

A woman with dark hair, wearing a black and white striped shirt, is seen in profile, looking towards the left. She is in an art gallery, with several framed artworks visible on the walls. The lighting is soft and even. The background is slightly blurred, focusing attention on the woman and the art.

Two-thirds of culture-goers are likely/somewhat likely to make single-ticket purchases to support their favourite art organisations.

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 past three years.

This wave of research gauged the opinions among Canadian Culture-goers on their expected frequency of attendance to art and culture performances in the upcoming year, commitment to their favorite art/culture organizations through single ticket purchases and memberships and subscriptions. Questions were also asked on ticket buying patterns and attendance personas.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023 as part of an omnibus survey. The margin of error for a random survey of 1,080 Canadians is ± 3.0 percentage points, 19 times out of 20.

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

Key Findings



Two thirds of culture-goers are likely or somewhat likely to purchase tickets in 2023

Asked how likely they are to make commitments to their favourite arts or culture organization, two thirds of culture-goers say they are likely (41%) or somewhat likely (28%) to make single ticket purchases, while just over one in five say the same for an annual subscription or membership (12% likely, 10% somewhat likely).



Over half of culture-goers say they usually purchase many tickets throughout the year

While nearly six in ten culture-goers (57%) say they usually purchase many tickets through the year for shows that interest them, nearly one in five say they only purchase tickets for shows if someone invites them to go with them (18%). Just over one in ten prefer to purchase tickets for big blockbusters only (12%), while under one in ten say they will only purchase tickets if they can get a discount (nine per cent).



Culture-goers prefer to purchase tickets at least one month in advance

Similar to October 2022, Culture-goers are most likely to say they prefer to purchase tickets well in advance (31% up to six months) or in the upcoming month (28%). About one in five prefer to wait either in the upcoming week (15%) or the upcoming couple of days (five per cent).



Culture-goers want experiences where they are guaranteed to be entertained over variety or learning

Nearly two in five culture-goers prefer arts and culture experiences where they are guaranteed to be entertained (38%), while about one in five say they want experiences where they learn something (21%) or they want to experience as many as possible (19%). One in five say arts and culture experiences are not a big priority for them.

Key Findings

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Culture-goers want more affordable events and events that are accessible and closer to them

Asked what is one thing you would like to see the arts and culture sector do to appeal more to them, culture-goers mentioned most frequently affordability/free events ([22%](#)), followed by accessibility in terms of having more events closer to them/not having to travel too far ([nine per cent](#)). Other mentions were more variety and advertisement to bring awareness of events ([five per cent each](#)).

6

Arts and cultural institutions are most likely seen as doing a good or very good job creating welcoming experiences for all Canadians

Over four in ten Canadians say arts and cultural institutions in Canada are doing a very good ([10%](#)) or good job ([33%](#)) at creating experiences that are welcoming to a diversity of Canadians, while one third ([34%](#)) say they are doing an average job. Under one in ten say they are doing a very poor ([two per cent](#)) or poor job ([four per cent](#)). Culture-goers from Quebec were more likely to say they are doing a very good job ([18%](#)) compared to other regions.

7

Over one in five culture-goers say they will attend indoor arts and cultural events at least once a month this year

About one in five indoor culture-goers ([22%](#)) say they plan on attending an indoor event at least once a month in the next year, while just under one fifth say the same for outdoor performances ([19%](#)). About one in ten report the same expected frequency of attendance for art gallery or museums ([nine per cent](#)).

Expected frequency of attendance in 2023 for culture-goers

	Indoor events	Outdoor events	Museums and galleries
At least once a month	[22%]	[19%]	[9%]
Every 2-3 months	[33%]	[23%]	[21%]
Once or twice a year	[36%]	[49%]	[59%]

Support for arts and culture in 2023

One in five say they are likely or somewhat likely to purchase subscriptions or memberships from the favourite arts or cultural organizations.

Subscriptions or memberships

22% Likely/somewhat likely

73% Unlikely/somewhat unlikely

6% Unsure

Seven in ten culture-goers say they are likely or somewhat likely to make single ticket purchases to their favourite arts or culture organization.

Single-ticket purchases

69%

Likely/
somewhat likely

25%

Unlikely/
somewhat unlikely.

7%

Unsure.



Women

are more likely than men to prefer a variety of experiences and are less likely to prefer “sure thing” entertainment.

Culture-goers from **Quebec** and **BC** are less likely to want “sure-thing” entertainment and more likely to want learning experiences compared to residents of the **Prairies** and the **Atlantic** region.

Content personas

Content persona

	Variety of experiences	Learning experiences	Prefers modern experiences	Art and culture is not a priority	Want sure thing entertainment
Atlantic	8.5%	17.5%	4.2%	24.2%	45.6%
Quebec	20.1%	29.1%	1.9%	16.4%	32.5%
Ontario	18.9%	20.0%	2.5%	20.0%	38.7%
Prairies	15.4%	13.1%	1.8%	23.1%	46.6%
BC	23.0%	24.1%	2.2%	17.8%	32.8%

Content persona

	Variety of experiences	Learning experiences	Prefers modern experiences	Art and culture is not a priority	Want sure thing entertainment
18-34	17.6%	21.1%	3.1%	18.9%	39.2%
35-54	19.9%	18.5%	3.1%	20.7%	37.8%
55 plus	18.1%	23.7%	1.0%	19.4%	37.9%
Men	13.6%	19.6%	3.2%	21.9%	41.6%
Women	23.1%	22.9%	1.5%	17.4%	35.1%

Representation in the arts

While culture-goers from Quebec were most likely to say the arts and culture organizations are doing a very or good job at creating experiences that are welcoming to a diversity of Canadians, those from BC were most likely to say they are doing an average job.

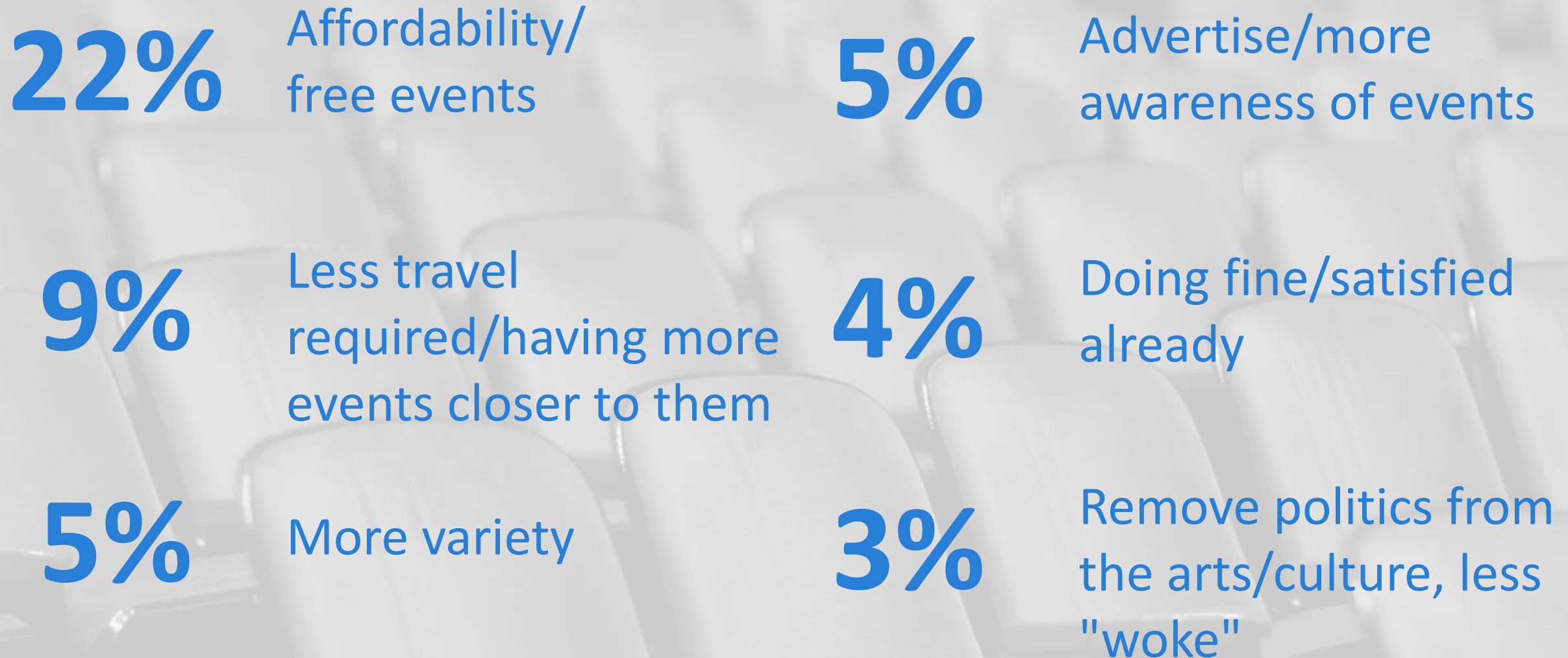


Opinion on the job of arts/cultural organization

	Very good/good	Very poor/poor	Average	Unsure	Net impression
Atlantic	43.8%	-	38.6%	17.6%	+43.8
Quebec	60.6%	1.5%	25.4%	12.5%	+59.1
Ontario	40.4%	7.7%	35.7%	16.2%	+32.7
Prairies	35.9%	7.9%	29.1%	27.1%	+27.9
BC	31.0%	9.3%	44.9%	14.8%	+21.7

Q - Do you think arts and cultural institutions in Canada are doing a very good, good, average, poor or very poor job at creating experiences that are welcoming to a diversity of Canadians?

Top six things culture-goers want to see the arts and culture sector do to be more appealing to them



Difference based on ticket purchasing personas

Familiar friends



They are most likely to attend indoor events once every 2-3 months in 2023 (38%), and a strong majority are likely/somewhat likely to purchase single tickets for performances (85%).

Social attendees



Most likely to say they are unsure about their expected frequency of attendance for indoor events (29% unsure) and are less likely to say they will purchase single tickets this year (62% likely or somewhat likely).

Bed rock subscribers



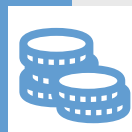
One quarter (25%) say they plan on attending indoor events at least 2-3 times a month and a very strong majority say they are likely to purchase an annual subscription or membership in 2023 (82%). They prefer to purchase tickets well in advance (up to six months)(67%).

Special scene



Three in ten say (30%) they will attend indoor shows once a year or less and half say they prefer arts and culture experiences where they are pretty sure they will be entertained (49%).

Discount hunters



They are the profile that is most likely to wait until the last minute to purchase tickets (18%) and one quarter say arts and culture are not a big priority for them (25%).

Difference based on Attendance personas

Vociferous culture

- About one third plan on attending indoor events at least once a month (31%)
- They are the most likely to say they will purchase single-tickets (86%).
- They prefer to buy their tickets up to one month in advance (38%).

