

Culture-goers are six times more likely to be more comfortable with continuing to require masks for in-person performances than less comfortable.

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 ninth wave of tracking research 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;
- Benefits of participating in arts/culture activities during the pandemic; and,
- Comfort with attending in-person events.

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

# Key Findings

1

## OUTDOOR PERFORMANCES

There has been an increase of outdoor culture-goers who say they will go back to outdoor arts and cultural events immediately once they open again with now nearly one third who say so (32%, 19% in December, 21% in November). Over one third of outdoor culture goers who have already gone back or who are ready to go back immediately to outdoor events say they don't need any precautions (36%), while one quarter (27%) say they want social distancing.

2

## PRECAUTIONS FOR INDOOR EVENTS

Masks are back as the top precaution needed to make indoor culture-goers (who have already gone back or who are ready to go back immediately) comfortable attending indoor performances (40%). The proportion who mentioned vaccine/vaccine passport has gone down (24%, down from 52% in December). A similar trend is also observed for museum culture-goers (who have already gone back or who are ready to go back immediately) (45% wants masks, 26% want vaccination/vaccine passports, down from 43% in December).

3

## KEEPING MASK AND VACCINE MANDATES

Culture goers are six times more likely to say requiring people to wear masks would make them feel more comfortable (68%) rather than less comfortable (11%) attending in-person arts or culture events. On the contrary, culture-goers are four times more likely to say that the removal of the vaccine mandate would make them feel less comfortable (58%) rather than more comfortable (14%).

4

## BENEFITS OF ARTS AND CULTURE

Learning and experiencing new things (28%) is the top benefit mentioned by culture-goers when asked what were the top benefits to participating in the arts and culture during the Covid-19 pandemic. This was followed by improving their mental health (24%), having fun (21%) and feeling connected to others (18%).

# Comfort level change in attending in-person arts and culture events

Continuing to require masks



68%

More comfortable

18%

As comfortable

11%

Less comfortable

Having a security guard presence



50%

More comfortable

31%

As comfortable

14%

Less comfortable

Dropping the vaccine mandate



14%

More comfortable

25%

As comfortable

58%

Less comfortable

# Top benefits of participating in arts and culture during the pandemic



Learning and experiencing new things (28%)



Having fun (21%)



Improving mental health (24%)



Feeling connected (18%)

# Returning to in-person events

	Have already returned to indoor events	Have already returned to outdoor events	Have already returned to museums
Feb 2022	[28%]	[33%]	[38%]
Dec 2021	[27%]	[35%]	[34%]
Aug 2021	[19%]	[36%]	[32%]



# Indoor arts/cultural performances

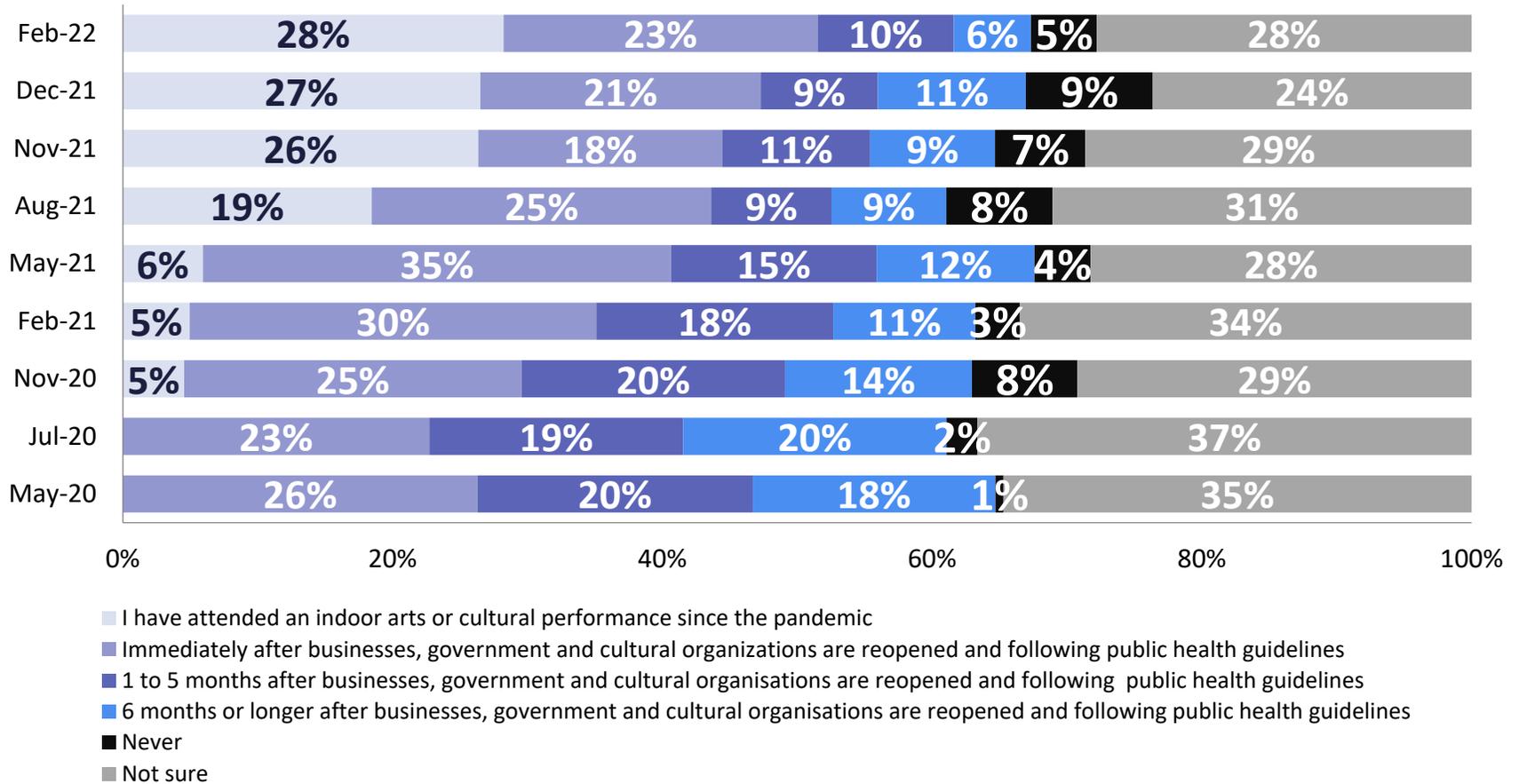
# Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances



[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 that they have already attended an indoor arts or cultural performance or will do so immediately once they open continues to go up. ”



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

# 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=580)	Atlantic (n=53)	Quebec (n=102)	Ontario (n=188)	Prairies (n=135)	BC (n=102)	Men (n=305)	Women (n=275)	18 to 34 (n=172)	35 to 54 (n=230)	55 plus (n=178)
TOP RESPONSES	Have already attended	28.2%	26.1%	34.7%	20.3%	32.6%	27.5%	28.9%	34.7%	27.3%	24.7%
	Immediately	23.3%	26.9%	18.2%	24.0%	21.0%	26.1%	20.7%	16.2%	23.8%	27.6%
	1-5 months	10.1%	9.1%	15.3%	8.7%	10.3%	8.4%	9.8%	10.3%	7.8%	11.5%
	6 months or more	5.7%	3.5%	5.5%	7.2%	4.9%	4.2%	5.3%	6.1%	4.6%	6.5%
	Never	4.9%	-	6.0%	7.7%	3.8%	-	5.6%	4.2%	2.8%	2.8%
	Not sure	27.8%	34.5%	20.2%	32.1%	27.4%	22.2%	25.6%	29.8%	33.8%	28.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=580 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

	Feb 2022	Dec 2021	Nov 2021	Aug 2021	May 2021	Feb 2021	Nov 2020	July 2020**	Feb 2022	Dec 2021	Nov 2021	Aug 2021	May 2021	Feb 2021	Nov 2020	July 2020
	(n=206)	(n=227)	(n=178)	(n=203)	(n=196)	(n=185)	(n=179)	(n=135)	(n=55)	(n=48)	(n=51)	(n=49)	(n=75)	(n=99)	(n=114)	(n=115)
Masks	40.2%	48.4%	49.9%	38.8%	26.6%	24.2%	34.9%	39.6%	54.6%	49.9%	49.6%	47.0%	30.2%	24.2%	27.4%	43.0%
Majority of people getting vaccinated/proof of vaccination*	34.1%	51.5%	54.6%	50.7%*	50.6%	43.8%	27.8%	18.6%	39.6%	51.4%	66.7%	60.9%	73.9%	59.6%	46.1%	27.5%
None	19.0%	9.8%	13.7%	18.0%	13.2%	14.1%	5.8%	7.8%	-	-	-	-	-	1.1%	-	1.7%
Social/physical distancing (spacing between seats)	14.6%	24.4%	17.1%	22.1%	18.9%	25.4%	36.4%	34.8%	21.3%	24.9%	15.5%	27.4%	15.2%	22.6%	31.0%	35.5%
Fewer cases	7.0%	10.8%	2.4%	3.9%	4.3%	6.0%	5.8%	9.9%	14.3%	14.0%	9.3%	24.4%	19.4%	13.5%	9.5%	10.0%
Removing all precautions/mandates	5.0%	2.8%	2.1%	N/A	N/A	N/A	N/A	N/A	1.1%	4.9%	1.4%	N/A	N/A	N/A	N/A	N/A
Smaller capacity/smaller events	4.9%	9.1%	8.7%	6.2%	7.1%	3.3%	5.4%	3.1%	1.1%	13.9%	7.6%	8.2%	5.4%	3.1%	5.4%	5.5%
Following medical/ government guidelines	4.0%	3.9%	6.3%	2.2%	4.4%	13.5%	11.6%	11.4%	5.6%	7.2%	17.7%	1.1%	1.0%	5.3%	7.6%	6.5%
Proper ventilation	3.5%	7.2%	4.5%	3.9%	2.5%	3.6%	11.7%	4.0%	2.0%	9.4%	13.7%	3.6%	9.4%	4.5%	7.5%	1.8%

\*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.

