

Younger culture-goers are more than twice as likely to say they plan on reducing their budget for arts and culture in 2023 compared to older culture-goers.

The Arts Response Tracking Study is a regular monitor of the environment in the arts and culture sector.

The study focuses on culture-goers who have attended an indoor cultural gathering, an outdoor cultural gathering or a gallery or museum in the 12-month period prior to the COVID-19 pandemic.

This twelfth 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;
- Spending and attendance in 2023; and,
- Incentives to encourage participation.

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 more likely to say they intend to spend less rather than more in 2023 on art/cultural events

One quarter of culture-goers ([24%](#)) intend to spend less in 2023 than they did in 2022 to attend arts and cultural performances, while two in ten ([18%](#)) intend to spend more and four in ten say they intend to spend about the same. Younger Culture-goers are more likely to say they intend to spend less in 2023 ([33%](#)) than older Culture-goers ([14%](#)) to attend arts and culture performances.

2

Culture-goers prefer the weekend for attending arts and culture performances

Asked which days of the week are best for them to attend an arts or cultural performance, four in ten ([42%](#)) say Saturday and three in ten ([29%](#)) say Sunday. Four in ten mention all days of the week work for them ([41%](#)) and one quarter also mention Friday ([26%](#)). Older culture-goers (55 plus) were more likely to say all days of the week work for them ([63%](#)), while younger culture-goers prefer Saturday ([63%](#) of those 18-34).

3

Top incentive among Culture-goers is 2 for 1 tickets to attend art and cultural events in 2023

Over one in three ([36%](#)) of culture-goers say 2 for 1 tickets are the incentive most likely to encourage them to attend an art or cultural event in 2023. This was followed by free parking ([13%](#)), interactive or immersive experiences ([eight per cent](#)) and family-friendly show times ([seven per cent](#)).

4

Masks regain second spot 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 ([35%](#)), there has been an increase in the proportion that say they want masks ([seven per cent in September 2022](#)) with now [15 per cent](#) who say it's their top motivator.

Spending and attendance for arts and culture in 2023

Culture-goers are slightly more likely to say they intend to spend less rather than more in 2023 to attend art/cultural performances.

43%

Intend to spend about the SAME amount.

24%

Intend to spend LESS.

18%

Intend to spend MORE.

Culture-goers are most likely to say they will attend about the same number of performances in 2023 as they did in 2022.

37%

Intend to attend about the same number.

25%

Intend to attend more.

18%

Intend to attend fewer.



Younger Canadians

report a net negative change on their intention to spend and attend art and cultural performances in 2023, while older Canadians report a positive net change on both their spending and attendance.

Q - In terms of your total budget, do you intend to spend more, less or about the same in 2023 as you did in 2022 to attend arts and cultural performances?

Q - In terms of the number of arts or cultural performances you will attend in 2023, do you intend to attend more, fewer or about the same number as you did in 2022?

Spending and attendance in 2023 by demographics

Spending

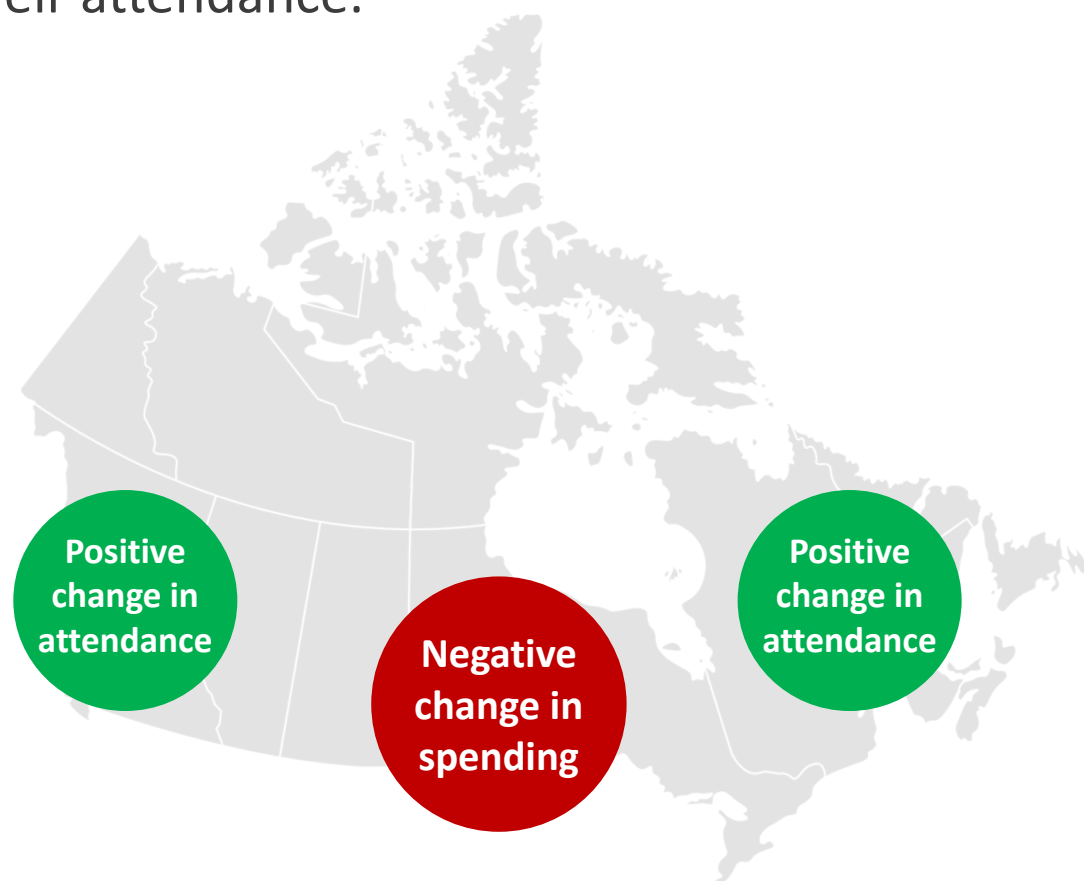
	Increase	Decrease	No change	Unsure/N/A	Net impact
18-34	16.1%	33.3%	35.3%	15.3%	-17.2
35-54	14.1%	28.5%	44.4%	13.0%	-14.4
55 plus	22.5%	14.2%	47.7%	15.6%	+8.3
Men	17.6%	21.9%	46.0%	14.6%	-4.3
Women	18.4%	26.2%	40.5%	14.9%	-7.8

Attendance

	Increase	Decrease	No change	Unsure/N/A	Net impact
18-34	21.7%	26.2%	29.9%	22.2%	-4.5
35-54	20.8%	20.7%	40.3%	18.2%	+0.1
55 plus	31.2%	10.8%	39.8%	18.1%	+20.4
Men	23.7%	17.1%	39.7%	19.4%	+6.6
Women	26.6%	19.3%	34.9%	19.2%	+7.3

Key Regional Differences

While culture-goers from the Prairies and Ontario anticipate a higher net negative change in their spending in 2023, those from BC, the Atlantic region and Quebec anticipate a higher positive change in their attendance.



Spending

	Increase	Decrease	No change	Unsure/N/A	Net impact
Atlantic	19.1%	16.8%	42.9%	21.1%	+2.3
Quebec	26.0%	20.7%	39.8%	13.5%	+5.3
Ontario	14.3%	25.2%	43.8%	16.7%	-10.9
Prairies	15.4%	30.9%	42.7%	10.9%	-15.5
BC	18.8%	22.3%	46.7%	12.2%	-3.4

Attendance

	Increase	Decrease	No change	Unsure/N/A	Net impact
Atlantic	25.6%	14.5%	38.7%	21.2%	+11.1
Quebec	28.6%	19.0%	38.4%	14.0%	+9.7
Ontario	22.7%	18.3%	36.0%	23.1%	+4.4
Prairies	24.5%	23.2%	33.6%	18.7%	+1.3
BC	27.0%	14.0%	42.3%	16.7%	+13.1

Q - In terms of your total budget, do you intend to spend more, less or about the same in 2023 as you did in 2022 to attend arts and cultural performances?

Q - In terms of the number of arts or cultural performances you will attend in 2023, do you intend to attend more, fewer or about the same number as you did in 2022?

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



35%

Something interesting or fun

(Down from 40% in Sept. 2022)



15%

Enforced masks

(Up from 7% in Sept. 2022)



9%

End of pandemic

(Up from 4%)

Returning to in-person events

	Has returned to indoor events	Has returned to outdoor events	Has returned to museums and galleries
December 2022	[72%]	[62%]	[67%]
October 2022	[57%]	[64%]	[56%]
May 2022	[48%]	[38%]	[45%]

Preferred days of the week for attendance

Culture-goers who work
full-time in person



Prefer **Saturday** (64%), **Sunday** (44%) and **Friday** (35%). One in five say all days work for them (21%).

Culture-goers who work
a hybrid schedule



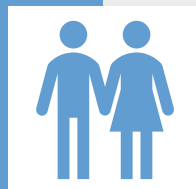
Prefer **Saturday** (68%), **Sunday** (49%) and **Friday** (47%) and are the least likely to say all days work for them (17%) among culture-goers who work.

Culture-goers who work
full time virtually



Prefer **Saturday** (58%), **Sunday** (38%) and **Friday** (30%). Are the most likely to say all days work for them (28%) among culture-goers who work.

Culture-goers who are
retired



Most say **all days of the week** work for them (69%). Over one in ten prefer Wednesday (13%) or Thursday (15%).

Indoor arts/cultural performances

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 text "Indoor arts/cultural performances" is overlaid in white on the left side of the image.