Learning experiences

- Three quarters are likely or somewhat likely to purchase single tickets to attend shows in 2023.
- They are the most likely to say they will only purchase tickets if someone else invites them (28%).

Limited exposure

- Over two in five say they plan on attending indoor events once a year or less (41%). One quarter are unsure how often they will attend (27%).
- They are the persona that is least likely to purchase single tickets in 2023 (58% unlikely or somewhat unlikely).
- Sixteen per cent say they will only purchase tickets if they can get a rebate.

Sure-thing entertainment

- They are most likely to attend once every 2-3 months (34%).
- A majority plan on purchasing single tickets in 2023 (76%).
- One in five are likely or somewhat likely to purchase a subscription or membership (20%).
- They prefer to buy their tickets well in advance (up to six months 38%).

Frequency of attendance

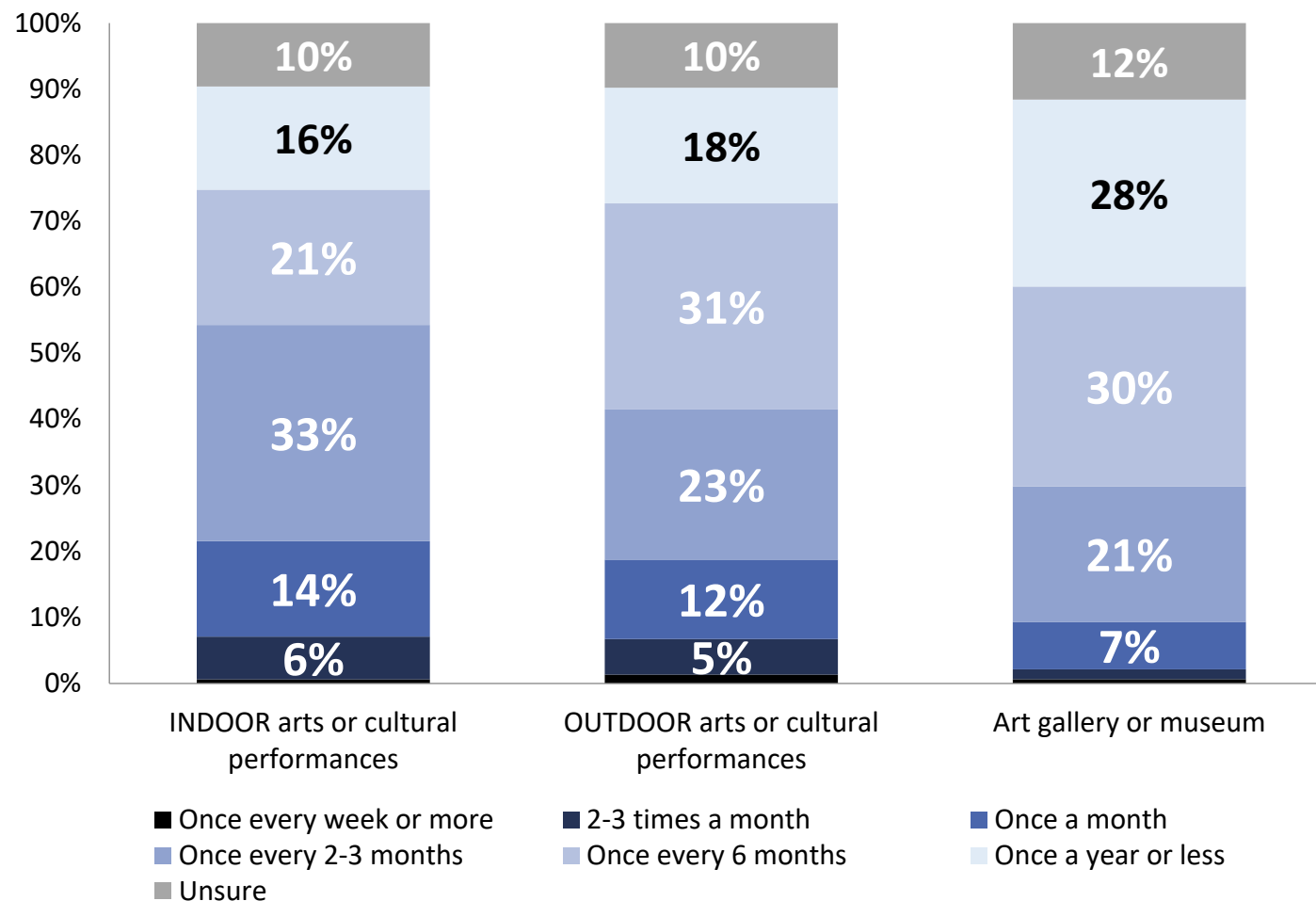
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About one in five culture-goers say they plan on attending indoor and outdoor arts and cultural performances at least once a month in the next year. Younger indoor-culture goers were more likely to say they plan on attending less often (44% of those 18-34 say once every 6 months or less) than older indoor culture-goers (33% of those 35 and older).

”

About one in five indoor culture-goers say they plan on attending an indoor event at least once a month in the next year, while just under one fifth say the same for outdoor performances. About half report the same expected frequency of attendance for art gallery or museums.

Frequency of attendance – Culture-goers



*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, April 30th to May 3rd, 2023, n=632 indoor culture-goers, 391 outdoor culture goers and 528 museum-goers, accurate 3.9, 5.0 and 4.3 percentage points plus or minus, 19 times out of 20, respectively.

Q – How often do you plan on attending an INDOOR/OUTDOOR ARTS OR CULTURAL PERFORMANCE/ART GALLERY OR MUSEUM in the next 12 months?

Expected frequency of return for indoor performances

Q – How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?

	Indoor Culture-goers (n=632)	Atlantic (n=51)	Quebec (n=115)	Ontario (n=233)	Prairies (n=135)	BC (n=98)	Men (n=317)	Women (n=310)	18 to 34 (n=156)	35 to 54 (n=232)	55 plus (n=244)
Once every week of more	0.6%	1.9%	1.5%	-	1.0%	-	0.9%	0.3%	1.2%	0.8%	-
2-3 times a month	6.5%	5.3%	5.0%	7.1%	7.2%	6.2%	6.9%	5.8%	4.9%	7.0%	7.3%
Once a month	14.5%	15.8%	12.7%	15.9%	14.7%	12.0%	14.6%	13.9%	12.7%	14.9%	15.5%
Once every 2-3 months	32.7%	35.2%	39.3%	30.1%	30.2%	33.1%	34.1%	31.4%	28.6%	33.6%	35.2%
Once every 6 months	20.5%	21.5%	21.4%	21.7%	18.1%	18.5%	20.9%	20.5%	26.2%	17.8%	18.4%
Once a year or less	15.6%	10.9%	14.8%	14.8%	18.3%	17.6%	16.2%	15.4%	18.0%	15.2%	14.2%
Unsure	9.6%	9.5%	5.3%	10.4%	10.5%	12.5%	6.4%	12.8%	8.4%	10.9%	9.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=632 indoor culture-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20, respectively.

Expected frequency of return for outdoor performances

Q – How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?

	Outdoor Culture-goers (n=391)	Atlantic (n=28)	Quebec (n=86)	Ontario (n=137)	Prairies (n=66)	BC (n=74)	Men (n=210)	Women (n=177)	18 to 34 (n=108)	35 to 54 (n=144)	55 plus (n=139)
Once every week of more	1.3%	3.5%	3.3%	-	2.1%	-	1.4%	1.3%	1.7%	1.2%	1.0%
2-3 times a month	5.4%	3.7%	2.0%	5.1%	1.4%	15.2%	3.9%	6.6%	2.6%	4.8%	8.8%
Once a month	12.0%	14.2%	13.2%	15.2%	5.8%	7.9%	9.0%	15.7%	12.0%	11.5%	12.6%
Once every 2-3 months	22.7%	8.1%	21.2%	23.5%	31.2%	20.0%	25.4%	18.6%	22.6%	28.5%	17.0%
Once every 6 months	31.2%	33.4%	35.0%	29.4%	32.5%	27.9%	32.8%	30.2%	35.2%	29.2%	29.2%
Once a year or less	17.5%	27.5%	17.8%	14.9%	20.7%	17.4%	19.2%	16.0%	19.2%	17.0%	16.3%
Unsure	9.8%	9.6%	7.5%	11.9%	6.4%	11.5%	8.4%	11.6%	6.6%	7.8%	15.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=391 outdoor culture goers, accurate 5.0 percentage points plus or minus, 19 times out of 20, respectively

Expected frequency of return for galleries and museums

Q – How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?

	Museum-goers (n=528)	Atlantic (n=44)	Quebec (n=95)	Ontario (n=185)	Prairies (n=108)	BC (n=96)	Men (n=261)	Women (n=261)	18 to 34 (n=143)	35 to 54 (n=182)	55 plus (n=203)
Once every week of more	0.6%	-	2.3%	-	-	0.9%	0.5%	0.8%	-	-	1.7%
2-3 times a month	1.5%	2.0%	4.9%	-	1.3%	0.9%	2.5%	0.7%	0.4%	2.4%	1.8%
Once a month	7.2%	10.1%	5.2%	8.2%	5.3%	8.3%	6.7%	7.8%	6.1%	7.8%	7.6%
Once every 2-3 months	20.5%	20.6%	25.0%	20.8%	18.8%	16.2%	18.7%	21.9%	19.4%	19.2%	22.6%
Once every 6 months	30.2%	30.8%	35.1%	32.9%	21.0%	27.8%	26.9%	33.7%	27.2%	32.0%	31.4%
Once a year or less	28.3%	22.2%	16.7%	24.2%	44.5%	37.0%	34.3%	23.1%	36.5%	25.8%	23.1%
Unsure	11.6%	14.3%	10.8%	13.9%	9.2%	8.9%	10.6%	12.0%	10.3%	12.7%	11.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=528 museum-goers, accurate 4.3 percentage points plus or minus, 19 times out of 20, respectively.



Commitment to organizations

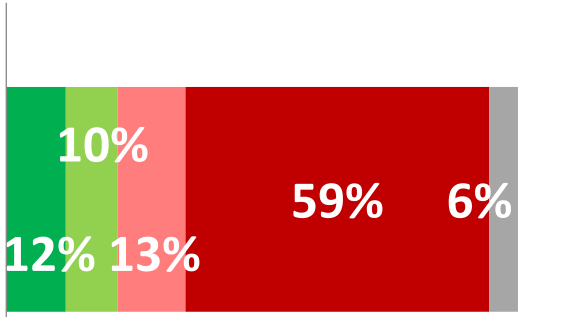
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Two thirds of Canadian culture-goers say they are likely or somewhat likely to make single ticket purchases to their favourite arts and culture organization, while one in five say the same for annual subscriptions of memberships.

