



Lapsed culture-goers want something interesting or fun to return; comfort levels are up for purchasing single tickets and subscriptions.

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 tenth 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;
- Other events and activities culture-goers are turning to; and,
- Supporting cultural organizations in the upcoming year.

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

Key Findings

1

MOTIVATORS FOR IN-PERSON EVENTS

Interest in the event or a perception that the event is fun (33%) are the top reasons given by lapsed culture-goers that would motivate them to return to in-person art or cultural events. This was followed by pandemic related measures such as enforced masks (17%), the end of the pandemic or a drop in cases (10%) and events that are not too busy or have social distancing (eight per cent).

2

SUPPORTING FAVOURITE ORGANIZATIONS

Compared to November 2020, culture-goers report significantly higher levels of comfort supporting their favourite art and cultural organization through single ticket purchase (61% comfortable, up from 29% in November 2020). This is also true for purchasing an annual membership or subscription with now about one quarter who report being comfortable (23% comfortable, 12% in November 2020).

3

OTHER CULTURAL/COMMUNITY ATTRACTIONS

Indoor concerts hall and venues rank third as places culture-goers are most likely to visit now that restrictions have lifted (public park/beach (33%); movie theatre (12%); indoor concert hall/indoor performing arts venue (10%)). Culture-goers who have already returned to arts and culture events since the pandemic are more likely to say they will visit indoor performing arts venues (13% rank it 1st, 14% rank it 2nd) than lapsed culture goers (7% rank it 1st, 6% rank it 2nd).

4

RETURNING TO IN-PERSON EVENTS

Culture goers are more likely to say they have returned to indoor events and museums (48% and 45%, respectively) compared to outdoor art and cultural performances (38%). About one quarter of outdoor culture-goers say they plan on attending an outdoor event within the next five months (23%).

Comfort levels are up for supporting favourite cultural/art organizations

May 2022

November 2020

Single Ticket
Purchase

83%

Comfortable/Somewhat
comfortable

53%

Comfortable/Somewhat
comfortable

Annual
Subscription or
Membership

43%

Comfortable/Somewhat
comfortable

27%

Comfortable/Somewhat
comfortable

Top motivators for attending in-person art/culture events among lapsed culture-goers

33% Something of interest or fun

17% Enforced masks

10% End of pandemic/
drop in cases

8% Not too busy/
social distancing

Returning to in-person events

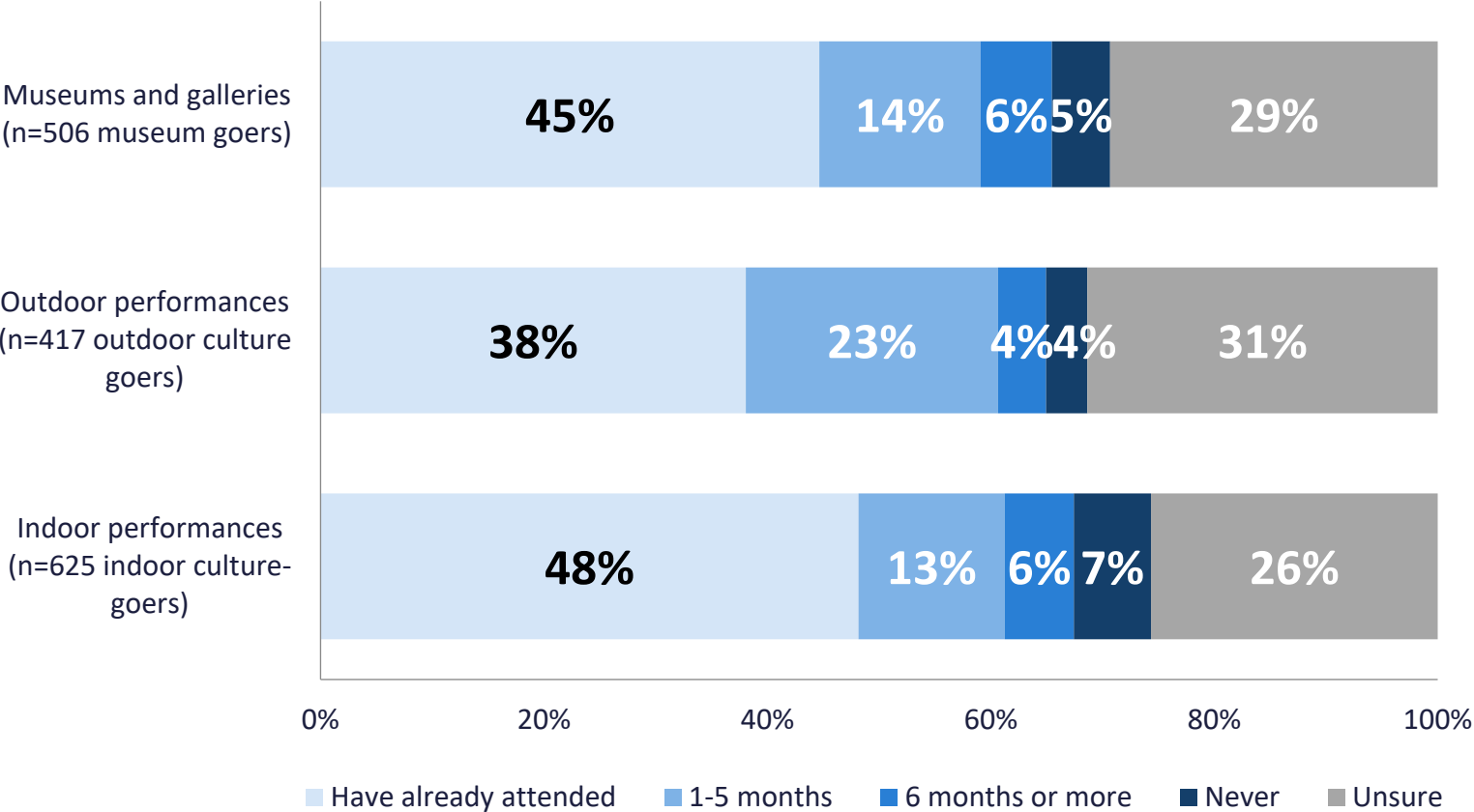
	Indoor events	Outdoor events	Museums and galleries
Have already returned	[48%]	[38%]	[45%]
Plans to wait	[19%]	[27%]	[20%]
Unsure	[26%]	[31%]	[29%]

Returning to arts and culture

A photograph of an audience seated in a theater, looking towards a stage with a red curtain. The text "Returning to arts and culture" is overlaid on the image.

Expected timeline to return to art and culture

Q Have you attended or when do you plan to attend, in person, an INDOOR/OUTDOOR arts or cultural performance/ museum or art gallery?
_____ months



“Culture goers are more likely to say they have returned to indoor events and museums (48% and 45%, respectively) compared to under four in ten who say they have already gone back to outdoor performances since the pandemic (38%). Younger Canadians are more likely to say they have returned to outdoor events (50% 18-34; 26% 55 plus).”

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*Since restrictions have been lifted and businesses are now reopened, the response option “Immediately after businesses government and cultural organizations are reopened and following public health guidelines” was removed as it was no longer applicable. Because of this change in response key, no tracking data is shown.

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

		Indoor Culture-goers (n=625)	Atlantic (n=50)	Quebec (n=125)	Ontario (n=209)	Prairies (n=136)	BC (n=105)	Men (n=310)	Women (n=315)	18 to 34 (n=163)	35 to 54 (n=255)	55 plus (n=207)
TOP RESPONSES	Have already attended	48.2%	58.4%	54.6%	42.5%	49.6%	48.3%	49.1%	47.5%	55.1%	50.0%	42.0%
	1-5 months	13.1%	13.2%	14.8%	14.1%	7.8%	14.6%	12.8%	13.3%	9.3%	16.9%	12.2%
	6 months or more	6.2%	3.3%	4.6%	8.2%	5.8%	4.9%	7.6%	5.0%	3.4%	6.2%	8.1%
	Never	6.9%	1.8%	6.4%	8.3%	5.6%	7.4%	7.4%	6.4%	9.8%	4.6%	7.0%
	Not sure	25.7%	23.3%	19.6%	26.9%	31.3%	24.9%	23.1%	27.8%	22.4%	22.4%	30.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=625 indoor culture-goers, accurate 3.9 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

		Outdoor Culture-goers (n=417)	Atlantic (n=36)	Quebec (n=74)	Ontario (n=136)	Prairies (n=96)	BC (n=75)	Men (n=200)	Women (n=217)	18 to 34 (n=130)	35 to 54 (n=177)	55 plus (n=110)
TOP RESPONSES	Have already attended	38.1%	54.3%	30.5%	39.1%	39.8%	37.0%	37.9%	38.3%	50.4%	37.9%	25.7%
	1-5 months	22.6%	9.9%	27.0%	22.0%	19.7%	27.0%	21.1%	23.8%	12.8%	25.2%	29.5%
	6 months or more	4.3%	-	5.8%	4.3%	6.4%	1.3%	6.4%	2.5%	2.3%	6.0%	4.2%
	Never	3.7%	3.4%	6.3%	2.3%	3.5%	3.9%	6.3%	1.4%	5.0%	3.3%	2.6%
	Not sure	31.4%	32.5%	30.5%	32.3%	30.7%	30.8%	28.3%	33.9%	29.5%	27.5%	38.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=417 outdoor culture goers, accurate 4.8 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

		Museum Culture-goers (n=506)	Atlantic (n=50)	Quebec (n=94)	Ontario (n=182)	Prairies (n=102)	BC (n=78)	Men (n=259)	Women (n=247)	18 to 34 (n=138)	35 to 54 (n=200)	55 plus (n=168)
TOP RESPONSES	Have already attended	44.6%	46.4%	49.7%	39.4%	46.2%	50.3%	47.9%	41.8%	58.4%	44.1%	35.5%
	1-5 months	14.4%	6.2%	17.5%	17.1%	10.7%	10.4%	13.1%	15.6%	6.5%	16.5%	18.1%
	6 months or more	6.4%	1.8%	9.3%	6.4%	4.6%	6.6%	6.1%	6.7%	5.0%	5.1%	8.5%
	Never	5.2%	8.6%	6.6%	4.9%	4.0%	4.1%	6.8%	3.9%	5.7%	5.2%	5.0%
	Not sure	29.3%	37.0%	17.0%	32.1%	34.5%	28.6%	26.1%	32.1%	24.4%	29.2%	32.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th to 30th, 2022, n=506 museum goers, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Precautions needed for INDOOR CULTURE-GOERS to feel comfortable attending indoor events or museums or art galleries

Q

What are the precautions that need to occur to make you comfortable to visit an indoor arts or cultural performance, or an art gallery or museum?
[OPEN]

	Indoor culture-goers that already attended (n=234)	Indoor culture-goers that plan to wait (n=100)	Indoor culture-goers that plan to never go back (n=30)	Indoor culture-goers that are unsure (n=121)
TOP RESPONSES				
Masks	44.5%	45.5%	51.7%	49.5%
None	28.0%	21.4%	15.7%	14.4%
Social/physical distancing (spacing between seats)	14.5%	16.4%	16.9%	15.4%
Hand sanitizer/handwashing	11.2%	7.1%	-	9.5%
Everyone gets vaccinated/proof of vaccination	11.1%	12.1%	24.0%	15.9%
Smaller capacity/smaller events	9.4%	9.5%	4.4%	9.9%
Cleaning protocols	4.5%	3.6%	3.1%	0.8%
Proper ventilation	3.2%	6.8%	-	4.8%
Removing all precautions/mandates	2.6%	1.9%	7.9%	4.4%
Fewer cases	2.3%	7.6%	5.5%	15.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=625 indoor culture-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20.