\*\*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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=506 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

	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							
	Feb 2022 (n=31)	Dec 2021 (n=58)	Nov 2021 (n=44)	Aug 2021 (n=42)	May 2021 (n=66)	Feb 2021 (n=63)	Nov 2020 (n=89)	July 2020 (n=119)	Feb 2022 (n=139)	Dec 2021 (n=101)	Nov 2021 (n=124)	Aug 2021 (n=131)	May 2021 (n=155)	Feb 2021 (n=161)	Nov 2020 (n=168)	July 2020 (n=224)
<b>TOP RESPONSES</b>																
Fewer Cases	35.9%	20.5%	11.8%	18.6%	19.9%	14.3%	9.9%	12.5%	13.5%	18.1%	14.6%	19.2%	15.3%	10.7%	9.3%	8.7%
Masks	35.5%	39.8%	45.8%	32.3%	23.1%	32.0%	16.5%	28.8%	41.3%	38.6%	32.5%	24.0%	20.1%	21.8%	12.0%	26.2%
Majority of people getting vaccinated/proof of vaccination*	30.6%	48.9%	57.3%	60.1%*	57.0%	56.1%	59.8%	52.3%	18.8%	39.9%	47.5%	52.9%	71.8%	51.9%	45.3%	40.1%
Smaller capacity/smaller events	16.3%	5.1%	3.4%	4.5%	3.3%	7.9%	3.3%	4.9%	8.6%	9.7%	5.3%	5.3%	4.6%	3.8%	2.3%	6.6%
Social/physical distancing (spacing between seats)	13.1%	20.4%	29.5%	25.3%	18.9%	20.6%	11.1%	28.5%	21.2%	20.6%	14.2%	19.2%	11.2%	19.6%	18.2%	24.8%
Proper ventilation	9.8%	10.5%	14.6%	4.4%	3.5%	5.4%	4.5%	4.5%	4.5%	7.4%	6.4%	5.6%	5.2%	4.5%	6.9%	3.5%
Following medical/ government guidelines	6.5%	1.4%	-	5.8%	5.7%	1.3%	3.7%	2.6%	2.7%	5.8%	3.2%	3.7%	3.5%	11.6%	7.7%	4.5%
No Cases/eradication of Covid-19	3.9%	15.6%	11.8%	6.8%	7.6%	14.1%	22.0%	16.3%	5.0%	12.5%	5.7%	3.4%	5.4%	9.9%	17.3%	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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=506 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 event, likely a festival or concert. In the background, there is a stage 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 enjoying a performance. The overall atmosphere is lively and festive.

# Outdoor arts/cultural performances

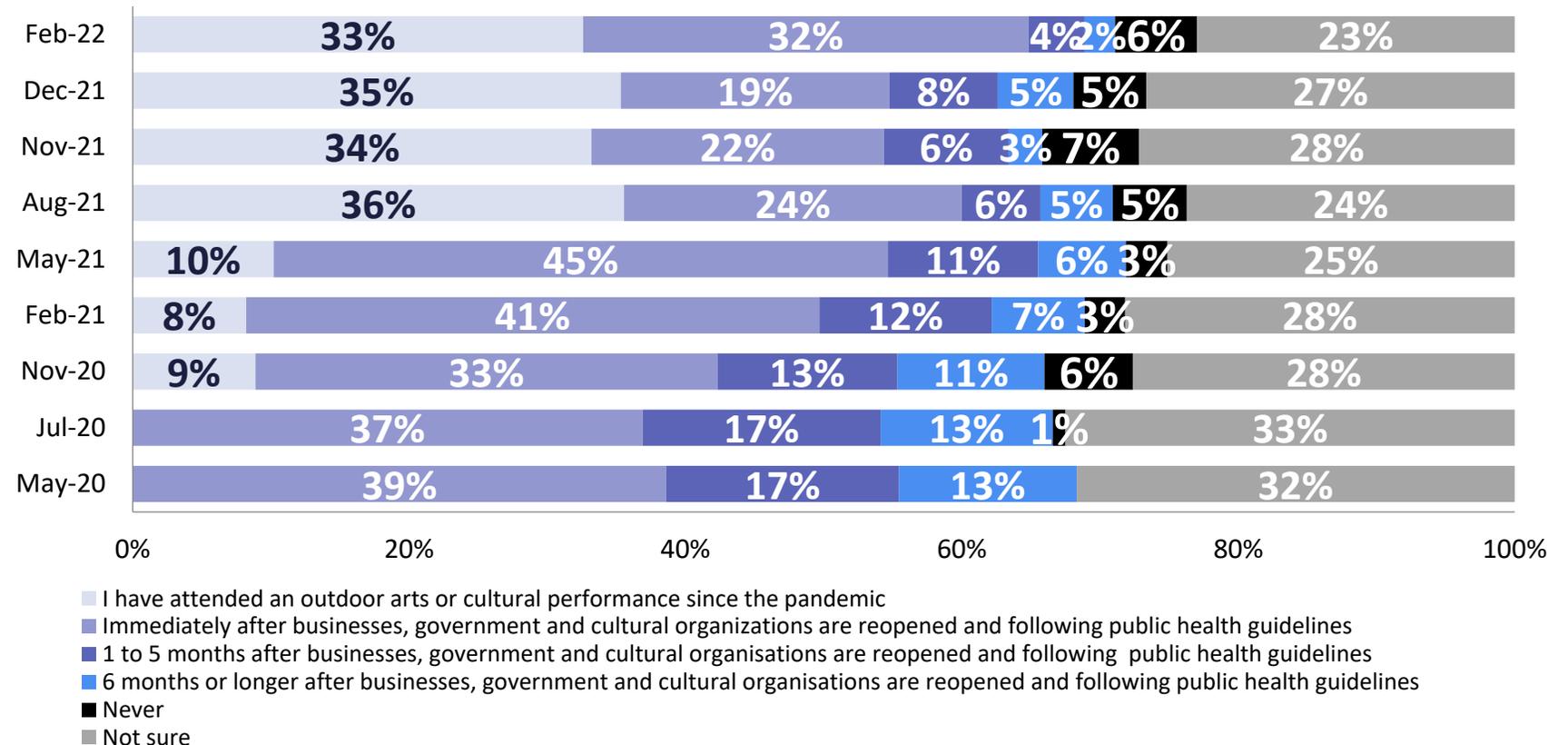
## Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances

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

“About two thirds of outdoor culture goers say they have either already attended an outdoor arts or cultural performance (33%) or will do so immediately when they are reopened (32%, up from 19% in December).”



\*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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=389 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=389)	Atlantic (n=47)	Quebec (n=65)	Ontario (n=113)	Prairies (n=101)	BC (n=63)	Men (n=198)	Women (n=191)	18 to 34 (n=126)	35 to 54 (n=154)	55 plus (n=109)	
TOP RESPONSES	Have already attended	32.6%	28.5%	27.7%	30.8%	38.0%	36.0%	27.6%	37.0%	49.3%	26.3%	25.8%
	Immediately	32.2%	33.6%	29.7%	34.8%	25.8%	38.2%	38.5%	26.8%	18.9%	38.0%	36.8%
	1-5 months	4.1%	4.6%	6.9%	3.6%	2.1%	5.0%	4.3%	3.8%	2.4%	4.5%	4.9%
	6 months or more	2.2%	-	1.2%	2.3%	4.9%	-	3.3%	1.2%	0.6%	3.9%	1.7%
	Never	5.9%	3.4%	7.1%	7.2%	6.5%	1.9%	7.8%	4.3%	4.9%	3.4%	9.5%
	Not sure	23.0%	30.0%	27.4%	21.4%	22.7%	18.8%	18.5%	26.9%	23.9%	23.9%	21.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=389 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 plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines

	Outdoor culture-goers who ALREADY ATTENDED/plan to attend IMMEDIATELY after businesses, are reopened and following public health guidelines									Outdoor culture-goers plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines						
	Feb 2022 (n=316)	Dec 2021 (n=151)	Nov 2021 (n=131)	Aug 2021 (n=172)	May 2021 (n=149)	Feb 2021 (n=164)	Nov 2020 (n=140)	July 2020** (n=140)	Feb 2022 (n=12)	Dec 2021 (n=27)	Nov 2021 (n=20)	Aug 2021 (n=19)	May 2021 (n=38)	Feb 2021 (n=43)	Nov 2020 (n=49)	July 2020 (n=70)
None	36.4%	17.0%	19.6%	19.9%	24.4%	18.0%	5.3%	10.4%					-	1.6%	-	1.0%
Social/physical distancing	27.3%	31.2%	29.7%	39.0%	29.5%	36.6%	41.1%	55.0%					44.1%	31.7%	35.5%	57.8%
Masks	18.9%	29.0%	34.3%	28.4%	18.1%	21.6%	37.7%	37.6%					33.5%	20.9%	32.8%	44.4%
Everyone gets vaccinated/proof of vaccination*	10.7%	37.5%	34.6%	35.4%	34.3%	28.8%	22.8%	6.3%					72.8%	48.2%	44.0%	15.0%
Smaller events/capacity	6.7%	7.3%	7.3%	5.3%	5.8%	4.5%	9.7%	3.4%					6.6%	-	2.0%	8.1%
Fewer cases	2.4%	10.8%	4.8%	6.9%	3.9%	3.3%	5.4%	5.5%					7.9%	9.6%	7.1%	4.4%
Following medical/ government guidelines	5.9%	4.5%	5.7%	1.3%	4.8%	16.1%	11.1%	7.8%					-	5.5%	7.6%	7.4%
Crowd control/enforcement of precautions	3.3%	-	-	-	-	-	-	-					-	-	-	-
Removing all precautions/mandate [NEW]	3.3%	3.3%	1.1%	N/A	N/A	N/A	N/A	N/A					N/A	N/A	N/A	N/A

\*Previous waves were coded as "Vaccine" with the August wave coded as "majority of people gets vaccinated/proof of vaccination", whereas this wave is now coded as "everyone gets vaccinated/proof of vaccination" to reflect the change in respondent answers.