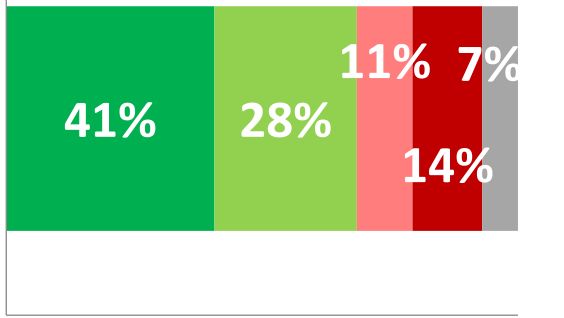
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Likelihood of commitments to arts organizations

Paying for an annual subscription or membership



Single ticket purchase



0% 20% 40% 60% 80% 100%

- Likely
- Somewhat likely
- Somewhat not likely
- Not likely
- Unsure

2 in 3 Culture-goers

Say they are likely or somewhat likely to make single ticket purchases to their favourite arts and culture organization.

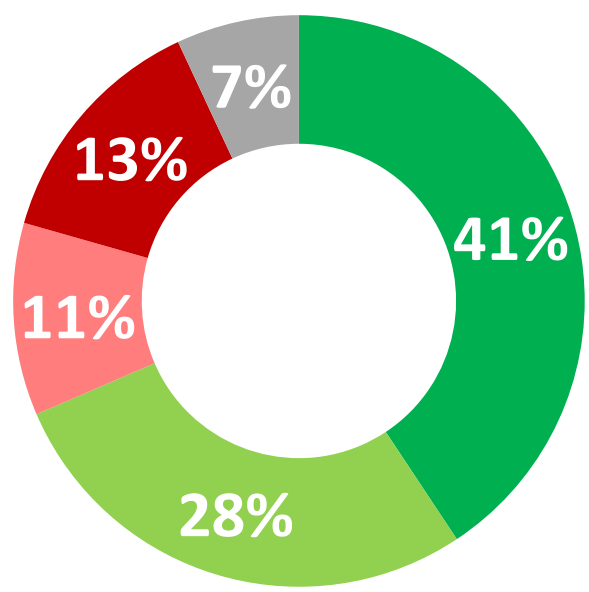
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – In 2023, are you likely, somewhat likely, somewhat unlikely, or unlikely to make the following commitments to your favourite arts or culture organization? [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=804 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20, respectively.

Likelihood of purchasing single tickets

Q – In 2023, are you likely, somewhat likely, somewhat unlikely, or unlikely to make the following commitments to your favourite arts or culture organization? [ROTATE] **Single ticket purchase**



- Likely
- Somewhat likely
- Somewhat not likely
- Not likely
- Unsure

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

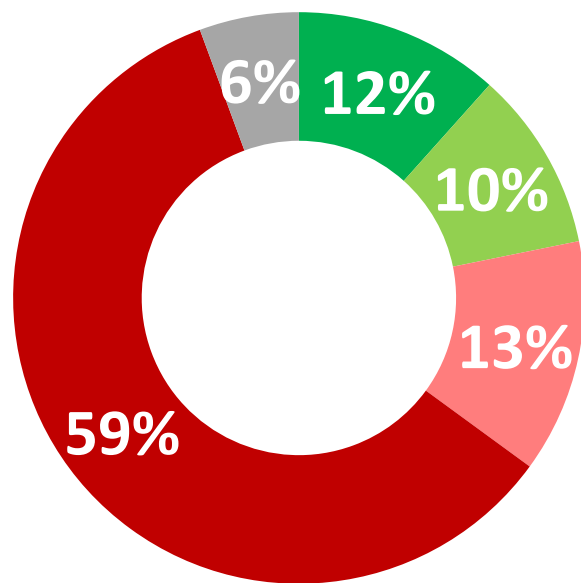
Likely/somewhat likely

	Atlantic (n=69)	Quebec (n=153)	Ontario (n=293)	Prairies (n=158)	BC (n=131)
	61.6%	74.5%	67.9%	66.3%	66.7%
	Men (n=409)	Women (n=388)	18 to 34 (n=196)	35 to 54 (n=292)	55 plus (n=316)
	66.9%	69.8%	65.5%	68.2%	71.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=804 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20, respectively.

Likelihood of paying for an annual subscription or membership

Q – In 2023, are you likely, somewhat likely, somewhat unlikely, or unlikely to make the following commitments to your favourite arts or culture organization? [ROTATE] **Paying for an annual subscription or membership**



■ Likely
■ Somewhat likely
■ Somewhat not likely
■ Not likely
■ Unsure

Likely/somewhat likely

	Atlantic (n=69)	Quebec (n=153)	Ontario (n=293)	Prairies (n=158)	BC (n=131)
22.5%	25.5%	21.0%	18.6%	22.1%	
Men (n=409)	Women (n=388)	18 to 34 (n=196)	35 to 54 (n=292)	55 plus (n=316)	
20.4%	23.0%	18.5%	20.0%	26.0%	

*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, April 30th to May 3rd, 2023, n=804 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20, respectively.

A hand holding the neck of a violin, with the focus on the tuning pegs and the body of the instrument. The background is dark and blurred, suggesting a stage or concert setting. The text is overlaid on this image.

Arts and culture personas

“

In terms of ticket-purchasing persona, Canadian culture-goers are most likely to say they prefer to purchase several tickets throughout the year, while about one in five say they only purchase tickets if someone else invites them to go with them.

”

Preferred timeline of buying tickets currently – Tracking

Q – Which of the following statements best describes how you currently make decisions about purchasing tickets for art and cultural events and shows? [SELECT ONE]

	May 2023 (n=804)	October 2022 (n=820)
I prefer buying tickets well in advance (up to six months) of a performance	31.0%	28.4%
I prefer buying tickets for performances in the upcoming month	28.3%	27.2%
I do not currently purchase tickets for or attend arts and cultural performances	15.7%	15.0%
I prefer waiting to see how I am feeling and buying tickets for shows in the upcoming week	15.0%	15.3%
I prefer to wait to the last minute to buy tickets for shows, usually up to a day or two in advance	5.0%	9.2%
Unsure	5.0%	4.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=804 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20, respectively.

Ticket purchasing persona

Q – [ASK IF THEY CURRENTLY PURCHASE TICKETS] Which of the following statements best describes how you decide which art and cultural events and shows to attend?
[RANDOMIZE][SELECT ONE]

	Total (n=678)
I usually purchase many tickets for shows that interest me throughout the year <i>(Familiar friends)</i>	57.1%
I will usually only purchase tickets for shows if someone else invites me to go with them <i>(Social attendees)</i>	17.5%
I usually purchase tickets for shows that are big blockbusters only <i>(Special scene)</i>	11.8%
I will usually only purchase tickets for shows if I can get a discount or a rebate <i>(Discount hunters)</i>	8.7%
I usually purchase yearly ticket memberships, subscriptions, and packages <i>(Bed rock subscribers)</i>	4.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=678 culture-goers who report currently purchasing tickets, accurate 3.8 percentage points plus or minus, 19 times out of 20, respectively.

Content Persona

Q – Which one of the following statements best describes you?
[RANDOMIZE][SELECT ONE]



	Total (n=804)
I want arts and culture experiences where I'm pretty sure I will be entertained <i>(Sure thing entertainment)</i>	38.2%
I want arts and culture experiences where I learn something <i>(Learning experiences)</i>	21.2%
Arts and culture experiences are not a big priority for me <i>(Limited exposure)</i>	19.7%
I want different and as many kinds of arts and culture experiences as possible <i>(Vociferous culture)</i>	18.5%
New and current arts and culture experiences are more important than traditional ones from the past <i>(Pop culture)</i>	2.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=804 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20, respectively.

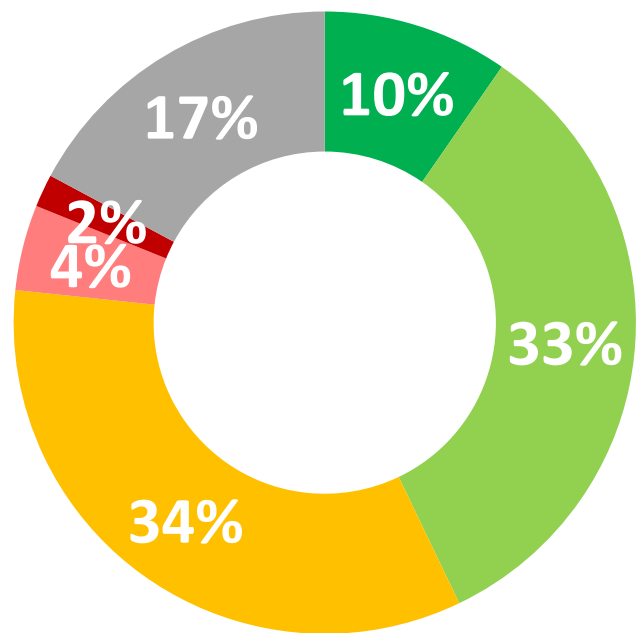
Improving the appeal of the arts and culture sector

Q – What is one thing you would like to see the arts and culture sector do to appeal more to you? [OPEN]

	Frequency (n=540)	
TOP RESPONSES	Affordability/free events	21.6%
	Unsure	14.3%
	Having to travel less/more events closer to me/rural areas	8.9%
	More variety	5.0%
	Advertise/more awareness of events	4.7%
	Doing fine/satisfied already	3.7%
	Remove politics for the arts/culture, less "woke"	3.4%
	Nothing	3.4%
	More theatre/broadway/dance	2.8%
	Inclusiveness	2.3%
	Family events	2.1%
	Humour/comedy shows	2.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=540 culture-goers, accurate 4.2 percentage points plus or minus, 19 times out of 20, respectively.

Job of art and cultural institutions welcoming a diversity of Canadians



■ Very good ■ Good ■ Average
■ Poor ■ Very Poor ■ Unsure

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

	Atlantic (n=69)	Quebec (n=153)	Ontario (n=293)	Prairies (n=158)	BC (n=131)
Very good/Good	43.8%	60.6%	40.4%	35.9%	31.0%
	Men (n=409)	Women (n=388)	18 to 34 (n=196)	35 to 54 (n=292)	55 plus (n=316)
	41.8%	44.4%	43.4%	42.1%	43.1%
Average	38.6%	25.4%	35.7%	29.1%	44.9%
	Men (n=409)	Women (n=388)	18 to 34 (n=196)	35 to 54 (n=292)	55 plus (n=316)
	35.7%	31.6%	33.9%	33.5%	33.9%

Q – Do you think arts and cultural institutions in Canada are doing a very good, good, average, poor or very poor job at creating experiences that are welcoming to a diversity of Canadians?