Precautions needed for MUSEUM-GOERS to feel comfortable attending indoor events or museums or art galleries

Q

What are the precautions that need to occur to make you comfortable to visit an indoor arts or cultural performance, or an art gallery or museum?
[OPEN]

		Gallery and museum culture-goers who already attended (n=174)	Gallery and museum culture-goers who plan to wait (n=78)	Gallery and museum culture-goers who say they will never go back (n=21)	Gallery and museum culture-goers who are unsure (n=116)
TOP RESPONSES	Masks	50.3%	54.6%		48.8%
	None	23.1%	17.8%		16.1%
	Social/physical distancing (spacing between seats)	19.7%	18.2%		12.2%
	Smaller capacity/smaller events	13.3%	8.3%		8.6%
	Hand sanitizer/handwashing	11.7%	11.8%		7.5%
	Everyone gets vaccinated/proof of vaccination	11.4%	7.3%		12.4%
	Fewer cases	4.5%	8.5%		16.8%
	Cleaning protocols	4.2%	1.2%		2.0%
	Proper ventilation	2.9%	7.6%		6.4%
	Removing all precautions/mandates	2.8%	2.3%		2.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th to 30th, 2022, n=506 museum goers, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Motivators to attending arts and culture

A photograph of an audience seated in a theater, looking towards a stage with a red curtain. The audience is seen from behind, filling the lower half of the frame. The stage is dark, and the red curtain is a prominent feature in the background. The text "Motivators to attending arts and culture" is overlaid in white on the left side of the image.

Motivators for attending in-person arts and culture events for lapsed culture-goers

Q

[IF HAS NOT YET RETURNED TO INDOOR ARTS AND/OR MUSEUM] What would motivate you to decide to attend an in-person arts and culture experience or in-person art galleries or museums? [OPEN]

“

Something **interesting or fun** (33%) is the top motivator for lapsed culture-goers for deciding to go attend an in-person art or cultural experience. This was followed by enforced masks (17%) and the end of the pandemic or a drop in cases (10%).

”

TOP RESPONSES

	Total (n=510)
Something interesting/fun	32.6%
Enforced masks	16.8%
End of pandemic/drop in cases	9.9%
Not too busy/social distancing	8.1%
Vaccines/proof of vaccination	6.4%
I would already go	6.0%
Nothing/Not interested/I wouldn't attend	5.4%
Discounted events/lower prices	5.1%
Easily accessed	3.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=510 Lapsed culture-goers, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Cultural and community attractions culture-goers are most likely to visit

Q

Now that the current coronavirus-related restrictions are removed and you are able to resume your normal activities, please rank the following cultural and community attractions in order of how likely you are to visit them, where 1 is the most likely to visit, 2 the second most likely, and so on. [RANDOMIZE]

“

Culture-goers who have already returned to arts and culture events since the pandemic are more likely to say they will visit indoor performing arts venues than lapsed culture-goers.

”

TOP RESPONSES

Public park (including botanical Gardens) or public beach
 Concert hall or other indoor performing arts venues
 Movie Theatre
 Sports arena or stadium
 Outdoor music festival
 Public swimming pool or gym
 Community Centre or library
 Museum or art gallery
 Zoo or Aquarium

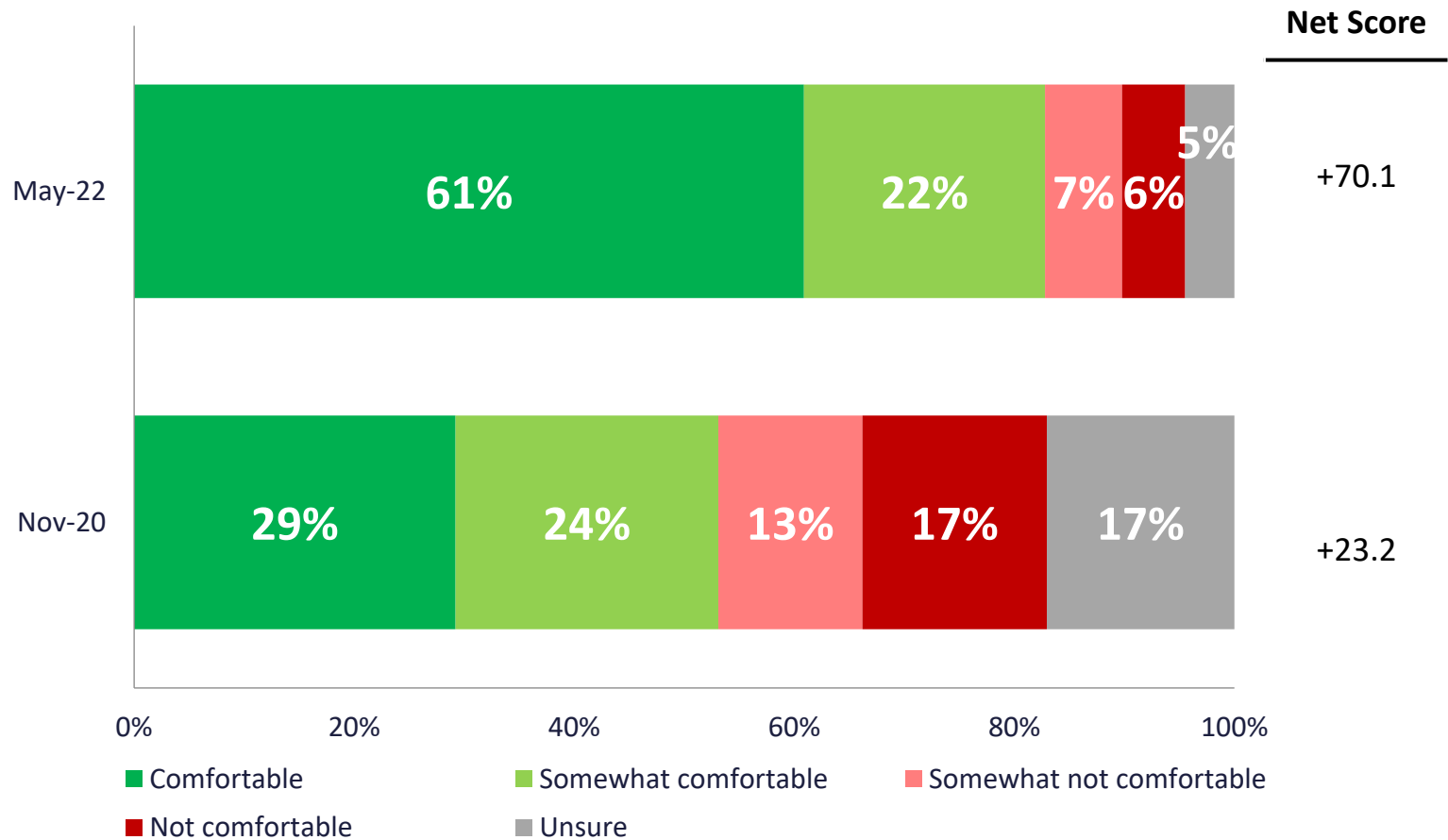
Rank 1		Rank 2	
Culture-goers who have already returned (n=445)	Lapsed culture-goers (n=315)	Culture-goers who have already returned (n=441)	Lapsed culture-goers (n=290)
33.2%	33.1%	17.2%	17.6%
12.7%	6.6%	13.8%	6.3%
11.4%	13.5%	14.4%	15.7%
8.8%	12.0%	7.4%	9.7%
8.1%	3.9%	10.9%	15.9%
7.9%	7.0%	9.4%	7.1%
7.0%	8.3%	11.2%	12.2%
6.4%	3.2%	11.7%	6.0%
2.6%	2.0%	3.5%	8.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=760 Culture-goers, accurate 5.3 percentage points plus or minus, 19 times out of 20.

Comfort level change in making a single-ticket purchase

Q In 2022, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

Single-ticket purchase

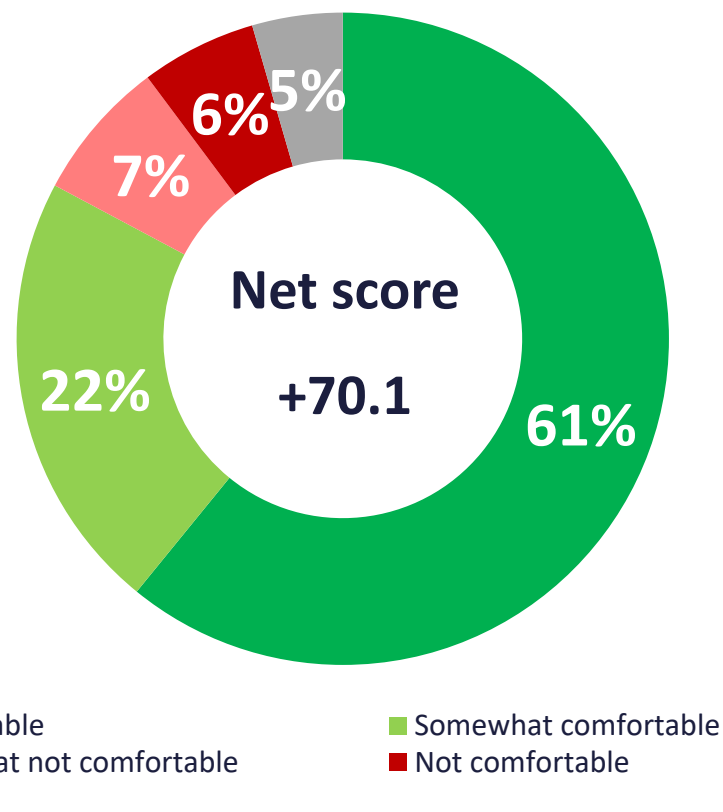


“ There has been a significant increase in the proportion of culture-goers who say they are comfortable in making a single-ticket purchase for their favourite arts or culture organization (61%, up from 29% in November 2020). ”

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=760 Culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Comfort level change in making a single-ticket purchase



