



Optimism for in-person activities continues to increase among culture-goers.

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 second report of 2021 report contains information on the sentiments 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;
- Views on corporate sponsorship of cultural and arts organizations.

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

Key Findings

1

Expected timing for return

Culture goers increasingly mention they plan on returning to cultural events immediately once businesses reopen and are following public health guidelines (35% for indoor culture-goers, up from 30% in February 2021 and 25% in November 2020; 45% for outdoor culture-goers, up from 41% in February 2021 and 33% in November 2020).

2

Return is guided by vaccines

Asked what precautions are needed to make them feel comfortable to return, indoor culture-goers that have already attended or plan on attending immediately increasingly say they want a vaccine (51%, up from 44% in Feb. 2021 and 28% in Nov. 2021). Three quarters of those who plan on waiting one to five months mention they want a vaccine (74%, up from 60% in Feb. 2021, 46% in Nov. 2020).

3

Undecided indoor culture-goers

The proportion who are unsure about the timeline for their return has decreased (28% for indoor culture-goers, down from 34% in February 2021; 27% for museum culture-goers, down from 33% in past two waves). Nearly three quarters (72%) of those who are unsure about their return to indoor activities say a vaccine is a precaution that would make them feel comfortable.

Key Findings



4

Older and younger Canadians

Younger Canadians are more likely than older Canadians to report having already attended outdoor events (17% of 18-34; five per cent of those 55 plus) and museums and galleries (21% of 18-34; eight per cent 55 plus). Older Canadians are more likely to report being unsure about when they will return to outdoor events (33% of those 55 plus; 18% 18-34) and museums and galleries (34% of those 55 plus; 20% 18-34).



5

Corporate sponsorship

A majority of culture-goers agree or somewhat agree that they think highly of corporations that support cultural organizations (33% agree; 40% somewhat agree, up from 13% strongly agree; 38% somewhat agree in 2017), they are more likely to purchase goods or services from these organizations (22% agree; 35% somewhat agree, up from 8% strongly agree; 28% somewhat agree in 2017) and they are more likely to listen to that corporation's messages (19% agree; 34% somewhat agree, up from 7% strongly agree; 27% somewhat agree in 2017). Culture-goers from Quebec (46%) are more likely to agree that they would think highly of corporations that support cultural organizations than culture goers from Ontario (30%) and the Prairies (28%).

A photograph of an audience seated in a theater, looking towards a stage with a red curtain. The text "Indoor arts/cultural performances" is overlaid in white.

Indoor arts/cultural performances

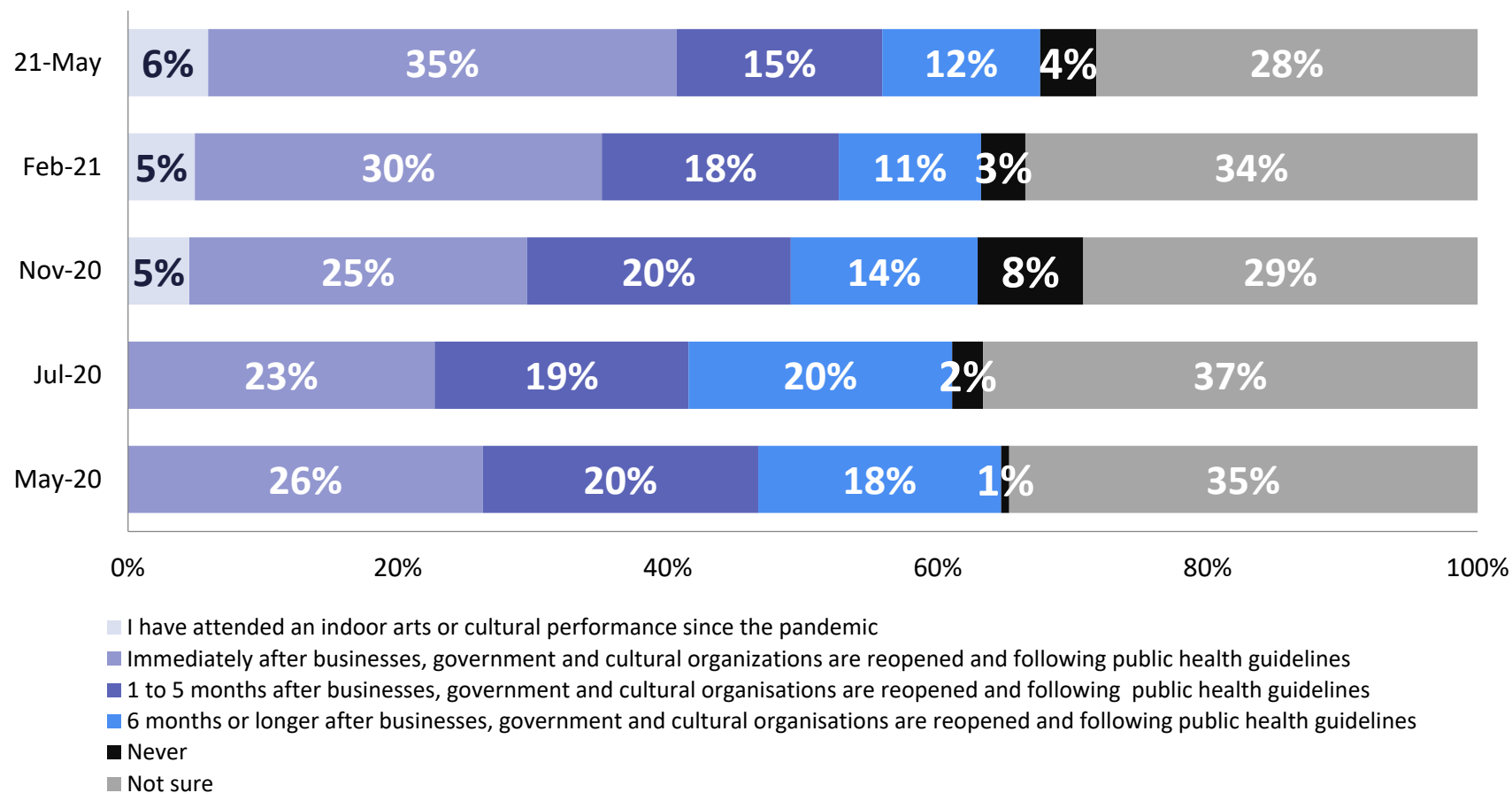
Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances

Q

[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

The proportion of indoor culture-goers who are ready to attend in-person indoor arts and cultural performances immediately after businesses are reopened continues to increase (35%, up from 30% in February 2021, and 25% in November 2020).



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=576
Indoor culture-goers, accurate 4.1 percentage points plus or minus, 19 times out of 20.

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

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

		Indoor Culture-goers (n=576)	Atlantic (n=55)	Quebec (n=89)	Ontario (n=211)	Prairies (n=125)	British Columbia (n=96)	Men (n=274)	Women (n=302)	18 to 34 (n=98)	35 to 54 (n=230)	55 plus (n=248)
TOP RESPONSES	Have already attended	5.9%	14.1%	12.6%	3.0%	6.2%	2.8%	5.5%	6.3%	7.0%	5.4%	5.7%
	Immediately	34.7%	28.0%	29.4%	38.9%	31.9%	35.3%	37.4%	32.6%	39.6%	34.1%	31.4%
	1-5 months	15.2%	5.0%	17.3%	15.2%	14.7%	18.9%	17.1%	13.8%	18.5%	14.1%	13.7%
	6 months or more	11.7%	5.2%	10.5%	14.6%	12.6%	5.8%	7.2%	15.2%	8.0%	11.3%	15.0%
	Never	4.2%	3.6%	10.5%	2.6%	2.9%	3.7%	4.1%	4.2%	4.7%	3.8%	4.1%
	Not sure	28.2%	44.1%	19.6%	25.8%	31.7%	33.6%	28.7%	27.9%	22.1%	31.3%	30.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=576
Indoor culture-goers, accurate 4.1 percentage points plus or minus, 19 times out of 20.

Precautions needed to feel comfortable attending INDOOR arts/cultural performances

Q

[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

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

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

TOP RESPONSES		May 2021 (n=196)	February 2021 (n=185)	November 2020 (n=179)	July 2020** (n=135)	May 2020** (n=151)	May 2021 (n=75)	Feb 2021 (n=99)	Nov 2020 (n=114)	July 2020 (n=115)	May 2020 (n=121)
	Vaccine	50.6%	43.8%	27.8%	18.6%	12.0%	73.9%	59.6%	46.1%	27.5%	22.7%
	Masks	26.6%	24.2%	34.9%	39.6%	26.7%	30.2%	24.2%	27.4%	43.0%	29.4%
	Social/physical distancing (spacing between seats)	18.9%	25.4%	36.4%	34.8%	31.5%	15.2%	22.6%	31.0%	35.5%	42.2%
	None	13.2%	14.1%	5.8%	7.8%	16.3%	-	1.1%	-	1.7%	2.2%
	Smaller capacity/smaller events	7.1%	3.3%	5.4%	3.1%	8.8%	5.4%	3.1%	5.4%	5.5%	8.4%
	Following medical/ government guidelines	4.4%	13.5%	11.6%	11.4%	14.0%	1.0%	5.3%	7.6%	6.5%	7.9%
	Fewer cases	4.3%	6.0%	5.8%	9.9%	2.3%	19.4%	13.5%	9.5%	10.0%	6.8%
	Hand sanitizer/handwashing	3.8%	6.5%	5.5%	5.8%	16.4%	4.6%	1.7%	4.8%	5.2%	17.5%
	Health Check Screening	2.8%	0.5%	5.5%	2.3%	8.4%	-	3.1%	-	8.6%	8.1%
	Proper ventilation	2.5%	3.6%	11.7%	4.0%	2.6%	9.4%	4.5%	7.5%	1.8%	9.2%
	Cleaning protocols	1.3%	3.8%	10.0%	13.2%	11.2%	1.0%	4.8%	3.9%	12.0%	14.4%