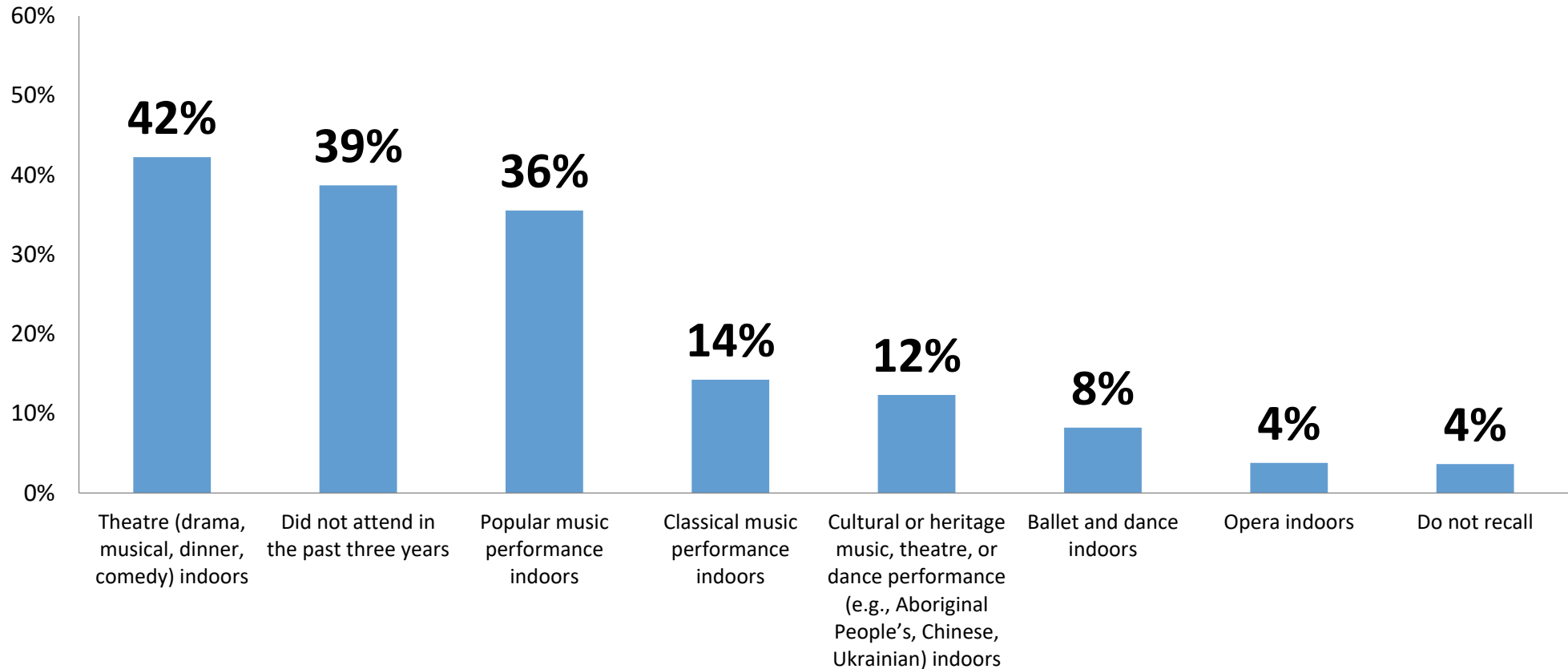
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=804 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20, respectively.



Profiling questions

Attendance at indoor cultural gatherings – All Canadians

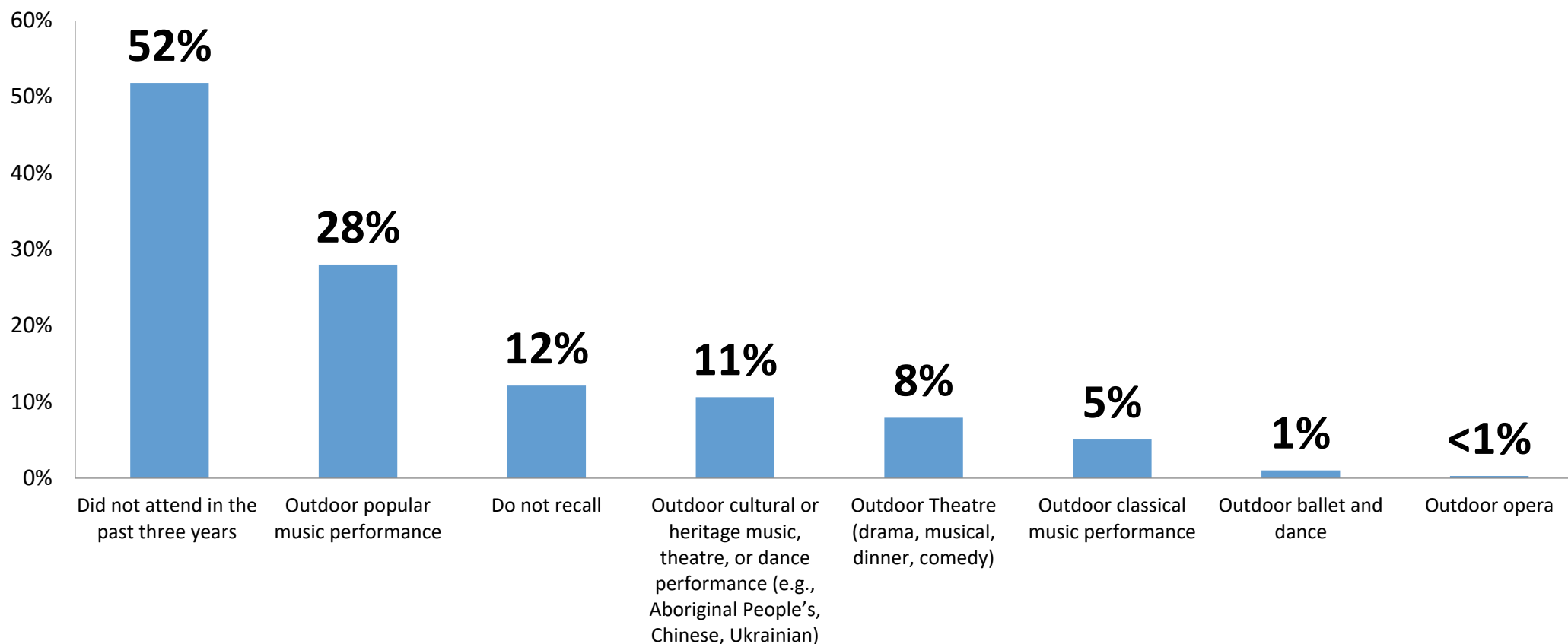
Q – Did you attend any of the following INDOOR cultural gatherings in the past three years?
[RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=1080 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20, respectively.

Attendance at outdoor cultural gatherings – All Canadians

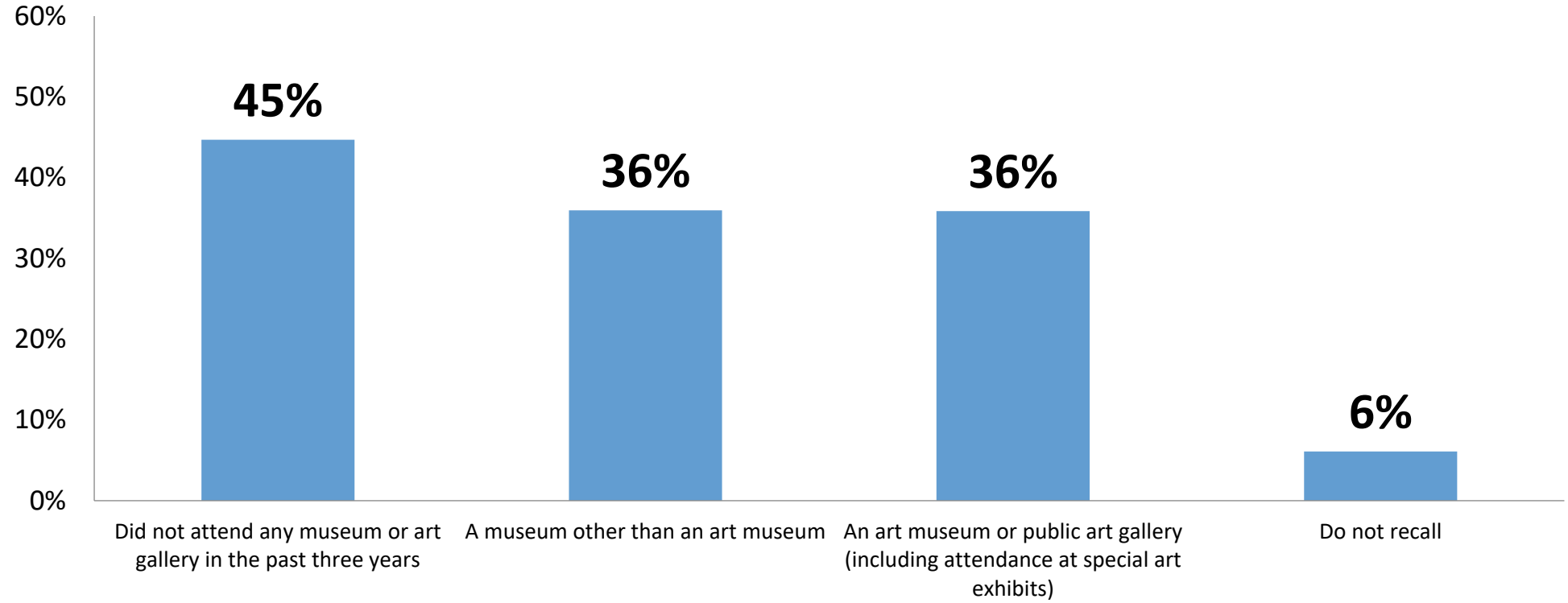
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years?
[RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=1080 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20, respectively.

Attendance at museums or galleries – All Canadians

Q – Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=1080 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20, respectively.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,080 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 and the Arts and the National Arts Centre	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	1080 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 Probability 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	10 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 grouped by theme. Please refer to the appended tabulations for the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, the military, government spending, the monarchy, mental health, international partnerships, energy needs and tobacco.
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	April 30 th to May 3 rd , 2023.		
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



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – 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 past three years, outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the past three years, and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years.

