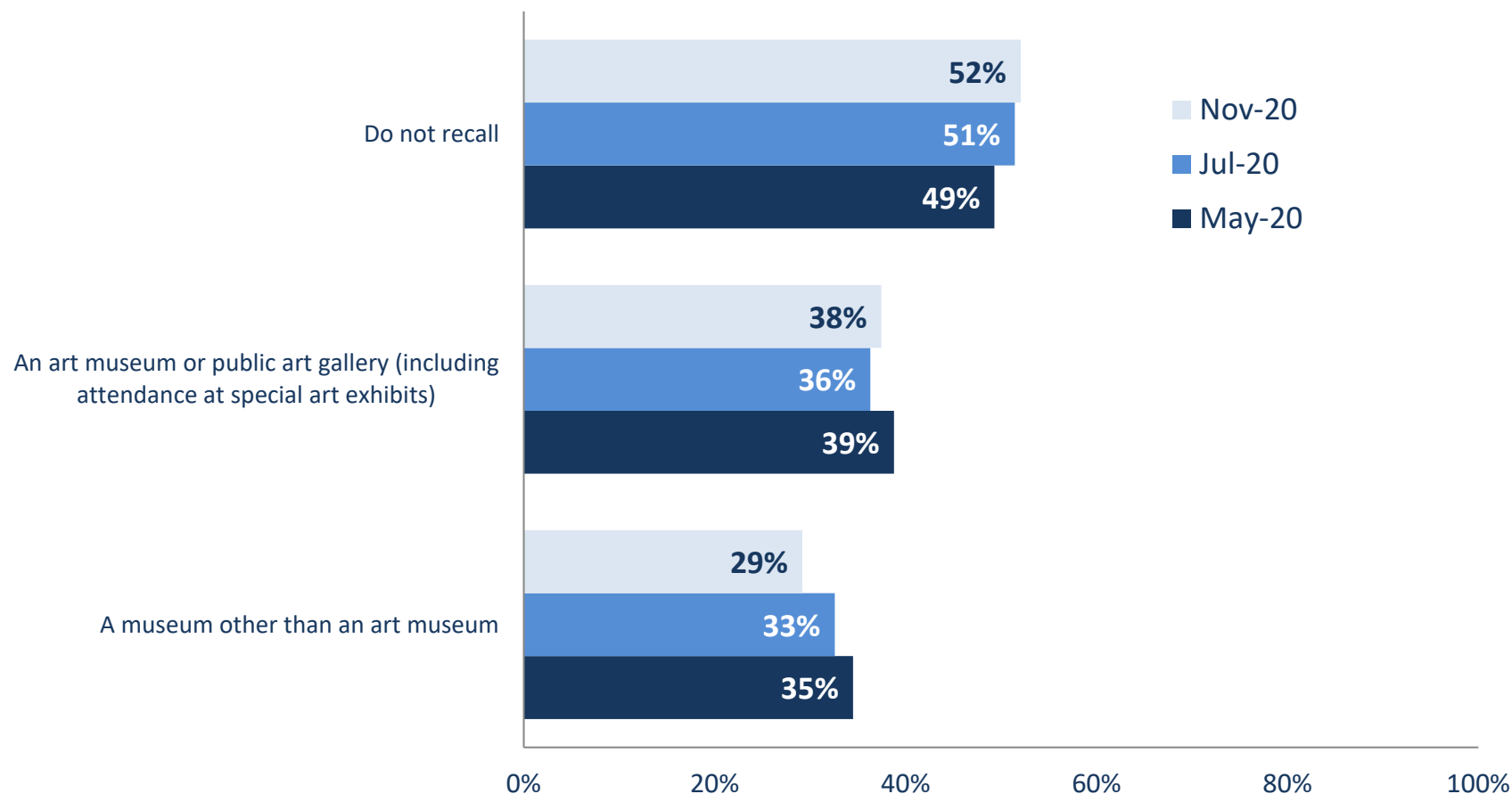
Outdoor culture-goers plan to attend
6 MONTHS OR MORE after
businesses, are reopened and
following public health guidelines

Outdoor culture-goers who are
unsure

Top mentions	Nov 2020 (n=49)*	July 2020 (n=70)*	May 2020 (n=72)*	Nov 2020 (n=38)*	July 2020 (n=46)*	May 2020 (n=49)*	Nov 2020 (n=88)*	July 2020 (n=123)	May 2020 (n=123)
Vaccine	44.0%	15.0%	15.9%	60.5%	33.9%	38.5%	42.1%	22.6%	27.4%
Social/physical distancing	35.5%	57.8%	53.0%	25.9%	39.3%	36.8%	24.3%	50.3%	29.9%
Masks	32.8%	44.4%	23.1%	7.1%	22.8%	25.8%	19.7%	34.7%	13.2%
No Cases/eradication of Covid-19	12.5%	7.7%	2.2%	12.1%	14.8%	13.4%	10.7%	8.3%	9.0%
Following medical/ government guidelines	7.6%	7.4%	5.8%	5.4%	5.5%	2.5%	10.4%	6.2%	9.6%
Fewer cases	7.1%	4.4%	8.9%	5.6%	9.3%	1.5%	8.7%	1.5%	7.7%
Sanitizer/hand washing	2.5%	10.6%	12.1%	-	2.0%	-	1.4%	7.6%	7.8%
Smaller events/capacity	2.0%	8.1%	11.4%	2.0%	5.5%	5.7%	9.9%	10.8%	7.2%
Unsure	-	-	1.9%	1.4%	2.2%	1.8%	4.1%	1.3%	6.9%

