

Culture-goers feel joy, comfort and excitement when thinking of attending art and cultural events – Expected spending in 2024 is now a net positive of +10 after a net negative of -6 in 2022.



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 as well as expectations for arts and culture experiences, barriers, emotions, other types of entertainment they attend and budget for attending arts and cultural events.

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29th and 31st, 2024 as part of an omnibus survey. The margin of error for a random survey of 1,114 Canadians is ± 2.9 percentage points, 19 times out of 20.

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

Key Findings



SPENDING ON LEISURE AND ENTERTAINMENT

On average, culture-goers report that they expect to spend \$1377 this year to attend arts and cultural events (mean of \$500). When asked to compare to the previous year, over half of culture-goers say they plan on spending about the same (57%), while one in five say they plan on spending more this year (20%). A smaller proportion say they plan on spending less (10%) compared to when this question was asked in 2023 (24%).



PERSONAL ANNUAL BUDGET

Culture-goers plan on spending most of their budget on travelling (34%), dining out (21%) and streaming services (12%). About one in ten say they plan on spending most of their leisure budget on attending concert halls or other performing arts venues (8%). Hobbies and sports and gym memberships rank on par with performing arts venue with eight per cent each.



SOURCES OF INFORMATION

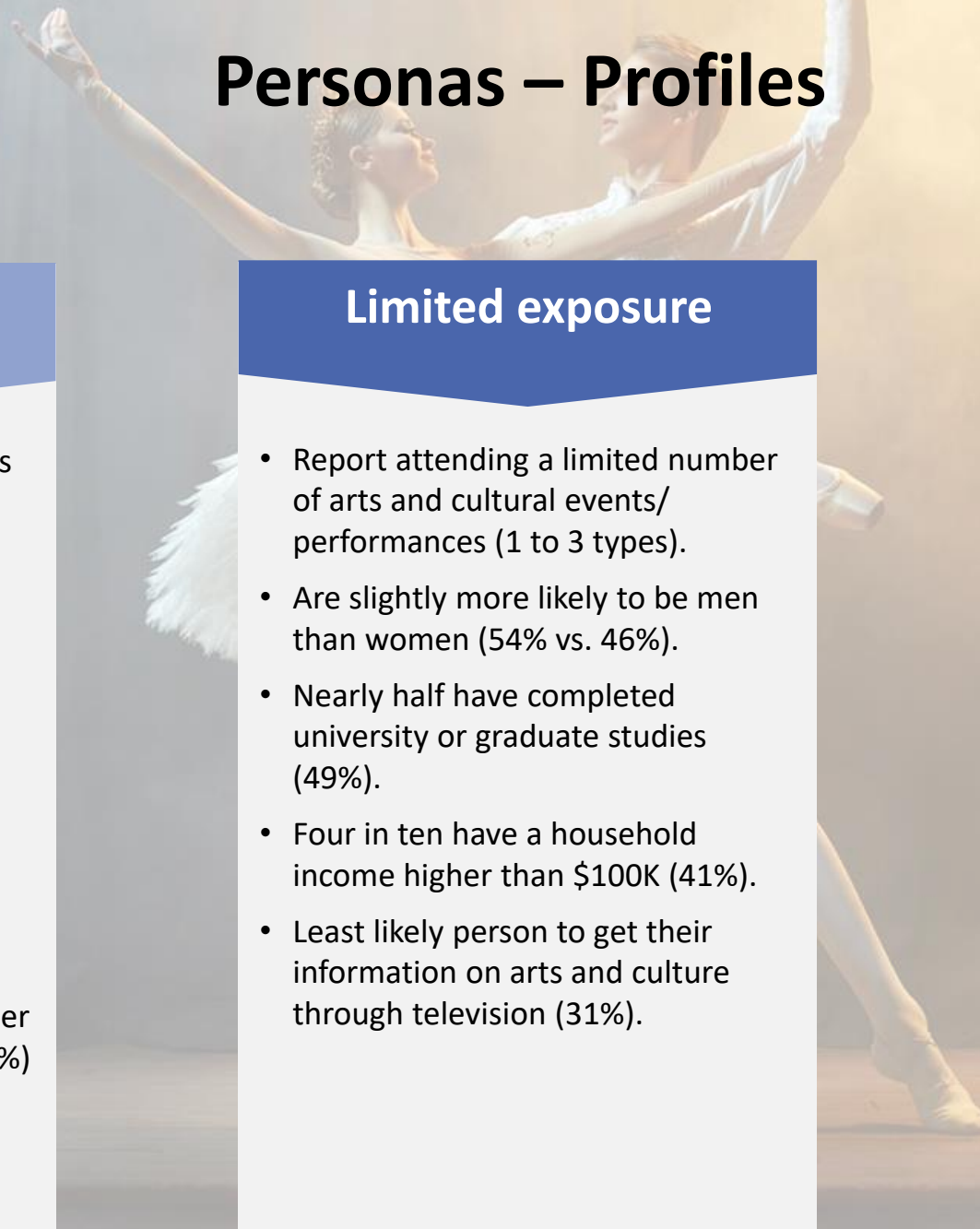
Searching online (64%) and talking to friends and family (56%) are the top sources of information for learning about new arts and cultural events for culture-goers overall. Younger culture-goers (18-34)(71%) are more likely than older culture-goers (55 plus)(42%) to look on social media. Older culture-goers (55 plus) are more likely to look in newspapers (46%) and television (42%) than younger culture goers (18-34)(19% each).

Emotions felt when attending arts and cultural events



Q - When you think generally about attending arts or cultural events, what emotions first come to mind? (Select all that apply) [RANDOMIZE]

Personas – Profiles



Vociferous culture-goers

- Report attending a variety of types of arts and cultural events/performances (four or more).
- More likely to be women (57%) than men (43%).
- More likely to have completed university or a graduate degree (69%) than other personas.
- Just over one in five have a household income of over \$150K (21%).
- More likely to get information on arts and culture through newspaper (37%), emails (48%) and radio (39%) than other personas.

Limited exposure

- Report attending a limited number of arts and cultural events/performances (1 to 3 types).
- Are slightly more likely to be men than women (54% vs. 46%).
- Nearly half have completed university or graduate studies (49%).
- Four in ten have a household income higher than \$100K (41%).
- Least likely person to get their information on arts and culture through television (31%).

Non-culture-goers

- Do not report attending any of the arts and cultural events/performances tested on.
- Are just as likely to be men than women (51% vs. 49%).
- More likely to not have completed college or university (33%) than other personas.
- More likely to have a household income under \$100K (55%).
- Nearly one in five is an immigrant (18%).
- Less likely to get information on arts and culture through friends and family (29%) than other personas and more likely to get it through television (36%).

Personas – Views on motivators, barriers and spending

Vociferous culture-goers

Attending

- Location (34%) is the biggest barrier to attendance.
- They are more likely than the other personas to want to have an experience where they learn new things (23%).
- Joy/happiness is the top emotion they feel when thinking of attending arts and cultural events (76%).

Spending

- One in ten say the majority of their leisure budget goes to attending concert halls or other performing arts venues (10%).
- One in four (25%) say they intend to spend more this year to attend arts and cultural performances, with an average budget of \$1655.

Limited exposure

Attending

- Location (32%) is the biggest barrier to attendance.
- Want an experience where they can escape from the everyday (21%), socialize with friends (17%), and learn new things (16%).
- Close to half say the emotion that comes to mind when thinking of attending arts and cultural events is joy/happiness (49%), comfort (38%), and excitement (36%).

Spending

- Most of their leisure budget is spent on traveling (33%) and dining out (21%).
- About half say they plan on spending about the same as last year to attend arts and cultural performances (52%) with an average budget of \$1066.

Non-culture-goers

Attending

- Are more worried about not knowing if they will enjoy the performance (19%).
- Are more likely to want an experience where they can socialize with friends (22%) and less likely to want to learn new things (16%) than vociferous culture-goers.
- Are more likely to feel indifferent (27%) or unsure (23%) when asked what emotions come to mind when thinking of attending arts and cultural events.

Spending

- Are more likely to spend their leisure budget on live sporting events (10%) and less likely to spend it on traveling (23%).
- Half (51%) say they plan on not spending any money to attend arts and cultural events in 2024, with the other half planning on spending an average of \$326.

One in five culture-goers look for arts and cultural experiences for learning new things and a change of scenery. This is consistent across all age groups.

Younger culture-goers are more likely to look for arts and culture activities for a date night (first and second rank).

23%

18-34 years old

18%

35-54 years old

10%

55 years old or older

What culture-goers look for in the experience of attending arts and culture (first rank)

20% Learning new things

19% A change of scene/escape from the everyday

15% Socializing with friends or family

13% Relaxing, de-stressing or relieving anxiety

Top barriers for attendance for events culture-goers can afford

33% Location is too far

20% None

12% Not knowing if I will enjoy it

12% Standing in line

Sources of information

Among culture-goers, online sources (general online search or social media) are top sources of information to learn about arts and cultural events. Friends and family are also important sources for all age groups.

64%

Searching online

56%

Friends and family

53%

Social media
(71% for those 18-34)

37%

Emails/newsletter
(48% for those 55 plus)

Spending on arts and cultural events in 2024

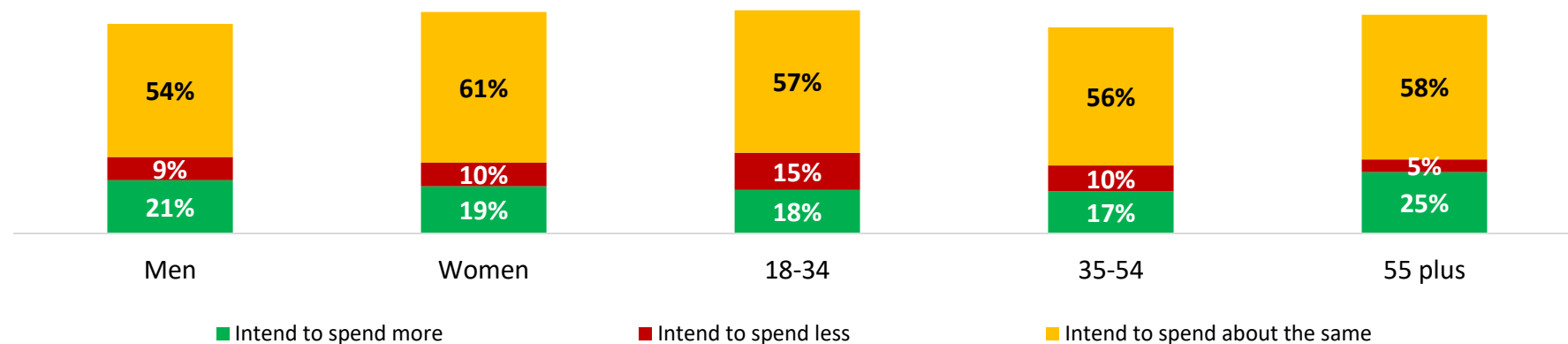


Younger culture-goers are more likely to say they plan on spending less this year than older culture-goers.

Expected budget for arts and cultural events

	Men	Women	18-34	35-54	55 plus
Mean	\$1480	\$1278	\$1489	\$1501	\$1202
Median	\$500	\$500	\$500	\$500	\$500

Intentions to spend on arts and culture in 2024



Expected frequency of attendance in next 12 months for culture-goers

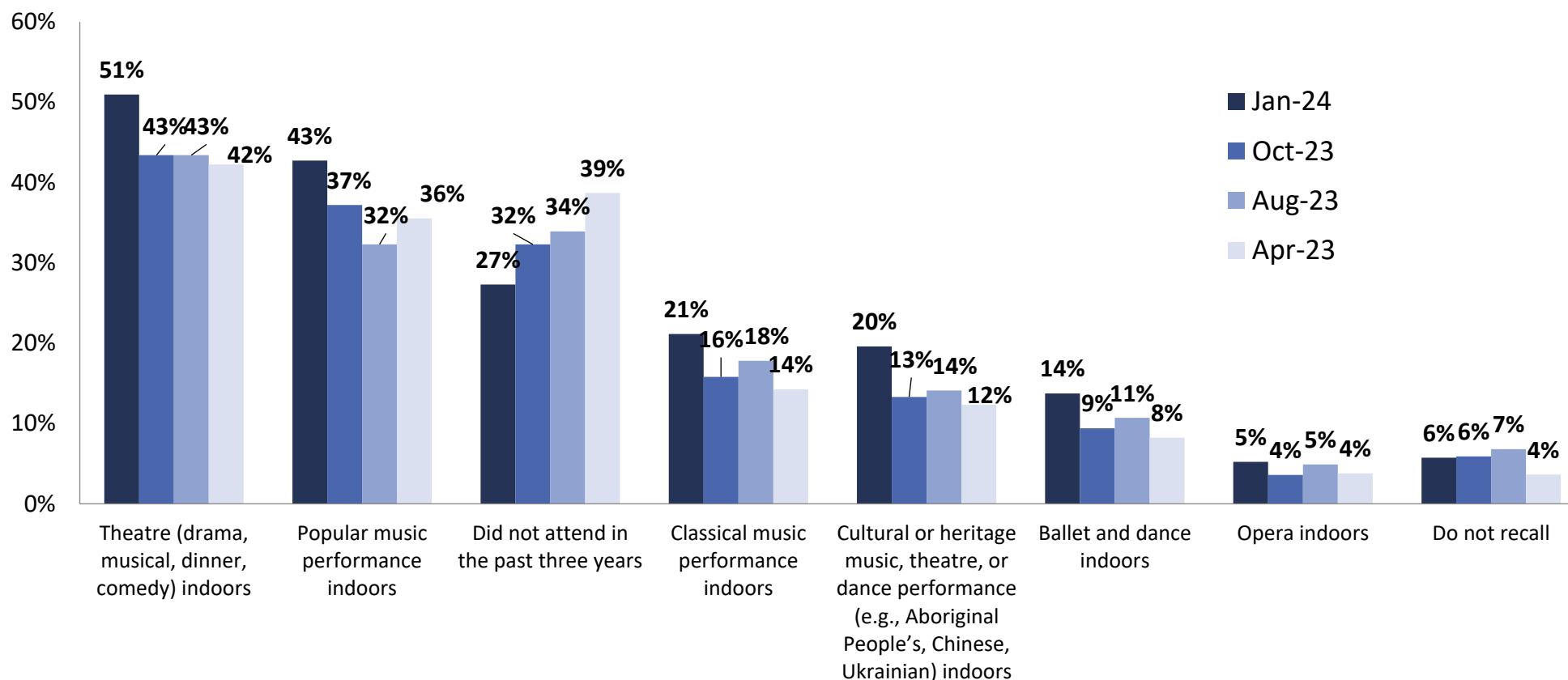
	Indoor events	Outdoor events	Museums and galleries
At least once a month	[20%]	[14%]	[10%]
Every 2-3 months	[33%]	[25%]	[19%]
Once every 6 months or less	[39%]	[54%]	[62%]



