

Culture-goers are three times more likely to say they intend to spend more rather than less on arts/culture in 2022 compared 2021.

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 eleventh 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;
- Supporting and donating to arts/culture organizations; and,
- Their preferred timelines of buying tickets.

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

Key Findings

1

Culture-goers are three times more likely to say they intend to spend more rather than less on arts/culture in 2022 compared 2021

Twenty-eight per cent of culture-goers intend to spend more in 2022 as they did in 2021 to attend arts and cultural performances, while four in ten (39%) say they intend to spend about the same and one in ten (10%) intend to spend less. Culture-goers from the Atlantic region and Quebec are around 5 times more likely to say they will spend more rather than less in 2022 compared to 2021.

2

Expected donations are to remain steady among culture-goers

Three in ten culture-goers (30%) report donating to arts and culture organizations in 2021 (an average of \$138), which is consistent with what they said they intended to donate for 2021 when we asked this question in August 2021 (36%, average of \$147). When asked about donations for the year 2022, culture-goers expect to donate about the same as they did in 2021, with three in ten (31%) who say they intend to donate (an average of \$146). Expected donations remain steady across demographics.

3

Culture-goers are now less likely to prefer buying tickets well in advance

Culture-goers (28%) are currently less likely to prefer purchasing tickets well in advance (up to six months in advance) compared to before the pandemic (37%). Quebec residents were most likely say they preferred purchasing tickets well in advance before the pandemic (49%, compared to 37% of all culture-goers) and currently (37%, compared to 28% of all culture-goers).

4

Masks seen as less important for lapsed culture-goers as a motivator for return

While having something interesting and fun remains the top motivator for lapsed culture-goers to return to the arts (40%), there has been a decrease in the proportion that say they want masks from 17 per cent in August 2022 to seven per cent in this wave of research. One in ten say discounted events and lower prices would motivate them (11%).

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



Donations and spending for arts and culture

Culture-goers expect to donate about the same in 2022 as they report donating in 2021 with three in ten who say they will donate (30% in 2021, 31% in 2022).

Donations
2021 → Average of
\$138

Donations
2022 → Average of
\$146

Culture-goers are nearly three times more likely to say they intend to spend more rather than less to attend arts and cultural performances in 2022 than they did in 2021.

39%

Intend to spend
about the same.

28%

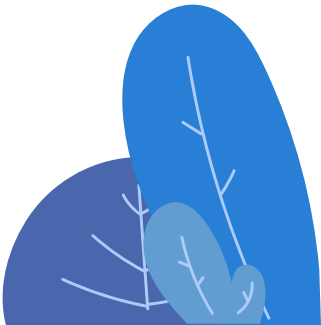
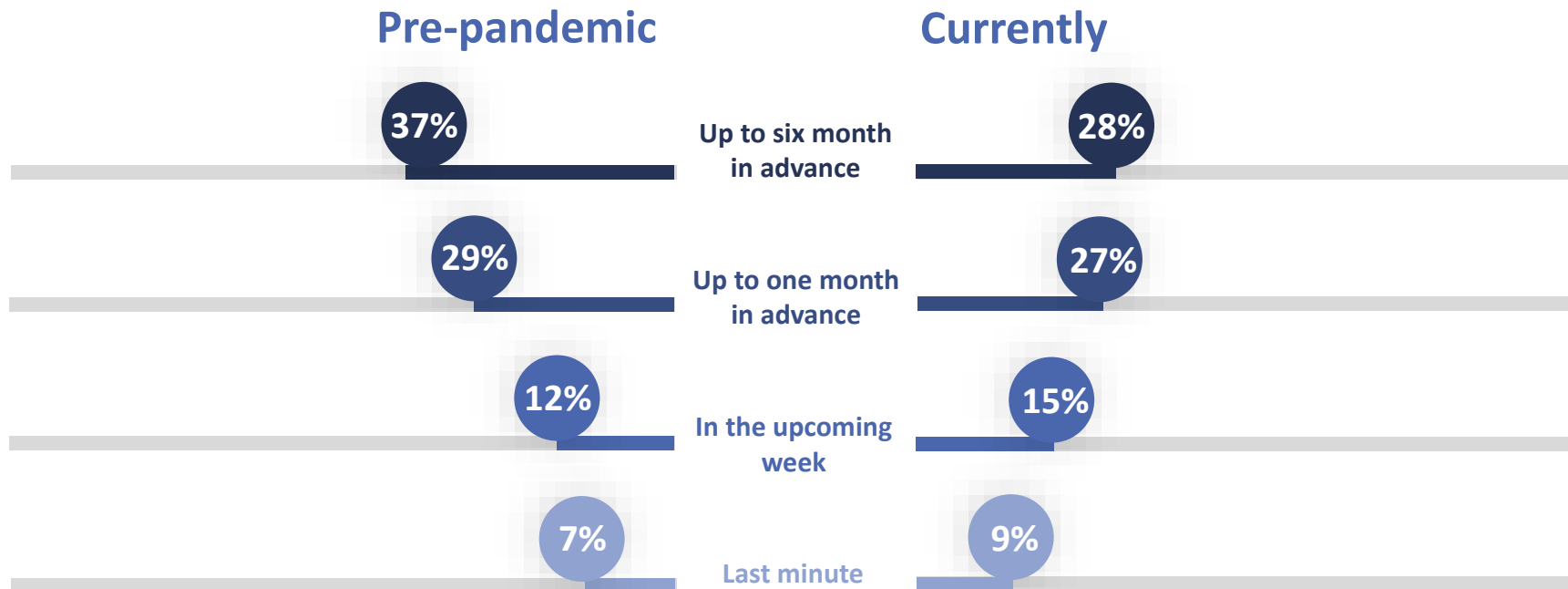
Intend to spend
more.

10%

Intend to spend
less.

Ticket purchasing preferences among culture-goers

Culture-goers are currently less likely to prefer purchasing tickets well in advance (up to six months in advance) compared to before the pandemic. Quebec residents are more likely say they preferred purchasing tickets well in advance before the pandemic (49%) and currently (37%).



Returning to in-person events

	Indoor events	Outdoor events	Museums and galleries
Have already returned	[57%]	[64%]	[56%]
Plans to wait	[14%]	[8%]	[15%]
Unsure	[24%]	[24%]	[24%]



Indoor arts/cultural performances

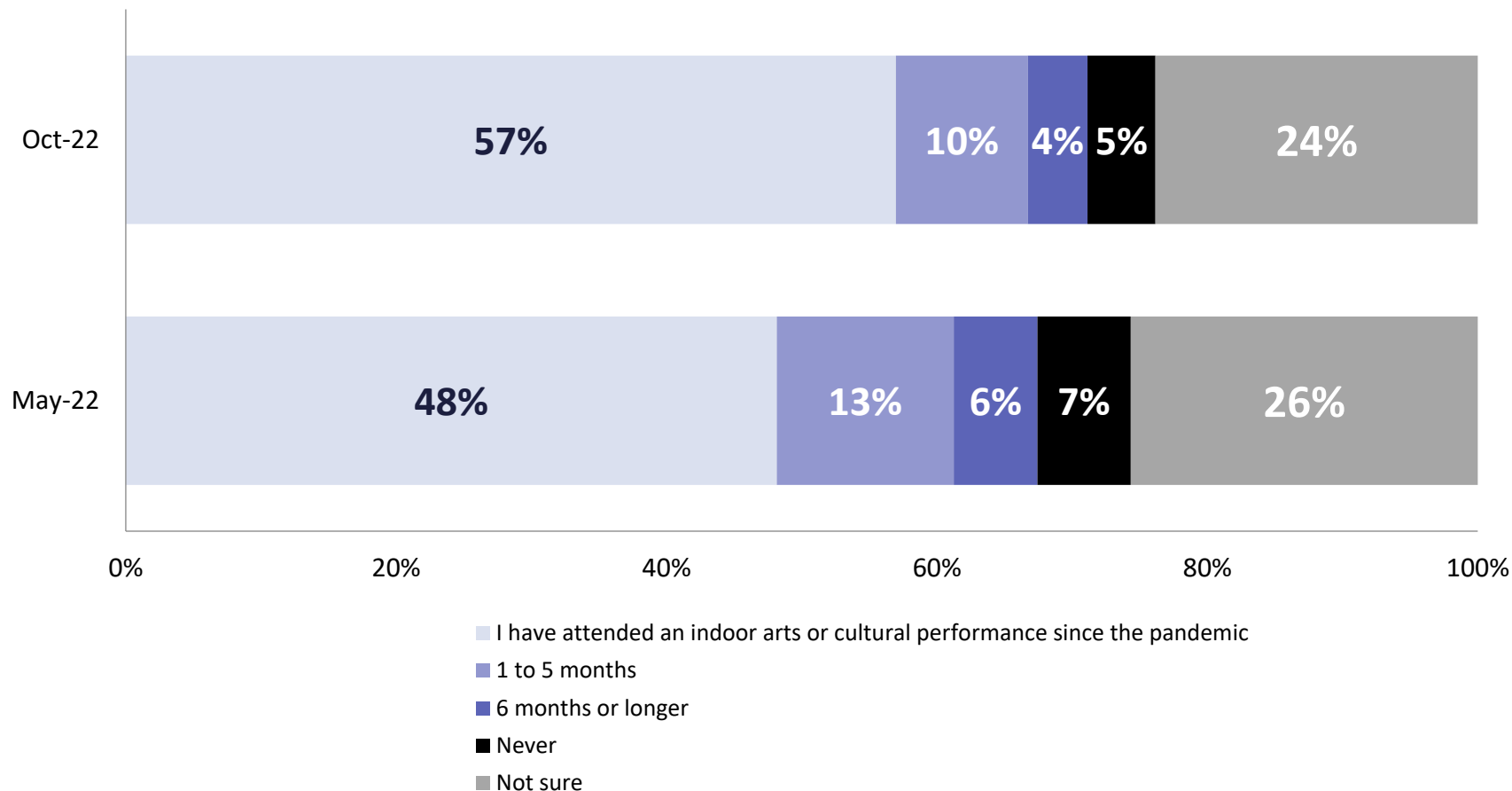
Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances

Q

Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance?