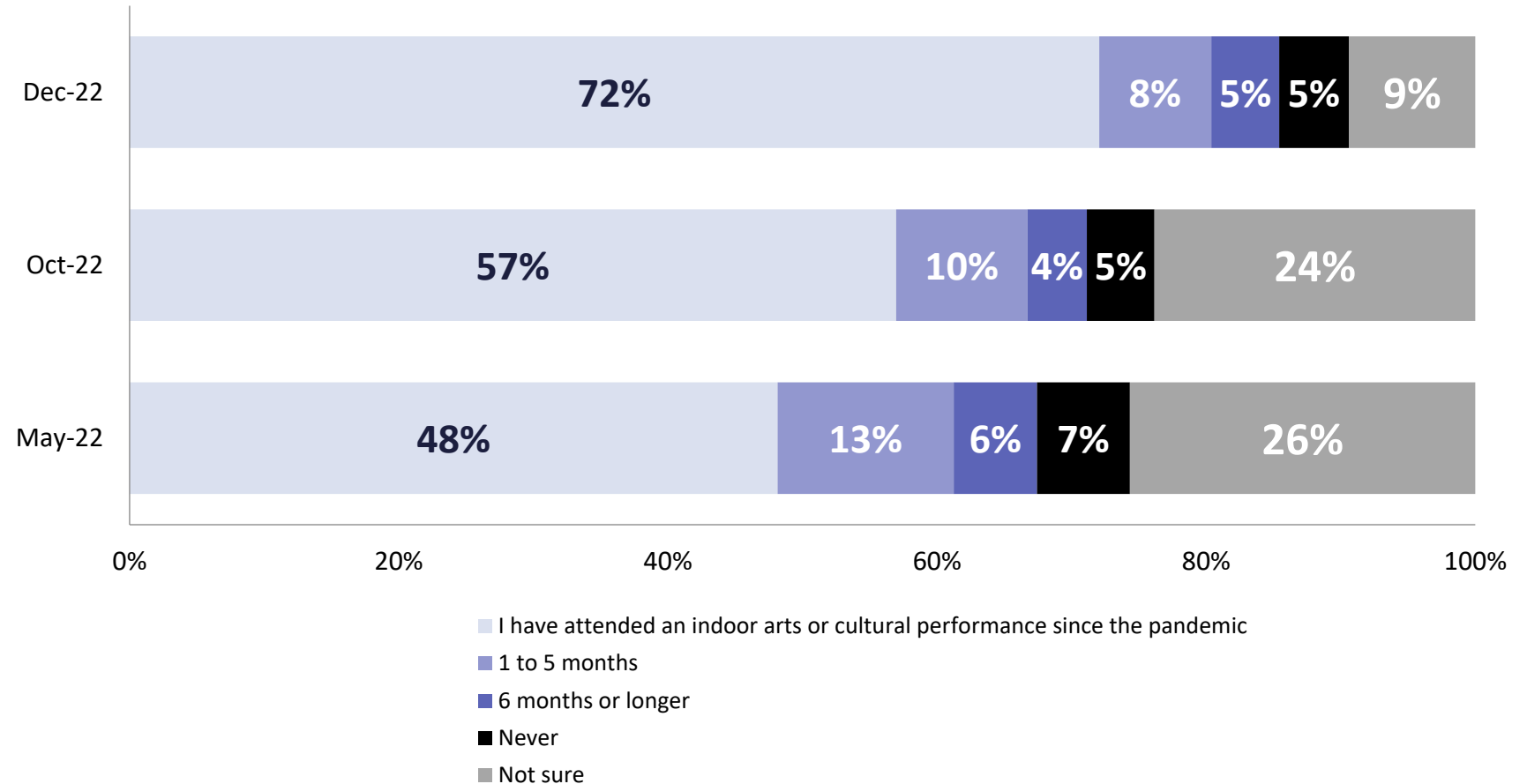
Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances

Q

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

_____ months

Indoors culture-goers continue to report an increase in attendance to indoor events while the proportion who are unsure, has decreased from 24% to 9%.



*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, December 19th to 22nd, 2022, n=575 indoor culture-goers, accurate 4.1 percentage points plus or minus, 19 times out of 20.

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

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

____ months

	Indoor Culture-goers (n=575)	Atlantic (n=59)	Quebec (n=98)	Ontario (n=202)	Prairies (n=120)	BC (n=96)	Men (n=282)	Women (n=292)	18 to 34 (n=137)	35 to 54 (n=198)	55 plus (n=240)
TOP RESPONSES											
Have already attended	72.0%	82.7%	72.2%	68.8%	73.5%	73.8%	71.0%	72.9%	75.5%	74.0%	67.9%
1-5 months	8.3%	8.3%	16.8%	6.6%	6.4%	4.8%	7.1%	9.4%	5.2%	5.6%	12.8%
6 months or more	5.1%	4.5%	0.9%	5.3%	6.2%	8.5%	5.2%	4.9%	4.2%	4.0%	6.6%
Never	5.2%	-	3.3%	8.3%	3.9%	3.0%	5.8%	4.6%	3.4%	6.8%	5.2%
Not sure	9.4%	4.5%	6.9%	11.0%	10.0%	9.9%	10.9%	8.1%	11.8%	9.6%	7.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=575 indoor culture-goers, accurate 4.1 percentage points plus or minus, 19 times out of 20.

Outdoor arts/cultural performances

A large crowd of people is seen from behind, looking towards a large outdoor screen displaying a colorful, abstract performance. The crowd is dense, and many people have their hands raised in the air, suggesting a lively event. The background is slightly hazy, and the overall atmosphere is festive. The text "Outdoor arts/cultural performances" is overlaid in white on the left side of the image.

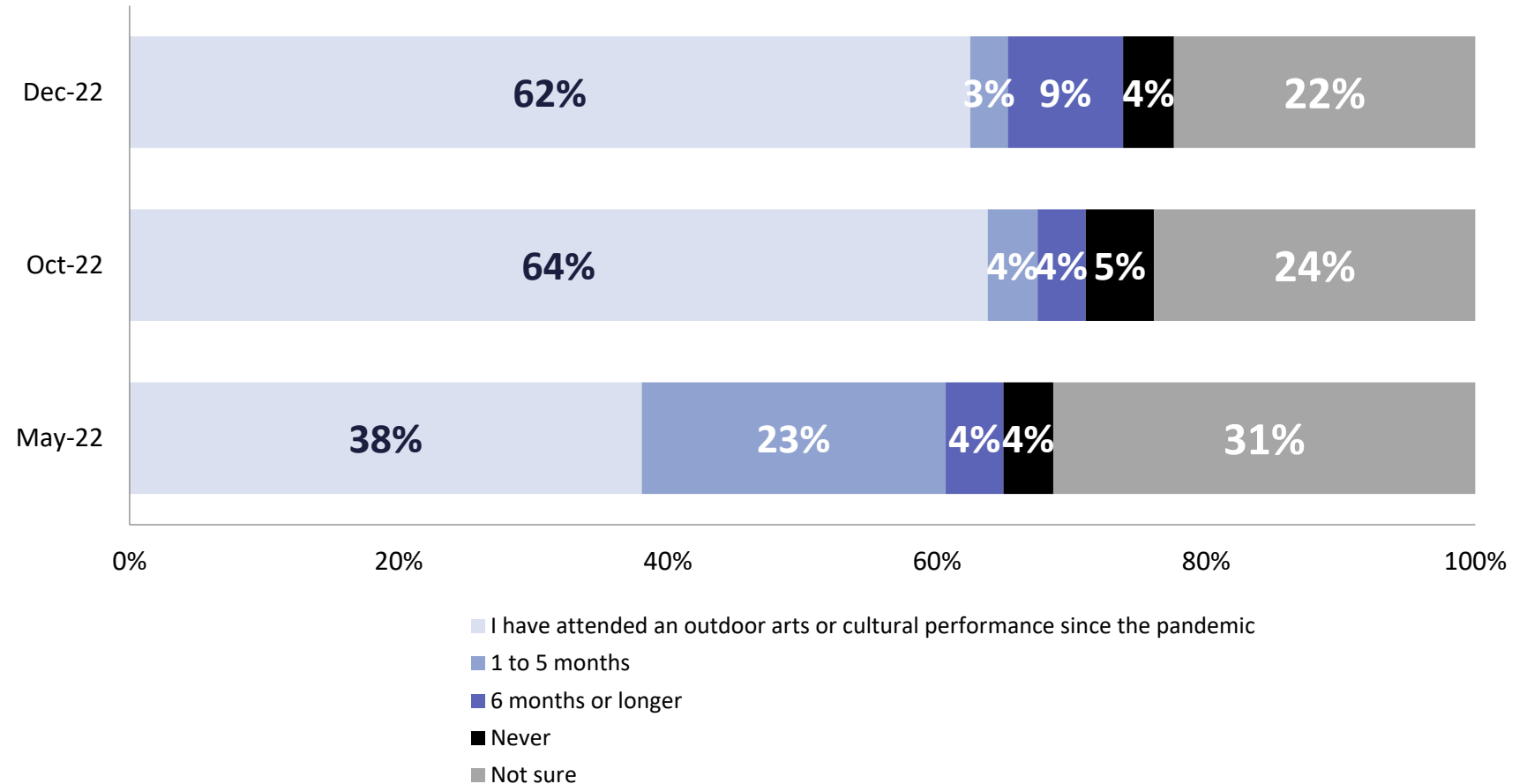
Expected timeline of indoor culture-goers to attend OUTDOOR arts/cultural performances

Q

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

____ months

Consistent with the previous wave, about six in ten outdoor culture-goers report having attended an outdoor event since the pandemic.



*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, December 19th to 22nd, 2022, n=460 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

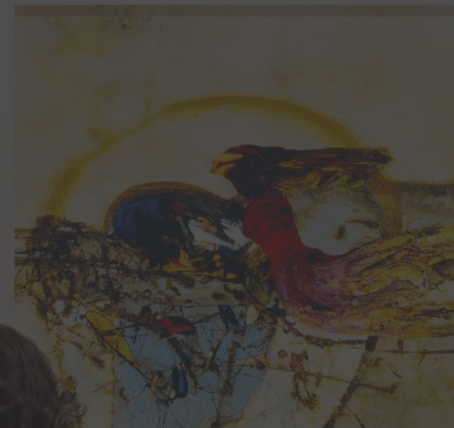
Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?

_____ months

		Outdoor Culture-goers (n=460)	Atlantic (n=46)	Quebec (n=83)	Ontario (n=152)	Prairies (n=87)	BC (n=92)	Men (n=222)	Women (n=237)	18 to 34 (n=119)	35 to 54 (n=168)	55 plus (n=173)
TOP RESPONSES	Have already attended	62.5%	69.7%	61.4%	64.2%	56.8%	62.4%	62.4%	62.3%	69.9%	66.4%	52.0%
	1-5 months	2.8%	-	4.4%	2.6%	1.3%	4.0%	4.4%	1.4%	1.0%	1.3%	5.8%
	6 months or more	8.6%	8.7%	6.9%	7.9%	9.1%	11.2%	8.2%	8.9%	9.0%	5.1%	11.7%
	Never	3.8%	1.9%	3.0%	6.5%	3.2%	-	3.8%	3.8%	4.5%	2.9%	4.1%
	Not sure	22.4%	19.6%	24.3%	18.8%	29.6%	22.4%	21.1%	23.6%	15.6%	24.3%	26.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=460 outdoor culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.