**The May and July 2020 waves only included culture goers that plan to attend immediately.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=507
Indoor culture-goers, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Precautions needed to feel comfortable attending INDOOR arts/cultural performances

Q

[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

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

TOP RESPONSES		May 2021 (n=66)	Feb 2021 (n=63)	Nov 2020 (n=89)	July 2020 (n=119)	May 2020 (n=110)	May 2021 (n=155)	Feb 2021 (n=161)	Nov 2020 (n=168)	July 2020 (n=224)	May 2020 (n=217)
	Vaccine	57.0%	56.1%	59.8%	52.3%	44.2%	71.8%	51.9%	45.3%	40.1%	37.0%
	Masks	23.1%	32.0%	16.5%	28.8%	24.0%	20.1%	21.8%	12.0%	26.2%	13.3%
	Social/physical distancing (spacing between seats)	18.9%	20.6%	11.1%	28.5%	31.9%	11.2%	19.6%	18.2%	24.8%	26.6%
	No Cases/eradication of Covid-19	7.6%	14.1%	22.0%	16.3%	10.4%	5.4%	9.9%	17.3%	8.1%	9.9%
	Hand sanitizer/handwashing	7.6%	4.8%	0.9%	3.5%	7.4%	2.5%	3.8%	5.5%	3.1%	3.8%
	Following medical/ government guidelines	5.7%	1.3%	3.7%	2.6%	2.0%	3.5%	11.6%	7.7%	4.5%	7.9%
	Cleaning protocols	2.7%	8.4%	5.8%	5.4%	8.5%	1.7%	3.6%	3.7%	8.1%	10.0%
	Unsure	1.9%	-	0.7%	1.7%	1.2%	0.8%	1.3%	3.8%	4.7%	2.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=507
Indoor culture-goers, accurate 4.4 percentage points plus or minus, 19 times out of 20.

A large crowd of people is gathered at an outdoor festival or concert. In the background, a stage is visible with a large screen displaying a colorful, abstract image. The crowd is dense, and many people have their hands raised in the air, suggesting they are cheering or dancing. The overall atmosphere is festive and energetic.

Outdoor arts/cultural performances

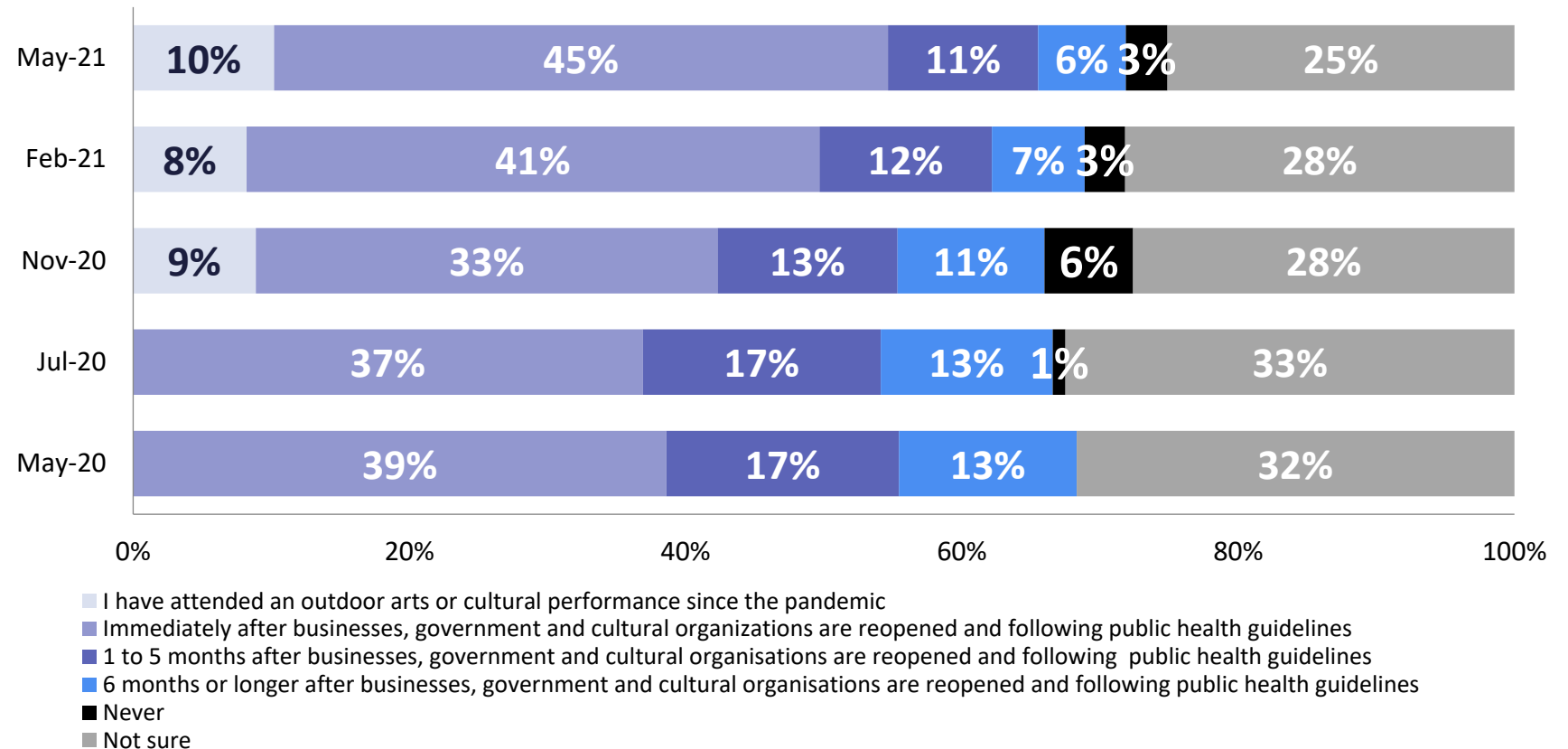
Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances

Q

[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

Outdoor culture-goers increasingly say they plan on immediately returning to outdoor cultural events once businesses reopen (45%, up from 41% in February 2021 and 33% in November).



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=377 outdoor culture-goers, accurate 5.0 percentage points plus or minus, 19 times out of 20.

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

Q

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

		Outdoor Culture-goers (n=377)	Atlantic (n=29)*	Quebec (n=69)	Ontario (n=136)	Prairies (n=81)	British Columbia (n=62)	Men (n=178)	Women (n=199)	18 to 34 (n=58)	35 to 54 (n=153)	55 plus (n=166)
TOP RESPONSES	Have already attended	10.2%		9.1%	8.9%	16.7%	5.7%	12.2%	8.7%	16.6%	11.4%	4.6%
	Immediately	44.5%		46.2%	49.3%	36.4%	46.8%	42.5%	46.0%	48.3%	48.5%	37.8%
	1-5 months	10.9%		9.3%	12.3%	9.4%	13.3%	12.8%	9.4%	9.4%	7.3%	15.4%
	6 months or more	6.3%		5.0%	7.3%	6.8%	4.9%	3.1%	8.8%	3.6%	7.2%	7.5%
	Never	3.0%		4.6%	2.5%	2.4%	3.6%	1.5%	4.2%	3.8%	3.5%	2.0%
	Not sure	25.1%		25.8%	19.7%	28.3%	25.7%	28.0%	22.9%	18.4%	22.2%	32.7%

*Shaded due to small sample size

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=377 outdoor culture-goers, accurate 5.0 percentage points plus or minus, 19 times out of 20.

Precautions needed to feel comfortable attending OUTDOOR arts/cultural performances

Q

[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

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

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

		May 2021 (n=149)	Feb 2021 (n=164)	Nov 2020 (n=140)	July 2020** (n=140)	May 2020** (n=140)	May 2021 (n=38)*	Feb 2021 (n=43)*	Nov 2020 (n=49)*	July 2020 (n=70)*	May 2020 (n=72)*
TOP RESPONSES	Vaccine	34.3%	28.8%	22.8%	6.3%	4.5%	72.8%	48.2%	44.0%	15.0%	15.9%
	Social/physical distancing	29.5%	36.6%	41.1%	55.0%	46.5%	44.1%	31.7%	35.5%	57.8%	53.0%
	None	24.4%	18.0%	5.3%	10.4%	12.0%	-	1.6%	-	1.0%	-
	Masks	18.1%	21.6%	37.7%	37.6%	25.1%	33.5%	20.9%	32.8%	44.4%	23.1%
	Smaller events/capacity	5.8%	4.5%	9.7%	3.4%	9.7%	6.6%	-	2.0%	8.1%	11.4%
	Following medical/ government guidelines	4.8%	16.1%	11.1%	7.8%	7.1%	-	5.5%	7.6%	7.4%	5.8%
	Fewer cases	3.9%	3.3%	5.4%	5.5%	0.5%	7.9%	9.6%	7.1%	4.4%	8.9%
	No cases	3.5%	4.3%	3.8%	2.1%	1.5%	3.0%	10.2%	12.0%	7.7%	2.2%
	Health Check Screening	2.0%	1.1%	4.7%	1.9%	5.3%	5.0%	-	3.8%	1.9%	6.0%
	Sanitizer/hand washing	1.6%	1.8%	11.2%	8.7%	22.2%	6.5%	-	2.5%	10.6%	12.1%
	Unsure	0.4%	0.5%	-	2.4%	0.5%	-	1.8%	-	-	1.9%