Profiling questions

Attendance at indoor cultural gatherings – All Canadians

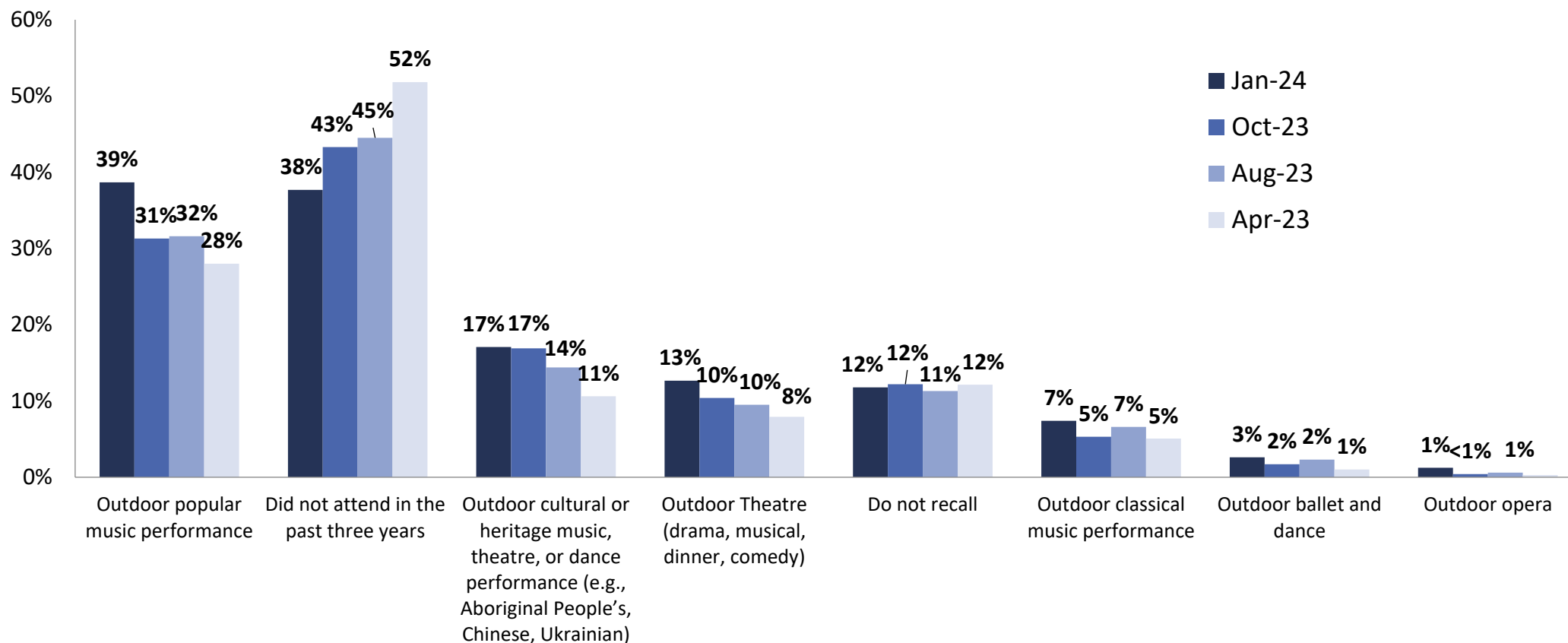
Q – Did you attend any of the following INDOOR cultural gatherings in the past three years?
[RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114 Canadians, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Attendance at outdoor cultural gatherings – All Canadians

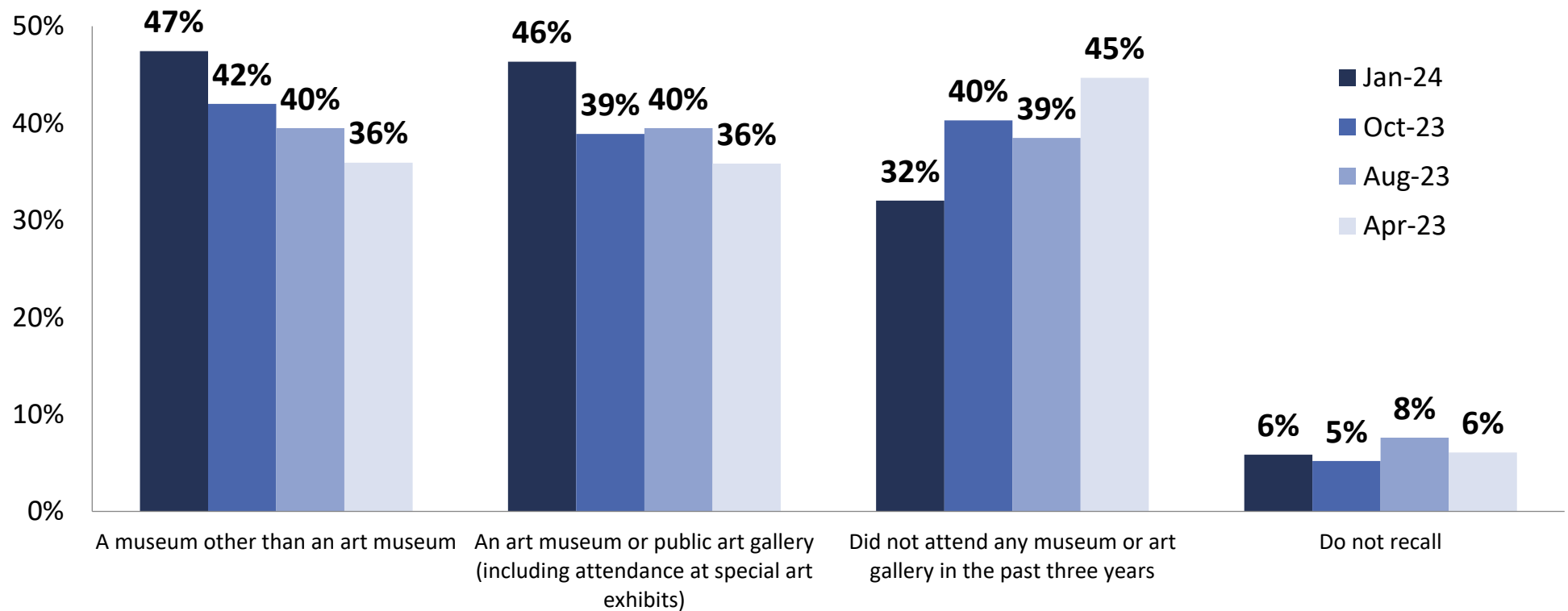
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years?
[RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114 Canadians, accurate 2.9 percentage points plus or minus, 19 times out of 20.

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, January 29th to 31st, 2024, n=1,114 Canadians, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Frequency of attendance

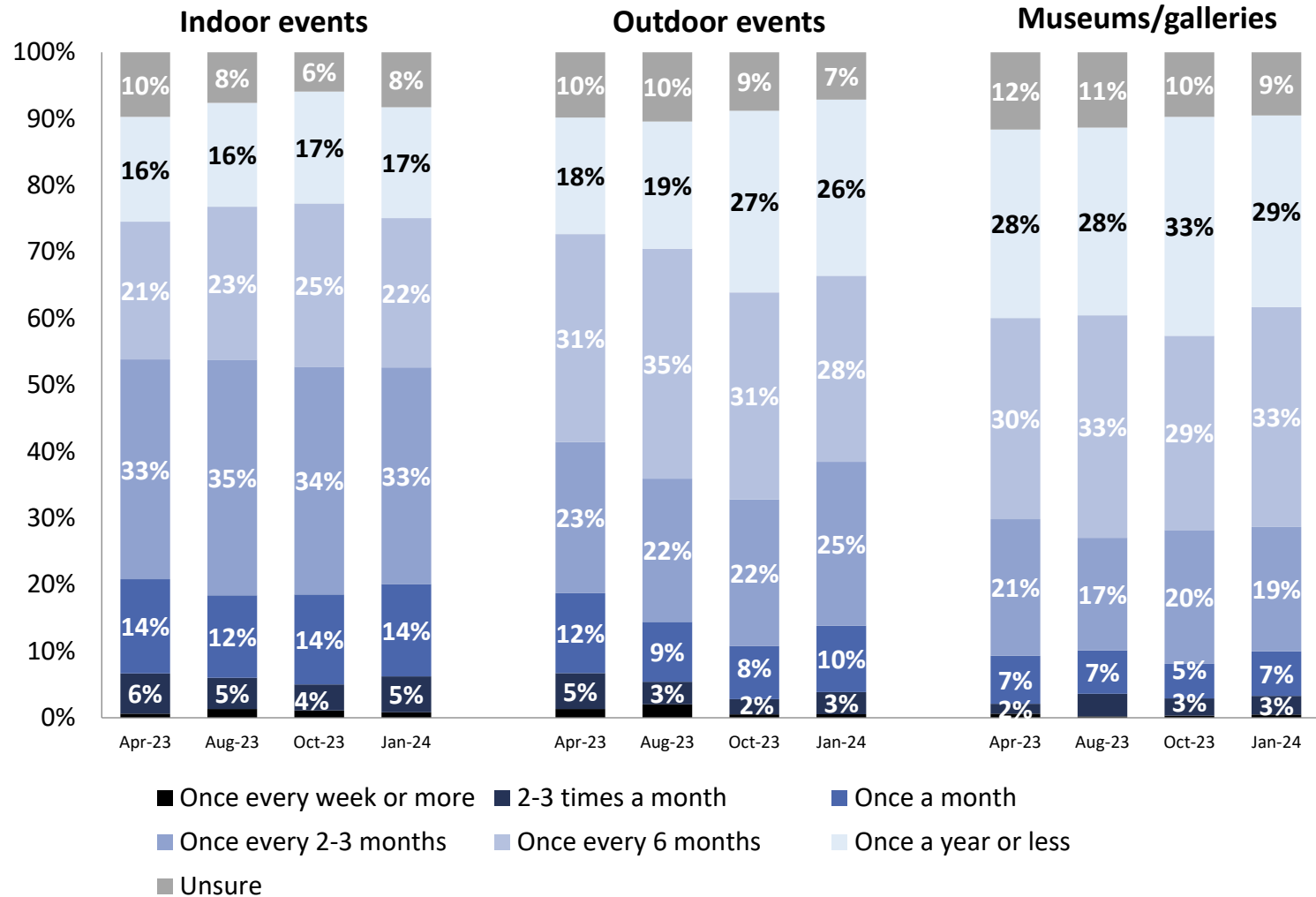
“

Similar to previous waves, frequency of planned attendance remains consistent with just over half of culture-goers who say they will attend indoor events at least once every two to three months and about one in three who say the same for museums and galleries.

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Frequency of planned attendance – Culture-goers

Frequency of planned attendance remains consistent since the last wave with just over half of culture-goers who say they will attend indoor events at least once every 2-3 months and about one in three who say the same for museums and galleries.



*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, January 29th to 31st, 2024, n=752 indoor culture-goers, n=551 outdoor culture goers and n=682 museum-goers, accurate 3.6, 4.2 and 3.8 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=752)	Atlantic (n=78)	Quebec (n=160)	Ontario (n=244)	Prairies (n=149)	BC (n=121)	Men (n=391)	Women (n=360)	18 to 34 (n=104)	35 to 54 (n=272)	55 plus (n=376)
Once every week or more	0.8%	-	1.1%	-	1.0%	2.6%	0.7%	0.9%	-	0.8%	1.4%
2-3 times a month	5.4%	2.8%	3.7%	4.6%	9.2%	6.2%	5.5%	5.3%	6.4%	3.1%	6.6%
Once a month	13.9%	10.8%	16.2%	15.6%	8.3%	14.3%	10.4%	17.0%	15.2%	11.6%	14.9%
Once every 2-3 months	32.5%	21.4%	31.6%	33.0%	37.6%	31.9%	36.0%	29.6%	32.0%	31.8%	33.6%
Once every 6 months	22.4%	27.0%	25.1%	23.1%	19.5%	18.6%	25.4%	19.9%	22.2%	25.5%	20.0%
Once a year or less	16.7%	20.2%	16.0%	17.0%	14.0%	18.2%	16.8%	16.3%	17.9%	19.7%	13.3%
Unsure	8.3%	17.8%	6.2%	6.7%	10.2%	8.3%	5.2%	11.0%	6.4%	7.5%	10.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=752 indoor culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

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=551)	Atlantic (n=49)	Quebec (n=137)	Ontario (n=175)	Prairies (n=101)	BC (n=89)	Men (n=280)	Women (n=270)	18 to 34 (n=88)	35 to 54 (n=199)	55 plus (n=264)
Once every week of more	0.5%	-	0.7%	0.5%	-	1.1%	-	1.0%	-	0.5%	1.0%
2-3 times a month	3.3%	-	1.9%	2.3%	4.7%	8.0%	4.3%	2.5%	1.7%	2.8%	5.0%
Once a month	10.0%	5.2%	11.2%	8.5%	14.3%	9.1%	10.3%	9.4%	14.4%	4.3%	11.3%
Once every 2-3 months	24.6%	11.1%	19.3%	28.2%	19.8%	34.8%	23.1%	26.1%	32.3%	22.9%	20.1%
Once every 6 months	27.9%	36.3%	28.3%	26.3%	31.1%	24.6%	29.1%	27.0%	21.3%	33.0%	28.9%
Once a year or less	26.5%	35.4%	31.1%	25.5%	23.7%	21.1%	27.3%	25.8%	26.5%	28.6%	24.7%
Unsure	7.1%	12.0%	7.5%	8.7%	6.3%	1.4%	5.9%	8.2%	3.8%	7.9%	9.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=551 outdoor culture-goers, accurate 4.2 percentage points plus or minus, 19 times out of 20.

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=682)	Atlantic (n=62)	Quebec (n=145)	Ontario (n=231)	Prairies (n=130)	BC (n=114)	Men (n=356)	Women (n=326)	18 to 34 (n=105)	35 to 54 (n=240)	55 plus (n=337)
Once every week of more	0.5%	1.1%	0.7%	0.3%	0.3%	0.6%	0.7%	0.3%	-	0.4%	0.9%
2-3 times a month	2.8%	1.7%	2.7%	2.1%	4.9%	2.8%	2.1%	3.4%	3.7%	2.1%	2.7%
Once a month	6.7%	6.2%	6.3%	6.9%	4.6%	9.2%	6.4%	6.9%	5.9%	5.5%	8.2%
Once every 2-3 months	18.7%	23.1%	21.3%	16.0%	16.5%	22.5%	20.2%	17.3%	17.5%	15.6%	22.1%
Once every 6 months	33.0%	22.2%	25.9%	39.7%	34.7%	28.6%	31.8%	34.2%	38.0%	34.9%	27.8%
Once a year or less	28.8%	29.6%	35.2%	25.7%	28.5%	27.9%	30.5%	27.2%	26.8%	31.0%	28.4%
Unsure	9.5%	16.1%	8.0%	9.2%	10.4%	8.5%	8.2%	10.6%	8.0%	10.4%	9.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=682 museum-goers, accurate 3.8 percentage points plus or minus, 19 times out of 20.

