

Given the scarcity of in-person experiences during the COVID-19 pandemic, culture-goers turn to digital experiences in the short term

Arts Response Tracking Study | May Report

Conducted by Nanos for Business / Arts, May 2020
Submission 2020-1642



Business / Arts



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Arts Response Tracking Study

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

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

This first report contains information on the sentiment of Canadian culture-goers, namely:

- when culture-goers plan to return to in-person performances;
- what precautions are required to make culture-goers comfortable in returning;
- how frequently arts and culture has been consumed digitally during the pandemic; and,
- perceptions on willingness to pay for digital arts and culture.

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

A turn to digital

Culture-goers continue to be engaged with arts and culture but are turning to alternative forms of engagement, given the lack of in-person experiences during the COVID-19 pandemic.

Half of Canadian culture-goers are turning to digital experiences during the COVID-19 pandemic.

Nine in ten culture-goers are willing to pay at least part of the ticket price to see cultural performances digitally that they would normally see in person.

In-person experiences

Research suggests there will likely to be two waves of returning patrons.

Wave 1, is comprised of individuals who are eager for in-person experiences and immediately want to attend events. They represent about one in four potential culture-goers, and want a focus on social distancing and masks in order to return.

Wave 2 will be later (on average about five months) and are more likely to identify the need for a vaccine to return.

Indoor cultural activities > motivators



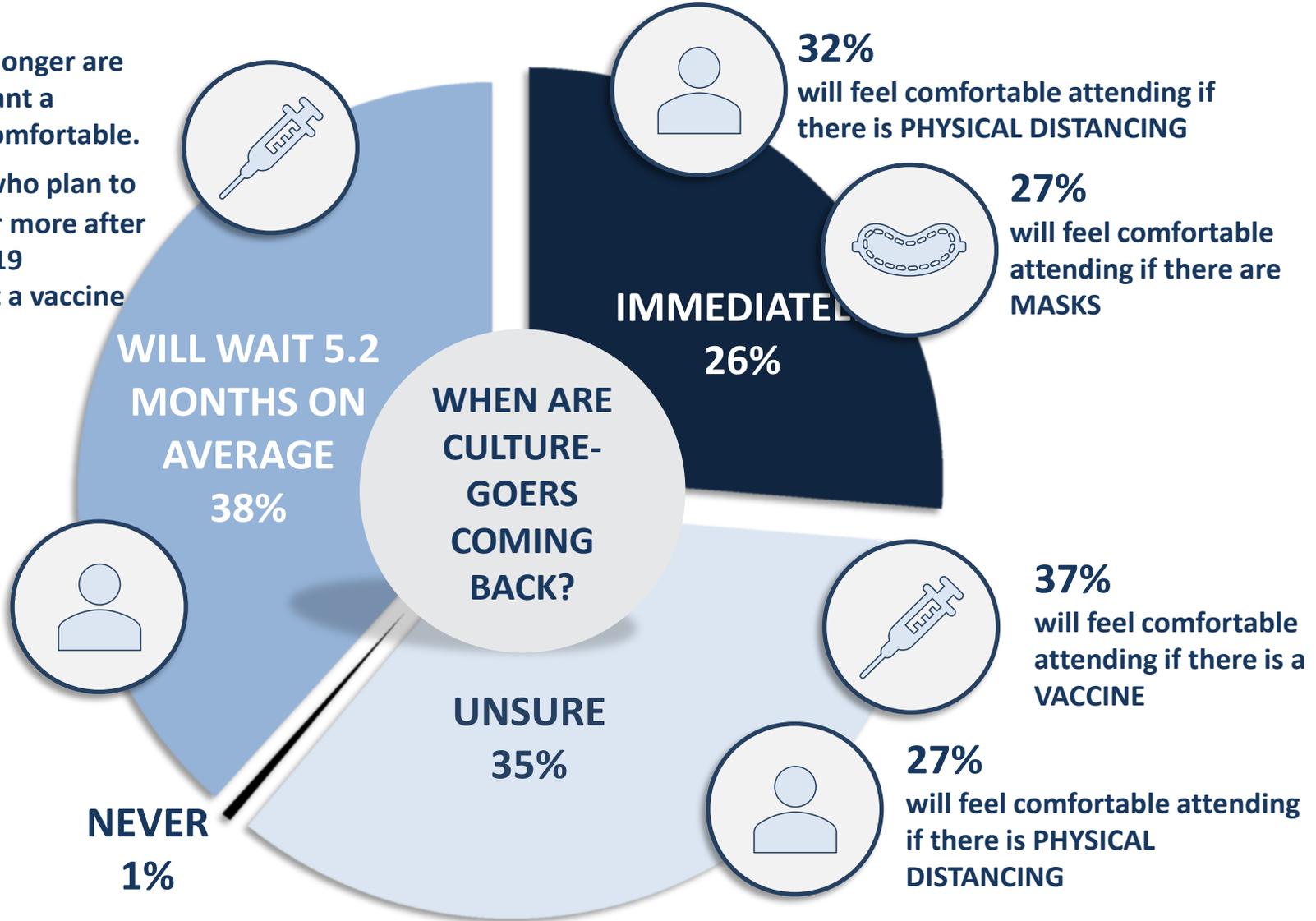
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Those who wait longer are more likely to want a vaccine to feel comfortable.
44% of those who plan to wait 6 months or more after lifting of COVID-19 restrictions want a vaccine

32% of those who will wait 6 months or more want **PHYSICAL DISTANCING**



Readers should note that these views are based on two questions, when someone may return and the motivators needs to return.

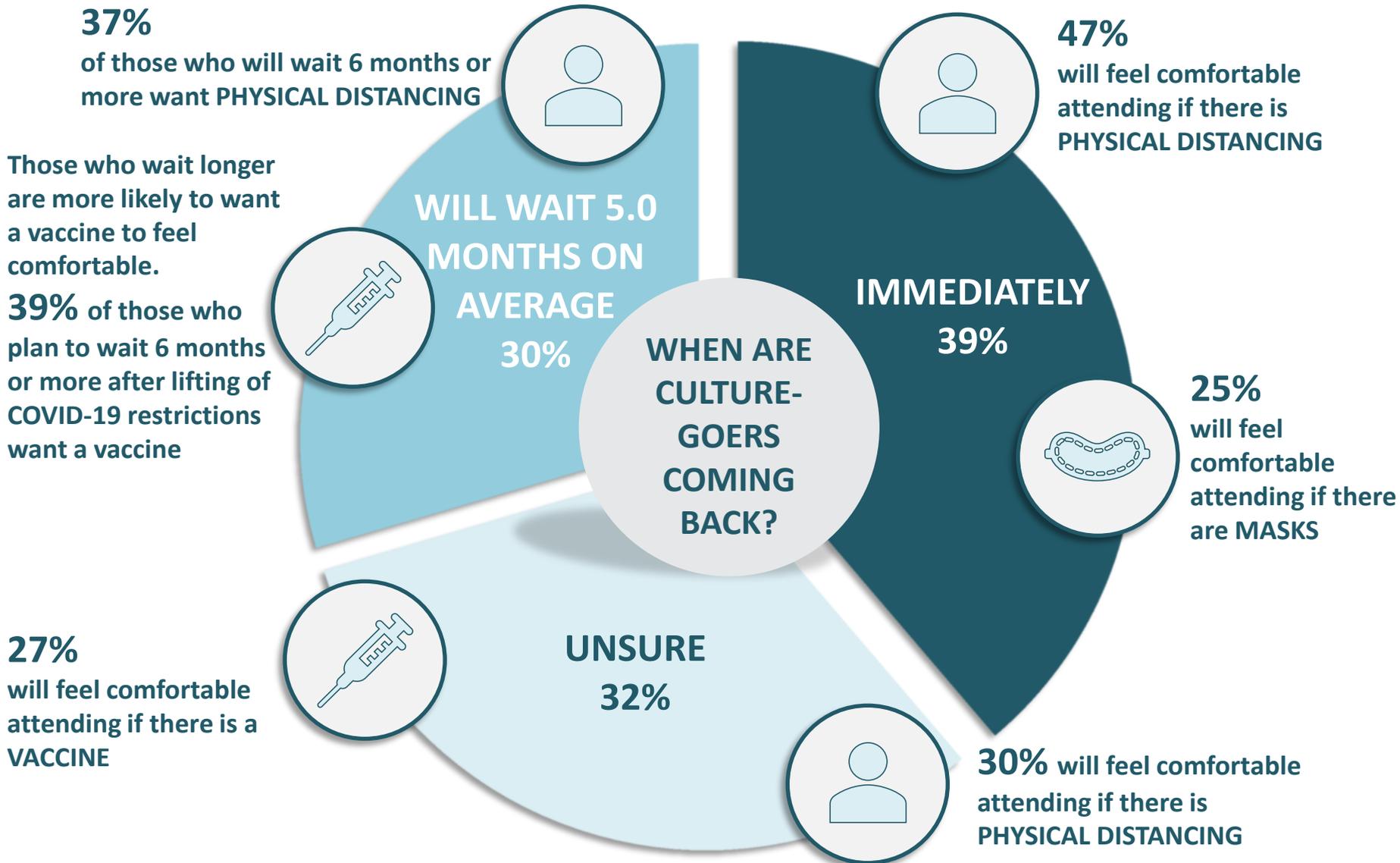
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 17th to 19th, 2020, n=648 Canadians who have attended an indoor arts or cultural performance in the 12 months prior to Covid-19, accurate 3.9 percentage points plus or minus, 19 times out of 20.

Outdoor cultural activities > motivators



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Readers should note that these views are based on two questions, when someone may return and the motivators needs to return.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 17th to 19th, 2020, n=436 Canadians who have attended an outdoor arts or cultural performance in the 12 months prior to Covid-19, accurate 4.7 percentage points plus or minus, 19 times out of 20.