**The May and July 2020 waves only included culture goers that plan to attend immediately.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=292 outdoor culture-goers, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Precautions needed to feel comfortable attending OUTDOOR arts/cultural performances

Q

[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

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

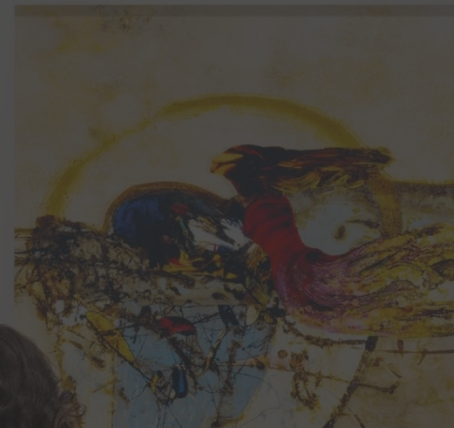
Outdoor culture-goers who are unsure

		May 2021 (n=24)*	Feb 2021 (n=22)*	Nov 2020 (n=38)*	July 2020 (n=46)*	May 2020 (n=49)*	May 2021 (n=73)	Feb 2021 (n=79)	Nov 2020 (n=88)*	July 2020 (n=123)	May 2020 (n=123)
TOP RESPONSES	Vaccine			60.5%	33.9%	38.5%	54.3%	42.2%	42.1%	22.6%	27.4%
	Social/physical distancing			25.9%	39.3%	36.8%	22.0%	34.6%	24.3%	50.3%	29.9%
	Masks			7.1%	22.8%	25.8%	18.3%	21.7%	19.7%	34.7%	13.2%
	None			-	1.5%	-	9.2%	5.7%	7.8%	3.2%	6.5%
	Fewer cases			5.6%	9.3%	1.5%	8.0%	9.3%	8.7%	1.5%	7.7%
	Smaller events/capacity			2.0%	5.5%	5.7%	5.6%	12.8%	9.9%	10.8%	7.2%
	No Cases/eradication of Covid-19			12.1%	14.8%	13.4%	3.4%	7.1%	10.7%	8.3%	9.0%
	Health check			3.0%	1.5%	-	2.9%	1.6%	2.1%	1.1%	7.0%
	Following medical/ government guidelines			5.4%	5.5%	2.5%	2.2%	8.3%	10.4%	6.2%	9.6%
	Sanitizer/hand washing			-	2.0%	-	1.0%	-	1.4%	7.6%	7.8%

*Shaded due to small sample size

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=292 outdoor culture-goers, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Museums and art galleries



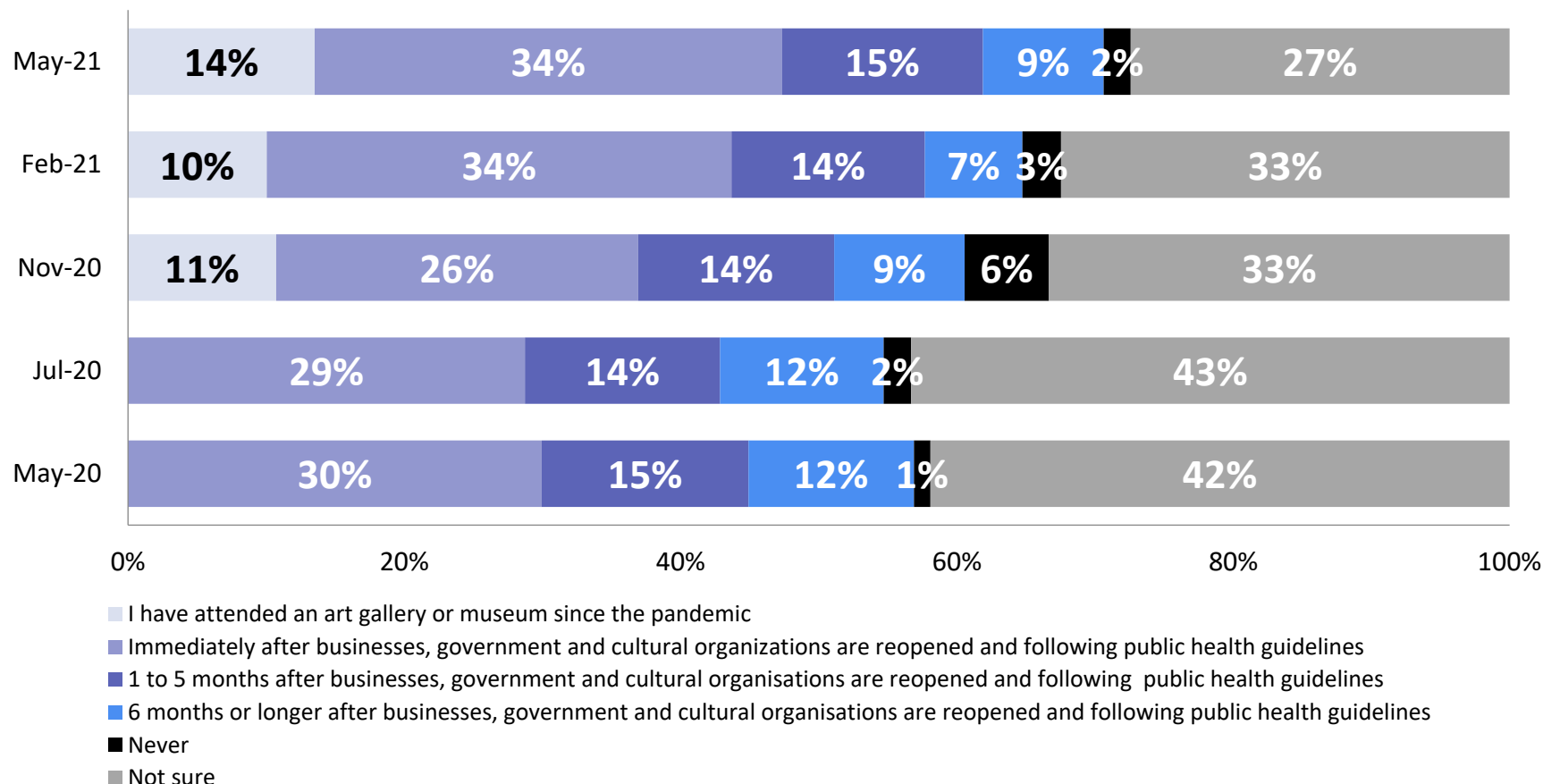
Expected timeline of museum culture-goers to attend art galleries and museums

Q

[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

While the proportion of museum culture-goers who report they will attend immediately after businesses reopen has remained the same, fewer report being unsure about when they plan on returning (27%, down from 33% in the past two waves and 43% in July 2020).



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=479 museum culture-goers, accurate 4.5 percentage points plus or minus, 19 times out of 20.

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

Q

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

		Museum Culture-goers (n=479)	Atlantic (n=43)	Quebec (n=88)	Ontario (n=170)	Prairies (n=98)	British Columbia (n=80)	Men (n=233)	Women (n=246)	18 to 34 (n=79)	35 to 54 (n=191)	55 plus (n=209)
TOP RESPONSES	Have already attended	13.5%	14.2%	23.4%	5.4%	19.1%	17.6%	12.5%	14.3%	20.8%	13.1%	8.2%
	Immediately	33.8%	27.7%	29.4%	35.2%	32.9%	40.2%	32.0%	35.2%	36.8%	33.8%	31.5%
	1-5 months	14.6%	10.6%	15.1%	17.0%	9.4%	15.3%	15.0%	14.2%	15.9%	13.5%	14.6%
	6 months or more	8.7%	4.7%	9.0%	12.0%	6.1%	3.6%	5.4%	11.4%	6.5%	9.7%	9.6%
	Never	2.0%	2.4%	2.8%	1.8%	2.7%	-	3.0%	1.2%	-	3.3%	2.2%
	Not sure	27.4%	40.4%	20.2%	28.7%	29.9%	23.1%	32.1%	23.8%	20.0%	26.6%	34.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=479 museum culture-goers, accurate 4.5 percentage points plus or minus, 19 times out of 20.

Precautions needed to feel comfortable attending museums or art galleries

Q

[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

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

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

TOP RESPONSES		May 2021 (n=158)	Feb 2021 (n=169)	Nov 2020 (n=143)	July 2020** (n=125)	May 2020** (n=127)	May 2021 (n=66)	Feb 2021 (n=63)*	Nov 2020 (n=53)*	July 2020 (n=69)*	May 2020 (n=61)*
	Masks	36.8%	31.5%	45.9%	53.9%	23.5%	31.7%	24.6%	37.0%	55.4%	36.8%
	Vaccine	34.5%	31.1%	20.2%	8.1%	4.5%	56.0%	48.9%	34.6%	15.1%	8.8%
	Social/physical distancing	23.2%	29.1%	43.1%	42.3%	45.4%	21.3%	25.9%	34.0%	41.7%	53.2%
	Smaller capacity/events	15.8%	17.5%	22.4%	13.6%	10.3%	30.4%	10.7%	19.4%	25.5%	8.6%
	None	13.6%	9.9%	3.9%	11.6%	14.5%	-	-	-	0.8%	1.7%
	Medical/government guidelines	6.5%	13.9%	13.2%	7.0%	9.5%	1.9%	1.9%	11.1%	7.2%	7.4%
	Sanitizer/handwashing	8.1%	3.7%	9.1%	11.1%	15.2%	2.7%	1.5%	9.1%	7.6%	9.6%
	Proper ventilation	3.5%	3.3%	7.3%	4.4%	5.2%	1.4%	5.6%	5.0%	0.9%	11.3%
	Fewer cases	2.2%	2.9%	1.3%	2.3%	0.6%	10.5%	12.3%	4.2%	3.0%	5.0%
	Cleaning protocols	2.1%	1.6%	5.3%	9.6%	8.7%	4.2%	1.4%	4.7%	13.9%	10.1%

**The May and July 2020 waves only included culture goers that plan to attend immediately.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=365 museum culture-goers, accurate 5.1 percentage points plus or minus, 19 times out of 20.