Q

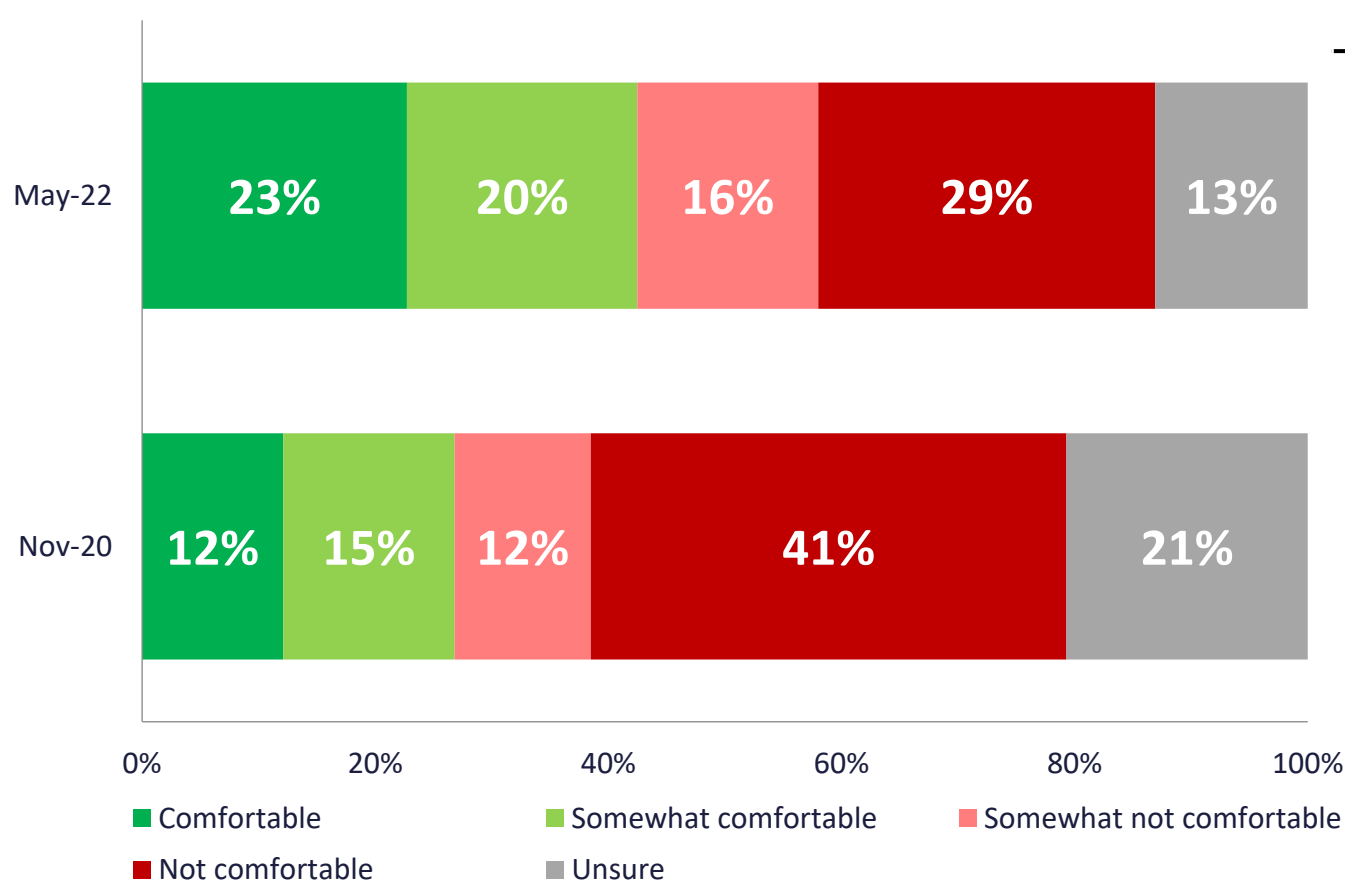
In 2022, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

Single-ticket purchase

	Atlantic (n=69)	Quebec (n=155)	Ontario (n=254)	Prairies (n=161)	BC (n=121)
Comfortable/Somewhat Comfortable					
	88.1%	85.9%	80.6%	78.8%	86.9%
Men (n=386)	81.6%	83.8%	81.2%	81.2%	85.3%
Women (n=374)					
18 to 34 (n=206)					
35 to 54 (n=300)					
55 plus (n=254)					
Not comfortable/ somewhat not comfortable					
	10.2%	9.8%	15.1%	14.9%	8.9%
Men (n=386)	12.5%	13.0%	13.4%	14.1%	11.0%
Women (n=374)					
18 to 34 (n=206)					
35 to 54 (n=300)					
55 plus (n=254)					

*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.

Comfort level change in paying for an annual subscription or membership



Q In 2022, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

Paying for an annual subscription or membership

Net Score

-1.9

-25.7

“ Culture-goers are now twice as likely to say they are comfortable paying for an annual subscription or membership compared to November 2020, with about one fourth who say they are comfortable (23%, 12% in November 2020). ”

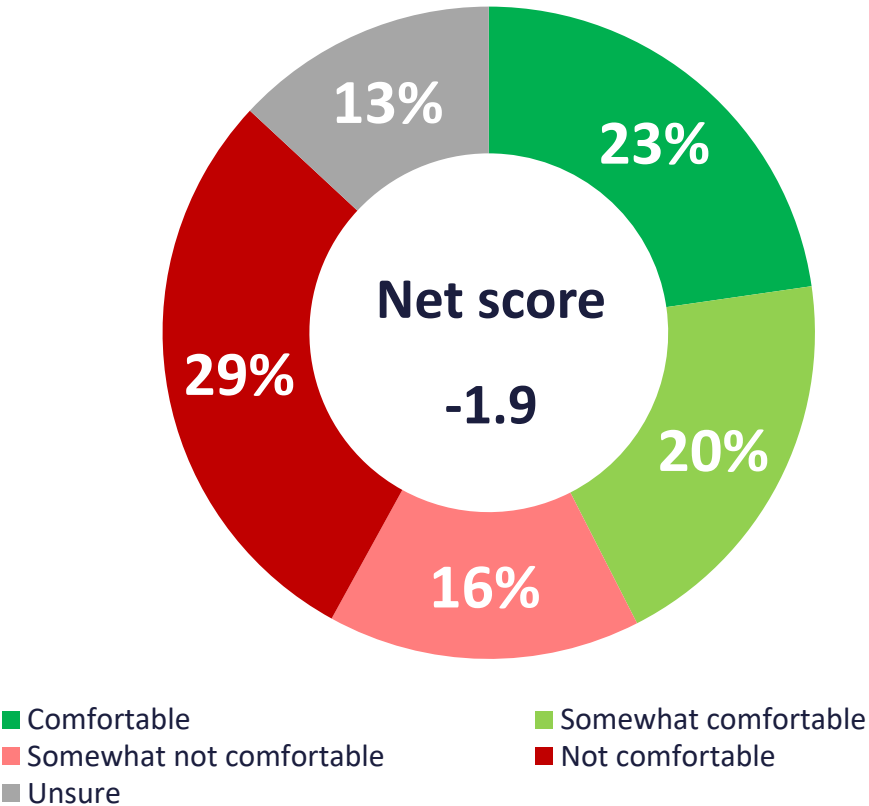
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=760 Culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Comfort level change in paying for an annual subscription or membership

Q In 2022, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]


Paying for an annual subscription or membership



	Atlantic (n=69)	Quebec (n=155)	Ontario (n=254)	Prairies (n=161)	BC (n=121)
Comfortable/Somewhat Comfortable					
	47.5%	40.0%	42.8%	38.1%	49.1%
Men (n=386)	43.5%	41.6%	37.8%	44.8%	43.8%
Women (n=374)					
18 to 34 (n=206)					
35 to 54 (n=300)					
55 plus (n=254)					
Not comfortable/ somewhat not comfortable					
	42.1%	48.4%	43.9%	46.7%	37.8%
Men (n=386)	40.1%	48.2%	49.5%	38.7%	45.9%
Women (n=374)					
18 to 34 (n=206)					
35 to 54 (n=300)					
55 plus (n=254)					

*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.

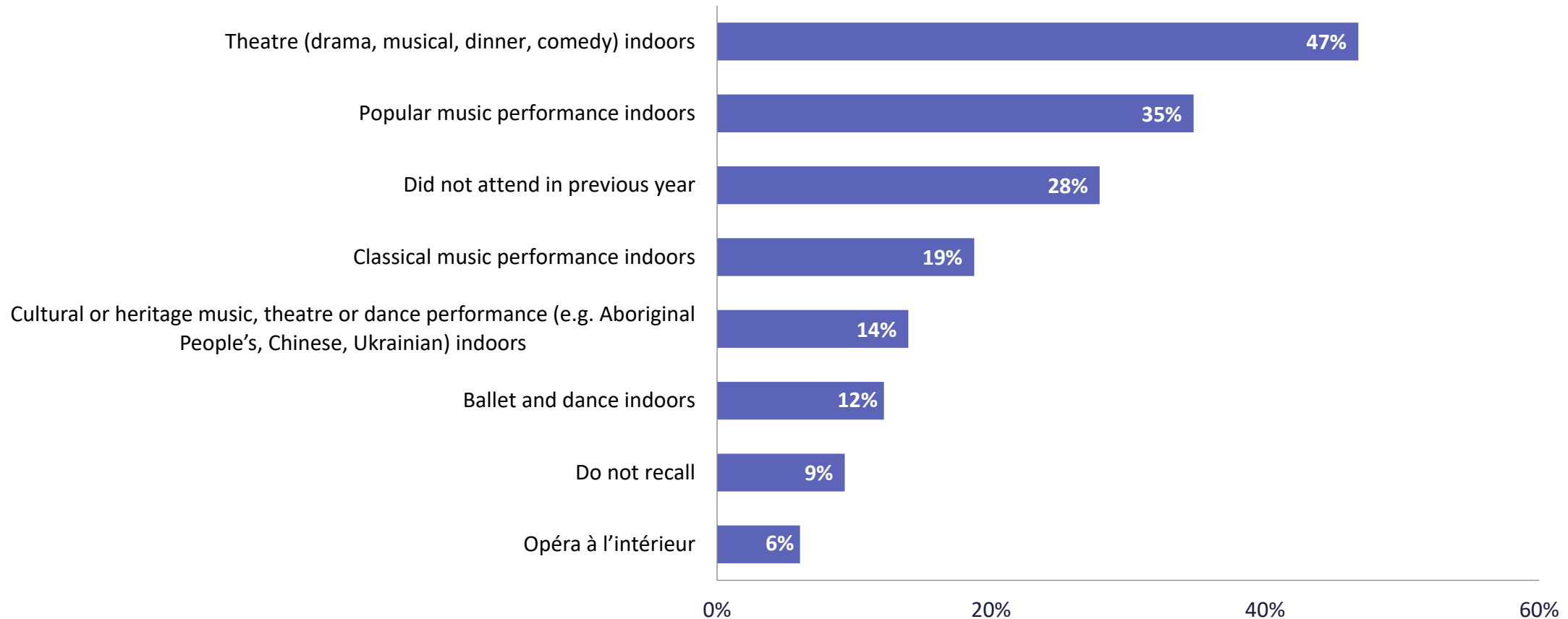
Profiling questions

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

Attendance to INDOOR Cultural Gatherings – Before COVID-19

Q

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



*Weighted to the true population proportion.