_____ months

Over half of indoor culture-goers report having gone back to indoor arts or cultural performances, while about one quarter remain unsure when they will go back. Younger indoor culture-goers are most likely to have gone back (70% of those 18-34).



*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, September 30th to October 3rd, 2022, n=695 indoor culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

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

Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance?

____ months

	Indoor Culture-goers (n=695)	Atlantic (n=54)	Quebec (n=149)	Ontario (n=222)	Prairies (n=157)	BC (n=113)	Men (n=330)	Women (n=363)	18 to 34 (n=148)	35 to 54 (n=254)	55 plus (n=293)
TOP RESPONSES											
Have already attended	57.0%	64.5%	60.3%	50.9%	61.8%	57.4%	56.9%	56.8%	70.4%	53.2%	51.9%
1-5 months	9.8%	8.9%	14.0%	8.9%	7.6%	9.2%	8.1%	11.2%	3.4%	10.5%	13.1%
6 months or more	4.4%	6.0%	5.1%	3.6%	4.8%	4.2%	4.5%	4.3%	5.5%	3.2%	4.8%
Never	5.0%	0.0%	5.6%	6.5%	3.4%	5.2%	5.6%	4.5%	4.6%	5.4%	5.0%
Not sure	23.8%	20.6%	15.0%	30.1%	22.5%	23.9%	24.8%	23.2%	16.2%	27.7%	25.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=695 indoor culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

A large crowd of people is gathered at an outdoor festival or concert. In the background, a stage is visible with a large screen displaying a colorful, abstract image. The crowd is dense, and many people have their hands raised in the air, suggesting a lively atmosphere. The text "Outdoor arts/cultural performances" is overlaid in white on the image.

Outdoor arts/cultural performances

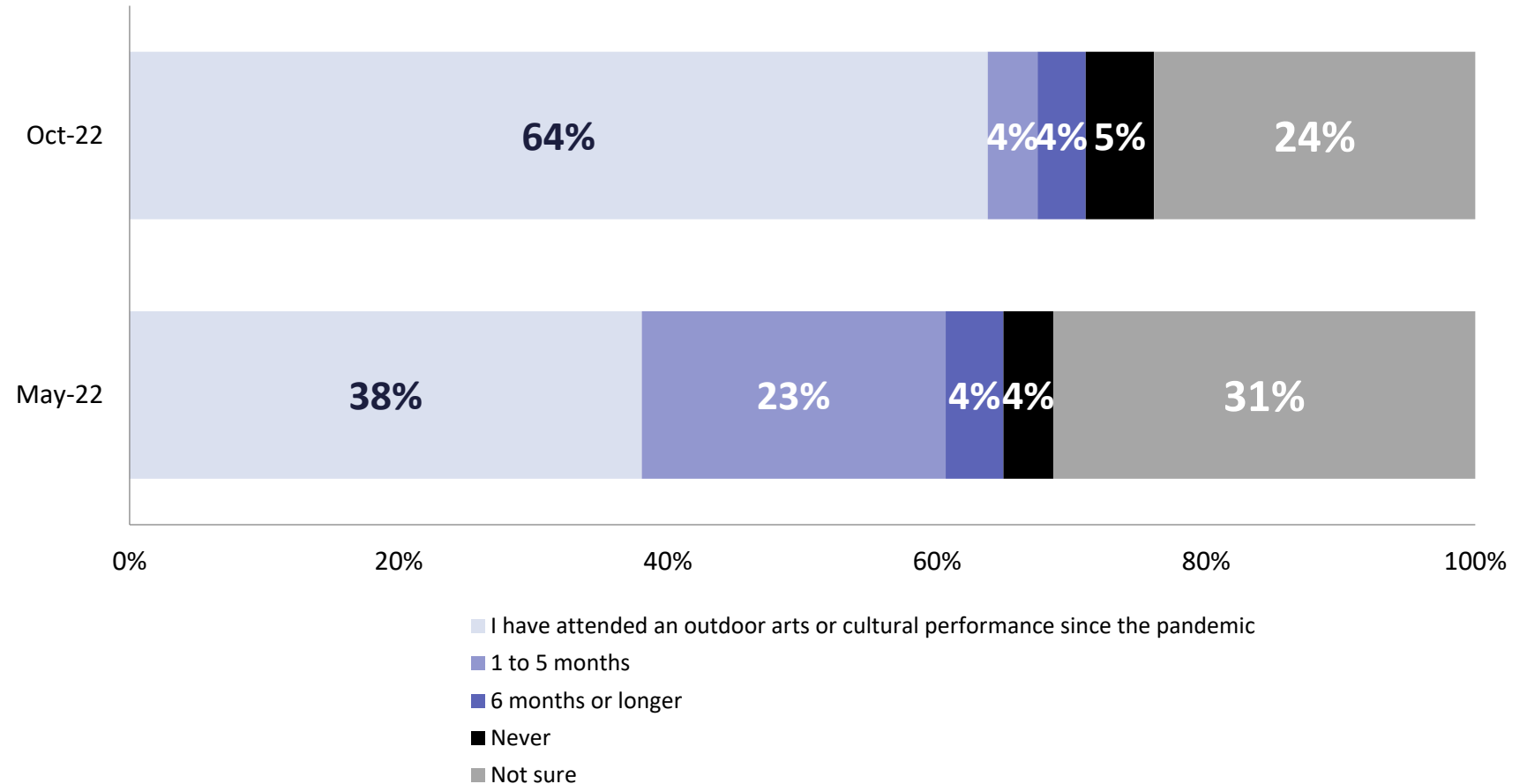
Expected timeline of indoor culture-goers to attend OUTDOOR arts/cultural performances

Q

Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?

____ months

The proportion of outdoor culture-goers who have gone back nearly doubled over the summer with now close to two thirds who report having attended an outdoor arts or cultural event compared to just over one third in May 2022.



*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, September 30th to October 3rd, 2022, n=449 outdoor culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.

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

Q

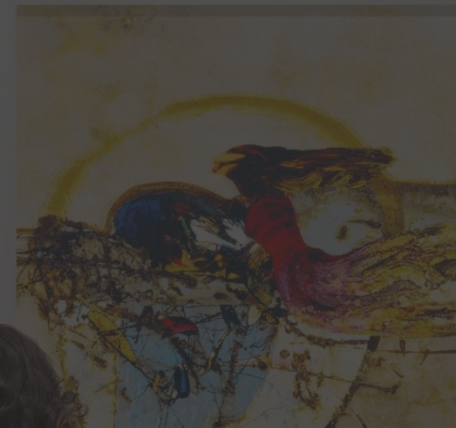
Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?

_____ months

		Outdoor Culture-goers (n=449)	Atlantic (n=38)	Quebec (n=102)	Ontario (n=131)	Prairies (n=108)	BC (n=70)	Men (n=223)	Women (n=226)	18 to 34 (n=115)	35 to 54 (n=173)	55 plus (n=161)
TOP RESPONSES	Have already attended	63.8%	65.0%	55.8%	61.9%	70.1%	71.0%	65.0%	62.6%	76.5%	63.1%	53.3%
	1-5 months	3.7%	1.8%	2.9%	4.5%	4.4%	3.0%	4.2%	3.2%	2.6%	3.2%	5.3%
	6 months or more	3.6%	-	7.4%	3.8%	2.0%	1.4%	5.1%	2.1%	1.9%	2.5%	6.2%
	Never	5.1%	5.8%	4.0%	5.9%	6.1%	2.7%	6.4%	3.8%	4.1%	5.4%	5.6%
	Not sure	23.9%	27.4%	29.8%	23.9%	17.4%	21.9%	19.4%	28.3%	14.9%	25.8%	29.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=449 outdoor culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.