Museums and galleries > motivators



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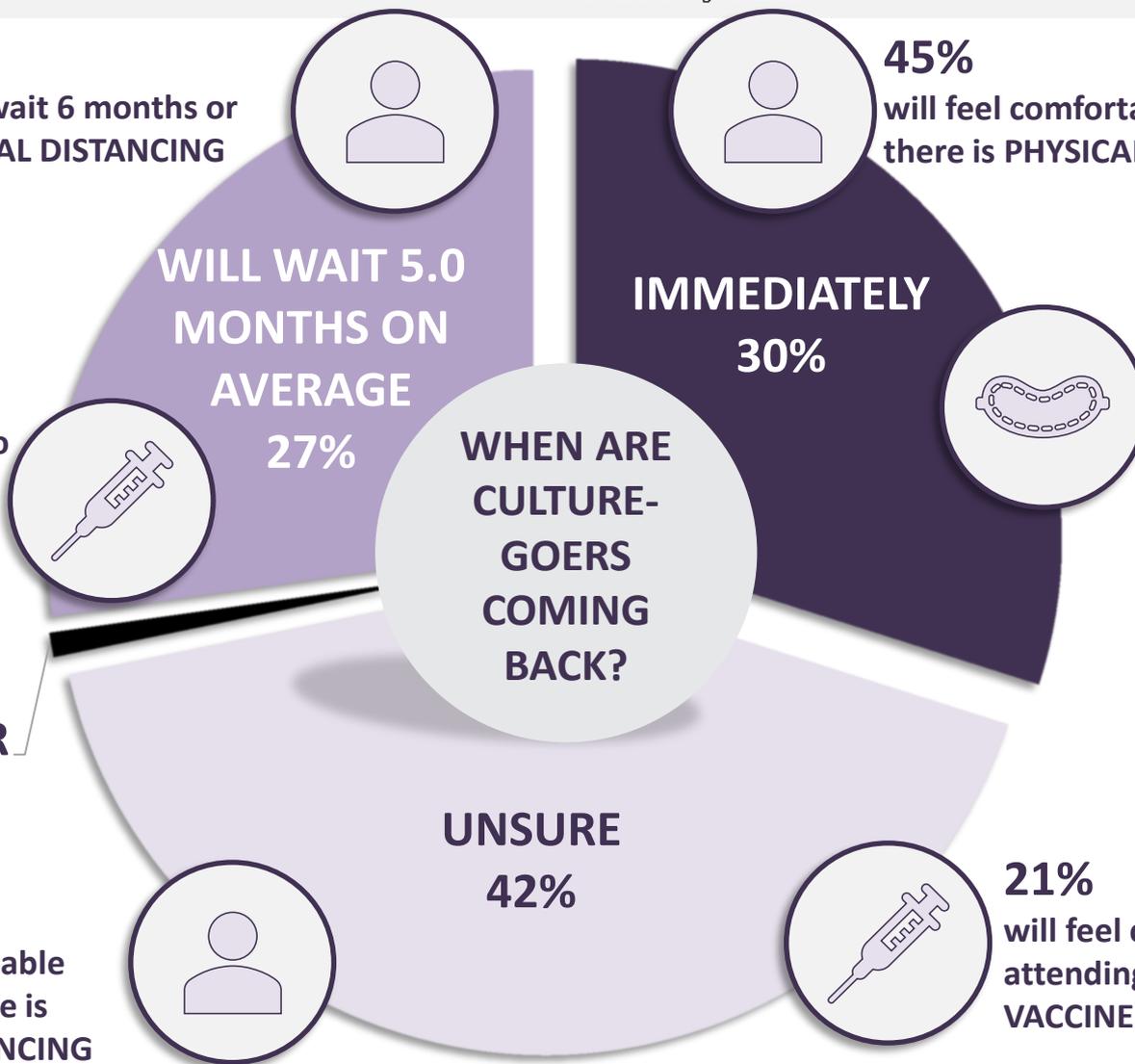
33%
of those who will wait 6 months or more want **PHYSICAL DISTANCING**

Those who wait longer are more likely to want a vaccine to feel comfortable.

51% of those who plan to wait 6 months or more after lifting of COVID-19 restrictions want a vaccine

NEVER
1%

37%
will feel comfortable attending if there is **PHYSICAL DISTANCING**



45%
will feel comfortable attending if there is **PHYSICAL DISTANCING**

24%
will feel comfortable attending if there are **MASKS**

21%
will feel comfortable attending if there is a **VACCINE**

Readers should note that these views are based on two questions, when someone may return and the motivators needs to return.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 17th to 19th, 2020, n= 499 Canadians who have attended a museum or art gallery in the 12 months prior to Covid-19, accurate 4.4 percentage points plus or minus, 19 times out of 20.

Culture goers are trying to stay engaged during the pandemic

1 in 2

culture-goers HAS watched a digital performance or virtual tour since COVID-19 pandemic

Willingness to pay for digital experience

Only 1 in 10

culture-goers are NOT willing to pay for digital performances or virtual tours

One half can articulate a price
Four of ten are unsure what price they would pay

Readers should note that these views are based on two questions, whether someone has watched a digital performance or a virtual tour prior to the COVID-19 pandemic, and whether they are willing to pay for such performances or tours.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 17th to 19th, 2020, the data represent the following sub-samples : indoor culture-goers (n=648 with a margin or error of ± 3.9 percentage points, 19 times out of 20), outdoor culture-goers (n=436 with a margin or error of ± 4.7 percentage points, 19 times out of 20), and art gallery and museum (n=499 with a margin or error of ± 4.4 percentage points, 19 times out of 20).



Indoor Arts and Cultural Performances

Regarding indoor arts and cultural performances, just over one in four indoor culture-goers say that they plan to attend them in person immediately after businesses, government and cultural organizations are re-opened and following public guidelines.

One in four indoor culture-goers say they plan to attend, in person, indoor arts and cultural performances immediately after businesses, are re-opened and following public guidelines

- **Canadians most frequently report attending theatre and popular music performance indoors –** Asked which indoor cultural gatherings they have attended in the 12 months before the Covid-19 outbreak, Canadians most frequently say theatre (drama, musical, dinner, comedy) indoors (49%), followed by popular music performance indoors (39%), classical music performance indoors (19%), or a cultural or heritage music, theatre or dance performance (18%). Just under one third of Canadians (31%) say they have not attended indoor cultural gatherings in the previous year, and four per cent do not recall.
- **Just over one in four indoor culture-goers say that they plan to attend indoor arts and cultural performances in person immediately after businesses, government and cultural organizations are re-opened and following public guidelines –** Asked when they plan to attend, in person, an indoor arts or cultural performance, indoor culture-goers say, on average, 5 months after businesses, government and cultural organizations are reopened and following public health guidelines. Just over one in four (26%) say they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines. One per cent say never and 35 per cent are unsure.

SUMMARY

Thirty-two per cent of indoor culture-goers who plan to immediately attend indoor performances after businesses reopen and are following medical guidelines say social distancing is a precaution that would make them feel comfortable attending them

- **Indoor culture-goers who plan on attending indoor arts and cultural performances immediately after businesses reopen and are following health guidelines say they want social/physical distancing and masks** – Asked what are the precautions that need to occur to make them comfortable to attend an INDOOR arts or cultural performance, indoor culture-goers who plan to immediately attend them after businesses are reopened and following health guidelines most frequently say social/physical distancing (32%), followed by masks (27%), hand washing/sanitizer (16%) and following medical/government guidelines (14%). Sixteen per cent of indoor culture-goers who plan to attend indoor performances immediately after businesses reopen and are following health guideline say no precautions are needed.
- **Indoor culture-goers that plan to attend, in person, an indoor art or cultural performance 6 months or more after businesses, government and cultural organizations are re-opened and following public guidelines are more likely to say a vaccine is needed for them to feel comfortable attending indoor arts and cultural performances** – Over four in ten indoor culture-goers (44%) who plan to attend, in person, an indoor art or cultural performance 6 months or more after businesses, government and cultural organizations are re-opened and following public guidelines mention a vaccine as a precaution that needs to occur to make them feel comfortable attending an indoor arts or cultural performance, compared to 23 per cent of those who plan to wait one to five months, and 12 per cent of those who plan to attend immediately.



Outdoor Arts and Cultural Performances

Nearly four in ten outdoor culture-goers say they plan to attend an outdoors arts or cultural performance immediately after businesses, government and cultural organizations are re-opened and following public guidelines.

- **Canadians most frequently report attending popular music performance outdoors** – Asked which outdoor cultural gatherings they have attended in the 12 months before the Covid-19 outbreak, Canadians most frequently say outdoor popular music performance (31%), followed by outdoor cultural or heritage music, theatre or dance performance (17%), and outdoor theatre (12%). Just under one in two Canadians (47%) say they have not attended in the previous year, and 10 per cent do not recall.
- **Close to four in ten outdoor culture-goers say they plan to attend an outdoors arts or cultural performance immediately after businesses, government and cultural organizations are re-opened and following public guidelines** – Asked when they plan to attend, in person, an outdoor arts or cultural performance, outdoor culture-goers say on average, 5 months after businesses, government and cultural organizations are reopened and following public health guidelines. Nearly four in ten (39%) say they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines. Thirty-two per cent are unsure.

Nearly two in five outdoor culture goes say they plan to attend an outdoor arts or cultural performances immediately after businesses are reopening and following public health guidelines





Nearly one in two outdoor culture-goers who plan to immediately attend outdoor performances after businesses reopen and are following medical guidelines say social distancing is a precaution that would make them feel comfortable attending

- **Outdoor culture-goers who plan on attending indoor arts and cultural performances immediately after businesses reopen and are following health guidelines say they want social/physical distancing** – Asked what are the precautions that need to occur to make them comfortable to attend an OUTDOOR arts or cultural performance, outdoor culture-goers who plan to immediately attend after businesses are reopened and following health guidelines most frequently say social/physical distancing (47%), followed by masks (25%), hand washing/sanitizer (22%) and smaller events/capacity (10%). Twelve per cent of outdoor culture-goers who plan to attend outdoor performances immediately after businesses reopen and are following health guideline say no precautions are needed.
- **Outdoor culture-goers that plan to attend, in person, an indoor art or cultural performance 6 months or more after businesses, government and cultural organizations are re-opened and following public guidelines are more likely to say a vaccine is needed for them to feel comfortable attending indoor arts and cultural performances** – Nearly four in ten outdoor culture-goers (39%) who plan to attend, in person, an outdoor art or cultural performance 6 months or more after businesses, government and cultural organizations are re-opened and following public guidelines mention a vaccine as a precaution that needs to occur to make them feel comfortable attending an outdoor arts or cultural performance, compared to 16 per cent of those who plan to wait one to five months, and five per cent of those who plan to attend immediately.



Museums and Art Galleries

Art gallery and museum culture-goers say they plan to attend a museum or art gallery, on average, 5 months after businesses, government and cultural organizations are opened and following public guidelines, and three in ten say they plan to do so immediately after businesses are reopening.

Three in ten art gallery and museum culture-goers say they plan to attend, in person, a museum or art gallery immediately after businesses, government and cultural organizations are reopened and following public guidelines

- **Nearly two in five Canadians say they attended an art museum or public art gallery in the 12 months prior to the Covid-19 pandemic** – Asked which they have attended in the 12 months before the Covid-19 outbreak, Canadians most frequently say an art museum or public art gallery (39%), followed by a museum other than an art museum (35%). Forty-nine per cent do not recall.
- **Three in ten art gallery and museum culture-goers say they plan to attend, in person, a museum or art gallery immediately after businesses, government and cultural organizations are reopened and following public guidelines** – Asked when they plan to attend, in person, a museum or art gallery, art gallery and museum culture-goers say on average, five months after businesses, government and cultural organizations are reopened and following public health guidelines. Three in ten (30%) say they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines. One per cent per cent say never and 42 per cent are unsure.
- **Art gallery and museum culture-goers from Quebec are most likely to say they plan to attend in person, a museum or art gallery immediately after businesses, government and cultural organizations are opened and following public guidelines** – Art gallery and museum culture-goers from Quebec (44%) are more likely to say they plan to attend in person, a museum or art gallery immediately after businesses, government and cultural organizations are opened and following public guidelines compared to 30% for all art gallery and museum culture-goers.



Over one in two art gallery and museum culture-goers who plan to attend an art gallery or museum 6 months or more after businesses are re-opened and following public guidelines mention a vaccine as a precaution that needs to occur to make them feel comfortable attending them

- **Art gallery and museum culture-goers who plan on attending an art gallery or museum immediately after businesses reopen and are following health guidelines say they want social/physical distancing** – Asked what are the precautions that need to occur to make them comfortable to attend an art gallery or museum, culture-goers who plan to immediately attend after businesses are reopened and following health guidelines most frequently say social/physical distancing (45%), followed by masks (24%), hand washing/sanitizer (15%) and smaller events/capacity (10%). Fifteen per cent of outdoor culture-goers who plan to attend outdoor performances immediately after businesses reopen and are following health guideline say no precautions are needed.
- **Art gallery and museum culture-goers that plan to attend, in person, an indoor art or cultural performance 6 months or more after businesses, government and cultural organizations are re-opened and following public guidelines are more likely to say a vaccine is needed for them to feel comfortable attending indoor arts and cultural performances** – Just over one in two art gallery and museum culture-goers (51%) who plan to attend, in person, an art gallery or museum 6 months or more after businesses, government and cultural organizations are re-opened and following public guidelines mention a vaccine as a precaution that needs to occur to make them feel comfortable attending an art gallery or museum, compared to nine per cent of those who plan to wait one to five months, and seven per cent of those who plan to attend immediately.