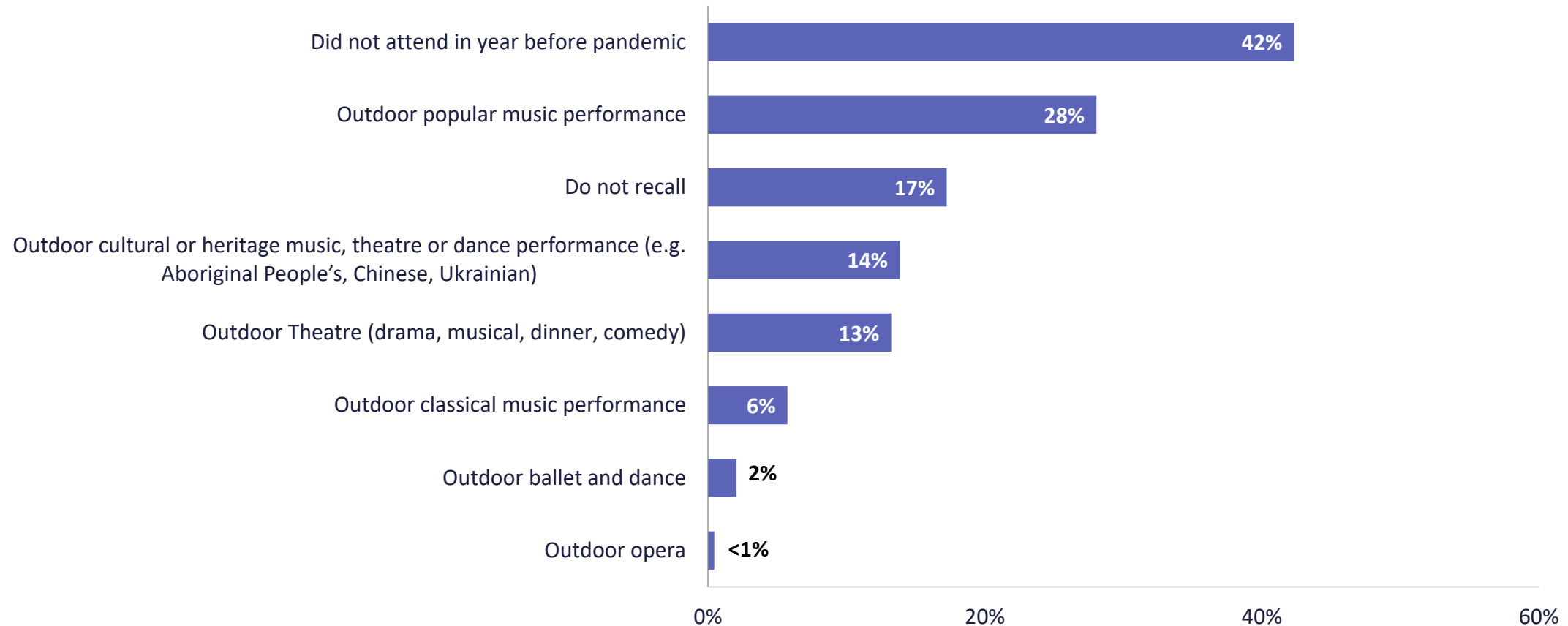
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=1001 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Attendance to OUTDOOR Cultural Gatherings – Before COVID-19

Q

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



*Weighted to the true population proportion.

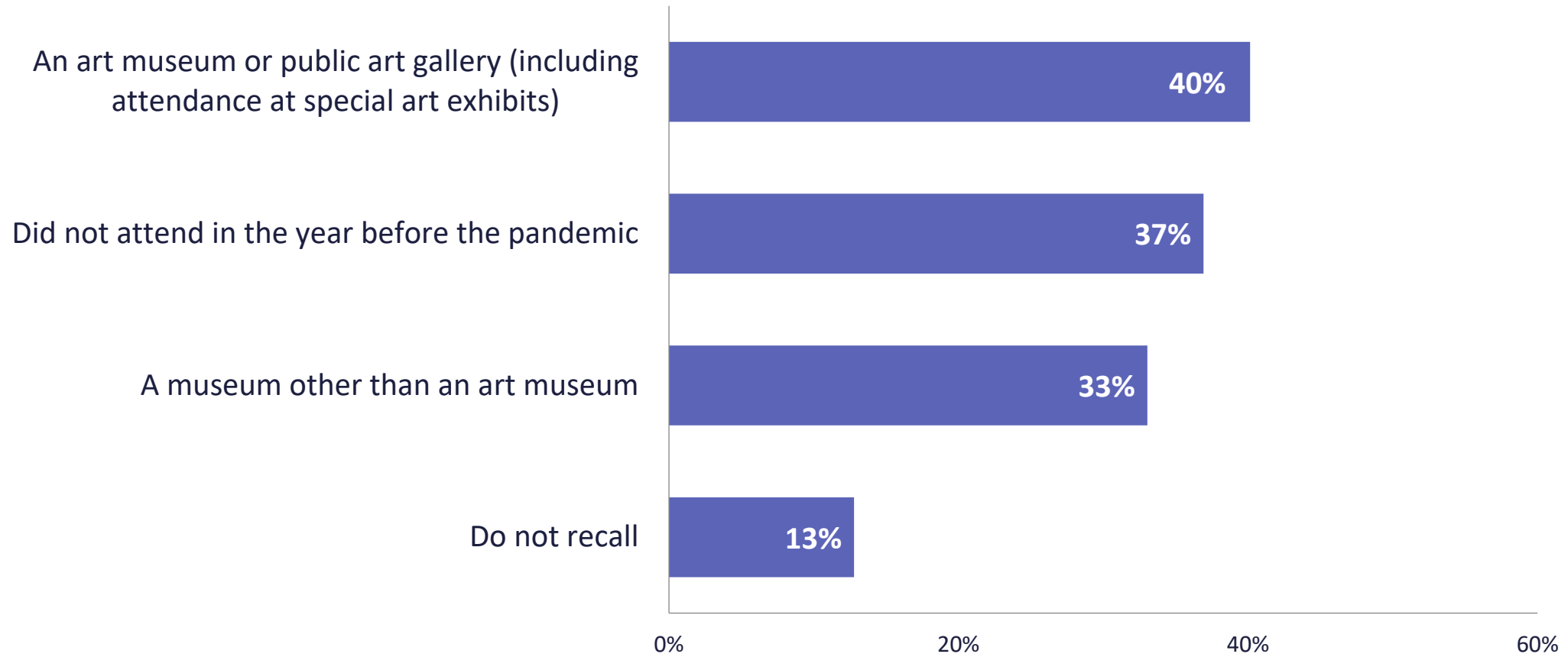
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=1001 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Attendance to museums or art galleries – Before COVID-19

Q

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



*Weighted to the true population proportion.

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

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th and 30th, 2022, n=1001 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1001 Canadians, 18 years of age or older, between May 26th to 30th, 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 1001 Canadians is ± 3.1 percentage points, 19 times out of 20.

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

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



Element	Description	Element	Description
Research sponsor	Business/Arts & NAC	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1001 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, Indigenous issues, and energy issues.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	May 26 th to 30 th , 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. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS





2022-2166 – Business and the Arts/NAC – 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 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)**	Total	Unwgt N	1001	97	216	332	206	150	528	473	268	392	341
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Opera indoors	%	6.0	1.3	6.3	7.2	4.3	7.1	4.7	7.4	4.5	6.9	6.4
	Ballet and dance indoors	%	12.2	5.8	7.8	14.5	14.7	12.8	6.9	17.2	8.4	14.5	12.8
	Theatre (drama, musical, dinner, comedy) indoors	%	46.8	40.2	37.5	50.7	48.4	52.8	42.4	51.0	45.6	49.3	45.4
	Classical music performance indoors	%	18.8	14.4	18.9	20.7	14.1	21.5	15.9	21.5	12.9	16.8	24.7
	Popular music performance indoors	%	34.8	28.4	29.2	33.7	41.3	41.9	33.2	36.3	37.0	40.8	27.9
	Cultural or heritage music, theatre or dance performance (e.g., Aboriginal People's, Chinese, Ukrainian) indoors	%	14.0	13.7	7.3	12.3	25.2	15.1	14.1	13.8	14.9	17.9	9.9
	Did not attend in the 12 months before the COVID-19 outbreak	%	27.9	34.7	33.7	27.3	23.9	21.7	31.1	24.9	27.3	27.9	28.3
	Do not recall	%	9.3	14.2	7.5	9.0	10.6	9.3	11.2	7.6	12.6	7.2	8.9

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**Multifrequency tab based on multiple responses

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2022-2166 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE][select all that apply]**	Total	Unwgt N	1689	148	317	577	373	274	844	845	432	712	545
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Opera indoors	%	3.6	0.8	4.3	4.1	2.3	3.9	2.9	4.1	2.8	3.8	3.9
	Ballet and dance indoors	%	7.2	3.8	5.2	8.3	8.1	7.0	4.3	9.6	5.2	8.0	7.8
	Theatre (drama, musical, dinner, comedy) indoors	%	27.6	26.3	25.3	28.9	26.5	29.0	26.6	28.4	27.9	27.2	27.7
	Classical music performance indoors	%	11.1	9.5	12.8	11.8	7.7	11.8	10.0	12.0	7.9	9.2	15.0
	Popular music performance indoors	%	20.5	18.6	19.7	19.2	22.6	23.0	20.8	20.2	22.7	22.5	17.0
	Cultural or heritage music, theatre or dance performance (e.g., Aboriginal People's, Chinese, Ukrainian) indoors	%	8.2	9.0	5.0	7.0	13.8	8.3	8.9	7.7	9.1	9.8	6.0
	Did not attend in the 12 months before the COVID-19 outbreak	%	16.4	22.7	22.7	15.5	13.1	11.9	19.5	13.8	16.7	15.4	17.2
	Do not recall	%	5.5	9.3	5.1	5.1	5.8	5.1	7.0	4.2	7.7	4.0	5.4