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2023-05	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 past three years? [RANDOMIZE](select all that apply)**	Total	Unwgt N	1080	105	213	380	217	165	552	520	8	237	383	460
		Wgt N	1008	68	233	390	178	139	490	510	8	271	324	413
	Opera indoors	%	3.8	1.0	5.4	3.5	3.7	3.3	3.8	3.6		1.6	2.6	6.1
	Ballet and dance indoors	%	8.2	9.9	4.9	8.8	9.9	9.0	7.8	8.7		7.5	10.0	7.3
	Theatre (drama, musical, dinner, comedy) indoors	%	42.2	31.2	36.6	46.8	45.7	39.7	39.0	45.1		43.9	44.7	39.2
	Classical music performance indoors	%	14.3	9.6	11.9	15.6	15.4	15.3	14.1	14.0		12.6	12.8	16.5
	Popular music performance indoors	%	35.5	30.1	30.4	34.5	42.4	41.0	36.7	34.0		43.0	35.5	30.7
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	12.3	11.6	9.2	11.3	16.3	15.9	13.1	11.6		15.6	11.0	11.2
	Did not attend in the past three years	%	38.7	47.7	45.9	36.7	34.4	33.2	37.9	39.5		30.5	35.8	46.3
	Do not recall	%	3.6	3.3	3.4	3.0	2.2	7.8	4.7	2.7		5.8	3.5	2.3

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

*Some results have been shaded due to small sample size.

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

		Region							Gender			Age		
		Canada 2023-05	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 past three years? [RANDOMIZE](select all that apply)**	Total	Unwgt N	1716	151	314	605	374	272	871	827	18	380	600	736
		Wgt N	1008	68	233	390	178	139	490	510	8	271	324	413
	Opera indoors	%	2.4	0.7	3.6	2.2	2.2	2.0	2.4	2.3		1.0	1.7	3.8
	Ballet and dance indoors	%	5.2	6.9	3.3	5.5	5.8	5.5	5.0	5.5		4.7	6.4	4.6
	Theatre (drama, musical, dinner, comedy) indoors	%	26.6	21.6	24.8	29.2	26.9	24.0	24.8	28.3		27.3	28.7	24.6
	Classical music performance indoors	%	9.0	6.6	8.1	9.7	9.0	9.3	9.0	8.8		7.9	8.2	10.3
	Popular music performance indoors	%	22.4	20.9	20.6	21.5	25.0	24.8	23.4	21.3		26.8	22.8	19.2
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	7.8	8.0	6.2	7.0	9.6	9.6	8.3	7.3		9.7	7.1	7.0
	Did not attend in the past three years	%	24.4	33.0	31.1	22.9	20.2	20.1	24.1	24.8		19.0	22.9	29.0
	Do not recall	%	2.3	2.3	2.3	1.9	1.3	4.7	3.0	1.7		3.6	2.3	1.4

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

*Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of culture-goers who attended an indoor event in the past three years]

		Region							Gender			Age		
		Indoor culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question –How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?	Total	Unwgt N	632	51	115	233	135	98	317	310	5	156	232	244
		Wgt N	593	33	123	240	113	83	285	303	5	176	198	219
	Once every week or more	%	0.6	1.9	1.5	0.0	1.0	0.0	0.9	0.3		1.2	0.8	0.0
	2-3 times a month	%	6.5	5.3	5.0	7.1	7.2	6.2	6.9	5.8		4.9	7.0	7.3
	Once a month	%	14.5	15.8	12.7	15.9	14.7	12.0	14.6	13.9		12.7	14.9	15.5
	Once every 2-3 months	%	32.7	35.2	39.3	30.1	30.2	33.1	34.1	31.4		28.6	33.6	35.2
	Once every 6 months	%	20.5	21.5	21.4	21.7	18.1	18.5	20.9	20.5		26.2	17.8	18.4
	Once a year or less	%	15.6	10.9	14.8	14.8	18.3	17.6	16.2	15.4		18.0	15.2	14.2
	Unsure	%	9.6	9.5	5.3	10.4	10.5	12.5	6.4	12.8		8.4	10.9	9.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

*Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

		Region							Gender			Age		
		Canada 2023-05	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 past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1080	105	213	380	217	165	552	520	8	237	383	460
		Wgt N	1008	68	233	390	178	139	490	510	8	271	324	413
	Outdoor opera	%	0.3	0.0	0.0	0.5	0.2	0.5	0.6	0.0		0.0	0.2	0.5
	Outdoor ballet and dance	%	1.0	0.0	1.8	0.5	1.7	0.7	0.7	1.3		0.8	1.7	0.6
	Outdoor Theatre (drama, musical, dinner, comedy)	%	7.9	5.1	6.3	8.2	7.9	11.2	8.6	7.4		10.4	9.3	5.2
	Outdoor classical music performance	%	5.1	2.7	9.9	3.5	2.5	6.1	4.4	5.4		3.5	4.3	6.7
	Outdoor popular music performance	%	28.0	18.7	35.8	26.3	23.6	30.1	30.1	26.0		34.2	30.0	22.4
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	10.6	7.4	6.4	10.0	12.7	18.2	9.1	11.9		13.9	11.0	8.2
	Did not attend in the past three years	%	51.8	58.0	49.6	51.5	56.8	46.9	49.4	54.2		41.8	50.1	59.7
	Do not recall	%	12.1	17.0	10.5	13.1	13.0	8.6	11.9	12.5		13.8	11.8	11.3

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

*Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

		Region							Gender			Age		
		Canada 2023-05	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 past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1258	114	257	430	258	199	633	615	10	279	451	528
		Wgt N	1008	68	233	390	178	139	490	510	8	271	324	413
	Outdoor opera	%	0.2	0.0	0.0	0.4	0.2	0.4	0.5	0.0		0.0	0.2	0.4
	Outdoor ballet and dance	%	0.9	0.0	1.5	0.4	1.5	0.6	0.6	1.1		0.7	1.4	0.5
	Outdoor Theatre (drama, musical, dinner, comedy)	%	6.8	4.7	5.3	7.2	6.7	9.1	7.5	6.2		8.8	7.8	4.6
	Outdoor classical music performance	%	4.3	2.5	8.2	3.0	2.1	5.0	3.8	4.5		3.0	3.6	5.9
	Outdoor popular music performance	%	24.0	17.1	29.7	23.1	19.9	24.6	26.2	21.9		28.9	25.4	19.5
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	9.1	6.8	5.3	8.8	10.7	14.9	7.9	10.0		11.7	9.3	7.1
	Did not attend in the past three years	%	44.3	53.3	41.2	45.4	48.0	38.4	43.0	45.6		35.3	42.3	52.1
	Do not recall	%	10.4	15.6	8.7	11.5	11.0	7.0	10.4	10.5		11.6	10.0	9.8

*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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*Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of culture-goers who attended an outdoor event in the past three years.]

		Region							Gender			Age		
		Outdoor culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?	Total	Unwgt N	391	28	86	137	66	74	210	177	4	108	144	139
		Wgt N	368	18	93	140	54	63	192	172	4	123	124	122
	Once every week or more	%	1.3		3.3	0.0	2.1	0.0	1.4	1.3		1.7	1.2	1.0
	2-3 times a month	%	5.4		2.0	5.1	1.4	15.2	3.9	6.6		2.6	4.8	8.8
	Once a month	%	12.0		13.2	15.2	5.8	7.9	9.0	15.7		12.0	11.5	12.6
	Once every 2-3 months	%	22.7		21.2	23.5	31.2	20.0	25.4	18.6		22.6	28.5	17.0
	Once every 6 months	%	31.2		35.0	29.4	32.5	27.9	32.8	30.2		35.2	29.2	29.2
	Once a year or less	%	17.5		17.8	14.9	20.7	17.4	19.2	16.0		19.2	17.0	16.3
	Unsure	%	9.8		7.5	11.9	6.4	11.5	8.4	11.6		6.6	7.8	15.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

		Region							Gender			Age		
		Canada 2023-05	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 past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1080	105	213	380	217	165	552	520	8	237	383	460
		Wgt N	1008	68	233	390	178	139	490	510	8	271	324	413
	An art museum or public art gallery (including attendance at special art exhibits)	%	35.8	29.6	33.3	35.5	34.2	46.4	34.0	37.3		41.1	34.8	33.2
	A museum other than an art museum	%	35.9	35.3	32.4	34.6	41.6	38.6	36.5	34.8		45.4	34.9	30.6
	Did not attend any museum or art gallery in the past three years	%	44.7	49.2	50.0	44.8	42.2	36.3	45.5	44.2		33.6	45.7	51.1
	Do not recall	%	6.1	9.8	5.2	5.5	7.2	6.0	6.6	5.7		6.9	6.9	4.9

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

**Multifrequency tab based on multiple responses

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*Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2023-05	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 past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1321	129	257	455	271	209	673	635	13	300	469	552
		Wgt N	1008	68	233	390	178	139	490	510	8	271	324	413
	An art museum or public art gallery (including attendance at special art exhibits)	%	29.3	23.9	27.5	29.5	27.3	36.4	27.7	30.5		32.4	28.5	27.7
	A museum other than an art museum	%	29.3	28.5	26.8	28.8	33.2	30.3	29.8	28.6		35.7	28.5	25.5
	Did not attend any museum or art gallery in the past three years	%	36.5	39.7	41.4	37.2	33.7	28.5	37.2	36.2		26.5	37.4	42.7
	Do not recall	%	5.0	7.9	4.3	4.5	5.7	4.7	5.4	4.7		5.5	5.6	4.1

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

*Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of culture-goers who attended an art gallery or museum in the past three years.]

		Region							Gender			Age		
		Museum-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?	Total	Unwgt N	528	44	95	185	108	96	261	261	6	143	182	203
		Wgt N	499	29	104	194	91	81	236	256	6	162	154	183
	Once every week or more	%	0.6	0.0	2.3	0.0	0.0	0.9	0.5	0.8		0.0	0.0	1.7
	2-3 times a month	%	1.5	2.0	4.9	0.0	1.3	0.9	2.5	0.7		0.4	2.4	1.8
	Once a month	%	7.2	10.1	5.2	8.2	5.3	8.3	6.7	7.8		6.1	7.8	7.6
	Once every 2-3 months	%	20.5	20.6	25.0	20.8	18.8	16.2	18.7	21.9		19.4	19.2	22.6
	Once every 6 months	%	30.2	30.8	35.1	32.9	21.0	27.8	26.9	33.7		27.2	32.0	31.4
	Once a year or less	%	28.3	22.2	16.7	24.2	44.5	37.0	34.3	23.1		36.5	25.8	23.1
	Unsure	%	11.6	14.3	10.8	13.9	9.2	8.9	10.6	12.0		10.3	12.7	11.8

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

In 2023, are you likely, somewhat likely, somewhat unlikely, or unlikely to make the following commitments to your favourite arts or culture organization? [ROTATE]