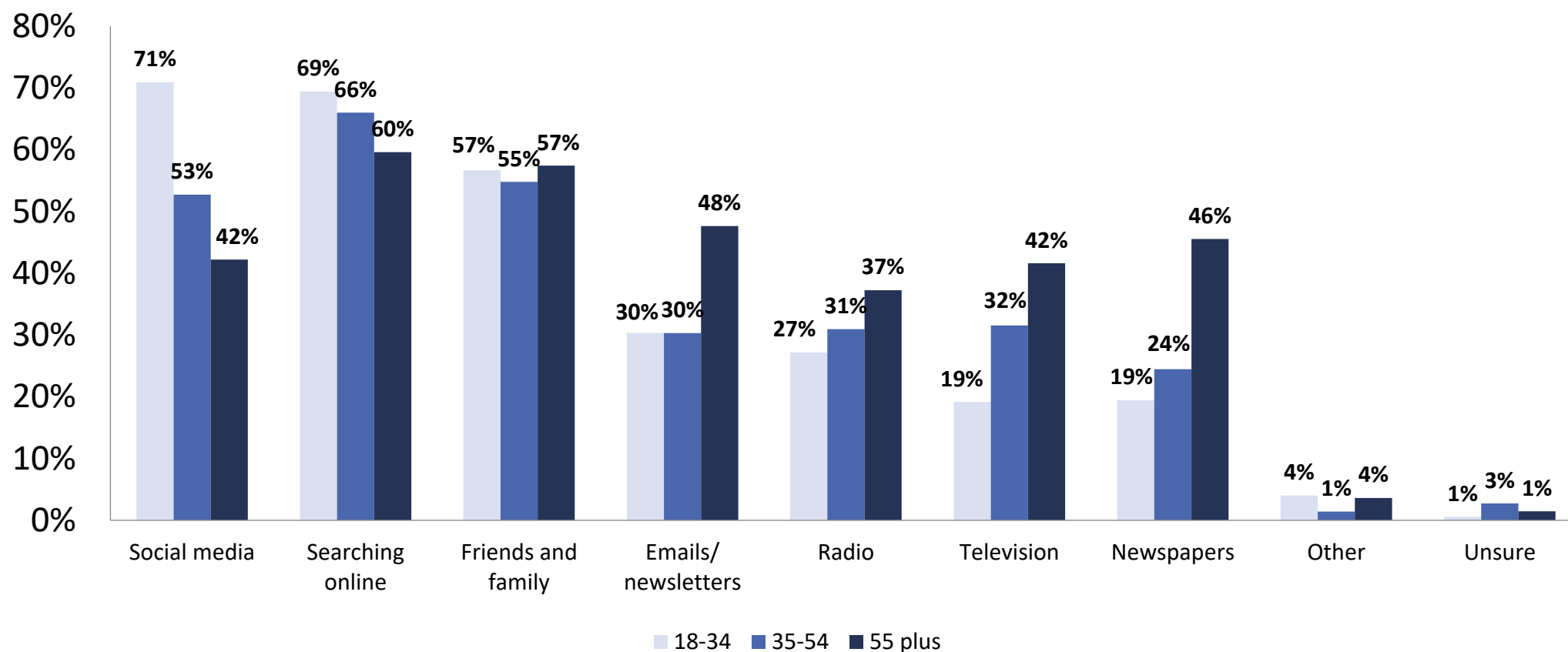
Sources of information

“ Social media is the top source of information for younger culture-goers (18-34) when they want to learn about new arts and cultural events. Culture-goers older than 34 prioritize searching online and talking to friends and family.

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Sources of information on arts and cultural events

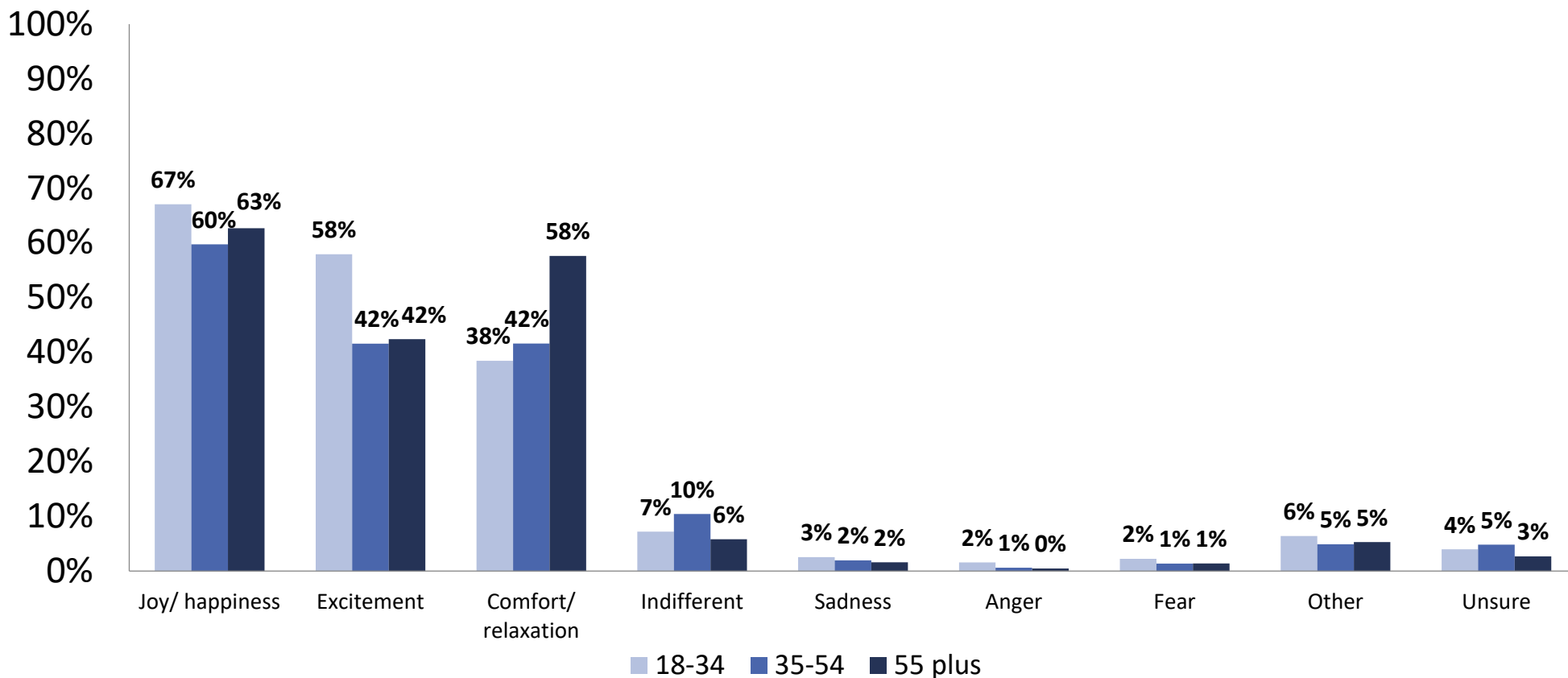
Q – What sources do you go to in order to learn about arts and cultural events to attend? [RANDOMIZE]
(Select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=908 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Emotions felt when attending arts and cultural events

Q – When you think generally about attending arts or cultural events, what emotions first come to mind? (Select all that apply) [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=908 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Expected benefits of attending arts and cultural events

Q – What do you want to get out of the experience of attending arts and cultural events, where 1 is the most important benefit that motivates you to attend and 2 the second most important. [RANDOMIZE]

	Rank 1 (n=896)	Rank 2 (n=834)
Learning new things	19.8%	15.0%
A change of scene/escape from the everyday	19.2%	18.3%
Socializing with friends or family	15.0%	19.7%
Relaxing, de-stressing or relieving anxiety	13.0%	13.7%
Indulging, pampering or treating yourself	11.3%	8.9%
Having a date night	7.2%	8.8%
Celebrating and reconnecting with your heritage and culture	7.0%	8.4%
Meeting new people and connecting with others in the community	3.6%	6.3%
Other	2.9%	1.0%
Unsure	0.9%	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=896 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Barriers to attendance

Q – Please rank the following potential barriers to attending live arts and cultural events that would likely stop you from attending an event that interests you and that you could afford, where 1 is the most likely to stop you from attending and 2 the second most likely. [RANDOMIZE]

TOP RESPONSES

	Rank 1 (n=891)	Rank 2 (n=521)
Location is too far	33.1%	24.2%
Standing in lines	12.2%	19.8%
Not knowing if I will enjoy it	12.0%	21.1%
Lack of childcare	4.8%	3.8%
Not being able to bring my kid	2.5%	5.2%
Not knowing how long it will be and/or if there will be breaks	2.0%	7.2%
Not understanding etiquette /rules for attendance	1.0%	3.1%
Having to turn off my phone	0.3%	0.2%
Other	10.5%	10.0%
None of the above	20.0%	5.5%
Unsure	1.7%	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=891 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Budget for arts, culture and entertainment

“ The proportion of culture-goers who report that they will spend less has gone down with a majority saying they plan on spending about the same in 2024 as they did in 2023 for arts and cultural events.

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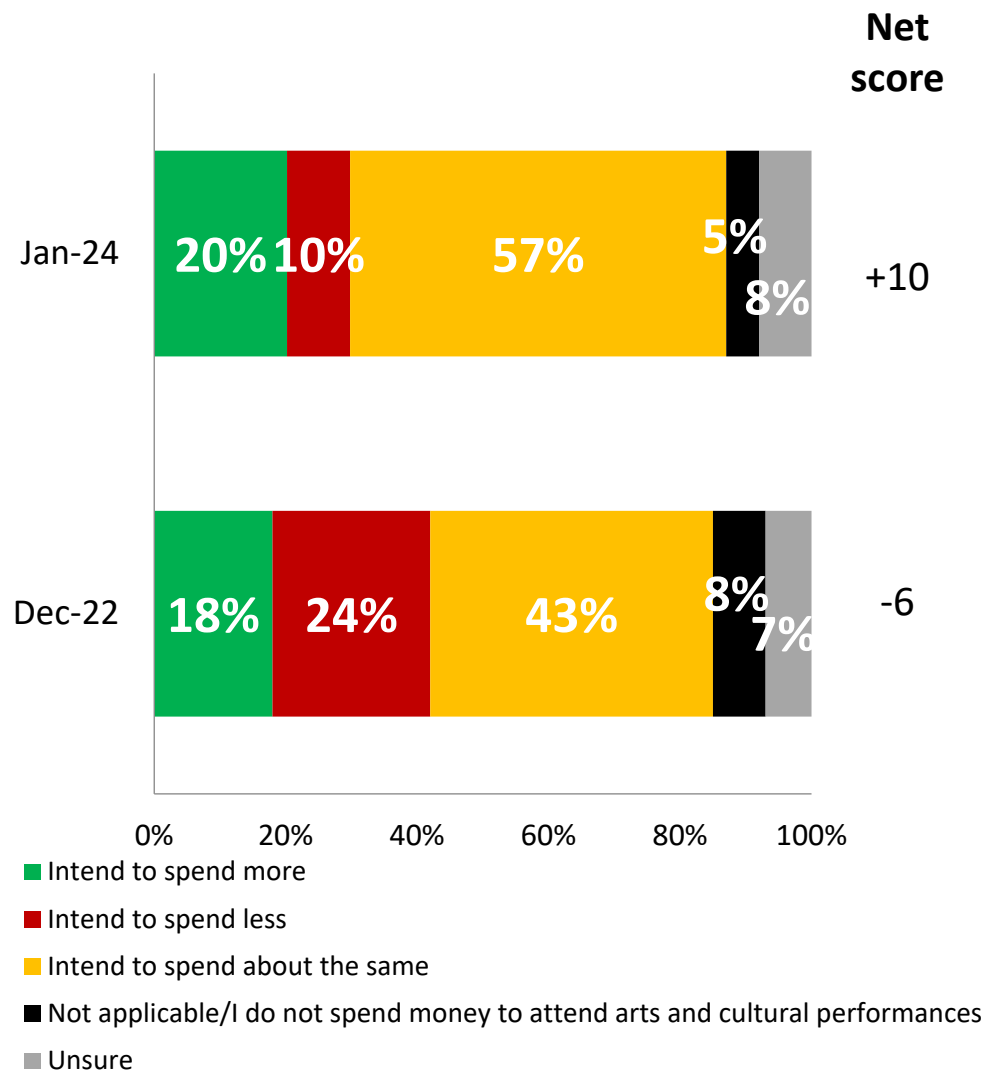
Intended budget for attending arts and culture in 2024

Culture-goers

report a positive net score* of +10 when asked their spending intentions to attend arts and cultural performances, which is a significant increase from a negative net score of -6 in December 2022. Vociferous culture-goers (25%) are over three times as likely to say they plan on spending more this year than non-culture goers (8%). Older culture-goers (55 plus)(5%) are less likely than younger Culture-goers (18-34)(15%) to say they plan on spending less in 2024.

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

*The net score is the difference between the positive value (spend more) and the negative value (spend less).



*Weighted to the true population proportion.

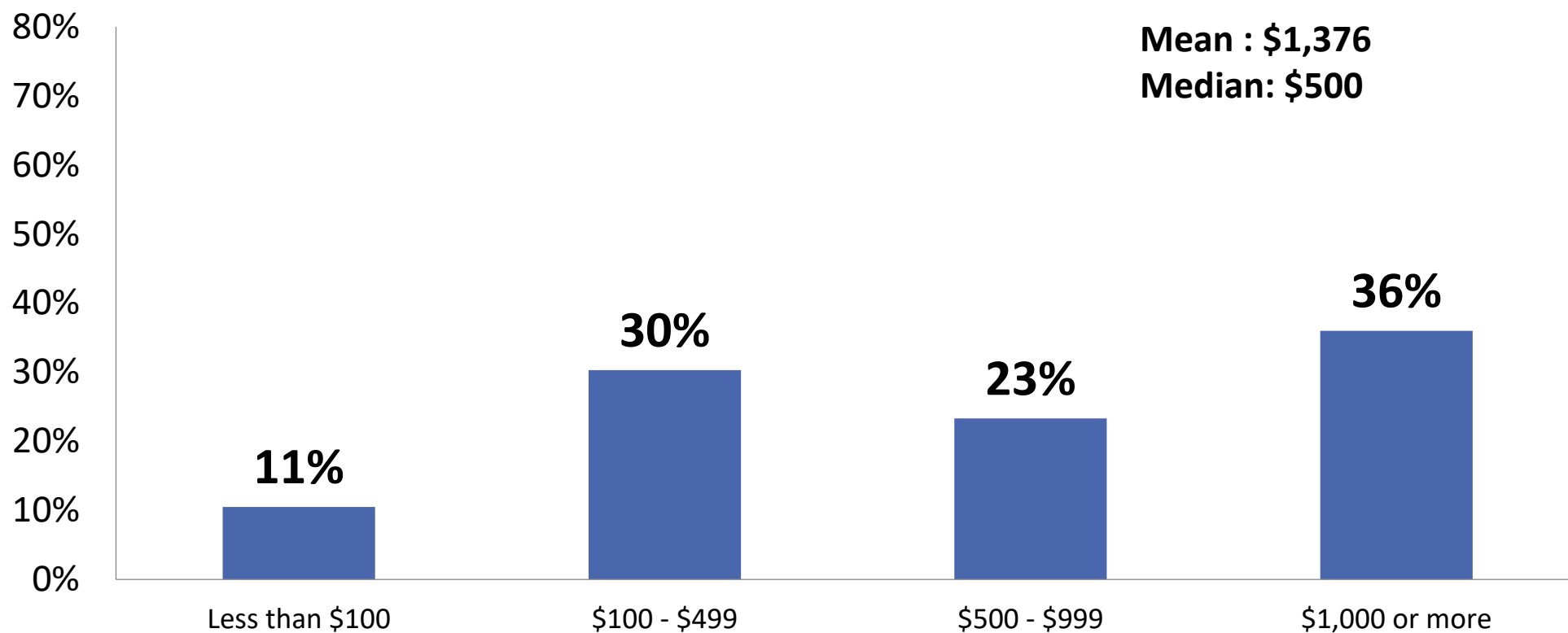
*Charts may not add up to 100 due to rounding.

