Culture-goers are concerned about the survival of arts and culture organizations.







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 of 2021 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 culturegoers comfortable in returning;
- Levels of concern about the survival of arts/cultural organizations and donations intentions.

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

Key Findings

1

REPORTED IN-PERSON ATTENDANCE

Reported in-person attendance of indoor (19%, up from 6% in May) and outdoor (36%, up from 10% in May) arts/cultural performances, as well as museums (32%, up from 14%) have all seen a significant increase in those that say they have already returned since the pandemic.

2

CONCERN FOR ORGANIZATIONS

A majority of culture-goers are concerned (29%) or somewhat concerned (41%) about the survival of arts/cultural organizations. Residents from the Atlantic region are more likely to show concern (23% concerned, 57% somewhat concerned) than residents of the Prairies (25% concerned, 41% somewhat concerned).

3

PRECAUTIONS TO FEEL SAFE

While vaccinations continue to remain the top precaution needed for indoor culture-goers to feel comfortable attending, masks are more frequently mentioned than in the previous wave for those that have already returned (39%, up from 27%) and those who plan on waiting 15 -5 months (47%, up from 31%).



EXPECTED DONATIONS

The amount of money culture-goers intend to donate in 2021 has decreased to \$147 in the current wave, from an average of \$222 when this same question was asked in July 2020. The proportion who say they will not donate has also marginally increased from 58% in July 2020 to 64% currently.







Returning to in-person events

Have already returned to indoor events

Have already returned to outdoor events

Have already returned to museums

Aug 2021 19%

36%

32%

May 2021

10%

14%

Feb 2021

8%

10%

Importance of vaccines



Culture-goers mention vaccinations and proof of vaccination as a precaution for return to in-person arts/cultural performances and exhibitions.

51% of indoor culture goers who have already returned or plan to return immediately say they want a vaccine to make them feel more comfortable to attend indoor events (51% in May, 44% in February who mentioned vaccines)

61% of indoor culture goers who plan to wait 1-5 months say they want a vaccine to make them feel more comfortable to attend in-person indoor performances (74% in May, 60% in February mentioned vaccines).

Indoor events



Indoor culture-goers who plan on returning immediately to indoor cultural events increasingly say they want social distancing and masks.

39% of indoor culture goers (27% in May, 24% in February) who plan on returning immediately or have already returned say they want masks to make them feel comfortable.

47% of indoor culture goers (30% in May, 24% in February) who plan on waiting 1-5 months to return say they want masks to make them feel comfortable.

Survival of Organizations

7 in 10

Culture-goers are concerned or somewhat concerned about the survival of arts/cultural organizations.





Donations – Year 2020

\$126

was the average donation amount culture-goers expected to give in 2020

\$114 (-10%)*

is the average donation amount culture-goers now report donating for the year 2020



Culture-goers report donating almost the same amount of money in 2020 (mean of \$114) as they said they expected to donate when this question was asked earlier in 2020 (mean of \$126).



Donations – Year 2021

66

The amount of money culture-goers intend to donate in 2021 has decreased from an average of \$222 to \$147 when this same question was asked in July 2020.



\$222

was the average donation amount culture-goers expected to give in 2021 when this question was asked in July 2020

\$147 (-34%)*

is the average donation amount culture-goers now intend on donating for the year 2021

Indoor arts/cultural performances

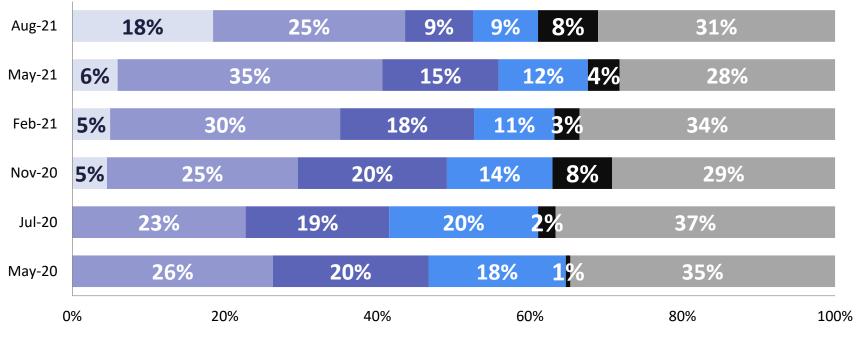
Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances



[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 report having attended an indoor arts or cultural activity since the pandemic has tripled to nearly one in five (18%). Indoor culture-goers from Quebec are most likely to report having already attended (35%).



[■] I have attended an indoor arts or cultural performance since the pandemic

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=519 Indoor culture-goers, accurate 4.3 percentage points plus or minus, 19 times out of 20.



[■] Immediately after businesses, government and cultural organizations are reopened and following public health guidelines

^{■ 1} to 5 months after businesses, government and cultural organisations are reopened and following public health guidelines

^{■ 6} months or longer after businesses, government and cultural organisations are reopened and following public health guidelines

Never

[■] Not sure

^{*}Weighted to the true population proportion.

^{*}Charts may not add up to 100 due to rounding.

Expected timeline of indoor culture-goers to Q 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=519)	Atlantic (n=49)	Quebec (n=76)	Ontario (n=182)	Prairies (n=120)	British Columbia (n=92)	Men (n=259)	Women (n=260)	18 to 34 (n=170)	35 to 54 (n=161)	55 plus (n=188)
	Have already attended	18.5%	27.5%	34.5%	8.6%	26.4%	12.4%	21.1%	16.0%	19.7%	18.5%	17.3%
N S E S	Immediately	25.2%	12.3%	27.1%	24.8%	22.4%	34.4%	27.1%	23.4%	22.5%	27.0%	25.7%
S P O	1-5 months	8.9%	6.2%	9.2%	9.1%	4.3%	16.2%	11.6%	6.4%	6.9%	7.9%	11.8%
P R E	6 months or more	8.5%	5.0%	4.6%	11.8%	3.8%	12.3%	5.6%	11.2%	5.8%	9.8%	9.7%
101	Never	7.9%	5.4%	6.2%	8.1%	11.6%	4.7%	9.3%	6.5%	7.4%	7.8%	8.4%
	Not sure	31.1%	43.6%	18.4%	37.6%	31.6%	19.9%	25.35	36.4%	37.6%	29.0%	27.2%

or Business/Arts n NANOS

Precautions needed to feel comfortable attending INDOOR arts/cultural performances Indoor