		Region							Gender			Age		
		Culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Single ticket purchase	Total	Unwgt N	804	69	153	293	158	131	409	388	7	196	292	316
		Wgt N	753	44	166	302	131	110	366	380	7	221	249	284
	Likely	%	40.7	29.6	49.6	39.4	35.1	41.9	38.0	42.7		39.9	42.2	40.0
	Somewhat likely	%	27.8	32.0	24.9	28.5	31.2	24.8	28.9	27.0		25.6	26.0	31.2
	Somewhat unlikely	%	10.9	15.8	7.8	10.4	11.6	13.9	12.7	9.3		15.4	10.8	7.5
	Unlikely	%	13.6	19.2	8.5	15.7	13.3	13.9	14.4	12.9		14.6	14.2	12.4
	Unsure	%	6.9	3.4	9.2	6.0	8.8	5.6	6.0	8.0		4.6	6.8	9.0

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

In 2023, are you likely, somewhat likely, somewhat unlikely, or unlikely to make the following commitments to your favourite arts or culture organization? [ROTATE]

		Region							Gender			Age		
		Culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Paying for an annual subscription or membership	Total	Unwgt N	804	69	153	293	158	131	409	388	7	196	292	316
		Wgt N	753	44	166	302	131	110	366	380	7	221	249	284
	Likely	%	11.6	11.9	11.5	11.0	11.6	13.4	11.3	11.6		7.2	10.3	16.2
	Somewhat likely	%	10.2	10.6	14.1	9.9	7.0	8.7	9.1	11.4		11.3	9.7	9.8
	Somewhat unlikely	%	13.2	14.9	18.9	11.0	8.7	15.5	13.7	13.0		11.5	13.2	14.6
	Unlikely	%	59.3	53.0	50.1	62.4	66.0	59.6	62.1	56.7		66.1	62.1	51.6
	Unsure	%	5.6	9.6	5.5	5.7	6.7	2.8	3.7	7.3		4.0	4.7	7.8

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

*Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

		Region							Gender			Age		
		Culture-goers 2023-05	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 events and shows? [SELECT ONE]	Total	Unwgt N	804	69	153	293	158	131	409	388	7	196	292	316
		Wgt N	753	44	166	302	131	110	366	380	7	221	249	284
	I prefer to buy tickets well in advance (up to six months) of a performance	%	31.0	17.0	49.1	27.5	22.6	29.3	29.7	32.7		31.1	30.8	31.2
	I prefer to buy tickets for performances in the upcoming month	%	28.3	36.3	19.0	28.8	32.9	32.0	30.2	26.4		27.0	28.2	29.3
	I prefer to wait to see how I'm feeling and buying tickets for shows in the upcoming week	%	15.0	15.9	12.0	17.0	15.3	13.1	16.9	12.4		18.0	16.2	11.5
	I prefer to wait to the last minute to buy tickets for shows, usually up to a day or two in advance	%	5.0	6.3	3.1	6.7	4.7	2.9	4.9	5.1		5.1	4.4	5.4
	I do not currently purchase tickets for or attend arts and cultural performances	%	15.7	23.2	13.4	15.3	15.6	17.5	15.4	16.3		16.6	14.7	15.8
Unsure	%	5.0	1.3	3.5	4.7	8.9	5.1	2.9	7.2		2.2	5.6	6.7	

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

		Region							Gender			Age		
		Culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question – [ASK IF THEY CURRENTLY PURCHASE TICKETS] Which of the following statements best describes how you decide which art and cultural events and shows to attend? [RANDOMIZE] [SELECT ONE]	Total	Unwgt N	678	54	132	248	135	109	344	327	7	163	250	265
		Wgt N	635	34	144	256	111	91	310	318	7	184	212	239
	I usually purchase yearly ticket memberships, subscriptions, and packages	%	4.9	6.9	4.5	4.9	6.9	2.4	4.4	5.2		1.3	3.7	8.7
	I usually purchase many tickets for shows that interest me throughout the year	%	57.1	50.7	58.2	57.4	58.7	55.1	57.4	56.9		57.2	59.1	55.3
	I usually purchase tickets for shows that are big blockbusters only	%	11.8	15.5	13.3	13.1	8.0	9.0	10.2	13.6		13.4	11.1	11.1
	I will usually only purchase tickets for shows if someone else invites me to go with them	%	17.5	17.7	17.8	17.1	12.3	24.6	19.3	16.2		19.2	15.1	18.4
	I will usually only purchase tickets for shows if I can get a discount or a rebate	%	8.7	9.1	6.3	7.6	14.1	8.9	8.8	8.2		8.9	10.9	6.6

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

		Region							Gender			Age		
		Culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Which one of the following statements best describes you? [RANDOMIZE][SELECT ONE]	Total	Unwgt N	804	69	153	293	158	131	409	388	7	196	292	316
		Wgt N	753	44	166	302	131	110	366	380	7	221	249	284
	I want different and as many kinds of arts and culture experiences as possible	%	18.5	8.5	20.1	18.9	15.4	23.0	13.6	23.1		17.6	19.9	18.1
	I want arts and culture experiences where I learn something	%	21.2	17.5	29.1	20.0	13.1	24.1	19.6	22.9		21.1	18.5	23.7
	New and current arts and culture experiences are more important than traditional ones from the past	%	2.3	4.2	1.9	2.5	1.8	2.2	3.2	1.5		3.1	3.1	1.0
	Arts and culture experiences are not a big priority for me	%	19.7	24.2	16.4	20.0	23.1	17.8	21.9	17.4		18.9	20.7	19.4
	I want arts and culture experiences where I'm pretty sure I will be entertained	%	38.2	45.6	32.5	38.7	46.6	32.8	41.6	35.1		39.2	37.8	37.9

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

		Region							Gender			Age		
		Culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - What is one thing you would like to see the arts and culture sector do to appeal more to you? [OPEN]	Total	Unwgt N	540	47	119	186	101	87	276	260	4	117	189	234
		Wgt N	504	31	129	191	81	73	244	256	4	134	161	210
	Affordability/free events	%	21.6	16.5	21.9	20.8	22.4	24.2	20.7	22.8		20.9	25.4	19.1
	Advertise/more awareness of events	%	4.7	10.2	4.4	4.0	5.4	4.0	4.5	5.0		4.0	4.6	5.3
	Doing fine/satisfied already	%	3.7	0.0	5.0	3.6	2.5	4.4	2.2	4.7		0.7	5.4	4.2
	Get rid of Ticketmaster	%	1.6	0.0	1.1	2.6	1.1	1.0	2.0	1.2		2.0	0.5	2.1
	Not interested/don't have time	%	1.7	4.0	0.8	0.0	5.1	3.0	2.0	1.4		1.2	1.7	2.0
	More variety	%	5.0	1.5	1.7	5.3	6.5	9.9	4.4	5.4		4.3	6.0	4.8
	More accessible in terms of getting there/more events closer to me/rural areas	%	8.9	14.3	11.0	9.6	1.1	9.9	7.7	10.3		10.8	10.6	6.4
	More virtual activities/live performances shown online	%	1.1	2.1	1.8	0.6	1.1	1.0	0.6	1.6		0.0	0.6	2.2
	Humour/comedy shows	%	2.0	2.6	4.1	1.3	2.1	0.0	2.9	1.3		3.2	1.1	2.0
	Focus on Canadian content	%	0.8	3.5	0.0	0.5	1.1	1.9	1.5	0.2		0.0	0.7	1.5
	Family events	%	2.1	1.5	0.0	4.1	0.0	2.8	2.1	2.1		4.7	0.8	1.4
	Remove politics for the arts/culture, less "woke"	%	3.4	0.0	0.0	4.7	5.0	5.4	5.0	1.9		2.6	3.1	4.0
	More showings during the day/matinees	%	1.6	1.5	2.7	2.3	0.0	0.0	0.0	3.2		0.7	0.9	2.8
	Music events/concerts	%	1.5	0.0	2.3	2.3	0.5	0.0	1.3	1.8		1.7	1.4	1.6
	Nothing	%	3.4	2.0	3.9	3.3	6.1	0.0	4.1	2.7		2.6	4.7	2.8
	Stop taking government subsidies/should not be using tax-payers' dollars	%	1.0	2.6	0.0	1.0	1.1	1.9	1.6	0.4		0.6	1.7	0.7
	Visual arts	%	0.3	2.0	0.7	0.0	0.0	0.0	0.6	0.0		0.0	0.9	0.0
	Immersive experiences	%	0.5	0.0	0.0	1.2	0.0	0.0	0.0	0.9		0.9	0.0	0.5
	Make it a learning experience	%	1.1	0.0	1.4	0.7	2.1	1.0	1.9	0.4		1.7	1.6	0.3
	Other	%	4.9	0.0	6.4	4.8	4.8	4.7	5.5	4.4		3.9	6.4	4.4
	Attract big names/international events	%	1.7	0.0	3.6	1.2	1.0	1.0	0.5	2.9		0.7	0.0	3.6
	Something fun/entertaining/interesting to me	%	1.9	4.7	0.0	2.6	0.0	4.4	2.0	1.8		3.6	0.4	2.0
	Historical content	%	0.9	2.6	1.5	0.9	0.0	0.0	1.5	0.3		0.0	0.5	1.8

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

		Region						Gender			Age		
		Culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Religious content/Gospel	%	0.1	0.0	0.0	0.0	0.0	1.0	0.3	0.0		0.0	0.5	0.0
Indigenous art/culture	%	0.7	2.0	0.0	0.9	0.5	1.0	1.0	0.4		0.0	0.6	1.2
More classic performances/less modern art/culture	%	0.5	0.0	0.8	0.6	0.5	0.0	0.0	1.0		0.0	0.9	0.5
Outdoor events	%	0.6	0.0	0.0	0.5	0.4	2.4	0.5	0.7		0.0	1.1	0.5
More theatre/Broadway/dance	%	2.8	4.8	5.9	1.1	0.4	3.4	2.7	2.9		2.4	1.7	3.8
Inclusiveness	%	2.3	0.0	2.5	2.7	2.9	1.4	2.5	1.8		2.6	1.7	2.7
Support local artists/artisan work	%	1.8	1.5	0.9	2.2	2.9	1.0	1.8	1.8		1.0	2.6	1.6
Smaller events/fewer people	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4		0.0	0.6	0.0
High quality/challenging	%	1.0	0.0	2.3	0.6	0.0	1.0	0.8	1.1		0.7	0.5	1.4
Safety/mask mandates/air circulation	%	0.3	0.0	0.8	0.0	0.4	0.0	0.1	0.0		0.7	0.0	0.2
Unsure	%	14.3	19.9	12.3	13.4	23.0	8.1	15.6	13.3		21.7	10.4	12.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

		Region							Gender			Age		
		Culture-goers 2023-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Do you think arts and cultural institutions in Canada are doing a very good, good, average, poor or very poor job at creating experiences that are welcoming to a diversity of Canadians?	Total	Unwgt N	804	69	153	293	158	131	409	388	7	196	292	316
		Wgt N	753	44	166	302	131	110	366	380	7	221	249	284
	Very good	%	9.6	2.9	18.3	8.0	8.0	5.9	7.0	12.1		10.5	9.9	8.7
	Good	%	33.2	40.9	42.3	32.4	27.9	25.1	34.9	32.3		32.9	32.2	34.4
	Average	%	33.8	38.6	25.4	35.7	29.1	44.9	35.7	31.6		33.9	33.5	33.9
	Poor	%	4.4	0.0	0.8	5.1	5.5	8.6	5.7	3.3		5.7	4.4	3.5
	Very poor	%	1.7	0.0	0.8	2.5	2.5	0.7	2.1	1.1		0.6	1.8	2.5
Unsure	%	17.2	17.6	12.5	16.2	27.1	14.8	14.7	19.6		16.4	18.1	17.0	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. 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 past three years (n=632 with a margin of error of ±3.9 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 past three years (n=391 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=528 with a margin of error of ±4.3 percentage points, 19 times out of 20).

*Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

Please note that the following sub-sample is presented in these tabulations: Canadians who report having attended an art or cultural event in the past three years.

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?							Which one of the following statements best describes you?				
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)**	Total	Unwgt N 678	35	389	79	117	58	147	165	19	164	309	
		Wgt N 635	31	363	75	111	55	140	160	17	148	288	
	Opera indoors	% 6.0	12.8	7.0	5.1	3.5	1.8	9.6	7.5		1.2	3.5	
	Ballet and dance indoors	% 12.3	13.5	13.9	9.7	8.5	12.0	13.5	11.4		5.5	12.9	
	Theatre (drama, musical, dinner, comedy) indoors	% 62.4	72.5	67.8	56.1	49.3	56.2	63.9	52.1		35.8	67.1	
	Classical music performance indoors	% 21.4	42.7	25.3	9.4	11.8	19.1	30.3	21.8		6.9	19.1	
	Popular music performance indoors	% 51.3	45.5	59.7	43.4	34.5	44.2	56.2	34.5		37.3	56.5	
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	% 18.6	23.5	21.0	15.4	11.9	18.1	21.8	16.8		6.3	19.2	
	Did not attend in the past three years	% 15.9	13.9	11.4	20.5	25.5	20.2	14.7	28.2		37.6	10.2	
	Do not recall	% 1.6	5.3	0.8	2.1	3.6	0.0	1.8	1.4		3.6	1.6	

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?							Which one of the following statements best describes you?				
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)**	Total	Unwgt N	1289	81	808	128	173	99	317	287	28	220	588
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	Opera indoors	%	3.2	5.6	3.4	3.2	2.3	1.1	4.5	4.3		0.9	1.8
	Ballet and dance indoors	%	6.5	5.9	6.7	6.0	5.7	7.0	6.4	6.5		4.1	6.8
	Theatre (drama, musical, dinner, comedy) indoors	%	32.9	31.6	32.8	34.7	33.2	32.7	30.2	30.0		26.7	35.3
	Classical music performance indoors	%	11.3	18.6	12.2	5.8	7.9	11.1	14.3	12.5		5.1	10.1
	Popular music performance indoors	%	27.1	19.8	28.8	26.8	23.2	25.8	26.5	19.9		27.8	29.7
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	9.8	10.2	10.1	9.5	8.0	10.6	10.3	9.7		4.7	10.1
	Did not attend in the past three years	%	8.4	6.0	5.5	12.7	17.2	11.8	6.9	16.2		28.0	5.4
	Do not recall	%	0.8	2.3	0.4	1.3	2.4	0.0	0.8	0.8		2.7	0.8

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?						Which one of the following statements best describes you?					
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question – How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?	Total	Unwgt N	678	35	389	79	117	58	147	165	19	164	309
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	Once every week or more	%	0.8	0.0	0.5	2.9	0.0	2.1	0.0	0.5		0.2	1.0
	2-3 times a month	%	6.3	24.5	7.0	3.9	1.7	3.9	11.4	4.2		2.4	5.1
	Once a month	%	13.3	33.7	16.1	7.6	7.1	3.6	19.8	9.5		3.5	12.1
	Once every 2-3 months	%	31.1	27.8	37.6	20.6	18.2	30.1	34.9	25.4		11.2	33.6
	Once every 6 months	%	19.7	3.7	20.8	24.6	18.2	17.4	16.4	19.9		14.1	22.0
	Once a year or less	%	16.4	6.2	10.3	29.7	25.4	25.9	4.6	22.3		41.4	15.5
Unsure	%	12.5	4.1	7.7	10.7	29.4	17.1	12.8	18.2		27.2	10.6	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

			Which of the following statements best describes how you decide which art and cultural events and shows to attend?					Which one of the following statements best describes you?					
				I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained
Question - Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	Culture-goers 2023-05										
		Wgt N	678	35	389	79	117	58	147	165	19	164	309
		%	635	31	363	75	111	55	140	160	17	148	288
Outdoor opera		%	0.2	0.0	0.3	0.0	0.0	0.0	0.8	0.5		0.6	0.0
Outdoor ballet and dance		%	1.5	7.1	2.0	0.0	0.0	0.0	2.4	1.4		0.6	1.3
Outdoor Theatre (drama, musical, dinner, comedy)		%	12.1	27.9	13.5	6.3	9.4	6.7	18.0	9.5		4.6	9.8
Outdoor classical music performance		%	7.6	27.4	7.9	3.6	3.1	9.0	11.9	8.2		5.4	3.9
Outdoor popular music performance		%	40.1	38.8	44.9	36.8	33.6	26.6	55.4	31.5		24.6	38.0
Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)		%	14.9	9.3	15.7	11.2	13.5	20.1	25.2	17.7		5.7	11.7
Did not attend in the past three years		%	36.9	37.4	34.2	35.9	43.2	43.2	24.8	43.0		53.1	39.8
Do not recall		%	12.4	7.1	11.2	15.1	15.2	14.0	10.4	12.3		12.0	11.9

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?						Which one of the following statements best describes you?					
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	848	55	503	86	135	69	220	203	25	175	359
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
		%	0.1	0.0	0.2	0.0	0.0	0.0	0.5	0.4		0.6	0.0
	Outdoor opera	%	1.2	4.6	1.5	0.0	0.0	0.0	1.6	1.1		0.5	1.1
	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.6	18.0	10.4	5.8	7.9	5.6	12.1	7.7		4.3	8.4
	Outdoor classical music performance	%	6.1	17.7	6.1	3.3	2.7	7.5	8.0	6.6		5.1	3.4
	Outdoor popular music performance	%	31.9	25.0	34.6	33.8	28.5	22.3	37.2	25.4		23.1	32.7
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	11.8	6.0	12.1	10.3	11.4	16.8	16.9	14.2		5.4	10.0
	Did not attend in the past three years	%	29.4	24.2	26.4	33.0	36.6	36.2	16.7	34.6		49.8	34.2
	Do not recall	%	9.9	4.6	8.6	13.9	12.9	11.7	7.0	9.9		11.3	10.2

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?							Which one of the following statements best describes you?				
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?	Total	Unwgt N	678	35	389	79	117	58	147	165	19	164	309
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	Once every week or more	%	1.0	0.0	0.8	2.9	0.0	2.1	0.0	1.3		0.0	1.0
	2-3 times a month	%	3.7	8.4	4.2	1.9	1.8	4.1	8.4	2.9		0.6	2.6
	Once a month	%	7.6	8.1	9.3	7.3	3.9	3.4	14.5	4.9		3.6	5.2
	Once every 2-3 months	%	17.3	15.8	20.5	7.7	17.1	11.0	24.2	13.1		4.6	17.4
	Once every 6 months	%	23.5	19.0	24.0	25.7	17.5	31.8	23.9	24.9		13.5	23.2
	Once a year or less	%	24.6	20.5	23.4	28.7	24.9	28.0	11.8	27.2		46.2	26.3
Unsure	%	22.4	28.1	17.8	25.8	34.8	19.7	17.2	25.7		31.5	24.3	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?						Which one of the following statements best describes you?					
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	678	35	389	79	117	58	147	165	19	164	309
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	An art museum or public art gallery (including attendance at special art exhibits)	%	52.3	70.3	57.5	33.3	44.6	49.5	74.5	49.2		27.9	44.7
	A museum other than an art museum	%	49.8	57.1	54.6	37.6	45.0	40.9	55.9	49.4		39.9	47.0
	Did not attend any museum or art gallery in the past three years	%	26.5	21.9	23.5	36.5	28.3	31.8	20.2	26.7		37.1	31.3
	Do not recall	%	4.7	0.0	4.8	8.2	3.6	4.5	2.4	4.0		7.1	5.6

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

			Which of the following statements best describes how you decide which art and cultural events and shows to attend?					Which one of the following statements best describes you?					
			Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained
Question - Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	903	54	545	91	141	72	226	213	27	184	395
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	An art museum or public art gallery (including attendance at special art exhibits)	%	39.2	47.1	41.0	28.8	36.7	39.1	48.7	38.0		24.9	34.8
	A museum other than an art museum	%	37.4	38.3	38.9	32.5	37.1	32.3	36.5	38.2		35.6	36.5
	Did not attend any museum or art gallery in the past three years	%	19.9	14.7	16.7	31.6	23.3	25.1	13.2	20.6		33.1	24.3
	Do not recall	%	3.6	0.0	3.4	7.1	3.0	3.6	1.5	3.1		6.4	4.4

*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 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?						Which one of the following statements best describes you?					
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?	Total	Unwgt N	678	35	389	79	117	58	147	165	19	164	309
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	Once every week or more	%	0.3	2.4	0.0	1.7	0.0	0.0	0.5	0.7		0.0	0.0
	2-3 times a month	%	1.2	6.4	0.5	2.6	0.5	2.1	1.4	2.1		0.0	0.8
	Once a month	%	5.3	9.0	7.3	2.9	0.7	3.3	11.8	4.8		0.0	3.7
	Once every 2-3 months	%	16.6	29.0	20.4	6.8	9.0	13.6	28.7	17.2		4.6	10.8
	Once every 6 months	%	23.7	18.1	23.8	21.1	21.7	33.9	25.9	27.6		16.5	21.6
	Once a year or less	%	31.6	17.7	30.2	35.5	40.1	26.0	17.8	24.2		49.1	37.8
	Unsure	%	21.2	17.5	17.8	29.5	28.1	21.1	14.0	23.4		29.9	25.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-sample is presented in these tabulations: culture-goers refers to Canadians who reported participating in at least one cultural or arts performances in the past three years (n=678 with a margin of error of ±3.8 percentage points, 19 times out of 20), *Some results have been shaded due to small sample size.