\*\*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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=316 outdoor culture goers, accurate 5.5 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

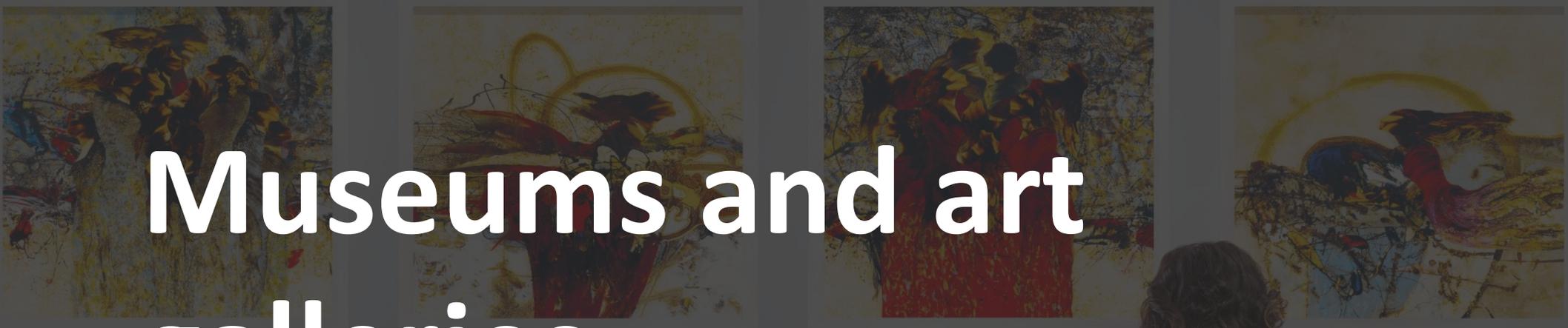
Outdoor culture-goers who are unsure

		Feb 2022 (n=9)	Dec 2021 (n=15)	Nov 2021 (n=5)	Aug 2021 (n=22)	May 2021 (n=24)	Feb 2021 (n=22)	Nov 2020 (n=38)	July 2020 (n=46)	Feb 2022 (n=67)	Dec 2021 (n=71)	Nov 2021 (n=76)	Aug 2021 (n=72)	May 2021 (n=73)	Feb 2021 (n=79)	Nov 2020 (n=88)	July 2020 (n=123)
TOP RESPONSES	None							-	1.5%	<b>24.1%</b>	5.8%	16.7%	6.7%	9.2%	5.7%	7.8%	3.2%
	Social/physical distancing							25.9%	39.3%	<b>23.6%</b>	16.1%	26.6%	22.7%	22.0%	34.6%	24.3%	50.3%
	Masks							7.1%	22.8%	<b>18.6%</b>	16.9%	28.6%	28.4%	18.3%	21.7%	19.7%	34.7%
	Everyone gets vaccinated/proof of vaccination*							60.5%	33.9%	<b>13.1%</b>	29.7%	33.8%	58.4%	54.3%	42.2%	42.1%	22.6%
	Removing all precautions/mandates							-	-	<b>9.3%</b>	9.3%	4.8%	-	-	-	-	-
	Smaller capacity/events							9.7%	5.5%	<b>7.8%</b>	8.9%	2.8%	6.0%	5.6%	12.8%	2.0%	10.8%
	Just need time/adjustment									<b>3.7%</b>	N/A						
	Following medical/government guidelines							5.4%	5.5%	<b>3.1%</b>	2.3%	4.2%	5.6%	2.2%	8.3%	10.4%	6.2%
	No Cases/eradication of Covid-19							12.1%	14.8%	<b>2.0%</b>	12.6%	2.9%	2.4%	3.4%	7.1%	10.7%	8.3%

\*Previous waves were coded as "Vaccine" with the August wave coded as "majority of people gets vaccinated/proof of vaccination", whereas this wave is now coded as "everyone gets vaccinated/proof of vaccination" to reflect the change in respondent answers.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=316 outdoor culture goers, accurate 5.5 percentage points plus or minus, 19 times out of 20.

# Museums and art galleries



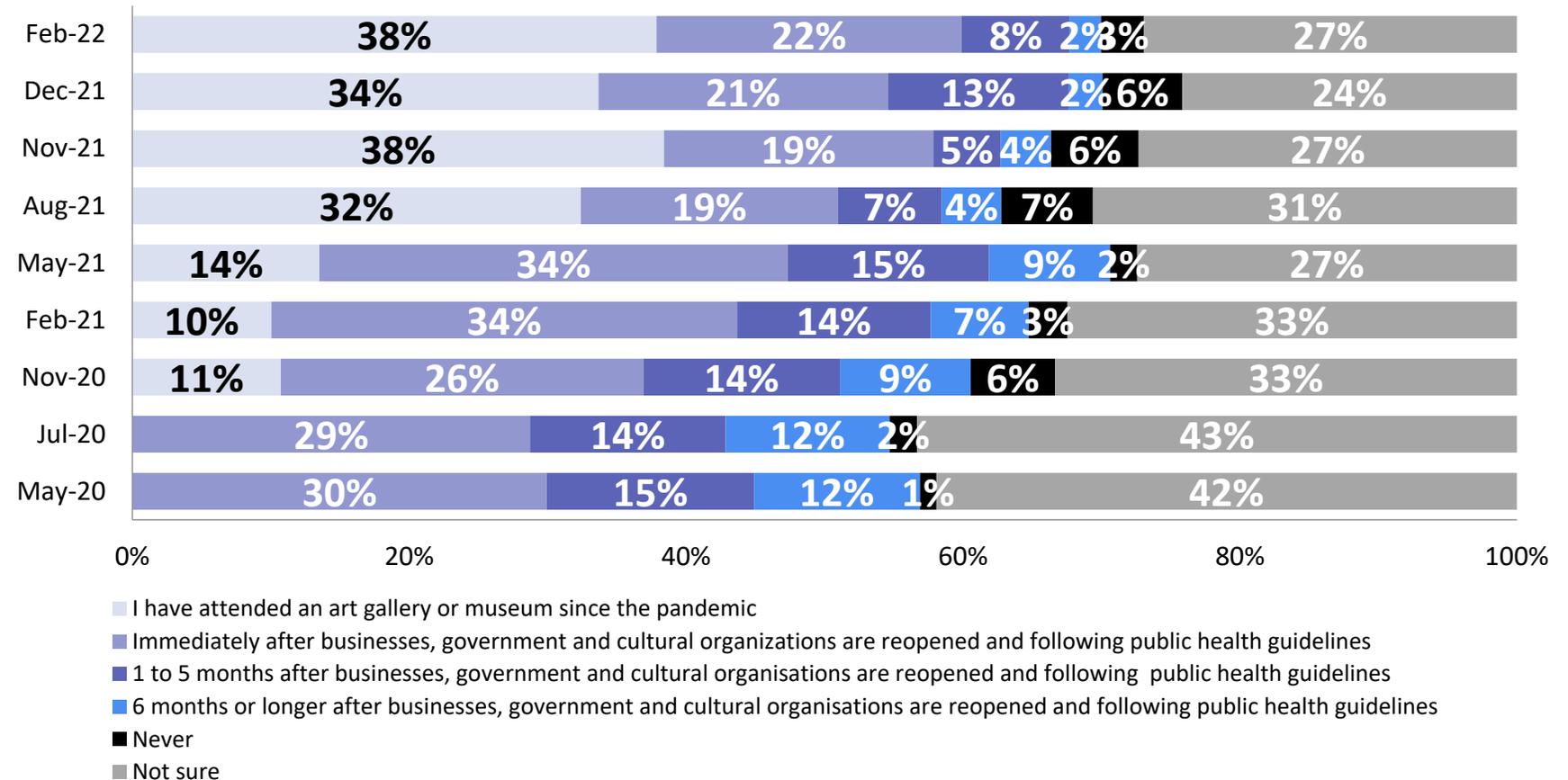
## Expected timeline of museum culture-goers to attend art galleries and museums

Just under four in ten museum-goers report that they have already attended an art gallery or museum since the pandemic, while just over two in ten say they will go immediately once they reopen, which is consistent with the previous wave.

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



\*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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=459 museum goers, accurate 4.6 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=459)	Atlantic (n=43)	Quebec (n=89)	Ontario (n=144)	Prairies (n=101)	BC (n=82)	Men (n=226)	Women (n=233)	18 to 34 (n=163)	35 to 54 (n=149)	55 plus (n=147)	
TOP RESPONSES	Have already attended	37.9%	24.1%	39.4%	35.5%	38.2%	45.9%	32.1%	42.5%	42.1%	32.8%	38.6%
	Immediately	22.0%	35.7%	12.5%	25.4%	23.8%	17.9%	27.6%	17.6%	22.8%	22.9%	20.8%
	1-5 months	7.8%	-	13.9%	8.4%	3.4%	7.8%	7.9%	7.7%	6.5%	8.2%	8.6%
	6 months or more	2.2%	1.3%	0.9%	2.6%	3.9%	1.1%	2.1%	2.3%	3.2%	2.3%	1.5%
	Never	3.1%	5.4%	0.9%	3.5%	3.3%	3.6%	5.3%	1.3%	3.5%	1.6%	4.0%
	Not sure	26.9%	33.5%	32.3%	24.5%	27.4%	23.7%	24.9%	28.5%	21.9%	32.2%	26.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=459 museum goers, accurate 4.6 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	Feb 2022	Dec 2021	Nov 2021	Aug 2021	May 2021	Feb 2021	Nov 2020	July 2020**	Feb 2022	Dec 2021	Nov 2021	Aug 2021	May 2021	Feb 2021	Nov 2020	July 2020*
	(n=215)	(n=168)	(n=162)	(n=173)	(n=158)	(n=169)	(n=143)	(n=125)	(n=29)	(n=47)	(n=17)	(n=35)	(n=66)	(n=63)*	(n=53)*	(n=69)*
Masks	45.2%	46.1%	49.2%	46.5%	36.8%	31.5%	45.9%	53.9%		50.8%		51.5%	31.7%	24.6%	37.0%	55.4%
Everyone gets vaccinated/proof of vaccination/booster*	26.1%	43.3%	46.5%	42.5%*	34.5%	31.1%	20.2%	8.1%		45.1%		53.5%	56.0%	48.9%	34.6%	15.1%
None	21.5%	9.4%	13.2%	12.3%	13.6%	9.9%	3.9%	11.6%		-		2.5%	-	-	-	0.8%
Social/physical distancing	15.5%	24.4%	17.2%	30.3%	23.2%	29.1%	43.1%	42.3%		26.1%		37.9%	21.3%	25.9%	34.0%	41.7%
Smaller capacity/events	12.6%	14.1%	15.4%	16.9%	15.8%	17.5%	22.4%	13.6%		19.0%		13.8%	30.4%	10.7%	19.4%	25.5%
Sanitizer/handwashing	3.8%	3.2%	3.1%	4.4%	8.1%	3.7%	9.1%	11.1%		2.6%		2.8%	2.7%	1.5%	9.1%	7.6%
Medical/government guidelines	3.0%	9.3%	9.6%	5.2%	6.5%	13.9%	13.2%	7.0%		5.1%		7.5%	1.9%	1.9%	11.1%	7.2%
Proper ventilation	2.3%	6.5%	3.1%	2.6%	3.5%	3.3%	7.3%	4.4%		9.2%		8.9%	1.4%	5.6%	5.0%	0.9%
Fewer cases	1.5%	7.5%	3.0%	3.4%	2.2%	2.9%	1.3%	2.3%		18.1%		14.3%	10.5%	12.3%	4.2%	3.0%
Cleaning protocols	0.9%	5.1%	1.6%	2.0%	2.1%	1.6%	5.3%	9.6%		1.2%		2.5%	4.2%	1.4%	4.7%	13.9%