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

**Multifrequency tab based on multiple responses

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2022-2166 – Business and the Arts/NAC – 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 2022-05	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	625	50	125	209	136	105	310	315	163	255	207
		Wgt N	633	35	138	246	122	93	287	346	166	222	246
	Have already attended	%	48.2	58.4	54.6	42.5	49.6	48.3	49.1	47.5	55.1	50.0	42.0
	1-5 months	%	13.1	13.2	14.8	14.1	7.8	14.6	12.8	13.3	9.3	16.9	12.2
	6 months or more	%	6.2	3.3	4.6	8.2	5.8	4.9	7.6	5.0	3.4	6.2	8.1
	Never	%	6.9	1.8	6.4	8.3	5.6	7.4	7.4	6.4	9.8	4.6	7.0
	Unsure	%	25.7	23.3	19.6	26.9	31.3	24.9	23.1	27.8	22.4	22.4	30.8

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2022-2166 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)	Total	Unwgt N	1001	97	216	332	206	150	528	473	268	392	341
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Outdoor opera	%	0.5	0.0	0.4	0.5	0.0	1.2	0.4	0.6	0.3	1.1	0.0
	Outdoor ballet and dance	%	2.1	2.1	0.8	2.5	2.9	1.9	1.9	2.2	1.7	2.7	1.7
	Outdoor Theatre (drama, musical, dinner, comedy)	%	13.2	9.1	11.1	12.3	16.3	17.3	11.6	14.8	15.6	16.5	8.7
	Outdoor classical music performance	%	5.7	3.8	6.8	5.2	5.5	6.6	5.2	6.2	7.3	5.4	4.9
	Outdoor popular music performance	%	28.1	28.5	24.1	26.8	30.4	35.0	25.9	30.1	34.9	31.3	20.4
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	13.9	13.7	4.9	14.5	21.5	17.2	12.0	15.6	17.4	16.7	8.9
	Did not attend in the 12 months before the COVID-19 outbreak	%	42.3	47.9	54.2	39.1	37.8	34.1	42.9	41.8	33.9	38.6	51.6
	Do not recall	%	17.2	14.6	11.8	20.6	17.0	18.8	19.7	14.9	18.5	17.0	16.6

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**Multifrequency tab based on multiple responses

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2022-2166 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)	Total	Unwgt N	1239	116	248	406	270	199	632	607	345	511	383
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Outdoor opera	%	0.4	0.0	0.4	0.4	0.0	0.9	0.3	0.4	0.2	0.9	0.0
	Outdoor ballet and dance	%	1.7	1.7	0.7	2.1	2.2	1.4	1.6	1.8	1.3	2.1	1.5
	Outdoor Theatre (drama, musical, dinner, comedy)	%	10.8	7.6	9.8	10.1	12.4	13.1	9.7	11.8	12.0	12.7	7.7
	Outdoor classical music performance	%	4.7	3.2	6.0	4.3	4.2	5.0	4.4	4.9	5.6	4.2	4.4
	Outdoor popular music performance	%	22.8	23.8	21.1	22.1	23.1	26.5	21.7	23.8	27.0	24.2	18.1
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	11.3	11.4	4.3	11.9	16.4	13.0	10.1	12.4	13.4	12.9	7.9
	Did not attend in the 12 months before the COVID-19 outbreak	%	34.4	40.0	47.5	32.2	28.8	25.8	35.8	33.1	26.2	29.8	45.7
Do not recall	%	14.0	12.2	10.3	16.9	12.9	14.2	16.5	11.8	14.3	13.2	14.7	

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

**Multifrequency tab based on multiple responses

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2022-2166 – Business and the Arts/NAC – 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 2022-05	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	417	36	74	136	96	75	200	217	130	177	110
		Wgt N	409	25	79	155	83	66	185	223	131	153	125
	Have already attended	%	38.1	54.3	30.5	39.1	39.8	37.0	37.9	38.3	50.4	37.9	25.7
	1-5 months	%	22.6	9.9	27.0	22.0	19.7	27.0	21.1	23.8	12.8	25.2	29.5
	6 months or more	%	4.3	0.0	5.8	4.3	6.4	1.3	6.4	2.5	2.3	6.0	4.2
	Never	%	3.7	3.4	6.3	2.3	3.5	3.9	6.3	1.4	5.0	3.3	2.6
	Unsure	%	31.4	32.5	30.5	32.3	30.7	30.8	28.3	33.9	29.5	27.5	38.0

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2022-2166 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1001	97	216	332	206	150	528	473	268	392	341
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	40.1	37.0	36.4	43.7	36.5	42.9	36.7	43.4	38.1	37.3	44.1
	A museum other than an art museum	%	33.0	34.3	26.1	36.7	34.4	32.2	31.8	34.3	34.6	35.5	29.7
	Did not attend in the 12 months before the COVID-19 outbreak	%	36.9	36.0	45.2	33.0	38.6	31.9	40.7	33.3	36.1	35.4	38.9
	Do not recall	%	12.8	11.9	11.6	11.7	12.6	18.7	11.1	14.4	14.6	14.8	9.7

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2022-2166 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1224	115	257	413	250	189	637	587	330	482	412
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	32.7	31.1	30.5	34.9	29.9	34.2	30.5	34.6	30.9	30.3	36.0
	A museum other than an art museum	%	26.9	28.8	21.9	29.4	28.2	25.6	26.4	27.3	28.1	28.9	24.3
	Did not attend in the 12 months before the COVID-19 outbreak	%	30.0	30.2	37.9	26.4	31.6	25.4	33.8	26.6	29.2	28.8	31.8
	Do not recall	%	10.4	10.0	9.7	9.4	10.3	14.9	9.3	11.5	11.9	12.0	7.9

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2022-2166 – Business and the Arts/NAC – 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 2022-05	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	506	50	94	182	102	78	259	247	138	200	168
		Wgt N	513	35	105	215	89	69	239	274	139	174	200
	Have already attended	%	44.6	46.4	49.7	39.4	46.2	50.3	47.9	41.8	58.4	44.1	35.5
	1-5 months	%	14.4	6.2	17.5	17.1	10.7	10.4	13.1	15.6	6.5	16.5	18.1
	6 months or more	%	6.4	1.8	9.3	6.4	4.6	6.6	6.1	6.7	5.0	5.1	8.5
	Never	%	5.2	8.6	6.6	4.9	4.0	4.1	6.8	3.9	5.7	5.2	5.0
	Unsure	%	29.3	37.0	17.0	32.1	34.5	28.6	26.1	32.1	24.4	29.2	32.8

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2022-2166 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an indoor arts or cultural performance 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 2022-05	Have already attended	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 indoor arts or cultural performance, or an art gallery or museum? [OPEN]	Total	Unwgt N	485	234	70	30	30	121
		Wgt N	497	234	70	32	33	127
	Social/physical distancing (spacing between seats)	%	15.3	14.5	13.4	22.8	16.9	15.4
	Masks	%	46.5	44.5	44.9	46.7	51.7	49.5
	Everyone gets vaccinated/proof of vaccination	%	13.4	11.1	14.6	6.7	24.0	15.9
	Following medical/ government guidelines	%	1.3	1.9	1.4	0.0	3.5	0.0
	Cleaning protocols	%	3.3	4.5	2.7	5.5	3.1	0.8
	No cases/eradication of COVID-19	%	1.5	0.0	0.0	12.9	2.3	2.1
	None	%	22.3	28.0	26.3	10.9	15.7	14.4
	Hand sanitizer/handwashing	%	9.2	11.2	9.7	1.6	0.0	9.5
	Health Check Screening	%	0.7	1.2	0.0	0.0	0.0	0.8
	Proper ventilation	%	4.1	3.2	5.7	9.1	0.0	4.8
	Not interested	%	1.3	1.1	1.4	0.0	0.0	2.2
	Smaller capacity/smaller events	%	9.2	9.4	13.9	0.0	4.4	9.9
	Fewer cases	%	7.0	2.3	2.1	19.4	5.5	15.6
	Removing all precautions/mandates	%	3.2	2.6	2.8	0.0	7.9	4.4
	Crowd control/enforcement of precautions	%	0.6	0.3	0.0	0.0	0.0	1.7
	Other	%	2.7	3.2	3.1	0.0	5.9	1.2
	Unsure	%	0.9	0.8	0.0	0.0	0.0	1.9

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

**Multifrequency tab based on multiple responses

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[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?					
			Museum goers 2022-05	Have already attended	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 indoor arts or cultural performance, or an art gallery or museum? [OPEN]	Total	Unwgt N	389	174	54	24	21	116
		Wgt N	399	169	61	26	22	121
	Social/physical distancing (spacing between seats)	%	16.2	19.7	17.8			12.2
	Masks	%	49.9	50.3	57.1			48.8
	Everyone gets vaccinated/proof of vaccination	%	11.8	11.4	5.1			12.4
	Following medical/ government guidelines	%	1.4	2.1	1.7			0.0
	Cleaning protocols	%	2.6	4.2	0.0			2.0
	No cases/eradication of COVID-19	%	1.1	0.0	0.0			2.9
	None	%	20.5	23.1	18.8			16.1
	Hand sanitizer/handwashing	%	9.8	11.7	9.0			7.5
	Health Check Screening	%	0.7	1.0	0.0			1.0
	Proper ventilation	%	4.8	2.9	9.3			6.4
	Not interested	%	0.3	0.0	0.0			0.9
	Smaller capacity/smaller events	%	10.1	13.3	9.3			8.6
	Fewer cases	%	8.8	4.5	5.4			16.8
	Removing all precautions/mandates	%	3.0	2.8	3.3			2.9
	Crowd control/enforcement of precautions	%	0.5	0.0	0.0			0.8
	Other	%	2.5	2.0	2.9			3.0
	Unsure	%	1.3	0.0	0.0			4.4