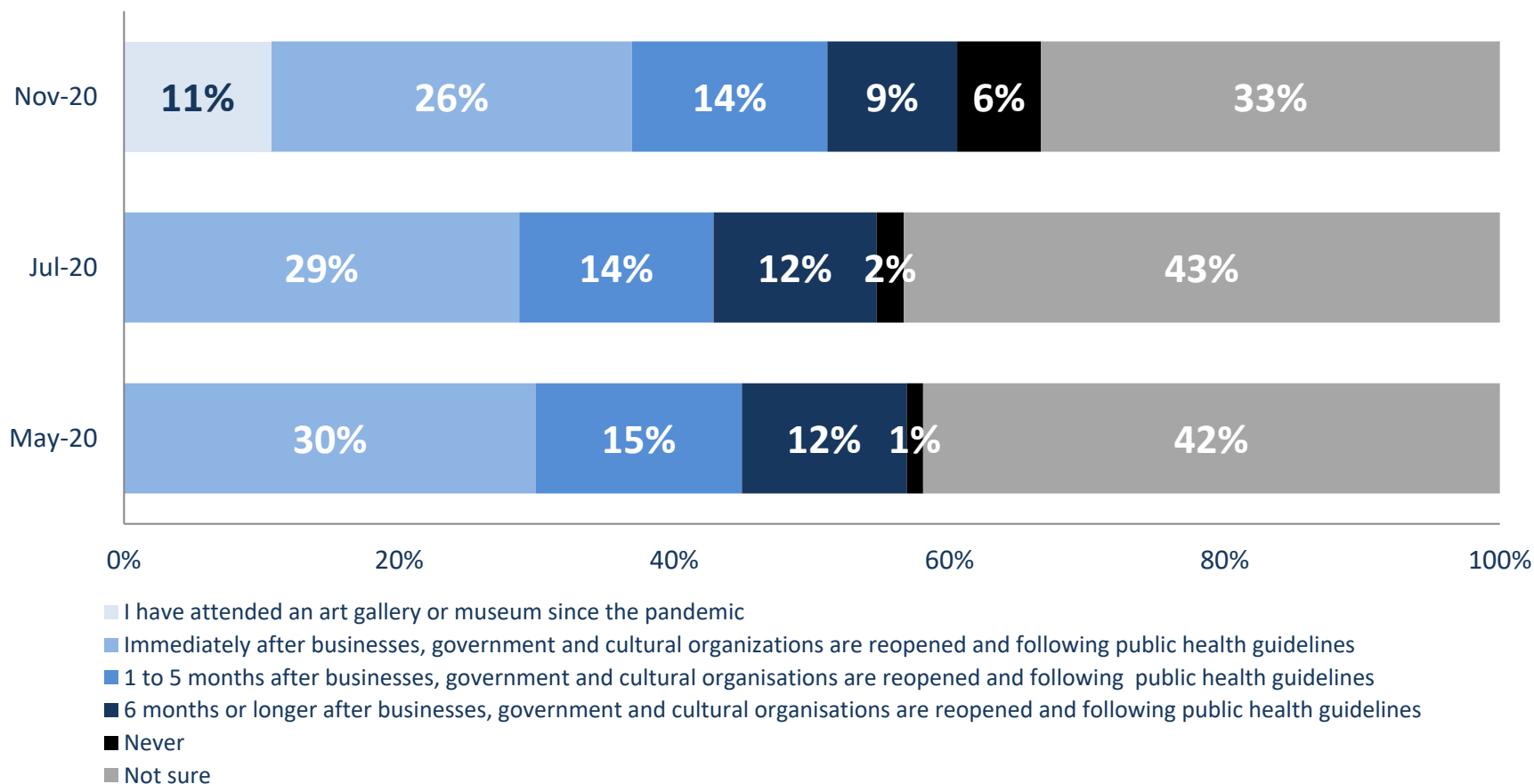
QUESTION – [REPORTING ON ONLY THOSE WHO ATTENDED OUTDOOR ARTS/CULTURAL PERFORMANCES] What are the precautions that need to occur to make you comfortable to attend an OUTDOOR arts or cultural performance?
[OPEN] *Based on up to three mentions

Attendance to art galleries and museums before COVID-19



QUESTION – Did you attend any of the following in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)

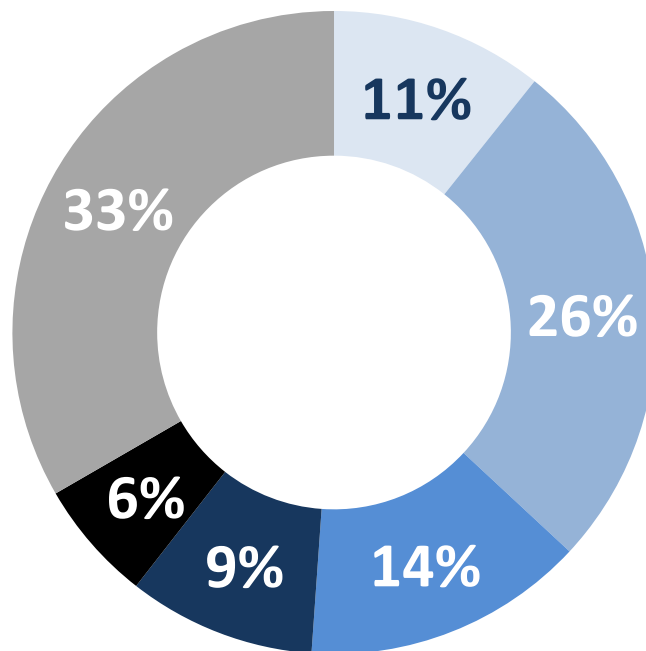
Expected timeline of culture-goers to attend art galleries and museums



QUESTION – [TRACKING-UPDATED NOV 2020] Have you attended or when do you plan to attend, in person, an art gallery or museum?

[QUESTION IN MAY and JULY 2020 WAVES] When do you plan to attend, in person, an art gallery or museum? ____ months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of culture-goers to attend art galleries and museums



- I have visited a museum or art gallery since the pandemic
- Immediately after businesses, government and cultural organizations are reopened and following public health guidelines
- 1 to 5 months after businesses, government and cultural organizations are reopened and following public health guidelines
- 6 months or longer after businesses, government and cultural organizations are reopened and following public health guidelines
- Never

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Have you attended or when do you plan to attend, in person, an art gallery or museum? ___ months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of culture-goers to attend art galleries and museums – By region

	Museum Culture-goers (n=518)	Atlantic (n=46)*	Quebec (n=93)	Ontario (n=185)	Prairies (n=95)	British Columbia (n=99)
Have already attended	10.7%	17.7%	11.8%	8.1%	13.3%	11.3%
Immediately	26.2%	17.0%	27.1%	23.8%	27.4%	33.6%
1-5 months	14.2%	15.4%	18.6%	13.6%	12.8%	11.4%
6 months or more	9.4%	4.7%	7.8%	13.8%	1.3%	9.6%
Never	6.1%	5.2%	6.6%	6.2%	6.9%	4.7%
Not sure	33.3%	40.0%	28.1%	34.5%	38.2%	29.4%

*small sample size

QUESTION – Have you attended or when do you plan to attend, in person, an art gallery or museum? ___months after businesses, government and cultural organizations are reopened and following public health guidelines

Expected timeline of culture-goers to attend art galleries and museums – By age and gender

	Museum Culture-goers (n=518)	Men (n=247)	Women (n=268)	18 to 34 (n=114)	35 to 54 (n=191)	55 plus (n=213)
Have already attended	10.7%	9.4%	12.0%	12.8%	7.5%	12.0%
Immediately	26.2%	26.6%	25.8%	24.4%	27.8%	26.2%
1-5 months	14.2%	16.7%	12.3%	15.1%	8.7%	18.6%
6 months or more	9.4%	9.4%	9.6%	8.5%	13.3%	6.6%
Never	6.1%	5.7%	6.6%	4.2%	4.2%	9.5%
Not sure	33.3%	32.3%	33.9%	34.9%	38.5%	27.2%