Museums and art galleries



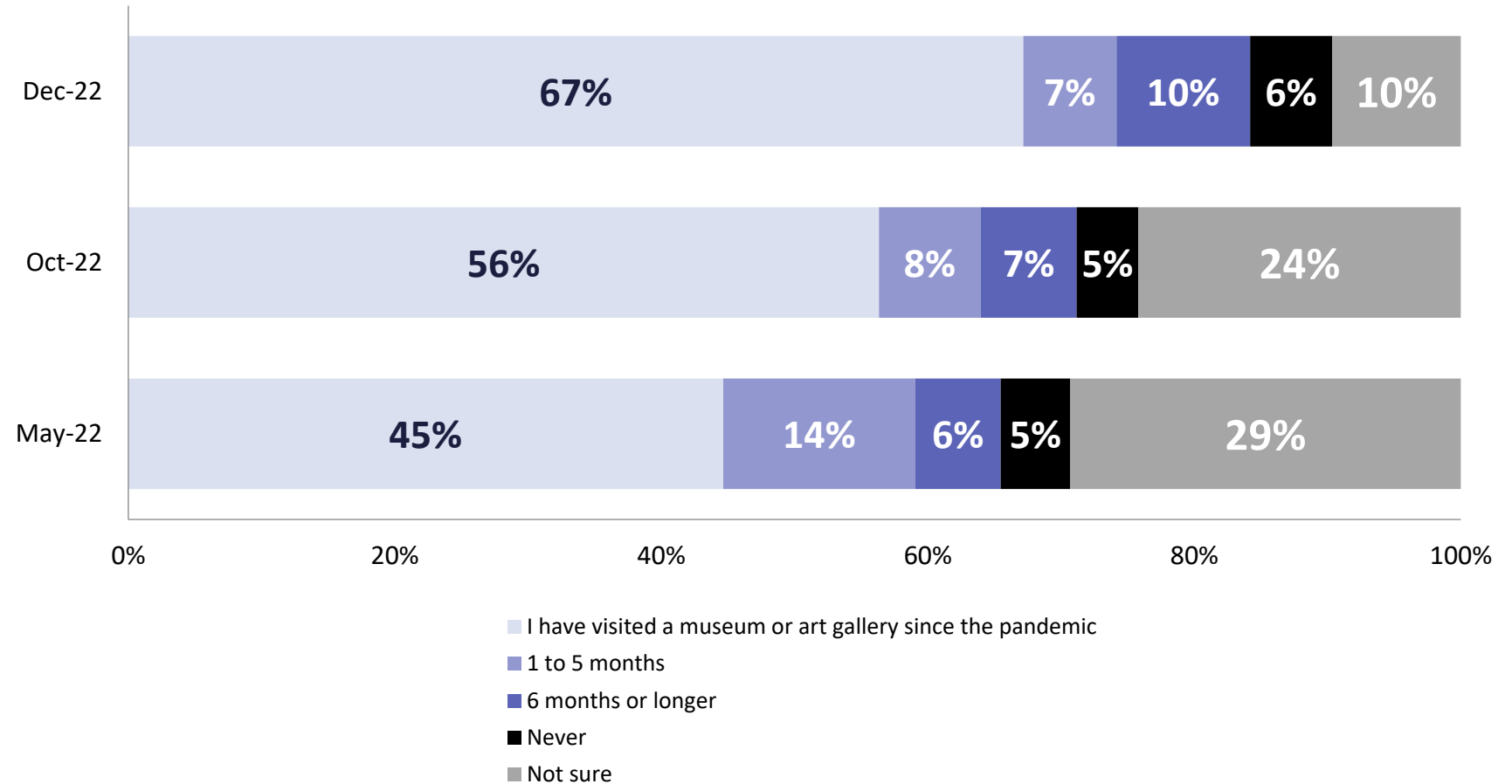
Expected timeline of art gallery or museum-goers to attend an art gallery or museum

Q

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

_____ months

Similar to indoor events, museum-goers continue to report higher attendance to art galleries and museums with now two thirds who report that have gone back.



*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, December 19th to 22nd, 2022, n=406 art gallery or museum-goers, accurate 4.9 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

Q

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

_____ months

		Museum-goers (n=406)	Atlantic (n=40)	Quebec (n=76)	Ontario (n=131)	Prairies (n=83)	BC (n=76)	Men (n=205)	Women (n=200)	18 to 34 (n=102)	35 to 54 (n=127)	55 plus (n=177)
TOP RESPONSES	Have already attended	67.2%	76.9%	63.7%	66.9%	71.7%	63.2%	66.8%	67.4%	75.5%	57.7%	68.0%
	1-5 months	7.0%	7.7%	10.1%	6.0%	4.5%	7.6%	5.5%	8.5%	6.4%	5.3%	8.6%
	6 months or more	10.0%	6.5%	11.0%	10.3%	12.2%	7.3%	11.8%	8.4%	6.9%	9.9%	12.3%
	Never	6.2%	-	5.9%	7.5%	4.2%	8.2%	5.6%	6.7%	6.2%	10.3%	3.2%
	Not sure	9.7%	8.9%	9.3%	9.4%	7.3%	13.7%	10.3%	9.1%	5.0%	16.7%	7.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=406 art gallery or museum-goers, accurate 4.9 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		
		Dec 2022 (n=301)	Oct 2022 (n=313)	May 2022 (n=234)	Dec 2022 (n=59)	Oct 2022 (n=90)	May 2022 (n=100)	Dec 2022 (n=22)*	Oct 2022 (n=29)*	May 2022 (n=30)	Dec 2022 (n=37)	Oct 2022 (n=140)	May 2022 (n=121)
TOP RESPONSES	Masks	45.9%	35.0%	44.5%	51.8%	33.3%	45.5%			51.7%	34.2%	43.2%	49.5%
	None	31.2%	39.3%	28.0%	23.2%	36.6%	21.4%			15.7%	24.1%	24.9%	14.4%
	Smaller capacity/smaller events	8.3%	9.7%	9.4%	15.3%	10.2%	9.5%			4.4%	17.3%	7.8%	9.9%
	Social/physical distancing (spacing between seats)	10.9%	9.3%	14.5%	7.5%	8.4%	16.4%			16.9%	7.0%	9.7%	15.4%
	Hand sanitizer/handwashing	7.6%	10.4%	11.2%	1.6%	12.7%	7.1%			-	2.4%	7.2%	9.5%
	Proper ventilation	4.9%	3.2%	3.2%	4.9%	4.7%	6.8%			-	7.3%	9.8%	4.8%
	Everyone gets vaccinated/proof of vaccination	4.2%	5.7%	11.1%	2.8%	3.8%	12.1%			24.0%	2.5%	10.0%	15.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=419 indoor culture-goers, accurate 4.8 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		
		Dec 2022 (n=202)	Oct 2022 (n=232)	May 2022 (n=174)	Dec 2022 (n=51)	Oct 2022 (n=70)	May 2022 (n=78)	Dec 2022 (n=18)*	Oct 2022 (n=19)*	May 2022 (n=21)*	Dec 2022 (n=29)*	Oct 2022 (n=104)	May 2022 (n=116)
TOP RESPONSES	Masks	52.4%	39.3%	50.3%	60.5%	44.5%	54.6%					36.6%	48.8%
	None	28.7%	38.6%	23.1%	15.8%	24.7%	17.8%					29.2%	16.1%
	Social/physical distancing (spacing between seats)	13.5%	10.1%	19.7%	9.0%	4.3%	18.2%					11.6%	12.2%
	Smaller capacity/smaller events	11.0%	11.0%	13.3%	18.2%	5.2%	8.3%					13.1%	8.6%
	Proper ventilation	7.7%	5.9%	2.9%	7.1%	7.5%	7.6%					8.3%	6.4%
	Hand sanitizer/handwashing	7.2%	11.6%	11.7%	3.5%	7.9%	11.8%					9.0%	7.5%
	Everyone gets vaccinated/proof of vaccination	5.3%	3.6%	11.4%	3.9%	15.3%	7.3%					6.8%	12.4%
	Removing all precautions/mandates	2.8%	1.6%	2.8%	-	0.7%	2.3%					3.3%	2.9%
	Fewer cases	2.6%	1.6%	4.5%	1.8%	6.8%	8.5%					5.4%	16.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=300 art gallery or museum-goers, accurate 5.7 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 text "Motivators for 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]

“

While something interesting or fun remains the top motivator for the return of lapsed culture-goers, enforced masks retakes its spot as the second most important motivator.

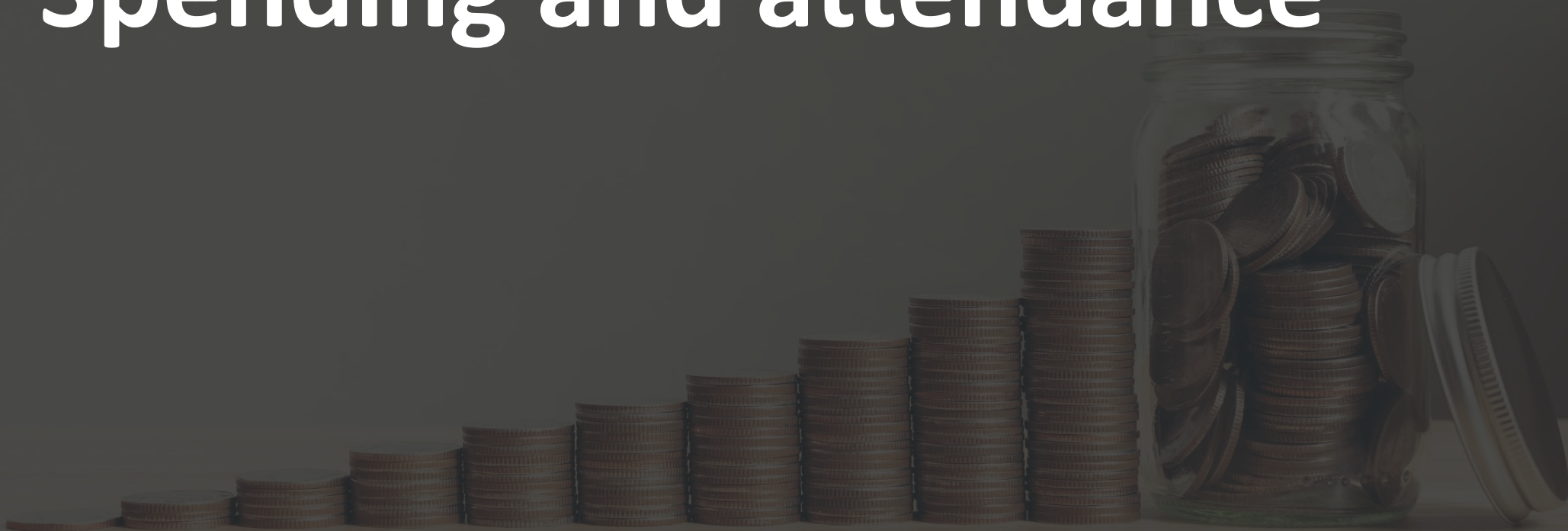
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TOP RESPONSES