2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

In 2023, are you likely, somewhat likely, somewhat unlikely, or unlikely to make the following commitments to your favourite arts or culture organization? [ROTATE]

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?							Which one of the following statements best describes you?				
			I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - Single ticket purchase	Total	Unwgt N	678	35	389	79	117	58	147	165	19	164	309
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	Likely	%	47.5	56.6	57.8	35.6	26.2	32.9	60.8	39.3		12.2	47.8
	Somewhat likely	%	29.6	26.7	26.9	33.3	35.6	31.9	25.2	35.5		20.7	28.3
	Somewhat unlikely	%	8.1	9.2	6.6	6.5	10.8	14.8	5.3	7.5		24.1	8.0
	Unlikely	%	8.5	1.1	5.3	14.3	16.4	9.1	4.0	11.8		34.0	7.9
	Unsure	%	6.4	6.4	3.4	10.2	11.0	11.3	4.8	5.9		9.0	8.0

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

In 2023, are you likely, somewhat likely, somewhat unlikely, or unlikely to make the following commitments to your favourite arts or culture organization? [ROTATE]

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?							Which one of the following statements best describes you?				
			I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - Paying for an annual subscription or membership	Total	Unwgt N	Culture-goers 2023-05										
			678	35	389	79	117	58	147	165	19	164	309
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	Likely	%	12.8	82.4	12.6	9.8	1.4	2.1	17.7	12.9		2.5	12.8
	Somewhat likely	%	11.6	3.2	14.3	8.1	8.5	9.8	17.5	14.6		3.0	7.3
	Somewhat unlikely	%	14.2	3.9	16.5	13.2	11.3	11.8	17.2	18.1		5.3	12.8
	Unlikely	%	55.4	2.8	51.5	64.1	71.4	66.7	40.9	46.5		85.9	61.6
	Unsure	%	6.0	7.7	5.1	4.8	7.3	9.7	6.7	7.7		3.3	5.5

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?							Which one of the following statements best describes you?				
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - Which of the following statements best describes how you currently make decisions about purchasing tickets for art and cultural events and shows? [RANDOMIZE]	Total	Unwgt N	678	35	389	79	117	58	147	165	19	164	309
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	I prefer to buy tickets well in advance (up to six months) of a performance	%	36.8	67.0	42.5	38.1	20.4	14.2	29.6	31.2		18.3	37.9
	I prefer to buy tickets for performances in the upcoming month	%	33.5	13.4	37.8	31.1	27.6	31.8	38.4	23.4		15.7	32.9
	I prefer to wait to see how I'm feeling and buying tickets for shows in the upcoming week	%	17.8	16.7	11.8	18.3	30.4	31.6	18.2	18.8		8.8	14.8
	I prefer to wait to the last minute to buy tickets for shows, usually up to a day or two in advance	%	5.9	2.8	3.4	6.7	8.6	17.7	3.6	6.0		8.4	3.1
	I do not currently purchase tickets for or attend arts and cultural performances	%	0.0	0.0	0.0	0.0	0.0	0.0	3.3	18.2		40.7	7.7
	Unsure	%	6.0	0.0	4.5	5.9	13.0	4.7	6.9	2.4		8.1	3.6

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

			Which one of the following statements best describes you?					
			Culture-goers 2023-05	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained
Question – [IF CURRENTLY PURCHASES TICKETS] Which of the following statements best describes how you decide which art and cultural events and shows to attend?	Total	Unwgt N	678	142	134	17	98	287
		Wgt N	635	135	131	15	88	266
	I usually purchase yearly ticket memberships, subscriptions, and packages	%	4.9	7.2	2.8		1.4	5.4
	I usually purchase many tickets for shows that interest me throughout the year	%	57.1	67.0	52.0		40.9	60.0
	I usually purchase tickets for shows that are big blockbusters only	%	11.8	5.1	10.5		18.8	13.6
	I will usually only purchase tickets for shows if someone else invites me to go with them	%	17.5	11.9	27.7		23.4	14.2
	I will usually only purchase tickets for shows if I can get a discount or a rebate	%	8.7	8.9	7.1		15.5	6.8

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?				
		I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate
Question - Which one of the following statements best describes you? [RANDOMIZE]	Unwgt N	35	389	79	117	58
	Wgt N	31	363	75	111	55
	I want different and as many kinds of arts and culture experiences as possible	% 31.2	24.9	9.3	14.4	21.7
	I want arts and culture experiences where I learn something	% 11.9	18.8	18.4	32.5	16.8
	New and current arts and culture experiences are more important than traditional ones from the past	% 6.9	2.4	1.7	0.9	4.0
	Arts and culture experiences are not a big priority for me	% 4.1	9.9	22.1	18.4	24.7
	I want arts and culture experiences where I'm pretty sure I will be entertained	% 46.0	44.0	48.5	33.8	32.8

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?						Which one of the following statements best describes you?				
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained
Question - What is one thing you would like to see the arts and culture sector do to appeal more to you? [OPEN]	Total	Unwgt N 459	26	265	45	87	36	112	110	12	103	203
		Wgt N 428	22	248	42	83	33	106	104	10	94	190
	Affordability/free events	%	21.6	23.4	9.0	17.8	41.5	20.7	18.0		13.0	28.1
	Advertise/more awareness of events	%	5.0	5.8	3.8	2.4	6.6	10.3	5.1		1.2	3.4
	Doing fine/satisfied already	%	4.3	4.4	4.6	2.5	0.0	5.0	4.8		2.5	3.1
	Get rid of Ticketmaster	%	1.9	2.4	1.8	0.0	3.8	2.8	0.0		0.0	2.1
	Not interested/don't have time	%	1.6	1.3	2.3	2.1	2.3	0.0	0.0		4.3	2.0
	More variety	%	5.3	6.9	5.5	1.8	2.1	9.3	2.5		3.8	4.9
	More accessible in terms of getting there/more events closer to me/rural areas	%	9.1	8.6	4.6	14.0	9.9	3.7	13.4		7.9	10.4
	More virtual activities/live performances shown online	%	0.8	0.9	0.0	1.3	0.0	1.0	2.3		2.4	0.0
	Humour/comedy shows	%	2.1	2.0	0.0	2.5	3.4	0.0	1.9		1.1	3.8
	Focus on Canadian content	%	1.0	0.3	0.0	1.6	0.0	0.0	0.7		0.8	1.5
	Family events	%	1.4	1.0	0.0	2.4	0.0	3.5	2.3		1.4	1.6
	Remove politics for the arts/culture, less "woke"	%	3.7	3.3	4.9	5.8	0.0	1.6	4.7		4.3	3.4
	More showings during the day/matinees	%	1.9	2.2	4.1	1.2	0.0	0.9	2.1		2.4	1.5
	Music events/concerts	%	1.4	1.5	2.3	0.0	0.0	3.3	0.0		0.9	1.8
	Nothing	%	2.6	2.2	7.1	2.0	2.7	1.8	2.9		10.1	1.3
	Stop taking government subsidies/should not be using tax-payers dollars	%	0.4	0.4	1.9	0.0	0.0	0.9	0.7		2.6	0.4
	Visual arts	%	0.3	0.4	0.0	0.0	1.9	0.8	0.0		0.0	0.0

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?						Which one of the following statements best describes you?				
			I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained
	Culture-goers 2023-05											
Immersive experiences	%	0.5		0.5	0.0	0.0	0.0	2.2	0.0		0.0	0.0
Make it a learning experience	%	1.3		1.5	2.1	1.2	0.0	0.0	2.6		1.4	0.8
Other	%	5.1		5.9	3.0	3.8	5.3	8.4	1.7		2.3	6.3
Attract big names/international events	%	2.0		2.1	0.0	2.4	0.0	0.0	4.9		0.0	1.7
Something fun/entertaining/interesting to me	%	1.4		1.1	3.5	2.4	0.0	2.0	0.0		3.0	2.4
Historical content	%	0.7		0.0	2.1	2.4	0.0	1.0	2.5		0.0	0.5
Religious content/Gospel	%	0.0		0.0	0.0	0.0	0.0	0.0	0.0		0.8	0.0
Indigenous art/culture	%	0.8		1.0	0.0	1.3	0.0	0.7	0.0		1.9	0.2
More classic performances/less modern art/culture	%	0.6		0.2	2.5	1.3	0.0	0.4	0.0		1.1	0.6
Outdoor events	%	0.3		0.5	0.0	0.0	0.0	0.8	1.7		0.0	0.2
More theatre/broadway/dance	%	2.7		2.7	5.1	1.2	2.2	3.5	3.1		2.1	2.1
Inclusiveness	%	2.3		1.1	2.1	4.3	8.4	1.3	2.2		5.2	1.7
Support local artists/artisan work	%	2.0		2.0	0.0	2.4	0.0	3.3	2.2		0.0	1.0
Smaller events/fewer people	%	0.0		0.0	0.0	0.0	0.0	0.0	1.0		0.0	0.0
High quality/challengin	%	1.1		1.5	2.6	0.0	0.0	1.6	1.9		0.0	0.6
Safety/mask mandates/air circulation	%	0.3		0.5	0.0	0.0	0.0	0.3	1.0		0.0	0.0
Unsure	%	14.4		12.3	25.2	19.8	10.1	8.7	14.1		23.7	12.5

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2023-2374 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET – By Ticket purchasing persona and attendance persona

		Which of the following statements best describes how you decide which art and cultural events and shows to attend?						Which one of the following statements best describes you?					
		Culture-goers 2023-05	I usually purchase yearly ticket memberships, subscriptions, and packages	I usually purchase many tickets for shows that interest me throughout the year	I usually purchase tickets for shows that are big blockbusters only	I will usually only purchase tickets for shows if someone else invites me to go with them	I will usually only purchase tickets for shows if I can get a discount or a rebate	I want different and as many kinds of arts and culture experiences as possible	I want arts and culture experiences where I learn something	New and current arts and culture experiences are more important than traditional ones from the past	Arts and culture experiences are not a big priority for me	I want arts and culture experiences where I'm pretty sure I will be entertained	
Question - Do you think arts and cultural institutions in Canada are doing a very good, good, average, poor or very poor job at creating experiences that are welcoming to a diversity of Canadians?	Total	Unwgt N	678	35	389	79	117	58	147	165	19	164	309
		Wgt N	635	31	363	75	111	55	140	160	17	148	288
	Very good	%	10.5	16.5	11.8	9.8	6.5	7.6	17.3	8.6		5.8	8.7
	Good	%	36.6	45.1	38.9	34.5	30.2	32.3	37.8	40.8		17.0	34.5
	Average	%	32.7	25.8	31.7	33.9	36.7	33.1	34.0	31.8		33.2	35.0
	Poor	%	4.7	2.8	4.4	6.2	4.9	5.0	2.9	5.0		6.2	3.8
	Very poor	%	1.3	0.0	0.9	1.6	2.2	1.8	2.2	1.9		3.5	0.6
	Unsure	%	14.3	9.9	12.3	14.0	19.5	20.2	5.9	12.0		34.2	17.3

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