Q – In 2024, do you intend to spend more, less or about the same as you did in 2023 to attend arts and cultural performances?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=908 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

2024 personal annual entertainment budget

Q – Thinking about your total personal annual budget for leisure and entertainment activities, how much do you expect to spend to attend arts and cultural events in 2024? \$_____



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=676 culture-goers, accurate 3.8 percentage points plus or minus, 19 times out of 20.

Budget breakdown for leisure and entertainment

Q – Thinking about your total personal annual budget for leisure and entertainment activities, please rank the top three areas where you spend most of your budget, where 1 is the area you spend the most on, 2 the area you spend the second most and 3 the third most: [RANDOMIZE]

	Rank 1 (n=850)	Rank 2 (n=826)	Rank 3 (n=573)
T O P R E S P O N S E S Traveling	34.4%	13.2%	11.7%
Dining out, restaurants and/or nightlife	20.6%	25.2%	18.7%
Subscriptions to streaming services	12.1%	14.9%	17.3%
Attending concert halls or other indoor performing arts venues	8.1%	14.1%	12.4%
Hobbies	7.7%	8.0%	10.4%
Sports and gym membership	7.6%	7.5%	4.8%
Attending live sporting events in-person	3.9%	4.5%	4.8%
Attending outdoor music festivals	2.0%	3.3%	4.5%
Going to the movie theatre	1.9%	4.6%	8.8%
Museums and art galleries	1.0%	4.3%	6.2%
Other	0.3%	0.3%	0.5%
Unsure	0.5%	-	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=850 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29th to 31st, 2024 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 1,114 Canadians is ± 2.9 percentage points, 19 times out of 20.

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

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



Element	Description	Element	Description
Research sponsor	Business / Arts 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	1,114 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	±2.9 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report are 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 use of the Emergencies Act, Immigration, United States Election and border, and opinion on the Liberal and Conservative party leaders, views on perceptions of the ocean and energy.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. 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	January 29 th to 31 st , 2024.		
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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(613) 234-4666, ext. 237

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TABULATIONS



2024-2536 – Business and the Arts/NAC – 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]

Question - Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	Region							Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
			Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
Opera indoors	%	5.2	2.0	6.2	6.0	4.0	4.5	4.8	5.7		4.8	3.9	6.6		
Ballet and dance indoors	%	13.7	13.5	10.0	14.8	15.8	14.5	11.0	16.4		14.7	12.9	13.8		
Theatre (drama, musical, dinner, comedy) indoors	%	51.0	53.1	41.3	51.4	55.7	58.5	46.0	55.6		51.4	49.9	51.5		
Classical music performance indoors	%	21.1	17.7	21.4	21.4	22.2	20.4	22.5	19.9		21.7	17.0	24.1		
Popular music performance indoors	%	42.7	46.7	37.0	40.7	49.4	47.6	41.0	44.3		49.4	45.9	35.9		
Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	19.6	23.0	12.5	15.8	30.6	26.3	17.1	22.0		20.3	17.2	21.0		
Did not attend in the past three years	%	27.3	25.2	31.6	27.8	25.9	21.6	30.2	24.6		22.7	26.4	31.0		
Do not recall	%	5.7	4.3	7.5	6.5	3.7	4.0	5.5	5.9		9.2	4.0	4.8		

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

**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – STAT SHEET

[This table reports on the views of all Canadians]

Question - Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
			Wgt N											
			2047	202	436	671	424	314	1063	982	2	293	692	1062
			1001	67	231	388	175	140	490	510	1	267	323	411
	Opera indoors	%	2.8	1.1	3.7	3.3	1.9	2.3	2.7	2.9		2.5	2.2	3.5
	Ballet and dance indoors	%	7.4	7.3	6.0	8.0	7.6	7.4	6.2	8.4		7.6	7.3	7.3
	Theatre (drama, musical, dinner, comedy) indoors	%	27.3	28.6	24.7	27.9	26.9	29.7	25.8	28.6		26.5	28.1	27.3
	Classical music performance indoors	%	11.3	9.5	12.8	11.6	10.7	10.3	12.6	10.2		11.2	9.6	12.8
	Popular music performance indoors	%	22.9	25.2	22.1	22.1	23.8	24.1	23.0	22.8		25.5	25.9	19.0
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	10.5	12.4	7.5	8.6	14.8	13.3	9.6	11.3		10.4	9.7	11.1
	Did not attend in the past three years	%	14.6	13.6	18.9	15.1	12.5	11.0	16.9	12.6		11.7	14.9	16.4
	Do not recall	%	3.1	2.3	4.5	3.5	1.8	2.0	3.1	3.1		4.8	2.3	2.6

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**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – 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	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	2024-01											
		Wgt N	752	78	160	244	149	121	391	360	1	104	272	376
	Once every week or more	%	0.8	0.0	1.1	0.0	1.0	2.6	0.7	0.9	1	0.0	0.8	1.4
	2-3 times a month	%	5.4	2.8	3.7	4.6	9.2	6.2	5.5	5.3		6.4	3.1	6.6
	Once a month	%	13.9	10.8	16.2	15.6	8.3	14.3	10.4	17.0		15.2	11.6	14.9
	Once every 2-3 months	%	32.5	21.4	31.6	33.0	37.6	31.9	36.0	29.6		32.0	31.8	33.6
	Once every 6 months	%	22.4	27.0	25.1	23.1	19.5	18.6	25.4	19.9		22.2	25.5	20.0
	Once a year or less	%	16.7	20.2	16.0	17.0	14.0	18.2	16.8	16.3		17.9	19.7	13.3
	Unsure	%	8.3	17.8	6.2	6.7	10.2	8.3	5.2	11.0		6.4	7.5	10.2

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2024-2536 – Business and the Arts/NAC – STAT SHEET

[This table reports on the views of all Canadians]

			Region					Gender			Age			
			Canada 2024-01	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	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
	Outdoor opera	%	1.2	1.0	2.3	1.2	0.6	0.4	1.1	1.4		0.5	1.0	1.9
	Outdoor ballet and dance	%	2.6	1.0	4.4	1.8	2.5	2.6	1.7	3.4		3.7	2.8	1.8
	Outdoor Theatre (drama, musical, dinner, comedy)	%	12.6	10.1	10.7	11.4	16.1	16.2	13.3	11.8		15.5	11.3	11.9
	Outdoor classical music performance	%	7.4	3.6	9.3	5.5	7.9	10.7	7.9	6.9		6.7	5.2	9.6
	Outdoor popular music performance	%	38.7	38.4	42.6	38.5	31.1	42.3	38.1	39.1		49.2	38.8	31.8
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	17.1	17.1	10.3	16.6	24.2	20.6	15.6	18.6		18.8	15.2	17.4
	Did not attend in the past three years	%	37.7	39.7	37.6	38.7	39.2	32.1	40.5	35.0		26.4	39.4	43.6
	Do not recall	%	11.8	10.5	10.5	11.9	13.8	11.8	11.7	11.9		16.6	10.1	10.0

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**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2024-01	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	1420	130	334	456	283	217	762	656	2	211	486	723
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
	Outdoor opera	%	1.0	0.8	1.8	1.0	0.4	0.3	0.8	1.1		0.3	0.8	1.5
	Outdoor ballet and dance	%	2.0	0.8	3.4	1.5	1.9	1.9	1.3	2.7		2.7	2.3	1.4
	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.8	8.3	8.3	9.1	11.9	11.9	10.3	9.2		11.3	9.1	9.3
	Outdoor classical music performance	%	5.7	3.0	7.3	4.4	5.8	7.8	6.1	5.4		4.9	4.2	7.5
	Outdoor popular music performance	%	30.0	31.6	33.4	30.6	23.0	30.9	29.3	30.5		35.8	31.3	24.8
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	13.2	14.1	8.1	13.2	17.9	15.1	12.0	14.5		13.7	12.3	13.6
	Did not attend in the past three years	%	29.2	32.7	29.5	30.8	29.0	23.5	31.2	27.4		19.2	31.8	34.1
	Do not recall	%	9.1	8.6	8.2	9.5	10.2	8.7	9.0	9.3		12.1	8.1	7.8

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**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – 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 2024-01	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	551	49	137	175	101	89	280	270	1	88	199	264
		Wgt N	507	33	120	193	82	78	234	272	1	152	163	192
	Once every week or more	%	0.5	0.0	0.7	0.5	0.0	1.1	0.0	1.0		0.0	0.5	1.0
	2-3 times a month	%	3.3	0.0	1.9	2.3	4.7	8.0	4.3	2.5		1.7	2.8	5.0
	Once a month	%	10.0	5.2	11.2	8.5	14.3	9.1	10.3	9.4		14.4	4.3	11.3
	Once every 2-3 months	%	24.6	11.1	19.3	28.2	19.8	34.8	23.1	26.1		32.3	22.9	20.1
	Once every 6 months	%	27.9	36.3	28.3	26.3	31.1	24.6	29.1	27.0		21.3	33.0	28.9
	Once a year or less	%	26.5	35.4	31.1	25.5	23.7	21.1	27.3	25.8		26.5	28.6	24.7
Unsure	%	7.1	12.0	7.5	8.7	6.3	1.4	5.9	8.2		3.8	7.9	9.1	

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2024-2536 – Business and the Arts/NAC – STAT SHEET

[This table reports on the views of all Canadians]

			Region							Gender			Age		
			Canada 2024-01	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	1114	110	262	366	219	157	601	512	1	153	394	567	
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411	
	An art museum or public art gallery (including attendance at special art exhibits)	%	46.4	44.0	43.1	45.9	42.3	59.1	41.5	51.1		47.7	45.5	46.1	
	A museum other than an art museum	%	47.4	48.4	40.7	50.2	48.9	48.6	51.8	43.3		56.3	47.1	42.0	
	Did not attend any museum or art gallery in the past three years	%	32.0	31.7	38.5	31.4	31.2	24.4	33.7	30.5		25.0	32.8	36.0	
	Do not recall	%	5.8	9.2	4.3	6.4	6.2	4.9	5.9	5.6		8.2	5.0	5.0	

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

**Multifrequency tab based on multiple responses

[This table reports on the views of all Canadians]

			Region							Gender			Age		
			Canada 2024-01	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	1457	141	326	491	283	216	790	666	1	211	511	735	
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411	
	An art museum or public art gallery (including attendance at special art exhibits)	%	35.2	33.0	34.0	34.3	32.9	43.2	31.2	39.2		34.8	34.9	35.7	
	A museum other than an art museum	%	36.0	36.3	32.2	37.5	38.0	35.5	39.0	33.2		41.0	36.1	32.5	
	Did not attend any museum or art gallery in the past three years	%	24.3	23.8	30.4	23.4	24.2	17.8	25.3	23.4		18.3	25.1	27.9	
	Do not recall	%	4.4	6.9	3.4	4.8	4.8	3.6	4.4	4.3		6.0	3.8	3.9	

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2024-2536 – Business and the Arts/NAC – 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 2024-01	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	682	62	145	231	130	114	356	326	0	105	240	337
		Wgt N	628	40	132	245	111	100	298	329	0	180	202	245
	Once every week or more	%	0.5	1.1	0.7	0.3	0.3	0.6	0.7	0.3		0.0	0.4	0.9
	2-3 times a month	%	2.8	1.7	2.7	2.1	4.9	2.8	2.1	3.4		3.7	2.1	2.7
	Once a month	%	6.7	6.2	6.3	6.9	4.6	9.2	6.4	6.9		5.9	5.5	8.2
	Once every 2-3 months	%	18.7	23.1	21.3	16.0	16.5	22.5	20.2	17.3		17.5	15.6	22.1
	Once every 6 months	%	33.0	22.2	25.9	39.7	34.7	28.6	31.8	34.2		38.0	34.9	27.8
	Once a year or less	%	28.8	29.6	35.2	25.7	28.5	27.9	30.5	27.2		26.8	31.0	28.4
Unsure	%	9.5	16.1	8.0	9.2	10.4	8.5	8.2	10.6		8.0	10.4	9.8	

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2024-2536 – Business and the Arts/NAC – STAT SHEET

[This table reports on the views of all culture-goers]

			Region							Gender			Age		
			Culture-goers												
			2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question – What sources do you go to in order to learn about arts and cultural events to attend? [RANDOMIZE] (Select all that apply)	Total	Unwgt N	908	90	206	297	176	139	485	422	1	128	331	449	
		Wgt N	819	56	181	316	143	123	397	421	1	222	274	324	
	Social media	%	53.5	67.0	48.7	51.8	55.9	56.0	48.8	57.8		70.9	52.7	42.2	
	Radio	%	32.4	48.3	33.2	31.3	30.6	28.8	31.6	33.2		27.2	30.9	37.2	
	Emails/newsletters	%	37.2	47.0	36.6	36.1	29.5	45.2	33.8	40.2		30.3	30.3	47.6	
	Newspapers	%	31.4	28.5	36.0	32.9	23.2	31.8	30.8	32.1		19.4	24.5	45.5	
	Television	%	32.2	43.7	43.8	30.2	25.0	23.2	27.7	36.5		19.2	31.5	41.6	
	Friends and family	%	56.3	63.5	47.2	58.6	53.9	63.5	49.4	62.8		56.7	54.8	57.4	
	Searching online	%	64.4	63.6	61.5	69.3	61.4	60.0	64.2	64.7		69.4	66.0	59.6	
	Arts/cultural organizations I am a part of/subscriptions	%	0.9	0.8	0.4	1.5	0.3	0.5	0.6	1.1		0.0	0.4	1.9	
	I don't	%	0.2	0.0	0.0	0.5	0.0	0.0	0.4	0.0		0.0	0.3	0.2	
	Posters/billboards	%	0.5	0.0	1.0	0.5	0.2	0.5	0.7	0.4		1.6	0.0	0.3	
	Books	%	0.1	0.0	0.0	0.0	0.7	0.0	0.0	0.2		0.0	0.4	0.0	
	Brochures in the mail	%	0.5	1.5	0.0	0.6	0.0	0.7	0.0	0.9		0.4	0.0	0.9	
	Library	%	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.5		1.0	0.0	0.0	
	Other	%	0.5	0.0	0.0	1.0	0.7	0.0	0.0	1.0		1.0	0.4	0.3	
	Unsure	%	1.6	1.6	0.4	1.9	2.0	2.2	2.6	0.7		0.6	2.7	1.4	

*Values are based on the percentage of positive responses to a specific response option (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 1,114 Canadians, 18 years of age or older, between January 29th and 31st, 2024. The margin of error this survey is ±2.9 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=752 with a margin of error of ±3.6 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=551 with a margin of error of ±4.2 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=682 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.