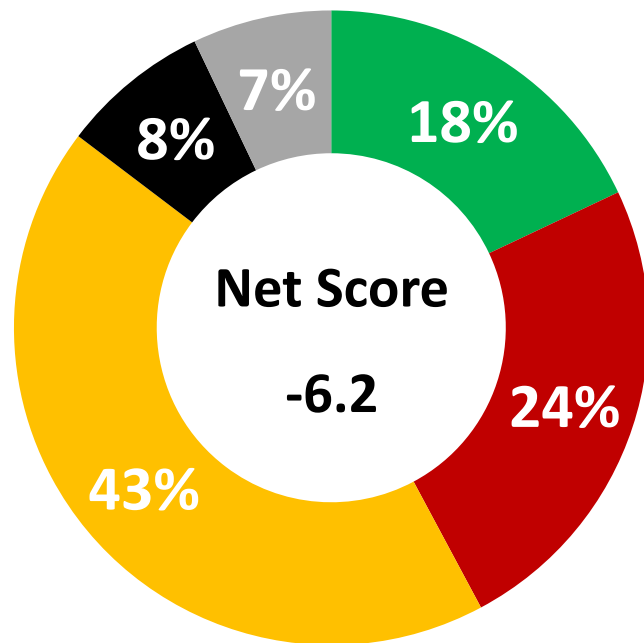
	Dec 2022 (n=373)	Oct 2022 (n=553)	May 2022 (n=510)
Something interesting/fun	35.3%	40.3%	32.6%
Enforced masks	14.7%	6.5%	16.8%
End of pandemic/drop in cases	9.2%	4.0%	9.9%
Not too busy/social distancing	8.1%	5.3%	8.1%
Discounted events/lower prices	7.9%	10.6%	5.1%
Information on the precautions taken by venue/feeling like it will be safe	6.5%	3.4%	2.5%
Something good/high quality	5.8%	4.3%	3.2%
Nothing/Not interested/I wouldn't attend	5.6%	10.1%	5.4%
Good timing/having time to go	3.7%	3.6%	3.3%
I would already go	3.1%	3.3%	6.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=373
Lapsed culture-goers, accurate 5.1 percentage points plus or minus, 19 times out of 20.

Spending and attendance



Intended budget for attending arts and culture in 2023



- 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 terms of your total budget, do you intend to spend more, less or about the same in 2023 as you did in 2022 to attend arts and cultural performances?

Intend to spend less

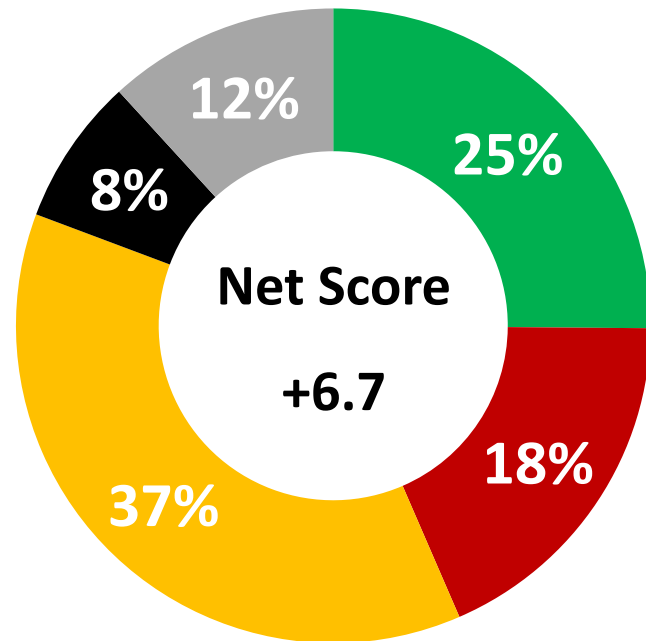
Atlantic (n=78)	Quebec (n=147)	Ontario (n=269)	Prairies (n=151)	BC (n=130)
16.8%	20.7%	25.2%	30.9%	22.3%
Men (n=392)	Women (n=382)	18 to 34 (n=181)	35 to 54 (n=275)	55 plus (n=319)
21.9%	26.2%	33.3%	28.5%	14.2%

Intend to spend about the same

Atlantic (n=78)	Quebec (n=147)	Ontario (n=269)	Prairies (n=151)	BC (n=130)
42.9%	39.8%	43.8%	42.7%	46.7%
Men (n=392)	Women (n=382)	18 to 34 (n=181)	35 to 54 (n=275)	55 plus (n=319)
46.0%	40.5%	35.3%	44.4%	47.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=775 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Intended attendance for arts and culture in 2023



- Intend to attend more
- Intend to attend fewer
- Intend to attend about the same number
- Not applicable/I do not attend arts and cultural performances
- Unsure

Q

In terms of the number of arts or cultural performances you will attend in 2023, do you intend to attend more, fewer or about the same number as you did in 2022?

Intend to attend more

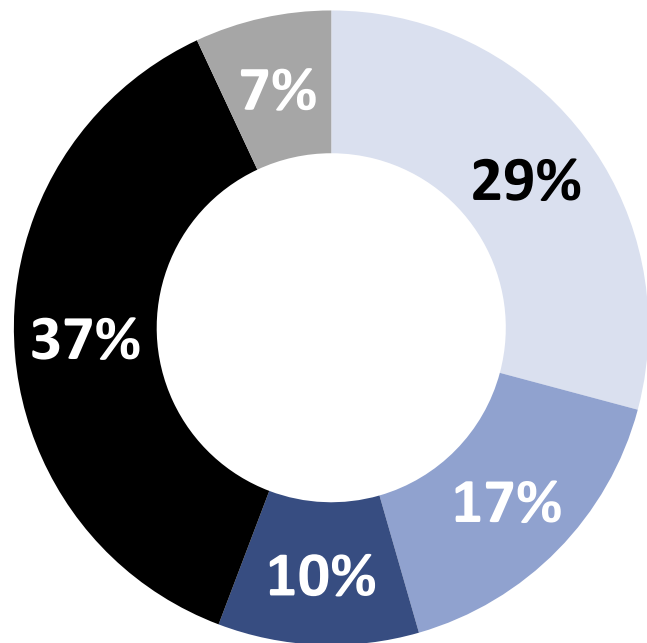
Atlantic (n=78)	Quebec (n=147)	Ontario (n=269)	Prairies (n=151)	BC (n=130)
25.6%	28.6%	22.7%	24.5%	27.0%
Men (n=392)	Women (n=382)	18 to 34 (n=181)	35 to 54 (n=275)	55 plus (n=319)
23.7%	26.6%	21.7%	20.8%	31.2%

Intend to attend same

Atlantic (n=78)	Quebec (n=147)	Ontario (n=269)	Prairies (n=151)	BC (n=130)
38.7%	38.4%	36.0%	33.6%	42.3%
Men (n=392)	Women (n=382)	18 to 34 (n=181)	35 to 54 (n=275)	55 plus (n=319)
39.7%	34.9%	29.9%	40.3%	39.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=775 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Current work arrangement



- I work full time in person
- I have a hybrid schedule/work from home part of the time
- I work from home/virtually all the time
- I am retired
- Not applicable/I don't work full-time

Q

Which of the following best describe your current work arrangement?

	Atlantic (n=78)	Quebec (n=147)	Ontario (n=269)	Prairies (n=151)	BC (n=130)
Full time	30.2%	27.0%	29.9%	34.6%	23.7%
	Men (n=392)	Women (n=382)	18 to 34 (n=181)	35 to 54 (n=275)	55 plus (n=319)
	31.6%	26.7%	51.2%	39.2%	5.2%
Hybrid schedule	Atlantic (n=78)	Quebec (n=147)	Ontario (n=269)	Prairies (n=151)	BC (n=130)
	13.1%	18.2%	14.3%	19.4%	17.3%
	Men (n=392)	Women (n=382)	18 to 34 (n=181)	35 to 54 (n=275)	55 plus (n=319)
	18.0%	14.9%	27.2%	18.8%	6.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=775 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Preferred day of attending arts or cultural performance

Q

Which days of the week are best for you to attend an arts or cultural performance? (Select all that apply)

“

Saturday and Sunday are the preferred days to attend an arts or cultural performance. Four in ten culture-goers say that all days of the week work for them and one quarter say Friday is the best for them.

”

	Total (n=774)
Saturday	41.6%
All days work for me	41.0%
Sunday	29.0%
Friday	25.9%
Thursday	12.6%
Wednesday	7.9%
Tuesday	6.4%
None/not interested in attending	5.6%
Monday	4.2%
Unsure	2.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=774 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Preferred day of attending arts or cultural performance

Q

Which days of the week are best for you to attend an arts or cultural performance? (Select all that apply)

	I work full time in person (n=221)	I have a hybrid schedule/work from home part of the time (n=125)	I work from home/virtually all the time (n=77)	I am retired (n=299)
Saturday	63.8%	67.8%	58.4%	9.9%
Sunday	44.1%	49.2%	37.8%	6.5%
Friday	35.4%	46.8%	29.5%	9.6%
All days work for me	20.8%	17.0%	28.3%	68.8%
Thursday	9.2%	13.8%	12.1%	15.4%
None/not interested in attending	6.8%	3.3%	9.8%	4.9%
Wednesday	5.3%	4.2%	0.8%	13.2%
Tuesday	4.3%	4.6%	1.2%	9.9%
Unsure	3.9%	3.6%	-	1.3%
Monday	2.1%	4.7%	0.8%	5.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=774 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Motivators to encourage attendance

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

Q

Thinking of the following possible incentives to encourage you to attend arts and cultural events in 2023, please rank the top three incentives that are most likely to encourage you to attend where 1 is the most likely to encourage you, 2 the second most likely and 3 the third most likely?
[RANDOMIZE]

“

2 for 1 tickets and free parking are the most likely to encourage culture-goers to attend arts and cultural events in 2023. Younger culture-goers (18-34) are more likely to rank free drinks or concession first (12%) than older culture-goers (55 plus) (2%).