Museums and art galleries



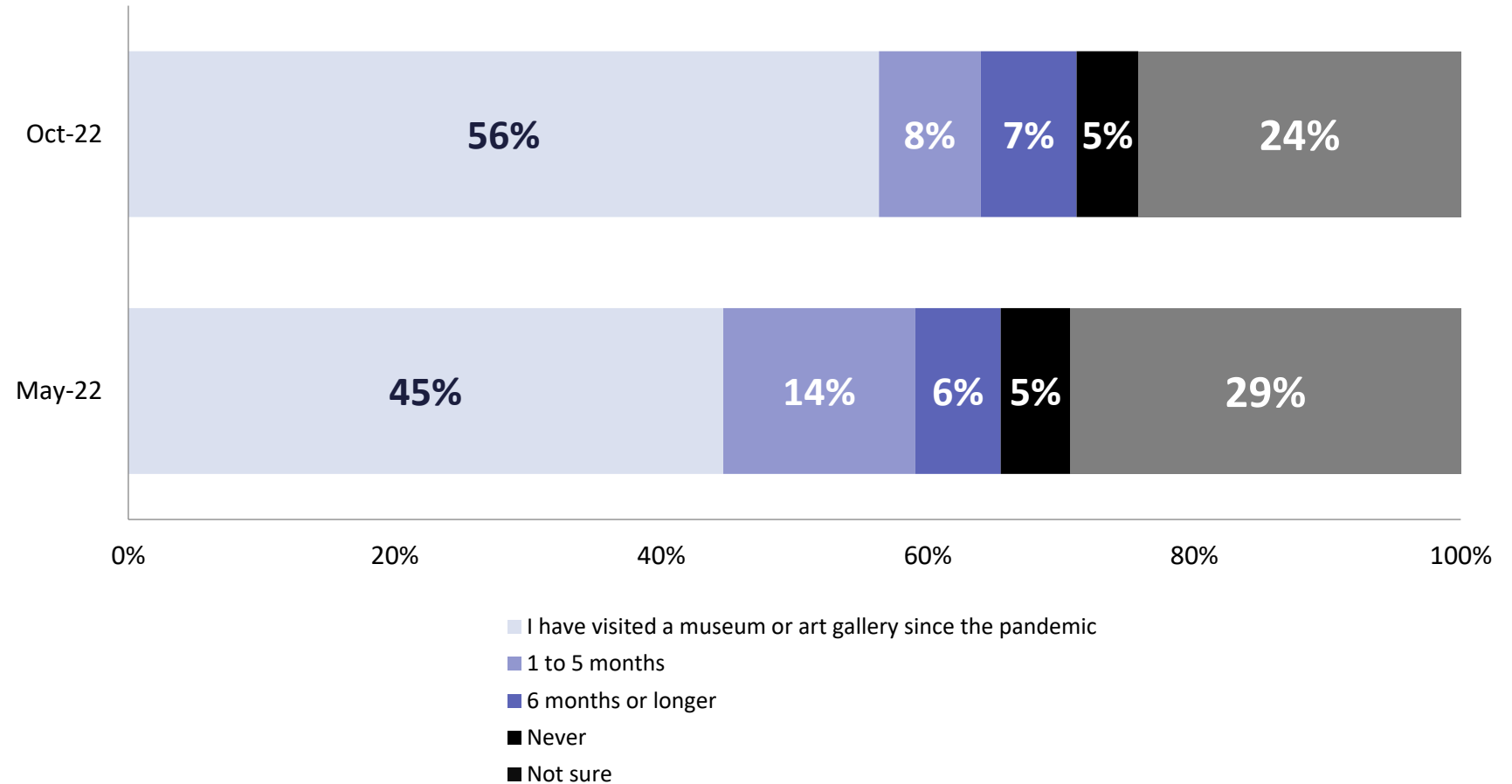
Expected timeline of art gallery or museum-goers to attend an art gallery or museum

Q

Have you attended or when do you plan to attend, in person, an art gallery or museum?

_____ months

Over half of museum-goers report having gone back to museums and galleries, while about one quarter remain unsure when they will go back. Younger museum-goers are most likely to have gone back (71% of those 18-34).



*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, September 30th to October 3rd, 2022, n=508 art gallery or museum-goers, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Expected timeline of art gallery or museum-goers to attend an art gallery or museum

Have you attended or when do you plan to attend, in person, an art gallery or museum?

_____ months

		Museum-goers (n=508)	Atlantic (n=30)	Quebec (n=93)	Ontario (n=183)	Prairies (n=117)	BC (n=85)	Men (n=243)	Women (n=265)	18 to 34 (n=126)	35 to 54 (n=170)	55 plus (n=212)
TOP RESPONSES	Have already attended	56.3%	73.1%	59.8%	48.3%	59.2%	64.1%	55.7%	56.8%	70.6%	54.8%	46.5%
	1-5 months	7.6%	1.9%	8.1%	8.4%	5.4%	10.3%	8.8%	6.6%	4.4%	8.6%	9.3%
	6 months or more	7.2%	12.0%	9.7%	8.5%	4.6%	2.2%	8.2%	6.3%	1.7%	8.8%	10.1%
	Never	4.6%	-	4.8%	7.4%	2.8%	1.1%	5.8%	3.7%	3.2%	5.0%	5.4%
	Not sure	24.2%	13.0%	17.6%	27.5%	27.9%	22.3%	21.4%	26.6%	20.1%	22.8%	28.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=508 art gallery or museum-goers, accurate 4.3 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		Indoor culture-goers that plan to wait		Indoor culture-goers that plan to never go back		Indoor culture-goers that are unsure	
		Oct 2022 (n=313)	May 2022 (n=234)	Oct 2022 (n=90)	May 2022 (n=100)	Oct 2022 (n=29)	May 2022 (n=30)	Oct 2022 (n=140)	May 2022 (n=121)
TOP RESPONSES	None	39.3%	28.0%	36.6%	21.4%		15.7%	24.9%	14.4%
	Masks	35.0%	44.5%	33.3%	45.5%		51.7%	43.2%	49.5%
	Hand sanitizer/handwashing	10.4%	11.2%	12.7%	7.1%		-	7.2%	9.5%
	Smaller capacity/smaller events	9.7%	9.4%	10.2%	9.5%		4.4%	7.8%	9.9%
	Social/physical distancing (spacing between seats)	9.3%	14.5%	8.4%	16.4%		16.9%	9.7%	15.4%
	Everyone gets vaccinated/proof of vaccination	5.7%	11.1%	3.8%	12.1%		24.0%	10.0%	15.9%
	Cleaning protocols	3.6%	4.5%	2.8%	3.6%		3.1%	3.9%	0.8%
	Proper ventilation	3.2%	3.2%	4.7%	6.8%		-	9.8%	4.8%
	Not interested	1.8%		3.1%				4.2%	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=695 indoor culture-goers, accurate 3.7 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		Gallery and museum culture-goers who plan to wait		Gallery and museum culture-goers who say they will never go back		Gallery and museum culture-goers who are unsure	
		Oct 2022 (n=232)	May 2022 (n=174)	Oct 2022 (n=70)	May 2022 (n=78)	Oct 2022 (n=19)*	May 2022 (n=21)*	Oct 2022 (n=104)	May 2022 (n=116)
TOP RESPONSES	Masks	39.3%	50.3%	44.5%	54.6%			36.6%	48.8%
	None	38.6%	23.1%	24.7%	17.8%			29.2%	16.1%
	Hand sanitizer/handwashing	11.6%	11.7%	7.9%	11.8%			9.0%	7.5%
	Smaller capacity/smaller events	11.0%	13.3%	5.2%	8.3%			13.1%	8.6%
	Social/physical distancing (spacing between seats)	10.1%	19.7%	4.3%	18.2%			11.6%	12.2%
	Proper ventilation	5.9%	2.9%	7.5%	7.6%			8.3%	6.4%
	Everyone gets vaccinated/proof of vaccination	3.6%	11.4%	15.3%	7.3%			6.8%	12.4%
	Cleaning protocols	3.6%	4.2%	4.3%	1.2%			4.6%	2.0%
	Removing all precautions/mandates	1.6%	2.8%	0.7%	2.3%			3.3%	2.9%
	Fewer cases	1.6%	4.5%	6.8%	8.5%			5.4%	16.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=508 art gallery or museum-goers, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Motivators for 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, with a large, closed red curtain in the center. The lighting is dim, creating a focused atmosphere on the stage area.

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 and fun remains the top motivator for lapsed culture-goers to return to the arts. There has been a decrease in the proportion that say they want masks.

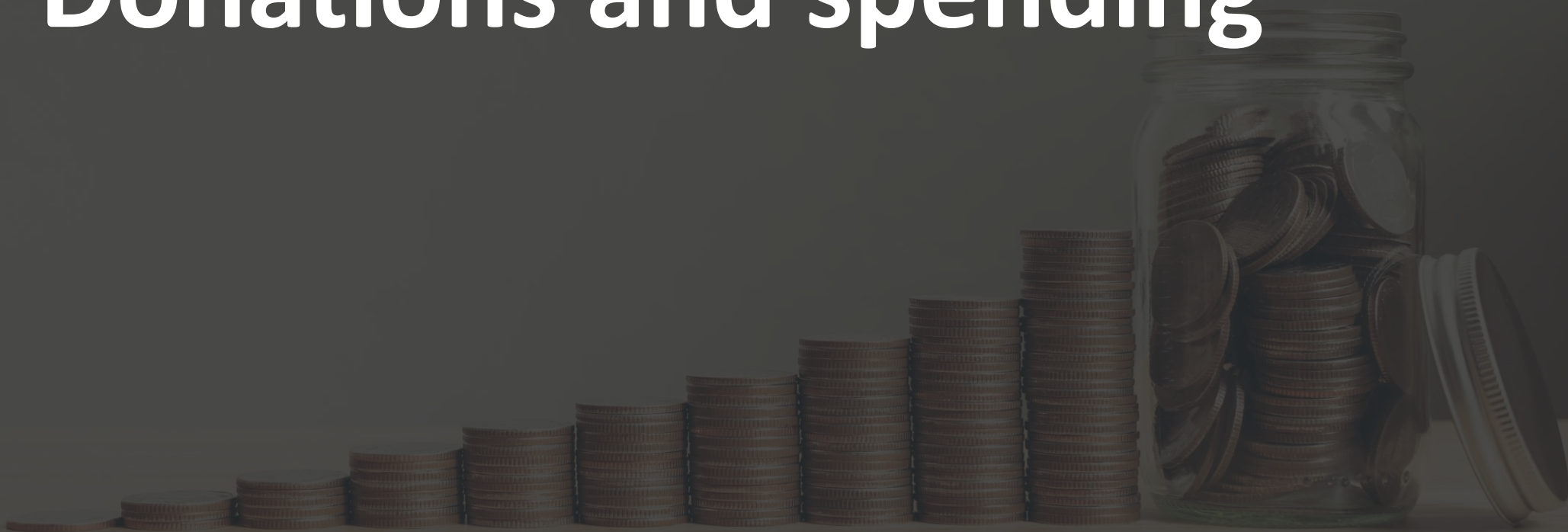
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TOP RESPONSES