\*Previous waves were coded as "Vaccine" whereas this wave is now coded as "Everyone gets vaccinated/proof of vaccination/booster" to reflect the change in respondent answers

\*\*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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=459 museum goers, accurate 4.6 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

		Feb 2022 (n=9)	Dec 2021 (n=8)	Nov 2021 (n=11)	Aug 2021 (n=16)	May 2021 (n=35)	Feb 2021 (n=37)*	Nov 2020 (n=41)*	July 2020 (n=51)*	Feb 2022 (n=94)	Dec 2021 (n=75)	Nov 2021 (n=87)	Aug 2021 (n=106)	May 2021 (n=97)	Feb 2021 (n=119)	Nov 2020 (n=129)	July 2020 (n=180)
TOP RESPONSES	Masks					29.3%	17.5%	18.6%	28.8%	28.9%	37.6%	39.0%	28.4%	35.2%	21.9%	21.6%	32.5%
	None					6.1%	2.9%	-	2.8%	22.2%	4.1%	6.8%	11.5%	8.2%	3.7%	6.6%	1.2%
	Everyone gets vaccinated/proof of vaccination/booster*					59.3%	48.5%	61.9%	29.4%	22.4%	45.6%	39.9%	44.1%	44.2%	45.0%	43.8%	31.5%
	Fewer cases					9.7%	13.7%	6.4%	4.3%	11.3%	16.8%	12.0%	6.7%	12.0%	7.6%	3.3%	4.6%
	Remove restrictions/precautions					N/A	N/A	N/A	N/A	11.1%	11.0%	4.6%	N/A	N/A	N/A	N/A	N/A
	Smaller capacity/events					25.2%	17.2%	10.3%	8.9%	10.1%	6.3%	9.2%	11.1%	11.2%	10.9%	11.8%	9.4%
	Social/physical distancing					16.8%	14.3%	16.0%	36.1%	8.9%	21.5%	15.6%	20.7%	19.2%	22.0%	22.6%	36.3%
	Medical/government guidelines					-	5.5%	8.8%	1.7%	3.5%	7.6%	5.6%	4.3%	1.1%	5.0%	5.3%	5.6%
	Proper ventilation					2.9%	4.1%	3.8%	3.2%	2.7%	2.6%	7.9%	4.2%	5.0%	5.4%	2.2%	4.8%
	Not interested					-	4.8%	-	-	-	4.9%	1.0%	-	-	-	0.4%	0.7%
No cases					9.1%	9.3%	16.6%	18.3%	-	4.4%	8.7%	3.8%	9.4%	6.3%	9.1%	6.7%	

\*Previous waves were coded as "Vaccine" whereas this wave is now coded as "Everyone gets vaccinated/proof of vaccination/booster" to reflect the change in respondent answers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=459 museum goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.

# Benefits to participation during the pandemic

A photograph of an audience seated in a theater, looking towards a stage with a red curtain. The text 'Benefits to participation during the pandemic' is overlaid on the image.

# Top benefits from participating in the arts/culture during the pandemic

Q During the Covid-19 pandemic, what are the top benefits from participating in arts and culture activities? Please rank the top three where 1 is the most important benefit, 2 the second most important benefit and 3 the third most important benefit. [RANDOMIZE]

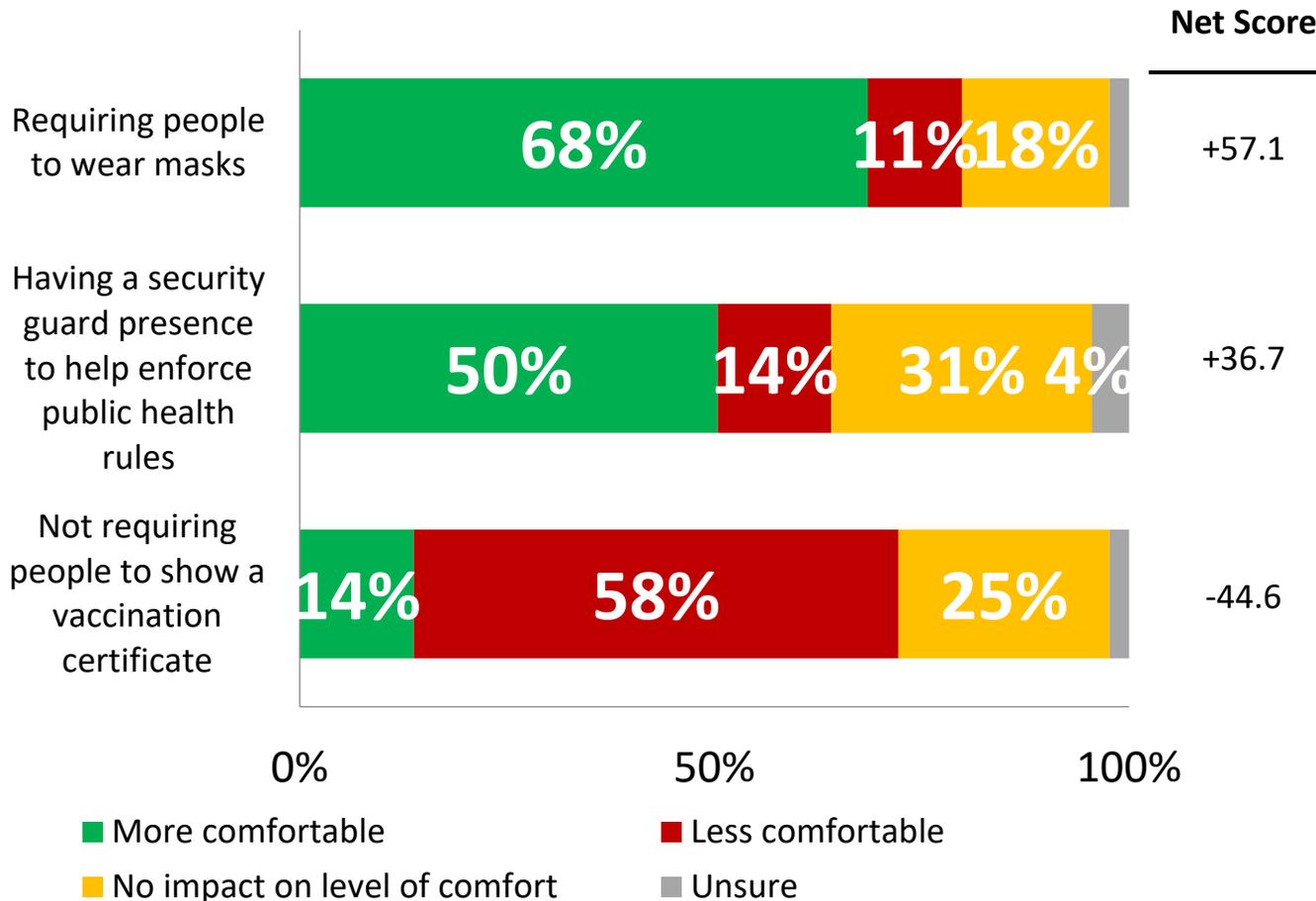
Culture-goers most frequently say that learning and experiencing new things is the top benefit to participating in the arts and culture during the Covid-19 pandemic. This was followed by improving their mental health, having fun and feeling connected to others.

## TOP RESPONSES

	Rank 1 (n=713)	Rank 2 (n=665)	Rank 3 (n=628)
Learn and experience new things	28.3%	21.0%	20.9%
Improve my mental health	24.0%	23.5%	17.3%
Have fun	20.8%	23.3%	25.1%
Feel Connected to other people	17.7%	23.6%	24.1%
None of the above	5.7%	0.5%	0.7%
Improve my physical health	1.8%	5.1%	6.1%
Express myself	1.3%	2.1%	3.8%
Other	0.3%	0.1%	0.4%
Solve problems	0.2%	0.8%	1.6%

# Comfort level change in attending in-person events

Q Would the following make your more comfortable, less comfortable or have no impact on your level of comfort in attending an in-person arts or culture event? [RANDOMIZE]

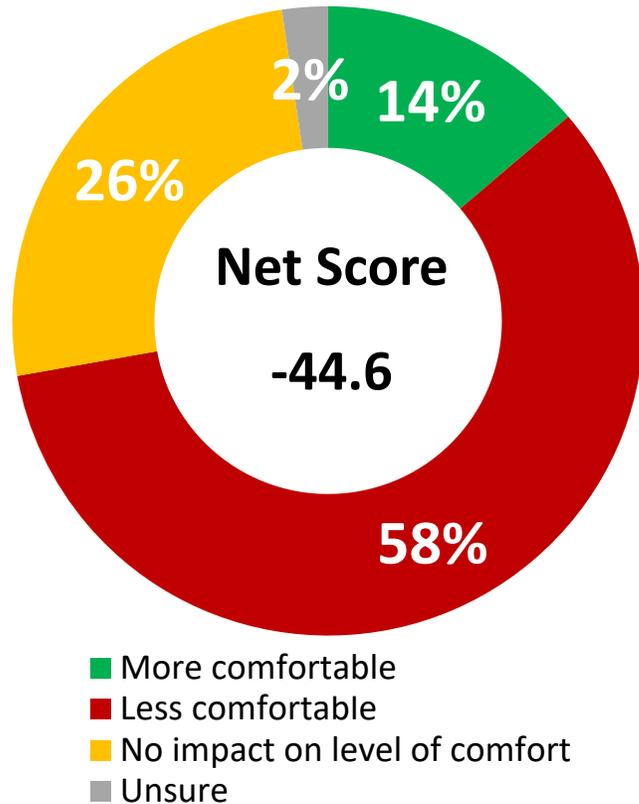


“ Culture goers are six times more likely to say requiring people to wear masks would make them feel more comfortable rather than less comfortable attending in-person arts or culture events. ”

\*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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=732  
 Culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

# Comfort with not requiring people to show vaccination certificate



\*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.