”

Top mentions

	Rank 1 (n=746)	Rank 2 (n=704)	Rank 3 (n=651)
2 for 1 tickets	35.5%	17.2%	11.9%
Free parking	13.4%	18.3%	20.0%
Interactive or immersive experiences	8.0%	6.3%	7.5%
Family-friendly showtimes	6.8%	6.1%	5.0%
Free drinks or concessions with the purchase of tickets	6.4%	11.0%	11.5%
Buy tickets for 1 show and get tickets for the next show at 50% off	5.8%	13.7%	7.9%
Discounts on nearby restaurants	4.9%	8.8%	16.5%
Other	4.2%	0.2%	1.4%
Meet-the-artists events	3.9%	5.4%	5.0%
Networking or social events	3.2%	4.2%	4.1%
Behind-the-scenes experiences	2.4%	5.3%	5.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=746 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

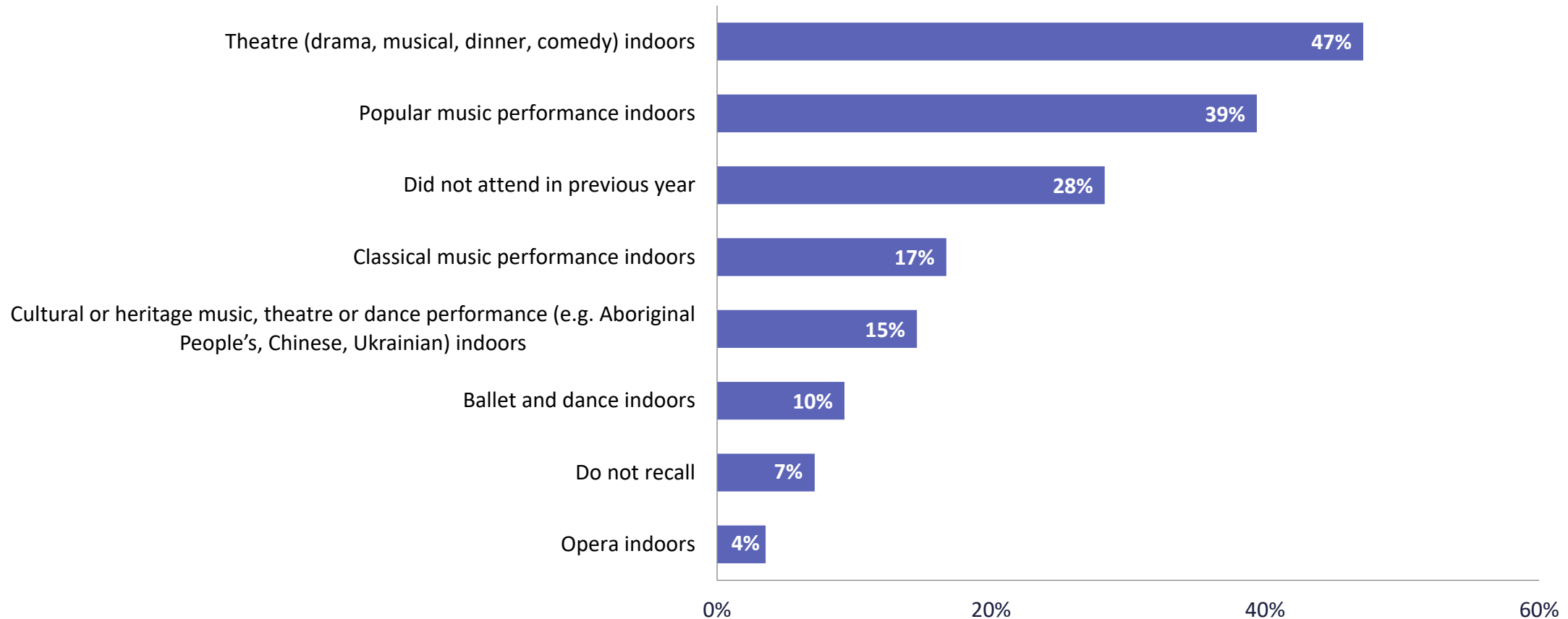
Profiling questions

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

Attendance to INDOOR Cultural Gatherings – Before COVID-19

Q

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



*Weighted to the true population proportion.

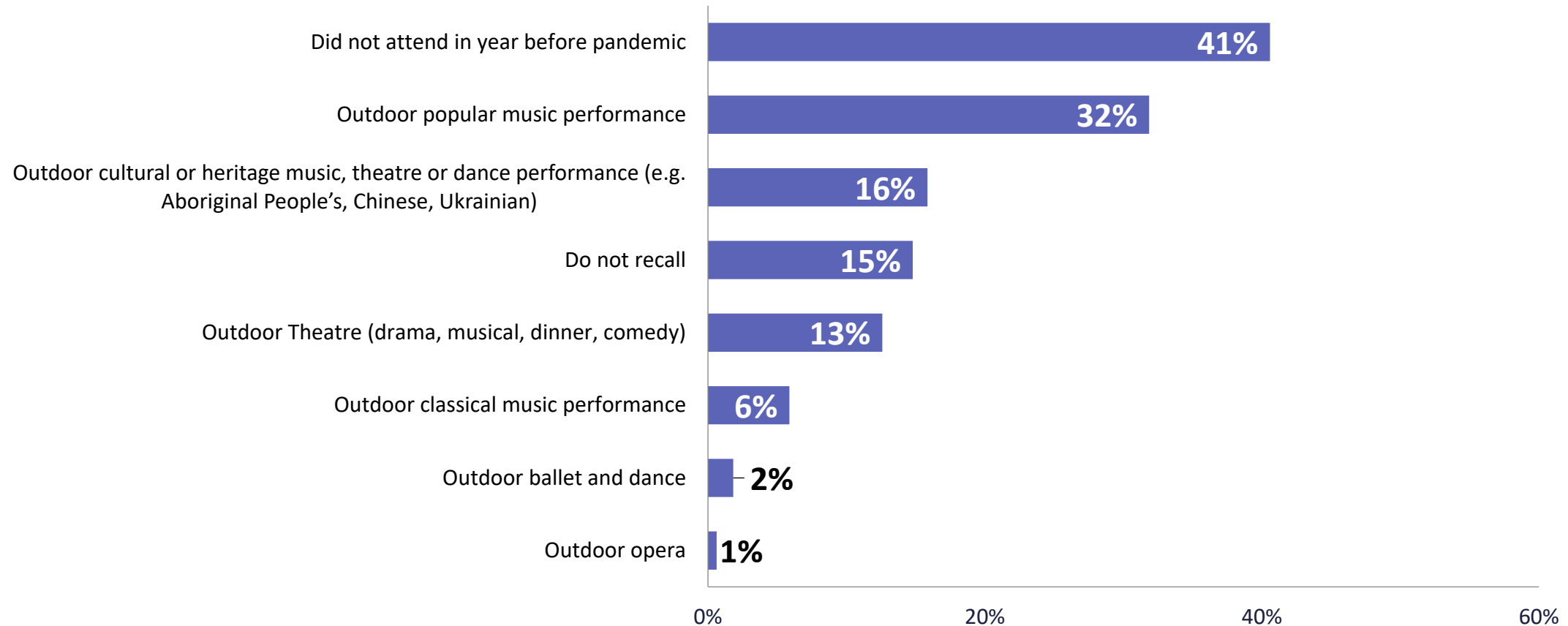
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=1021 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.

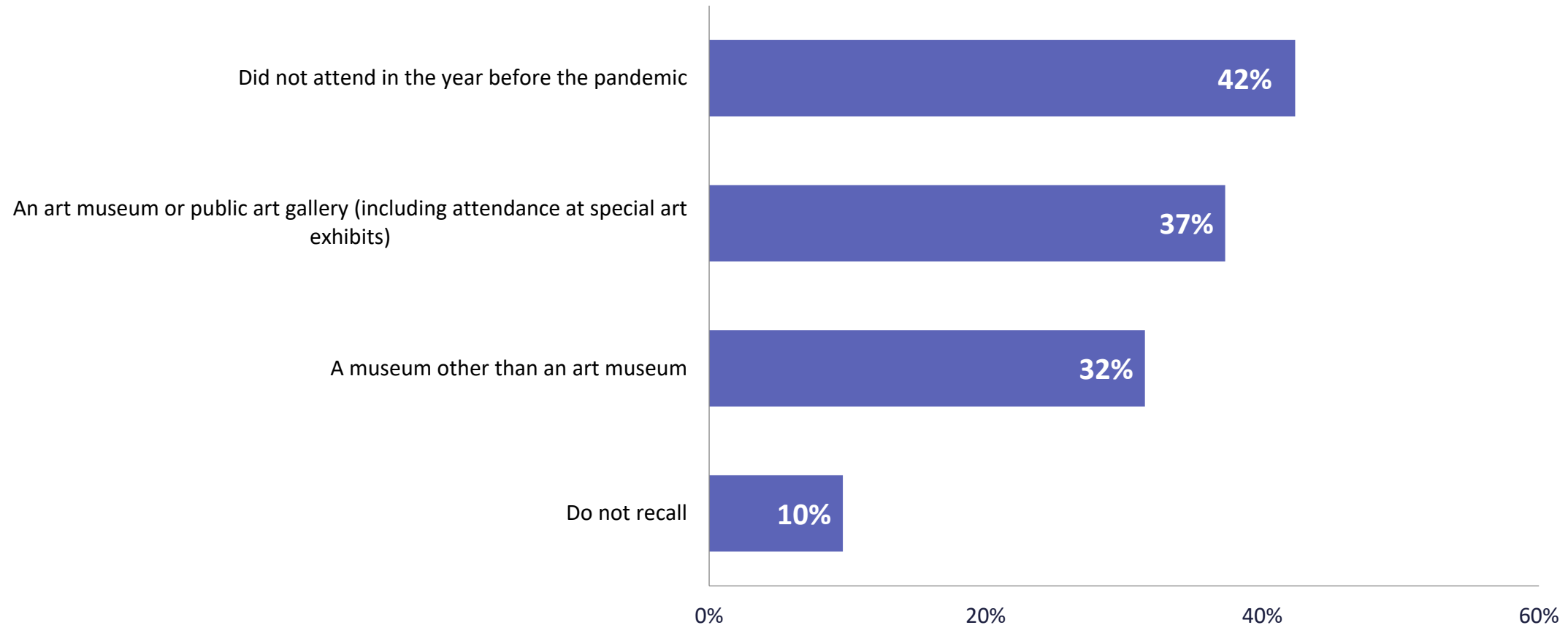
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=1021 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.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=1021 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,021 Canadians, 18 years of age or older, between December 19th to 22nd, 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 1021 Canadians is ± 3.1 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	1021 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	12 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: healthcare access in Canada, federal public servants returning to office, Canada having a foreign agent registry, federal party leadership, making major purchases, Canada's international reputation, views towards the government's performance and the direction of the country, and federal provincial relations.
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	December 19 th to 22 nd ,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