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

**Multifrequency tab based on multiple responses

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [IF HAS NOT YET RETURNED TO INDOOR ARTS AND/OR MUSEUM (IF DIDN'T SELECT RESPONSE 11 IN Q2 AND/OR 6) What would motivate you to decide to attend an in-person arts and culture experience or in-person art galleries or museums? [OPEN]	Total	Unwgt N	510	43	110	169	109	79	251	259	117	193	200
		Wgt N	525	29	122	205	98	71	234	291	121	169	235
	Free events	%	1.6	0.0	2.5	2.0	1.4	0.0	1.5	1.7	3.2	1.5	0.8
	Discounted events/lower prices	%	5.1	3.9	5.8	4.4	5.4	6.0	6.4	4.1	7.9	5.7	3.2
	Something interesting/fun	%	32.6	36.8	32.8	30.7	40.2	25.2	32.5	32.7	35.8	34.7	29.4
	Enforced masks	%	16.8	13.9	16.0	21.1	11.6	14.2	9.8	22.5	14.5	12.8	20.8
	End of pandemic/drop in cases	%	9.9	0.0	5.2	15.8	5.8	10.4	8.5	10.9	6.8	8.4	12.5
	Good timing/having time to go	%	3.3	3.6	3.2	2.0	6.8	2.3	2.1	4.3	4.1	5.2	1.6
	Easily accessed	%	3.5	2.7	1.3	3.5	8.2	1.2	2.3	4.5	6.1	2.2	3.1
	Not too busy/social distancing	%	8.1	12.4	9.5	8.9	4.2	7.5	6.3	9.6	6.3	9.1	8.4
	Vaccines/proof of vaccination	%	6.4	9.0	1.8	6.9	8.5	9.4	5.8	6.9	6.1	6.0	7.0
	Nothing/Not interested/I wouldn't attend	%	5.4	2.1	5.6	6.3	4.8	5.0	8.0	3.4	7.4	5.0	4.7
	Better physical/mental health	%	0.9	0.0	1.3	0.5	1.1	1.3	0.2	1.4	0.0	1.4	0.9
	I would already go	%	6.0	10.1	6.6	4.7	4.9	8.6	5.2	6.6	7.6	7.2	4.4
	Keeping the mandates	%	1.2	0.0	1.3	1.0	1.1	2.6	1.4	1.1	0.5	1.7	1.3
	Something where I would learn something new/culture	%	1.0	0.0	1.4	0.5	1.0	2.3	1.5	0.6	0.6	1.7	0.7
	Lifting of restrictions	%	2.5	0.0	2.4	2.8	2.4	2.6	3.3	1.8	3.2	3.1	1.6
	Special events	%	1.5	4.5	0.7	0.5	4.0	1.3	0.4	2.5	0.0	2.6	1.6

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		Region						Gender		Age		
		Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Someone I know would be the performer	%	1.2	5.1	1.7	0.5	1.6	0.0	0.8	1.4	1.5	0.9	1.2
Something for kids	%	0.8	0.0	0.0	1.0	1.2	1.1	0.7	0.8	3.3	0.0	0.0
Other	%	4.2	3.9	2.4	5.5	2.9	5.1	4.1	4.2	6.3	2.9	4.0
Something good/high quality	%	3.2	2.1	4.4	1.4	3.4	6.6	4.7	2.0	0.7	3.9	3.9
Information on the precautions taken by venue/feeling like it will be safe	%	2.5	0.0	2.7	3.6	1.7	1.3	1.3	3.5	3.5	1.4	2.8
Food	%	0.5	0.0	0.0	0.0	1.8	1.3	0.0	0.9	2.2	0.0	0.0
Someone to go with	%	2.4	0.0	2.2	2.4	5.4	0.0	3.0	2.0	2.5	2.3	2.5
Wanting to go out	%	1.6	0.0	2.8	1.7	0.8	1.4	1.5	1.8	2.1	1.6	1.5
Advertising	%	0.5	0.0	0.7	0.0	0.0	2.5	1.1	0.0	0.6	0.0	0.8
Unsure	%	2.2	9.6	0.8	2.9	1.7	0.0	2.4	1.9	2.2	2.4	2.0

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Now that the current coronavirus-related restrictions are removed and you are able to resume your normal activities, please rank the following cultural and community attractions in order of how likely you are to visit them, where 1 is the most likely to visit, 2 the second most likely, and so on. [RANDOMIZE]

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 1]	Total	Unwgt N	760	69	155	254	161	121	386	374	206	300	254
		Wgt N	764	48	169	297	143	107	357	408	209	261	294
	Public park (including botanical Gardens) or public beach	%	33.1	34.4	23.7	36.5	32.1	39.4	31.6	34.4	38.3	31.6	30.8
	Zoo or Aquarium	%	2.4	0.0	2.1	3.5	2.4	0.7	1.8	2.8	6.5	1.3	0.4
	Museum or art gallery	%	5.0	5.7	8.2	5.4	0.9	4.3	4.2	5.8	2.9	2.7	8.6
	Sports arena or stadium	%	10.1	4.2	9.1	11.6	12.2	7.6	13.1	7.5	7.4	12.2	10.3
	Public swimming pool or gym	%	7.5	2.8	10.1	5.1	10.2	8.8	8.6	6.6	13.3	7.7	3.3
	Community centre or library	%	7.5	9.6	6.2	9.3	6.7	5.1	6.1	8.8	4.9	6.1	10.7
	Concert hall or other indoor performing arts venues	%	10.1	15.6	17.0	7.9	6.1	8.2	8.4	11.6	7.0	9.2	13.1
	Movie theatre	%	12.3	17.2	15.5	7.4	18.0	10.9	13.9	10.9	11.4	17.6	8.2
	Outdoor music festival	%	6.3	9.0	5.5	6.0	6.3	7.4	4.7	7.8	5.0	7.6	6.1
	Church/religious event	%	1.0	0.0	0.0	1.4	1.6	0.8	1.1	0.9	0.4	0.8	1.5
	None of the above	%	0.3	1.7	0.0	0.4	0.0	0.0	0.6	0.0	0.4	0.0	0.5
	Restaurant/Bar/Night club	%	0.3	0.0	0.7	0.0	0.0	0.9	0.6	0.0	0.6	0.0	0.3
	Family gatherings	%	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.5	0.0	0.0	0.7
	Outdoor event/festival	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.2	0.0
	Hiking/Fishing	%	0.2	0.0	0.5	0.0	0.7	0.0	0.3	0.2	0.0	0.7	0.0
	Other	%	0.2	0.0	0.0	0.3	0.0	0.7	0.5	0.0	0.4	0.4	0.0
	Unsure	%	3.2	0.0	1.5	4.5	2.4	5.1	4.6	2.0	1.6	1.9	5.5

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 1]	Total	Unwgt N	760	445	315
		Wgt N	764	439	326
	Public park (including botanical Gardens) or public beach	%	33.1	33.2	33.1
	Zoo or Aquarium	%	2.4	2.6	2.0
	Museum or art gallery	%	5.0	6.4	3.2
	Sports arena or stadium	%	10.1	8.8	12.0
	Public swimming pool or gym	%	7.5	7.9	7.0
	Community centre or library	%	7.5	7.0	8.3
	Concert hall or other indoor performing arts venues	%	10.1	12.7	6.6
	Movie theatre	%	12.3	11.4	13.5
	Outdoor music festival	%	6.3	8.1	3.9
	Church/religious event	%	1.0	0.9	1.0
	None of the above	%	0.3	0.0	0.7
	Restaurant/Bar/Night club	%	0.3	0.0	0.7
	Family gatherings	%	0.3	0.0	0.6
	Outdoor event/festival	%	0.1	0.0	0.2
	Hiking/Fishing	%	0.2	0.2	0.3
	Other	%	0.2	0.0	0.5
	Unsure	%	3.2	0.8	6.5

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 2]	Total	Unwgt N	731	68	153	240	157	113	366	365	200	292	239
		Wgt N	731	47	167	279	138	100	337	395	203	253	275
	Public park (including botanical Gardens) or public beach	%	17.4	24.3	15.0	16.9	17.6	19.2	14.3	20.0	17.2	18.2	16.8
	Zoo or Aquarium	%	5.3	8.4	1.1	5.2	12.3	1.7	5.3	5.3	4.1	6.0	5.7
	Museum or art gallery	%	9.3	4.8	14.6	9.5	7.1	5.3	10.3	8.5	9.3	6.2	12.3
	Sports arena or stadium	%	8.3	7.4	7.6	7.2	14.4	4.8	11.6	5.5	11.9	9.2	4.9
	Public swimming pool or gym	%	8.5	4.9	4.8	6.4	13.5	15.2	8.0	8.9	13.1	7.2	6.2
	Community centre or library	%	11.6	15.7	7.0	11.9	12.2	15.5	11.4	11.7	9.2	11.8	13.1
	Concert hall or other indoor performing arts venues	%	10.8	8.0	17.1	10.1	4.9	11.6	12.5	9.3	7.8	10.6	13.1
	Movie theatre	%	15.0	13.3	21.7	15.5	8.3	12.0	16.9	13.3	15.1	16.4	13.6
	Outdoor music festival	%	12.9	11.6	11.1	16.0	8.7	13.8	8.9	16.3	11.0	12.9	14.4
	Church/religious event	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.4	0.0
	None of the above	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.4	0.0
	Restaurant/Bar/Night club	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.4	0.0	0.0
	Outdoor market	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.4	0.0
	Conventions	%	0.1	1.7	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0
	Other	%	0.3	0.0	0.0	0.3	0.9	0.0	0.4	0.2	0.6	0.4	0.0

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 2]	Total	Unwgt N	731	441	290
		Wgt N	731	434	297
	Public park (including botanical Gardens) or public beach	%	17.4	17.2	17.6
	Zoo or Aquarium	%	5.3	3.5	8.0
	Museum or art gallery	%	9.3	11.7	6.0
	Sports arena or stadium	%	8.3	7.4	9.7
	Public swimming pool or gym	%	8.5	9.4	7.1
	Community centre or library	%	11.6	11.2	12.2
	Concert hall or other indoor performing arts venues	%	10.8	13.8	6.3
	Movie theatre	%	15.0	14.4	15.7
	Outdoor music festival	%	12.9	10.9	15.9
	Church/religious event	%	0.1	0.0	0.3
	None of the above	%	0.1	0.0	0.3
	Restaurant/Bar/Night club	%	0.1	0.2	0.0
	Outdoor market	%	0.1	0.0	0.3
	Conventions	%	0.1	0.0	0.3
	Other	%	0.3	0.3	0.3

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 3]	Total	Unwgt N	699	65	144	227	150	113	343	356	188	284	227
		Wgt N	700	45	158	265	133	100	313	387	191	247	263
	Public park (including botanical Gardens) or public beach	%	13.7	12.7	13.4	15.0	14.1	10.9	14.6	13.1	16.3	11.0	14.5
	Zoo or Aquarium	%	6.4	7.4	4.7	7.4	5.6	7.3	5.3	7.4	8.0	7.2	4.6
	Museum or art gallery	%	15.1	15.4	16.0	16.4	12.1	14.3	14.6	15.6	8.7	15.4	19.6
	Sports arena or stadium	%	7.8	5.9	10.2	6.6	8.9	6.7	10.3	5.8	6.6	9.1	7.5
	Public swimming pool or gym	%	6.5	3.2	1.2	8.5	8.3	9.0	7.9	5.4	8.7	5.2	6.3
	Community centre or library	%	14.0	14.0	18.4	10.1	15.5	15.6	10.4	17.0	14.9	12.7	14.7
	Concert hall or other indoor performing arts venues	%	11.2	19.3	9.4	10.4	13.2	10.1	10.4	11.9	12.6	13.9	7.8
	Movie theatre	%	13.7	10.0	13.6	13.7	11.3	18.3	15.2	12.4	15.5	13.4	12.6
	Outdoor music festival	%	10.5	12.0	13.2	10.1	10.1	7.0	10.3	10.6	7.4	11.9	11.4
	Church/religious event	%	0.1	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.4	0.0
	None of the above	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.5	0.0	0.0
	Outdoor event/festival	%	0.6	0.0	0.0	1.1	0.8	0.0	0.6	0.5	0.4	0.0	1.2
	Hiking/Fishing	%	0.1	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.4	0.0	0.0