	Oct 2022 (n=553)	May 2022 (n=510)
Something interesting/fun	40.3%	32.6%
Discounted events/lower prices	10.6%	5.1%
Nothing/Not interested/I wouldn't attend	10.1%	5.4%
Enforced masks	6.5%	16.8%
Not too busy/social distancing	5.3%	8.1%
Something good/high quality	4.3%	3.2%
End of pandemic/drop in cases	4.0%	9.9%
Good timing/having time to go	3.6%	3.3%
Information on the precautions taken by venue/feeling like it will be safe	3.4%	2.5%
Easily accessed	3.4%	3.5%
I would already go	3.3%	6.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=553 Lapsed culture-goers, accurate 4.2 percentage points plus or minus, 19 times out of 20.

Donations and spending



Donations in 2021

“

Overall, reported donations from culture-goers for the year 2021 match what they said they intended to donate for 2021 when we asked this question in August 2021 with three in ten who report donating (average of \$138) (36% who intended to donate in 2021, average of \$147).

”

Q

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

[TRACKING AUGUST 2021] In 2021, how much do you intend to donate, if anything, to arts/cultural organizations?

	Oct 2022 (n=738)	August 2021 (n=644)
Mean	\$137.60	\$146.70
Median	\$0	\$0
\$0	69.7%	64.0%
\$100	6.4%	10.7%
\$50	3.7%	4.2%
\$500	3.6%	3.9%
\$200	3.2%	4.4%
\$250	1.3%	1.6%
\$25	1.3%	0.8%

TOP RESPONSES

Intended donations for 2022

Q

In 2022, how much do you intend to donate, if anything, to arts/cultural organizations? \$ _____

“

Three in ten culture-goers say they intend to donate to arts and cultural organization in 2022, and they intend to donate, on average, \$146.

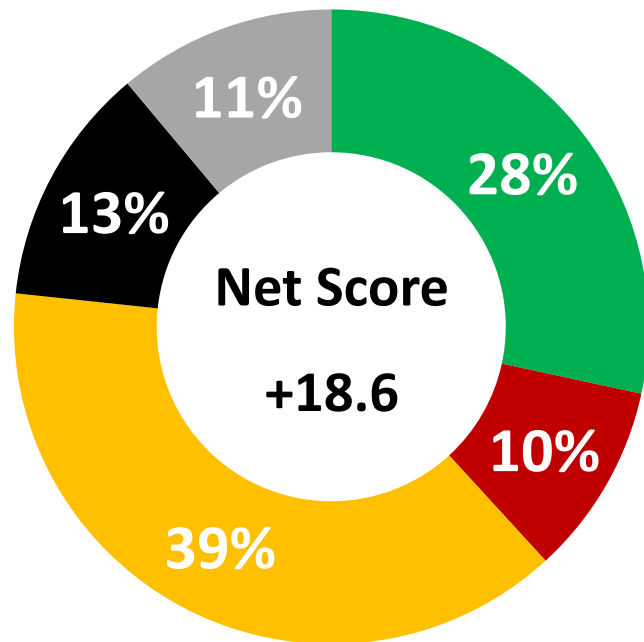
”

TOP RESPONSES

	Oct 2022 (n=720)
Mean	\$146.40
Median	\$0.00
\$0	68.8%
\$100	8.7%
\$500	3.8%
\$50	3.6%
\$200	3.0%
\$1000	1.5%
\$300	1.3%
\$250	0.9%
\$20	0.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=720 Culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Change in amount spent to attend arts and cultural performances



- Intend to spend more
- Intend to spend less
- Intend to spend about the same
- Not applicable/I do not spend money to attend arts and cultural performances
- Unsure

Q

In 2022, do you intend to spend more, less or about the same as you did in 2021 to attend arts and cultural performances?

Intend to spend about the same

Atlantic (n=62)	Quebec (n=183)	Ontario (n=269)	Prairies (n=183)	BC (n=123)
30.7%	44.6%	33.3%	46.6%	35.3%
Men (n=404)	Women (n=414)	18 to 34 (n=193)	35 to 54 (n=295)	55 plus (n=332)
40.3%	37.0%	42.3%	38.7%	35.4%

Intend to spend more

Atlantic (n=62)	Quebec (n=183)	Ontario (n=269)	Prairies (n=183)	BC (n=123)
32.0%	34.7%	26.5%	25.1%	26.3%
Men (n=404)	Women (n=414)	18 to 34 (n=193)	35 to 54 (n=295)	55 plus (n=332)
27.3%	29.5%	28.1%	24.7%	32.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=820 Culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Preferred timeline of buying tickets

Preferred timeline of buying tickets before the pandemic

“

Culture-goers are more likely to report that prior to the pandemic, they preferred to buy tickets well in advance of a performance (up to six months)(37%), followed by preferring to buy them up to one month in advance (29%). Quebec culture-goers (49%) are more likely to say they preferred buying ticket well in advance compared to Atlantic residents (26%).

”

Q

Which of the following statements best describes how you made decisions about purchasing tickets for art and cultural performances before the pandemic? [SELECT ONE]

	Total (n=820)
I preferred buying tickets well in advance (up to six months) of a performance	37.4%
I preferred buying tickets for performances in the upcoming month	28.8%
I preferred waiting to see how I was feeling and buying tickets for shows in the upcoming week	12.2%
I did not purchase tickets for or attend arts and cultural performances before the pandemic	10.3%
I preferred to wait to the last minute to buy tickets for shows, usually up to a day or two in advance	6.5%
Unsure	4.9%

Preferred timeline of buying tickets currently

“

When it comes to current preferences for ticket purchases, culture-goers are split between buying tickets well in advance (28%) and for the upcoming month (27%).


”

Q

Which of the following statements best describes how you **currently** made decisions about purchasing tickets for art and cultural performances [SELECT ONE]

	Total (n=820)
I prefer buying tickets well in advance (up to six months) of a performance	28.4%
I prefer buying tickets for performances in the upcoming month	27.2%
I prefer waiting to see how I am feeling and buying tickets for shows in the upcoming week	15.3%
I prefer to wait to the last minute to buy tickets for shows, usually up to a day or two in advance	9.2%
I do not currently purchase tickets for or attend arts and cultural performances	15.0%
Unsure	4.9%

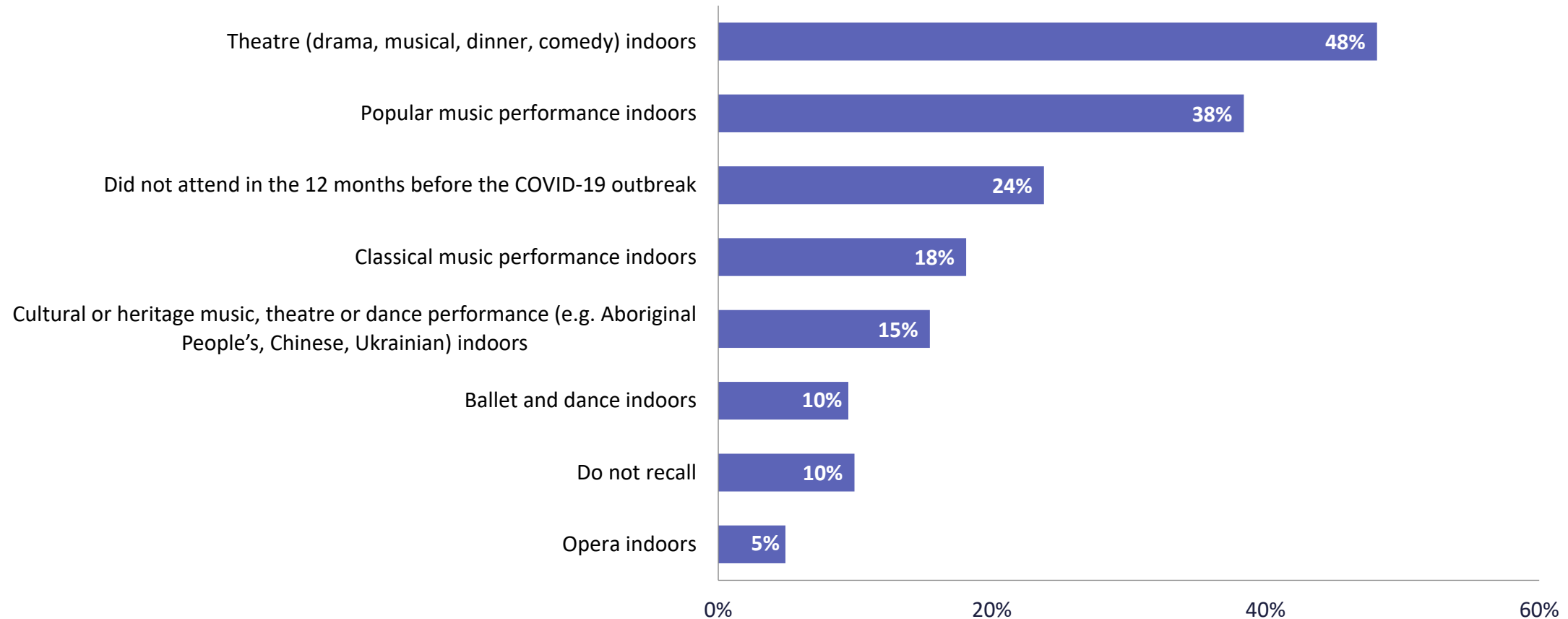
Profiling questions

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.