Just under one in two culture-goers report having watched a digital arts event or culture performances online or taken a virtual museum tour since the Covid-19 outbreak

Virtual/digital art performances

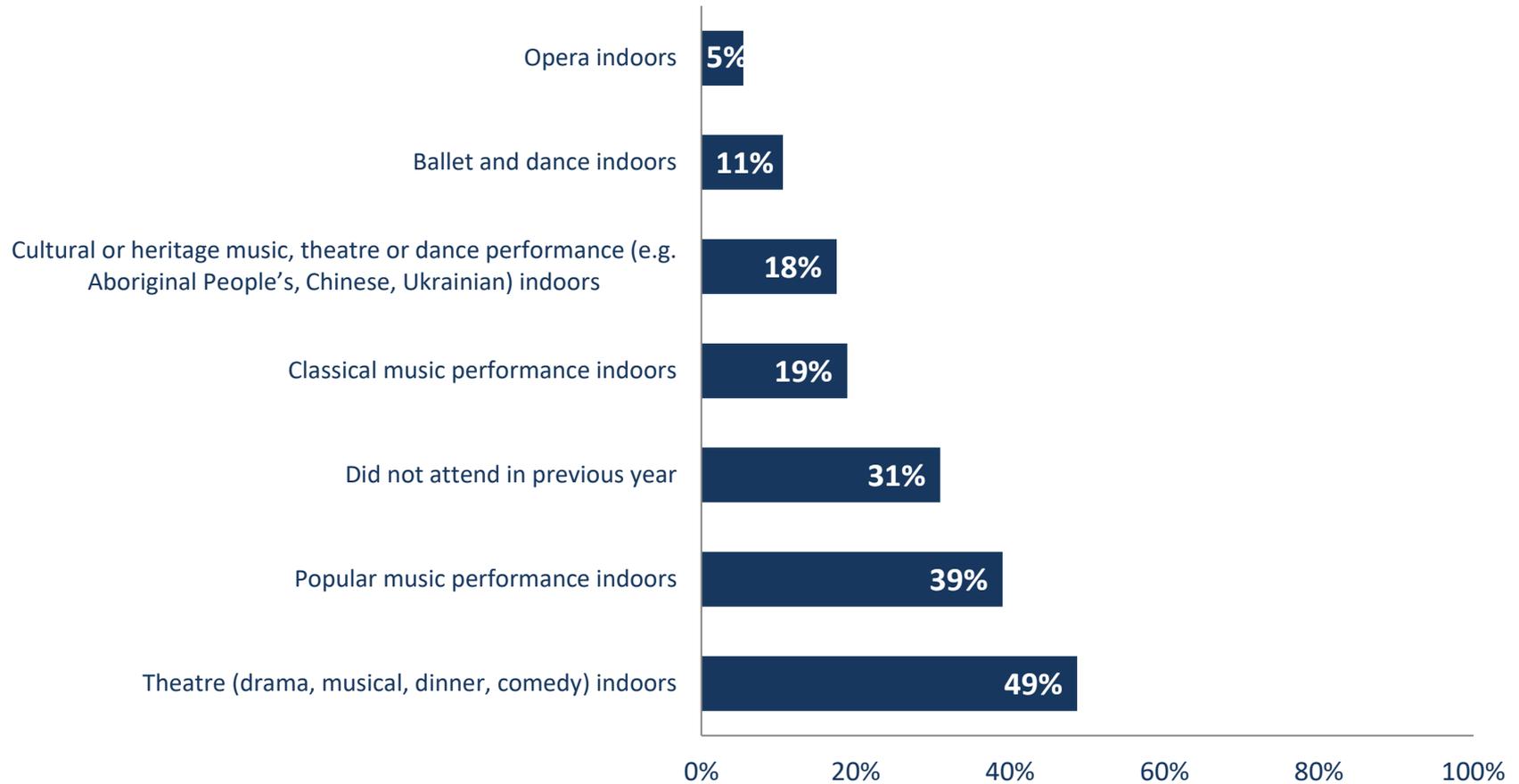
About half of culture-goers report watching a digital art or cultural performance, or a virtual tour of a museum since the Covid-19 outbreak, and most frequently say that they are willing to pay half of a full ticket price to watch the same performance digitally online that they would currently attend in person.

- **About one in two culture-goers report having watched a digital arts event or culture performance online or taken a virtual tour of a museum since the Covid-19 outbreak** – Asked on how many occasions they have watched a digital arts event or cultural performance online or a virtual tour of a museum since the Covid-19 outbreak, about one in two culture goers (48% of indoor culture goers, 48% of outdoor culture goers, and 49% of art gallery and museum culture-goers) say they have done so at least once since the Covid-19 outbreak. Around one in two (50% of indoor culture-goers, 51% of outdoor culture-goers, and 49% of art gallery and museum culture-goers) report not having watched a digital arts event or cultural performance online or taken a virtual tour of a museum since the Covid-19 outbreak.
- **Culture-goers most frequently say they are willing to pay 50% of a full ticket price to watch the same performance digitally online that they would currently attend in person** – Asked what percentage of a full ticket price they would be willing to pay to watch the same performance digitally online that they currently would attend in-person, culture goers most frequently say 50% (13% of indoor culture-goers, 13% of outdoor culture goers, 14% of art gallery and museum culture-goers). Forty-two per cent of indoor and outdoor culture-goers, respectively, and 41 per cent of art gallery and museum culture-goers say they are not sure.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th to 19th, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20. Please note that for the questions related to precautions the first three mentions of respondents were used for the analysis.

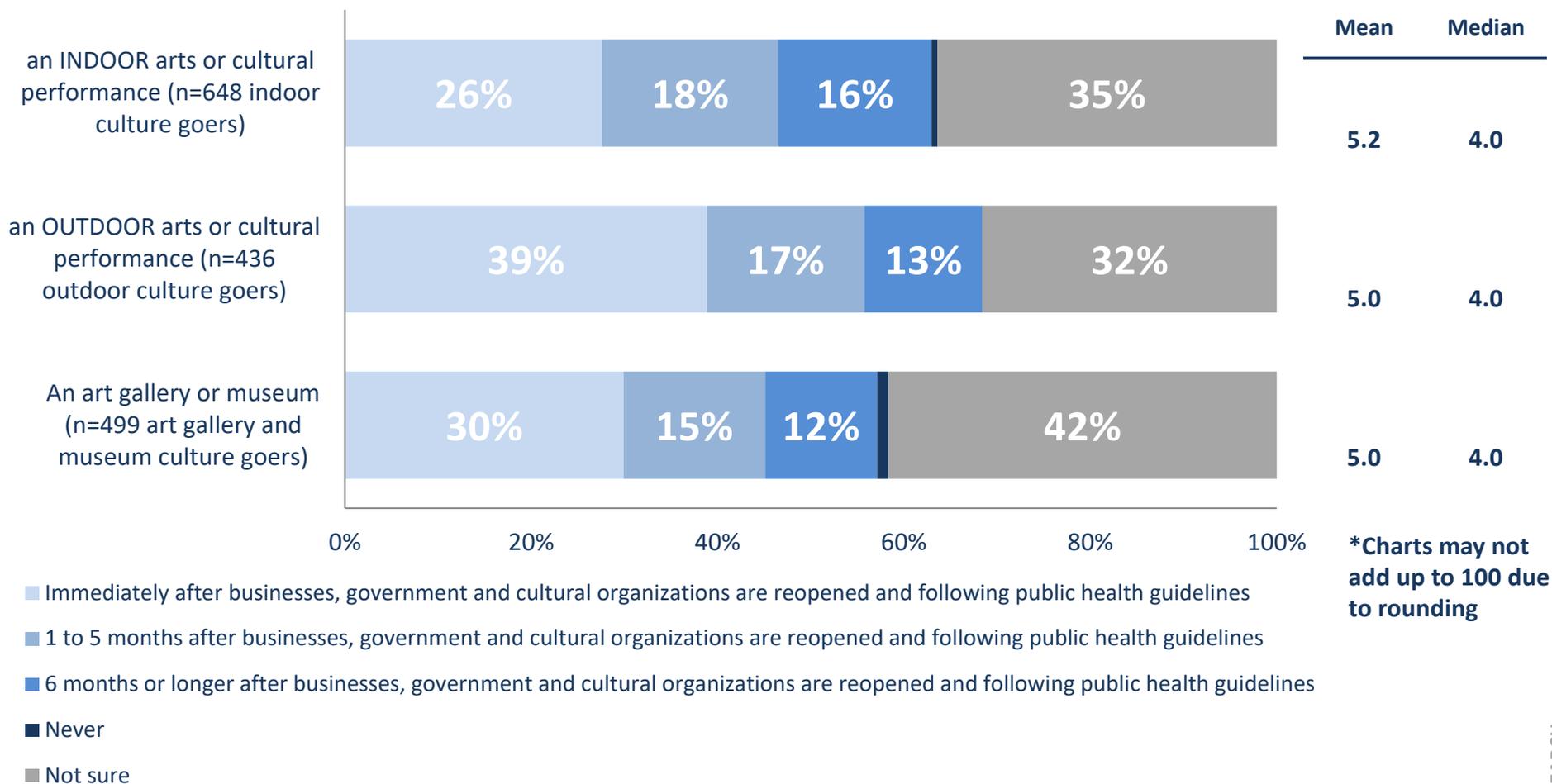
The research was commissioned by Business / Arts and the National Arts Centre, founding arts partner, and was conducted by Nanos Research.

Attendance to INDOOR Cultural Gatherings – Before COVID-19



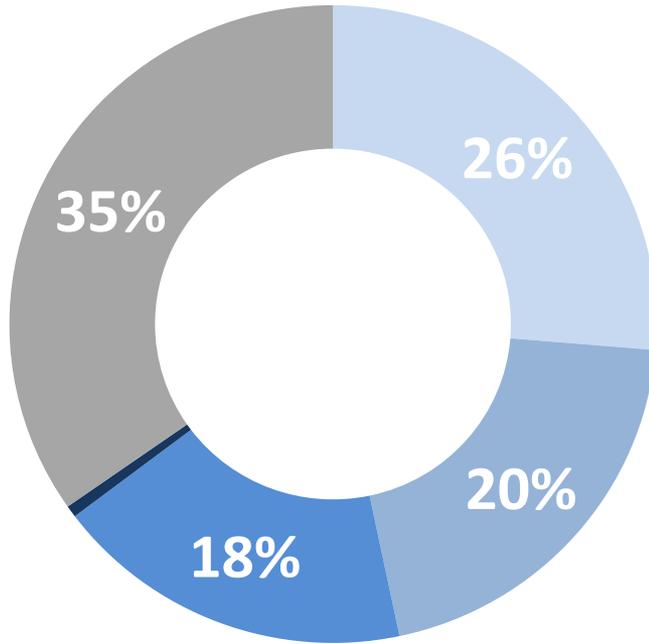
QUESTION – Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)

Expected timelines of culture-goers to attend arts/cultural performances



QUESTION – When do you plan to attend, in person, an INDOOR arts or cultural performance? When do you plan to attend, in person, an OUTDOOR arts or cultural performance? When do you plan to attend, in person, an art gallery or museum?