2022-2276 – 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 2022-12	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	1021	102	207	350	205	157	523	496	2	230	356	435
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	Opera indoors	%	3.5	0.0	3.9	4.5	2.0	3.8	3.2	3.9		1.7	3.8	4.6
	Ballet and dance indoors	%	9.3	3.8	7.7	9.3	10.9	12.5	5.1	13.4		10.4	8.0	9.6
	Theatre (drama, musical, dinner, comedy) indoors	%	47.2	63.0	28.0	50.3	53.9	54.1	44.3	49.9		46.3	46.1	48.5
	Classical music performance indoors	%	16.7	12.0	15.6	17.9	14.7	20.3	15.9	17.6		16.1	12.6	20.3
	Popular music performance indoors	%	39.4	48.9	28.1	38.6	46.1	47.2	37.8	41.0		49.1	44.0	29.4
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	14.6	14.5	6.3	14.5	20.2	21.5	14.8	14.3		18.7	12.5	13.5
	Did not attend in the 12 months before the COVID-19 outbreak	%	28.3	23.2	41.2	26.5	24.7	18.9	30.1	26.5		24.6	26.9	31.8
	Do not recall	%	7.1	4.9	7.4	6.4	8.3	8.3	8.0	6.3		7.6	9.0	5.3

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

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,021 Canadians, 18 years of age or older, between December 19th to 22nd, 2022. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=662 with a margin of error of ± 3.8 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=460 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=493 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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2022-2276 – 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 2022-12	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	1698	172	287	581	369	289	838	857	3	395	577	726
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	Opera indoors	%	2.1	0.0	2.8	2.7	1.1	2.0	2.0	2.3		1.0	2.3	2.8
	Ballet and dance indoors	%	5.6	2.2	5.6	5.6	6.0	6.7	3.2	7.7		6.0	4.9	5.9
	Theatre (drama, musical, dinner, comedy) indoors	%	28.4	37.0	20.3	29.9	29.8	29.0	27.8	28.9		26.5	28.3	29.8
	Classical music performance indoors	%	10.1	7.1	11.3	10.6	8.1	10.9	10.0	10.2		9.2	7.7	12.5
	Popular music performance indoors	%	23.7	28.7	20.3	23.0	25.5	25.3	23.8	23.7		28.1	27.0	18.0
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	8.8	8.5	4.6	8.6	11.2	11.5	9.3	8.3		10.7	7.7	8.3
	Did not attend in the 12 months before the COVID-19 outbreak	%	17.0	13.6	29.8	15.8	13.7	10.1	18.9	15.3		14.1	16.5	19.5
	Do not recall	%	4.3	2.9	5.4	3.8	4.6	4.4	5.0	3.6		4.4	5.5	3.3

*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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2022-2276 – 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		
			Canada 2022-12	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	Total	Unwgt N	575	59	98	202	120	96	282	292	1	137	198	240
		Wgt N	561	40	107	227	103	84	263	297	1	161	179	221
	Have already attended	%	72.0	82.7	72.2	68.8	73.5	73.8	71.0	72.9		75.5	74.0	67.9
	1-5 months	%	8.3	8.3	16.8	6.6	6.4	4.8	7.1	9.4		5.2	5.6	12.8
	6 months or more	%	5.1	4.5	0.9	5.3	6.2	8.5	5.2	4.9		4.2	4.0	6.6
	Never	%	5.2	0.0	3.3	8.3	3.9	3.0	5.8	4.6		3.4	6.8	5.2
Unsure			9.4	4.5	6.9	11.0	10.0	9.9	10.9	8.1		11.8	9.6	7.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,021 Canadians, 18 years of age or older, between December 19th to 22nd, 2022. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=662 with a margin of error of ± 3.8 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=460 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=493 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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2022-2276 – 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 2022-12	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	1021	102	207	350	205	157	523	496	2	230	356	435
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	Outdoor opera	%	0.6	0.9	0.4	0.7	0.6	0.8	0.9	0.4		1.0	0.3	0.7
	Outdoor ballet and dance	%	1.8	0.0	1.8	2.4	0.6	2.7	1.7	2.0		3.1	1.5	1.2
	Outdoor Theatre (drama, musical, dinner, comedy)	%	12.6	11.0	8.0	16.8	11.0	11.3	10.7	14.3		16.7	11.6	10.7
	Outdoor classical music performance	%	5.9	3.3	7.5	5.5	4.9	6.8	5.4	6.2		6.7	6.1	5.2
	Outdoor popular music performance	%	31.9	40.1	27.2	30.0	31.2	41.6	29.3	34.2		40.7	34.4	24.1
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	15.9	14.1	7.7	15.6	21.4	23.9	15.7	15.9		17.7	16.6	14.1
	Did not attend in the 12 months before the COVID-19 outbreak	%	40.6	35.8	50.7	40.3	37.0	31.3	41.8	39.3		32.8	35.7	49.4
	Do not recall	%	14.8	20.0	11.5	15.3	19.1	10.7	15.4	14.2		16.0	16.0	13.0

*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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2022-2276 – 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 2022-12	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	1260	127	240	438	255	200	633	622	5	307	435	518
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	Outdoor opera	%	0.5	0.7	0.3	0.6	0.4	0.6	0.7	0.3		0.7	0.2	0.6
	Outdoor ballet and dance	%	1.5	0.0	1.5	1.9	0.5	2.1	1.4	1.5		2.3	1.2	1.1
	Outdoor Theatre (drama, musical, dinner, comedy)	%	10.2	8.8	7.0	13.3	8.8	8.7	8.8	11.3		12.4	9.5	9.0
	Outdoor classical music performance	%	4.7	2.6	6.6	4.3	3.9	5.3	4.4	4.9		5.0	5.0	4.4
	Outdoor popular music performance	%	25.7	32.0	23.7	23.7	24.8	32.2	24.3	27.0		30.2	28.2	20.3
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	12.8	11.3	6.7	12.3	17.0	18.5	13.0	12.6		13.2	13.6	11.9
	Did not attend in the 12 months before the COVID-19 outbreak	%	32.7	28.6	44.2	31.8	29.4	24.3	34.6	31.1		24.4	29.3	41.7
	Do not recall	%	11.9	16.0	10.0	12.1	15.2	8.3	12.8	11.2		11.9	13.1	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

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2022-2276 – 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- 12	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	Total	Unwgt N	460	46	83	152	87	92	222	237	1	119	168	173
		Wgt N	449	31	87	173	77	81	210	238	1	137	156	156
	Have already attended	%	62.5	69.7	61.4	64.2	56.8	62.4	62.4	62.3		69.9	66.4	52.0
	1-5 months	%	2.8	0.0	4.4	2.6	1.3	4.0	4.4	1.4		1.0	1.3	5.8
	6 months or more	%	8.6	8.7	6.9	7.9	9.1	11.2	8.2	8.9		9.0	5.1	11.7
	Never	%	3.8	1.9	3.0	6.5	3.2	0.0	3.8	3.8		4.5	2.9	4.1
	Unsure	%	22.4	19.6	24.3	18.8	29.6	22.4	21.1	23.6		15.6	24.3	26.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,021 Canadians, 18 years of age or older, between December 19th to 22nd, 2022. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=662 with a margin of error of ± 3.8 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=460 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=493 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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2022-2276 – 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 2022-12	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	1021	102	207	350	205	157	523	496	2	230	356	435
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	An art museum or public art gallery (including attendance at special art exhibits)	%	37.3	32.0	34.8	39.4	30.6	46.8	33.7	40.7		41.7	31.7	38.8
	A museum other than an art museum	%	31.5	34.3	22.6	31.9	38.3	35.3	31.1	31.8		37.1	30.2	28.9
	Did not attend in the 12 months before the COVID-19 outbreak	%	42.4	38.9	47.8	42.6	44.1	32.0	45.1	39.7		39.6	42.9	43.7
	Do not recall	%	9.7	15.2	9.0	9.3	7.7	11.6	9.1	10.2		8.4	13.3	7.7

*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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2022-2276 – 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 2022-12	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	1229	121	237	429	244	198	619	607	3	288	420	521
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	An art museum or public art gallery (including attendance at special art exhibits)	%	30.9	26.6	30.4	32.0	25.4	37.2	28.3	33.2		32.9	26.9	32.6
	A museum other than an art museum	%	26.1	28.5	19.8	25.9	31.7	28.1	26.1	26.0		29.2	25.6	24.3
	Did not attend in the 12 months before the COVID-19 outbreak	%	35.1	32.3	41.9	34.6	36.6	25.5	37.9	32.4		31.2	36.3	36.7
	Do not recall	%	8.0	12.6	7.9	7.6	6.3	9.3	7.7	8.3		6.6	11.2	6.5

*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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2022-2276 – 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 2022-12	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	406	40	76	131	83	76	205	200	1	102	127	177
		Wgt N	395	28	85	144	73	66	194	200	1	115	116	165
	Have already attended	%	67.2	76.9	63.7	66.9	71.7	63.2	66.8	67.4		75.5	57.7	68.0
	1-5 months	%	7.0	7.7	10.1	6.0	4.5	7.6	5.5	8.5		6.4	5.3	8.6
	6 months or more	%	10.0	6.5	11.0	10.3	12.2	7.3	11.8	8.4		6.9	9.9	12.3
	Never	%	6.2	0.0	5.9	7.5	4.2	8.2	5.6	6.7		6.2	10.3	3.2
	Unsure	%	9.7	8.9	9.3	9.4	7.3	13.7	10.3	9.1		5.0	16.7	7.9