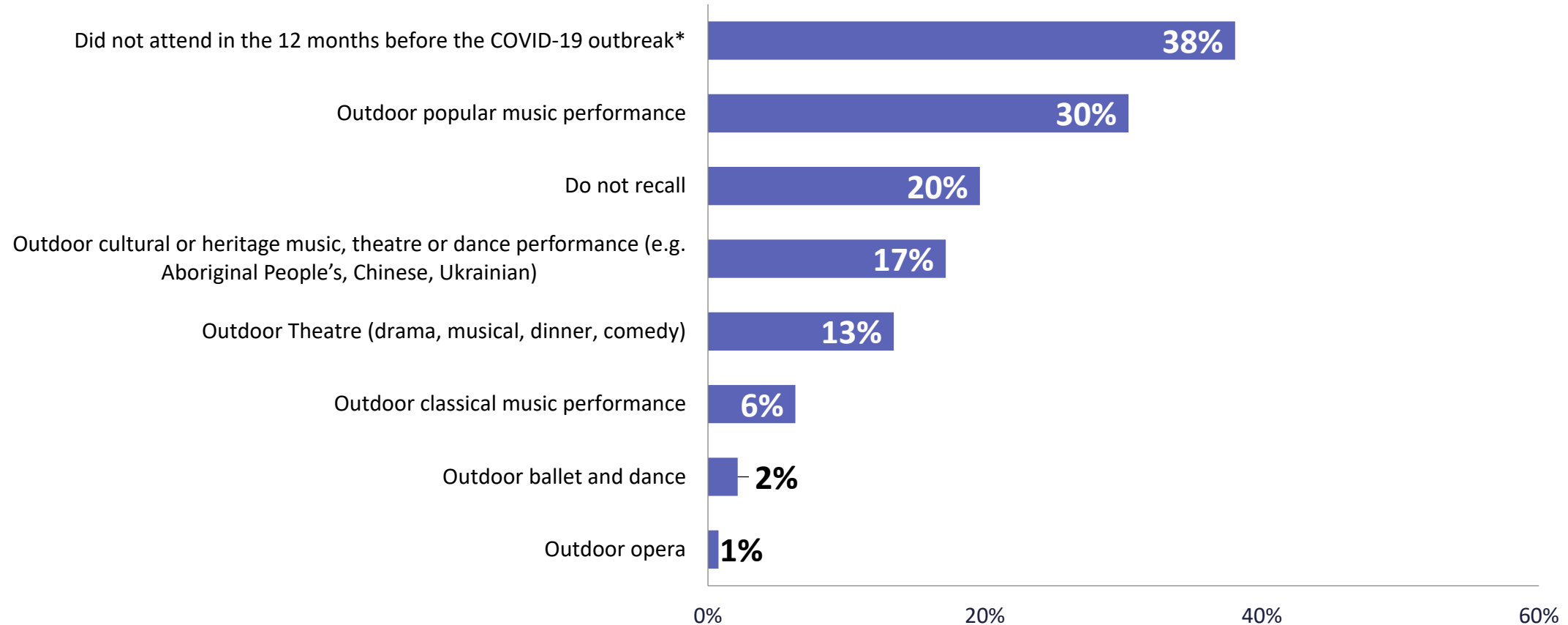
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022 , n=1037 Canadians, accurate 3.0 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.

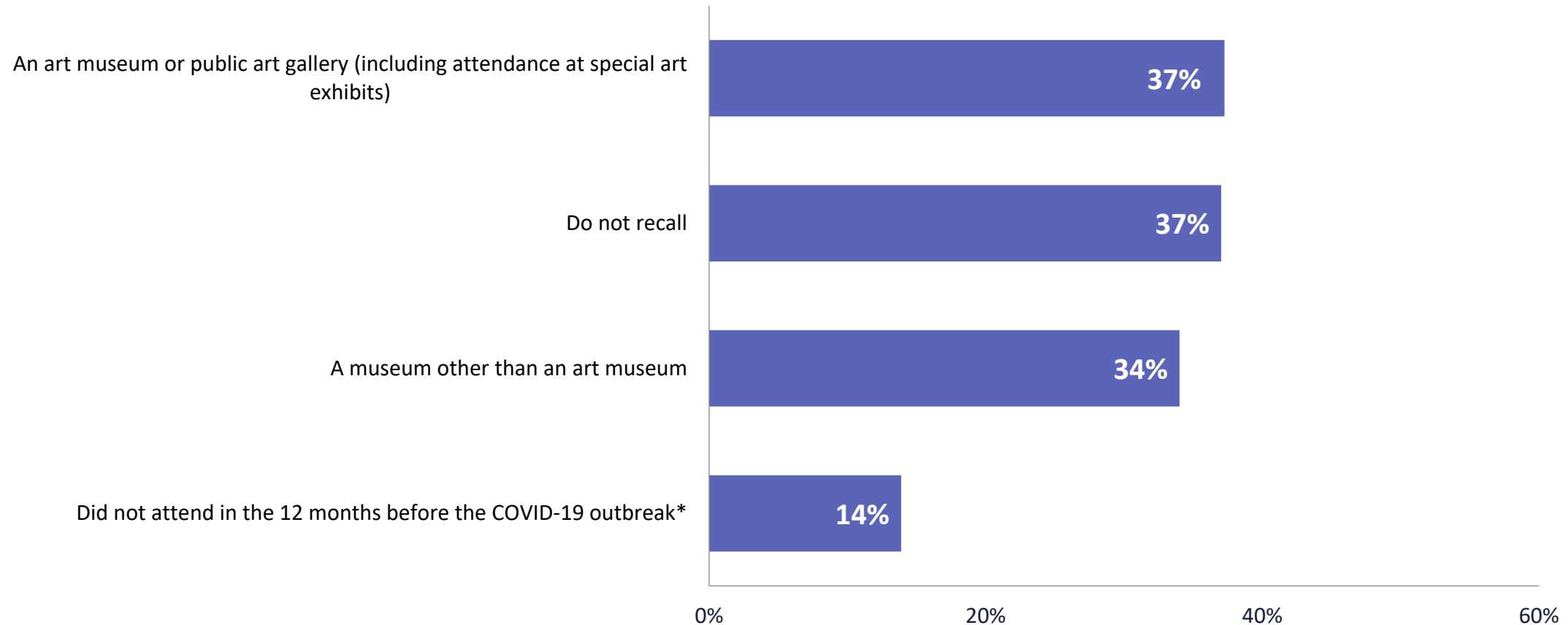
*Answer key used to be "Did not attend in year before pandemic"

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022 , n=1037 Canadians, accurate 3.0 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.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=1037 Canadians, accurate 3.0 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 1037 Canadians, 18 years of age or older, between September 30th to October 3rd, 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1037 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by Business and the Arts and 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 (2021) 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	1037 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 (2021) 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 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 are organized by theme. The original order as shown to respondents can be found in the appended tabulations.
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 and economic issues, property damage due to extreme weather, COVID-19 travel restrictions, monarchy, top government priorities, federal party leaders and the Royal Canadian Navy.
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	September 30 th to October 3 rd , 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





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Please note that the following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak, 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 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)**	Total	Unwgt N	1037	75	247	340	220	155	520	513	4	237	370	430
		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
	Opera indoors	%	4.9	3.8	3.1	4.9	3.8	10.2	3.8	6.0		3.4	4.0	6.8
	Ballet and dance indoors	%	9.5	2.3	8.5	10.1	10.4	12.1	6.9	12.0		8.6	10.6	9.2
	Theatre (drama, musical, dinner, comedy) indoors	%	48.1	55.7	34.8	49.7	55.8	52.6	45.8	50.6		41.7	48.5	52.4
	Classical music performance indoors	%	18.1	18.6	15.5	19.0	15.4	23.7	17.1	19.0		14.8	15.3	23.0
	Popular music performance indoors	%	38.4	56.5	27.4	38.4	41.4	44.5	38.1	38.8		41.3	41.5	33.6
	Cultural or heritage music, theatre or dance performance (e.g., Aboriginal People's, Chinese, Ukrainian) indoors	%	15.5	18.8	10.7	12.5	21.2	22.4	13.2	17.4		11.5	20.7	13.7
	Did not attend in the 12 months before the COVID-19 outbreak	%	23.8	14.5	31.6	23.8	21.9	17.4	27.1	20.7		24.1	21.6	25.6
	Do not recall	%	10.0	8.4	9.6	10.9	8.8	10.2	9.6	10.1		16.2	9.3	6.0