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

		Aug 2021 (n=203)	May 2021 (n=196)	February 2021 (n=185)	Nov 2020 (n=179)	July 2020** (n=135)	May 2020** (n=151)	Aug 2021 (n=49)	May 2021 (n=75)	Feb 2021 (n=99)	Nov 2020 (n=114)	•	May 2020 (n=121)
	Majority of people getting vaccinated/proof of vaccination*	50.7%*	50.6%	43.8%	27.8%	18.6%	12.0%	60.9%	73.9%	59.6%	46.1%	27.5%	22.7%
S	Masks	38.8%	26.6%	24.2%	34.9%	39.6%	26.7%	47.0%	30.2%	24.2%	27.4%	43.0%	29.4%
S	Social/physical distancing (spacing between seats)	22.1%	18.9%	25.4%	36.4%	34.8%	31.5%	27.4%	15.2%	22.6%	31.0%	35.5%	42.2%
Z	None	18.0%	13.2%	14.1%	5.8%	7.8%	16.3%	-	-	1.1%	-	1.7%	2.2%
△	Smaller capacity/smaller events	6.2%	7.1%	3.3%	5.4%	3.1%	8.8%	8.2%	5.4%	3.1%	5.4%	5.5%	8.4%
E S	Proper ventilation	3.9%	2.5%	3.6%	11.7%	4.0%	2.6%	3.6%	9.4%	4.5%	7.5%	1.8%	9.2%
~	Fewer cases	3.9%	4.3%	6.0%	5.8%	9.9%	2.3%	24.4%	19.4%	13.5%	9.5%	10.0%	6.8%
O P	Hand sanitizer/handwashing	3.8%	3.8%	6.5%	5.5%	5.8%	16.4%	1.5%	4.6%	1.7%	4.8%	5.2%	17.5%
–	Cleaning protocols	2.9%	1.3%	3.8%	10.0%	13.2%	11.2%	5.8%	1.0%	4.8%	3.9%	12.0%	14.4%
	Following medical/ government guidelines	2.2%	4.4%	13.5%	11.6%	11.4%	14.0%	1.1%	1.0%	5.3%	7.6%	6.5%	7.9%
	Health Check Screening	1.9%	2.8%	0.5%	5.5%	2.3%	8.4%	3.8%	-	3.1%	-	8.6%	8.1%

^{*}Previous waves were coded as "Vaccine" whereas this wave is now coded as "majority of people getting vaccinated/proof of vaccination" to reflect the change in respondent answers.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=455 Indoor culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.



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

Precautions needed to feel comfortable attending INDOOR arts/cultural performances

[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

		Aug 2021 (n=42)	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)		May 2020 (n=217)
	Majority of people getting vaccinated/proof of vaccination*	60.1%*	57.0%	56.1%	59.8%	52.3%	44.2%	52.9%	71.8%	51.9%	45.3%	40.1%	37.0%
S	Masks	32.3%	23.1%	32.0%	16.5%	28.8%	24.0%	24.0%	20.1%	21.8%	12.0%	26.2%	13.3%
S	Social/physical distancing (spacing between seats)	25.3%	18.9%	20.6%	11.1%	28.5%	31.9%	19.2%	11.2%	19.6%	18.2%	24.8%	26.6%
0	Fewer Cases	18.6%	19.9%	14.3%	9.9%	12.5%	5.3%	19.2%	15.3%	10.7%	9.3%	8.7%	7.1%%
S P	Health check screening	8.5%	-	2.8%	3.4%	3.1%	1.9%	0.6%	2.2%	0.5%	1.2%	2.9%	11.0%
ж ш	No Cases/eradication of Covid-19	6.8%	7.6%	14.1%	22.0%	16.3%	10.4%	3.4%	5.4%	9.9%	17.3%	8.1%	9.9%
۵.	Following medical/ government guidelines	5.8%	5.7%	1.3%	3.7%	2.6%	2.0%	3.7%	3.5%	11.6%	7.7%	4.5%	7.9%
0 _	Smaller capacity/smaller events	4.5%	3.3%	7.9%	3.3%	4.9%	3.7%	5.3%	4.6%	3.8%	2.3%	6.6%	5.8%
	Proper ventilation	4.4%	3.5%	5.4%	4.5%	4.5%	1.7%	5.6%	5.2%	4.5%	6.9%	3.5%	4.4%
	Cleaning protocols	2.1%	2.7%	8.4%	5.8%	5.4%	8.5%	2.8%	1.7%	3.6%	3.7%	8.1%	10.0%

^{*}Previous waves were coded as "Vaccine" whereas this wave is now coded as "majority of people getting vaccinated/proof of vaccination" to reflect the change in respondent answers.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=455 Indoor culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.

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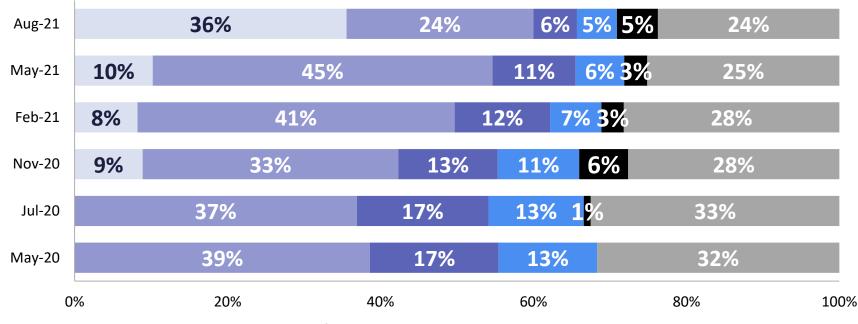
Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances

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

Over one in three outdoor culturegoers (36%) report having attended and outdoor arts or cultural event since the pandemic, which is three times higher than in the previous wave. Younger indoor culture-goers (41% of those 18-34) are more likely to report already having gone than older culture-goers (30% of those 55 plus).



[■] I have attended an outdoor arts or cultural performance since the pandemic

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Immediately after businesses, government and cultural organizations are reopened and following public health guidelines

^{■ 1} to 5 months after businesses, government and cultural organisations are reopened and following public health guidelines

^{■ 6} months or longer after businesses, government and cultural organisations are reopened and following public health guidelines

Never

[■] Not sure

^{*}Weighted to the true population proportion.

^{*}Charts may not add up to 100 due to rounding.

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



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=379)	Atlantic (n=33)	Quebec (n=66)	Ontario (n=119)	Prairies (n=101)	British Columbia (n=60)	Men (n=190)	Women (n=189)	18 to 34 (n=125)	35 to 54 (n=133)	55 plus (n=121)
	Have already attended	35.6%	40.7%	44.6%	21.8%	47.9%	36.4%	34.5%	36.6%	41.3%	35.5%	29.7%
N S E S	Immediately	24.4%	17.3%	17.5%	30.9%	17.0%	33.7%	30.1%	18.7%	27.2%	26.3%	19.2%
S P O	1-5 months	5.7%	0.0%	7.0%	5.4%	3.2%	12.5%	6.3%	5.1%	2.0%	3.6%	12.2%
P R E	6 months or more	5.2%	6.1%	4.6%	7.2%	2.3%	5.5%	4.7%	5.7%	2.2%	4.7%	8.9%
O T	Never	5.4%	9.0%	9.3%	2.7%	5.7%	4.9%	6.9%	3.8%	4.8%	5.9%	5.2%
	Not sure	23.7%	26.9%	17.1%	32.0%	23.9%	7.0%	17.4%	30.2%	22.4%	23.9%	24.8%

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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

Best time (7-10)

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

		Aug 2021 (n=172)	May 2021 (n=149)	Feb 2021 (n=164)	Nov 2020 (n=140)	July 2020** (n=140)	May 2020** (n=140)	Aug 2021 (n=19)*	May 2021 (n=38)*	Feb 2021 (n=43)*	Nov 2020 (n=49)*	July 2020 (n=70) *	May 2020 (n=72) *
	Social/physical distancing	39.0%	29.5%	36.6%	41.1%	55.0%	46.5%		44.1%	31.7%	35.5%	57.8%	53.0%
SES	Majority of people getting vaccinated/proof of vaccination*	35.4%	34.3%	28.8%	22.8%	6.3%	4.5%		72.8%	48.2%	44.0%	15.0%	15.9%
Z	Masks	28.4%	18.1%	21.6%	37.7%	37.6%	25.1%		33.5%	20.9%	32.8%	44.4%	23.1%
Р О	None	19.9%	24.4%	18.0%	5.3%	10.4%	12.0%		-	1.6%	-	1.0%	-
S	Fewer cases	6.9%	3.9%	3.3%	5.4%	5.5%	0.5%		7.9%	9.6%	7.1%	4.4%	8.9%
ж ш	Smaller events/capacity	5.3%	5.8%	4.5%	9.7%	3.4%	9.7%		6.6%	-	2.0%	8.1%	11.4%
a	Sanitizer/hand washing	3.8%	1.6%	1.8%	11.2%	8.7%	22.2%		6.5%	=	2.5%	10.6%	12.1%
0	Health Check Screening	1.5%	2.0%	1.1%	4.7%	1.9%	5.3%		5.0%	-	3.8%	1.9%	6.0%
-	Following medical/ government guidelines	1.3%	4.8%	16.1%	11.1%	7.8%	7.1%		-	5.5%	7.6%	7.4%	5.8%
	No cases	-	3.5%	4.3%	3.8%	2.1%	1.5%		3.0%	10.2%	12.%	7.7%	2.2%