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 3]	Total	Unwgt N	699	418	281
		Wgt N	700	411	289
	Public park (including botanical Gardens) or public beach	%	13.7	12.8	15.0
	Zoo or Aquarium	%	6.4	5.0	8.5
	Museum or art gallery	%	15.1	16.8	12.8
	Sports arena or stadium	%	7.8	6.5	9.6
	Public swimming pool or gym	%	6.5	6.3	6.8
	Community centre or library	%	14.0	14.0	14.0
	Concert hall or other indoor performing arts venues	%	11.2	12.8	9.0
	Movie theatre	%	13.7	15.0	11.8
	Outdoor music festival	%	10.5	10.0	11.2
	Church/religious event	%	0.1	0.2	0.0
	None of the above	%	0.1	0.2	0.0
	Outdoor event/festival	%	0.6	0.2	1.0
	Hiking/Fishing	%	0.1	0.0	0.3

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 4]	Total	Unwgt N	643	60	125	211	145	102	320	323	171	269	203
		Wgt N	641	41	136	246	128	90	292	349	173	233	235
	Public park (including botanical Gardens) or public beach	%	10.4	6.0	15.9	9.2	9.3	9.3	9.4	11.3	6.4	10.6	13.2
	Zoo or Aquarium	%	10.2	4.5	8.4	10.5	13.9	9.8	10.3	10.2	10.1	11.6	9.0
	Museum or art gallery	%	11.6	15.3	7.7	15.3	7.3	11.3	10.1	12.8	11.5	11.1	12.0
	Sports arena or stadium	%	9.1	10.4	3.7	10.0	10.5	12.1	9.5	8.8	9.7	9.0	8.7
	Public swimming pool or gym	%	10.3	11.5	7.7	11.1	12.5	8.2	11.2	9.5	13.9	11.2	6.6
	Community centre or library	%	12.4	15.0	12.3	13.0	12.6	9.7	13.1	11.9	14.1	10.3	13.3
	Concert hall or other indoor performing arts venues	%	11.8	7.3	14.5	9.9	12.5	14.0	11.4	12.2	9.1	12.9	12.8
	Movie theatre	%	11.4	11.5	12.1	11.5	10.3	11.6	12.6	10.4	14.4	8.3	12.3
	Outdoor music festival	%	11.8	16.5	17.0	8.3	10.0	14.0	11.6	12.0	10.7	13.7	10.8
	Restaurant/Bar/Night club	%	0.3	0.0	0.0	0.8	0.0	0.0	0.0	0.6	0.0	0.0	0.8
	Outdoor market	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.2	0.0
	Outdoor event/festival	%	0.3	0.0	0.6	0.0	0.6	0.0	0.6	0.0	0.0	0.3	0.4
	Other	%	0.3	2.0	0.0	0.4	0.0	0.0	0.3	0.3	0.0	0.8	0.0

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 4]	Total	Unwgt N	643	389	254
		Wgt N	641	379	262
	Public park (including botanical Gardens) or public beach	%	10.4	12.1	8.1
	Zoo or Aquarium	%	10.2	8.9	12.1
	Museum or art gallery	%	11.6	10.2	13.5
	Sports arena or stadium	%	9.1	9.5	8.4
	Public swimming pool or gym	%	10.3	8.8	12.3
	Community centre or library	%	12.4	14.5	9.5
	Concert hall or other indoor performing arts venues	%	11.8	11.7	12.0
	Movie theatre	%	11.4	12.5	9.8
	Outdoor music festival	%	11.8	11.0	13.1
	Restaurant/Bar/Night club	%	0.3	0.0	0.7
	Outdoor market	%	0.1	0.1	0.0
	Outdoor event/festival	%	0.3	0.4	0.0
	Other	%	0.3	0.2	0.4

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 5]	Total	Unwgt N	570	56	101	181	140	92	289	281	156	240	174
		Wgt N	560	38	112	206	124	81	263	298	158	205	197
	Public park (including botanical Gardens) or public beach	%	8.6	11.8	10.5	5.6	13.0	5.6	8.9	8.3	7.5	7.5	10.7
	Zoo or Aquarium	%	9.6	10.3	14.7	7.5	9.1	8.5	12.2	7.4	8.4	11.6	8.6
	Museum or art gallery	%	13.5	13.3	7.8	14.8	17.2	12.4	12.4	14.5	13.1	13.7	13.6
	Sports arena or stadium	%	7.4	5.6	6.7	8.0	7.5	7.7	8.0	6.9	11.3	5.6	6.2
	Public swimming pool or gym	%	6.5	15.2	4.8	5.9	4.0	9.8	5.9	7.0	5.1	9.6	4.3
	Community centre or library	%	12.4	14.7	8.8	15.0	10.3	13.3	14.3	10.8	15.7	12.7	9.6
	Concert hall or other indoor performing arts venues	%	14.5	6.9	17.3	14.4	10.7	20.0	13.4	15.4	13.6	12.4	17.3
	Movie theatre	%	12.3	10.0	12.2	9.8	15.6	14.8	9.7	14.6	10.3	12.0	14.2
	Outdoor music festival	%	14.4	12.3	15.5	18.9	11.8	6.6	14.2	14.7	14.2	14.1	15.0
	None of the above	%	0.2	0.0	0.8	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0
	Restaurant/Bar/Night club	%	0.2	0.0	0.0	0.0	0.0	1.2	0.4	0.0	0.0	0.0	0.5
	Outdoor event/festival	%	0.2	0.0	1.1	0.0	0.0	0.0	0.0	0.4	0.8	0.0	0.0
	Hiking/Fishing	%	0.1	0.0	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.4	0.0

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 5]	Total	Unwgt N	570	352	218
		Wgt N	560	343	218
	Public park (including botanical Gardens) or public beach	%	8.6	9.1	7.9
	Zoo or Aquarium	%	9.6	9.0	10.7
	Museum or art gallery	%	13.5	13.7	13.2
	Sports arena or stadium	%	7.4	7.5	7.2
	Public swimming pool or gym	%	6.5	5.9	7.4
	Community centre or library	%	12.4	12.0	13.2
	Concert hall or other indoor performing arts venues	%	14.5	17.6	9.5
	Movie theatre	%	12.3	11.3	13.9
	Outdoor music festival	%	14.4	13.0	16.6
	None of the above	%	0.2	0.3	0.0
	Restaurant/Bar/Night club	%	0.2	0.3	0.0
	Outdoor event/festival	%	0.2	0.3	0.0
	Hiking/Fishing	%	0.1	0.0	0.4

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
[Question - [Rank 6]	Total	Unwgt N	514	48	87	162	129	88	258	256	144	219	151
		Wgt N	505	33	96	185	114	77	233	271	145	189	171
	Public park (including botanical Gardens) or public beach	%	4.0	2.4	10.0	2.1	3.8	2.1	4.1	4.0	4.5	4.7	3.0
	Zoo or Aquarium	%	14.3	13.9	17.9	13.6	12.6	14.0	14.1	14.4	12.4	10.5	20.0
	Museum or art gallery	%	15.2	21.1	13.8	15.3	14.1	15.8	15.0	15.4	21.4	16.1	9.0
	Sports arena or stadium	%	8.2	15.4	4.0	8.5	6.0	12.7	7.3	9.0	4.8	8.2	11.0
	Public swimming pool or gym	%	7.3	4.7	3.8	8.2	6.1	12.6	6.7	7.9	6.1	10.9	4.5
	Community centre or library	%	12.6	10.2	16.8	11.4	11.8	12.6	8.9	15.8	8.7	14.7	13.6
	Concert hall or other indoor performing arts venues	%	15.0	12.0	13.9	16.4	16.4	12.2	16.7	13.6	13.9	16.5	14.3
	Movie theatre	%	10.0	1.9	5.8	13.0	13.1	6.9	11.9	8.3	9.2	9.1	11.6
	Outdoor music festival	%	12.5	16.3	12.9	11.5	14.3	10.1	14.2	11.1	18.0	9.3	11.4
	Mall	%	0.3	2.1	0.0	0.0	0.9	0.0	0.5	0.3	0.5	0.0	0.6
	Trips/cruises	%	0.2	0.0	0.9	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.5
	Other	%	0.3	0.0	0.0	0.0	0.9	1.0	0.3	0.4	0.5	0.0	0.6

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
[Question - [Rank 6]	Total	Unwgt N	514	316	198
		Wgt N	505	306	199
	Public park (including botanical Gardens) or public beach	%	4.0	4.7	3.0
	Zoo or Aquarium	%	14.3	15.1	12.9
	Museum or art gallery	%	15.2	14.5	16.3
	Sports arena or stadium	%	8.2	6.9	10.1
	Public swimming pool or gym	%	7.3	8.3	5.8
	Community centre or library	%	12.6	13.3	11.6
	Concert hall or other indoor performing arts venues	%	15.0	13.3	17.7
	Movie theatre	%	10.0	12.5	6.1
	Outdoor music festival	%	12.5	11.1	14.6
	Mall	%	0.3	0.0	0.9
	Trips/cruises	%	0.2	0.3	0.0
	Other	%	0.3	0.0	0.9

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			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 7]	Total	Unwgt N	449	41	72	143	115	78	232	217	126	194	129
		Wgt N	439	28	78	161	104	69	212	228	127	167	145
	Public park (including botanical Gardens) or public beach	%	3.6	2.2	4.7	5.6	1.1	2.3	5.1	2.3	2.7	6.1	1.6
	Zoo or Aquarium	%	16.3	25.2	23.3	13.9	15.7	11.5	17.6	15.2	18.5	17.1	13.6
	Museum or art gallery	%	12.3	12.1	16.0	10.6	12.0	12.6	11.4	13.1	15.0	11.6	10.6
	Sports arena or stadium	%	11.5	10.2	10.2	14.5	9.0	10.4	11.0	12.0	6.1	11.1	16.8
	Public swimming pool or gym	%	10.2	11.8	8.8	9.3	9.8	14.1	11.2	9.3	10.2	8.9	11.8
	Community centre or library	%	11.2	11.2	10.9	11.4	11.0	11.5	11.9	10.7	16.1	9.6	8.9
	Concert hall or other indoor performing arts venues	%	13.1	8.7	13.3	12.2	15.4	13.0	10.0	15.9	13.8	11.9	13.8
	Movie theatre	%	10.4	14.1	8.2	11.9	7.5	11.9	9.4	11.3	7.2	9.4	14.3
	Outdoor music festival	%	11.0	4.6	4.6	10.5	17.9	11.2	12.5	9.6	10.0	13.7	8.6
	Church/religious event	%	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.3	0.4	0.0	0.0
	Conventions	%	0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.4	0.0	0.5	0.0