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



- Immediately after businesses, government and cultural organizations are reopened and following public health guidelines
- 1 to 5 months after businesses, government and cultural organizations are reopened and following public health guidelines
- 6 months or longer after businesses, government and cultural organizations are reopened and following public health guidelines
- Never
- Not sure

	Not sure	Immediately after businesses are reopened
Atlantic (n=64)	47.8%	22.0%
Quebec (n=154)	25.1%	36.4%
Ontario (n=200)	34.9%	25.3%
Prairies (n=125)	42.0%	21.0%
British Columbia (n=104)	33.3%	22.1%
Male (n=316)	36.9%	27.9%
Female (n=332)	32.7%	24.8%
18 to 34 (n=185)	33.3%	26.5%
35 to 54 (n=258)	36.3%	27.4%
55 plus (n=205)	34.2%	25.1%

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

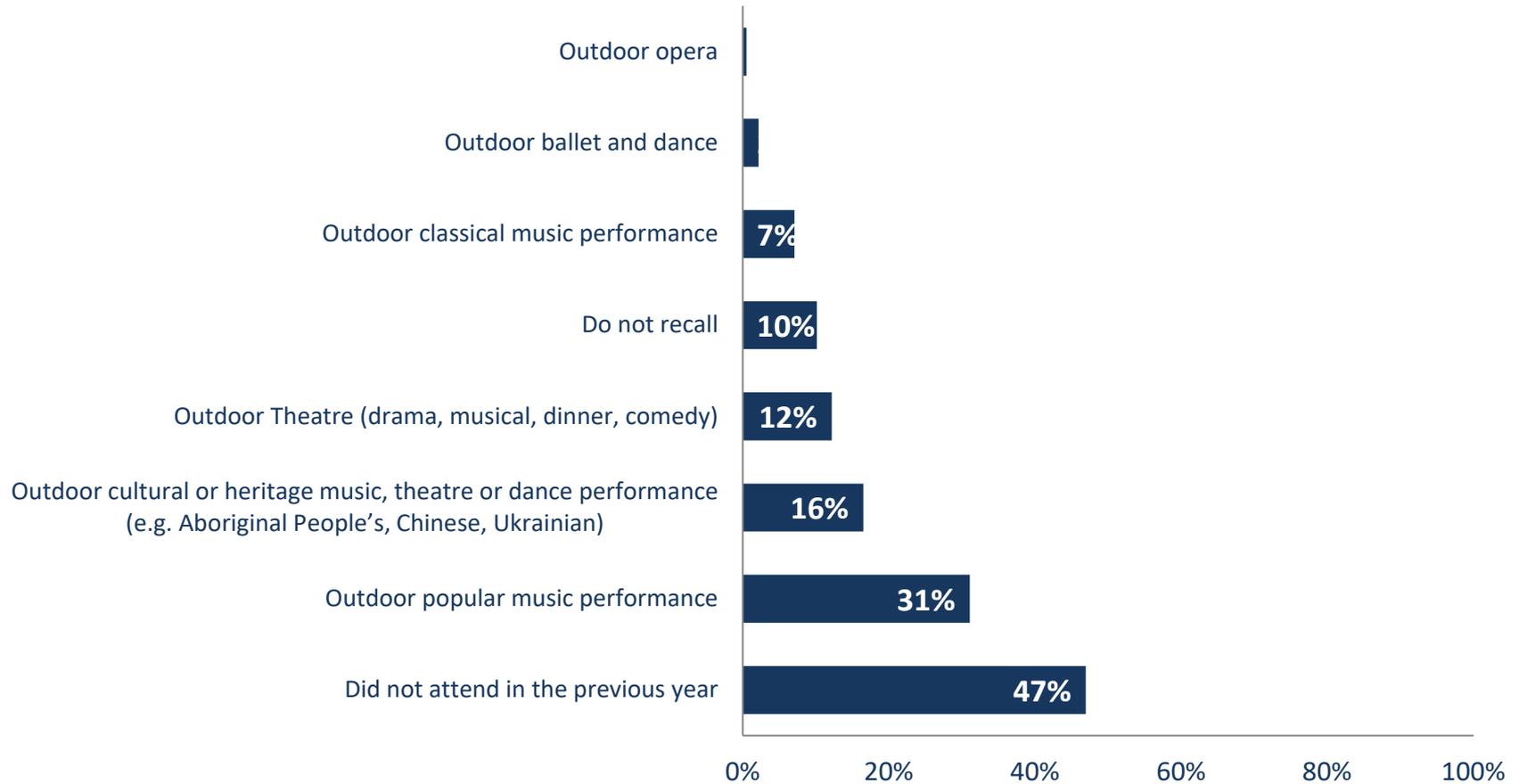
QUESTION – When do you plan to attend, in person, an INDOOR arts or cultural performance? ____ months after businesses, government and cultural organizations are reopened and following public health guidelines

Precautions needed to feel comfortable attending INDOOR arts/cultural performances

Top mentions	Indoor culture-goers that plan to attend IMMEDIATELY after businesses, are reopened and following public health guidelines (n=151)*	Indoor culture-goers that plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines (n=121)*	Indoor culture-goers that plan to attend 6 MONTHS OR MORE after businesses, are reopened and following public health guidelines (n=110)*	Indoor culture-goers who are unsure (n=217)*
Social/physical distancing (spacing between seats)	31.5%	42.2%	31.9%	26.6%
Masks	26.7%	29.4%	24.0%	13.3%
Hand sanitizer/handwashing	16.4%	17.5%	7.4%	3.8%
None	16.3%	2.2%	-	2.8%
Following medical/government guidelines	14.0%	7.9%	2.0%	7.9%
Cleaning protocols	11.2%	14.4%	8.5%	10.0%
Vaccine	12.0%	22.7%	44.2%	37.0%
Unsure	0.4%	-	1.2%	2.5%

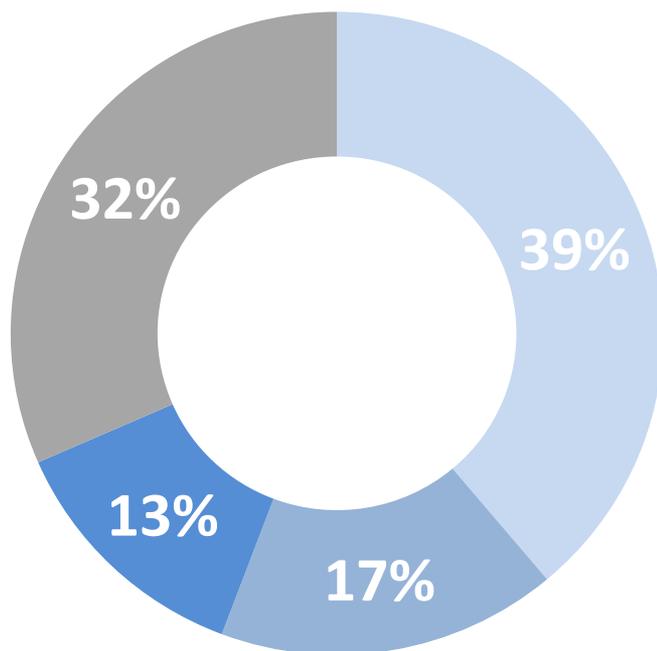
QUESTION – [REPORTING ON ONLY THOSE WHO HAVE ATTENDED AN INDOOR ACTIVITY] What are the precautions that need to occur to make you comfortable to attend an INDOOR arts or cultural performance? [OPEN] *Based on up to three mentions

Attendance to OUTDOOR Cultural Gatherings before COVID-19



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

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



- Immediately after businesses, government and cultural organizations are reopened and following public health guidelines
- 1 to 5 months after businesses, government and cultural organizations are reopened and following public health guidelines
- 6 months or longer after businesses, government and cultural organizations are reopened and following public health guidelines
- Never
- Not sure

	Not sure	Immediately after businesses are reopened
Atlantic (n=38)	37.7%	31.2%
Quebec (n=122)	25.9%	47.9%
Ontario (n=122)	30.4%	41.8%
Prairies (n=90)	42.6%	28.3%
British Columbia (n=64)	26.1%	32.6%
Male (n=202)	32.2%	35.8%
Female (n=234)	31.0%	41.5%
18 to 34 (n=138)	33.3%	39.4%
35 to 54 (n=182)	36.3%	34.7%
55 plus (n=116)	34.2%	43.1%

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

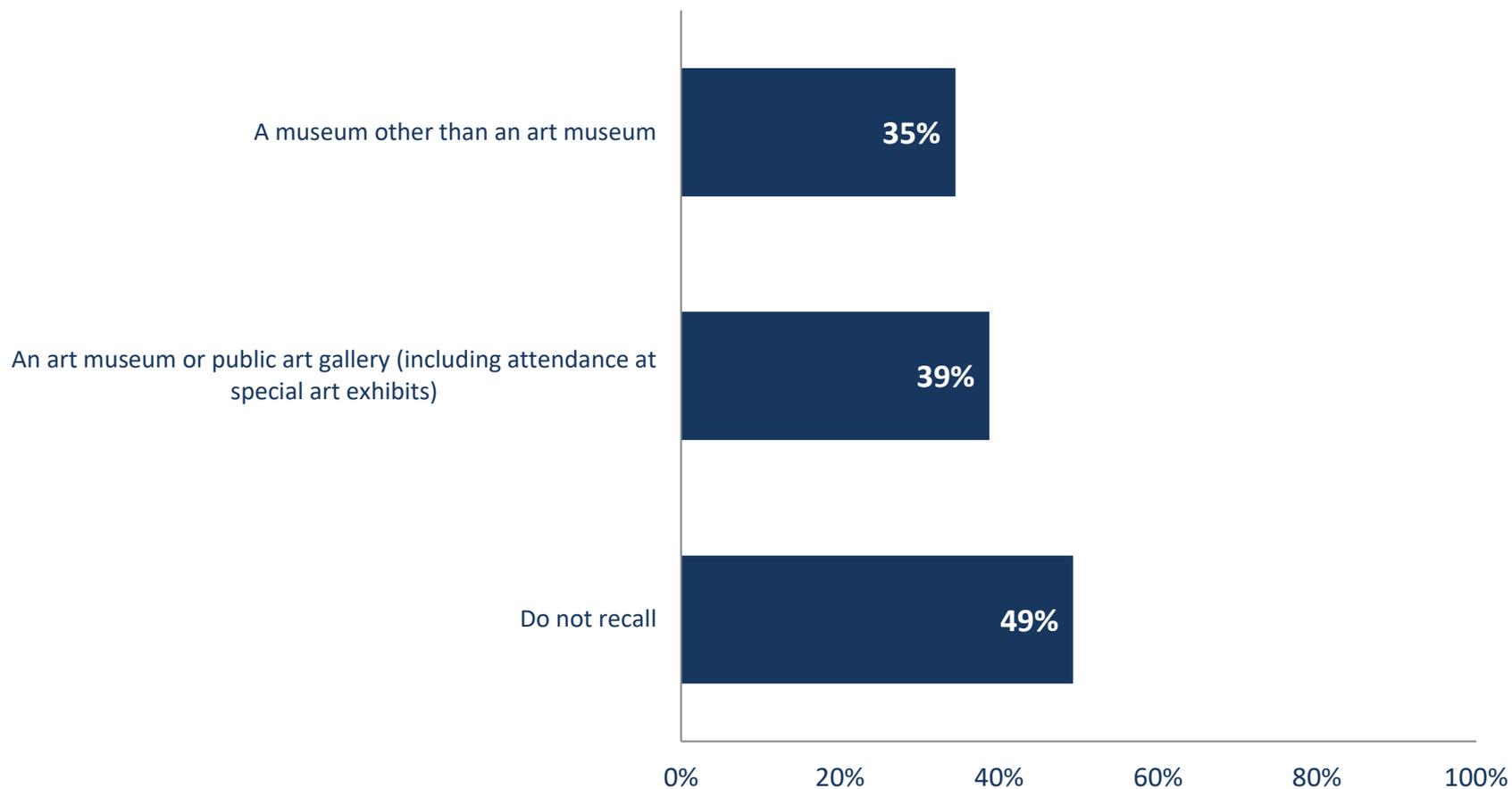
QUESTION – When do you plan to attend, in person, an OUTDOOR arts or cultural performance? ____ months after businesses, government and cultural organizations are reopened and following public health guidelines