QUESTION – Have you attended or when do you plan to attend, in person, an art gallery or museum? ___months after businesses, government and cultural organizations are reopened and following public health guidelines

Precautions needed to feel comfortable attending museums or art galleries

Top mentions

Gallery and museum culture-goers who **ALREADY ATTENDED**/plan to attend **IMMEDIATELY** after businesses, are reopened and following public health guidelines

	November 2020** (n=143)	July 2020 (n=125)	May 2020 (n=127)
Masks	45.9%	53.9%	23.5%
Social/physical distancing	43.1%	42.3%	45.4%
Smaller capacity/events	22.4%	13.6%	10.3%
Vaccine	20.2%	8.1%	4.5%
Medical/government guidelines	13.2%	7.0%	9.5%
Sanitizer/handwashing	9.1%	11.1%	15.2%
Proper ventilation	7.3%	4.4%	5.2%
Cleaning protocols	5.3%	9.6%	8.7%
Unsure	0.3%	4.6%	0.5%

**The November wave included culture goers that have already attended or plan to attend immediately.

QUESTION – [REPORTING ON ONLY THOSE WHO PLAN TO ATTEND MUSEUMS OR ART GALLERIES] What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN] *Based on up to three mentions

Precautions needed to feel comfortable attending museums or art galleries

Top mentions	Gallery and museum culture-goers plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines			Gallery and museum culture-goers plan to attend 6 MONTHS OR MORE after businesses, are reopened and following public health guidelines			Gallery and museum culture-goers who are unsure		
	Nov 2020 (n=53)*	July 2020 (n=69)*	May 2020 (n=61)*	Nov 2020 (n=41)*	July 2020 (n=51)*	May 2020 (n=53)*	Nov 2020 (n=129)	July 2020 (n=180)	May 2020 (n=181)
Masks	37.0%	55.4%	36.8%	18.6%	28.8%	24.5%	21.6%	32.5%	19.2%
Vaccine	34.6%	15.1%	8.8%	61.9%	29.4%	50.9%	43.8%	31.5%	20.7%
Social/physical distancing	34.0%	41.7%	53.2%	16.0%	36.1%	33.0%	22.6%	36.3%	36.5%
Smaller capacity/events	19.4%	25.5%	8.6%	10.3%	8.9%	2.8%	11.8%	9.4%	6.2%
No cases	12.9%	2.8%	8.7%	16.6%	18.3%	6.0%	9.1%	6.7%	8.0%
Medical/government guidelines	11.1%	7.2%	7.4%	8.8%	1.7%	6.0%	5.3%	5.6%	6.9%
Sanitizer/handwashing	9.1%	7.6%	9.6%	5.0%	4.6%	4.9%	7.1%	4.0%	6.4%
Proper ventilation	5.0%	0.9%	11.3%	3.8%	3.2%	3.1%	2.2%	4.8%	1.1%

*small sample size

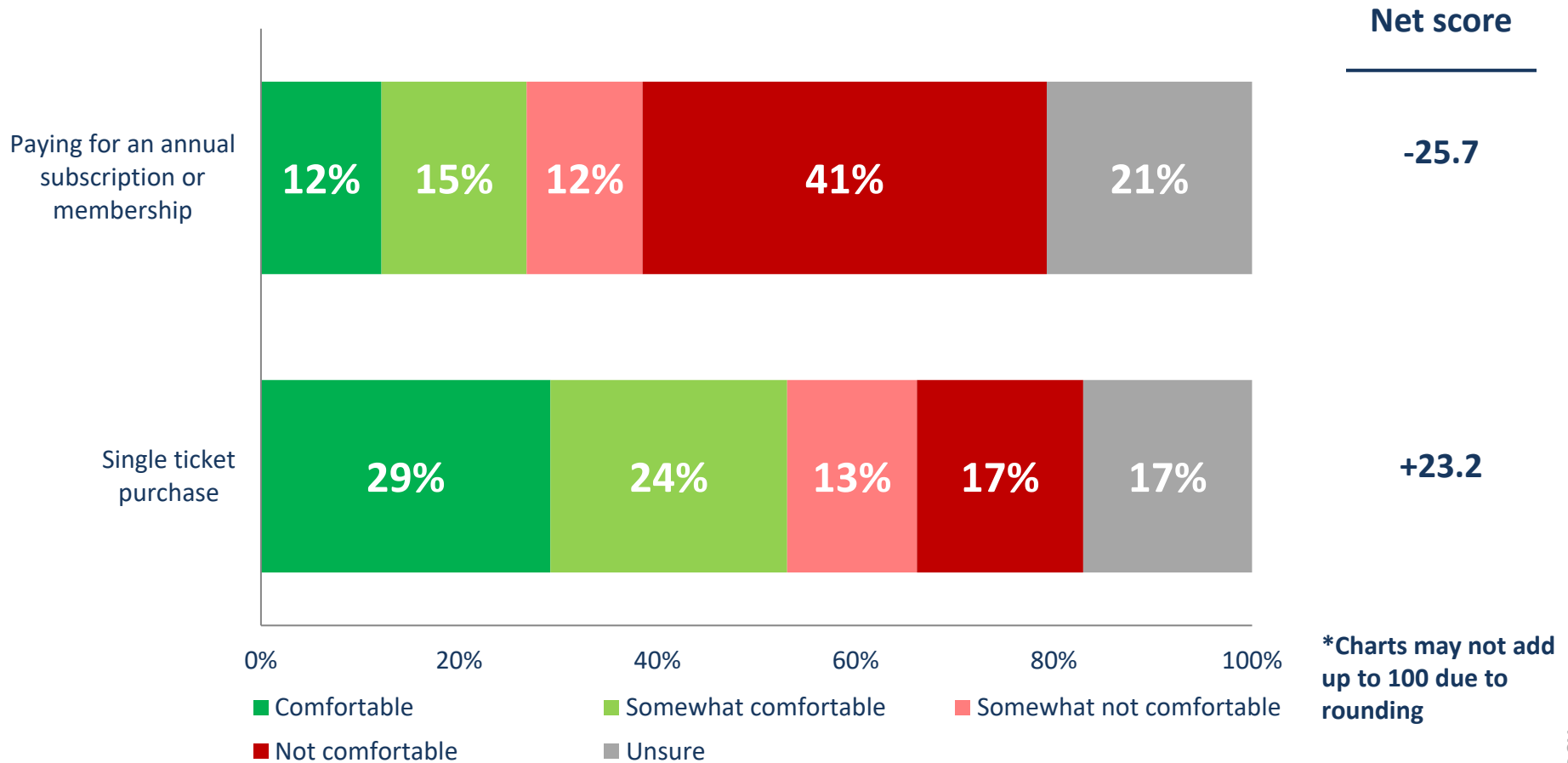
QUESTION – [REPORTING ON ONLY THOSE WHO PLAN TO ATTEND MUSEUMS OR ART GALLERIES] What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN] *Based on up to three mentions