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2022-2276 – 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 2022-12	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	419	301	35	24	22	37
		Wgt N	405	291	39	20	20	35
	Social/physical distancing (spacing between seats)	%	10.0	10.9	7.7			7.0
	Masks	%	46.3	45.9	51.0			34.2
	Everyone gets vaccinated/proof of vaccination	%	4.3	4.2	2.7			2.5
	Following medical/ government guidelines	%	1.9	2.0	0.0			3.4
	Cleaning protocols	%	2.7	2.6	2.3			4.2
	No cases/eradication of COVID-19	%	0.4	0.4	0.0			1.7
	None	%	28.3	31.2	24.2			24.1
	Hand sanitizer/handwashing	%	5.9	7.6	2.5			2.4
	Health Check Screening	%	0.6	0.0	2.5			4.1
	Proper ventilation	%	5.7	4.9	3.6			7.3
	Not interested	%	2.6	2.2	6.1			3.0
	Smaller capacity/smaller events	%	10.2	8.3	14.7			17.3
	Fewer cases	%	2.5	1.8	0.0			5.8
	Getting themselves vaccinated	%	0.8	0.6	2.7			0.0
	Removing all precautions/mandates	%	3.7	4.0	4.9			4.6
	Crowd control/enforcement of precautions	%	0.9	0.5	5.3			0.0
	Other	%	0.5	0.0	5.4			0.0
	Unsure	%	3.0	2.5	0.0			5.2

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**Multifrequency tab based on multiple responses

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2022-2276 – 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 2022-12	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	300	202	22	29	18	29
		Wgt N	293	198	22	26	19	28
	Social/physical distancing (spacing between seats)	%	12.6	13.5				
	Masks	%	51.4	52.4				
	Everyone gets vaccinated/proof of vaccination	%	5.6	5.3				
	Following medical/ government guidelines	%	1.4	1.4				
	Cleaning protocols	%	1.4	2.1				
	No cases/eradication of COVID-19	%	25.2	28.7				
	None	%	6.0	7.2				
	Hand sanitizer/handwashing	%	0.5	0.7				
	Health Check Screening	%	7.1	7.7				
	Proper ventilation	%	1.7	1.0				
	Not interested	%	11.7	11.0				
	Smaller capacity/smaller events	%	2.8	2.6				
	Fewer cases	%	0.9	0.5				
	Removing all precautions/mandates	%	3.1	2.8				
	Crowd control/enforcement of precautions	%	0.9	1.3				
	Other	%	4.1	3.4				
	Unsure	%	0.3	0.0				

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2022-2276 – 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 2022-12	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	649	61	128	236	126	98	337	311	1	119	226	304
		Wgt N	631	40	148	258	100	84	313	317	1	139	205	287
	Free events	%	2.2	1.6	2.4	2.3	2.6	1.2	1.7	2.4		3.1	2.5	1.4
	Discounted events/lower prices/lower cost of living	%	11.2	9.3	10.8	11.1	13.3	10.4	10.7	11.6		14.4	14.4	7.3
	Something interesting/fun	%	30.2	28.4	37.5	25.0	30.4	33.9	31.6	28.9		22.7	33.0	31.8
	Enforced masks	%	12.7	23.6	6.7	16.0	11.5	9.2	8.6	16.7		7.9	10.6	16.5
	End of pandemic/drop in cases	%	6.9	7.5	6.5	8.5	3.6	6.6	8.0	5.8		2.5	8.4	8.0
	Good timing/having time to go	%	2.8	0.0	3.7	1.9	5.6	2.2	2.7	3.0		6.6	3.3	0.6
	Easily accessed	%	1.4	3.1	0.6	1.7	1.1	1.7	1.5	1.4		1.9	1.4	1.2
	Not to busy/social distancing	%	7.0	9.0	6.6	8.3	3.8	6.8	4.9	9.2		5.6	6.3	8.3
	Vaccines/proof of vaccination	%	0.7	1.5	1.0	0.4	0.6	0.7	0.7	0.7		0.0	0.5	1.2
	Nothing/Not interested/I wouldn't attend	%	11.0	12.8	8.8	10.2	16.1	10.7	14.5	7.7		13.7	9.0	11.2
	Better physical/mental health	%	0.9	2.3	0.0	1.6	0.0	1.0	1.2	0.6		0.0	0.0	2.0
	A babysitter for my kids	%	0.3	0.0	0.0	0.4	1.0	0.0	0.7	0.0		0.0	0.5	0.3
	I would already go	%	1.9	0.0	1.2	2.0	0.0	6.2	2.0	1.8		1.3	2.6	1.7
	Keeping the mandates	%	0.6	2.3	1.2	0.5	0.0	0.0	0.4	0.8		1.0	0.0	0.9
	Something where I would learn something new/culture	%	1.1	1.6	1.8	0.4	2.4	0.7	0.3	2.0		2.3	0.0	1.4
	Lifting of restrictions	%	1.3	1.5	1.2	0.9	2.1	1.9	1.3	1.4		3.0	1.0	0.8
	Special events	%	1.6	0.0	1.8	1.9	1.0	2.0	2.1	1.2		2.0	1.5	1.6
	Someone I know would be the performer	%	1.2	0.0	1.0	1.2	1.5	2.1	0.8	1.7		2.1	0.5	1.3
	Something for kids	%	0.6	0.0	2.4	0.0	0.0	0.0	0.3	0.8		1.2	0.9	0.0
	Other	%	0.9	0.0	0.0	1.5	1.0	1.3	0.5	1.3		1.5	1.4	0.3
	Something good/high quality/better programming	%	4.4	4.5	1.8	6.3	1.2	7.0	4.3	4.5		3.9	4.6	4.5
	Information on the precautions taken by venue/feeling like it will be safe	%	6.3	3.1	4.2	9.4	5.0	3.3	3.8	8.7		7.4	6.5	5.6

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		Region						Gender			Age		
		Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Someone to go with	%	2.1	1.6	2.4	2.4	2.1	1.0	2.3	1.9		4.7	2.3	0.7
Wanting to go out	%	1.2	1.6	2.8	0.0	2.2	0.7	1.2	1.2		2.3	0.3	1.3
Advertising	%	0.8	0.0	0.0	1.6	0.9	0.0	0.6	0.9		0.6	0.5	1.1
Unsure	%	3.0	1.5	4.0	2.8	5.0	0.0	3.8	2.2		3.2	2.6	3.1

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

			Region						Gender			Age		
			Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - In terms of your total budget, do you intend to spend more, less or about the same in 2023 as you did in 2022 to attend arts and cultural performances?	Total	Unwgt N	775	78	147	269	151	130	392	382	1	181	275	319
		Wgt N	756	52	162	299	130	114	369	386	1	209	250	297
	Intend to spend more	%	18.0	19.1	26.0	14.3	15.4	18.8	17.6	18.4		16.1	14.1	22.5
	Intend to spend less	%	24.2	16.8	20.7	25.2	30.9	22.3	21.9	26.2		33.3	28.5	14.2
	Intend to spend about the same	%	43.1	42.9	39.8	43.8	42.7	46.7	46.0	40.5		35.3	44.4	47.7
	Not applicable/I do not spend money to attend arts and cultural performances	%	7.6	9.4	7.1	9.0	7.1	4.3	7.2	8.0		6.9	7.5	8.2
	Unsure	%	7.1	11.7	6.4	7.7	3.9	8.0	7.4	6.9		8.4	5.5	7.4

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

			Region						Gender			Age		
			Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - In terms of the number of arts or cultural performances you will attend in 2023, do you intend to attend more, fewer or about the same number as you did in 2022?	Total	Unwgt N	775	78	147	269	151	130	392	382	1	181	275	319
		Wgt N	756	52	162	299	130	114	369	386	1	209	250	297
	Will attend more	%	25.1	25.6	28.6	22.7	24.5	27.0	23.7	26.6		21.7	20.8	31.2
	Will attend fewer	%	18.4	14.5	19.0	18.3	23.2	14.0	17.1	19.3		26.2	20.7	10.8
	Will attend about the same number	%	37.2	38.7	38.4	36.0	33.6	42.3	39.7	34.9		29.9	40.3	39.8
	Not applicable/I do not attend arts and cultural performances	%	7.5	9.4	4.9	9.1	9.3	4.1	8.1	6.9		8.3	7.9	6.6
	Unsure	%	11.8	11.8	9.1	14.0	9.4	12.6	11.3	12.3		13.9	10.4	11.5

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

			Region						Gender			Age		
			Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which of the following best describe your current work arrangement?	Total	Unwgt N	775	78	147	269	151	130	392	382	1	181	275	319
		Wgt N	756	52	162	299	130	114	369	386	1	209	250	297
	I work full time in person	%	29.2	30.2	27.0	29.9	34.6	23.7	31.6	26.7		51.2	39.2	5.2
	I have a hybrid schedule/work from home part of the time	%	16.4	13.1	18.2	14.3	19.4	17.3	18.0	14.9		27.2	18.8	6.8
	I work from home/virtually all the time	%	10.2	5.9	7.8	13.5	5.2	12.8	10.1	10.4		11.2	15.4	5.2
	I am retired	%	37.3	44.9	40.4	36.6	31.8	37.4	35.2	39.3		2.1	18.0	78.2
	Not applicable/I don't work full-time	%	7.0	5.8	6.6	5.7	9.1	8.8	5.2	8.7		8.3	8.5	4.7

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

			Region						Gender			Age		
			Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which days of the week are best for you to attend an arts or cultural performance? (Select all that apply)	Total	Unwgt N	774	78	147	268	151	130	391	382	1	181	275	318
		Wgt N	755	52	162	298	130	114	368	386	1	209	250	296
	[Monday]	%	4.2	5.4	4.6	4.6	2.0	4.5	4.7	3.4		4.9	2.6	5.0
	[Unsure]	%	2.6	2.4	1.5	2.9	5.1	0.5	2.8	2.4		4.1	2.2	1.8
	[Tuesday]	%	6.4	5.9	10.6	6.3	1.3	6.7	6.5	6.1		5.1	5.4	8.2
	[Wednesday]	%	7.9	5.4	12.3	7.9	3.0	8.3	6.3	9.2		5.6	5.5	11.5
	[Thursday]	%	12.6	15.4	17.9	9.9	9.5	14.4	11.5	13.5		11.8	10.4	15.1
	[Friday]	%	25.9	21.3	27.3	25.0	31.2	22.6	24.7	26.9		41.3	27.8	13.5
	[Saturday]	%	41.6	39.0	41.4	40.2	41.7	46.6	43.0	40.4		63.4	52.9	16.6
	[Sunday]	%	29.0	33.0	19.1	30.5	29.4	36.7	28.1	29.7		46.6	35.8	10.8
	[All days work for me]	%	41.0	46.9	44.0	40.3	40.1	37.1	38.2	43.8		20.9	32.0	62.8
	[None/not interested in attending]	%	5.6	4.6	2.2	7.9	5.0	5.5	6.3	4.9		5.9	6.6	4.5