Precautions needed to feel comfortable attending OUTDOOR arts/cultural performances

Top mentions	Outdoor culture-goers plan to attend IMMEDIATELY after businesses, are reopened and following public health guidelines (n=140)*	Outdoor culture-goers plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines (n=72)*	Outdoor culture-goers plan to attend 6 MONTHS OR MORE after businesses, are reopened and following public health guidelines (n=49)*	Outdoor culture-goers who are unsure (n=123)*
Social/physical distancing	46.5%	53.0%	36.8%	29.9%
Masks	25.1%	23.1%	25.8%	13.2%
Sanitizer/hand washing	22.2%	12.1%	-	7.8%
None	12.0%	-	-	6.5%
Smaller events/capacity	9.7%	11.4%	5.7%	7.2%
Following medical/government guidelines	7.1%	5.8%	2.5%	9.6%
Vaccine	4.5%	15.9%	38.5%	27.4%
Unsure	0.5%	1.9%	1.8%	6.9%

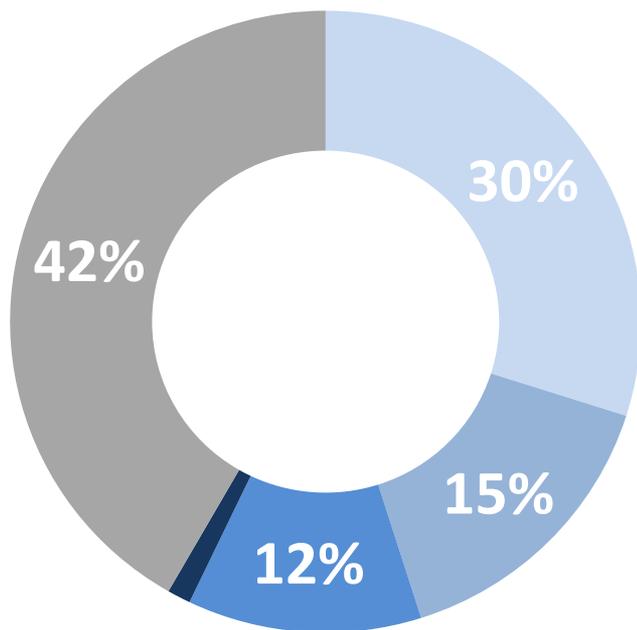
QUESTION – [REPORTING ON ONLY THOSE WHO ATTENDED OUTDOOR ARTS/CULTURAL PERFORMANCES] What are the precautions that need to occur to make you comfortable to attend an OUTDOOR arts or cultural performance? [OPEN] *Based on up to three mentions

Attendance to art galleries and museums before COVID-19



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

Expected timeline of culture-goers to attend art galleries and museums



- Immediately after businesses, government and cultural organizations are reopened and following public health guidelines
- 1 to 5 months after businesses, government and cultural organizations are reopened and following public health guidelines
- 6 months or longer after businesses, government and cultural organizations are reopened and following public health guidelines
- Never
- Not sure

	Not sure	Immediately after businesses are reopened
Atlantic (n=50)	58.7%	19.5%
Quebec (n=120)	34.1%	43.7%
Ontario (n=152)	40.4%	25.7%
Prairies (n=101)	51.9%	25.5%
British Columbia (n=76)	35.8%	30.2%
Male (n=505)	43.0%	30.1%
Female (n=496)	40.6%	29.8%
18 to 34 (n=149)	41.1%	29.8%
35 to 54 (n=180)	40.1%	30.2%
55 plus (n=170)	43.5%	29.7%

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

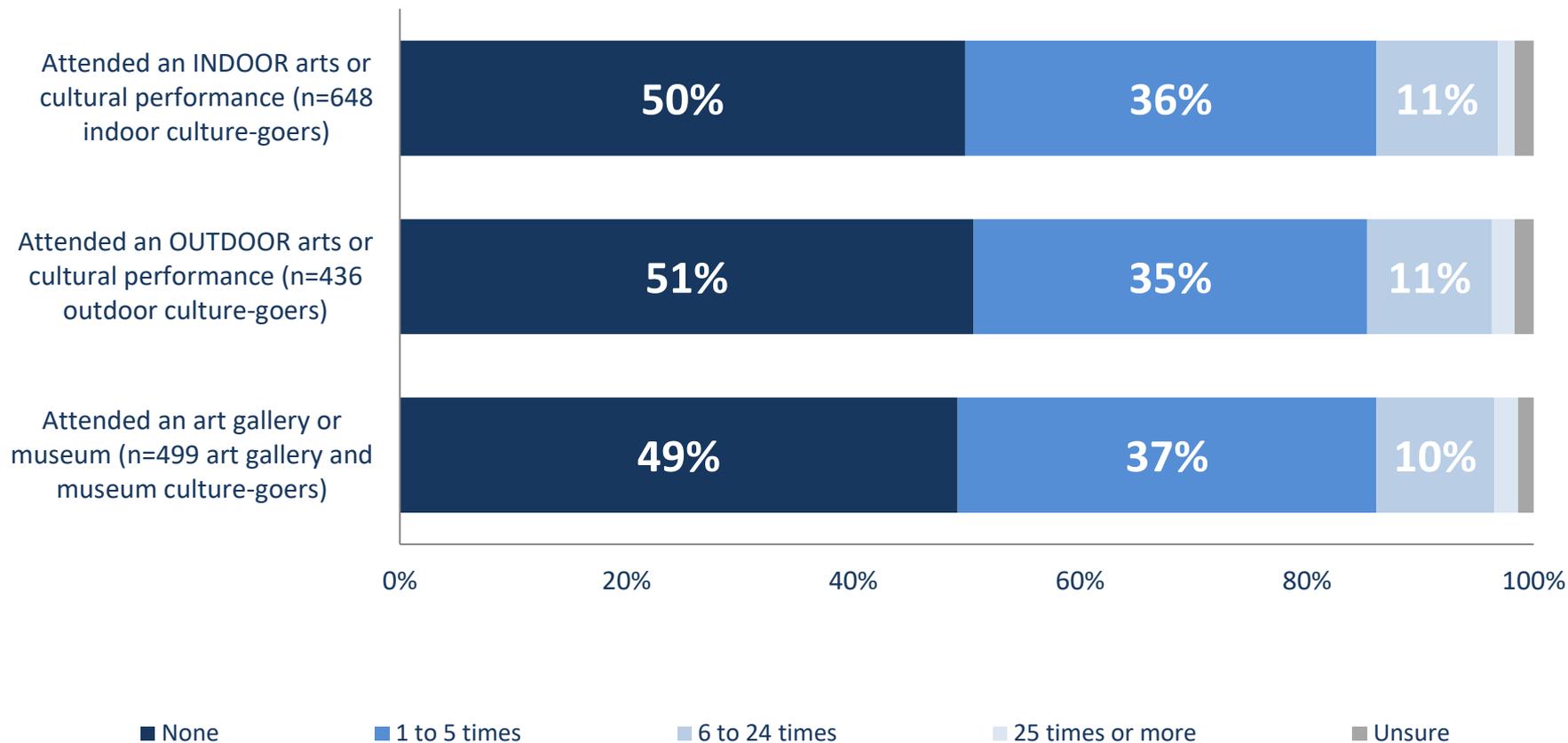
QUESTION – When do you plan to attend, in person, an art gallery or museum? ___ months after businesses, government and cultural organizations are reopened and following public health guidelines

Precautions needed to feel comfortable attending museums or art galleries

Top mentions	Gallery and museum culture-goers plan to attend IMMEDIATELY after businesses, are reopened and following public health guidelines (n=127)*	Gallery and museum culture-goers plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines (n=61)*	Gallery and museum culture-goers plan to attend 6 MONTHS OR MORE after businesses, are reopened and following public health guidelines (n=53)*	Gallery and museum culture-goers who are unsure (n=181)*
Social/physical distancing	45.4%	53.2%	33.0%	36.5%
Masks	23.5%	36.8%	24.5%	19.2%
Sanitizer/handwashing	15.2%	9.6%	4.9%	6.4%
None	14.5%	1.7%	-	4.6%
Smaller capacity/events	10.3%	8.6%	2.8%	6.2%
Cleaning protocols	8.7%	10.1%	5.4%	12.6%
Vaccine	7.1%	8.8%	50.9%	20.7%
Unsure	0.5%	-	1.7%	3.0%

QUESTION – [REPORTING ON ONLY THOSE WHO PLAN TO ATTEND MUSEUMS OR ART GALLERIES] What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN] *Based on up to three mentions

Watching digital art/cultural performances and virtual museum tours online



*Charts may not add up to 100 due to rounding

QUESTION – On how many occasions have you watched a digital arts event or cultural performance online or a virtual tour of a museum since the Covid-19 outbreak? ____ Occasions since the COVID-19 outbreak

Paying to watch digital performances – Canadian indoor culture-goers

Top mentions	Indoor culture-goers (n=648)	Atlantic (n=64)	Quebec (n=154)	Ontario (n=200)	Prairies (n=125)	British Columbia (n=105)	Male (n=316)	Female (n=332)	18 to 34 (n=185)	34 to 54 (n=258)	55 plus (n=205)
Willing to pay the same price as I would for an in-person event	4.1%	3.2%	3.2%	4.4%	2.9%	6.9%	3.2%	5.0%	4.2%	3.3%	4.9%
50 per cent	12.8%	19.4%	14.8%	12.5%	10.3%	10.5%	14.2%	11.6%	11.2%	13.4%	13.4%
25 per cent	7.2%	12.7%	5.6%	4.8%	10.6%	9.1%	7.6%	6.8%	8.7%	7.1%	6.2%
20 per cent	4.7%	2.1%	3.2%	3.6%	5.2%	11.1%	4.3%	5.2%	8.7%	4.7%	2.0%
10 per cent	6.7%	1.3%	5.3%	9.1%	5.9%	5.5%	7.3%	6.1%	7.9%	5.1%	7.2%
0 per cent	9.3%	2.4%	11.5%	10.1%	11.6%	4.2%	8.2%	10.3%	9.6%	11.1%	7.5%
Unsure	41.5%	54.1%	38.7%	42.1%	38.4%	41.7%	41.2%	41.6%	28.4%	40.0%	52.2%

QUESTION – What percentage of a full ticket price would you be willing to pay to watch the same performance digitally online that you currently would attend in-person?