Personal obstacles to attendance

	Culture-goers (n=702)
Safety/being exposed to the Covid-19 virus	32.9%
Crowds/other people not respecting health measures	13.2%
I am or someone in my household is high risk/immunocompromised/older	13.0%
None	12.2%
A vaccine	6.5%
Quarantine/venues are closed/government regulations	5.8%
Lack of interest	4.1%
Cost	3.4%
Time	2.3%
Travel/distance/taking public transit	2.0%
Cannot wear a mask/reduced mobility	1.3%
Young children/family	0.8%
Other	2.2%
Unsure	0.5%

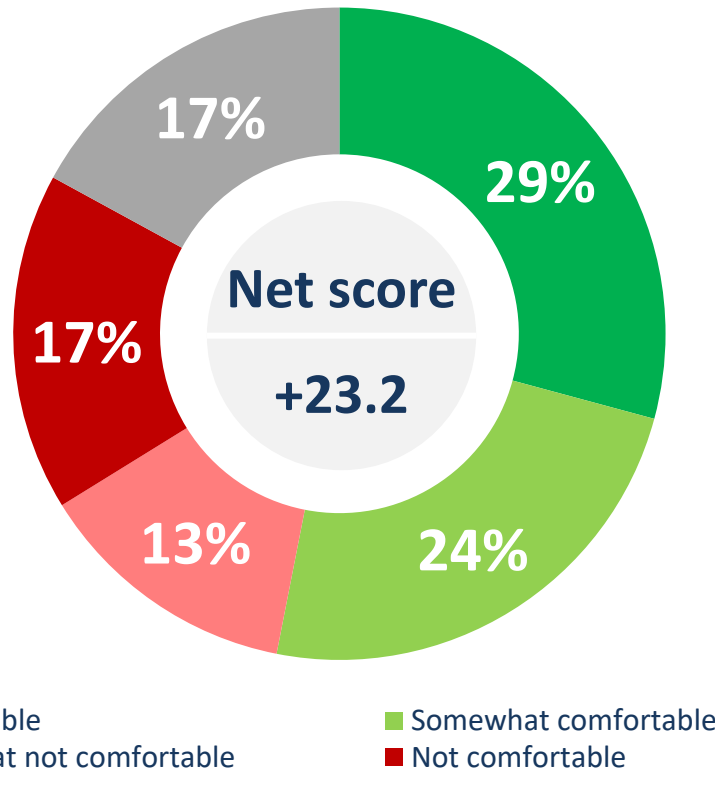
QUESTION – Thinking of your personal situation, what are the obstacles, if any, to attending an in-person arts or cultural event? [OPEN]

Commitment to favourite art organization



QUESTION – In 2021, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

Comfort level making single ticket purchase



	Comfortable/ somewhat comfortable	Not comfortable/ somewhat not comfortable
Atlantic (n=83)	55.7%	28.0%
Quebec (n=156)	60.6%	25.2%
Ontario (n=280)	47.6%	34.6%
Prairies (n=163)	50.6%	28.1%
British Columbia (n=137)	59.8%	26.0%
Male (n=410)	56.1%	29.6%
Female (n=406)	50.8%	30.2%
18 to 34 (n=174)	55.0%	28.1%
35 to 54 (n=307)	53.0%	31.4%
55 plus (n=338)	51.7%	29.8%

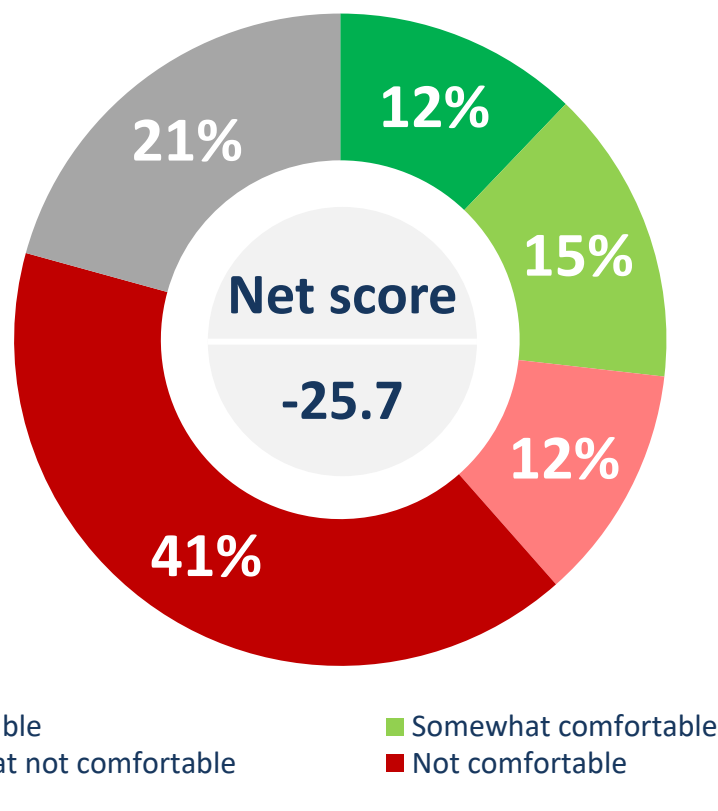
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – In 2021, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

Single ticket purchase

Comfort level paying for annual subscription



	Comfortable/ somewhat comfortable	Not comfortable/ somewhat not comfortable
Atlantic (n=83)	27.3%	43.3%
Quebec (n=156)	27.7%	54.5%
Ontario (n=280)	26.5%	55.0%
Prairies (n=163)	24.0%	51.2%
British Columbia (n=137)	29.5%	48.3%
Male (n=410)	27.8%	52.8%
Female (n=406)	25.9%	52.4%
18 to 34 (n=174)	23.5%	54.5%
35 to 54 (n=307)	24.5%	54.6%
55 plus (n=338)	31.7%	48.9%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – In 2021, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

Paying for an annual subscription or membership

METHODOLOGY

Business/Arts



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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1096 Canadians, 18 years of age or older, between November 26th and 29th, 2020 as part of an omnibus survey. The findings in this report pertain to culture-goers who have attended indoor or outdoor cultural performances or art galleries and museums in the 12-month period prior to the COVID-19 pandemic. Individual n-values for the subgroups are reported on their respective slides.