2024-2536 – Business and the Arts/NAC – STAT SHEET

[This table reports on the views of all culture-goers]

		Region							Gender			Age		
		Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - What sources do you go to in order to learn about arts and cultural events to attend? [RANDOMIZE] (Select all that apply)	Total	Unwgt N 2847	325	633	936	509	444	1423	1421	3	383	972	1492	
		Wgt N 2556	205	558	1002	406	385	1155	1399	3	661	807	1089	
	Social media	% 17.1	18.3	15.8	16.3	19.7	17.9	16.8	17.4		23.8	17.9	12.6	
	Radio	% 10.4	13.2	10.8	9.9	10.8	9.2	10.9	10.0		9.1	10.5	11.1	
	Emails/newsletters	% 11.9	12.9	11.8	11.4	10.4	14.5	11.6	12.1		10.2	10.3	14.2	
	Newspapers	% 10.1	7.8	11.7	10.4	8.2	10.2	10.6	9.7		6.5	8.3	13.5	
	Television	% 10.3	11.9	14.2	9.5	8.8	7.4	9.5	11.0		6.4	10.7	12.4	
	Friends and family	% 18.1	17.4	15.3	18.5	19.0	20.3	17.0	18.9		19.0	18.6	17.1	
	Searching online	% 20.6	17.4	19.9	21.8	21.6	19.2	22.1	19.5		23.3	22.4	17.7	
	Arts/cultural organizations I am a part of/subscriptions	% 0.3	0.2	0.1	0.5	0.1	0.1	0.2	0.3		0.0	0.1	0.6	
	I don't	% 0.1	0.0	0.0	0.2	0.0	0.0	0.1	0.0		0.0	0.1	0.1	
	Posters/billboards	% 0.2	0.0	0.3	0.2	0.1	0.1	0.2	0.1		0.5	0.0	0.1	
	Books	% 0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1		0.0	0.1	0.0	
	Brochures in the mail	% 0.1	0.4	0.0	0.2	0.0	0.2	0.0	0.3		0.1	0.0	0.3	
	Library	% 0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2		0.3	0.0	0.0	
Other	% 0.2	0.0	0.0	0.3	0.3	0.0	0.0	0.3		0.3	0.1	0.1		
Unsure	% 0.5	0.4	0.1	0.6	0.7	0.7	0.9	0.2		0.2	0.9	0.4		

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

**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – STAT SHEET

[This table reports on the views of all culture-goers]

Question - When you think generally about attending arts or cultural events, what emotions first come to mind? (Select all that apply) [RANDOMIZE]		Unwgt N	Region							Gender			Age		
			Culture-goers							Male	Female	Other	18 to 34	35 to 54	55 plus
			2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia							
	Total	908	90	206	297	176	139	485	422	1	128	331	449		
	Wgt N	819	56	181	316	143	123	397	421	1	222	274	324		
	Joy/happiness	%	62.9	59.2	73.5	57.9	60.1	65.0	57.3	68.0		67.1	59.7	62.7	
	Excitement	%	46.3	47.2	41.5	49.6	43.9	47.5	43.3	49.3		57.9	41.6	42.4	
	Comfort/relaxation	%	47.1	56.8	43.6	50.1	42.3	45.5	49.2	45.1		38.4	41.6	57.6	
	Sadness	%	2.0	4.8	1.0	1.5	2.8	2.5	2.0	1.7		2.5	1.9	1.6	
	Anger	%	0.8	0.0	0.5	1.3	0.4	1.0	0.9	0.8		1.6	0.6	0.5	
	Indifferent	%	7.7	8.7	2.3	10.1	12.3	3.8	10.2	5.5		7.2	10.4	5.8	
	Fear	%	1.6	0.0	0.5	2.2	2.6	1.3	1.2	1.7		2.2	1.4	1.4	
	Concern/Worry/Anxious	%	0.8	2.0	0.0	1.7	0.2	0.0	1.0	0.6		0.8	1.1	0.6	
	Curious	%	1.1	2.4	0.5	0.8	1.0	2.2	0.7	1.4		1.6	0.7	1.0	
	It depends on the show	%	0.2	0.0	0.0	0.0	1.0	0.0	0.2	0.1		0.0	0.3	0.1	
	Satisfied	%	0.4	0.0	0.0	0.7	0.0	0.7	0.0	0.7		1.0	0.3	0.0	
	I do not attend shows	%	0.3	0.0	0.0	0.6	0.0	0.5	0.3	0.2		0.0	0.4	0.4	
	Awe/ Inspired /Beauty	%	1.1	1.2	0.0	1.6	0.0	2.4	1.6	0.6		2.1	0.3	1.0	
	Boredom	%	0.3	0.0	0.0	0.5	0.7	0.0	0.4	0.2		0.0	0.7	0.2	
	Challenged/Educated	%	0.9	2.3	1.2	0.3	0.4	2.3	0.9	1.0		0.4	1.0	1.3	
	Inconvenience/Irritated	%	0.2	0.0	0.0	0.0	0.0	1.0	0.3	0.0		0.6	0.0	0.0	
	Other	%	0.2	0.0	0.4	0.2	0.3	0.0	0.4	0.1		0.0	0.0	0.6	
	Unsure	%	3.7	2.4	3.8	2.2	7.2	4.4	4.1	3.4		4.0	4.8	2.7	

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

**Multifrequency tab based on multiple responses

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[This table reports on the views of all culture-goers]

			Region					Gender			Age			
			Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - When you think generally about attending arts or cultural events, what emotions first come to mind? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	2024-01											
		N	1593	167	345	530	297	254	833	757	3	239	551	803
		Wgt N	1455	105	305	573	251	222	692	760	3	416	457	583
	Joy/happiness	%	35.4	31.7	43.5	31.9	34.3	36.1	32.9	37.7		35.8	35.8	34.8
	Excitement	%	26.1	25.3	24.6	27.4	25.0	26.4	24.9	27.3		30.9	24.9	23.6
	Comfort/relaxation	%	26.5	30.4	25.9	27.7	24.1	25.3	28.3	25.0		20.5	24.9	32.0
	Sadness	%	1.1	2.6	0.6	0.8	1.6	1.4	1.1	1.0		1.4	1.2	0.9
	Anger	%	0.5	0.0	0.3	0.7	0.3	0.6	0.5	0.4		0.8	0.4	0.3
	Indifferent	%	4.4	4.7	1.4	5.6	7.0	2.1	5.8	3.0		3.9	6.3	3.2
	Fear	%	0.9	0.0	0.3	1.2	1.5	0.7	0.7	1.0		1.2	0.8	0.8
	Concern/Worry/Anxious	%	0.5	1.1	0.0	0.9	0.1	0.0	0.6	0.4		0.4	0.7	0.3
	Curious	%	0.6	1.3	0.3	0.4	0.5	1.2	0.4	0.8		0.8	0.4	0.6
	It depends on the show	%	0.1	0.0	0.0	0.0	0.6	0.0	0.1	0.1		0.0	0.2	0.1
	Satisfied	%	0.2	0.0	0.0	0.4	0.0	0.4	0.0	0.4		0.5	0.2	0.0
	I do not attend shows	%	0.2	0.0	0.0	0.3	0.0	0.3	0.2	0.1		0.0	0.2	0.2
	Awe/ Inspired /Beauty	%	0.6	0.6	0.0	0.9	0.0	1.3	0.9	0.3		1.1	0.2	0.5
	Boredom	%	0.2	0.0	0.0	0.3	0.4	0.0	0.2	0.1		0.0	0.4	0.1
	Challenged/Educated	%	0.5	1.2	0.7	0.1	0.2	1.3	0.5	0.5		0.2	0.6	0.7
	Inconvenience/Irritated	%	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0		0.3	0.0	0.0
	Other	%	0.1	0.0	0.3	0.1	0.2	0.0	0.2	0.1		0.0	0.0	0.3
	Unsure	%	2.1	1.3	2.2	1.2	4.1	2.5	2.3	1.9		2.1	2.9	1.5

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**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – STAT SHEET

What do you want to get out of the experience of attending arts and cultural events, where 1 is the most important benefit that motivates you to attend and 2 the second most important. [RANK TOP 2]

[This table reports on the views of all culture-goers]

Question – Rank 1	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2024-01					Male	Female	Other	18 to 34	35 to 54	55 plus	
			Atlantic	Quebec	Ontario	Prairies	British Columbia							
		Wgt N	896	89	204	290	174	139	478	417	1	126	325	445
			807	56	179	307	142	123	393	414	1	217	269	321
	Socializing with friends or family	%	15.0	16.3	12.2	15.6	19.6	11.8	13.8	16.2		14.4	16.2	14.5
	Having a date night	%	7.2	4.7	5.0	5.8	12.9	8.5	10.2	4.4		11.5	6.9	4.6
	Meeting new people and connecting with others in the community	%	3.6	2.8	3.0	3.8	3.4	4.7	3.1	4.1		2.4	3.5	4.6
	Relaxing, de-stressing or relieving anxiety	%	13.0	16.7	10.4	14.7	11.4	12.4	14.2	11.8		14.3	13.5	11.6
	A change of scene/escape from the everyday	%	19.2	12.8	19.0	21.5	19.0	17.0	17.5	20.9		18.9	17.6	20.8
	Learning new things	%	19.8	16.1	17.2	19.2	19.4	27.4	19.6	19.9		18.9	19.4	20.8
	Celebrating and reconnecting with your heritage and culture	%	7.0	13.6	4.7	8.0	5.4	6.4	5.5	8.3		6.6	6.8	7.3
	Indulging, pampering or treating yourself	%	11.3	15.0	28.0	5.7	8.3	3.0	11.2	11.5		11.4	11.3	11.4
	Entertainment	%	0.4	0.8	0.0	0.6	0.0	0.7	0.3	0.5		0.0	0.6	0.5
	I don't attend/ I don't like events/ I don't like crowds	%	0.3	0.0	0.0	0.8	0.0	0.0	0.6	0.0		0.0	0.6	0.2
	To experience the beauty of the art/connecting with different perspectives around the world	%	0.5	0.0	0.0	1.1	0.0	0.5	1.0	0.0		0.8	0.3	0.4
	Excitement/joy/I enjoy it	%	0.8	0.0	0.0	0.9	0.0	3.2	0.3	1.3		0.0	0.4	1.8
	All of the above	%	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.2
	To support and appreciate the artists	%	0.6	0.0	0.0	0.3	0.0	3.0	0.5	0.6		0.8	0.7	0.3
	None/nothing	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0		0.0	0.3	0.0
	Other	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0		0.0	0.3	0.0
	Unsure	%	0.9	0.0	0.4	1.4	0.5	1.3	1.6	0.2		0.0	1.6	0.9

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2024-2536 – Business and the Arts/NAC – STAT SHEET

What do you want to get out of the experience of attending arts and cultural events, where 1 is the most important benefit that motivates you to attend and 2 the second most important. [RANK TOP 2]

[This table reports on the views of all culture-goers]

Question – Rank 2	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
			Wgt N	834	83	198	268	160	125	438	395	1	121	301
Socializing with friends or family	%	757	53	175	287	133	109	364	392	1	209	249	298	
Having a date night	%	19.7	11.6	16.2	21.2	16.9	28.6	15.9	23.2		22.2	17.7	19.6	
Meeting new people and connecting with others in the community	%	8.8	10.0	10.2	6.3	13.6	6.6	10.4	7.3		11.2	11.1	5.2	
Relaxing, de-stressing or relieving anxiety	%	6.3	8.9	1.9	6.8	10.1	6.0	7.2	5.4		5.7	5.4	7.3	
A change of scene/escape from the everyday	%	13.7	19.1	16.8	10.1	14.2	15.1	15.7	11.7		13.8	13.3	13.9	
Learning new things	%	18.3	19.3	18.9	20.3	17.5	12.6	19.4	17.3		16.4	22.6	16.0	
Celebrating and reconnecting with your heritage and culture	%	15.0	13.6	12.3	17.4	16.3	12.0	12.6	17.2		11.8	14.1	17.9	
Indulging, pampering or treating yourself	%	8.4	13.8	8.9	5.9	7.8	12.1	8.3	8.4		8.2	7.9	8.8	
Entertainment	%	8.9	2.9	12.9	11.0	3.6	6.3	9.6	8.3		9.9	7.2	9.5	
To experience the beauty of the art/connecting with different perspectives around the world	%	0.2	0.8	0.0	0.0	0.0	0.8	0.1	0.2		0.0	0.0	0.4	
Excitement/joy/I enjoy it	%	0.5	0.0	1.0	0.7	0.0	0.0	0.2	0.7		0.0	0.0	1.2	
To support and appreciate the artists	%	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.3		0.0	0.4	0.0	
	%	0.3	0.0	1.1	0.0	0.0	0.0	0.5	0.0		0.6	0.3	0.0	

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2024-2536 – Business and the Arts/NAC – STAT SHEET

Please rank the following potential barriers to attending live arts and cultural events that would likely stop you from attending an event that interests you and that you could afford, where 1 is the most likely to stop you from attending and 2 the second most likely: [RANDOMIZE]

[This table reports on the views of all culture-goers]

Question – Rank 1	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	891	88	202	289	174	138	476	414	1	126	322	443
		%	804	55	178	306	142	122	391	411	1	217	267	319
	Not understanding etiquette /rules for attendance	%	1.0	3.7	0.0	1.5	0.4	0.8	0.8	1.0		0.8	1.5	0.8
	Not knowing how long it will be and/or if there will be breaks	%	2.0	2.7	2.0	0.8	3.3	3.0	1.9	2.1		3.1	1.1	1.9
	Having to turn off my phone	%	0.3	0.0	0.0	0.3	1.2	0.0	0.6	0.0		0.6	0.0	0.3
	Standing in lines	%	12.2	6.7	12.4	13.0	11.4	13.4	14.2	10.3		12.1	10.5	13.7
	Not knowing if I will enjoy it	%	12.0	8.4	11.4	12.0	16.9	8.8	14.9	9.2		15.4	11.8	9.8
	Not being able to bring my kid	%	2.5	2.3	2.1	2.3	3.5	2.4	4.1	0.9		6.5	1.4	0.6
	Location is too far	%	33.1	42.2	40.2	31.4	26.1	30.8	28.1	37.8		32.7	33.9	32.6
	Lack of childcare	%	4.8	0.8	4.3	6.2	5.4	2.9	6.0	3.6		9.6	5.4	1.0
	Crowds\too many peoples	%	0.3	0.0	1.0	0.0	0.3	0.5	0.1	0.5		0.0	0.0	0.9
	Expensive/costs	%	4.9	3.5	3.1	7.7	2.4	4.2	3.1	6.7		5.8	5.3	4.1
	Parking	%	0.3	0.8	0.5	0.0	0.6	0.0	0.2	0.4		0.0	0.2	0.5
	I'm a care giver to my partner\spouse\husband	%	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.2		0.0	0.3	0.0
	Health issues/Mobility issues\Accessibility\Physical limitations	%	1.3	0.8	1.0	1.3	2.2	0.7	0.5	2.1		0.6	0.5	2.3
	Boring/nothing of interest	%	0.6	0.0	0.0	0.8	1.1	0.5	1.0	0.2		0.8	0.7	0.4
	Covid\Covid protocol\Respiratory viruses\diseases	%	0.8	0.8	0.0	0.9	0.0	2.4	0.6	0.9		0.6	0.7	1.0
	Lack of time\Too busy	%	0.8	1.5	0.4	0.3	1.6	1.5	0.6	1.1		1.2	0.9	0.5
	Weather	%	0.3	0.0	0.0	0.3	0.7	0.7	0.3	0.4		0.0	0.0	0.8
	Difficulty buying tickets	%	0.2	0.0	0.5	0.0	0.0	0.7	0.0	0.4		0.0	0.3	0.3
	Not being able to go with someone else	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2		0.0	0.0	0.3
	Other	%	0.2	0.0	0.0	0.0	0.7	0.7	0.0	0.5		0.0	0.4	0.3