*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 1,037 Canadians, 18 years of age or older, between September 30th and October 3rd, 2022. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=695 with a margin of error of ± 3.7 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=449 with a margin of error of ± 4.6 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=508 with a margin of error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)**	Total	Unwgt N	1746	127	347	573	401	298	831	908	7	390	628	728
		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
	Opera indoors	%	2.9	2.1	2.2	2.9	2.1	5.3	2.3	3.4		2.1	2.3	4.0
	Ballet and dance indoors	%	5.6	1.3	6.0	5.9	5.8	6.3	4.3	6.9		5.3	6.2	5.4
	Theatre (drama, musical, dinner, comedy) indoors	%	28.6	31.2	24.6	29.3	31.3	27.3	28.3	29.0		25.8	28.3	30.8
	Classical music performance indoors	%	10.8	10.4	11.0	11.2	8.6	12.3	10.6	10.9		9.2	8.9	13.5
	Popular music performance indoors	%	22.8	31.6	19.4	22.7	23.2	23.0	23.6	22.2		25.5	24.2	19.7
	Cultural or heritage music, theatre or dance performance (e.g., Aboriginal People's, Chinese, Ukrainian) indoors	%	9.2	10.5	7.6	7.4	11.9	11.6	8.2	10.0		7.1	12.1	8.0
	Did not attend in the 12 months before the COVID-19 outbreak	%	14.1	8.1	22.4	14.1	12.2	9.0	16.8	11.8		14.9	12.6	15.0
	Do not recall	%	5.9	4.7	6.8	6.5	4.9	5.3	6.0	5.8		10.0	5.4	3.6

*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 1,037 Canadians, 18 years of age or older, between September 30th and October 3rd, 2022. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=695 with a margin of error of ± 3.7 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=449 with a margin of error of ± 4.6 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=508 with a margin of error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2022-2205 – 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- 10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	Total	Unwgt N	695	54	149	222	157	113	330	363	2	148	254	293
		Wgt N	665	52	138	249	130	97	309	354	2	165	237	264
	Have already attended	%	57.0	64.5	60.3	50.9	61.8	57.4	56.9	56.8		70.4	53.2	51.9
	1-5 months	%	9.8	8.9	14.0	8.9	7.6	9.2	8.1	11.2		3.4	10.5	13.1
	6 months or more	%	4.4	6.0	5.1	3.6	4.8	4.2	4.5	4.3		5.5	3.2	4.8
	Never	%	5.0	0.0	5.6	6.5	3.4	5.2	5.6	4.5		4.6	5.4	5.0
	Unsure	%	23.8	20.6	15.0	30.1	22.5	23.9	24.8	23.2		16.2	27.7	25.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30th and October 3rd, 2022. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=695 with a margin of error of ± 3.7 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=449 with a margin of error of ± 4.6 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=508 with a margin of error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2022-2205 – 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 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)	Total	Unwgt N	1037	75	247	340	220	155	520	513	4	237	370	430
		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
	Outdoor opera	%	0.8	1.6	0.7	0.5	1.5	0.0	1.2	0.3		2.2	0.2	0.2
	Outdoor ballet and dance	%	2.1	1.6	2.7	1.8	3.0	1.2	2.1	2.2		3.4	1.7	1.6
	Outdoor Theatre (drama, musical, dinner, comedy)	%	13.4	10.2	9.1	11.9	17.6	20.9	13.2	13.7		14.7	14.9	11.2
	Outdoor classical music performance	%	6.3	7.5	5.4	5.5	6.5	9.3	6.8	5.9		8.3	5.6	5.6
	Outdoor popular music performance	%	30.4	38.7	35.2	26.5	30.7	28.2	32.8	28.3		34.8	33.1	24.8
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	17.2	28.9	6.5	15.6	29.5	17.2	16.2	18.2		19.7	18.7	14.0
	Did not attend in the 12 months before the COVID-19 outbreak	%	38.1	33.3	39.5	42.4	30.9	35.5	37.6	38.8		26.9	33.4	50.2
	Do not recall	%	19.6	12.8	20.1	19.6	21.4	19.9	19.6	19.1		27.2	20.7	13.3

*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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2022-2205 – 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 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)	Total	Unwgt N	1325	98	289	421	311	206	663	658	4	330	471	524
		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
	Outdoor opera	%	0.6	1.2	0.6	0.4	1.1	0.0	0.9	0.3		1.6	0.2	0.2
	Outdoor ballet and dance	%	1.7	1.2	2.3	1.5	2.1	0.9	1.6	1.7		2.5	1.3	1.4
	Outdoor Theatre (drama, musical, dinner, comedy)	%	10.5	7.6	7.7	9.6	12.4	15.8	10.2	10.8		10.7	11.6	9.2
	Outdoor classical music performance	%	4.9	5.5	4.5	4.5	4.6	7.0	5.3	4.7		6.0	4.3	4.6
	Outdoor popular music performance	%	23.7	28.7	29.5	21.4	21.8	21.3	25.3	22.4		25.3	25.8	20.5
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	13.4	21.4	5.5	12.6	20.9	13.0	12.5	14.4		14.4	14.6	11.6
	Did not attend in the 12 months before the COVID-19 outbreak	%	29.8	24.8	33.1	34.2	21.9	26.8	29.0	30.7		19.6	26.0	41.5
	Do not recall	%	15.4	9.5	16.8	15.8	15.2	15.0	15.1	15.1		19.8	16.1	11.0

*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 1,037 Canadians, 18 years of age or older, between September 30th and October 3rd, 2022. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=695 with a margin of error of ± 3.7 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=449 with a margin of error of ± 4.6 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=508 with a margin of error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2022-2205 – 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- 10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	Total	Unwgt N	449	38	102	131	108	70	223	226	0	115	173	161
		Wgt N	430	36	97	148	89	60	213	217	0	127	159	144
	Have already attended	%	63.8	65.0	55.8	61.9	70.1	71.0	65.0	62.6		76.5	63.1	53.3
	1-5 months	%	3.7	1.8	2.9	4.5	4.4	3.0	4.2	3.2		2.6	3.2	5.3
	6 months or more	%	3.6	0.0	7.4	3.8	2.0	1.4	5.1	2.1		1.9	2.5	6.2
	Never	%	5.1	5.8	4.0	5.9	6.1	2.7	6.4	3.8		4.1	5.4	5.6
	Unsure	%	23.9	27.4	29.8	23.9	17.4	21.9	19.4	28.3		14.9	25.8	29.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30th and October 3rd, 2022. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=695 with a margin of error of ± 3.7 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=449 with a margin of error of ± 4.6 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=508 with a margin of error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the 12- months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1037	75	247	340	220	155	520	513	4	237	370	430
		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	37.3	30.3	31.3	38.8	39.0	44.1	34.0	40.7		38.8	34.8	38.4
	A museum other than an art museum	%	34.0	33.0	20.7	37.5	41.1	38.0	31.8	36.4		39.1	33.0	31.3
	Did not attend in the 12 months before the COVID-19 outbreak	%	37.0	38.6	50.4	34.0	32.9	27.4	39.0	35.2		30.1	37.1	41.9
	Do not recall	%	13.9	16.3	12.2	12.7	14.5	18.2	14.4	12.9		17.6	15.7	9.6

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2022-2205 – 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 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the 12- months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1263	86	283	417	279	198	617	642	4	298	444	521
		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	30.5	25.6	27.3	31.6	30.6	34.5	28.5	32.5		30.9	28.8	31.7
	A museum other than an art museum	%	27.8	28.0	18.1	30.5	32.2	29.8	26.7	29.0		31.1	27.4	25.8
	Did not attend in the 12 months before the COVID-19 outbreak	%	30.3	32.6	43.9	27.6	25.8	21.4	32.7	28.1		24.0	30.7	34.6
	Do not recall	%	11.4	13.8	10.7	10.3	11.4	14.3	12.1	10.3		14.0	13.1	7.9

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2022-2205 – 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	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	Total	Unwgt N	508	30	93	183	117	85	243	265	0	126	170	212
		Wgt N	499	30	88	207	100	74	230	269	0	147	163	189
	Have already attended	%	56.3	73.1	59.8	48.3	59.2	64.1	55.7	56.8		70.6	54.8	46.5
	1-5 months	%	7.6	1.9	8.1	8.4	5.4	10.3	8.8	6.6		4.4	8.6	9.3
	6 months or more	%	7.2	12.0	9.7	8.5	4.6	2.2	8.2	6.3		1.7	8.8	10.1
	Never	%	4.6	0.0	4.8	7.4	2.8	1.1	5.8	3.7		3.2	5.0	5.4
	Unsure	%	24.2	13.0	17.6	27.5	27.9	22.3	21.4	26.6		20.1	22.8	28.7

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2022-2205 – 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 2022-10	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	572	313	63	27	29	140
		Wgt N	542	302	56	25	27	132
	Social/physical distancing (spacing between seats)	%	9.6	9.3	10.4			9.7
	Masks	%	36.8	35.0	32.2			43.2
	Everyone gets vaccinated/proof of vaccination	%	7.1	5.7	2.3			10.0
	Following medical/ government guidelines	%	1.5	1.7	1.8			1.7
	Cleaning protocols	%	3.5	3.6	2.7			3.9
	No cases/eradication of COVID-19	%	1.1	0.2	0.0			3.0
	None	%	34.9	39.3	34.6			24.9
	Hand sanitizer/handwashing	%	9.9	10.4	13.8			7.2
	Health Check Screening	%	1.5	1.1	0.0			0.8
	Proper ventilation	%	5.0	3.2	2.9			9.8
	Not interested	%	2.7	1.8	4.4			4.2
	Smaller capacity/smaller events	%	9.2	9.7	14.7			7.8
	Fewer cases	%	2.5	0.9	0.8			6.3
	Removing all precautions/mandates	%	1.8	1.6	3.5			1.6
	Crowd control/enforcement of precautions	%	0.5	0.0	0.0			2.0
	Other	%	4.4	2.7	4.4			7.9
	Unsure	%	1.0	0.6	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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2022-2205 – 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.]