Precautions needed to feel comfortable attending museums or art galleries

Q

[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

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

		May 2021 (n=35)	Feb 2021 (n=37)*	Nov 2020 (n=41)*	July 2020 (n=51)*	May 2020 (n=53)*	May 2021 (n=97)	Feb 2021 (n=119)	Nov 2020 (n=129)	July 2020 (n=180)	May 2020 (n=181)
TOP RESPONSES	Vaccine	59.3%	48.5%	61.9%	29.4%	50.9%	44.2%	45.0%	43.8%	31.5%	20.7%
	Social/physical distancing	16.8%	14.3%	16.0%	36.1%	33.0%	19.2%	22.0%	22.6%	36.3%	36.5%
	Masks	29.3%	17.5%	18.6%	28.8%	24.5%	35.2%	21.9%	21.6%	32.5%	19.2%
	Smaller capacity/events	25.2%	17.2%	10.3%	8.9%	2.8%	11.2%	10.9%	11.8%	9.4%	6.2%
	Fewer cases	9.7%	13.7%	6.4%	4.3%	6.0%	12.0%	7.6%	3.3%	4.6%	9.8%
	No cases	9.1%	9.3%	16.6%	18.3%	6.0%	9.4%	6.3%	9.1%	6.7%	8.0%
	None	6.1%	2.9%	-	2.8%	-	8.2%	3.7%	6.6%	1.2%	4.6%
	Health screening	3.7%	-	1.3%	1.5%	2.1%	1.0%	4.7%	2.2%	2.3%	5.3%
	Proper ventilation	2.9%	4.1%	3.8%	3.2%	3.1%	5.0%	5.4%	2.2%	4.8%	1.1%
	Medical/government guidelines	-	5.5%	8.8%	1.7%	6.0%	1.1%	5.0%	5.3%	5.6%	6.9%
	Sanitizer/handwashing	4.8%	5.3%	5.0%	4.6%	4.9%	3.6%	4.8%	7.1%	4.0%	6.4%

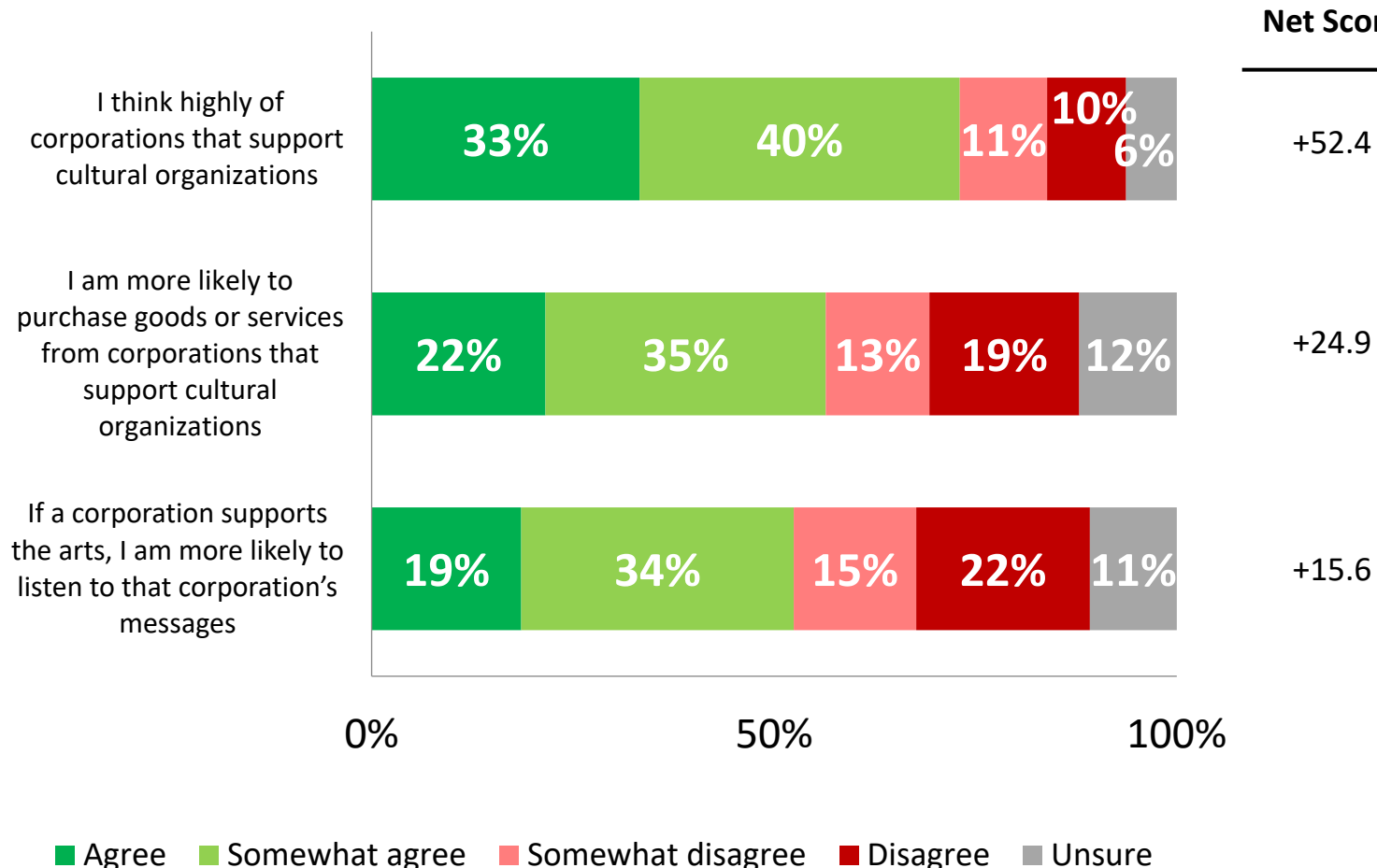
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=365 museum culture-goers, accurate 5.1 percentage points plus or minus, 19 times out of 20.

Corporate sponsorship of cultural organizations

Opinion on corporate sponsorship and donations

Q

Many corporations financially sponsor or donate to cultural organizations. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]



“A majority of culture-goers are in agreement that they think highly of corporations that support cultural organizations (33% agree; 40% somewhat agree), that they are more likely to purchase goods or services from these organizations (22% agree; 35% somewhat agree) and that they are more likely to listen to that corporation's messages (19% agree; 34% somewhat agree).”

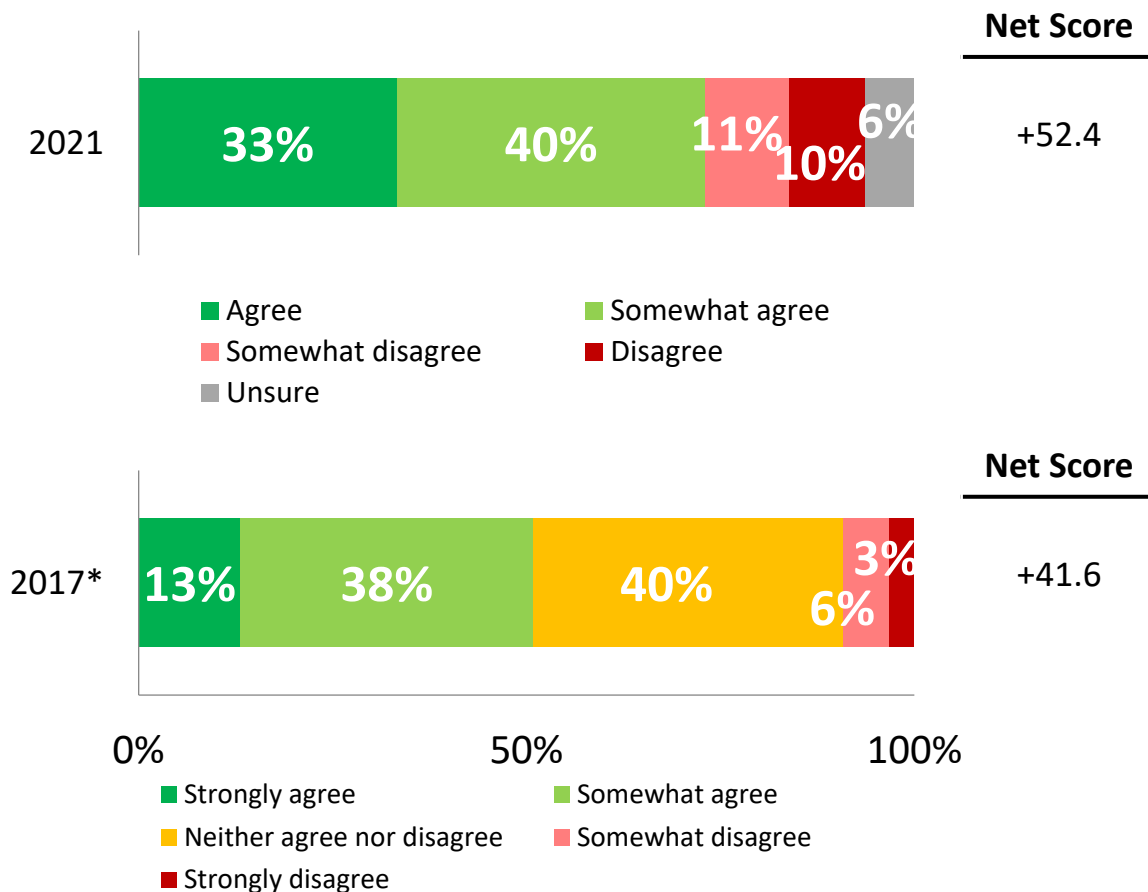
*Weighted to the true population proportion.