^{*}Previous waves were coded as "Vaccine" whereas this wave is now coded as "majority of people getting vaccinated/proof of vaccination" to reflect the change in respondent answers.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=302 outdoor culture-goers, accurate 5.6 percentage points plus or minus, 19 times out of 20.





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

Precautions needed to feel comfortable attending OUTDOOR arts/cultural performances

[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

		Aug 2021 (n=22)*	May 2021 (n=24)*	Feb 2021 (n=22)*	Nov 2020 (n=38)*	July 2020 (n=46)*	May 2020 (n=49)*	Aug 2021 (n=72)	May 2021 (n=73)	Feb 2021 (n=79)	Nov 2020 (n=88)*	July 2020 (n=123)	May 2020 (n=123)
	Majority of people getting vaccinated/proof of vaccination*				60.5%	33.9%	38.5%	58.4%	54.3%	42.2%	42.1%	22.6%	27.4%
E S	Masks				7.1%	22.8%	25.8%	28.4%	18.3%	21.7%	19.7%	34.7%	13.2%
S	Social/physical distancing				25.9%	39.3%	36.8%	22.7%	22.0%	34.6%	24.3%	50.3%	29.9%
2 0	Fewer cases				5.6%	9.3%	1.5%	14.2%	8.0%	9.3%	8.7%	1.5%	7.7%
△	None				-	1.5%	-	6.7%	9.2%	5.7%	7.8%	3.2%	6.5%
E S	Smaller events/capacity				2.0%	5.5%	5.7%	6.0%	5.6%	12.8%	9.9%	10.8%	7.2%
P R	Following medical/ government guidelines				5.4%	5.5%	2.5%	5.6%	2.2%	8.3%	10.4%	6.2%	9.6%
0 +	Not interested				2.5%	-	-	4.3%	-	-	-	2.0%	1.0%
	No Cases/eradication of Covid-19				12.1%	14.8%	13.4%	2.4%	3.4%	7.1%	10.7%	8.3%	9.0%
	Sanitizer/hand washing				-	2.0%	-	1.4%	1.0%	-	1.4%	7.6%	7.8%

^{*}Previous waves were coded as "Vaccine" whereas this wave is now coded as "majority of people getting vaccinated/proof of vaccination" to reflect the change in respondent answers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=302 outdoor culture-goers, accurate 5.6 percentage points plus or minus, 19 times out of 20.

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Expected timeline of museum culturegoers to attend art galleries and museums

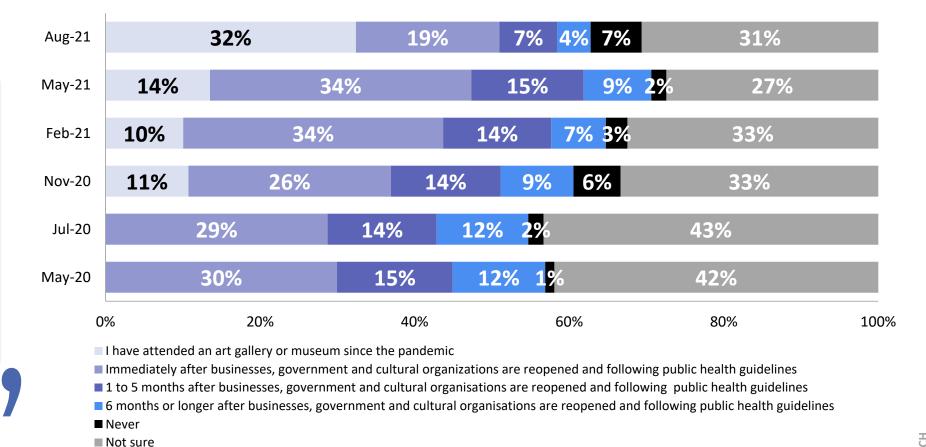
Q

[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



The proportion of museum culture-goers who report having attended an art gallery or museum since the pandemic has more than doubled since May 2021 (32%, up from 14%). Younger museum culture-goers (43% of those 18-34) are more likely to report already having gone than older culture-goers (26% of those 55 plus).



463





^{*}Weighted to the true population proportion.

^{*}Charts may not add up to 100 due to rounding.

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

Mucaum



Dritich

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=463)	Atlantic (n=39)	Quebec (n=79)	Ontario (n=163)	Prairies (n=91)	British Columbia (n=91)	Men (n=227)	Women (n=236)	18 to 34 (n=137)	35 to 54 (n=140)	55 plus (n=186)
	Have already attended	32.4%	45.6%	43.8%	25.9%	26.3%	36.3%	33.0%	31.8%	43.0%	30.3%	26.3%
N S E S	Immediately	18.6%	10.4%	13.0%	20.6%	19.5%	22.5%	19.4%	17.8%	13.1%	23.5%	18.4%
S P O	1-5 months	7.5%	2.7%	4.3%	6.0%	13.7%	10.3%	6.8%	8.1%	5.5%	2.3%	13.4%
P R E	6 months or more	4.3%	2.5%	1.5%	6.8%	1.8%	5.0%	3.5%	5.1%	2.2%	3.5%	6.6%
10 -	Never	6.6%	5.2%	5.3%	7.7%	7.3%	5.2%	7.9%	5.4%	6.2%	5.3%	8.0%
	Not sure	30.6%	33.6%	32.2%	33.0%	31.4%	20.8%	29.4%	31.7%	30.0%	35.1%	27.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=463 museum culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.



Precautions needed to feel comfortable attending museums or art galleries

[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

	<u></u>	Aug 2021 (n=173)	May 2021 (n=158)	Feb 2021 (n=169)	Nov 2020 (n=143)	July 2020** (n=125)	May 2020** (n=127)	Aug 2021 (n=35)	May 2021 (n=66)	Feb 2021 (n=63)*	Nov 2020 (n=53)*	July 2020 (n=69)*	May 2020 (n=61)*
	Masks	46.5%	36.8%	31.5%	45.9%	53.9%	23.5%	51.5%	31.7%	24.6%	37.0%	55.4%	36.8%
E S	Majority of people getting vaccinated/proof of vaccination*	42.5%*	34.5%	31.1%	20.2%	8.1%	4.5%	53.5%	56.0%	48.9%	34.6%	15.1%	8.8%
S	Social/physical distancing	30.3%	23.2%	29.1%	43.1%	42.3%	45.4%	37.9%	21.3%	25.9%	34.0%	41.7%	53.2%
0	Smaller capacity/events	16.9%	15.8%	17.5%	22.4%	13.6%	10.3%	13.8%	30.4%	10.7%	19.4%	25.5%	8.6%
SP	None	12.3%	13.6%	9.9%	3.9%	11.6%	14.5%	2.5%	-	-	-	0.8%	1.7%
ш	Medical/government guidelines	5.2%	6.5%	13.9%	13.2%	7.0%	9.5%	7.5%	1.9%	1.9%	11.1%	7.2%	7.4%
<u>م</u>	Sanitizer/handwashing	4.4%	8.1%	3.7%	9.1%	11.1%	15.2%	2.8%	2.7%	1.5%	9.1%	7.6%	9.6%
0	Proper ventilation	2.6%	3.5%	3.3%	7.3%	4.4%	5.2%	8.9%	1.4%	5.6%	5.0%	0.9%	11.3%
•	Fewer cases	3.4%	2.2%	2.9%	1.3%	2.3%	0.6%	14.3%	10.5%	12.3%	4.2%	3.0%	5.0%
	Cleaning protocols	2.0%	2.1%	1.6%	5.3%	9.6%	8.7%	2.5%	4.2%	1.4%	4.7%	13.9%	10.1%