Paying to watch digital performances – Canadian outdoor culture-goers

Top mentions	Outdoor culture-goers (n=436)	Atlantic (n=38)	Quebec (n=122)	Ontario (n=122)	Prairies (n=90)	British Columbia (n=64)	Male (n=202)	Female (n=234)	18 to 34 (n=138)	34 to 54 (n=182)	55 plus (n=116)
Willing to pay the same price as I would for an in-person event	3.8%	1.9%	3.5%	4.6%	1.0%	7.0%	3.8%	3.8%	3.0%	3.8%	4.5%
50 per cent	12.6%	13.7%	18.9%	10.4%	8.8%	11.6%	13.2%	12.1%	12.2%	13.5%	11.9%
25 per cent	5.3%	13.0%	4.3%	3.0%	8.4%	5.1%	5.6%	5.1%	7.5%	4.2%	4.5%
20 per cent	5.0%	-	1.4%	3.8%	7.1%	14.5%	5.4%	4.5%	8.5%	4.8%	1.7%
10 per cent	7.5%	4.7%	6.6%	9.5%	7.3%	5.5%	8.9%	6.4%	7.3%	5.4%	10.2%
0 per cent	8.5%	10.4%	8.5%	8.9%	12.6%	-	8.1%	8.8%	10.2%	10.0%	5.1%
Unsure	42.4%	52.7%	37.2%	43.7%	39.6%	48.3%	40.1%	44.3%	28.5%	44.0%	54.0%

QUESTION – What percentage of a full ticket price would you be willing to pay to watch the same performance digitally online that you currently would attend in-person?

Paying to watch digital performances – Canadian art gallery or museum culture-goers

Top mentions	Art gallery and museum culture-goers (n=499)	Atlantic (n=50)	Quebec (n=120)	Ontario (n=152)	Prairies (n=101)	British Columbia (n=76)	Male (n=249)	Female (n=250)	18 to 34 (n=149)	34 to 54 (n=180)	55 plus (n=170)
Willing to pay the same price as I would for an in-person event	3.9%	4.0%	3.3%	4.1%	2.3%	6.1%	3.4%	4.3%	3.6%	3.8%	4.0%
50 per cent	13.5%	11.7%	15.3%	14.2%	11.6%	11.6%	13.4%	13.5%	13.4%	15.9%	11.6%
25 per cent	7.0%	12.4%	3.9%	4.5%	12.3%	9.1%	7.7%	6.3%	8.3%	6.0%	6.7%
20 per cent	4.8%	2.0%	1.9%	5.2%	6.6%	7.9%	5.0%	4.6%	11.0%	4.5%	0.6%
10 per cent	7.4%	1.8%	6.8%	10.0%	7.4%	3.5%	8.4%	6.4%	9.6%	4.0%	8.3%
0 per cent	9.0%	4.3%	10.5%	9.6%	11.0%	4.5%	8.4%	9.5%	10.3%	12.9%	5.0%
Unsure	41.4%	59.6%	39.7%	40.0%	33.8%	49.2%	40.3%	42.5%	25.3%	38.1%	55.7%

QUESTION – What percentage of a full ticket price would you be willing to pay to watch the same performance digitally online that you currently would attend in-person?





Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020 as part of an omnibus survey. The findings in this report pertain to culture-goers who have attended indoor or outdoor cultural performances or art galleries and museums in the 12-month period prior to the COVID-19 pandemic. Individual n-values for the subgroups are reported on their respective slides. 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. Please note that for the questions related to precautions the first three mentions of respondents were used for the analysis.

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

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

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

TECHNICAL NOTE



Element	Description
Research sponsor	Business / Arts and the National Arts Centre, founding arts partner
Population and Final Sample Size	1,001 Randomly selected individuals.
Source of Sample	Nanos Panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 17 th to May 19 th , 2020
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/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Thirteen percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was topic eight of an omnibus survey. Previous content included political and economy issues, real estate, feelings about the government, travel, and the energy sector.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 277 Email: info@nanosresearch.com.



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

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TABULATIONS

Business/Arts



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2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

Please note that the following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak, outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak, and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak.

[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	*Total	Unwgt N	1001	94	251	300	203	153	505	496	281	395	325
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	5.4	5.9	4.5	5.4	5.2	7.1	4.9	6.0	3.2	4.4	7.9
	Ballet and dance indoors	%	10.6	5.4	8.5	9.1	15.0	14.8	7.1	13.9	13.0	11.1	8.3
	Theatre (drama, musical, dinner, comedy) indoors	%	48.7	55.2	39.8	53.7	45.3	51.0	47.3	50.0	46.1	48.3	50.8
	Classical music performance indoors	%	18.9	15.1	19.6	20.0	16.5	19.3	15.7	21.9	12.4	17.7	24.5
	Popular music performance indoors	%	39.0	45.9	36.0	39.4	39.4	39.0	37.5	40.4	41.7	42.1	34.3
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	17.5	16.0	11.9	19.9	20.4	16.7	16.6	18.3	17.1	17.2	17.9
	Did not attend in previous year	%	30.9	31.5	35.6	30.3	30.4	25.0	32.8	29.2	28.7	30.8	32.7
	Do not recall	%	4.1	1.1	3.1	3.5	5.9	6.2	4.1	4.0	6.1	2.9	3.6

*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 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)*	*Total	Unwgt N	1720	162	396	544	348	270	818	902	473	668	579
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	3.1	3.4	2.8	3.0	2.9	4.0	2.9	3.2	1.9	2.5	4.4
	Ballet and dance indoors	%	6.0	3.1	5.4	5.0	8.4	8.3	4.3	7.6	7.7	6.4	4.6
	Theatre (drama, musical, dinner, comedy) indoors	%	27.8	31.3	25.0	29.6	25.4	28.5	28.5	27.2	27.4	27.7	28.2
	Classical music performance indoors	%	10.8	8.6	12.3	11.0	9.3	10.8	9.5	11.9	7.3	10.1	13.6
	Popular music performance indoors	%	22.3	26.0	22.6	21.7	22.1	21.8	22.6	22.0	24.8	24.1	19.0
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	10.0	9.1	7.5	11.0	11.5	9.3	10.0	10.0	10.2	9.9	10.0
	Did not attend in previous year	%	17.7	17.9	22.4	16.7	17.1	14.0	19.8	15.9	17.1	17.6	18.1
	Do not recall	%	2.3	0.6	1.9	2.0	3.3	3.5	2.5	2.2	3.6	1.7	2.0

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

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an indoor event in the 12-month period prior to the COVID-19 pandemic.]

		Region							Gender		Age		
		Indoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question – When do you plan to attend, in person, an INDOOR arts or cultural performance? _____ months after businesses, government and cultural organizations are reopened and following public health guidelines	Total	Unwgt N	648	64	154	200	125	105	316	332	185	258	205
		Wgt N	650	45	143	254	116	91	309	341	178	226	246
	Immediately	%	26.3	22.0	36.4	25.3	21.0	22.1	27.9	24.8	26.5	27.4	25.1
	1-5 months	%	20.4	17.8	22.1	20.9	15.7	23.6	16.7	23.7	23.3	17.6	20.8
	6 months or more	%	18.0	12.4	16.4	18.1	21.3	18.9	18.3	17.8	16.3	17.8	19.5
	Never	%	0.6	0.0	0.0	0.9	0.0	2.0	0.3	1.0	0.5	1.0	0.4
	Unsure	%	34.7	47.8	25.1	34.9	42.0	33.3	36.9	32.7	33.3	36.3	34.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an indoor event in the 12-month period prior to the COVID-19 pandemic.]

			When do you plan to attend, in person, an INDOOR arts or cultural performance?					
			Indoor culture-goers	Immediately	1-5 months	6 months or more	Never	Unsure
Question -What are the precautions that need to occur to make you comfortable to attend an INDOOR arts or cultural performance? [OPEN]*	Total	Unwgt N	602	151	121	110	3	217
		Wgt N	607	153	126	113	3	212
	Vaccine	%	29.2	12.0	22.7	44.2	63.4	37.0
	Social/Physical Distancing (spacing between seats)	%	31.9	31.5	42.2	31.9	0.0	26.6
	Masks	%	22.0	26.7	29.4	24.0	0.0	13.3
	Health Check Screening	%	8.0	8.4	8.1	1.9	0.0	11.0
	Cleaning Protocols	%	11.1	11.2	14.4	8.5	36.6	10.0
	No Cases/eradication of Covid-19	%	6.6	3.1	2.2	10.4	0.0	9.9
	Fewer Cases	%	5.5	2.3	6.8	5.3	0.0	7.1
	Hand sanitizer/hand washing	%	10.5	16.4	17.5	7.4	0.0	3.8
	Following medical/government guidelines	%	8.3	14.0	7.9	2.0	0.0	7.9
	Proper ventilation	%	4.4	2.6	9.2	1.7	0.0	4.4
	None	%	5.5	16.3	2.2	0.0	0.0	2.8
	Smaller capacity/smaller events	%	6.7	8.8	8.4	3.7	0.0	5.8
	Not interested	%	0.6	0.0	1.3	0.0	0.0	1.0
	Other	%	8.7	6.8	12.2	9.3	0.0	7.9
	Unsure	%	1.2	0.4	0.0	1.2	0.0	2.5

*Values are based on the percentage of positive responses to a specific precaution (columns exceed 100%). Results include up to three mentions.

**Multifrequency tab based on multiple responses

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2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**		Unwgt N	Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			Wgt N										
	*Total		1001	94	251	300	203	153	505	496	281	395	325
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.5	0.0	0.7	0.3	0.7	0.6	0.4	0.6	0.2	0.6	0.6
	Outdoor ballet and dance	%	2.2	0.0	3.0	2.4	1.9	1.5	1.9	2.4	1.6	2.1	2.5
	Outdoor Theatre (drama, musical, dinner, comedy)	%	12.2	10.3	10.1	12.1	13.4	15.6	10.5	13.8	14.9	12.0	10.5
	Outdoor classical music performance	%	7.1	7.4	11.5	5.5	3.5	8.5	7.0	7.1	6.4	7.1	7.5
	Outdoor popular music performance	%	31.1	25.1	37.9	30.0	30.1	26.6	30.6	31.5	37.4	35.1	23.0
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	16.5	16.1	10.0	18.1	21.4	16.7	13.5	19.4	18.1	17.4	14.5
	Did not attend in the previous year	%	47.0	53.4	44.4	47.8	46.2	46.8	51.0	43.1	39.8	43.0	55.5
	Do not recall	%	10.2	7.0	9.1	11.9	7.9	11.7	8.9	11.4	11.4	10.8	8.7

*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 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	*Total	Unwgt N	Region						Gender		Age		
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
			Wgt N										
			1262	112	316	386	253	195	620	642	367	500	395
			1000	67	233	384	183	133	490	510	273	341	386
Outdoor opera	%		0.4	0.0	0.6	0.3	0.6	0.5	0.3	0.5	0.2	0.5	0.5
Outdoor ballet and dance	%		1.7	0.0	2.4	1.8	1.5	1.2	1.6	1.8	1.3	1.7	2.1
Outdoor Theatre (drama, musical, dinner, comedy)	%		9.6	8.7	8.0	9.4	10.7	12.2	8.5	10.7	11.5	9.3	8.5
Outdoor classical music performance	%		5.6	6.2	9.1	4.3	2.8	6.6	5.7	5.5	4.9	5.5	6.1
Outdoor popular music performance	%		24.5	21.0	29.9	23.4	24.1	20.8	24.7	24.4	28.8	27.4	18.7
Outdoor cultural or heritage music, theatre, or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%		13.0	13.5	7.9	14.1	17.1	13.1	10.9	15.0	13.9	13.6	11.8
Did not attend in the previous year	%		37.1	44.8	35.0	37.4	36.9	36.6	41.2	33.3	30.6	33.6	45.2
Do not recall	%		8.0	5.8	7.2	9.3	6.4	9.1	7.2	8.8	8.8	8.4	7.1

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

**Multifrequency tab based on multiple responses

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2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an outdoor event in the 12-month period prior to the COVID-19 pandemic.]