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 7]	Total	Unwgt N	449	273	176
		Wgt N	439	262	177
	Public park (including botanical Gardens) or public beach	%	3.6	3.7	3.5
	Zoo or Aquarium	%	16.3	16.4	16.3
	Museum or art gallery	%	12.3	12.1	12.5
	Sports arena or stadium	%	11.5	12.5	10.1
	Public swimming pool or gym	%	10.2	10.4	9.9
	Community centre or library	%	11.2	10.2	12.8
	Concert hall or other indoor performing arts venues	%	13.1	13.1	12.9
	Movie theatre	%	10.4	9.6	11.5
	Outdoor music festival	%	11.0	11.3	10.5
	Church/religious event	%	0.1	0.2	0.0
	Conventions	%	0.2	0.3	0.0

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 8]	Total	Unwgt N	402	38	64	124	107	69	208	194	108	175	119
		Wgt N	395	26	69	141	97	61	190	204	111	149	135
	Public park (including botanical Gardens) or public beach	%	1.5	0.0	1.3	0.6	3.4	1.4	1.7	1.3	0.8	2.6	0.9
	Zoo or Aquarium	%	15.8	11.5	16.1	10.8	21.1	20.6	16.7	15.0	14.4	12.7	20.5
	Museum or art gallery	%	10.2	10.6	7.0	9.9	10.7	13.3	10.7	9.6	10.8	14.0	5.4
	Sports arena or stadium	%	15.9	13.3	20.7	15.1	14.2	16.2	16.0	15.9	16.5	16.8	14.5
	Public swimming pool or gym	%	17.2	22.0	27.2	19.1	13.1	5.9	14.7	19.5	14.4	14.2	22.9
	Community centre or library	%	8.1	2.4	6.9	9.4	7.9	9.6	10.0	6.4	6.0	11.5	6.1
	Concert hall or other indoor performing arts venues	%	12.8	29.9	7.2	16.5	12.1	4.4	13.4	12.3	15.4	12.8	10.7
	Movie theatre	%	7.5	7.4	1.4	11.0	7.9	6.0	5.8	9.1	10.6	5.8	6.9
	Outdoor music festival	%	9.0	3.1	10.9	4.8	9.6	18.4	9.1	9.0	10.5	8.3	8.7
	None of the above	%	0.8	0.0	0.0	2.1	0.0	0.0	0.5	1.0	0.0	0.7	1.5
	Restaurant/Bar/Night club	%	0.5	0.0	1.2	0.0	0.0	1.5	0.5	0.4	0.0	0.0	1.3
	Outdoor market	%	0.2	0.0	0.0	0.0	0.0	1.5	0.0	0.4	0.0	0.0	0.7
	Family gatherings	%	0.2	0.0	0.0	0.0	0.0	1.2	0.4	0.0	0.7	0.0	0.0
	Other	%	0.3	0.0	0.0	0.7	0.0	0.0	0.5	0.0	0.0	0.7	0.0

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			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 8]	Total	Unwgt N	402	240	162
		Wgt N	395	230	164
	Public park (including botanical Gardens) or public beach	%	1.5	1.2	1.9
	Zoo or Aquarium	%	15.8	18.1	12.6
	Museum or art gallery	%	10.2	10.7	9.4
	Sports arena or stadium	%	15.9	15.7	16.3
	Public swimming pool or gym	%	17.2	18.7	15.0
	Community centre or library	%	8.1	9.3	6.6
	Concert hall or other indoor performing arts venues	%	12.8	7.6	20.1
	Movie theatre	%	7.5	7.9	7.1
	Outdoor music festival	%	9.0	9.6	8.2
	None of the above	%	0.8	0.0	1.8
	Restaurant/Bar/Night club	%	0.5	0.4	0.5
	Outdoor market	%	0.2	0.0	0.6
	Family gatherings	%	0.2	0.3	0.0
	Other	%	0.3	0.4	0.0

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

			Region						Gender		Age		
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - [Rank 9]	Total	Unwgt N	363	33	57	114	97	62	194	169	95	156	112
		Wgt N	354	23	61	129	87	55	177	176	96	134	124
	Public park (including botanical Gardens) or public beach	%	0.7	3.5	1.5	0.7	0.0	0.0	1.0	0.5	0.8	1.4	0.0
	Zoo or Aquarium	%	13.3	8.7	11.3	17.2	6.8	18.5	14.6	12.0	13.2	16.5	9.9
	Museum or art gallery	%	8.8	2.7	9.4	4.3	16.0	9.7	10.7	6.9	6.8	8.0	11.1
	Sports arena or stadium	%	20.3	24.5	25.0	16.6	18.2	25.4	15.0	25.6	25.7	18.3	18.3
	Public swimming pool or gym	%	20.0	18.0	26.4	20.5	20.6	11.7	20.5	19.5	13.0	21.5	23.8
	Community centre or library	%	6.0	0.0	6.3	6.5	7.4	4.7	7.3	4.7	5.2	8.2	4.2
	Concert hall or other indoor performing arts venues	%	6.9	3.5	2.7	8.6	8.4	6.6	7.7	6.1	8.1	5.1	8.0
	Movie theatre	%	10.8	21.3	4.9	13.4	10.0	8.5	7.6	14.1	7.0	8.9	15.9
	Outdoor music festival	%	12.2	17.9	11.2	12.3	10.8	13.2	15.1	9.4	20.2	10.3	8.2
	None of the above	%	0.2	0.0	1.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.7
	Outdoor event/festival	%	0.3	0.0	0.0	0.0	0.0	1.6	0.0	0.5	0.0	0.7	0.0
	Hiking/Fishing	%	0.4	0.0	0.0	0.0	1.7	0.0	0.0	0.9	0.0	1.1	0.0

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 9]	Total	Unwgt N	363	211	152
		Wgt N	354	199	155
	Public park (including botanical Gardens) or public beach	%	0.7	1.3	0.0
	Zoo or Aquarium	%	13.3	16.9	8.7
	Museum or art gallery	%	8.8	5.3	13.2
	Sports arena or stadium	%	20.3	23.8	15.9
	Public swimming pool or gym	%	20.0	19.1	21.1
	Community centre or library	%	6.0	4.4	8.1
	Concert hall or other indoor performing arts venues	%	6.9	4.2	10.3
	Movie theatre	%	10.8	8.9	13.3
	Outdoor music festival	%	12.2	14.9	8.9
	None of the above	%	0.2	0.0	0.6
	Outdoor event/festival	%	0.3	0.4	0.0
	Hiking/Fishing	%	0.4	0.8	0.0

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			Region						Gender		Age				
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus		
Question - [Rank 10]	Total	Unwgt N	75	5	14	23	20	13	41	34	12	29	34		
		Wgt N	76	4	16	28	17	12	38	38	11	25	40		
	Zoo or Aquarium	%	7.4							4.8	10.0				7.4
	Museum or art gallery	%	8.0							10.6	5.4				8.4
	Sports arena or stadium	%	12.8							2.6	23.1				8.8
	Public swimming pool or gym	%	15.4							13.2	17.6				22.7
	Community centre or library	%	5.2							6.4	3.9				0.0
	Concert hall or other indoor performing arts venues	%	4.7							6.9	2.4				4.4
	Movie theatre	%	14.0							14.7	13.2				11.1
	Outdoor music festival	%	3.9							7.8	0.0				0.0
	None of the above	%	4.3							6.0	2.5				4.2
	Mall	%	1.5							0.0	3.1				2.9
	Restaurant/Bar/Night club	%	9.3							8.7	10.0				12.3
	Family gatherings	%	2.1							0.0	4.3				4.1
	Conventions	%	4.1							8.1	0.0				5.8
	Trips/cruises	%	3.0							3.5	2.5				3.3
	Other	%	4.4							6.7	2.1				4.7

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

			Culture Goer Attendance		
			Culture-goers 2022-05	Culture-goers who have already returned since the pandemic	Lapsed culture-goers
Question - [Rank 10]	Total	Unwgt N	75	39	36
		Wgt N	76	38	38
	Zoo or Aquarium	%	7.4	4.5	10.3
	Museum or art gallery	%	8.0	11.5	4.5
	Sports arena or stadium	%	12.8	13.3	12.4
	Public swimming pool or gym	%	15.4	14.4	16.4
	Community centre or library	%	5.2	4.3	6.0
	Concert hall or other indoor performing arts venues	%	4.7	7.3	2.0
	Movie theatre	%	14.0	14.7	13.3
	Outdoor music festival	%	3.9	5.7	2.0
	None of the above	%	4.3	5.7	2.8
	Mall	%	1.5	0.0	3.1
	Restaurant/Bar/Night club	%	9.3	9.9	8.7
	Family gatherings	%	2.1	0.0	4.3
	Conventions	%	4.1	0.0	8.2
	Trips/cruises	%	3.0	0.0	6.0
	Other	%	4.4	8.7	0.0

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In 2022, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

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

			Region					Gender		Age			
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Single ticket purchase	Total	Unwgt N	760	69	155	254	161	121	386	374	206	300	254
		Wgt N	764	48	169	297	143	107	357	408	209	261	294
	Comfortable	%	60.9	64.8	62.1	62.5	54.6	61.1	61.0	60.8	61.5	63.7	57.9
	Somewhat comfortable	%	21.9	23.3	23.8	18.1	24.1	25.8	20.6	23.0	19.7	17.5	27.4
	Somewhat not comfortable	%	7.0	7.3	6.0	7.5	8.7	4.9	6.8	7.2	8.0	5.9	7.3
	Not comfortable	%	5.7	2.9	3.8	7.7	6.2	4.0	5.7	5.8	5.4	8.3	3.7
	Unsure	%	4.5	1.7	4.3	4.2	6.3	4.3	5.9	3.2	5.4	4.7	3.7

In 2022, will you be comfortable, somewhat comfortable, somewhat not comfortable, or not comfortable in making the following commitments to your favourite arts or culture organization? [ROTATE]

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

			Region					Gender		Age			
			Culture-goers 2022-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Paying for an annual subscription or membership	Total	Unwgt N	760	69	155	254	161	121	386	374	206	300	254
		Wgt N	764	48	169	297	143	107	357	408	209	261	294
	Comfortable	%	22.7	21.7	18.4	26.8	17.4	25.7	21.5	23.8	18.6	26.6	22.2
	Somewhat comfortable	%	19.8	25.8	21.6	16.0	20.7	23.5	22.0	17.8	19.2	18.2	21.5
	Somewhat not comfortable	%	15.5	13.9	22.5	14.8	13.4	9.9	14.0	16.8	17.2	11.1	18.3
	Not comfortable	%	28.9	28.2	25.8	29.1	33.2	27.9	26.1	31.4	32.3	27.6	27.6
	Unsure	%	13.1	10.4	11.6	13.3	15.2	13.1	16.4	10.2	12.8	16.5	10.3

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