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			Which of the following best describe your current work arrangement?					
			Canada 2022-12	I work full time in person	I have a hybrid schedule/work from home part of the time	I work from home/virtually all the time	I am retired	Not applicable/I don't work full-time
Question - Which days of the week are best for you to attend an arts or cultural performance? (Select all that apply)	Total	Unwgt N	774	221	125	77	299	52
		Wgt N	755	221	124	77	281	53
	[Monday]	%	4.2	2.1	4.7	0.8	5.2	11.0
	[Unsure]	%	2.6	3.9	3.6	0.0	1.3	4.8
	[Tuesday]	%	6.4	4.3	4.6	1.2	9.9	8.2
	[Wednesday]	%	7.9	5.3	4.2	0.8	13.2	9.8
	[Thursday]	%	12.6	9.2	13.8	12.1	15.4	9.9
	[Friday]	%	25.9	35.4	46.8	29.5	9.6	18.9
	[Saturday]	%	41.6	63.8	67.8	58.4	9.9	30.9
	[Sunday]	%	29.0	44.1	49.2	37.8	6.5	25.3
	[All days work for me]	%	41.0	20.8	17.0	28.3	68.8	52.9
	[None/not interested in attending]	%	5.6	6.8	3.3	9.8	4.9	3.4

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

Thinking of the following possible incentives to encourage you to attend arts and cultural events in 2023, please rank the top three incentives that are most likely to encourage you to attend where 1 is the most likely to encourage you, 2 the second most likely and 3 the third most likely? [RANDOMIZE]

			Region						Gender			Age		
			Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 1	Total	Unwgt N	746	76	143	256	147	124	375	370	1	176	262	308
		Wgt N	728	51	157	285	127	108	353	374	1	203	238	287
	Buy tickets for 1 show and get tickets for the next show at 50% off	%	5.8	6.6	8.2	6.3	0.8	6.7	5.8	5.8		2.6	7.5	6.8
	2 for 1 tickets	%	35.5	41.6	46.5	33.5	30.3	28.3	33.9	37.2		32.3	37.7	36.0
	Free drinks or concessions with the purchase of tickets	%	6.4	8.5	4.5	4.4	11.6	7.6	8.0	5.0		12.3	6.9	1.9
	Networking or social events	%	3.2	1.2	1.7	3.7	4.5	3.6	2.9	3.6		4.0	2.2	3.6
	Free coat check	%	0.7	0.0	1.1	0.4	1.2	0.9	0.7	0.8		1.3	0.2	0.7
	Behind-the-scenes experiences	%	2.4	4.2	1.1	2.9	2.9	1.5	1.5	3.2		2.4	2.7	2.1
	Meet-the-artists events	%	3.9	3.5	4.2	3.0	6.0	3.6	4.0	3.8		2.9	3.8	4.7
	Interactive or immersive experiences	%	8.0	6.2	8.4	7.2	9.8	8.1	6.4	9.2		8.0	9.9	6.4
	Discounts on nearby restaurants	%	4.9	4.8	4.4	3.0	7.9	7.1	6.4	3.5		5.2	3.8	5.6
	Free parking	%	13.4	9.7	11.4	17.1	9.4	12.9	14.6	12.3		10.5	12.3	16.4
	On site childcare options	%	2.0	1.2	0.6	1.7	5.0	1.9	2.5	1.6		6.1	0.7	0.3
	Family-friendly showtimes	%	6.8	6.0	6.2	6.8	5.6	9.3	7.7	5.9		9.0	5.0	6.7
	Enforced masks/ covid safety measures/ social distancing	%	1.6	1.2	0.0	3.3	0.8	0.6	0.7	2.4		1.0	0.9	2.6
	End of pandemic/ drop in cases	%	0.3	0.0	0.0	0.4	0.6	0.0	0.2	0.3		0.0	0.4	0.3
	Easily accessible	%	0.1	0.0	0.0	0.0	0.0	0.9	0.3	0.0		0.5	0.0	0.0
	Free or discounted events/ Children free/ prices	%	0.6	0.0	0.0	1.0	0.9	0.0	0.2	0.9		0.0	1.3	0.4
	None/ nothing/ not interested	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2		0.0	0.0	0.2

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		Region						Gender			Age		
		Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Covid setting - online or outdoor options	%	0.2	0.0	0.0	0.4	0.5	0.0	0.0	0.4		0.0	0.4	0.2
Interest/Something good/high quality showing for a limited time/Something where I would learn something new	%	0.8	0.0	1.1	0.3	0.7	2.1	0.6	1.0		1.0	0.9	0.6
Other	%	0.4	0.0	0.0	0.7	0.4	0.0	0.2	0.6		0.0	0.7	0.4
Personal connection/ know the performer	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2		0.0	0.0	0.2
Sending tickets by mail/ advanced ticketing	%	0.1	1.8	0.0	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.3
Unsure	%	2.7	3.6	0.6	3.9	1.2	3.8	3.5	1.9		1.0	2.8	3.8

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Thinking of the following possible incentives to encourage you to attend arts and cultural events in 2023, please rank the top three incentives that are most likely to encourage you to attend where 1 is the most likely to encourage you, 2 the second most likely and 3 the third most likely? [RANDOMIZE]

			Region						Gender			Age		
			Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 2	Total	Unwgt N	704	73	139	236	141	115	350	353	1	170	252	282
		Wgt N	689	49	152	265	123	101	330	359	1	197	229	264
	Buy tickets for 1 show and get tickets for the next show at 50% off	%	13.7	16.4	21.4	13.0	9.5	7.4	12.8	14.5		12.5	11.4	16.4
	2 for 1 tickets	%	17.2	15.7	15.3	16.7	20.4	18.2	15.7	18.6		17.8	19.9	14.3
	Free drinks or concessions with the purchase of tickets	%	11.0	14.3	12.4	8.5	9.7	15.3	12.2	9.9		14.8	11.4	7.7
	Networking or social events	%	4.2	4.6	1.6	5.7	5.2	2.4	3.6	4.3		5.1	2.6	4.8
	Free coat check	%	2.6	0.0	3.9	2.4	3.0	1.8	4.0	1.4		2.8	1.9	3.1
	Behind-the-scenes experiences	%	5.3	1.2	1.7	7.1	7.4	5.1	5.5	5.0		6.1	4.1	5.7
	Meet-the-artists events	%	5.4	4.3	5.8	4.3	7.2	5.9	4.3	6.4		2.9	6.0	6.6
	Interactive or immersive experiences	%	6.3	7.5	5.6	6.4	4.5	9.1	6.7	6.0		5.6	5.0	8.0
	Discounts on nearby restaurants	%	8.8	13.1	8.1	8.7	7.3	9.8	9.7	8.0		5.4	11.0	9.4
	Free parking	%	18.3	11.8	16.7	20.1	17.9	19.7	17.6	19.0		15.7	19.7	19.1
	On site childcare options	%	0.8	0.0	1.2	0.9	0.0	1.1	0.9	0.6		1.2	1.3	0.0
	Family-friendly showtimes	%	6.1	9.3	6.3	5.8	7.6	3.5	6.8	5.5		10.0	5.6	3.7
	Easily accessible	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2		0.0	0.0	0.2
	Other	%	0.1	0.0	0.0	0.0	0.4	0.0	0.1	0.0		0.0	0.0	0.2
	Unsure	%	0.3	1.8	0.0	0.4	0.0	0.0	0.0	0.5		0.0	0.0	0.7

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Thinking of the following possible incentives to encourage you to attend arts and cultural events in 2023, please rank the top three incentives that are most likely to encourage you to attend where 1 is the most likely to encourage you, 2 the second most likely and 3 the third most likely? [RANDOMIZE]

			Region						Gender			Age		
			Culture-goers 2022-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Rank 3	Total	Unwgt N	651	69	128	217	130	107	321	329	1	162	234	255
		Wgt N	638	46	139	244	115	94	303	334	1	187	213	238
	Buy tickets for 1 show and get tickets for the next show at 50% off	%	7.9	15.3	10.2	6.6	8.8	3.3	8.9	7.1		6.1	7.8	9.4
	2 for 1 tickets	%	11.9	9.3	11.2	11.9	9.0	18.1	11.5	12.4		16.3	11.6	8.9
	Free drinks or concessions with the purchase of tickets	%	11.5	13.9	6.4	11.4	15.7	13.2	12.0	11.1		16.9	10.2	8.4
	Networking or social events	%	4.1	6.5	6.6	3.8	2.8	1.5	3.8	4.3		2.9	2.4	6.5
	Free coat check	%	3.6	8.0	5.4	2.6	0.9	4.7	5.0	2.0		4.1	3.6	3.1
	Behind-the-scenes experiences	%	5.1	1.9	2.0	6.5	7.4	4.9	4.7	5.4		1.3	6.9	6.4
	Meet-the-artists events	%	5.0	2.7	6.2	4.7	4.4	5.6	5.0	5.0		4.8	2.8	7.1
	Interactive or immersive experiences	%	7.5	6.5	7.9	8.5	8.2	3.9	10.0	5.3		7.6	8.9	6.1
	Discounts on nearby restaurants	%	16.5	11.8	16.0	18.9	12.3	18.1	12.6	20.0		13.1	19.5	16.4
	Free parking	%	20.0	16.0	21.8	19.9	20.2	19.3	21.5	18.7		17.2	20.4	21.9
	On site childcare options	%	0.5	1.3	1.2	0.0	0.9	0.0	0.5	0.5		1.2	0.5	0.0
	Family-friendly showtimes	%	5.0	5.4	3.3	3.5	9.3	5.8	2.9	6.9		7.1	4.5	3.8
	End of pandemic/ drop in cases	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.0	0.0	0.4
	Free or discounted events/ Children free/ prices	%	0.3	1.4	0.0	0.4	0.0	0.0	0.0	0.5		0.3	0.5	0.0
	Covid setting - online or outdoor options	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2		0.0	0.0	0.3
	Interest/Something good/high quality showing for a limited time/Something where I would learn something new	%	0.4	0.0	1.3	0.0	0.0	1.0	0.3	0.5		0.5	0.0	0.7
	Other	%	0.4	0.0	0.6	0.8	0.0	0.0	0.9	0.0		0.5	0.4	0.4

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