^{*}Previous waves were coded as "Vaccine" whereas this wave is now coded as "majority of people getting vaccinated/proof of vaccination" to reflect the change in respondent answers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=349 museum culture-goers, accurate 5.2 percentage points plus or minus, 19 times out of 20.





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

Precautions needed to feel comfortable attending museums or art galleries Gallery and museums MONTHS OR MO

[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

		Aug 2021 (n=16)	May 2021 (n=35)	Feb 2021 (n=37)*	Nov 2020 (n=41)*	July 2020 (n=51)*	May 2020 (n=53)*	Aug 2021 (n=106)	May 2021 (n=97)	Feb 2021 (n=119)	Nov 2020 (n=129)	July 2020 (n=180)	May 2020 (n=181)
	Majority of people getting vaccinated/proof of vaccination*		59.3%	48.5%	61.9%	29.4%	50.9%	44.1%	44.2%	45.0%	43.8%	31.5%	20.7%
S	Masks		29.3%	17.5%	18.6%	28.8%	24.5%	28.4%	35.2%	21.9%	21.6%	32.5%	19.2%
S	Social/physical distancing		16.8%	14.3%	16.0%	36.1%	33.0%	20.7%	19.2%	22.0%	22.6%	36.3%	36.5%
Z	None		6.1%	2.9%	-	2.8%	-	11.5%	8.2%	3.7%	6.6%	1.2%	4.6%
Р О	Smaller capacity/events		25.2%	17.2%	10.3%	8.9%	2.8%	11.1%	11.2%	10.9%	11.8%	9.4%	6.2%
E S	Fewer cases		9.7%	13.7%	6.4%	4.3%	6.0%	6.7%	12.0%	7.6%	3.3%	4.6%	9.8%
~	Medical/government guidelines		-	5.5%	8.8%	1.7%	6.0%	4.3%	1.1%	5.0%	5.3%	5.6%	6.9%
О Р	Proper ventilation		2.9%	4.1%	3.8%	3.2%	3.1%	4.2%	5.0%	5.4%	2.2%	4.8%	1.1%
–	No cases		9.1%	9.3%	16.6%	18.3%	6.0%	3.8%	9.4%	6.3%	9.1%	6.7%	8.0%
	Sanitizer/handwashing		4.8%	5.3%	5.0%	4.6%	4.9%	2.3%	3.6%	4.8%	7.1%	4.0%	6.4%
	Getting themselves vaccinated		N/A	N/A	N/A	N/A	N/A	2.3%	N/A	N/A	N/A	N/A	N/A

^{*}Previous waves were coded as "Vaccine" whereas this wave is now coded as "majority of people getting vaccinated/proof of vaccination" to reflect the change in respondent answers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=349 museum culture-goers, accurate 5.2 percentage points plus or minus, 19 times out of 20.

Business/Arts n NANOS

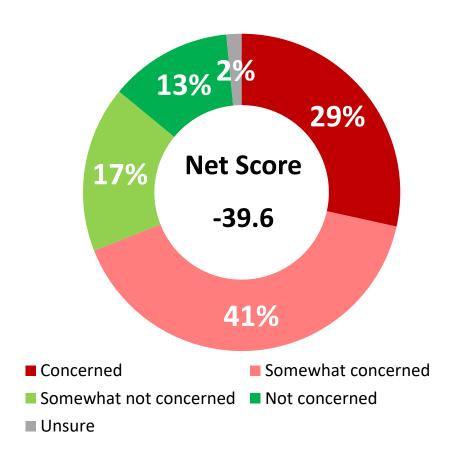




Concern about survival of arts/cultural organizations

Q

Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the survival of arts/cultural organizations?



erned	Atlantic	Quebec	Ontario	Prairies	BC
	(n=69)	(n=122)	(n=242)	(n=151)	(n=124)
rhat conce	80.4%	67.3%	68.1%	66.2%	72.2%
Concerned/somewhat concerned	Men	Women	18 to 34	35 to 54	55 plus
	(n=362)	(n=346)	(n=219)	(n=225)	(n=264)
Conc	65.1%	72.8%	66.5%	63.0%	77.1%

July 2020

Donations in 2020

[TRACKING UPDATED AUG 2021]In 2020, how much did you donate, if anything, to arts/cultural organizations? \$___

[QUESTION IN JULY 2020 WAVE] In 2020, how much do you expect to donate, if anything, to arts/cultural organizations?

Culture-goers report donating almost the same amount of money in 2020 (mean of \$114) as they said they expected to donate when this question was asked earlier in 2020 (mean of \$126). Two thirds of culture-goers report not donating any money to arts/cultural organizations in 2020.

	Mean
S	Median
N S E	\$0
Р О	\$100
БS	\$200
ح ج	\$50
0	\$500
	\$150
	\$250

		(n=652)	(n=742)
	Mean	\$113.9	\$125.9
S	Median	\$0	\$0
S E	\$0	66.6%	61.4%
О Д	\$100	8.5%	11.6%
E S	\$200	4.5%	4.2%
م	\$50	3.7%	3.0%
101	\$500	3.1%	4.0%
	\$150	1.3%	0.8%
	\$250	1.2%	1.2%
	\$300	1.1%	2.3%
	-		

August 2021

Intended donations for 2021

Q

In 2021, how much do you intend to donate, if anything, to arts/cultural organizations? \$ _____



The amount of money culture-goers intend to donate in 2021 has decreased from an average of \$222 to \$147 when this same question was asked in July 2020. The proportion who say they will not donate has also marginally increased from 58% in July 2020 to 64% currently.