Participants were randomly recruited by telephone using live agents and administered a survey online. 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. Please note that for the questions related to precautions the first three mentions of respondents were used for the analysis.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by Business / Arts and the National Arts Centre, founding arts partners and was conducted by Nanos Research.

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

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1094 Canadians, 18 years of age or older, between July 26th and 30th, 2020 as part of an omnibus survey. The findings in this report pertain to culture-goers who have attended indoor or outdoor cultural performances or art galleries and museums in the 12-month period prior to the COVID-19 pandemic. Individual n-values for the subgroups are reported on their respective slides. Participants were randomly recruited by telephone using live agents and administered a survey online. 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. Please note that for the questions related to precautions the first three mentions of respondents were used for the analysis.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Business / Arts and the National Arts Centre, founding arts partners and was conducted by Nanos Research.

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

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020 as part of an omnibus survey. The findings in this report pertain to culture-goers who have attended indoor or outdoor cultural performances or art galleries and museums in the 12-month period prior to the COVID-19 pandemic. Individual n-values for the subgroups are reported on their respective slides. Participants were randomly recruited by telephone using live agents and administered a survey online. 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. Please note that for the questions related to precautions the first three mentions of respondents were used for the analysis.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Business / Arts and the National Arts Centre, founding arts partners and was conducted by Nanos Research.

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

TECHNICAL NOTE

Element	Description
Research sponsor	Business / Arts and the National Arts Centre, founding arts partner
Population and Final Sample Size	1096 Randomly selected individuals.
Source of Sample	Nanos Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	November 26 th and 29 th , 2020
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Thirteen percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views the COVID-19 pandemic, social media, charitable organizations, the Fishery, gardening, end energy issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

ABOUT NANOS

Business/Arts



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TABULATIONS

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

Please note that the following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak, outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak, and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak.

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply) **	Total*	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Opera indoors	%	5.7	3.4	3.5	6.7	5.2	8.9	4.3	7.2		4.1	4.7	7.8
	Ballet and dance indoors	%	9.3	6.3	6.8	9.4	8.6	16.2	5.5	12.9		9.0	10.1	8.9
	Theatre (drama, musical, dinner, comedy) indoors	%	44.7	40.5	27.7	50.4	47.4	56.2	41.9	47.3		44.9	44.7	44.5
	Classical music performance indoors	%	17.1	13.7	13.7	18.4	12.8	26.6	16.2	17.7		14.0	14.6	21.5
	Popular music performance indoors	%	34.3	39.3	28.2	36.4	32.6	38.6	35.4	33.2		40.0	37.4	27.4
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	14.8	15.5	5.1	13.9	22.3	23.8	14.1	15.3		16.6	15.2	13.3
	Did not attend in previous year	%	33.4	35.5	47.1	27.3	31.9	28.1	35.3	31.5		26.9	34.7	36.9
	Do not recall	%	6.1	6.3	4.5	7.5	7.0	3.2	6.4	5.6		9.6	4.1	5.3

*Values are based on the percentage of positive responses to a specific activity (columns exceed 100%)

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th and 29th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=669 with a margin of error of ± 3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=418 with a margin of error of ± 4.9 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=518 with a margin of error of ± 4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=819 with a margin of error of ± 3.5 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	Total*	Unwgt N	1843	178	325	603	396	341	902	929	12	369	678	796
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Opera indoors	%	3.5	2.1	2.5	4.0	3.1	4.4	2.7	4.2		2.5	2.9	4.7
	Ballet and dance indoors	%	5.6	3.9	5.0	5.5	5.1	8.0	3.5	7.6		5.5	6.1	5.4
	Theatre (drama, musical, dinner, comedy) indoors	%	27.0	25.3	20.3	29.6	28.2	27.9	26.3	27.7		27.2	27.0	26.9
	Classical music performance indoors	%	10.3	8.5	10.0	10.8	7.7	13.2	10.2	10.4		8.5	8.8	13.0
	Popular music performance indoors	%	20.7	24.5	20.7	21.4	19.4	19.1	22.2	19.4		24.2	22.6	16.6
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	9.0	9.6	3.8	8.2	13.3	11.8	8.9	8.9		10.0	9.2	8.0
	Did not attend in previous year	%	20.2	22.1	34.4	16.1	19.0	13.9	22.2	18.4		16.3	21.0	22.3
	Do not recall	%	3.7	3.9	3.3	4.4	4.2	1.6	4.0	3.3		5.8	2.5	3.2

*Values are based on the proportion an activity represents of all activities (columns add up to 100 percent).

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th and 29th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=669 with a margin of error of ± 3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=418 with a margin of error of ± 4.9 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=518 with a margin of error of ± 4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=819 with a margin of error of ± 3.5 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an indoor event in the 12-month period prior to the COVID-19 pandemic.]

			Region						Gender		Age		
			Indoor culture-goers 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – When do you plan to attend, in person, an INDOOR arts or cultural performance? _____ months after businesses, government and cultural organizations are reopened and following public health guidelines	Total	Unwgt N	669	66	116	230	142	115	329	338	139	250	280
		Wgt N	612	39	113	253	114	92	287	323	175	212	224
	Have already attended		4.6	7.2	5.3	1.6	7.5	6.7	4.1	5.0	4.4	4.0	5.2
	Immediately	%	25.0	28.7	30.0	23.5	22.5	24.6	27.5	23.0	21.4	24.5	28.3
	1-5 months	%	19.5	11.2	20.4	19.0	20.6	22.2	19.1	19.7	22.8	15.3	21.0
	6 months or more	%	13.8	14.3	7.9	19.1	7.8	14.0	12.1	15.5	9.9	17.8	13.3
	Never	%	7.8	6.0	9.0	7.7	7.2	8.2	9.4	6.4	9.4	8.2	6.2
	Not sure	%	29.2	32.5	27.5	29.0	34.3	24.1	27.8	30.4	32.2	30.2	26.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,096 Canadians, 18 years of age or older, between November 26th and 29th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=669 with a margin of error of ± 3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=418 with a margin of error of ± 4.9 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=518 with a margin of error of ± 4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=819 with a margin of error of ± 3.5 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an indoor event in the 12-month period prior to the COVID-19 pandemic.]