			Have you attended or when do you plan to attend, in person, an art gallery or museum?					
			Museum goers 2022-10	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	425	232	35	35	19	104
		Wgt N	409	227	33	32	20	98
	Social/physical distancing (spacing between seats)	%	9.1	10.1	1.6	7.2		11.6
	Masks	%	39.5	39.3	34.6	54.6		36.6
	Everyone gets vaccinated/proof of vaccination	%	6.8	3.6	10.8	20.0		6.8
	Following medical/ government guidelines	%	1.2	1.3	0.0	0.0		2.1
	Cleaning protocols	%	4.2	3.6	5.7	2.8		4.6
	No cases/eradication of COVID-19	%	1.1	0.3	2.9	6.1		0.8
	None	%	34.4	38.6	35.6	13.3		29.2
	Hand sanitizer/handwashing	%	10.0	11.6	9.1	6.6		9.0
	Health Check Screening	%	1.3	1.3	0.0	0.0		1.6
	Proper ventilation	%	6.7	5.9	0.0	15.3		8.3
	Not interested	%	0.2	0.0	0.0	0.0		0.0
	Smaller capacity/smaller events	%	10.0	11.0	6.3	3.9		13.1
	Fewer cases	%	3.8	1.6	0.0	13.8		5.4
	Removing all precautions/mandates	%	1.8	1.6	1.4	0.0		3.3
	Crowd control/enforcement of precautions	%	0.4	0.5	0.0	0.0		0.8
	Other	%	5.0	4.4	5.2	7.0		6.8
	Unsure	%	0.5	0.0	0.0	0.0		2.1

*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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2022-2205 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

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

			Region						Gender			Age		
			Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	553	38	135	188	120	72	282	270	1	99	212	242
		Wgt N	529	32	125	211	100	62	258	269	1	117	197	215
	Free events	%	3.1	3.1	3.2	3.9	1.4	2.9	2.7	3.5		4.4	2.6	2.9
	Discounted events/lower prices	%	10.6	1.8	11.8	12.8	6.0	12.7	10.1	11.1		24.9	8.1	5.1
	Something interesting/fun	%	40.3	40.5	43.3	38.7	38.8	41.7	39.7	41.0		39.7	38.6	42.2
	Enforced masks	%	6.5	0.0	5.9	8.2	6.1	5.6	3.3	9.5		2.4	6.4	8.8
	End of pandemic/drop in cases	%	4.0	10.2	2.0	5.5	3.9	0.0	2.6	5.4		2.3	2.7	6.2
	Good timing/having time to go	%	3.6	3.9	4.5	2.1	6.5	1.5	3.0	4.1		8.2	1.8	2.6
	Easily accessed	%	3.4	0.0	3.1	4.9	2.7	1.4	3.7	3.0		8.3	2.0	1.9
	Not to busy/social distancing	%	5.3	2.0	5.7	5.3	2.5	10.3	4.2	6.3		3.6	5.7	5.7
	Vaccines/proof of vaccination	%	1.4	0.0	0.6	1.0	2.2	3.9	1.3	1.5		1.4	0.7	2.1
	Nothing/Not interested/I wouldn't attend	%	10.1	15.9	12.7	8.6	9.1	8.3	13.0	7.3		10.3	12.1	8.0
	Better physical/mental health	%	0.5	0.0	1.0	0.6	0.0	0.0	0.0	0.9		0.0	0.6	0.6
	A babysitter for my kids	%	0.1	2.0	0.0	0.0	0.0	0.0	0.3	0.0		0.0	0.3	0.0
	I would already go	%	3.3	1.8	3.2	3.7	3.5	2.7	2.2	4.4		0.0	3.5	5.0
	Keeping the mandates	%	0.5	0.0	1.2	0.6	0.0	0.0	0.6	0.4		0.0	0.0	1.2
	Something where I would learn something new/culture	%	0.3	0.0	0.0	0.5	0.7	0.0	0.4	0.2		0.0	0.9	0.0
	Lifting of restrictions	%	1.2	2.0	0.6	0.5	2.3	3.0	2.6	0.0		0.9	2.4	0.4
	Special events	%	1.7	0.0	0.6	1.9	3.9	0.0	2.3	1.0		2.7	1.6	1.1
	Someone I know would be the performer	%	1.5	0.0	1.3	0.5	4.5	1.3	1.0	2.0		2.0	1.8	1.0
	Something for kids	%	1.0	0.0	0.0	2.2	0.0	1.4	1.1	0.9		0.9	1.2	0.9
	Other	%	4.2	7.7	2.1	3.6	4.1	8.9	5.1	3.3		6.4	4.2	3.0
	Something good/high quality	%	4.3	9.7	5.0	2.6	5.3	4.3	6.6	1.8		5.7	3.9	3.9
	Information on the precautions taken by venue/feeling like it will be safe	%	3.4	3.1	2.3	4.4	3.1	3.1	2.0	4.8		0.0	4.7	4.1
	Food	%	0.5	0.0	0.0	0.5	1.6	0.0	0.4	0.6		1.8	0.3	0.0

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		Region						Gender			Age		
		Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Someone to go with	%	2.0	0.0	1.3	2.1	3.6	1.2	1.4	2.5		5.1	0.9	1.3
Wanting to go out	%	1.2	2.0	0.6	1.1	1.1	2.9	1.3	1.2		0.0	0.8	2.3
Advertising	%	0.7	0.0	0.7	1.1	0.5	0.0	0.6	0.8		0.9	0.5	0.8
Unsure	%	2.3	0.0	2.1	1.1	6.0	1.5	2.0	2.6		0.8	3.3	2.1

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2022-2205 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

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

			Region						Gender			Age		
			Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - In 2021, how much did you donate, if anything, to arts/cultural organizations? \$_____	Total	Unwgt N	738	54	168	240	163	113	367	370	1	171	260	307
		Wgt N	714	50	159	270	138	97	346	367	1	198	240	276
		Mean	137.6	85.3	62.8	179.0	164.4	134.8	192.9	86.0		96.7	93.8	205.3
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0
	.00	%	69.7	61.5	71.3	72.0	70.5	63.6	66.1	72.9		74.9	70.6	65.0
	.00	%	0.1	0.0	0.0	0.0	0.0	1.0	0.3	0.0		0.5	0.0	0.0
	1.00	%	0.4	0.0	0.5	0.4	0.0	0.9	0.7	0.0		0.0	0.3	0.7
	5.35	%	0.1	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.0	0.4	0.0
	10.00	%	0.6	5.3	0.5	0.0	0.7	0.0	0.7	0.6		1.8	0.3	0.0
	15.00	%	0.1	2.0	0.0	0.0	0.0	0.0	0.3	0.0		0.0	0.0	0.4
	20.00	%	0.8	1.3	1.1	0.8	0.0	1.0	0.8	0.7		0.5	1.8	0.0
	25.00	%	1.3	1.1	0.0	1.4	3.2	0.8	0.3	2.3		1.8	0.8	1.5
	40.00	%	0.4	0.0	1.0	0.4	0.0	0.0	0.5	0.2		0.0	0.4	0.6
	50.00	%	3.7	5.3	4.3	2.8	5.1	2.4	4.1	3.4		4.2	3.8	3.3
	60.00	%	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.3		0.0	0.0	0.4
	70.00	%	0.1	0.0	0.5	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.3
	75.00	%	0.3	0.0	1.3	0.0	0.0	0.0	0.0	0.6		0.0	0.4	0.4
	100.00	%	6.4	11.3	5.8	4.8	7.4	7.7	5.5	7.3		4.7	5.8	8.1
	120.00	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.3		0.0	0.5	0.0
	125.00	%	0.1	0.0	0.0	0.0	0.0	1.0	0.3	0.0		0.0	0.4	0.0
	140.00	%	0.1	1.3	0.0	0.0	0.0	0.0	0.2	0.0		0.0	0.3	0.0
	150.00	%	0.9	0.0	0.5	0.8	0.8	2.6	1.1	0.7		0.5	1.3	0.9
	175.00	%	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.2		0.0	0.3	0.0
	180.00	%	0.1	0.0	0.5	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.3
	200.00	%	3.2	4.5	3.9	2.8	2.8	2.8	4.0	2.4		2.4	3.3	3.6
	220.00	%	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.3		0.0	0.0	0.4
	250.00	%	1.3	0.0	1.7	2.0	1.1	0.0	1.7	1.0		0.5	0.3	2.8
	260.00	%	0.1	2.0	0.0	0.0	0.0	0.0	0.3	0.0		0.0	0.0	0.4
	300.00	%	0.9	0.0	0.5	0.4	2.3	1.6	1.0	0.8		0.4	0.9	1.3

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2022-2205 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