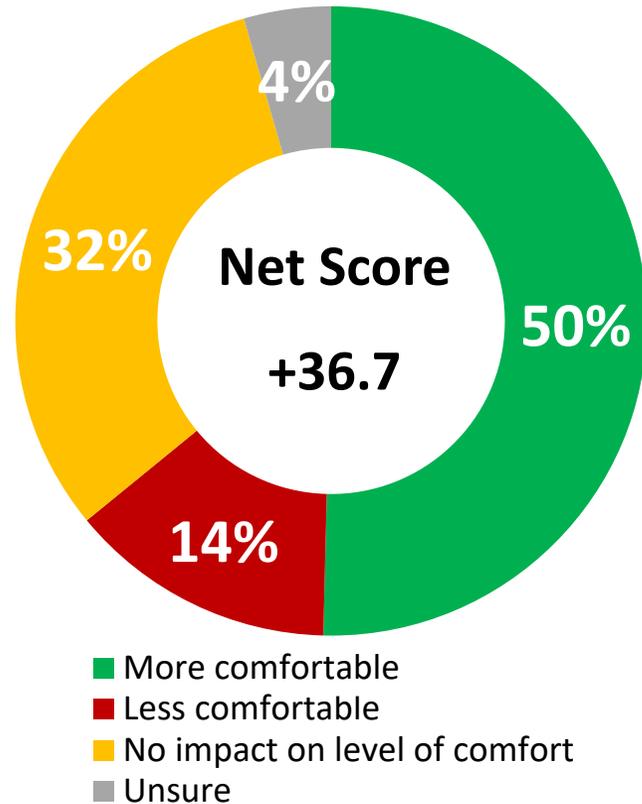
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=732  
 Culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

**Q** Would the following make you more comfortable, less comfortable or have no impact on your level of comfort in attending an in-person arts or culture event? [RANDOMIZE]

## Not requiring people to show a vaccination certificate

	Atlantic (n=72)	Quebec (n=148)	Ontario (n=229)	Prairies (n=163)	BC (n=120)
<b>Less comfortable</b>	<b>57.2%</b>	<b>64.5%</b>	<b>61.6%</b>	<b>45.5%</b>	<b>60.8%</b>
	Men (n=382)	Women (n=350)	18 to 34 (n=223)	35 to 54 (n=281)	55 plus (n=228)
	<b>56.9%</b>	<b>59.8%</b>	<b>52.8%</b>	<b>55.3%</b>	<b>65.3%</b>
<b>No impact</b>	Atlantic (n=72)	Quebec (n=148)	Ontario (n=229)	Prairies (n=163)	BC (n=120)
	<b>33.1%</b>	<b>20.9%</b>	<b>23.1%</b>	<b>33.3%</b>	<b>23.3%</b>
	Men (n=382)	Women (n=350)	18 to 34 (n=223)	35 to 54 (n=281)	55 plus (n=228)
	<b>26.8%</b>	<b>24.2%</b>	<b>29.0%</b>	<b>25.4%</b>	<b>23.0%</b>

# Comfort with having a security guard presence



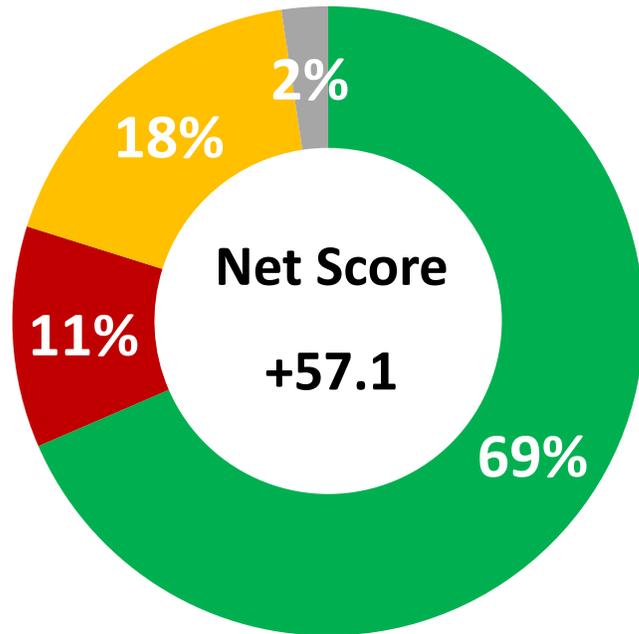
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

**Q** Would the following make you more comfortable, less comfortable or have no impact on your level of comfort in attending an in-person arts or culture event? [RANDOMIZE]

## Having a security guard presence to help enforce public health rules

	Atlantic (n=72)	Quebec (n=148)	Ontario (n=229)	Prairies (n=163)	BC (n=120)
<b>More comfortable</b>	<b>46.1%</b>	<b>63.7%</b>	<b>54.7%</b>	<b>36.9%</b>	<b>42.3%</b>
	Men (n=382)	Women (n=350)	18 to 34 (n=223)	35 to 54 (n=281)	55 plus (n=228)
	<b>50.6%</b>	<b>50.2%</b>	<b>49.2%</b>	<b>47.6%</b>	<b>53.8%</b>
<b>No impact</b>	Atlantic (n=72)	Quebec (n=148)	Ontario (n=229)	Prairies (n=163)	BC (n=120)
	<b>35.1%</b>	<b>26.0%</b>	<b>30.3%</b>	<b>36.2%</b>	<b>33.4%</b>
	Men (n=382)	Women (n=350)	18 to 34 (n=223)	35 to 54 (n=281)	55 plus (n=228)
	<b>31.7%</b>	<b>31.3%</b>	<b>31.3%</b>	<b>32.2%</b>	<b>30.9%</b>

# Comfort with requiring people to wear masks



- More comfortable
- Less comfortable
- No impact on level of comfort
- Unsure

\*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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=732  
 Culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Q

Would the following make you more comfortable, less comfortable or have no impact on your level of comfort in attending an in-person arts or culture event? [RANDOMIZE]

## Requiring people to wear masks

	Atlantic (n=72)	Quebec (n=148)	Ontario (n=229)	Prairies (n=163)	BC (n=120)
<b>More comfortable</b>	<b>69.0%</b>	<b>72.5%</b>	<b>71.6%</b>	<b>57.5%</b>	<b>70.1%</b>
	Men (n=382)	Women (n=350)	18 to 34 (n=223)	35 to 54 (n=281)	55 plus (n=228)
	<b>65.0%</b>	<b>71.6%</b>	<b>64.8%</b>	<b>60.4%</b>	<b>78.7%</b>
<b>No impact</b>	Atlantic (n=72)	Quebec (n=148)	Ontario (n=229)	Prairies (n=163)	BC (n=120)
	<b>21.8%</b>	<b>12.4%</b>	<b>14.8%</b>	<b>27.6%</b>	<b>17.2%</b>
	Men (n=382)	Women (n=350)	18 to 34 (n=223)	35 to 54 (n=281)	55 plus (n=228)
	<b>22.6%</b>	<b>13.4%</b>	<b>19.9%</b>	<b>21.9%</b>	<b>12.5%</b>