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

*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=736 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

People who think highly of corporations that support cultural organisations



Q

Many corporations financially sponsor or donate to cultural organizations. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

I think highly of corporations that support cultural organizations

	Atlantic (n=69)	Quebec (n=137)	Ontario (n=252)	Prairies (n=160)	BC (n=118)
Agree/somewhat agree	69.6%	78.7%	71.3%	69.9%	76.7%
	Men (n=372)	Women (n=364)	18 to 34 (n=121)	35 to 54 (n=287)	55 plus (n=328)
Agree/somewhat agree	66.3%	78.9%	67.7%	71.1%	78.8%

*Weighted to the true population proportion.

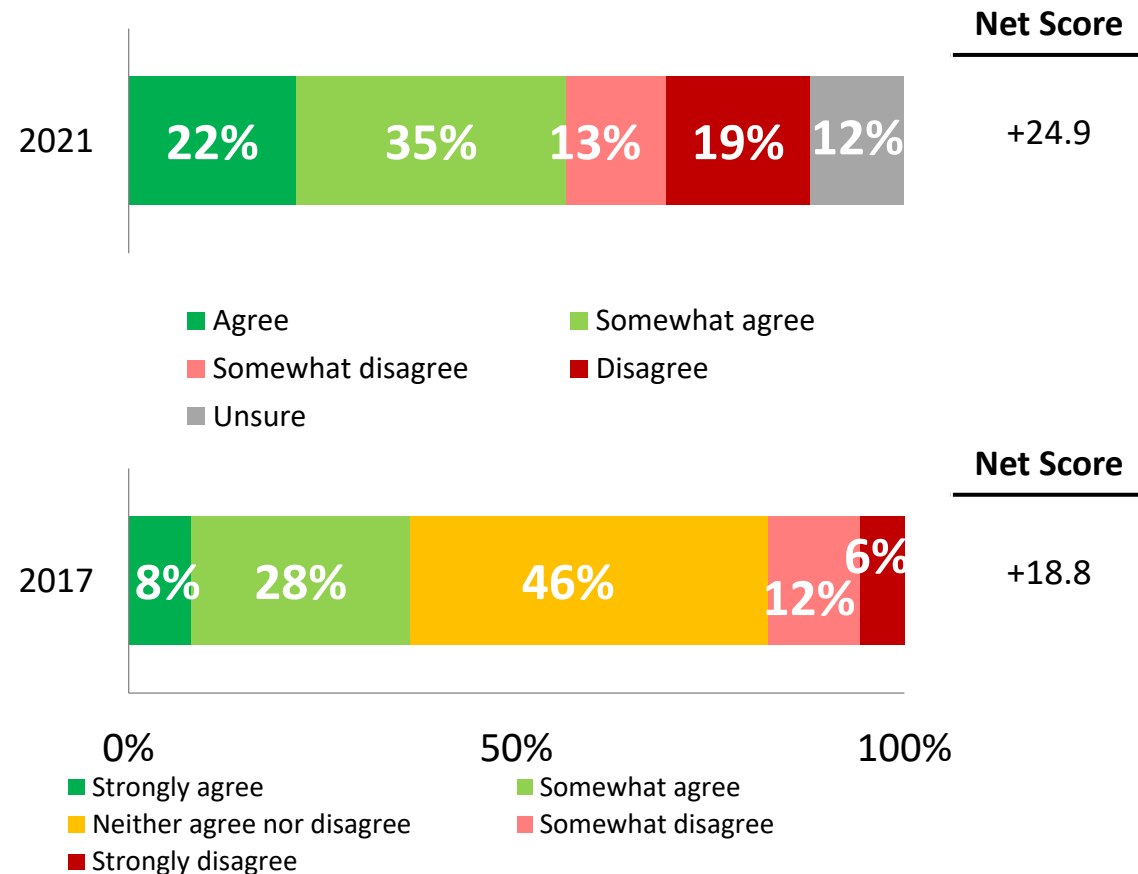
*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

*2017 data based on the Culture Track online survey of 6,400 Canadians who have participated in a cultural activity, between December 21st, 2017 and January 11th, 2018.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=736 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Likelihood of purchasing goods/services from corporations that support cultural organizations



Q

Many corporations financially sponsor or donate to cultural organizations. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

I am more likely to purchase goods or services from corporations that support cultural organizations

	Atlantic (n=69)	Quebec (n=137)	Ontario (n=252)	Prairies (n=160)	BC (n=118)
Agree/somewhat agree	54.8%	61.0%	57.4%	51.2%	55.3%
	Men (n=372)	Women (n=364)	18 to 34 (n=121)	35 to 54 (n=287)	55 plus (n=328)
Agree/somewhat agree	50.3%	61.7%	55.2%	55.0%	58.6%

*Weighted to the true population proportion.

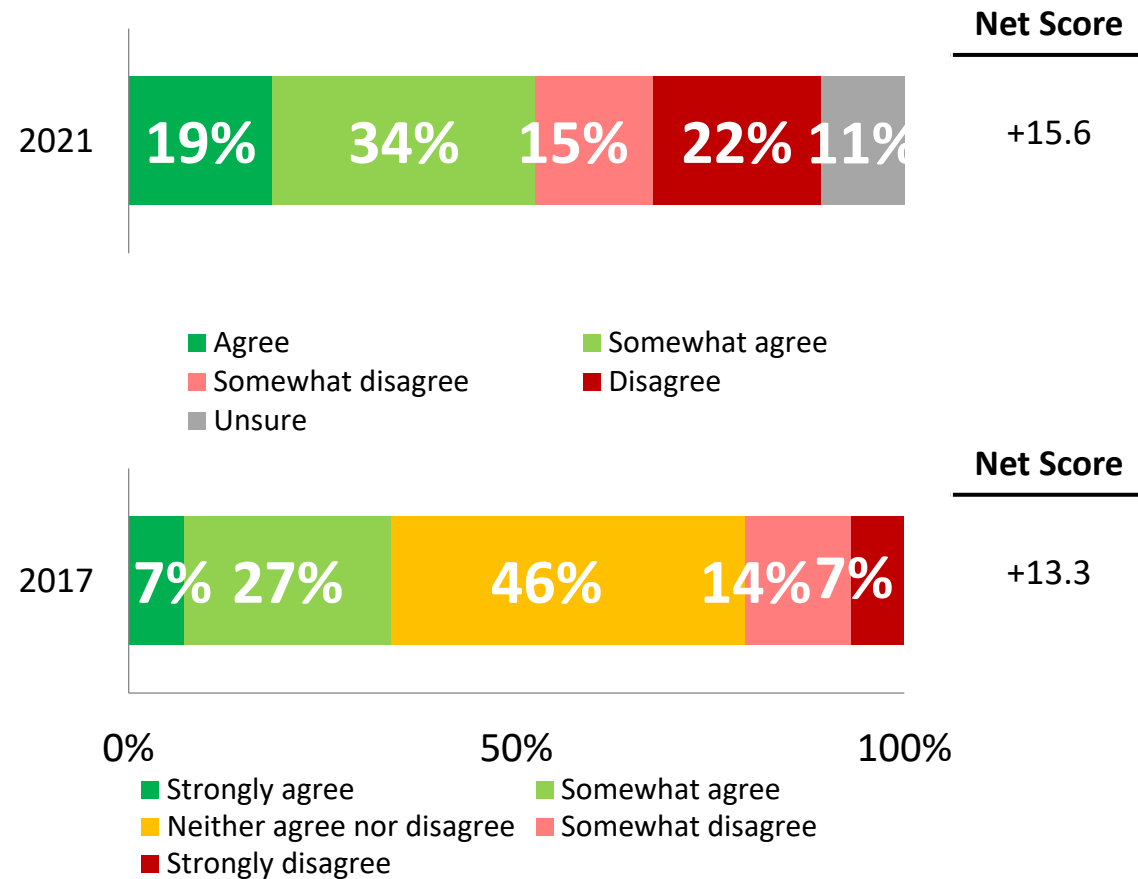
*Charts may not add up to 100 due to rounding.

*The net score is the difference between all positive and negative numbers in a question.

*2017 data based on the Culture Track online survey of 6,400 Canadians who have participated in a cultural activity, between December 21st, 2017 and January 11th, 2018.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=736 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Listening to a corporation's message if they support the arts



Q

Many corporations financially sponsor or donate to cultural organizations. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

If a corporation supports the arts, I am more likely to listen to that corporation's messages

	Atlantic (n=69)	Quebec (n=137)	Ontario (n=252)	Prairies (n=160)	BC (n=118)
Agree/somewhat agree	52.1%	58.5%	51.1%	48.8%	53.4%
	Men (n=372)	Women (n=364)	18 to 34 (n=121)	35 to 54 (n=287)	55 plus (n=328)
Agree/somewhat agree	47.0%	57.2%	48.5%	53.0%	54.7%

*Weighted to the true population proportion.