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		Region						Gender			Age		
		Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Concerned about the behavior of others (drunk, speaking during show, etc.)/security	%	0.4	0.0	0.4	0.5	0.7	0.0	0.4	0.4		0.0	0.7	0.5
None of the above	%	20.0	24.9	19.0	18.5	18.9	24.1	20.0	20.0		10.1	21.8	25.2
Unsure	%	1.7	0.8	1.6	1.8	2.3	1.3	2.3	1.1		0.0	2.6	2.1

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Please rank the following potential barriers to attending live arts and cultural events that would likely stop you from attending an event that interests you and that you could afford, where 1 is the most likely to stop you from attending and 2 the second most likely: [RANDOMIZE]

[This table reports on the views of all culture-goers]

Question – Rank 2	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	521	50	131	170	95	75	278	242	1	87	199	235
		%	488	31	119	186	84	68	239	248	1	150	169	169
	Not understanding etiquette /rules for attendance	%	3.1	0.0	2.2	3.9	0.4	7.1	4.2	2.0		6.3	1.0	2.3
	Not knowing how long it will be and/or if there will be breaks	%	7.2	3.6	6.6	7.5	4.6	12.2	7.2	7.2		4.7	8.6	8.0
	Having to turn off my phone	%	0.2	0.0	0.7	0.0	0.0	0.3	0.0	0.0		0.0	0.0	0.5
	Standing in lines	%	19.8	14.9	20.5	23.1	13.4	20.2	20.8	19.0		18.1	18.7	22.6
	Not knowing if I will enjoy it	%	21.1	24.4	21.9	21.2	21.0	18.0	19.2	22.6		17.3	23.6	21.9
	Not being able to bring my kid	%	5.2	9.2	3.3	5.3	6.4	4.7	4.8	5.5		9.6	4.6	1.8
	Location is too far	%	24.2	28.9	26.1	23.2	28.1	16.9	24.1	24.4		21.9	26.1	24.4
	Lack of childcare	%	3.8	4.9	4.9	0.9	11.1	0.0	5.2	2.5		9.3	2.1	0.5
	Crowds\too many peoples	%	0.9	0.0	1.4	0.9	0.0	1.2	1.0	0.7		0.0	1.0	1.5
	Expensive/costs	%	4.1	2.8	7.3	3.2	2.4	3.3	4.1	4.0		2.7	3.1	6.2
	Parking	%	1.2	0.0	0.0	2.6	1.2	0.0	0.7	1.7		0.0	2.2	1.2
	Health issues\Mobility issues\Accessibility\Physical limitations	%	1.0	4.2	0.0	0.0	2.1	2.6	0.7	1.2		1.8	0.4	0.9
	Boring/nothing of interest	%	0.9	0.0	0.0	0.6	1.5	2.9	1.0	0.8		0.0	2.3	0.2
	Covid\Covid protocol\Respiratory viruses\diseases	%	0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.4		0.0	0.0	0.6
	Lack of time\Too busy	%	0.6	0.0	0.7	0.4	1.2	0.8	0.9	0.4		0.0	0.6	1.3
	Difficulty buying tickets	%	0.3	0.0	0.0	0.6	0.0	0.8	0.2	0.4		0.0	0.6	0.3
	Not being able to go with someone else	%	0.3	0.0	0.0	0.6	0.5	0.0	0.0	0.6		0.0	0.6	0.3
	Other	%	0.2	0.0	0.0	0.0	0.0	1.6	0.5	0.0		0.0	0.6	0.0
	Concerned about the behavior of others (drunk, speaking during show, etc.)/security	%	0.3	0.0	0.0	0.6	0.5	0.0	0.0	0.6		0.0	0.0	0.9
	None of the above	%	5.5	7.0	4.6	5.1	5.4	7.6	4.9	6.0		8.4	3.8	4.6

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[This table reports on the views of all culture-goers]

			Region					Gender			Age			
			Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - In 2024, do you intend to spend more, less or about the same as you did in 2023 to attend arts and cultural performances?	Total	Unwgt N	908	90	206	297	176	139	485	422	1	128	331	449
		Wgt N	819	56	181	316	143	123	397	421	1	222	274	324
	Intend to spend more	%	20.2	14.8	17.7	24.4	17.0	19.2	21.5	19.0		17.6	17.0	24.8
	Intend to spend less	%	9.6	6.1	12.7	7.6	10.0	11.1	9.4	9.5		15.0	10.4	5.1
	Intend to spend about the same	%	57.2	60.0	60.7	57.4	54.3	54.0	53.6	60.8		57.5	55.7	58.3
	Not applicable/I do not spend money to attend arts and cultural performances	%	5.0	2.7	3.0	5.8	8.0	3.4	6.2	3.9		4.1	6.6	4.2
	Unsure	%	8.0	16.4	5.9	4.8	10.6	12.3	9.3	6.8		5.8	10.2	7.6

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Thinking about your total personal annual budget for leisure and entertainment activities, please rank the top three areas where you spend most of your budget, where 1 is the area you spend the most on, 2 the area you spend the second most and 3 the third most: [RANDOMIZE]

[This table reports on the views of all culture-goers]

Question – Rank 1	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	850	86	197	273	160	134	448	401	1	121	305	424
		%	768	54	174	290	131	119	368	398	1	208	252	308
	Dining out, restaurants and/or nightlife (pubs, nightclubs, etc.)	%	20.6	20.4	22.1	21.4	17.4	19.9	22.5	18.8		21.1	22.4	18.7
	Museums and art galleries	%	1.0	0.0	1.3	0.8	0.7	1.4	1.1	0.8		0.0	0.6	1.9
	Attending live sporting events in-person	%	3.9	1.6	3.2	4.5	5.6	3.0	6.2	1.8		2.8	3.7	4.9
	Sports and gym membership	%	7.6	10.5	7.1	7.7	6.5	7.9	7.1	8.0		9.8	7.7	6.0
	Attending concert halls or other indoor performing arts venues	%	8.1	5.0	9.7	6.9	9.0	9.1	5.4	10.6		8.0	5.9	9.9
	Going to the movie theatre	%	1.9	0.0	4.5	1.0	0.4	2.6	2.3	1.5		0.0	0.9	4.0
	Subscriptions to streaming services (movies, TV shows, live sports, etc.)	%	12.1	16.5	9.7	11.7	15.1	11.1	10.4	13.6		14.3	13.2	9.6
	Attending outdoor music festivals	%	2.0	0.0	1.2	2.7	1.1	3.6	2.0	2.0		1.7	2.8	1.7
	Hobbies (Video games, arts and crafts, etc.)	%	7.7	16.1	10.5	5.7	8.4	4.2	8.0	7.5		12.2	7.0	5.4
	Traveling	%	34.4	28.6	29.8	37.6	33.8	36.5	34.4	34.2		30.1	35.3	36.5
	Books	%	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.2		0.0	0.0	0.2
	I do not spend on entertainment	%	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.2		0.0	0.0	0.3
	Outdoor/nature activities	%	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.2		0.0	0.0	0.2
	Unsure	%	0.5	1.2	0.9	0.0	1.0	0.0	0.5	0.4		0.0	0.7	0.6

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Thinking about your total personal annual budget for leisure and entertainment activities, please rank the top three areas where you spend most of your budget, where 1 is the area you spend the most on, 2 the area you spend the second most and 3 the third most: [RANDOMIZE]

[This table reports on the views of all culture-goers]

Question – Rank 2	Total		Region					Gender			Age			
			Culture-goers					Male	Female	Other	18 to 34	35 to 54	55 plus	
			2024-01	Atlantic	Quebec	Ontario	Prairies							British Columbia
		Unwgt N	826	83	193	266	153	131	438	387	1	120	299	407
		Wgt N	748	52	171	283	126	116	361	386	1	207	247	295
	Dining out, restaurants and/or nightlife (pubs, nightclubs, etc.)	%	25.2	28.2	24.5	24.6	26.6	24.9	25.3	25.2		25.9	27.2	23.1
	Museums and art galleries	%	4.3	4.6	2.7	4.9	4.9	4.4	4.3	4.3		1.3	5.5	5.4
	Attending live sporting events in-person	%	4.5	4.2	1.2	6.2	6.5	2.9	7.3	1.8		3.8	6.1	3.6
	Sports and gym membership	%	7.5	11.5	2.9	7.9	7.1	12.1	7.3	7.8		8.7	5.4	8.4
	Attending concert halls or other indoor performing arts venues	%	14.1	4.7	16.9	17.9	11.0	8.4	12.1	16.0		11.9	12.9	16.7
	Going to the movie theatre	%	4.6	0.8	6.7	5.4	2.9	3.2	5.2	4.1		1.7	4.8	6.6
	Subscriptions to streaming services (movies, TV shows, live sports, etc.)	%	14.9	11.3	16.0	14.4	14.3	17.0	15.7	14.2		18.5	14.0	13.2
	Attending outdoor music festivals	%	3.3	2.8	5.5	2.3	2.2	4.0	2.8	3.8		2.7	3.0	4.0
	Hobbies (Video games, arts and crafts, etc.)	%	8.0	9.0	7.5	6.6	11.6	8.1	7.0	8.8		8.4	8.8	7.2
	Traveling	%	13.2	21.2	15.4	9.8	12.5	15.1	13.0	13.3		16.7	12.4	11.4
	Books	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.1		0.0	0.0	0.2
	I do not spend on entertainment	%	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.2		0.4	0.0	0.0
	Outdoor/nature activities	%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.3

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Thinking about your total personal annual budget for leisure and entertainment activities, please rank the top three areas where you spend most of your budget, where 1 is the area you spend the most on, 2 the area you spend the second most and 3 the third most: [RANDOMIZE]

[This table reports on the views of all culture-goers]

Question – Rank 3	Total		Region						Gender			Age		
			Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Unwgt N	573	56	134	185	102	96	308	264	1	87	207	279
		Wgt N	522	35	120	198	85	84	253	268	1	149	171	202
	Dining out, restaurants and/or nightlife (pubs, nightclubs, etc.)	%	18.7	16.3	17.7	22.0	16.4	15.5	18.6	18.8		17.0	18.0	20.5
	Museums and art galleries	%	6.2	1.3	5.4	8.3	3.9	6.6	6.6	5.8		2.3	5.3	9.7
	Attending live sporting events in-person	%	4.8	3.8	3.7	5.6	4.9	4.9	6.4	3.2		3.9	6.4	4.1
	Sports and gym membership	%	4.8	5.6	3.3	5.5	7.3	2.6	6.1	3.7		6.4	4.6	3.8
	Attending concert halls or other indoor performing arts venues	%	12.4	14.2	15.7	10.1	12.9	12.0	10.8	14.0		9.5	9.7	16.9
	Going to the movie theatre	%	8.8	3.2	10.2	6.7	12.4	10.4	8.5	9.1		6.1	11.3	8.6
	Subscriptions to streaming services (movies, TV shows, live sports, etc.)	%	17.3	25.4	14.5	18.8	12.6	19.2	16.3	18.3		18.6	18.7	15.2
	Attending outdoor music festivals	%	4.5	1.3	11.7	0.9	4.5	4.0	2.8	5.7		5.9	5.4	2.7
	Hobbies (Video games, arts and crafts, etc.)	%	10.4	13.2	6.0	8.2	12.1	18.8	12.5	8.4		19.0	9.8	4.5
	Traveling	%	11.7	14.0	11.1	13.9	12.8	5.4	11.0	12.4		11.1	10.8	12.9
	Books	%	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.3		0.0	0.0	0.4
	A combination of the above	%	0.1	1.9	0.0	0.0	0.0	0.0	0.0	0.3		0.0	0.0	0.3
	Outdoor/nature activities	%	0.1	0.0	0.0	0.0	0.0	0.7	0.2	0.0		0.0	0.0	0.3
	Other	%	0.1	0.0	0.0	0.0	0.4	0.0	0.1	0.0		0.0	0.0	0.2

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[This table reports on the views of all culture-goers]

			Region					Gender			Age			
			Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Thinking about your total personal annual budget for leisure and entertainment activities, how much do you expect to spend to attend arts and cultural events in 2024?	Total	Unwgt N	676	69	173	199	130	105	357	318	1	97	241	338
		Wgt N	604	44	151	212	104	94	293	310	1	164	195	244
		Mean	1376.8	1698.7	968.9	1254.1	2166.4	1286.8	1479.6	1277.8	2000.0	1489.4	1501.2	1201.5
		Median	500.0	500.0	500.0	500.0	500.0	600.0	500.0	500.0	2000.0	500.0	500.0	500.0
	.0	%	5.8	6.0	3.5	7.2	4.8	7.5	5.6	6.0		2.9	8.2	5.9
	1.0	%	0.3	0.0	0.0	0.5	0.0	0.9	0.0	0.6		0.0	0.0	0.8
	1.5	%	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0		0.0	0.0	0.2
	2.0	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.3		0.0	0.0	0.4
	3.0	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0		0.0	0.0	0.1
	4.0	%	0.1	1.0	0.0	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.2
	5.0	%	0.5	0.0	0.0	0.5	0.9	1.1	0.7	0.3		0.0	1.0	0.4
	8.0	%	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0		0.0	0.0	0.2
	10.0	%	0.9	0.0	0.0	1.9	1.1	0.0	0.5	1.2		1.4	0.0	1.2
	25.0	%	0.1	0.0	0.0	0.0	0.0	0.6	0.2	0.0		0.0	0.0	0.2
	30.0	%	0.4	0.0	0.0	0.8	0.0	0.9	0.6	0.3		1.0	0.4	0.0
	40.0	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.3		0.0	0.0	0.3
	50.0	%	1.6	0.0	0.5	3.4	0.8	0.9	1.5	1.7		2.1	1.4	1.5
	70.0	%	0.1	1.0	0.0	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.2
	80.0	%	0.1	0.0	0.5	0.0	0.0	0.0	0.3	0.0		0.0	0.0	0.3
	100.0	%	5.9	4.0	7.1	4.4	7.5	6.7	6.0	5.9		8.8	4.2	5.4
150.0	%	1.0	1.0	1.0	1.2	1.4	0.0	1.2	0.8		0.0	1.3	1.4	
180.0	%	0.2	0.0	0.0	0.0	0.0	1.3	0.4	0.0		0.8	0.0	0.0	
200.0	%	8.7	9.1	12.8	5.4	11.5	6.1	7.1	10.2		11.0	7.8	7.8	
250.0	%	2.0	4.0	3.4	2.5	0.0	0.0	2.0	2.0		2.8	2.4	1.2	
300.0	%	5.7	5.5	7.1	5.4	4.8	4.9	5.4	6.0		5.4	3.3	7.8	
350.0	%	1.1	0.0	0.0	0.8	3.8	0.9	0.4	1.8		1.8	0.5	1.1	
400.0	%	5.5	9.6	7.7	4.4	4.2	3.7	4.9	6.0		5.2	5.9	5.3	
450.0	%	0.3	0.0	1.0	0.0	0.0	0.0	0.3	0.3		0.0	0.4	0.3	
500.0	%	16.8	13.4	19.9	19.3	12.8	12.1	15.2	18.3		15.0	20.4	15.0	