			When do you plan to attend, in person, an INDOOR arts or cultural performance?				
			Indoor Culture-goers 2020-11	Already attended/Immediately	Plans to wait	Never	Not sure
Question - What are the precautions that need to occur to make you comfortable to attend an INDOOR arts or cultural performance? [OPEN]*	Total**	Unwgt N	592	179	203	42	168
		Wgt N	540	162	190	38	150
	Vaccine	%	41.8	27.8	52.0	36.4	45.3
	Social/Physical Distancing (spacing between seats)	%	24.9	36.4	22.4	14.8	18.2
	Masks	%	23.2	34.9	22.7	20.7	12.0
	Health Check Screening	%	2.8	5.5	1.5	5.0	1.2
	Cleaning Protocols	%	6.2	10.0	4.7	7.8	3.7
	No Cases/eradication of Covid-19	%	14.0	6.2	17.2	18.7	17.3
	Fewer Cases	%	8.2	5.8	9.6	6.3	9.3
	Hand sanitizer/hand washing	%	4.3	5.5	3.1	0.0	5.5
	Following medical/government guidelines	%	7.9	11.6	5.9	2.4	7.7
	Proper ventilation	%	8.1	11.7	6.2	7.0	6.9
	None	%	4.5	5.8	0.4	8.8	7.3
	Smaller capacity/smaller events	%	4.0	5.4	4.5	2.4	2.3
	Not interested	%	1.4	1.1	1.4	4.3	1.1
	Other	%	5.5	8.8	3.3	8.8	3.9
	Unsure	%	1.6	0.7	0.9	0.0	3.8

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**Multifrequency tab based on multiple responses

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When do you plan to attend, in person, an INDOOR arts or cultural performance?

			Indoor Culture-goers 2020-11	Have already attended	Immediately	1-5 months	6 months or more	Never	Not sure
Question - What are the precautions that need to occur to make you comfortable to attend an INDOOR arts or cultural performance? [OPEN]*	Total	Unwgt N	592	29	150	114	89	42	168
		Wgt N	540	25	137	108	82	38	150
	Vaccine	%	41.8		32.2	46.1	59.8	36.4	45.3
	Social/Physical Distancing (spacing between seats)	%	24.9		29.8	31.0	11.1	14.8	18.2
	Masks	%	23.2		30.0	27.4	16.5	20.7	12.0
	Health Check Screening	%	2.8		6.5	0.0	3.4	5.0	1.2
	Cleaning Protocols	%	6.2		9.5	3.9	5.8	7.8	3.7
	No Cases/eradication of Covid-19	%	14.0		7.4	13.6	22.0	18.7	17.3
	Fewer Cases	%	8.2		6.9	9.5	9.9	6.3	9.3
	Hand sanitizer/hand washing	%	4.3		4.6	4.8	0.9	0.0	5.5
	Following medical/government guidelines	%	7.9		11.5	7.6	3.7	2.4	7.7
	Proper ventilation	%	8.1		13.4	7.5	4.5	7.0	6.9
	None	%	4.5		5.5	0.0	0.9	8.8	7.3
	Smaller capacity/smaller events	%	4.0		4.8	5.4	3.3	2.4	2.3
	Not interested	%	1.4		0.8	1.6	1.2	4.3	1.1
	Other	%	5.5		7.6	2.1	4.8	8.8	3.9
	Unsure	%	1.6		0.8	1.1	0.7	0.0	3.8

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**Multifrequency tab based on multiple responses

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)*	Total**	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Outdoor opera	%	0.4	0.0	0.0	0.2	0.4	1.6	0.6	0.2		0.3	0.0	0.7
	Outdoor ballet and dance	%	1.4	1.9	0.8	1.4	1.2	2.6	0.1	2.3		2.9	1.4	0.3
	Outdoor Theatre (drama, musical, dinner, comedy)	%	12.5	10.2	7.5	14.3	13.2	16.1	10.7	14.2		13.7	13.0	11.2
	Outdoor classical music performance	%	5.3	0.0	6.1	5.7	4.4	6.8	5.8	4.9		3.6	3.9	7.7
	Outdoor popular music performance	%	27.6	24.5	23.2	30.9	25.1	30.6	29.1	26.2		34.8	30.7	19.6
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	14.7	17.4	6.0	14.7	21.0	19.5	12.8	16.4		16.9	16.0	11.9
	Did not attend in the previous year	%	50.2	50.3	61.1	43.5	54.8	43.9	51.8	48.5		39.5	50.5	57.5
Do not recall	%	11.7	16.0	8.4	14.8	8.1	11.4	12.0	11.5		15.4	9.0	11.4	

*Values are based on the percentage of positive responses to a specific activity (columns exceed 100%)

**Multifrequency tab based on multiple responses

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)**	Total*	Unwgt N	1363	129	268	446	297	223	691	664	8	284	507	572
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	Outdoor opera	%	0.3	0.0	0.0	0.2	0.4	1.2	0.5	0.2		0.3	0.0	0.6
	Outdoor ballet and dance	%	1.1	1.6	0.7	1.1	0.9	1.9	0.1	1.8		2.3	1.2	0.2
	Outdoor Theatre (drama, musical, dinner, comedy)	%	10.1	8.5	6.6	11.4	10.3	12.1	8.7	11.4		10.8	10.4	9.3
	Outdoor classical music performance	%	4.3	0.0	5.4	4.5	3.4	5.1	4.7	3.9		2.9	3.1	6.4
	Outdoor popular music performance	%	22.3	20.3	20.5	24.6	19.6	23.2	23.7	21.1		27.3	24.7	16.3
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	11.9	14.5	5.3	11.7	16.4	14.7	10.4	13.2		13.3	12.9	9.9
	Did not attend in the previous year	%	40.6	41.8	54.0	34.6	42.8	33.2	42.2	39.1		31.0	40.5	47.8
	Do not recall	%	9.5	13.3	7.5	11.8	6.3	8.6	9.8	9.3		12.1	7.2	9.5

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**Multifrequency tab based on multiple responses

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an outdoor event in the 12-month period prior to the COVID-19 pandemic.]

			Region						Gender			Age		
			Outdoor culture-goers 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - When do you plan to attend, in person, an OUTDOOR arts or cultural performance? _____ months after businesses, government and cultural organizations are reopened and following public health guidelines	Total	Unwgt N	418	36	70	148	87	77	201	215	2	102	164	152
		Wgt N	392	23	73	166	69	60	184	206	2	129	140	124
	Have already attended	%	8.9	29.2	9.5	5.9	6.9	11.1	6.9	10.8		8.5	8.1	10.2
	Immediately	%	33.4	23.2	30.7	37.0	27.0	38.0	33.9	33.3		38.2	30.0	32.3
	1-5 months	%	13.0	7.7	12.4	11.2	13.4	20.2	14.8	11.1		12.0	11.2	16.2
	6 months or more	%	10.6	10.1	8.2	15.0	8.3	4.6	10.9	10.5		8.4	13.4	9.8
	Never	%	6.4	6.4	9.2	5.8	7.0	4.1	6.4	6.5		6.6	7.0	5.6
	Not sure	%	27.6	23.4	29.9	25.1	37.5	22.0	27.1	27.9		26.3	30.3	25.9

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an outdoor event in the 12-month period prior to the COVID-19 pandemic.]