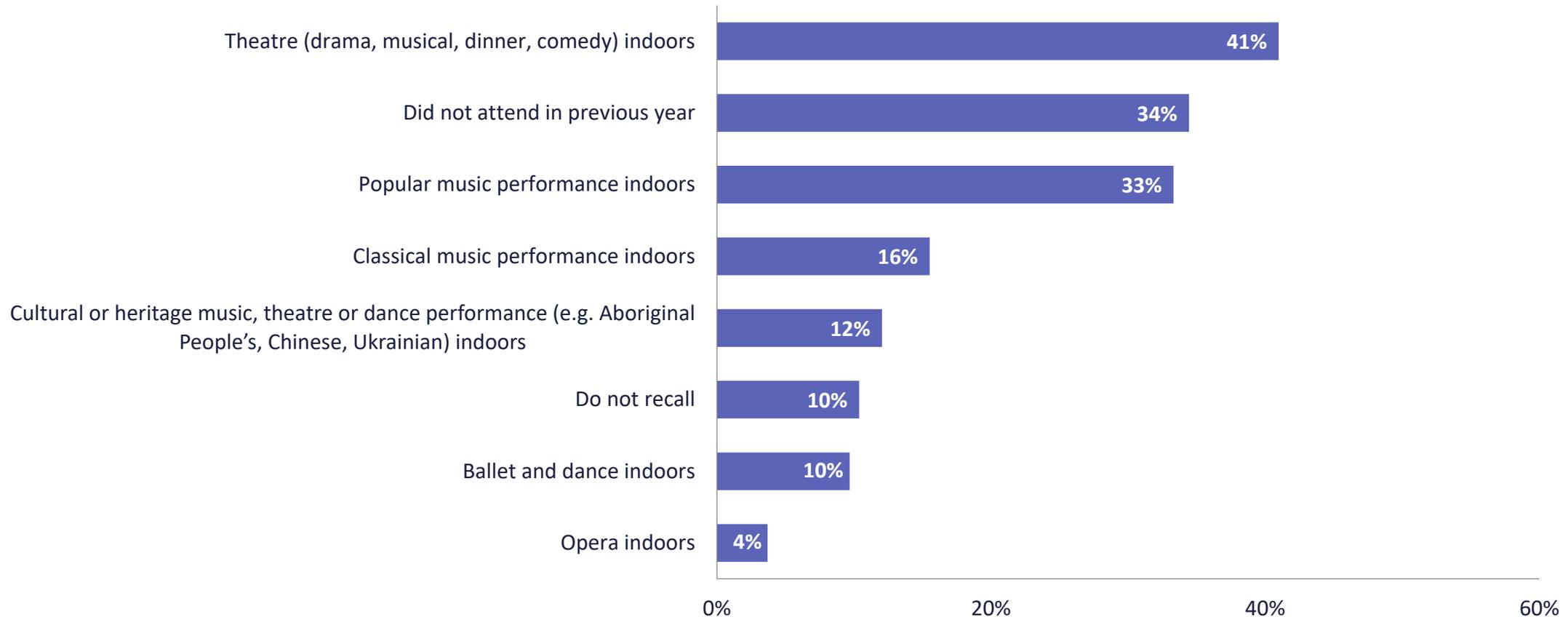


# Profiling questions

# 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.

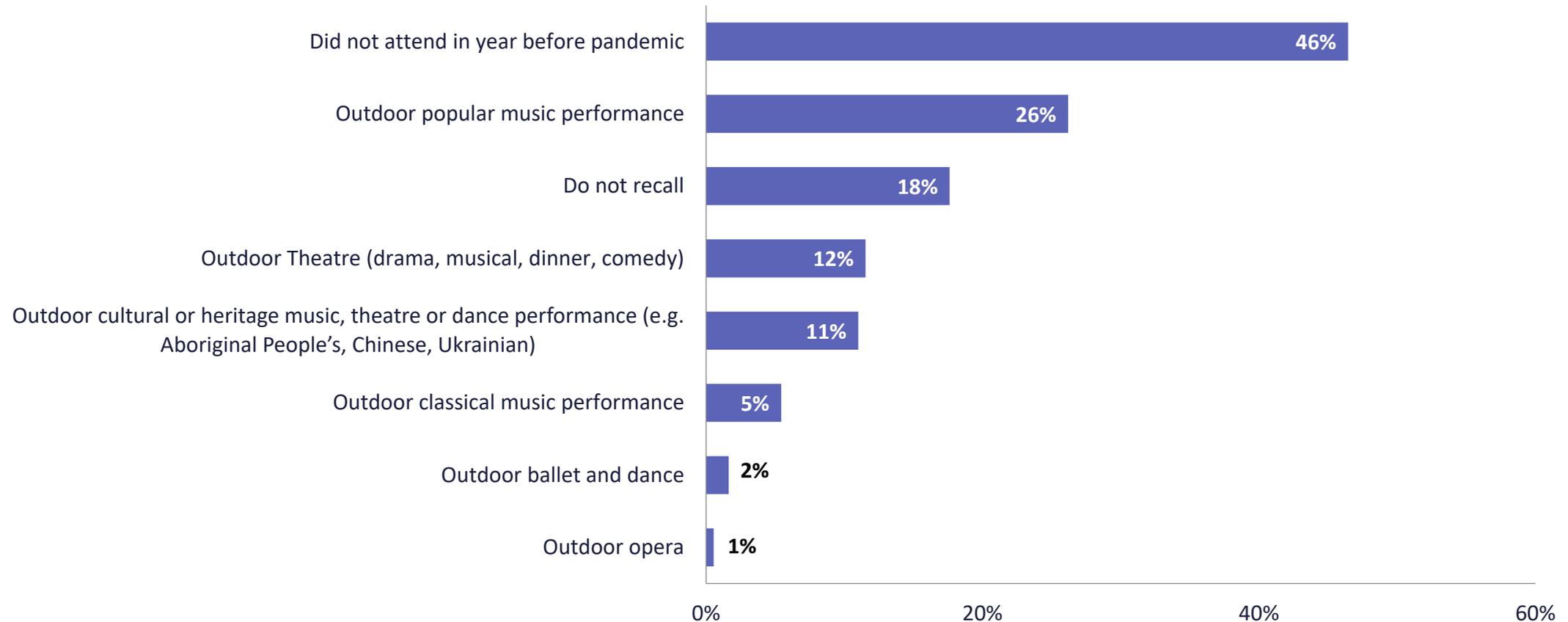
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=1032 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.

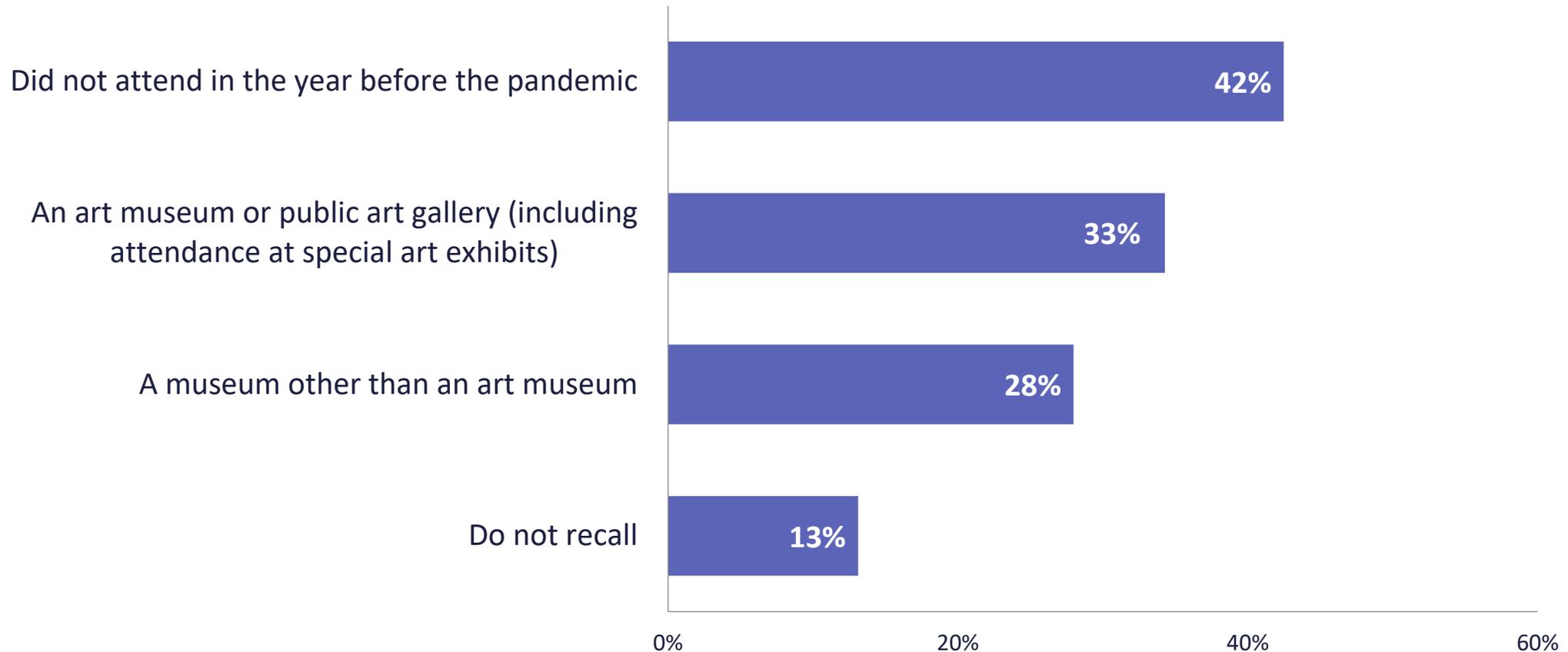
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=1032 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, February 23<sup>rd</sup> to 24<sup>th</sup>, 2022, n=1032 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,032 Canadians, 18 years of age or older, between February 23<sup>rd</sup> to 24<sup>th</sup>, 2022 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 1,032 Canadians is  $\pm 3.1$  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	1,032 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	Thirteen 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 truckers convoy protest, employment, standard of living, exotic pets, gardening, virtual healthcare and energy.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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	February 23 <sup>rd</sup> to 24 <sup>th</sup> , 2022		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS



# TABULATIONS



## 2022-2100 – 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 2022-02	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	1032	98	250	322	208	154	557	475	316	387	329
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	3.7	0.0	2.5	4.7	4.1	4.2	3.1	4.3	1.9	3.8	4.9
	Ballet and dance indoors	%	9.7	6.7	4.7	10.2	15.3	10.8	6.7	12.6	9.9	9.7	9.5
	Theatre (drama, musical, dinner, comedy) indoors	%	41.0	44.3	21.4	46.4	45.9	51.1	37.1	44.7	40.0	43.3	39.6
	Classical music performance indoors	%	15.5	12.6	10.8	16.7	15.9	21.2	14.2	16.8	10.2	12.9	21.6
	Popular music performance indoors	%	33.3	35.9	22.7	35.9	38.0	36.7	33.6	33.0	35.1	36.2	29.5
	Cultural or heritage music, theatre or dance performance (e.g., Aboriginal People's, Chinese, Ukrainian) indoors	%	12.0	12.2	3.7	11.0	21.4	16.7	10.2	13.8	17.0	14.0	6.8
	Did not attend in the 12 months before the COVID-19 outbreak	%	34.4	30.7	49.5	32.8	27.5	24.3	35.2	33.7	35.3	31.4	36.6
	Do not recall	%	10.4	14.3	11.0	9.8	8.9	11.0	11.3	9.5	13.3	8.5	10.0

\*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 1,032 Canadians, 18 years of age or older, between February 23<sup>rd</sup> to 24<sup>th</sup>, 2022. 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=580 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=389 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=459 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.