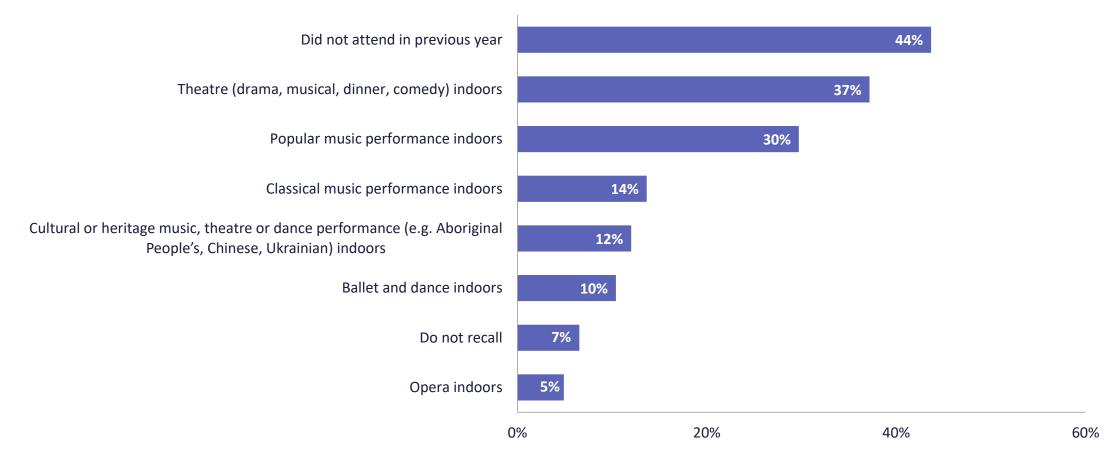
		August 2021 (n=644)	July 2020 (n=731)
TOP RESPONSES	Mean	\$146.7	\$222.2
	Median	\$0	\$0
	\$0	64.0%	58.1%
	\$100	10.7%	11.0%
	\$50	4.4%	3.9%
	\$200	4.2%	5.6%
	\$500	3.9%	4.2%
	\$20	1.6%	1.3%
	\$250	1.6%	1.2%
	\$300	1.5%	2.7%



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.

1029 Bus



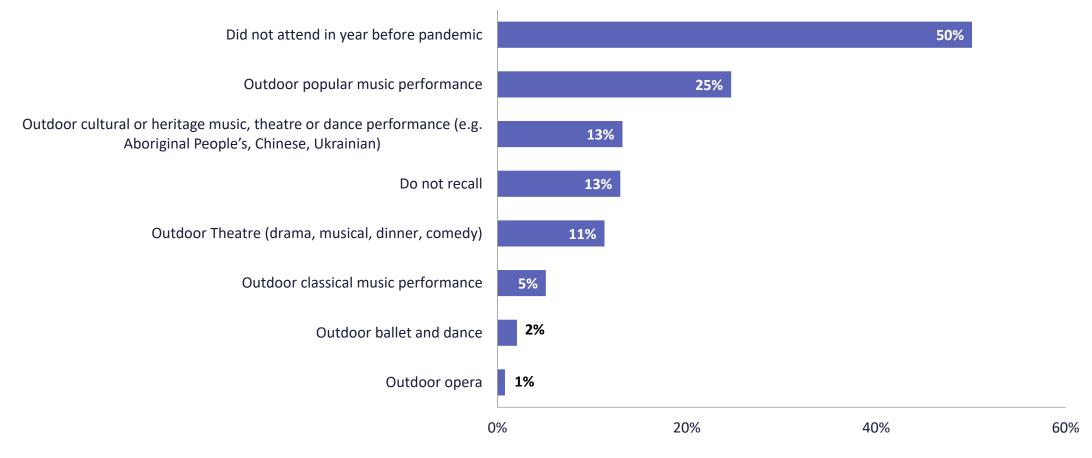


^{*}Charts may not add up to 100 due to rounding.

Attendance to OUTDOOR Cultural Gatherings – Before COVID-19



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

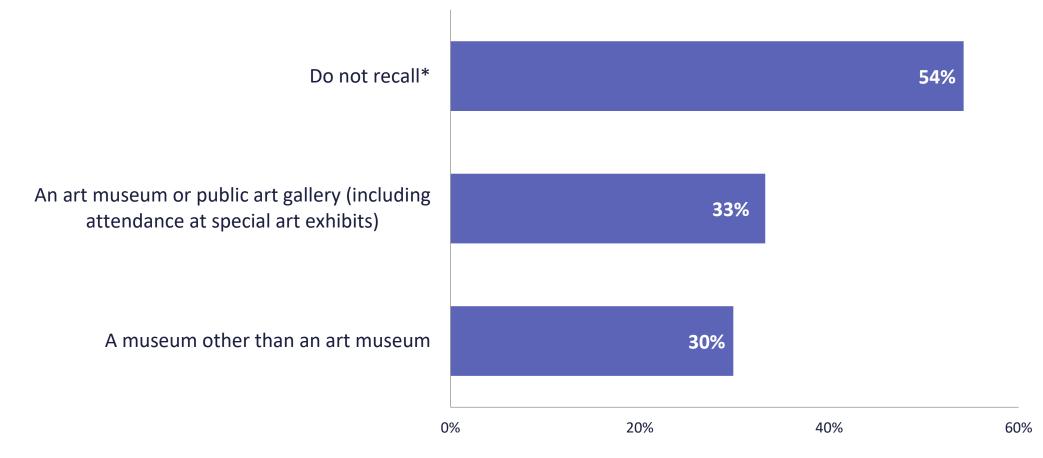


^{*}Weighted to the true population proportion.

^{*}Charts may not add up to 100 due to rounding.

Attendance to museums or art galleries – Before COVID-19

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.

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.



^{*}Charts may not add up to 100 due to rounding.

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



Nanos conducted an RDD dual frame (land- and celllines) hybrid telephone and online random survey of 1029 Canadians, 18 years of age or older, between August 28th to 30th, 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 1029 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	
Population and Final Sample Size	1029 Randomly selected individuals.		disclosure	
Source of Sample	Nanos Panel	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	
Type of Sample	Probability	administering the survey to ensure the integrity of the data.		
Margin of Error	± 3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.	
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	By age and gender using the latest Census information (2016) and the sample		
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Stratification	is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.	
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.	Estimated Response Rate	16 percent, consistent with industry norms.	
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.	
Number of Calls	Maximum of five call backs to those recruited.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, voting preference, personal finances, quality of life, the environment and climate change, Canadian dairy products and aerospace.	
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.			
Field Dates	August 28 th to 30 th , 2021	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.	
Language of Survey	The survey was conducted in both English and French.	Research/Data Collection Supplier	Nanos Research	
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/	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.	



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dimap

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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, 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]

		:											
					Reg	gion			Ge	nder		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
following INDOOR cultural gatherings in		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
the 12-months before	Opera indoors	%	4.9	2.1	2.4	5.4	5.7	7.9	3.3	6.5	3.8	4.6	5.9
the COVID-19 outbreak? [RANDOMIZE](select all that apply)**	Ballet and dance indoors	%	10.4	3.4	4.2	11.8	15.2	14.3	5.6	15.0	11.0	11.7	8.8
шас арріу)	Theatre (drama, musical, dinner, comedy) indoors	%	37.2	42.2	21.4	42.3	42.1	40.8	34.2	40.0	38.7	40.6	33.1
	Classical music performance indoors	%	13.6	6.3	8.1	15.1	17.5	17.5	11.8	15.4	12.0	13.6	14.9
	Popular music performance indoors	%	29.7	34.7	20.0	31.3	36.5	30.6	32.9	26.7	36.7	33.4	21.5
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	12.0	15.2	5.6	10.6	18.0	17.4	12.2	11.8	17.8	11.1	8.8
	Did not attend in previous year	%	43.7	35.1	59.5	40.8	37.9	36.6	42.5	44.8	36.3	42.5	49.9
	Do not recall	%	6.5	14.7	4.9	5.1	4.9	11.7	8.6	4.5	6.8	6.3	6.5

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

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 August 28th and 30th, 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=379 with a margin of error of ±4.3 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=379 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=463 with a margin of error of ±4.6 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

^{**}Multifrequency tab based on multiple responses



[This table reports on the views of all Canadians]