			Region						Gender		Age		
			Outdoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - When do you plan to attend, in person, an OUTDOOR arts or cultural performance? _____ months after businesses, government and cultural organizations are reopened and following public health guidelines	Total	Unwgt N	436	38	122	122	90	64	202	234	138	182	116
		Wgt N	429	27	108	155	84	55	196	232	133	158	138
	Immediately	%	38.9	31.2	47.9	41.8	28.3	32.6	35.8	41.5	39.4	34.7	43.1
	1-5 months	%	16.9	24.0	12.5	16.0	20.0	19.8	15.1	18.3	17.4	19.1	13.9
	6 months or more	%	12.7	7.1	13.7	11.8	9.1	21.5	16.9	9.2	14.7	11.0	12.7
	Never	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Unsure	%	31.6	37.7	25.9	30.4	42.6	26.1	32.2	31.0	28.4	35.2	30.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an outdoor event in the 12-month period prior to the COVID-19 pandemic.]

			When do you plan to attend, in person, an OUTDOOR arts or cultural performance?				
			Outdoor culture-goers	Immediately	1-5 months	6 months or more	Unsure
Question - What are the precautions that need to occur to make you comfortable to attend an OUTDOOR arts or cultural performance? [OPEN]*	Total	Unwgt N	384	140	72	49	123
		Wgt N	381	144	70	49	118
	Vaccine	%	18.1	4.5	15.9	38.5	27.4
	Social/Physical Distancing	%	41.3	46.5	53.0	36.8	29.9
	Masks	%	21.1	25.1	23.1	25.8	13.2
	Health Check Screening	%	5.3	5.3	6.0	0.0	7.0
	Cleaning Protocols	%	6.7	7.2	7.1	6.3	6.1
	No Cases/eradication of Covid-19	%	5.5	1.5	2.2	13.4	9.0
	Fewer Cases	%	4.4	0.5	8.9	1.5	7.7
	Sanitizer/hand washing	%	13.0	22.2	12.1	0.0	7.8
	Following medical/government guidelines	%	7.0	7.1	5.8	2.5	9.6
	Proper ventilation	%	0.0	0.0	0.0	0.0	0.0
	None	%	6.5	12.0	0.0	0.0	6.5
	Smaller events/smaller capacity	%	8.7	9.7	11.4	5.7	7.2
	Not interested	%	0.0	0.0	0.0	0.0	0.0
	Other	%	7.3	8.8	7.5	12.8	3.1
	Unsure	%	2.9	0.5	1.9	1.8	6.9

*Values are based on the percentage of positive responses to a specific precaution (columns exceed 100%). Results include up to three mentions

**Multifrequency tab based on multiple responses.

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	*Total	Unwgt N	1001	94	251	300	203	153	505	496	281	395	325
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	38.8	33.8	40.5	40.5	33.0	41.4	35.2	42.3	41.7	33.4	41.6
	A museum other than an art museum	%	34.5	39.9	28.9	36.6	37.0	31.7	35.5	33.5	40.9	30.3	33.5
	Do not recall	%	49.3	46.1	50.4	48.9	49.4	50.0	50.6	48.0	46.0	54.3	47.3

* 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 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of all Canadians]

			Region					Gender		Age			
			Canada 2020-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	*Total	Unwgt N	1214	113	299	376	238	188	608	606	356	462	396
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	An art museum or public art gallery (including attendance at special art exhibits)	%	31.7	28.2	33.8	32.1	27.6	33.6	29.0	34.1	32.4	28.3	34.0
	A museum other than an art museum	%	28.1	33.3	24.1	29.1	31.0	25.8	29.2	27.1	31.8	25.7	27.4
	Do not recall	%	40.2	38.5	42.1	38.8	41.4	40.6	41.8	38.8	35.8	46.0	38.6

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

**Multifrequency tab based on multiple responses

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2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

		Region							Gender		Age		
		Art gallery and museum culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - When do you plan to attend, in person, an art gallery or museum? _____ months after businesses, government and cultural organizations are reopened and following public health guidelines	Total	Unwgt N	499	50	120	152	101	76	249	250	149	180	170
		Wgt N	507	36	116	196	92	66	242	265	147	156	203
	Immediately	%	29.9	19.5	43.7	25.7	25.5	30.2	30.1	29.8	29.8	30.2	29.7
	1-5 months	%	15.2	15.7	13.0	17.9	10.2	17.4	12.5	17.6	18.4	13.9	13.7
	6 months or more	%	12.0	6.1	9.2	14.7	10.0	15.1	13.7	10.5	8.4	14.8	12.6
	Never	%	1.2	0.0	0.0	1.3	2.4	1.5	0.7	1.6	2.3	1.0	0.5
	Unsure	%	41.7	58.7	34.1	40.4	51.9	35.8	43.0	40.6	41.1	40.1	43.5

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2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

			When do you plan to attend, in person, an art gallery or museum?					
			Art gallery and museum culture-goers	Immediately	1-5 months	6 months or more	Never	Unsure
Question - What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN]*	Total	Unwgt N	426	127	61	53	4	181
		Wgt N	433	129	65	54	4	180
	Vaccine	%	18.6	7.1	8.8	50.9		20.7
	Social/Physical Distancing	%	41.3	45.4	53.2	33.0		36.5
	Masks	%	24.0	23.5	36.8	24.5		19.2
	Health Check Screening	%	4.1	2.8	3.7	2.1		5.3
	Cleaning Protocols	%	10.0	8.7	10.1	5.4		12.6
	No Cases	%	6.0	1.6	8.7	6.0		8.0
	Fewer Cases	%	5.8	0.6	5.0	6.0		9.8
	Sanitizer/handwashing	%	9.6	15.2	9.6	4.9		6.4
	Medical/government guidelines	%	7.6	9.5	7.4	6.0		6.9
	Proper ventilation	%	4.1	5.2	11.3	3.1		1.1
	None	%	6.5	14.5	1.7	0.0		4.6
	Smaller capacity/smaller events	%	7.3	10.3	8.6	2.8		6.2
	Not interested	%	0.0	0.0	0.0	0.0		0.0
	Other	%	5.1	3.8	1.9	3.9		7.6
	Unsure	%	1.6	0.5	0.0	1.7		3.0

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**Multifrequency tab based on multiple responses.

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2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an indoor event in the 12-month period prior to the COVID-19 pandemic.]

		Region							Gender		Age		
		Indoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - On how many occasions have you watched a digital arts event or cultural performance online or a virtual tour of a museum since the Covid-19 outbreak? ____ Occasions since the COVID-19 outbreak	Total	Unwgt N	648	64	154	200	125	105	316	332	185	258	205
		Wgt N	650	45	143	254	116	91	309	341	178	226	246
	0	%	49.9	59.1	48.3	50.4	49.6	47.3	54.7	45.6	56.0	54.1	41.8
	1	%	10.0	5.3	9.5	8.1	14.3	12.3	8.4	11.4	10.6	9.1	10.3
	2	%	9.5	11.9	10.0	9.7	10.5	5.5	8.7	10.2	7.8	10.0	10.2
	3	%	8.3	4.1	7.6	8.2	8.0	11.9	7.2	9.2	6.3	7.1	10.8
	4	%	3.7	2.1	2.6	4.8	3.3	3.9	2.1	5.3	2.8	3.5	4.6
	5	%	4.9	2.6	5.3	4.7	6.3	3.8	4.5	5.2	5.7	4.6	4.5
	6	%	1.6	1.9	0.7	1.9	0.8	3.0	2.2	1.0	1.6	1.4	1.8
	7	%	0.6	0.0	2.6	0.0	0.0	0.0	1.2	0.0	0.0	0.6	1.0
	8	%	0.6	0.0	1.3	0.4	0.0	1.0	0.3	0.8	1.5	0.5	0.0
	9	%	0.3	0.0	0.5	0.6	0.0	0.0	0.2	0.4	0.0	0.3	0.6
	10	%	4.5	6.5	3.8	5.5	3.2	3.4	5.0	4.0	2.9	2.3	7.7
	11	%	0.3	0.0	1.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.7
	12	%	1.3	0.0	1.6	0.5	2.5	1.8	1.1	1.4	1.2	0.9	1.7
	15	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.0	0.3	0.0
	16	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

			Region					Gender		Age		
			Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Indoor culture-goers												
20	%	1.1	0.0	2.2	0.5	1.5	1.1	1.6	0.7	1.3	0.6	1.5
22	%	0.2	0.0	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.6	0.0
23	%	0.1	1.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0
25	%	0.6	0.0	1.2	0.9	0.0	0.0	0.0	1.2	0.0	1.0	0.7
30	%	0.4	0.0	1.2	0.0	0.0	1.2	0.4	0.5	0.0	0.5	0.7
50	%	0.3	4.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.7
75	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
100	%	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.3	0.5	0.0	0.0
Unsure	%	1.7	1.1	0.5	3.1	0.0	2.0	1.7	1.6	1.8	2.4	0.9

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2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an outdoor event in the 12-month period prior to the COVID-19 pandemic.]

		Region							Gender		Age		
		Outdoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - On how many occasions have you watched a digital arts event or cultural performance online or a virtual tour of a museum since the Covid-19 outbreak? ____ Occasions since the COVID-19 outbreak	Total	Unwgt N	436	38	122	122	90	64	202	234	138	182	116
		Wgt N	429	27	108	155	84	55	196	232	133	158	138
	0	%	50.6	67.6	44.8	53.0	53.8	42.2	56.8	45.3	57.6	51.4	42.8
	1	%	9.6	7.1	8.8	9.1	11.9	10.7	8.0	11.0	10.9	10.6	7.2
	2	%	9.9	6.0	11.1	9.4	11.2	8.7	7.9	11.5	8.6	10.9	9.9
	3	%	6.2	2.2	8.1	5.2	6.1	7.3	5.7	6.6	2.6	6.6	9.2
	4	%	3.4	0.0	1.4	6.1	1.9	3.4	1.9	4.6	3.1	3.6	3.3
	5	%	5.7	4.4	6.6	4.7	4.9	8.1	5.2	6.1	4.7	5.8	6.4
	6	%	1.4	0.0	2.1	1.8	1.1	0.0	1.6	1.2	0.7	1.4	2.1
	7	%	0.9	0.0	3.5	0.0	0.0	0.0	1.9	0.0	0.0	0.8	1.8
	8	%	0.8	0.0	0.9	0.0	0.0	4.8	0.9	0.8	1.4	0.0	1.3
	9	%	0.5	0.0	0.6	1.0	0.0	0.0	0.3	0.7	0.0	0.4	1.1
	10	%	4.2	5.2	3.9	3.7	4.5	5.7	4.6	3.9	3.9	2.0	7.1
	12	%	1.5	0.0	2.2	0.8	2.6	1.3	1.4	1.7	1.0	1.2	2.4
	15	%	0.2	0.0	0.0	0.0	0.0	1.4	0.0	0.3	0.0	0.5	0.0
	20	%	1.0	0.0	2.3	0.0	2.1	0.0	1.5	0.6	1.8	0.4	0.9
	22	%	0.3	0.0	0.0	0.8	0.0	0.0	0.7	0.0	0.0	0.8	0.0

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		Region						Gender		Age		
		Outdoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
23	%	0.1	2.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0
25	%	0.9	0.0	1.6	1.5	0.0	0.0	0.0	1.7	0.0	1.4	1.2
30	%	0.6	0.0	1.6	0.0	0.0	2.0	0.6	0.7	0.0	0.7	1.2
50	%	0.2	3.3	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.6
75	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
100	%	0.2	0.0	0.0	0.0	0.0	1.6	0.0	0.4	0.7	0.0	0.0
Unsure	%	1.7	1.9	0.8	2.8	0.0	2.8	0.8	2.4	2.9	0.7	1.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