**2022-2100 – 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 2022-02	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	1639	155	314	531	366	273	839	800	527	605	507
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	2.3	0.0	2.0	2.8	2.3	2.4	2.0	2.5	1.2	2.4	3.1
	Ballet and dance indoors	%	6.0	4.3	3.7	6.1	8.7	6.1	4.4	7.5	6.1	6.1	6.0
	Theatre (drama, musical, dinner, comedy) indoors	%	25.6	28.3	17.0	27.7	25.9	29.1	24.5	26.6	24.6	27.1	25.0
	Classical music performance indoors	%	9.7	8.1	8.6	10.0	9.0	12.0	9.4	10.0	6.2	8.1	13.6
	Popular music performance indoors	%	20.8	22.9	18.0	21.4	21.5	20.9	22.2	19.6	21.6	22.7	18.6
	Cultural or heritage music, theatre or dance performance (e.g., Aboriginal People's, Chinese, Ukrainian) indoors	%	7.5	7.8	2.9	6.6	12.1	9.5	6.8	8.2	10.5	8.8	4.3
	Did not attend in the 12 months before the COVID-19 outbreak	%	21.5	19.6	39.2	19.6	15.5	13.8	23.3	20.0	21.7	19.6	23.1
	Do not recall	%	6.5	9.1	8.7	5.9	5.0	6.3	7.5	5.6	8.2	5.3	6.3

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

\*\*Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,032 Canadians, 18 years of age or older, between February 23<sup>rd</sup> to 24<sup>th</sup>, 2022. 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=580 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=389 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=459 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.



**2022-2100 – 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 2022-02	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	580	53	102	188	135	102	305	275	172	230	178
		Wgt N	563	37	92	227	119	88	266	297	143	208	212
	Have already attended	%	28.2	26.1	34.7	20.3	32.6	36.9	27.5	28.9	34.7	27.3	24.7
	Immediately	%	23.3	26.9	18.2	24.0	21.0	28.4	26.1	20.7	16.2	23.8	27.6
	1-5 months	%	10.1	9.1	15.3	8.7	10.3	8.4	9.8	10.3	7.8	11.5	10.3
	6 months or more	%	5.7	3.5	5.5	7.2	4.9	4.2	5.3	6.1	4.6	6.5	5.7
	Never	%	4.9	0.0	6.0	7.7	3.8	0.0	5.6	4.2	2.8	2.8	8.3
	Unsure	%	27.8	34.5	20.2	32.1	27.4	22.2	25.6	29.8	33.8	28.1	23.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,032 Canadians, 18 years of age or older, between February 23<sup>rd</sup> to 24<sup>th</sup>, 2022. 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=580 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=389 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=459 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.



**2022-2100 – 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 2022-02	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	506	260	55	31	21	139
		Wgt N	495	251	51	32	23	138
	Social/physical distancing (spacing between seats)	%	16.8	14.6	21.3	13.1		21.2
	Masks	%	41.2	40.2	54.6	35.5		41.3
	Everyone gets vaccinated/proof of vaccination	%	30.0	34.1	39.6	30.6		18.8
	Following medical/ government guidelines	%	4.0	4.0	5.6	6.5		2.7
	Cleaning protocols	%	1.9	2.4	2.4	0.0		1.7
	No cases/eradication of COVID-19	%	3.8	0.9	6.6	3.9		5.0
	None	%	14.0	19.0	0.0	0.0		13.1
	Hand sanitizer/handwashing	%	2.0	1.5	7.0	0.0		1.9
	Health Check Screening	%	2.5	2.1	1.2	0.0		4.7
	Proper ventilation	%	3.9	3.5	2.0	9.8		4.5
	Not interested	%	0.1	0.0	0.0	0.0		0.5
	Smaller capacity/smaller events	%	6.2	4.9	1.1	16.3		8.6
	Fewer cases	%	12.0	7.0	14.3	35.9		13.5
	Removing all precautions/mandates	%	5.0	6.9	1.1	3.0		4.2
Crowd control/enforcement of precautions	%	0.1	0.0	0.0	0.0		0.4	
Other	%	1.5	0.8	3.1	4.5		1.8	
Unsure	%	1.8	0.7	0.0	0.0		5.4	
No answer	%	0.7	1.0	0.0	0.0		0.8	

\*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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**2022-2100 – 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 2022-02	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	1032	98	250	322	208	154	557	475	316	387	329
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.6	1.5	0.0	0.4	0.0	2.3	0.4	0.7	0.8	0.2	0.7
	Outdoor ballet and dance	%	1.6	0.7	1.4	1.1	3.2	1.9	1.5	1.8	2.7	1.1	1.3
	Outdoor Theatre (drama, musical, dinner, comedy)	%	11.5	15.9	4.3	11.7	17.0	14.0	10.5	12.5	14.2	12.0	9.2
	Outdoor classical music performance	%	5.4	2.0	6.3	5.2	4.1	8.1	6.0	4.9	4.2	5.2	6.5
	Outdoor popular music performance	%	26.2	32.6	18.9	26.9	30.5	27.9	25.1	27.2	28.0	29.2	22.2
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	11.0	9.7	5.6	8.9	23.1	10.7	11.4	10.7	15.8	12.9	6.0
	Did not attend in the 12 months before the COVID-19 outbreak	%	46.4	33.9	63.2	46.3	35.0	39.5	48.0	45.0	40.8	42.0	54.4
	Do not recall	%	17.6	21.7	12.2	19.1	17.2	21.5	17.9	17.3	21.6	19.2	13.5

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\*\*Multifrequency tab based on multiple responses

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**2022-2100 – 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 2022-02	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	1254	118	278	385	274	199	667	587	411	470	373
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.5	1.3	0.0	0.3	0.0	1.8	0.4	0.5	0.6	0.2	0.6
	Outdoor ballet and dance	%	1.4	0.6	1.2	0.9	2.4	1.5	1.2	1.5	2.1	0.9	1.2
	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.6	13.5	3.9	9.8	13.1	11.1	8.7	10.4	11.1	9.8	8.1
	Outdoor classical music performance	%	4.5	1.7	5.6	4.4	3.2	6.4	4.9	4.1	3.2	4.3	5.7
	Outdoor popular music performance	%	21.7	27.6	16.9	22.5	23.4	22.2	20.8	22.7	21.9	24.0	19.5
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	9.1	8.2	5.0	7.4	17.8	8.5	9.4	8.9	12.4	10.6	5.2
	Did not attend in the 12 months before the COVID-19 outbreak	%	38.6	28.7	56.5	38.7	26.9	31.4	39.7	37.4	31.9	34.5	47.8
	Do not recall	%	14.6	18.4	10.9	16.0	13.2	17.1	14.8	14.4	16.8	15.7	11.8

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\*\*Multifrequency tab based on multiple responses

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**2022-2100 – 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 2022-02	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	389	47	65	113	101	63	198	191	126	154	109
		Wgt N	366	31	58	135	88	54	171	195	103	136	128
	Have already attended	%	32.6	28.5	27.7	30.8	38.0	36.0	27.6	37.0	49.3	26.3	25.8
	Immediately	%	32.2	33.6	29.7	34.8	25.8	38.2	38.5	26.8	18.9	38.0	36.8
	1-5 months	%	4.1	4.6	6.9	3.6	2.1	5.0	4.3	3.8	2.4	4.5	4.9
	6 months or more	%	2.2	0.0	1.2	2.3	4.9	0.0	3.3	1.2	0.6	3.9	1.7
	Never	%	5.9	3.4	7.1	7.2	6.5	1.9	7.8	4.3	4.9	3.4	9.5
Unsure	%	23.0	30.0	27.4	21.4	22.7	18.8	18.5	26.9	23.9	23.9	21.3	

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**2022-2100 – 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 2022-02	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 OUTDOOR arts or cultural performance? [OPEN]	Total	Unwgt N	316	209	12	9	19	67
		Wgt N	297	194	12	8	17	65
	Everyone gets vaccinated/proof of vaccination	%	12.9	10.7				13.1
	Social/Physical Distancing	%	25.5	27.3				23.6
	Masks	%	18.5	18.9				18.6
	Health Check Screening	%	1.5	2.2				0.0
	Cleaning Protocols	%	0.9	1.4				0.0
	No Cases/eradication of Covid-19	%	2.8	2.0				2.0
	Fewer Cases	%	2.7	2.4				2.5
	Hand sanitizer/hand washing	%	1.8	1.7				1.8
	Following Medical/government guidelines	%	5.1	5.9				3.1
	None	%	32.2	36.4				24.1
	Smaller capacity/smaller events	%	7.5	6.7				7.8
	Not interested	%	0.2	0.0				0.0
	Getting themselves vaccinated	%	0.2	0.0				0.8
	Removing all precautions/mandates	%	4.2	3.3				9.3
	Crowd control/enforcement of precautions	%	2.4	3.7				0.0
Good weather	%	0.3	0.5				0.0	
Just need time/ adjustment	%	1.2	0.6				3.7	
Other	%	1.7	0.4				5.0	
Unsure	%	2.2	1.1				3.8	

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\*\*Multifrequency tab based on multiple responses

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**2022-2100 – 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 2022-02	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	1032	98	250	322	208	154	557	475	316	387	329
		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)	%	34.3	26.7	30.0	34.8	34.6	43.5	31.8	36.6	37.2	28.2	37.6
	A museum other than an art museum	%	28.0	22.5	14.7	31.5	35.5	33.7	24.7	31.1	32.1	29.1	24.1
	Did not attend in the 12 months before the COVID-19 outbreak	%	42.5	42.9	56.4	40.1	36.4	33.0	46.7	38.5	36.6	44.3	45.0
	Do not recall	%	13.1	20.4	8.0	14.7	13.5	13.5	12.8	13.4	14.3	15.4	10.3

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**2022-2100 – 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 2022-02	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	1217	112	275	390	249	191	645	572	386	450	381
		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)	%	29.1	23.8	27.5	28.8	28.9	35.2	27.4	30.6	31.0	24.1	32.1
	A museum other than an art museum	%	23.7	20.0	13.5	26.0	29.6	27.2	21.3	26.0	26.7	24.9	20.6
	Did not attend in the 12 months before the COVID-19 outbreak	%	36.0	38.1	51.7	33.1	30.3	26.7	40.2	32.2	30.4	37.9	38.5
	Do not recall	%	11.1	18.1	7.3	12.1	11.2	10.9	11.1	11.2	11.9	13.1	8.8

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\*\*Multifrequency tab based on multiple responses

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**2022-2100 – 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		
		Gallery/museum culture-goers 2022-02	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	459	43	89	144	101	82	226	233	163	149	147
		Wgt N	444	25	83	174	92	71	198	246	134	138	172
	Have already attended	%	37.9	24.1	39.4	35.5	38.2	45.9	32.1	42.5	42.1	32.8	38.6
	Immediately	%	22.0	35.7	12.5	25.4	23.8	17.9	27.6	17.6	22.8	22.9	20.8
	1-5 months	%	7.8	0.0	13.9	8.4	3.4	7.8	7.9	7.7	6.5	8.2	8.6
	6 months or more	%	2.2	1.3	0.9	2.6	3.9	1.1	2.1	2.3	3.2	2.3	1.5
	Never	%	3.1	5.4	0.9	3.5	3.3	3.6	5.3	1.3	3.5	1.6	4.0
	Unsure	%	26.9	33.5	32.3	24.5	27.4	23.7	24.9	28.5	21.9	32.2	26.6

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**2022-2100 – 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.]