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

*The net score is the difference between all positive and negative numbers in a question.

*2017 data based on the Culture Track online survey of 6,400 Canadians who have participated in a cultural activity, between December 21st, 2017 and January 11th, 2018.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=736 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

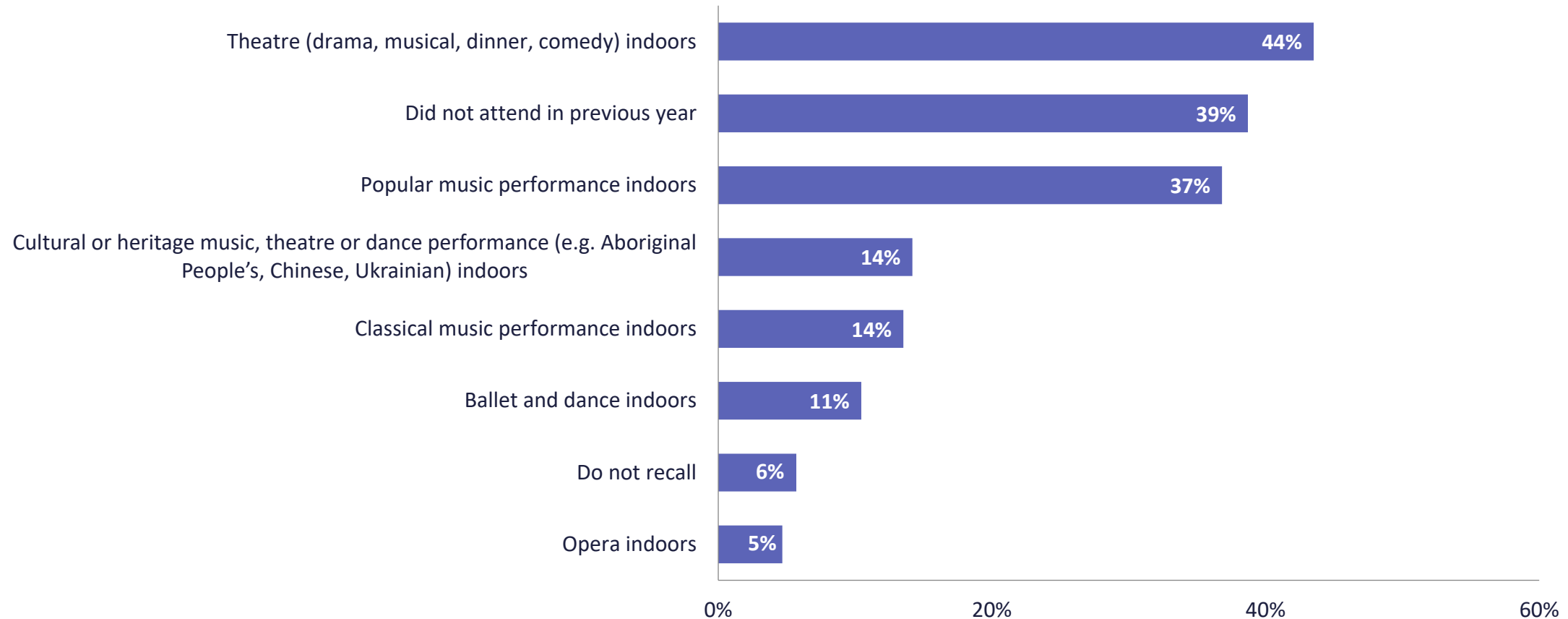
Profiling questions

A photograph of an audience seated in a theater, looking towards a stage with a large red curtain. The text "Profiling questions" is overlaid in white.

Attendance to INDOOR Cultural Gatherings – Before COVID-19

Q

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



*Weighted to the true population proportion.

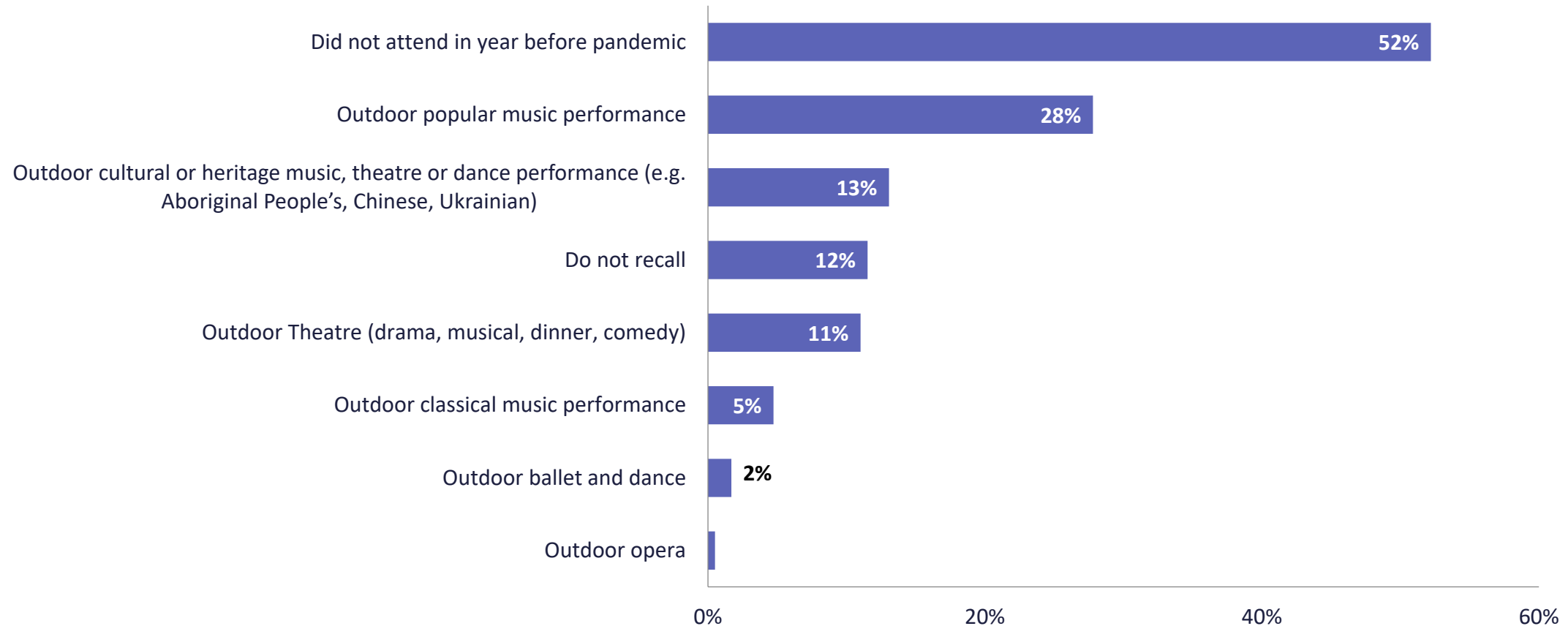
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=1029 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Attendance to OUTDOOR Cultural Gatherings – Before COVID-19

Q

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



*Weighted to the true population proportion.

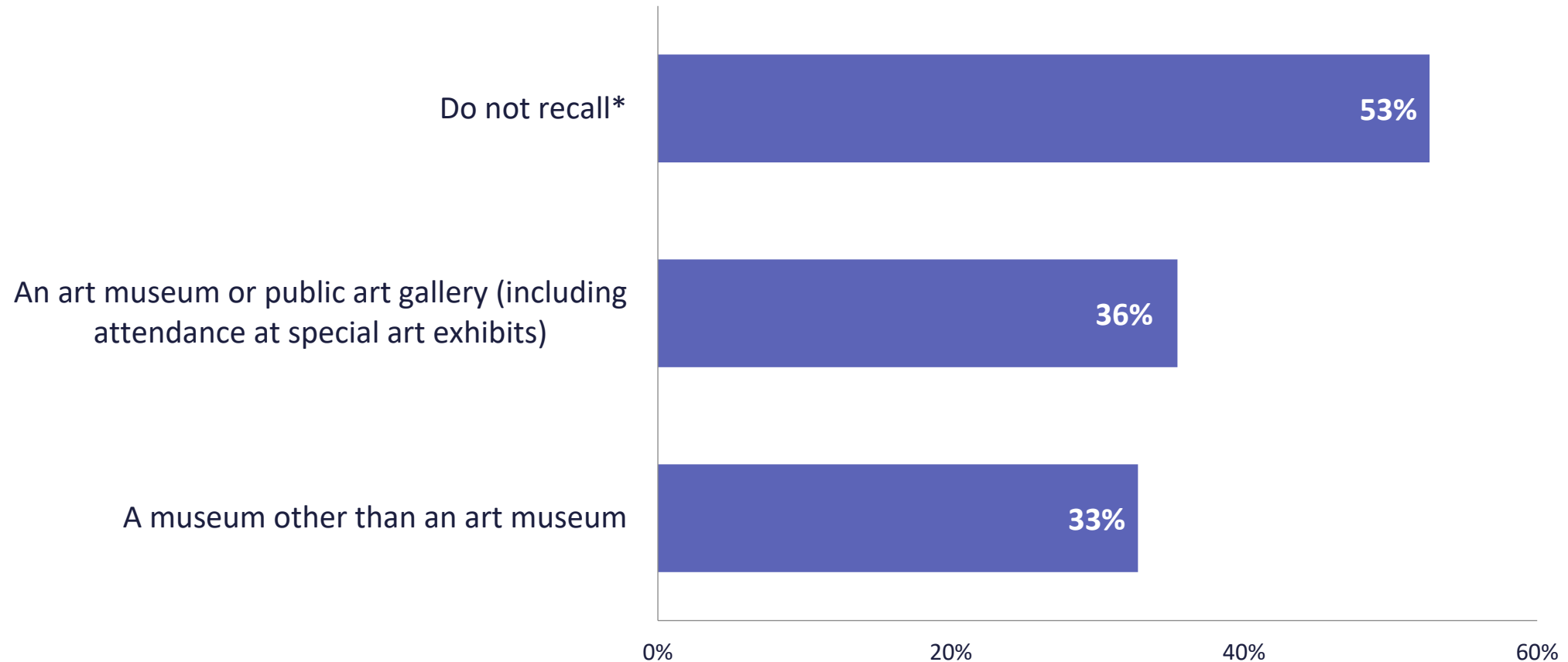
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=1029 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Attendance to museums or art galleries – Before COVID-19

Q

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



*Weighted to the true population proportion.