		:											
		•			Reg	gion			Ge	nder		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the	Total	Unwgt N	1617	144	258	545	370	300	791	826	494	511	612
following INDOOR cultural gatherings in		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
the 12-months before	Opera indoors	%	3.1	1.4	1.9	3.4	3.2	4.4	2.2	3.9	2.4	2.8	4.0
the COVID-19 outbreak? [RANDOMIZE](select all that apply)**	Ballet and dance indoors	%	6.6	2.2	3.3	7.2	8.6	8.1	3.7	9.1	6.7	7.1	5.9
шас арргу)	Theatre (drama, musical, dinner, comedy) indoors	%	23.5	27.4	17.0	26.1	23.7	23.1	22.7	24.3	23.7	24.8	22.2
	Classical music performance indoors	%	8.6	4.1	6.5	9.3	9.8	9.9	7.8	9.3	7.3	8.3	10.0
	Popular music performance indoors	%	18.8	22.6	15.8	19.2	20.5	17.3	21.8	16.2	22.5	20.4	14.4
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	7.6	9.9	4.4	6.5	10.1	9.8	8.1	7.2	10.9	6.8	5.9
D	Did not attend in previous year	%	27.6	22.8	47.2	25.1	21.3	20.7	28.1	27.2	22.3	26.0	33.4
	Do not recall	%	4.1	9.5	3.9	3.2	2.8	6.6	5.7	2.8	4.2	3.9	4.4

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

^{**}Multifrequency tab based on multiple responses



[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.]

					Reg	gion			Ge	nder		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Have you attended or when do	Total	Unwgt N	519	49	76	182	120	92	259	260	170	161	188
you plan to attend, in person, an INDOOR arts		Wgt N	501	34	83	208	105	70	241	260	155	175	170
or cultural performance?	Have already attended	%	18.5	27.5	34.5	8.6	26.4	12.4	21.1	16.0	19.7	18.5	17.3
months after businesses, government	Immediately	%	25.2	12.3	27.1	24.8	22.4	34.4	27.1	23.4	22.5	27.0	25.7
and cultural organizations are	1-5 months	%	8.9	6.2	9.2	9.1	4.3	16.2	11.6	6.4	6.9	7.9	11.8
reopened and following public health guidelines	6 months or more	%	8.5	5.0	4.6	11.8	3.8	12.3	5.6	11.2	5.8	9.8	9.7
OR Immediately after businesses, government	Never	%	7.9	5.4	6.2	8.1	11.6	4.7	9.3	6.5	7.4	7.8	8.4
and cultural organizations are reopened and following	Unsure	%	31.1	43.6	18.4	37.6	31.6	19.9	25.3	36.4	37.6	29.0	27.2
public													



[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?

				Have already				
			Canada 2021-08	attended/immediately	1-5 months	6 months or more	Never	Unsure
Question - What are the precautions that need to occur to make you	Total	Unwgt N	455	203	49	42	30	131
comfortable to attend an INDOOR arts or cultural performance? [OPEN]		Wgt N	439	194	43	39	29	134
,	Social/physical distancing (spacing between seats)	%	22.9	22.1	27.4	25.3	35.5	19.2
	Masks	%	33.9	38.8	47.0	32.3	30.4	24.0
	Majority of people getting vaccinated/vaccine proof	%	53.4	50.7	60.9	60.1	52.8	52.9
	Following medical/ government guidelines	%	2.9	2.2	1.1	5.8	2.8	3.7
	Cleaning protocols	%	3.1	2.9	5.8	2.1	3.0	2.8
	No cases/eradication of COVID-19	%	2.5	0.0	0.0	6.8	12.7	3.4
	None	%	10.0	18.0	0.0	0.0	0.0	6.7
	Hand sanitizer/handwashing	%	2.5	3.8	1.5	0.0	3.2	1.4
	Health Check Screening	%	2.2	1.9	3.8	8.5	0.0	0.6
	Proper ventilation	%	4.8	3.9	3.6	4.4	9.8	5.6
	Not interested	%	0.8	0.0	0.0	0.0	10.5	0.3
	Smaller capacity/smaller events	%	5.7	6.2	8.2	4.5	2.6	5.3
	Fewer cases	%	12.2	3.9	24.4	18.6	9.5	19.2
	Getting themselves vaccinated	%	0.3	0.0	1.7	0.0	0.0	0.5
	Other	%	6.7	3.9	7.9	14.0	6.1	8.4

^{*}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]

		-											
		-			Reg	gion			Ge	nder		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
following OUTDOOR cultural gatherings in		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
the 12-months before	Outdoor opera	%	0.8	0.0	0.4	0.6	1.3	1.7	0.4	1.2	1.0	0.3	1.1
the COVID-19 outbreak? [RANDOMIZE](select all	Outdoor ballet and dance	%	2.1	0.0	0.9	1.5	4.3	3.6	1.8	2.3	1.6	3.6	1.0
nat apply)	Outdoor Theatre (drama, musical, dinner, comedy)	%	11.3	12.2	8.3	10.8	15.6	11.7	9.8	12.8	12.7	12.0	9.7
	Outdoor classical music performance	%	5.1	4.0	4.5	3.3	6.0	10.6	4.4	5.8	3.6	5.5	5.8
	Outdoor popular music performance	%	24.7	28.1	21.1	25.6	27.7	22.4	26.5	23.0	28.9	28.1	18.7
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	13.2	14.3	5.0	13.1	20.3	17.5	13.8	12.7	16.5	14.9	9.4
Di	Did not attend in the previous year	%	50.1	44.3	59.6	51.9	38.0	47.9	47.3	52.8	41.8	47.9	58.0
	Do not recall	%	13.0	20.3	10.2	12.1	12.8	17.1	14.7	11.4	16.5	10.1	13.0

^{*}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]

					Reg	gion			Ge	nder		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the	Total	Unwgt N	1243	118	224	406	268	227	623	620	376	387	480
following OUTDOOR cultural gatherings in		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
the 12-months before	Outdoor opera	%	0.7	0.0	0.3	0.5	1.0	1.3	0.3	1.0	0.8	0.2	0.9
the COVID-19 outbreak? [RANDOMIZE](select all	Outdoor ballet and dance	%	1.7	0.0	0.9	1.2	3.4	2.7	1.5	1.9	1.3	2.9	0.9
nat apply)	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.4	9.9	7.5	9.1	12.4	8.9	8.2	10.5	10.3	9.8	8.3
	Outdoor classical music performance	%	4.2	3.2	4.1	2.8	4.8	8.0	3.7	4.8	2.9	4.5	5.0
	Outdoor popular music performance	%	20.5	22.8	19.2	21.5	22.0	16.9	22.3	18.8	23.6	23.0	16.0
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	11.0	11.6	4.5	11.1	16.1	13.2	11.6	10.4	13.5	12.1	8.1
Di	Did not attend in the previous year	%	41.7	36.0	54.2	43.6	30.2	36.2	39.9	43.3	34.1	39.2	49.7
	Do not recall	%	10.8	16.5	9.2	10.2	10.1	12.9	12.4	9.3	13.5	8.3	11.1

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

^{**}Multifrequency tab based on multiple responses



[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.]

					Reg	gion			Ge	nder		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Have you attended or when do	Total	Unwgt N	379	33	66	119	101	60	190	189	125	133	121
you plan to attend, in person, an OUTDOOR		Wgt N	369	24	70	139	90	46	186	183	114	143	112
arts or cultural performance?	Have already attended	%	35.6	40.7	44.6	21.8	47.9	36.4	34.5	36.6	41.3	35.5	29.7
months after businesses, government	Immediately	%	24.4	17.3	17.5	30.9	17.0	33.7	30.1	18.7	27.2	26.3	19.2
and cultural organizations are	1-5 months	%	5.7	0.0	7.0	5.4	3.2	12.5	6.3	5.1	2.0	3.6	12.2
reopened and following public health guidelines	6 months or more	%	5.2	6.1	4.6	7.2	2.3	5.5	4.7	5.7	2.2	4.7	8.9
OR Immediately after businesses, government	Never	%	5.4	9.0	9.3	2.7	5.7	4.9	6.9	3.8	4.8	5.9	5.2
and cultural organizations are reopened and following	Unsure	%	23.7	26.9	17.1	32.0	23.9	7.0	17.4	30.2	22.4	23.9	24.8
public													



[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?