			When do you plan to attend, in person, an OUTDOOR arts or cultural performance?				
			Outdoor Culture-goers 2020-11	Already attended/Immediately	Plans to wait	Never	Not sure
Question - What are the precautions that need to occur to make you comfortable to attend an OUTDOOR arts or cultural performance? [OPEN]*	Total**	Unwgt N	340	140	87	25	88
		Wgt N	315	133	82	21	80
	Vaccine	%	35.1	22.8	51.6		42.1
	Social/Physical Distancing (spacing between seats)	%	33.7	41.1	31.1		24.3
	Masks	%	28.3	37.7	20.9		19.7
	Health Check Screening	%	3.7	4.7	3.4		2.1
	Cleaning Protocols	%	1.2	0.6	1.2		1.4
	No Cases/eradication of Covid-19	%	8.4	3.8	12.3		10.7
	Fewer Cases	%	7.1	5.4	6.4		8.7
	Hand sanitizer/hand washing	%	6.1	11.2	1.4		1.4
	Following medical/government guidelines	%	9.0	11.1	6.6		10.4
	Proper ventilation	%	0.0	0.0	0.0		0.0
	None	%	4.9	5.3	0.0		7.8
	Smaller capacity/smaller events	%	7.6	9.7	2.0		9.9
	Not interested	%	0.3	0.0	1.1		0.0
	Other	%	6.2	8.2	4.5		4.1
	Unsure	%	1.2	0.0	0.7		4.1

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			When do you plan to attend, in person, an OUTDOOR arts or cultural performance?						
			Outdoor Culture-goers 2020-11	Have already attended	Immediately	1-5 months	6 months or more	Never	Not sure
Question - What are the precautions that need to occur to make you comfortable to attend an OUTDOOR arts or cultural performance? [OPEN]*	Total	Unwgt N	340	33	107	49	38	25	88
		Wgt N	315	28	105	44	38	21	80
	Vaccine	%	35.1	8.6	26.6	44.0	60.5		42.1
	Social/Physical Distancing (spacing between seats)	%	33.7	57.8	36.6	35.5	25.9		24.3
	Masks	%	28.3	40.0	37.1	32.8	7.1		19.7
	Health Check Screening	%	3.7	0.0	6.0	3.8	3.0		2.1
	Cleaning Protocols	%	1.2	2.7	0.0	0.0	2.6		1.4
	No Cases/eradication of Covid-19	%	8.4	3.4	3.9	12.5	12.1		10.7
	Fewer Cases	%	7.1	2.3	6.2	7.1	5.6		8.7
	Hand sanitizer/hand washing	%	6.1	14.8	10.2	2.5	0.0		1.4
	Following medical/government guidelines	%	9.0	12.8	10.7	7.6	5.4		10.4
	Proper ventilation	%	0.0	0.0	0.0	0.0	0.0		0.0
	None	%	4.9	0.0	6.8	0.0	0.0		7.8
	Smaller capacity/smaller events	%	7.6	11.5	9.2	2.0	2.0		9.9
	Not interested	%	0.3	0.0	0.0	0.0	2.5		0.0
	Other	%	6.2	17.9	5.6	2.5	6.8		4.1
	Unsure	%	1.2	0.0	0.0	0.0	1.4		4.1

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[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	Total*	Unwgt N	1096	110	236	354	229	167	561	530	5	220	410	466
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	37.5	24.7	31.9	43.6	30.0	46.0	31.0	43.4		40.9	36.8	35.6
	A museum other than an art museum	%	29.2	29.8	16.3	34.2	31.8	33.4	32.2	26.3		37.2	28.2	24.4
	Do not recall	%	52.1	58.9	60.2	46.4	58.3	42.2	55.0	49.3		47.4	52.8	54.8

* Values are based on the percentage of positive responses to a specific activity (columns exceed 100%).

**Multifrequency tab based on multiple responses

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	Total*	Unwgt N	1294	124	256	436	276	202	658	630	6	275	479	540
		Wgt N	1006	67	234	386	185	134	490	511	5	276	344	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	31.6	21.8	29.5	35.1	25.0	37.8	26.2	36.4		32.6	31.2	31.0
	A museum other than an art museum	%	24.6	26.3	15.0	27.5	26.5	27.5	27.2	22.1		29.6	23.9	21.2
	Do not recall	%	43.9	51.9	55.5	37.3	48.5	34.7	46.5	41.4		37.8	44.8	47.7

* Values are based on the proportion an activity represents of all activities (columns add up to 100 percent).

**Multifrequency tab based on multiple responses

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

			Region						Gender			Age		
			Art gallery or museum culture-goers 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
When do you plan to attend, in person, an art gallery or museum?	Total	Unwgt N	518	46	93	185	95	99	247	268	3	114	191	213
		Wgt N	483	28	93	208	77	77	221	259	3	145	164	174
	Have already attended	%	10.7	17.7	11.8	8.1	13.3	11.3	9.4	12.0		12.8	7.5	12.0
	Immediately	%	26.2	17.0	27.1	23.8	27.4	33.6	26.6	25.8		24.4	27.8	26.2
	1-5 months	%	14.2	15.4	18.6	13.6	12.8	11.4	16.7	12.3		15.1	8.7	18.6
	6 months or more	%	9.4	4.7	7.8	13.8	1.3	9.6	9.4	9.6		8.5	13.3	6.6
	Never	%	6.1	5.2	6.6	6.2	6.9	4.7	5.7	6.6		4.2	4.2	9.5
	Not sure	%	33.3	40.0	28.1	34.5	38.2	29.4	32.3	33.9		34.9	38.5	27.2

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2020-1716 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

			When do you plan to attend, in person, an art gallery or museum?					
			Art gallery and museum culture-goers 2020-11	Already attended/Immediately	Plans to wait	Never	Not sure	Not sure
Question - What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN]*	Total	Unwgt N	395	143	94	29	129	395
		Wgt N	369	134	92	25	118	369
	Vaccine	%	35.7	20.2	47.0		43.8	35.7
	Social/Physical Distancing	%	31.0	43.1	25.8		22.6	31.0
	Masks	%	31.9	45.9	28.7		21.6	31.9
	Health Check Screening	%	1.9	1.7	2.5		2.2	1.9
	Cleaning Protocols	%	5.4	5.3	5.4		4.4	5.4
	No Cases	%	8.8	3.7	14.6		9.1	8.8
	Fewer Cases	%	3.1	1.3	5.2		3.3	3.1
	Sanitizer/handwashing	%	7.7	9.1	7.2		7.1	7.7
	Medical/government guidelines	%	9.2	13.2	10.0		5.3	9.2
	Proper ventilation	%	4.5	7.3	4.5		2.2	4.5
	None	%	4.2	3.9	0.0		6.6	4.2
	Smaller capacity/smaller events	%	16.5	22.4	15.3		11.8	16.5
	Not interested	%	0.4	0.7	0.0		0.4	0.4
	Other	%	3.1	3.2	1.2		5.2	3.1
	Unsure	%	1.8	0.3	0.0		4.7	1.8