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[This table reports on the views of culture-goers who attended an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

Question - On how many occasions have you watched a digital arts event or cultural performance online or a virtual tour of a museum since the Covid-19 outbreak? ___ Occasions since the COVID-19 outbreak	Total	Unwgt N	Region						Gender		Age		
			Art gallery and museum culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
		Wgt N	499	50	120	152	101	76	249	250	149	180	170
		%	507	36	116	196	92	66	242	265	147	156	203
0		%	49.2	56.0	48.0	50.8	52.0	39.2	52.2	46.5	57.5	54.0	39.6
1		%	8.8	3.4	9.2	6.4	13.6	11.3	8.0	9.5	8.9	6.1	10.8
2		%	9.7	13.5	6.6	9.7	12.6	9.2	8.4	10.9	8.5	11.1	9.5
3		%	9.0	5.1	7.4	9.1	8.8	14.1	8.1	9.9	5.9	9.0	11.3
4		%	3.5	2.6	2.6	5.0	1.8	3.8	1.8	5.1	2.8	3.4	4.2
5		%	5.8	3.2	7.6	5.6	3.8	7.1	5.5	6.0	5.1	5.5	6.4
6		%	2.2	4.2	0.8	3.0	1.0	2.7	3.5	1.0	1.9	2.4	2.2
7		%	0.9	0.0	2.7	0.7	0.0	0.0	1.8	0.0	0.0	1.3	1.2
8		%	0.3	0.0	0.8	0.0	0.0	1.1	0.7	0.0	0.7	0.0	0.4
9		%	0.4	0.0	0.6	0.8	0.0	0.0	0.3	0.6	0.0	0.4	0.8
10		%	4.3	5.5	5.4	4.9	1.5	3.5	4.4	4.1	2.5	2.0	7.3
11		%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12		%	0.9	0.0	1.5	0.0	2.2	1.1	0.6	1.1	0.9	0.0	1.6
15		%	0.2	0.0	0.0	0.0	0.0	1.2	0.0	0.3	0.0	0.5	0.0
16		%	0.1	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



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		Region						Gender		Age		
		Art gallery and museum culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
20	%	1.2	0.0	1.6	0.7	1.9	1.5	1.5	0.9	1.6	0.0	1.8
22	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
23	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
25	%	0.8	0.0	1.5	1.1	0.0	0.0	0.0	1.5	0.0	1.4	0.8
30	%	0.5	0.0	1.5	0.0	0.0	1.6	0.5	0.6	0.0	0.7	0.8
50	%	0.4	5.1	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0	0.9
75	%	0.2	0.0	1.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.6
100	%	0.2	0.0	0.0	0.0	0.0	1.4	0.0	0.3	0.6	0.0	0.0
Unsure	%	1.4	1.4	0.7	2.2	0.8	1.2	1.7	1.1	3.1	1.7	0.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ± 4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ± 4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an indoor event in the 12-month period prior to the COVID-19 pandemic.]

		Region							Gender		Age		
		Indoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - What percentage of a full ticket price would you be willing to pay to watch the same performance digitally online that you currently would attend in-person? ___% Enter percentage	Total	Unwgt N	648	64	154	200	125	105	316	332	185	258	205
		Wgt N	650	45	143	254	116	91	309	341	178	226	246
	0	%	9.3	2.4	11.5	10.1	11.6	4.2	8.2	10.3	9.6	11.1	7.5
	1	%	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.3	0.0	0.0
	4	%	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0
	5	%	2.2	0.0	1.8	3.8	1.8	0.0	3.0	1.5	2.4	3.4	1.0
	10	%	6.7	1.3	5.3	9.1	5.9	5.5	7.3	6.1	7.9	5.1	7.2
	15	%	0.9	0.0	0.7	0.4	2.4	0.9	0.9	0.9	2.0	0.9	0.0
	20	%	4.7	2.1	3.2	3.6	5.2	11.1	4.3	5.2	8.7	4.7	2.0
	25	%	7.2	12.7	5.6	4.8	10.6	9.1	7.6	6.8	8.7	7.1	6.2
	30	%	2.9	4.7	4.3	1.8	4.7	0.9	3.6	2.4	2.8	3.8	2.3
	33	%	0.3	0.0	0.0	0.4	0.0	1.1	0.3	0.3	0.5	0.0	0.4
	34	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	35	%	0.1	0.0	0.0	0.0	0.8	0.0	0.3	0.0	0.0	0.4	0.0
	40	%	1.7	0.0	2.4	1.5	1.6	2.0	1.7	1.6	2.2	1.9	1.0
	50	%	12.8	19.4	14.8	12.5	10.3	10.5	14.2	11.6	11.2	13.4	13.4
	60	%	0.9	0.0	2.4	1.0	0.0	0.0	0.7	1.1	1.9	0.6	0.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



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		Region					Gender		Age			
		Indoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
65	%	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.4	0.7	0.0	0.0
70	%	1.0	0.0	1.1	2.0	0.0	0.0	1.3	0.8	2.0	0.8	0.5
75	%	2.7	0.0	4.5	2.4	1.1	4.3	2.0	3.4	4.7	3.2	0.9
80	%	0.3	0.0	0.0	0.0	1.1	0.8	0.0	0.6	0.7	0.3	0.0
90	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
100	%	0.1	0.0	0.0	0.0	0.0	0.9	0.3	0.0	0.5	0.0	0.0
Willing to pay the same price as I would for an in-person event	%	4.1	3.2	3.2	4.4	2.9	6.9	3.2	5.0	4.2	3.3	4.9
Not sure	%	41.5	54.1	38.7	42.1	38.4	41.7	41.2	41.6	28.4	40.0	52.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an outdoor event in the 12-month period prior to the COVID-19 pandemic.]

		Region							Gender		Age		
		Outdoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - What percentage of a full ticket price would you be willing to pay to watch the same performance digitally online that you currently would attend in-person? ___% Enter percentage	Total	Unwgt N	436	38	122	122	90	64	202	234	138	182	116
		Wgt N	429	27	108	155	84	55	196	232	133	158	138
	0	%	8.5	10.4	8.5	8.9	12.6	0.0	8.1	8.8	10.2	10.0	5.1
	1	%	0.1	0.0	0.0	0.0	0.7	0.0	0.0	0.2	0.4	0.0	0.0
	4	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	5	%	2.1	0.0	1.7	3.8	1.5	0.0	2.8	1.5	1.2	3.0	1.8
	10	%	7.5	4.7	6.6	9.5	7.3	5.5	8.9	6.4	7.3	5.4	10.2
	15	%	1.1	0.0	0.9	0.7	3.3	0.0	1.0	1.3	2.1	1.3	0.0
	20	%	5.0	0.0	1.4	3.8	7.1	14.5	5.4	4.5	8.5	4.8	1.7
	25	%	5.3	13.0	4.3	3.0	8.4	5.1	5.6	5.1	7.5	4.2	4.5
	30	%	3.1	3.6	3.5	2.9	3.6	1.5	4.9	1.5	2.6	3.6	2.8
	33	%	0.5	0.0	0.0	0.6	0.0	1.8	0.5	0.4	0.7	0.0	0.7
	35	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	40	%	2.2	0.0	4.8	1.3	1.6	1.6	2.3	2.2	4.4	1.6	0.9
	50	%	12.6	13.7	18.9	10.4	8.8	11.6	13.2	12.1	12.2	13.5	11.9
	60	%	1.0	0.0	3.1	0.6	0.0	0.0	1.1	0.9	1.3	0.8	0.9
	65	%	0.3	0.0	0.0	0.0	1.5	0.0	0.0	0.5	1.0	0.0	0.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



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			Region					Gender		Age			
			Outdoor culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
70	%		1.6	0.0	0.0	4.4	0.0	0.0	1.2	1.9	3.3	0.7	1.0
75	%		2.6	0.0	5.5	1.8	1.5	1.6	1.2	3.7	4.9	2.8	0.0
80	%		0.5	0.0	0.0	0.0	1.5	1.4	0.0	0.9	1.0	0.5	0.0
90	%		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
100	%		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Willing to pay the same price as I would for an in-person event	%		3.8	1.9	3.5	4.6	1.0	7.0	3.8	3.8	3.0	3.8	4.5
Not sure	%		42.4	52.7	37.2	43.7	39.6	48.3	40.1	44.3	28.5	44.0	54.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



2020-1642 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

[This table reports on the views of culture-goers who attended an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

		Region							Gender		Age		
		Art gallery and museum culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question - What percentage of a full ticket price would you be willing to pay to watch the same performance digitally online that you currently would attend in-person?	Total	Unwgt N	499	50	120	152	101	76	249	250	149	180	170
		Wgt N	507	36	116	196	92	66	242	265	147	156	203
	0	%	9.0	4.3	10.5	9.6	11.0	4.5	8.4	9.5	10.3	12.9	5.0
	1	%	0.4	0.0	0.0	0.7	0.8	0.0	0.8	0.0	0.5	0.8	0.0
___% Enter percentage	4	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	5	%	2.0	0.0	1.0	3.3	2.3	0.0	2.3	1.7	1.6	4.0	0.6
	10	%	7.4	1.8	6.8	10.0	7.4	3.5	8.4	6.4	9.6	4.0	8.3
	15	%	0.7	0.0	0.0	0.5	2.0	1.2	0.7	0.7	2.4	0.0	0.0
	20	%	4.8	2.0	1.9	5.2	6.6	7.9	5.0	4.6	11.0	4.5	0.6
	25	%	7.0	12.4	3.9	4.5	12.3	9.1	7.7	6.3	8.3	6.0	6.7
	30	%	2.7	4.3	5.6	1.3	3.3	0.0	3.0	2.4	1.2	4.1	2.7
	33	%	0.2	0.0	0.0	0.0	0.0	1.5	0.0	0.4	0.0	0.0	0.5
	34	%	0.1	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0
	35	%	0.3	0.0	0.0	0.9	0.0	0.0	0.0	0.6	1.2	0.0	0.0
	40	%	2.0	0.0	3.5	1.2	3.1	1.4	2.5	1.5	3.3	1.0	1.8
	50	%	13.5	11.7	15.3	14.2	11.6	11.6	13.4	13.5	13.4	15.9	11.6
	60	%	0.7	0.0	1.6	0.9	0.0	0.0	1.3	0.3	1.3	0.4	0.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).



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			Region					Gender		Age			
			Art gallery and museum culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
65	%		0.3	0.0	0.0	0.0	1.4	0.0	0.0	0.5	0.9	0.0	0.0
70	%		1.1	0.0	1.4	2.1	0.0	0.0	1.2	1.1	1.8	1.1	0.7
75	%		2.2	0.0	4.8	1.4	0.8	2.9	1.3	2.9	3.4	2.4	1.1
80	%		0.4	0.0	0.0	0.0	1.4	1.2	0.0	0.8	0.9	0.5	0.0
90	%		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
100	%		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Willing to pay the same price as I would for an in-person event	%		3.9	4.0	3.3	4.1	2.3	6.1	3.4	4.3	3.6	3.8	4.0
Not sure	%		41.4	59.6	39.7	40.0	33.8	49.2	40.3	42.5	25.3	38.1	55.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between May 17th and 19th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=648 with a margin or 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 12 months prior to the Covid-19 outbreak (n=436 with a margin or error of ±4.7 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=499 with a margin or error of ±4.4 percentage points, 19 times out of 20).