				Have already				
			Canada 2021-08	attended/immediately	1-5 months	6 months or more	Never	Unsure
Question - What are the precautions that need to occur to make you	Total	Unwgt N	302	172	19	22	17	72
comfortable to attend an OUTDOOR arts or cultural performance? [OPEN-		Wgt N	293	170	17	18	16	72
ENDED]	Majority of people getting vaccinated/vaccine proof	%	44.1	35.4				58.4
	Social/Physical Distancing	%	33.7	39.0				22.7
	Masks	%	27.1	28.4				28.4
	Health Check Screening	%	0.9	1.5				0.0
	Cleaning Protocols	%	1.2	2.1				0.0
	No Cases/eradication of Covid-19	%	1.0	0.0				2.4
	Fewer Cases	%	10.3	6.9				14.2
	Hand sanitizer/hand washing	%	3.2	3.8				1.4
	Following Medical/government guidelines	%	2.4	1.3				5.6
	Proper ventilation	%	0.9	1.5				0.0
	none	%	13.2	19.9				6.7
	Smaller capacity/smaller events	%	6.0	5.3				6.0
	Not interested	%	1.7	0.0				4.3
	Getting themselves vaccinated	%	0.7	0.3				1.2
	Other	%	7.3	4.9				11.7
	Unsure	%	1.7	0.0				3.1

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

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 August 28th and 30th, 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=379 with a margin of error of ±4.3 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=379 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=463 with a margin of error of ±4.6 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

^{**}Multifrequency tab based on multiple responses



[This table reports on the views of all Canadians]

					Regior	1			Ge	ender		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
attend any of the following		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
in the 12- months before the	An art museum or public art gallery (including attendance at special art exhibits)	%	33.2	32.1	30.7	34.7	25.7	44.3	32.1	34.3	34.5	30.2	35.1
COVID-19 outbreak?	A museum other than an art museum	%	29.9	32.4	20.4	31.7	33.5	34.8	29.0	30.7	36.0	29.2	26.1
[RANDOMIZE] (select all that apply)	Do not recall	%	54.2	58.5	61.2	51.5	56.7	44.2	55.2	53.3	51.9	56.1	54.1

^{*}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]

					Regio	1			Ge	nder		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question -	Total	Unwgt N	1203	118	229	400	244	212	611	592	366	366	471
Did you		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
attend any of the following in the 12- months	An art museum or public art gallery (including attendance at special art exhibits)	%	28.3	26.1	27.4	29.4	22.2	36.0	27.6	29.0	28.2	26.1	30.4
before the COVID-19	A museum other than an art museum	%	25.5	26.4	18.2	26.9	28.9	28.2	25.0	25.9	29.4	25.3	22.6
outbreak? [RANDOMIZE] (select all that apply)	Do not recall	%	46.2	47.6	54.4	43.7	48.9	35.8	47.4	45.1	42.4	48.6	47.0

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

^{**}Multifrequency tab based on multiple responses



[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.]

					Reg	gion			Ge	ender		Age	
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Have you attended or when do	Total	Unwgt N	463	39	79	163	91	91	227	236	137	140	186
you plan to attend, in person, an art gallery		Wgt N	458	28	91	186	79	74	220	238	131	150	177
or museum? months after	Have already attended	%	32.4	45.6	43.8	25.9	26.3	36.3	33.0	31.8	43.0	30.3	26.3
businesses, government and	Immediately	%	18.6	10.4	13.0	20.6	19.5	22.5	19.4	17.8	13.1	23.5	18.4
cultural organizations are reopened and	1-5 months	%	7.5	2.7	4.3	6.0	13.7	10.3	6.8	8.1	5.5	2.3	13.4
following public health guidelines OR	6 months or more	%	4.3	2.5	1.5	6.8	1.8	5.0	3.5	5.1	2.2	3.5	6.6
Immediately after businesses,	Never	%	6.6	5.2	5.3	7.7	7.3	5.2	7.9	5.4	6.2	5.3	8.0
government and cultural organizations are reopened and following public	Unsure	%	30.6	33.6	32.2	33.0	31.4	20.8	29.4	31.7	30.0	35.1	27.3



[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?

			Canada 2021-08	Have already attended/immediately	1-5 months	6 months or more	Never	Unsure
Question - What are the precautions that need to occur to	Total	Unwgt N	349	173	35	16	19	106
make you comfortable to visit an art gallery or museum? [OPEN-		Wgt N	338	171	33	13	19	103
ENDED]	Social/physical distancing	%	26.6	30.3	37.9			20.7
	Masks	%	39.1	46.5	51.5			28.4
	Majority of people getting vaccinated/vaccine proof	%	44.2	42.5	53.5			44.1
	Following medical/ government guidelines	%	4.9	5.2	7.5			4.3
	Cleaning protocols	%	1.5	2.0	2.5			0.0
	No cases/eradication of COVID-19	%	1.2	0.0	0.0			3.8
	None	%	11.0	12.3	2.5			11.5
	Hand sanitizer/handwashing	%	3.2	4.4	2.8			2.3
	Health Check Screening	%	2.1	2.2	5.0			0.8
	Proper ventilation	%	3.8	2.6	8.9			4.2
	Not interested	%	0.9	0.0	0.0			0.0
	Smaller capacity/smaller events	%	15.1	16.9	13.8			11.1
	Fewer cases	%	6.9	3.4	14.3			6.7
	Getting themselves vaccinated	%	0.8	0.2	0.0			2.3
	Other	%	5.8	4.0	0.0			9.5
	Unsure	%	0.7	0.2	0.0			1.5

^{*}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 Culture-goers]

						Ge	nder	Age					
			Canada 2021- 08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the survival of arts/cultural	Total	Unwgt N	708	69	122	242	151	124	362	346	219	225	264
		Wgt N	693	48	139	279	131	97	341	352	205	243	244
	Concerned	%	28.5	23.1	26.6	30.4	24.8	33.2	26.4	30.4	31.7	28.7	25.5
organizations?	Somewhat concerned	%	40.6	57.3	40.8	37.7	41.4	39.1	38.7	42.4	34.8	34.4	51.6
	Somewhat not concerned	%	17.0	10.8	22.2	16.0	14.8	18.2	18.1	15.9	17.9	19.7	13.4
	Not concerned	%	12.5	4.3	7.6	15.2	17.7	8.7	15.4	9.7	13.1	15.0	9.5
	Unsure	%	1.5	4.5	2.8	0.7	1.3	0.9	1.4	1.7	2.5	2.3	0.0