*Values are based on the percentage of positive responses to a specific precaution (columns exceed 100%). Results include up to three mentions

**Multifrequency tab based on multiple responses.

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			When do you plan to attend, in person, an art gallery or museum?						
			Art gallery and museum culture-goers 2020-11	Have already attended	Immediately	1-5 months	6 months or more	Never	Not sure
Question - What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN]*	Total	Unwgt N	395	45	98	53	41	29	129
		Wgt N	369	39	95	50	42	25	118
	Vaccine	%	35.7	12.7	23.3	34.6	61.9		43.8
	Social/Physical Distancing	%	31.0	54.3	38.4	34.0	16.0		22.6
	Masks	%	31.9	48.9	44.6	37.0	18.6		21.6
	Health Check Screening	%	1.9	0.0	2.4	3.5	1.3		2.2
	Cleaning Protocols	%	5.4	5.3	5.3	4.7	6.2		4.4
	No Cases	%	8.8	10.5	0.9	12.9	16.6		9.1
	Fewer Cases	%	3.1	0.0	1.9	4.2	6.4		3.3
	Sanitizer/handwashing	%	7.7	8.0	9.5	9.1	5.0		7.1
	Medical/government guidelines	%	9.2	6.4	16.1	11.1	8.8		5.3
	Proper ventilation	%	4.5	7.5	7.3	5.0	3.8		2.2
	None	%	4.2	2.5	4.4	0.0	0.0		6.6
	Smaller capacity/smaller events	%	16.5	36.6	16.5	19.4	10.3		11.8
	Not interested	%	0.4	0.0	0.9	0.0	0.0		0.4
	Other	%	3.1	0.0	4.6	2.2	0.0		5.2
	Unsure	%	1.8	1.2	0.0	0.0	0.0		4.7

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**Multifrequency tab based on multiple responses.

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			Region						Gender			Age		
			All culture-goers 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Thinking of your personal situation, what are the obstacles, if any, to attending an in-person arts or cultural event? [OPEN]*	Total**	Unwgt N	702	66	137	243	135	121	339	360	3	138	258	306
		Wgt N	648	41	136	266	109	96	298	346	3	175	221	252
	None	%	12.2	17.8	14.3	11.0	10.4	12.6	12.8	11.9		10.9	16.4	9.5
	Safety/being exposed to the Covid-19 virus	%	32.9	29.0	26.1	37.0	34.7	31.1	35.2	31.0		28.3	37.0	32.6
	Lack of interest	%	4.1	0.0	3.5	2.6	6.3	8.0	5.5	2.6		6.3	3.4	3.0
	Time	%	2.3	0.0	1.2	1.9	1.5	6.5	3.5	1.2		3.8	2.1	1.3
	Cannot wear a mask/reduced mobility	%	1.3	3.1	1.8	0.8	0.8	1.6	1.1	1.5		0.5	1.1	2.0
	Cost	%	3.4	3.5	6.6	2.7	3.1	0.9	2.4	4.2		4.5	4.5	1.6
	Crowds/other people not respecting health measures	%	13.2	8.7	13.2	13.4	15.7	11.4	10.2	15.8		16.6	10.9	12.8
	I am or someone in my household is high risk/immunocompromised/older	%	13.0	10.4	12.1	15.8	11.3	9.4	8.9	16.4		6.8	10.3	19.7
	Quarantine/venues are closed/government regulations	%	5.8	12.8	7.8	3.2	4.3	8.8	5.0	6.5		6.7	3.8	6.9
	Travel/distance/taking public transit	%	2.0	3.2	0.0	3.1	1.5	1.7	1.7	2.3		1.8	1.7	2.4
	Young children/family	%	0.8	0.0	0.8	0.4	1.0	2.0	0.8	0.8		2.4	0.4	0.0
	A vaccine	%	6.5	7.2	7.4	6.5	6.9	4.2	8.8	4.5		8.1	6.3	5.4
	Other	%	2.2	1.1	5.2	1.6	1.4	1.2	3.4	1.2		1.9	2.0	2.6
	Unsure	%	0.5	3.2	0.0	0.0	1.0	0.7	0.8	0.2		1.4	0.0	0.3

[This table reports on the views of culture-goers who attended indoor cultural, outdoor cultural events or an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

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In 2021, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

			Region						Gender			Age		
			All culture-goers 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Single ticket purchase	Total	Unwgt N	819	83	156	280	163	137	410	406	3	174	307	338
		Wgt N	757	49	154	309	133	111	363	391	3	221	260	276
	Comfortable	%	29.2	32.6	31.1	25.1	28.6	37.2	29.6	29.1		31.4	28.4	28.3
	Somewhat comfortable	%	23.9	23.1	29.5	22.5	22.0	22.6	26.5	21.7		23.6	24.6	23.4
	Somewhat not comfortable	%	13.1	10.0	11.9	13.8	13.8	13.3	13.7	12.7		14.5	15.0	10.2
	Not comfortable	%	16.8	18.0	13.3	20.8	14.3	12.7	15.9	17.5		13.6	16.4	19.6
	Unsure	%	17.0	16.3	14.1	17.8	21.4	14.2	14.4	19.1		16.9	15.6	18.5

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[This table reports on the views of culture-goers who attended indoor cultural, outdoor cultural events or an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

In 2021, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

			Region						Gender			Age		
			All culture-goers 2020-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Paying for an annual subscription or membership	Total	Unwgt N	819	83	156	280	163	137	410	406	3	174	307	338
		Wgt N	757	49	154	309	133	111	363	391	3	221	260	276
	Comfortable	%	12.1	11.7	9.9	12.7	11.2	15.1	11.6	12.5		8.7	12.7	14.4
	Somewhat comfortable	%	14.7	15.6	17.8	13.8	12.8	14.4	16.2	13.4		14.8	11.8	17.3
	Somewhat not comfortable	%	11.7	8.0	12.6	11.8	16.1	6.5	11.8	11.7		14.0	12.3	9.3
	Not comfortable	%	40.8	35.3	41.9	43.2	35.1	41.8	41.0	40.7		40.5	42.3	39.6
	Unsure	%	20.7	29.5	17.8	18.5	24.9	22.2	19.5	21.8		22.1	20.9	19.5

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