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

*Do not recall option likely includes people that did not attend.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 2nd, 2021, n=1029 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between May 30th to June 2nd, 2021 as part of an omnibus survey. 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.

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

The margin of error for a random survey of 1,029 Canadians is ± 3.1 percentage points, 19 times out of 20.

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

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



Element	Description	Element	Description
Research sponsor	Business/Arts & NAC	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
Population and Final Sample Size	1029 Randomly selected individuals.	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.
Source of Sample	Nanos Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, the COVID-19 vaccinations, Federal elections, Amending Canada's constitution, Canada's Border crossings, healthcare in Ontario, Canada's Fishery, and the American-Canadian relationship.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	May 30 th to June 2 nd , 2021		
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/		



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TABULATIONS





2021-1901 – 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 2021-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	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	1029	93	229	332	209	166	543	486	166	395	468
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	4.7	1.0	3.7	6.0	5.1	4.0	2.8	6.5	4.6	4.7	4.7
	Ballet and dance indoors	%	10.5	12.9	6.3	12.9	8.8	11.6	7.1	13.6	12.7	10.9	8.5
	Theatre (drama, musical, dinner, comedy) indoors	%	43.5	43.7	28.3	54.1	44.4	38.2	37.8	49.0	42.4	44.3	43.6
	Classical music performance indoors	%	13.5	8.5	10.2	16.4	15.1	11.4	10.2	16.7	11.5	13.1	15.4
	Popular music performance indoors	%	36.8	44.2	23.5	41.9	41.3	35.6	34.4	39.1	42.0	39.5	30.8
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	14.2	14.6	6.3	16.9	17.8	15.0	12.0	16.3	17.7	15.8	10.3
	Did not attend in previous year	%	38.7	37.3	54.4	33.1	33.1	35.9	44.5	33.1	33.5	36.0	44.8
	Do not recall	%	5.7	5.5	6.7	3.6	6.5	9.1	6.2	5.3	8.5	6.1	3.3

*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 1,029 Canadians, 18 years of age or older, between May 30th and June 2nd, 2021. The margin of error this survey is ±3.1 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=576 with a margin of error of ±4.1 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=377 with a margin of error of ±5.0 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=479 with a margin of error of ±4.5 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2021-1901 – 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 2021-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	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	1696	155	309	614	345	273	834	862	281	664	751
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	2.8	0.6	2.6	3.2	2.9	2.5	1.8	3.6	2.7	2.8	2.9
	Ballet and dance indoors	%	6.2	7.7	4.5	7.0	5.1	7.2	4.6	7.6	7.3	6.4	5.3
	Theatre (drama, musical, dinner, comedy) indoors	%	26.0	26.0	20.3	29.3	25.8	23.8	24.4	27.3	24.5	26.0	27.0
	Classical music performance indoors	%	8.1	5.1	7.3	8.9	8.8	7.1	6.6	9.3	6.7	7.7	9.5
	Popular music performance indoors	%	22.0	26.3	16.9	22.7	24.0	22.1	22.2	21.8	24.3	23.2	19.1
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	8.5	8.7	4.5	9.1	10.3	9.3	7.8	9.0	10.2	9.3	6.4
	Did not attend in previous year	%	23.1	22.2	39.0	17.9	19.2	22.3	28.7	18.4	19.4	21.1	27.8
	Do not recall	%	3.4	3.3	4.8	1.9	3.8	5.6	4.0	2.9	4.9	3.6	2.1

*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 1,029 Canadians, 18 years of age or older, between May 30th and June 2nd, 2021. The margin of error this survey is ±3.1 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=576 with a margin of error of ±4.1 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=377 with a margin of error of ±5.0 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=479 with a margin of error of ±4.5 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2021-1901 – 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	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
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 OR Immediately after businesses, government and cultural organizations are reopened and following public	Total	Unwgt N	576	55	89	211	125	96	274	302	98	230	248
		Wgt N	568	39	93	247	113	76	248	319	162	201	205
	Have already attended	%	5.9	14.1	12.6	3.0	6.2	2.8	5.5	6.3	7.0	5.4	5.7
	Immediately	%	34.7	28.0	29.4	38.9	31.9	35.3	37.4	32.6	39.6	34.1	31.4
	1-5 months	%	15.2	5.0	17.3	15.2	14.7	18.9	17.1	13.8	18.5	14.1	13.7
	6 months or more	%	11.7	5.2	10.5	14.6	12.6	5.8	7.2	15.2	8.0	11.3	15.0
	Never	%	4.2	3.6	10.5	2.6	2.9	3.7	4.1	4.2	4.7	3.8	4.1
	Unsure	%	28.2	44.1	19.6	25.8	31.7	33.6	28.7	27.9	22.1	31.3	30.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between May 30th and June 2nd, 2021. The margin of error this survey is ±3.1 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=576 with a margin of error of ±4.1 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=377 with a margin of error of ±5.0 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=479 with a margin of error of ±4.5 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.



2021-1901 – 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.]

			Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance?					
			Indoor Culture-goers	Have already attended/immediately	1-5 months	6 months or more	Never	Unsure
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	507	196	75	66	15	155
		Wgt N	487	190	76	66	16	138
	Social/physical distancing (spacing between seats)	%	16.1	18.9	15.2	18.9		11.2
	Masks	%	25.0	26.6	30.2	23.1		20.1
	Vaccine	%	61.7	50.6	73.9	57.0		71.8
	Following medical/ government guidelines	%	3.7	4.4	1.0	5.7		3.5
	Cleaning protocols	%	1.5	1.3	1.0	2.7		1.7
	No cases/eradication of COVID-19	%	3.4	0.6	3.9	7.6		5.4
	None	%	6.6	13.2	0.0	0.0		4.7
	Hand sanitizer/handwashing	%	4.4	3.8	4.6	7.6		2.5
	Health Check Screening	%	1.7	2.8	0.0	0.0		2.2
	Proper ventilation	%	4.4	2.5	9.4	3.5		5.2
	Not interested	%	0.4	0.0	0.0	1.4		0.0
	Smaller capacity/smaller events	%	5.4	7.1	5.4	3.3		4.6
	Fewer cases	%	11.8	4.3	19.4	19.9		15.3
	Other	%	3.7	6.8	3.3	0.0		1.9
	Unsure	%	0.5	0.0	0.0	1.9		0.8

*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 1,029 Canadians, 18 years of age or older, between May 30th and June 2nd, 2021. The margin of error this survey is ±3.1 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=576 with a margin of error of ±4.1 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=377 with a margin of error of ±5.0 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=479 with a margin of error of ±4.5 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2021-1901 – 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 2021-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	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	1029	93	229	332	209	166	543	486	166	395	468
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.5	0.0	0.0	0.5	1.0	0.9	0.4	0.7	0.0	1.0	0.5
	Outdoor ballet and dance	%	1.7	2.0	1.4	2.8	0.4	0.5	1.3	2.0	1.4	1.9	1.7
	Outdoor Theatre (drama, musical, dinner, comedy)	%	11.0	10.9	8.6	12.6	9.5	12.9	8.7	13.3	12.8	10.7	10.1
	Outdoor classical music performance	%	4.7	1.0	5.7	5.0	5.8	2.6	4.5	4.9	4.5	2.9	6.4
	Outdoor popular music performance	%	27.8	24.5	22.0	32.8	29.6	22.7	25.6	29.9	28.4	29.9	25.6
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	13.1	10.5	6.2	13.7	20.4	14.4	9.4	16.6	14.7	14.4	10.8
	Did not attend in the previous year	%	52.2	58.9	61.4	46.9	46.7	55.7	54.6	49.9	47.9	51.3	56.0
	Do not recall	%	11.5	8.7	9.6	13.1	12.8	10.2	13.1	10.0	17.5	9.7	8.9

*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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2021-1901 – 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 2021-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	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	1249	108	259	421	257	204	635	614	206	478	565
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.4	0.0	0.0	0.4	0.8	0.8	0.3	0.5	0.0	0.8	0.4
	Outdoor ballet and dance	%	1.4	1.7	1.2	2.2	0.3	0.4	1.1	1.6	1.1	1.6	1.4
	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.0	9.3	7.5	9.9	7.6	10.7	7.4	10.4	10.1	8.8	8.4
	Outdoor classical music performance	%	3.9	0.8	4.9	3.9	4.6	2.2	3.8	3.9	3.6	2.4	5.4
	Outdoor popular music performance	%	22.7	21.1	19.2	25.7	23.4	18.9	21.8	23.5	22.3	24.5	21.3
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People’s, Chinese, Ukrainian)	%	10.7	9.0	5.4	10.8	16.2	12.0	8.0	13.0	11.5	11.8	9.0
	Did not attend in the previous year	%	42.6	50.6	53.5	36.8	37.0	46.5	46.4	39.2	37.7	42.1	46.7
	Do not recall	%	9.4	7.5	8.3	10.3	10.1	8.5	11.1	7.9	13.8	8.0	7.4

*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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2021-1901 – 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	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
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 OR Immediately after businesses, government and cultural organizations are reopened and following public	Total	Unwgt N	377	29	69	136	81	62	178	199	58	153	166
		Wgt N	368	22	71	155	75	45	160	208	97	134	138
	Have already attended	%	10.2		9.1	8.9	16.7	5.7	12.2	8.7	16.6	11.4	4.6
	Immediately	%	44.5		46.2	49.3	36.4	46.8	42.5	46.0	48.3	48.5	37.8
	1-5 months	%	10.9		9.3	12.3	9.4	13.3	12.8	9.4	9.4	7.3	15.4
	6 months or more	%	6.3		5.0	7.3	6.8	4.9	3.1	8.8	3.6	7.2	7.5
	Never	%	3.0		4.6	2.5	2.4	3.6	1.5	4.2	3.8	3.5	2.0
	Unsure	%	25.1		25.8	19.7	28.3	25.7	28.0	22.9	18.4	22.2	32.7

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2021-1901 – 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.]

			Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?					
			Outdoor Culture-goers	Have already attended/immediately	1-5 months	6 months or more	Never	Unsure
Question -	Total	Unwgt N	292	149	38	24	8	73
What are the		Wgt N	284	151	38	22	8	64
precautions	Vaccine	%	45.5	34.3	72.8	44.4		54.3
that need to	Social/Physical Distancing	%	29.2	29.5	44.1	28.5		22.0
occur to make								
you	Masks	%	21.3	18.1	33.5	30.8		18.3
comfortable to	Health Check Screening	%	2.4	2.0	5.0	0.0		2.9
attend an	Cleaning Protocols	%	1.5	0.5	9.4	0.0		0.0
OUTDOOR arts	No Cases/eradication of Covid-19	%	4.2	3.5	3.0	15.4		3.4
or cultural								
performance?	Fewer Cases	%	5.7	3.9	7.9	9.1		8.0
[OPEN-ENDED]	Hand sanitizer/hand washing	%	3.5	1.6	6.5	19.2		1.0
	Folloing Medical/government guidelines	%	3.8	4.8	0.0	9.7		2.2
	none	%	16.1	24.4	0.0	5.5		9.2
	Smaller capacity/smaller events	%	5.3	5.8	6.6	0.0		5.6
	Not interested	%	0.6	1.1	0.0	0.0		0.0
	Other	%	1.7	2.0	0.0	3.5		1.4
	Unsure	%	0.2	0.4	0.0	0.0		0.0

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**Multifrequency tab based on multiple responses

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2021-1901 – 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 2021-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	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	1029	93	229	332	209	166	543	486	166	395	468
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	35.5	30.5	30.6	42.9	29.1	33.8	29.5	41.2	41.0	33.7	33.1
	A museum other than an art museum	%	32.8	40.0	21.5	36.9	37.0	30.9	30.7	34.7	37.7	33.0	29.1
	Do not recall	%	52.7	52.2	62.3	47.2	51.3	53.6	57.3	48.2	50.4	51.7	55.1

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2021-1901 – 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 2021-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	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	1219	110	258	417	238	196	627	592	212	464	543
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	29.3	24.9	26.7	33.8	24.8	28.5	25.1	33.2	31.7	28.5	28.2
	A museum other than an art museum	%	27.1	32.6	18.8	29.1	31.5	26.1	26.2	28.0	29.2	27.9	24.8
	Do not recall	%	43.6	42.6	54.5	37.2	43.7	45.3	48.7	38.9	39.1	43.7	47.0

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2021-1901 – 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	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
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 OR Immediately after businesses, government and cultural organizations are reopened and following public	Total	Unwgt N	479	43	88	170	98	80	233	246	79	191	209
		Wgt N	474	32	88	203	90	62	209	264	135	165	173
	Have already attended	%	13.5	14.2	23.4	5.4	19.1	17.6	12.5	14.3	20.8	13.1	8.2
	Immediately	%	33.8	27.7	29.4	35.2	32.9	40.2	32.0	35.2	36.8	33.8	31.5
	1-5 months	%	14.6	10.6	15.1	17.0	9.4	15.3	15.0	14.2	15.9	13.5	14.6
	6 months or more	%	8.7	4.7	9.0	12.0	6.1	3.6	5.4	11.4	6.5	9.7	9.6
	Never	%	2.0	2.4	2.8	1.8	2.7	0.0	3.0	1.2	0.0	3.3	2.2
	Unsure	%	27.4	40.4	20.2	28.7	29.9	23.1	32.1	23.8	20.0	26.6	34.0

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[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.]

			Have you attended or when do you plan to attend, in person, an art gallery or museum?					
			Art gallery or museum culture-goers	Have already attended/immediately	1-5 months	6 months or more	Never	Unsure
Question -What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN-ENDED]	Total	Unwgt N	365	158	66	35	9	97
		Wgt N	351	156	68	35	8	85
	Social/physical distancing	%	21.1	23.2	21.3	16.8		19.2
	Masks	%	34.3	36.8	31.7	29.3		35.2
	Vaccine/proof of vaccination	%	43.9	34.5	56.0	59.3		44.2
	Following medical/ government guidelines	%	3.5	6.5	1.9	0.0		1.1
	Cleaning protocols	%	2.4	2.1	4.2	3.7		1.0
	No cases/eradication of COVID-19	%	5.5	1.2	5.4	9.1		9.4
	None	%	8.6	13.6	0.0	6.1		8.2
	Hand sanitizer/handwashing	%	5.7	8.1	2.7	4.8		3.6
	Health Check Screening	%	1.7	2.1	1.1	3.7		1.0
	Proper ventilation	%	3.3	3.5	1.4	2.9		5.0
	Not interested	%	0.2	0.0	0.0	0.0		0.0
	Smaller capacity/smaller events	%	18.1	15.8	30.4	25.2		11.2
	Fewer cases	%	6.9	2.2	10.5	9.7		12.0
	Other	%	2.4	2.2	3.0	2.6		2.6
	Unsure	%	0.5	0.5	0.0	0.0		1.2

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2021-1901 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

Many corporations financially sponsor or donate to cultural organizations. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

[This table reports on the views of all Culture-goers]

			Region						Gender		Age		
			All culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - I think highly of corporations that support cultural organizations	Total	Unwgt N	736	69	137	252	160	118	372	364	121	287	328
		Wgt N	716	51	140	292	143	91	334	383	198	248	271
	Agree	%	33.3	32.4	45.5	29.7	28.4	34.0	26.3	39.3	30.4	29.2	39.1
	Somewhat agree	%	39.8	37.2	33.2	41.6	41.5	42.7	40.1	39.6	37.3	41.9	39.7
	Somewhat disagree	%	10.8	12.6	9.8	10.1	12.5	11.3	13.7	8.3	11.4	10.5	10.8
	Disagree	%	9.8	13.9	6.5	11.9	9.2	7.1	12.9	7.1	12.1	11.1	6.9
	Unsure	%	6.3	3.9	5.0	6.7	8.4	4.9	7.0	5.7	8.7	7.3	3.6

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Many corporations financially sponsor or donate to cultural organizations. Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

[This table reports on the views of all Culture-goers]

			Region						Gender		Age		
			All culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - I am more likely to purchase goods or services from corporations that support cultural organizations	Total	Unwgt N	736	69	137	252	160	118	372	364	121	287	328
		Wgt N	716	51	140	292	143	91	334	383	198	248	271
	Agree	%	21.6	23.2	26.1	20.9	17.8	22.1	18.5	24.3	21.7	21.5	21.6
	Somewhat agree	%	34.8	31.7	34.9	36.5	33.5	33.2	31.8	37.4	33.5	33.4	37.0
	Somewhat disagree	%	12.9	20.6	12.2	10.0	12.8	18.8	15.2	10.8	11.1	15.4	11.9
	Disagree	%	18.6	14.4	11.6	22.5	21.5	14.7	24.0	13.9	20.1	17.6	18.5
	Unsure	%	12.1	10.1	15.2	10.1	14.5	11.3	10.4	13.6	13.6	12.1	11.0

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[This table reports on the views of all Culture-goers]

			Region						Gender		Age		
			All Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If a corporation supports the arts, I am more likely to listen to that corporation's messages	Total	Unwgt N	736	69	137	252	160	118	372	364	121	287	328
		Wgt N	716	51	140	292	143	91	334	383	198	248	271
	Agree	%	18.6	18.0	25.2	17.0	15.4	18.7	17.0	20.0	18.1	20.3	17.4
	Somewhat agree	%	33.8	34.1	33.3	34.0	33.4	34.7	30.0	37.2	30.5	32.7	37.4
	Somewhat disagree	%	15.2	20.8	15.0	14.4	14.5	16.3	18.3	12.5	14.0	15.3	16.1
	Disagree	%	21.6	24.3	13.3	23.7	23.6	22.8	25.8	17.8	23.6	22.2	19.5
	Unsure	%	10.8	2.8	13.2	10.9	13.1	7.5	8.9	12.5	13.9	9.5	9.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between May 30th and June 2nd, 2021. The margin of error this survey is ±3.1 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=576 with a margin of error of ±4.1 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=377 with a margin of error of ±5.0 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=479 with a margin of error of ±4.5 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.