		Region						Gender			Age		
		Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
350.00	%	0.5	0.0	0.9	0.0	0.8	1.0	1.0	0.0		0.5	0.6	0.4
400.00	%	0.9	0.0	0.0	1.4	0.9	1.7	0.9	0.9		1.2	1.0	0.6
500.00	%	3.6	3.1	3.6	3.5	1.9	6.5	5.4	1.9		2.6	4.5	3.5
600.00	%	0.3	0.0	0.0	0.4	0.0	1.0	0.3	0.3		0.5	0.0	0.4
700.00	%	0.3	0.0	0.0	0.4	0.0	0.8	0.3	0.2		0.5	0.0	0.3
1000.00	%	0.9	0.0	1.0	1.3	0.4	0.9	0.7	1.1		0.7	0.4	1.6
1092.00	%	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.2		0.0	0.4	0.0
1200.00	%	0.4	0.0	0.0	0.4	0.8	0.9	0.9	0.0		0.5	0.0	0.7
1500.00	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.5	0.0	0.0
1750.00	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0		0.0	0.0	0.2
2000.00	%	0.4	0.0	0.0	0.4	0.0	1.8	0.5	0.3		0.0	0.4	0.7
2500.00	%	0.3	0.0	0.0	0.9	0.0	0.0	0.0	0.6		0.0	0.0	0.9
3000.00	%	0.1	1.3	0.0	0.0	0.0	0.0	0.2	0.0		0.0	0.3	0.0
3600.00	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.3		0.0	0.5	0.0
6000.00	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.5	0.0	0.0
10000.00	%	0.1	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.0	0.0	0.3
30000.00	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0		0.0	0.0	0.2

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2022-2205 – Business and the Arts/NAC – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

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

			Region						Gender			Age		
			Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - In 2022, how much do you intend to donate, if anything, to arts/cultural organizations?	Total	Unwgt N	720	53	162	235	159	111	359	360	1	168	253	299
		Wgt N	696	50	153	264	134	95	337	357	1	194	233	268
\$ _____		Mean	146.4	72.6	73.7	182.3	172.9	165.0	203.9	92.7		94.8	107.9	217.3
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0
	.00	%	68.8	67.6	68.5	70.4	70.8	62.8	64.5	72.8		74.6	70.2	63.4
	1.00	%	0.4	0.0	1.6	0.0	0.0	0.0	0.4	0.3		0.5	0.3	0.3
	2.00	%	0.1	0.0	0.0	0.0	0.0	0.9	0.2	0.0		0.0	0.0	0.3
	10.00	%	0.7	3.2	0.0	0.4	0.7	1.0	1.1	0.3		1.3	0.9	0.0
	20.00	%	0.9	1.3	2.4	0.4	0.5	0.0	1.0	0.8		0.9	1.4	0.4
	25.00	%	0.6	2.0	0.0	1.0	0.4	0.0	0.3	0.9		0.7	0.0	1.0
	30.00	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4		0.7	0.0	0.0
	40.00	%	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.2		0.0	0.4	0.0
	50.00	%	3.6	2.2	4.2	2.4	5.2	4.1	3.1	4.0		2.4	4.1	3.9
	60.00	%	0.5	0.0	0.0	0.5	1.7	0.0	0.7	0.3		1.1	0.5	0.0
	80.00	%	0.1	0.0	0.5	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.3
	95.00	%	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.3		0.0	0.0	0.4
	100.00	%	8.7	11.5	9.0	7.2	7.4	12.8	7.5	9.9		6.1	7.4	11.7
	120.00	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.3		0.0	0.5	0.0
	150.00	%	0.4	0.0	0.5	0.8	0.0	0.0	0.8	0.0		0.0	1.2	0.0
	200.00	%	3.0	5.8	1.0	3.9	2.0	3.9	3.9	2.2		3.5	3.6	2.2
	250.00	%	0.9	0.0	1.3	1.1	1.2	0.0	1.6	0.3		1.2	0.0	1.6
	280.00	%	0.1	2.0	0.0	0.0	0.0	0.0	0.3	0.0		0.0	0.0	0.4
	300.00	%	1.3	0.0	2.2	0.7	2.4	0.9	1.7	1.0		0.0	1.6	2.1
	350.00	%	0.4	0.0	1.3	0.0	0.8	0.0	0.5	0.3		0.0	0.3	0.8
	400.00	%	0.8	0.0	1.0	0.0	2.2	0.9	1.1	0.4		0.0	0.9	1.2
	500.00	%	3.8	3.1	3.6	4.1	2.4	5.7	6.1	1.6		3.7	4.2	3.5
	600.00	%	0.5	0.0	0.0	0.4	0.0	2.6	0.5	0.5		0.9	0.0	0.7
	700.00	%	0.4	0.0	0.0	0.4	0.8	0.9	0.6	0.2		0.6	0.0	0.7
	1000.00	%	1.5	0.0	2.3	2.0	0.9	0.9	1.6	1.5		0.9	1.3	2.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30th and October 3rd, 2022. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=695 with a margin of error of ± 3.7 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=449 with a margin of error of ± 4.6 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=508 with a margin of error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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		Region						Gender			Age		
		Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
1200.00	%	0.3	0.0	0.0	0.4	0.0	0.9	0.6	0.0		0.6	0.0	0.3
1750.00	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0		0.0	0.0	0.2
2000.00	%	0.4	1.3	0.0	0.4	0.0	0.9	0.4	0.3		0.0	0.3	0.7
2500.00	%	0.3	0.0	0.0	0.8	0.0	0.0	0.3	0.3		0.0	0.0	0.8
3600.00	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.3		0.0	0.5	0.0
5000.00	%	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.3		0.0	0.4	0.0
6000.00	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.6	0.0	0.0
10000.00	%	0.1	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.0	0.0	0.4
30000.00	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0		0.0	0.0	0.2

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

			Region						Gender			Age		
			Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – In 2022, do you intend to spend more, less or about the same as you did in 2021 to attend arts and cultural performances?	Total	Unwgt N	820	62	183	269	183	123	404	414	2	193	295	332
		Wgt N	793	57	173	302	155	106	381	410	2	223	273	297
	Intend to spend more	%	28.4	32.0	34.7	26.5	25.1	26.3	27.3	29.5		28.1	24.7	32.0
	Intend to spend less	%	9.8	5.9	7.3	11.9	7.6	13.3	8.7	10.6		10.9	9.1	9.6
	Intend to spend about the same	%	38.5	30.7	44.6	33.3	46.6	35.3	40.3	37.0		42.3	38.7	35.4
	Not applicable/I do not spend money to attend arts and cultural performances	%	12.2	14.8	6.8	15.9	10.3	12.2	12.6	11.9		7.9	15.3	12.7
	Unsure	%	11.1	16.5	6.6	12.4	10.3	12.8	11.0	11.0		10.8	12.2	10.3

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

			Region						Gender			Age		
			Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which of the following statements best describes how you made decisions about purchasing tickets for art and cultural performances before the pandemic? [RANDOMIZE][SELECT ONE]	Total	Unwgt N	820	62	183	269	183	123	404	414	2	193	295	332
		Wgt N	793	57	173	302	155	106	381	410	2	223	273	297
	I preferred buying tickets well in advance (up to six months) of a performance	%	37.4	26.0	48.7	34.2	38.9	31.6	36.7	38.1		34.2	38.6	38.7
	I preferred buying tickets for performances in the upcoming month	%	28.8	27.6	26.3	28.5	26.6	37.8	30.2	27.4		30.0	24.8	31.6
	I preferred waiting to see how I was feeling and buying tickets for shows in the upcoming week	%	12.2	19.3	9.4	12.5	11.7	12.7	10.8	13.6		15.2	11.4	10.7
	I preferred to wait to the last minute to buy tickets for shows, usually up to a day or two in advance	%	6.5	11.4	6.4	6.1	8.7	1.7	6.3	6.6		8.8	5.9	5.2
	I did not purchase tickets for or attend arts and cultural performances before the pandemic	%	10.3	10.3	5.4	14.4	7.6	10.4	11.1	9.6		7.6	12.4	10.4
	Unsure	%	4.9	5.4	3.7	4.2	6.6	5.8	4.8	4.7		4.2	6.9	3.5

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

			Region						Gender			Age		
			Culture-goers 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which of the following statements best describes how you currently make decisions about purchasing tickets for art and cultural performances? [RANDOMIZE][SELECT ONE]	Total	Unwgt N	820	62	183	269	183	123	404	414	2	193	295	332
		Wgt N	793	57	173	302	155	106	381	410	2	223	273	297
	I prefer buying tickets well in advance (up to six months) of a performance	%	28.4	19.9	37.1	23.0	31.4	29.8	34.1	23.2		27.0	28.7	29.2
	I prefer buying tickets for performances in the upcoming month	%	27.2	31.1	26.2	27.7	25.4	27.9	25.4	28.7		24.2	28.0	28.6
	I prefer waiting to see how I'm feeling and buying tickets for shows in the upcoming week	%	15.3	18.2	15.7	13.8	16.1	16.3	12.9	17.7		15.8	14.1	16.1
	I prefer to wait to the last minute to buy tickets for shows, usually up to a day or two in advance	%	9.2	9.7	7.7	10.1	13.3	2.5	9.3	9.2		15.8	7.5	5.8
	I do not currently purchase tickets for or attend arts and cultural performances	%	15.0	14.1	10.7	19.7	9.9	16.9	12.9	17.1		12.0	15.6	16.8
	Unsure	%	4.9	7.0	2.6	5.7	3.9	6.6	5.5	4.1		5.2	6.1	3.5

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