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2024-2536 – Business and the Arts/NAC – STAT SHEET

		Region						Gender			Age		
		Culture-goers 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
600.0	%	3.3	9.5	3.2	1.7	1.2	6.5	2.4	4.2		4.6	2.8	2.9
700.0	%	0.9	0.0	0.0	1.3	0.6	1.8	0.5	1.2		0.0	1.0	1.3
750.0	%	0.1	0.0	0.5	0.0	0.0	0.0	0.3	0.0		0.0	0.0	0.3
800.0	%	1.7	0.0	2.0	2.6	0.3	1.2	2.1	1.3		3.5	1.1	0.9
900.0	%	0.5	0.0	1.1	0.0	1.5	0.0	0.8	0.3		0.0	0.5	0.9
1000.0	%	12.4	14.0	15.6	11.0	9.9	12.5	15.8	9.3		9.5	11.1	15.4
1200.0	%	1.9	2.9	0.0	1.8	3.2	3.1	1.6	2.2		2.7	1.1	2.0
1400.0	%	0.1	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.0	0.4	0.0
1500.0	%	2.8	0.0	1.5	3.3	2.6	5.1	3.2	2.4		1.0	4.1	2.8
2000.0	%	4.9	4.0	1.5	6.2	3.4	9.5	4.1	5.4		2.5	6.7	5.2
2400.0	%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.3		0.0	0.4	0.0
2500.0	%	0.8	1.0	0.0	0.8	1.8	0.6	1.0	0.5		0.0	0.3	1.7
3000.0	%	3.1	1.0	4.1	3.7	3.9	0.0	3.7	2.5		5.2	2.8	1.9
3500.0	%	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.3
4000.0	%	1.2	0.0	2.0	0.5	2.0	0.9	1.0	1.3		1.8	0.4	1.3
4500.0	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0		0.0	0.0	0.1
5000.0	%	4.5	4.7	1.5	4.3	8.7	5.1	5.6	3.4		8.3	3.7	2.6
6000.0	%	0.5	1.0	0.5	0.4	0.0	1.1	0.8	0.3		0.0	1.4	0.2
7000.0	%	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.1		0.0	0.0	0.2
7500.0	%	0.3	0.0	0.0	0.9	0.0	0.0	0.3	0.3		0.0	0.4	0.4
8000.0	%	0.6	2.5	0.0	0.9	0.0	0.9	0.4	0.8		0.0	1.6	0.3
10000.0	%	0.9	0.0	0.8	0.8	1.5	0.6	1.4	0.3		0.8	1.0	0.8
12000.0	%	0.3	0.0	0.0	0.5	0.6	0.0	0.2	0.3		0.0	0.5	0.3
15000.0	%	0.3	1.6	0.0	0.0	0.3	1.1	0.5	0.2		0.0	0.6	0.4
20000.0	%	0.8	0.0	0.0	0.4	3.8	0.0	0.6	1.0		1.8	0.5	0.3
25000.0	%	0.2	1.6	0.4	0.0	0.0	0.0	0.2	0.2		0.0	0.3	0.3

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

Please note that the following sub-samples are presented in these tabulations: Persona A: Non-culture-goers refers to Canadians who do not report attending any of the arts and cultural events/performances tested on, Persona B: Limited exposure refers to Canadians who reported attending a limited number of arts and cultural events/ performances (1 to 3 types) and Persona C: Vociferous culture-goers refers to Canadians who reported attending a variety of types of arts and cultural events/ performances (four or more).

		Personas				
		Canada 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	1114	206	451	457
		Wgt N	1001	182	396	424
	Opera indoors	%	5.2	0.0	0.9	11.5
	Ballet and dance indoors	%	13.7	0.0	4.6	28.2
	Theatre (drama, musical, dinner, comedy) indoors	%	51.0	0.0	37.2	85.6
	Classical music performance indoors	%	21.1	0.0	9.2	41.3
	Popular music performance indoors	%	42.7	0.0	28.8	74.1
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	19.6	0.0	6.1	40.6
	Did not attend in the past three years	%	27.3	84.7	29.1	1.0
	Do not recall	%	5.7	15.3	7.2	0.2

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**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas				
		Canada 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	2047	206	558	1283
		Wgt N	1001	182	396	424
	Opera indoors	%	2.8	0.0	0.7	4.1
	Ballet and dance indoors	%	7.4	0.0	3.7	10.0
	Theatre (drama, musical, dinner, comedy) indoors	%	27.3	0.0	30.2	30.3
	Classical music performance indoors	%	11.3	0.0	7.5	14.6
	Popular music performance indoors	%	22.9	0.0	23.4	26.2
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	10.5	0.0	4.9	14.4
	Did not attend in the past three years	%	14.6	84.7	23.7	0.3
	Do not recall	%	3.1	15.3	5.9	0.1

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas					
		Indoor culture-goers 2024-01		Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?	Total	Unwgt N					
		Wgt N	1114	206	451	457	
		%	1001	182	396	424	
	Once every week or more	%	0.6	0.0	0.2	1.1	
	2-3 times a month	%	3.6	0.0	0.8	7.9	
	Once a month	%	9.5	0.0	2.4	20.1	
	Once every 2-3 months	%	23.4	1.2	18.8	37.3	
	Once every 6 months	%	16.8	2.6	20.0	19.9	
	Once a year or less	%	24.0	39.5	33.9	8.1	
	Unsure	%	22.1	56.7	24.0	5.5	

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas					
			Canada 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	1114	206	451	457	
		Wgt N	1001	182	396	424	
	Outdoor opera	%	1.2	0.0	0.2	2.8	
	Outdoor ballet and dance	%	2.6	0.0	1.5	4.8	
	Outdoor Theatre (drama, musical, dinner, comedy)	%	12.6	0.0	4.4	25.8	
	Outdoor classical music performance	%	7.4	0.0	1.7	15.9	
	Outdoor popular music performance	%	38.7	0.0	28.3	64.9	
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	17.1	0.0	7.0	33.8	
	Did not attend in the past three years	%	37.7	79.5	46.6	11.4	
	Do not recall	%	11.8	20.5	13.5	6.5	

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**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas				
		Canada 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	1420	206	466	748
		Wgt N	1001	182	396	424
	Outdoor opera	%	1.0	0.0	0.2	1.7
	Outdoor ballet and dance	%	2.0	0.0	1.4	2.9
	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.8	0.0	4.3	15.5
	Outdoor classical music performance] Did you attend any of the following OUTDOOR cultural gatherings in the past three years? (select all that apply)	%	5.7	0.0	1.7	9.6
	Outdoor popular music performance	%	30.0	0.0	27.4	39.2
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	13.2	0.0	6.8	20.4
	Did not attend in the past three years	%	29.2	79.5	45.1	6.9
	Do not recall	%	9.1	20.5	13.1	3.9

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas					
			Outdoor culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?	Total	Unwgt N	1114	206	451	457	
		Wgt N	1001	182	396	424	
	Once every week or more	%	0.3	0.0	0.2	0.4	
	2-3 times a month	%	1.8	0.0	0.8	3.4	
	Once a month	%	5.3	0.0	3.0	9.7	
	Once every 2-3 months	%	13.1	1.2	6.4	24.4	
	Once every 6 months	%	17.6	4.2	14.2	26.6	
	Once a year or less	%	33.2	36.7	40.4	24.9	
	Unsure	%	28.8	57.9	35.0	10.6	

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas					
			Canada 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1114	206	451	457	
		Wgt N	1001	182	396	424	
	An art museum or public art gallery (including attendance at special art exhibits)	%	46.4	0.0	31.6	80.0	
	A museum other than an art museum	%	47.4	0.0	36.8	77.7	
	Did not attend any museum or art gallery in the past three years	%	32.0	84.2	36.4	5.6	
	Do not recall	%	5.8	15.8	7.0	0.5	

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**Multifrequency tab based on multiple responses

		Personas					
			Canada 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1457	206	503	748	
		Wgt N	1001	182	396	424	
	An art museum or public art gallery (including attendance at special art exhibits)	%	35.2	0.0	28.3	48.8	
	A museum other than an art museum	%	36.0	0.0	32.9	47.4	
	Did not attend any museum or art gallery in the past three years	%	24.3	84.2	32.5	3.4	
	Do not recall	%	4.4	15.8	6.2	0.3	

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

			Personas			
			Museum-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
Question - How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?	Total	Unwgt N	1114	206	451	457
		Wgt N	1001	182	396	424
	Once every week or more	%	0.3	0.0	0.2	0.5
	2-3 times a month	%	1.9	0.0	0.4	4.0
	Once a month	%	4.2	0.0	2.7	7.4
	Once every 2-3 months	%	12.3	1.4	6.4	22.4
	Once every 6 months	%	21.9	0.8	16.4	36.1
	Once a year or less	%	34.1	39.1	44.7	22.1
	Unsure	%	25.3	58.6	29.2	7.4

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas					
		Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)		
Question - What sources do you go to in order to learn about arts and cultural events to attend? [RANDOMIZE] (Select all that apply)	Total	Unwgt N	1113	205	451	457	
		Wgt N	999	179	396	424	
	Social media	%	51.2	40.6	46.4	60.1	
	Radio	%	30.8	23.3	25.8	38.6	
	Emails/newsletters	%	33.6	17.4	26.1	47.5	
	Newspapers	%	28.9	17.2	25.2	37.3	
	Television	%	32.9	36.4	30.6	33.6	
	Friends and family	%	51.4	28.9	44.4	67.5	
	Searching online	%	60.1	40.6	55.2	72.9	
	Arts/cultural organizations I am a part of/subscriptions	%	0.7	0.0	0.6	1.1	
	I don't	%	0.4	1.3	0.4	0.0	
	Posters/billboards	%	0.5	0.5	0.0	1.0	
	Books	%	0.2	0.5	0.0	0.2	
	Brochures in the mail	%	0.4	0.0	0.0	0.9	
	Library	%	0.3	0.3	0.6	0.0	
Other	%	0.5	0.2	0.3	0.8		
Unsure	%	3.1	9.9	2.9	0.4		

*Values are based on the percentage of positive responses to a specific response option (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 1,114 Canadians, 18 years of age or older, between January 29th and 31st, 2024. The margin of error this survey is ±2.9 percentage points, 19 times out of 20. Please note that the following sub-samples are presented in these tabulations: Persona A: Non-culture-goers refers to Canadians who do not report attending any of the arts and cultural events/performances tested on, Persona B: Limited exposure refers to Canadians who reported attending a limited number of arts and cultural events/ performances (1 to 3 types) and Persona C: Vociferous culture-goers refers to Canadians who reported attending a variety of types of arts and cultural events/ performances (four or more). *Some results have been shaded due to small sample size.



2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas				
		Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - What sources do you go to in order to learn about arts and cultural events to attend? [RANDOMIZE] (Select all that apply)	Total	Unwgt N	3289	442	1172	1675
		Wgt N	2945	389	1023	1534
	Social media	%	17.4	18.7	17.9	16.6
	Radio	%	10.4	10.7	10.0	10.7
	Emails/newsletters	%	11.4	8.0	10.1	13.1
	Newspapers	%	9.8	7.9	9.7	10.3
	Television	%	11.2	16.8	11.8	9.3
	Friends and family	%	17.4	13.3	17.2	18.6
	Searching online	%	20.4	18.7	21.4	20.1
	Arts/cultural organizations I am a part of/subscriptions	%	0.2	0.0	0.2	0.3
	I don't	%	0.1	0.6	0.2	0.0
	Posters/billboards	%	0.2	0.2	0.0	0.3
	Books	%	0.1	0.2	0.0	0.1
	Brochures in the mail	%	0.1	0.0	0.0	0.2
	Library	%	0.1	0.1	0.2	0.0
Other	%	0.2	0.1	0.1	0.2	
Unsure	%	1.1	4.6	1.1	0.1	

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

**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas					
		Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)		
Question - When you think generally about attending arts or cultural events, what emotions first come to mind? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	1114	206	451	457	
		Wgt N	1001	182	396	424	
	Joy/happiness	%	55.9	24.2	48.5	76.3	
	Excitement	%	40.9	16.6	36.4	55.6	
	Comfort/relaxation	%	43.1	25.2	38.0	55.6	
	Sadness	%	1.6	0.0	1.3	2.6	
	Anger	%	0.8	0.7	0.8	0.9	
	Indifferent	%	11.2	26.9	11.7	4.1	
	Fear	%	1.4	0.6	1.9	1.3	
	Concern/Worry/Anxious	%	0.8	0.4	1.1	0.6	
	Curious	%	1.2	1.6	0.0	2.1	
	It depends on the show	%	0.1	0.0	0.2	0.1	
	Satisfied	%	0.3	0.0	0.0	0.7	
	I do not attend shows	%	0.6	1.9	0.6	0.0	
	Awe/ Inspired /Beauty	%	0.9	0.0	1.2	0.9	
	Boredom	%	0.3	0.3	0.7	0.0	
	Challenged/Educated	%	0.8	0.0	1.1	0.8	
	Inconvenience/Irritated	%	0.3	0.7	0.3	0.0	
	Other	%	0.2	0.0	0.2	0.3	
	Unsure	%	7.2	22.6	5.6	2.1	

*Values are based on the percentage of positive responses to a specific response option (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 1,114 Canadians, 18 years of age or older, between January 29th and 31st, 2024. The margin of error this survey is ±2.9 percentage points, 19 times out of 20. Please note that the following sub-samples are presented in these tabulations: Persona A: Non-culture-goers refers to Canadians who do not report attending any of the arts and cultural events/performances tested on, Persona B: Limited exposure refers to Canadians who reported attending a limited number of arts and cultural events/ performances (1 to 3 types) and Persona C: Vociferous culture-goers refers to Canadians who reported attending a variety of types of arts and cultural events/ performances (four or more). *Some results have been shaded due to small sample size.