			Have you attended or when do you plan to attend, in person, an art gallery or museum?					
			Gallery/museum culture-goers 2022-02	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]	Total	Unwgt N	358	215	29	9	11	94
		Wgt N	351	209	31	9	9	93
	Social/physical distancing	%	14.5	15.5				8.9
	Masks	%	40.2	45.2				28.9
	Everyone gets vaccinated/proof of vaccination/booster	%	25.1	26.1				22.4
	Following medical/ government guidelines	%	2.9	3.0				3.5
	Cleaning protocols	%	0.7	0.9				0.0
	No cases/eradication of COVID-19	%	0.8	0.0				0.0
	None	%	20.6	21.5				22.2
	Hand sanitizer/handwashing	%	4.1	3.8				3.9
	Health check screening/rapid testing	%	1.6	1.7				0.0
	Proper ventilation	%	2.5	2.3				2.7
	Smaller capacity/smaller events	%	12.0	12.6				10.1
	Fewer cases	%	5.6	1.5				11.3
	Remove restrictions/precautions (i.e., masks or vaccine mandate)	%	5.2	2.9				11.1
	Other	%	3.2	3.8				2.2
Unsure	%	1.6	0.6				4.2	
	99.00	%	2.4	3.0				1.3

\*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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**2022-2100 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET**

During the Covid-19 pandemic, what are the top benefits from participating in arts and culture activities? Please rank the top three where 1 is the most important benefit, 2 the second most important benefit and 3 the third most important benefit.  
[RANDOMIZE]

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

Question - Rank 1	Total	Unwgt N	Region					Gender		Age			
			Culture-goers 2022-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
		Wgt N	713	72	143	221	157	120	370	343	219	276	218
		%	689	47	131	267	140	104	326	364	183	249	258
	Feel connected to other people	%	17.7	19.6	13.8	16.7	19.9	21.2	15.8	19.4	13.6	20.2	18.2
	Have fun	%	20.8	21.1	25.9	22.1	14.1	19.5	22.8	18.9	23.4	23.5	16.2
	Learn and experience new things	%	28.3	24.9	22.5	30.6	28.6	31.2	27.5	29.0	21.5	23.5	37.8
	Express myself	%	1.3	4.5	1.9	0.4	1.7	0.8	1.2	1.4	3.2	0.6	0.7
	Solve problems	%	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.5
	Improve my physical health	%	1.8	1.5	0.5	2.0	3.8	0.0	1.7	1.8	2.8	2.0	0.8
	Improve my mental health	%	24.0	23.5	24.5	22.8	27.0	22.5	23.8	24.1	29.0	25.8	18.6
	None of the above	%	5.7	4.8	9.4	5.4	4.2	4.1	6.7	4.8	6.6	3.7	7.0
	Supporting artists	%	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.2	0.0	0.3	0.0
	Cultural appreciation	%	0.2	0.0	0.6	0.0	0.0	0.8	0.5	0.0	0.0	0.3	0.3

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**2022-2100 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET**

During the Covid-19 pandemic, what are the top benefits from participating in arts and culture activities? Please rank the top three where 1 is the most important benefit, 2 the second most important benefit and 3 the third most important benefit.  
[RANDOMIZE]

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

			Region						Gender		Age		
			Culture-goers 2022-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Rank 2	Total	Unwgt N	665	68	131	207	149	110	339	326	202	261	202
		Wgt N	644	45	119	251	133	96	298	346	169	236	240
	Feel connected to other people	%	23.6	25.9	29.0	20.0	25.9	22.1	22.7	24.3	26.1	23.2	22.2
	Have fun	%	23.3	19.4	21.5	24.7	22.3	24.7	23.8	22.8	23.9	21.1	24.9
	Learn and experience new things	%	21.0	14.9	15.7	24.3	19.3	24.3	20.6	21.3	16.7	24.0	21.1
	Express myself	%	2.1	0.0	1.8	1.7	3.9	2.2	2.8	1.6	2.9	1.9	1.9
	Solve problems	%	0.8	2.6	0.0	0.3	1.3	1.9	1.8	0.0	0.8	0.3	1.4
	Improve my physical health	%	5.1	5.5	3.8	6.6	5.9	1.4	5.3	4.9	5.3	5.0	4.9
	Improve my mental health	%	23.5	30.2	26.1	22.5	20.8	23.4	21.8	24.9	23.2	24.1	23.0
	None of the above	%	0.5	0.0	2.1	0.0	0.5	0.0	1.1	0.0	1.0	0.0	0.6
	Supporting artists	%	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0

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During the Covid-19 pandemic, what are the top benefits from participating in arts and culture activities? Please rank the top three where 1 is the most important benefit, 2 the second most important benefit and 3 the third most important benefit.  
[RANDOMIZE]

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

			Region						Gender		Age		
			Culture-goers 2022-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Rank 3	Total	Unwgt N	628	66	120	195	145	102	315	313	195	249	184
		Wgt N	610	43	111	236	130	89	277	333	164	225	221
	Feel connected to other people	%	24.1	17.7	24.0	25.3	24.1	24.4	23.0	25.1	23.7	22.3	26.4
	Have fun	%	25.1	28.0	21.9	24.1	30.4	22.4	22.4	27.3	25.1	27.7	22.4
	Learn and experience new things	%	20.9	21.0	21.6	23.4	15.8	20.7	20.6	21.2	25.5	22.3	16.0
	Express myself	%	3.8	1.9	7.5	2.8	3.5	3.2	3.3	4.2	5.6	2.4	3.8
	Solve problems	%	1.6	1.9	0.6	1.9	2.3	0.9	2.5	0.8	1.7	2.7	0.5
	Improve my physical health	%	6.1	8.8	8.4	3.6	7.4	6.8	6.1	6.2	2.4	7.1	7.9
	Improve my mental health	%	17.3	18.1	14.5	18.0	15.1	21.5	20.1	14.9	13.3	15.1	22.5
	None of the above	%	0.7	2.7	0.0	0.7	0.9	0.0	1.3	0.2	1.2	0.5	0.5
	Supporting artists	%	0.4	0.0	1.6	0.0	0.5	0.0	0.9	0.0	1.5	0.0	0.0

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**2022-2100 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET**

**Would the following make your more comfortable, less comfortable or have no impact on your level of comfort in attending an in-person arts or culture event? [RANDOMIZE]**

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

			Region						Gender		Age		
			Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			2022-02										
Question - Not requiring people to show a vaccination certificate	Total	Unwgt N	732	72	148	229	163	120	382	350	223	281	228
		Wgt N	709	47	136	277	145	104	336	373	186	254	269
	More comfortable	%	13.8	9.1	12.5	11.7	19.0	15.9	13.3	14.2	18.0	16.6	8.1
	Less comfortable	%	58.4	57.2	64.5	61.6	45.5	60.8	56.9	59.8	52.8	55.3	65.3
	No impact on level of comfort	%	25.5	33.1	20.9	23.1	33.3	23.3	26.8	24.2	29.0	25.4	23.0
	Unsure	%	2.3	0.7	2.1	3.7	2.2	0.0	2.9	1.8	0.2	2.7	3.5

**Would the following make your more comfortable, less comfortable or have no impact on your level of comfort in attending an in-person arts or culture event? [RANDOMIZE]**

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

			Region						Gender		Age		
			Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			2022-02										
Question - Having a security guard presence to help enforce public health rules	Total	Unwgt N	732	72	148	229	163	120	382	350	223	281	228
		Wgt N	709	47	136	277	145	104	336	373	186	254	269
	More comfortable	%	50.4	46.1	63.7	54.7	36.9	42.3	50.6	50.2	49.2	47.6	53.8
	Less comfortable	%	13.7	12.7	6.6	12.4	20.9	16.9	14.5	12.9	15.8	17.6	8.5
	No impact on level of comfort	%	31.5	35.1	26.0	30.3	36.2	33.4	31.7	31.3	31.3	32.2	30.9
	Unsure	%	4.5	6.1	3.7	2.7	6.0	7.4	3.2	5.6	3.7	2.5	6.8

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Would the following make your more comfortable, less comfortable or have no impact on your level of comfort in attending an in-person arts or culture event? [RANDOMIZE]

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

			Region						Gender		Age		
			Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			2022-02										
Question - Requiring people to wear masks	Total	Unwgt N	732	72	148	229	163	120	382	350	223	281	228
		Wgt N	709	47	136	277	145	104	336	373	186	254	269
	More comfortable	%	68.5	69.0	72.5	71.6	57.5	70.1	65.0	71.6	64.8	60.4	78.7
	Less comfortable	%	11.4	7.8	10.7	10.6	14.4	11.7	11.1	11.6	13.0	15.7	6.2
	No impact on level of comfort	%	17.8	21.8	12.4	14.8	27.6	17.2	22.6	13.4	19.9	21.9	12.5
	Unsure	%	2.4	1.4	4.4	3.0	0.5	0.9	1.2	3.4	2.3	2.1	2.7

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