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

		_											
		- -			Ge	Gender Age							
			Canada 2021- 08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In 2020, how	Total	Unwgt N	652	59	113	226	139	115	336	316	192	213	247
much did you donate, if		Wgt N	638	41	128	259	119	91	315	324	181	229	229
anything, to arts/cultural organizations?		Mean	113.9	81.0	56.7	137.1	99.4	161.9	128.9	99.4	39.2	128.2	158.5
organizations:		Median	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0
	0	%	66.6	73.5	68.1	68.6	72.9	47.2	69.7	63.5	77.0	70.4	54.5
	1	%	0.2	0.8	0.0	0.3	0.0	0.0	0.1	0.3	0.0	0.0	0.5
	2	%	0.1	0.0	0.7	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0
	3	%	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.2	0.0	0.0
	5	%	0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
	7	%	0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
	9	%	0.1	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.3	0.0	0.0
	10	%	0.4	0.0	0.0	0.9	0.0	0.0	0.5	0.3	0.0	0.0	1.0
	20	%	1.1	0.0	2.3	1.5	0.0	0.5	0.7	1.6	2.6	1.2	0.0
	25	%	0.7	1.9	1.0	0.6	0.3	0.5	0.6	0.7	0.9	0.0	1.2
	30	%	0.2	0.0	0.0	0.3	0.3	0.0	0.2	0.1	0.2	0.0	0.3
	35	%	0.1	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.3	0.0	0.0
	40	%	0.7	0.0	2.2	0.0	0.7	0.5	0.2	1.2	0.3	0.9	0.7
	50	%	3.7	3.7	2.8	2.8	4.0	7.0	2.2	5.2	3.3	3.4	4.3
	60	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.4
	75	%	1.0	1.8	0.9	0.9	1.6	0.0	0.0	1.9	1.3	0.8	0.8
	90	%	0.2	0.0	0.8	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0
	100	%	8.5	6.2	7.4	7.8	4.2	18.3	6.9	9.9	3.2	9.8	11.2
	109	%	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.3	0.0	0.0
	110	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.3	0.0	0.4	0.0
	120	%	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.3
	125	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.4
	130	%	0.1	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.3	0.0
	150	%	1.3	0.0	2.2	0.9	0.5	2.7	0.5	2.1	0.3	0.9	2.6

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		Region						Ge	nder			
		Canada 2021- 08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
160	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.3
175	%	0.2	0.0	0.0	0.0	0.0	1.4	0.4	0.0	0.0	0.0	0.5
180	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.4
200	%	4.5	5.1	5.5	3.4	2.8	8.0	4.5	4.4	4.4	2.1	6.8
215	%	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.0
240	%	0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
250	%	1.2	1.7	0.8	0.6	3.0	0.5	1.6	0.7	0.3	1.1	1.9
270	%	0.1	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.5	0.0	0.0
300	%	1.1	0.0	0.9	1.5	1.6	0.0	0.9	1.3	0.5	1.0	1.6
400	%	0.4	0.0	0.0	0.0	1.3	1.4	0.9	0.0	0.0	0.7	0.5
500	%	3.1	0.0	0.7	4.3	2.0	5.9	4.2	2.0	3.9	1.4	4.3
600	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.4
800	%	0.3	0.0	0.0	0.0	1.6	0.0	0.0	0.6	0.0	0.0	0.8
1000	%	1.2	0.8	1.8	1.3	0.0	1.9	2.2	0.3	0.0	2.1	1.4
1100	%	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.3
1200	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.3	0.0	0.4	0.0
1500	%	0.4	0.0	0.0	0.9	0.0	0.0	0.2	0.5	0.0	0.7	0.3
1800	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.4	0.0
2000	%	0.2	0.0	0.0	0.6	0.0	0.0	0.2	0.3	0.0	0.0	0.7
2500	%	0.1	1.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0
4000	%	0.4	0.0	0.0	0.6	0.0	1.2	0.2	0.6	0.0	0.0	1.1
5000	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.4	0.0
6000	%	0.1	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.3	0.0



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

					Regio	n			Ge	nder		Age	
			Canada 2021- 08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
In 2021, how much do you	Total	Unwgt N	644	58	112	228	137	109	330	314	186	213	245
intend to donate, if anything, to arts/cultural		Wgt N	632	41	127	259	118	86	311	320	175	229	227
organizations?		Mean	146.7	89.1	60.0	209.1	108.6	166.4	142.1	151.1	57.7	202.9	158.6
		Median	0.0	0.0	0.0	0.0	0.0	20.0	0.0	0.0	0.0	0.0	0.0
	.00	%	64.0	66.6	64.9	64.7	71.1	49.3	67.4	60.6	69.5	69.2	54.4
	1.00	%	0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
	1.45	%	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0	0.3	0.0	0.0
	2.00	%	0.1	0.0	0.7	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0
	5.00	%	0.2	0.0	0.0	0.3	0.4	0.0	0.2	0.3	0.3	0.0	0.4
	6.00	%	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.2	0.0	0.0
	10.00	%	0.2	0.8	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.5
	20.00	%	1.6	0.0	4.2	1.5	0.5	0.6	1.7	1.6	2.6	1.6	0.9
	25.00	%	0.8	0.0	0.0	1.7	0.3	0.5	0.5	1.2	1.8	0.0	1.0
	40.00	%	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0	0.3	0.0	0.0
	50.00	%	4.4	10.0	2.9	4.3	4.1	4.9	2.3	6.5	4.6	3.8	4.9
	60.00	%	0.5	0.0	2.4	0.0	0.0	0.0	0.4	0.5	0.0	0.0	1.3
	75.00	%	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.0
	100.00	%	10.7	10.4	12.2	10.3	6.3	15.7	7.9	13.4	7.7	10.8	12.9
	110.00	%	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.3	0.0	0.4	0.0
	120.00	%	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.3
	125.00	%	0.3	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.0	0.0	0.7
	130.00	%	0.1	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.3	0.0



			Region						nder		Age				
		Canada 2021- 08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus			
135	5.00 %	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.3	0.0	0.0			
150	0.00 %	0.8	0.0	0.0	0.9	0.5	2.3	0.7	0.8	0.0	0.4	1.8			
160	0.00 %	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.3			
200	0.00 %	4.2	5.1	3.1	3.3	3.4	9.1	4.6	3.8	3.8	2.1	6.6			
215	5.00 %	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.0			
240	0.00 %	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.4			
250	0.00 %	1.6	3.6	2.7	0.3	3.0	1.1	2.4	0.8	1.0	1.6	2.1			
300	0.00 %	1.5	0.0	0.0	1.2	3.5	2.7	0.9	2.1	0.2	0.8	3.2			
400	0.00 %	0.6	0.0	1.6	0.0	1.3	0.0	0.8	0.4	0.5	1.2	0.0			
500	0.00 %	3.9	0.0	2.3	5.6	2.5	4.8	4.5	3.3	6.2	1.9	4.2			
750	0.00 %	0.2	0.0	0.0	0.0	0.0	1.4	0.4	0.0	0.0	0.0	0.5			
880	0.00 %	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0	0.3	0.0	0.0			
100	00.00 %	1.0	0.8	1.0	1.2	0.0	2.1	1.8	0.3	0.0	1.2	1.7			
150	00.00 %	0.4	0.0	0.0	0.6	0.0	1.0	0.0	0.8	0.0	1.1	0.0			
200	00.00 %	0.4	0.0	0.0	0.7	0.9	0.0	0.5	0.3	0.0	0.9	0.3			
250	00.00 %	0.1	1.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0			
300	00.00 %	0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.3	0.0	0.0	0.5			
400	00.00 %	0.2	0.0	0.0	0.6	0.0	0.0	0.2	0.3	0.0	0.0	0.7			
500	00.00 %	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.4	0.0			
600	00.00 %	0.2	0.0	0.0	0.3	0.6	0.0	0.5	0.0	0.0	0.3	0.3			
100	000.00 %	0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.0	0.7	0.0			