2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

		Personas					
		Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)		
Question - When you think generally about attending arts or cultural events, what emotions first come to mind? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	1846	253	660	933	
		Wgt N	1676	221	592	864	
	Joy/happiness	%	33.4	19.9	32.4	37.4	
	Excitement	%	24.4	13.6	24.3	27.3	
	Comfort/relaxation	%	25.7	20.7	25.4	27.3	
	Sadness	%	1.0	0.0	0.9	1.3	
	Anger	%	0.5	0.6	0.5	0.4	
	Indifferent	%	6.7	22.1	7.8	2.0	
	Fear	%	0.8	0.5	1.3	0.6	
	Concern/Worry/Anxious	%	0.4	0.3	0.7	0.3	
	Curious	%	0.7	1.3	0.0	1.0	
	It depends on the show	%	0.1	0.0	0.2	0.1	
	Satisfied	%	0.2	0.0	0.0	0.4	
	I do not attend shows	%	0.3	1.6	0.4	0.0	
	Awe/ Inspired /Beauty	%	0.5	0.0	0.8	0.5	
	Boredom	%	0.2	0.3	0.4	0.0	
	Challenged/Educated	%	0.5	0.0	0.8	0.4	
	Inconvenience/Irritated	%	0.2	0.6	0.2	0.0	
	Other	%	0.1	0.0	0.1	0.1	
	Unsure	%	4.3	18.6	3.7	1.0	

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

**Multifrequency tab based on multiple responses

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

What do you want to get out of the experience of attending arts and cultural events, where 1 is the most important benefit that motivates you to attend and 2 the second most important. [RANK TOP 2]

Question – Rank 1	Total	Unwgt N	Personas			
			Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
		Wgt N	1095	199	444	452
		%	983	176	388	419
	Socializing with friends or family	%	16.2	21.6	16.6	13.6
	Having a date night	%	6.7	4.1	8.7	5.9
	Meeting new people and connecting with others in the community	%	3.3	1.9	3.3	3.9
	Relaxing, de-stressing or relieving anxiety	%	12.8	12.0	12.0	13.8
	A change of scene/escape from the everyday	%	18.6	15.7	20.9	17.6
	Learning new things	%	19.2	15.9	16.2	23.2
	Celebrating and reconnecting with your heritage and culture	%	7.2	8.1	7.1	6.8
	Indulging, pampering or treating yourself	%	11.5	12.1	11.7	11.0
	Entertainment	%	0.3	0.0	0.2	0.6
	I don't attend/ I don't like events/ I don't like crowds	%	0.5	1.2	0.6	0.0
	To experience the beauty of the art/connecting with different perspectives around the world	%	0.4	0.0	0.0	0.9
	Excitement/joy/I enjoy it	%	0.8	0.4	0.3	1.4
	All of the above	%	0.1	0.0	0.0	0.2
	To support and appreciate the artists	%	0.5	0.0	0.5	0.6
	None/nothing	%	0.1	0.3	0.2	0.0
	Other	%	0.1	0.0	0.0	0.2
	Unsure	%	2.0	6.7	1.6	0.3

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

What do you want to get out of the experience of attending arts and cultural events, where 1 is the most important benefit that motivates you to attend and 2 the second most important. [RANK TOP 2]

Question – Rank 2	Total	Unwgt N	Personas			
			Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
		Wgt N	984	150	398	436
		%	890	133	349	407
	Socializing with friends or family	%	17.8	7.4	20.0	19.4
	Having a date night	%	8.0	3.5	8.2	9.3
	Meeting new people and connecting with others in the community	%	6.2	5.8	5.4	7.0
	Relaxing, de-stressing or relieving anxiety	%	14.1	16.6	15.3	12.3
	A change of scene/escape from the everyday	%	19.4	26.0	20.0	16.8
	Learning new things	%	15.2	16.3	15.7	14.4
	Celebrating and reconnecting with your heritage and culture	%	9.1	12.9	6.9	9.7
	Indulging, pampering or treating yourself	%	9.1	10.5	7.9	9.7
	Entertainment	%	0.1	0.0	0.1	0.2
	I don't attend/ I don't like events/ I don't like crowds	%	0.0	0.2	0.0	0.0
	To experience the beauty of the art/connecting with different perspectives around the world	%	0.4	0.0	0.0	0.9
	Excitement/joy/I enjoy it	%	0.1	0.0	0.0	0.3
	To support and appreciate the artists	%	0.3	0.8	0.5	0.0

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

Please rank the following potential barriers to attending live arts and cultural events that would likely stop you from attending an event that interests you and that you could afford, where 1 is the most likely to stop you from attending and 2 the second most likely: [RANDOMIZE]

Question – Rank 1	Total	Unwgt N	Personas			
			Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
		Wgt N	1091	200	442	449
		%	979	175	387	417
	Not understanding etiquette /rules for attendance	%	1.1	1.7	1.2	0.9
	Not knowing how long it will be and/or if there will be breaks	%	2.0	2.0	1.8	2.2
	Having to turn off my phone	%	0.8	2.9	0.6	0.0
	Standing in lines	%	12.5	13.8	10.8	13.5
	Not knowing if I will enjoy it	%	13.2	18.6	14.5	9.6
	Not being able to bring my kid	%	2.1	0.4	3.3	1.7
	Location is too far	%	31.6	24.9	32.2	33.8
	Lack of childcare	%	4.2	1.6	4.0	5.5
	Crowds\too many peoples	%	0.5	1.1	0.5	0.2
	Expensive/costs	%	4.6	3.0	4.6	5.2
	Parking	%	0.2	0.0	0.4	0.2
	I'm a care giver to my partner\spouse\husband	%	0.3	1.3	0.2	0.0
	Health issues/Mobility issues\Accessibility\Physical limitations	%	1.2	0.8	1.3	1.2
	Boring/nothing of interest	%	0.7	1.0	1.1	0.2
	Covid\Covid protocol\Respiratory viruses\diseases	%	1.0	2.0	0.9	0.7
	Lack of time\Too busy	%	0.7	0.0	0.3	1.3
	Weather	%	0.3	0.0	0.4	0.3
	Difficulty buying tickets	%	0.2	0.0	0.0	0.4
	Not being able to go with someone else	%	0.1	0.0	0.0	0.2
	Other	%	0.4	0.9	0.2	0.3
	Concerned about the behavior of others (drunk, speaking during show, etc.)/security	%	0.3	0.0	0.4	0.4
	None of the above	%	19.8	18.9	19.1	20.8
	Unsure	%	2.3	5.1	2.1	1.3

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

Please rank the following potential barriers to attending live arts and cultural events that would likely stop you from attending an event that interests you and that you could afford, where 1 is the most likely to stop you from attending and 2 the second most likely: [RANDOMIZE]

Question – Rank 2	Total	Unwgt N	Personas			
			Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
		Wgt N	640	119	257	264
		%	593	105	229	259
	Not understanding etiquette /rules for attendance	%	3.1	3.1	5.1	1.3
	Not knowing how long it will be and/or if there will be breaks	%	8.1	12.3	9.4	5.3
	Having to turn off my phone	%	0.3	0.7	0.0	0.3
	Standing in lines	%	19.4	17.2	20.4	19.4
	Not knowing if I will enjoy it	%	21.5	23.6	20.5	21.6
	Not being able to bring my kid	%	4.6	2.2	4.6	5.7
	Location is too far	%	24.6	26.4	22.9	25.4
	Lack of childcare	%	3.5	2.4	4.3	3.3
	Crowds\too many peoples	%	0.8	0.7	1.1	0.7
	Expensive/costs	%	3.9	3.2	4.2	4.0
	Parking	%	1.0	0.0	0.4	1.8
	Health issues\Mobility issues\Accessibility\Physical limitations	%	1.1	1.5	0.8	1.2
	Boring/nothing of interest	%	0.8	0.7	0.4	1.3
	Covid\Covid protocol\Respiratory viruses\diseases	%	0.3	0.4	0.0	0.4
	Lack of time\Too busy	%	0.5	0.0	0.0	1.2
	Difficulty buying tickets	%	0.3	0.0	0.0	0.6
	Not being able to go with someone else	%	0.3	0.0	0.7	0.0
	Other	%	0.2	0.0	0.5	0.0
	Concerned about the behavior of others (drunk, speaking during show, etc.)/security	%	0.3	0.0	0.0	0.6
	None of the above	%	5.5	5.5	4.9	6.0

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

			Personas			
			Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
Question - In 2024, do you intend to spend more, less or about the same as you did in 2023 to attend arts and cultural performances?	Total	Unwgt N	1114	206	451	457
		Wgt N	1001	182	396	424
	Intend to spend more	%	18.0	8.2	15.1	25.0
	Intend to spend less	%	9.5	9.2	9.1	10.1
	Intend to spend about the same	%	49.9	16.9	52.3	61.8
	Not applicable/I do not spend money to attend arts and cultural performances	%	11.9	43.1	9.3	1.0
	Unsure	%	10.6	22.6	14.2	2.1

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

Thinking about your total personal annual budget for leisure and entertainment activities, please rank the top three areas where you spend most of your budget, where 1 is the area you spend the most on, 2 the area you spend the second most and 3 the third most: [RANDOMIZE]

Question – Rank 1	Total	Unwgt N	Personas			
			Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
		Wgt N	963	113	402	448
		%	866	98	353	415
	Dining out, restaurants and/or nightlife (pubs, nightclubs, etc.)	%	20.6	20.6	21.3	19.9
	Museums and art galleries	%	0.9	0.0	1.0	0.9
	Attending live sporting events in-person	%	4.6	10.0	3.3	4.5
	Sports and gym membership	%	7.6	8.0	8.2	7.0
	Attending concert halls or other indoor performing arts venues	%	7.2	0.0	5.4	10.4
	Going to the movie theatre	%	2.4	6.2	1.9	1.8
	Subscriptions to streaming services (movies, TV shows, live sports, etc.)	%	12.4	15.1	13.9	10.5
	Attending outdoor music festivals	%	1.9	0.8	0.9	3.0
	Hobbies (Video games, arts and crafts, etc.)	%	7.7	7.4	10.1	5.7
	Traveling	%	33.1	23.0	32.7	35.8
	Books	%	0.2	0.7	0.0	0.2
	I do not spend on entertainment	%	0.3	1.8	0.2	0.0
	Outdoor/nature activities	%	0.2	0.9	0.2	0.0
	Other	%	0.1	0.9	0.0	0.0
	Unsure	%	1.0	4.7	0.7	0.3

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2024-2536 – Business and the Arts/NAC – By Persona – STAT SHEET

Thinking about your total personal annual budget for leisure and entertainment activities, please rank the top three areas where you spend most of your budget, where 1 is the area you spend the most on, 2 the area you spend the second most and 3 the third most: [RANDOMIZE]

Question – Rank 2	Total	Unwgt N	Personas			
			Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
		Wgt N	919	93	386	440
			829	81	340	409
	Dining out, restaurants and/or nightlife (pubs, nightclubs, etc.)	%	25.5	28.5	26.6	24.1
	Museums and art galleries	%	4.2	3.4	2.8	5.5
	Attending live sporting events in-person	%	4.2	1.7	5.5	3.6
	Sports and gym membership	%	7.1	3.4	7.2	7.8
	Attending concert halls or other indoor performing arts venues	%	12.9	1.5	8.8	18.5
	Going to the movie theatre	%	4.8	6.0	5.6	3.8
	Subscriptions to streaming services (movies, TV shows, live sports, etc.)	%	15.3	18.8	16.9	13.3
	Attending outdoor music festivals	%	3.0	0.0	4.3	2.5
	Hobbies (Video games, arts and crafts, etc.)	%	9.1	19.1	10.5	6.0
	Traveling	%	13.5	16.8	11.9	14.2
	Books	%	0.1	0.0	0.0	0.1
	I do not spend on entertainment	%	0.1	0.0	0.0	0.2
	Outdoor/nature activities	%	0.2	0.8	0.0	0.2

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Thinking about your total personal annual budget for leisure and entertainment activities, please rank the top three areas where you spend most of your budget, where 1 is the area you spend the most on, 2 the area you spend the second most and 3 the third most: [RANDOMIZE]

Question – Rank 3	Total	Unwgt N	Personas			
			Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
		Wgt N	615	42	250	323
		%	561	39	221	301
	Dining out, restaurants and/or nightlife (pubs, nightclubs, etc.)	%	18.8	20.7	16.8	20.1
	Museums and art galleries	%	6.1	4.6	5.0	7.0
	Attending live sporting events in-person	%	5.1	9.1	5.4	4.3
	Sports and gym membership	%	4.8	4.8	4.8	4.8
	Attending concert halls or other indoor performing arts venues	%	12.0	6.0	9.7	14.5
	Going to the movie theatre	%	8.9	10.0	9.3	8.4
	Subscriptions to streaming services (movies, TV shows, live sports, etc.)	%	17.1	14.7	16.5	17.9
	Attending outdoor music festivals	%	4.3	2.3	3.8	5.0
	Hobbies (Video games, arts and crafts, etc.)	%	10.8	15.9	12.6	8.7
	Traveling	%	11.7	12.0	15.7	8.8
	Books	%	0.2	0.0	0.0	0.3
	A combination of the above	%	0.1	0.0	0.0	0.2
	Outdoor/nature activities	%	0.1	0.0	0.3	0.0
	Other	%	0.1	0.0	0.1	0.0

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		Personas				
		Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)	
Question - Thinking about your total personal annual budget for leisure and entertainment activities, how much do you expect to spend to attend arts and cultural events in 2024? \$ ____	Total	Unwgt N	840	164	330	346
		Wgt N	741	137	285	319
		Mean	1181.9	325.8	1065.6	1654.7
		Median	500.0	0.0	400.0	600.0
	.0	%	14.1	50.5	11.8	0.5
	1.0	%	0.3	0.0	0.0	0.6
	1.5	%	0.1	0.0	0.0	0.2
	2.0	%	0.1	0.0	0.4	0.0
	3.0	%	0.0	0.0	0.0	0.1
	4.0	%	0.1	0.0	0.0	0.1
	5.0	%	0.5	0.6	0.3	0.7
	6.0	%	0.1	0.7	0.0	0.0
	8.0	%	0.1	0.0	0.0	0.2
	10.0	%	0.7	0.0	0.2	1.5
	20.0	%	0.1	0.6	0.0	0.0
	25.0	%	0.1	0.0	0.2	0.0
	30.0	%	0.3	0.0	0.0	0.8
	40.0	%	0.1	0.0	0.3	0.0
	50.0	%	1.6	1.4	2.8	0.5
	70.0	%	0.1	0.0	0.2	0.0
	80.0	%	0.1	0.0	0.3	0.0
	90.0	%	0.1	0.5	0.0	0.0
	100.0	%	7.5	14.4	8.6	3.5
	150.0	%	0.9	0.6	1.4	0.6
	180.0	%	0.2	0.0	0.0	0.4
	200.0	%	8.6	8.0	11.2	6.4
	250.0	%	2.1	2.7	2.6	1.5
	300.0	%	4.9	1.8	4.8	6.5
	350.0	%	0.9	0.0	0.9	1.2
	400.0	%	4.6	0.6	6.6	4.5
	450.0	%	0.2	0.0	0.3	0.2
	500.0	%	14.9	6.9	17.8	15.9
	600.0	%	2.8	0.4	1.4	5.0

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		Personas			
		Culture-goers 2024-01	Persona A (0)	Persona B (1 to 3)	Persona C (4+)
700.0	%	0.8	0.7	0.4	1.3
750.0	%	0.1	0.0	0.0	0.2
800.0	%	1.4	0.0	1.1	2.2
900.0	%	0.4	0.0	0.3	0.8
1000.0	%	10.8	3.7	11.9	12.8
1200.0	%	1.5	0.0	1.1	2.6
1400.0	%	0.1	0.0	0.0	0.3
1500.0	%	2.3	0.0	1.9	3.6
2000.0	%	4.3	1.6	1.7	7.7
2400.0	%	0.1	0.0	0.0	0.2
2500.0	%	0.9	1.2	0.0	1.5
3000.0	%	2.6	0.5	1.3	4.7
3500.0	%	0.2	0.6	0.0	0.2
4000.0	%	0.9	0.0	0.4	1.8
4500.0	%	0.0	0.0	0.0	0.1
5000.0	%	4.0	2.0	4.0	5.0
6000.0	%	0.4	0.0	1.0	0.1
7000.0	%	0.1	0.0	0.2	0.0
7500.0	%	0.3	0.0	0.0	0.6
8000.0	%	0.5	0.0	1.1	0.2
10000.0	%	0.7	0.0	0.4	1.2
12000.0	%	0.2	0.0	0.2	0.3
15000.0	%	0.3	0.0	0.5	0.2
20000.0	%	0.6	0.0	0.0	1.5
25000.0	%	0.2	0.0	0.5	0.0

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