

Culture-goers intend to increase their donations to the arts in 2021, after 20 percent projected drop in 2020; more culture-goers want masks to feel comfortable at performances

Arts Response Tracking Study – Wave 2 | July Report

Conducted by Nanos for Business / Arts, July 2020
Submission 2020-1678



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

- Tracking on when culture-goers plan to return to in-person performances;
- Tracking on what precautions are required to make culture-goers comfortable in returning;
- past donations to arts/cultural organizations in 2019; and,
- future expected donations to arts/cultural organizations in 2020 and 2021.

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

Donations to recover in 2021

Culture-goers appear sensitive to the need to support arts and culture in the COVID-19 environment. While they report their donations to arts and culture will drop by 20% in 2020 compared to the 2019 base year; in 2021, they expect to make up for this by increasing their donations by 40% compared to 2019.

Canadians over 55 years of age report highest levels of expected generosity in the next two years, with reported donations remaining steady in 2020 (\$173 compared to \$179 in 2019) and increasing in 2021 (\$373).

Masks as a precaution

Despite an easing of restrictions, culture-goers' attitudes towards a return to in-person performances remains consistent with the May wave of the tracking study. A significant proportion remain unsure of when they will return. This is likely a result of second wave speculation.

Culture-goers increasingly say that masks are a precaution that would make them feel comfortable to attend in-person. This suggests an alignment with public health recommendations.

Key findings



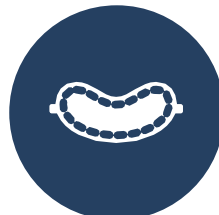
Culture-goers and Canadians intend to be more generous towards the arts in 2021, after expected 20% dip in 2020 donations

In 2021, culture-goers intend to donate on average \$222 to the arts/cultural organizations, namely 40% more than in 2019 (\$158), after an expected 20% drop to \$126 in 2020. The number of donations is expected to remain consistent, with 43% of culture-goers reporting they donated in 2019, 39% expecting to donate in 2020 and 42% intending to donate in 2021.



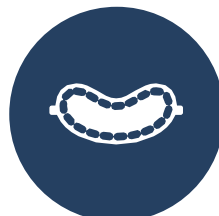
55 plus cohort is most generous to the arts, and their generosity is expected to continue into 2021

In 2019, older culture-goers (\$183 in donation on average for those aged 35 to 54 and \$179 for those 55 plus) report higher average donations than younger culture-goers (\$97 by those 18 to 34 years old). Among those in the 55 plus age group, donations are expected to remain steady in 2020 (\$173) and there is an intent to double donations in 2021 (\$373)



Masks are more frequently mentioned as a precaution for INDOOR arts/cultural performances for early return

40% of indoor culture-goers (27% in May) who plan to attend immediately after reopening, and 43% of indoor culture-goers (29% in May) who plan to attend one to five months after reopening say they want MASKS to make them comfortable to attend indoor performances



Masks are more frequently mentioned as a precaution for OUTDOOR arts/cultural performances for early return

38% of outdoor culture-goers (25% in May) who plan to attend immediately after reopening, and 44% of outdoor culture-goers (23% in May) who plan to attend one to five months after reopening say they want MASKS to make them comfortable to attend outdoor performances

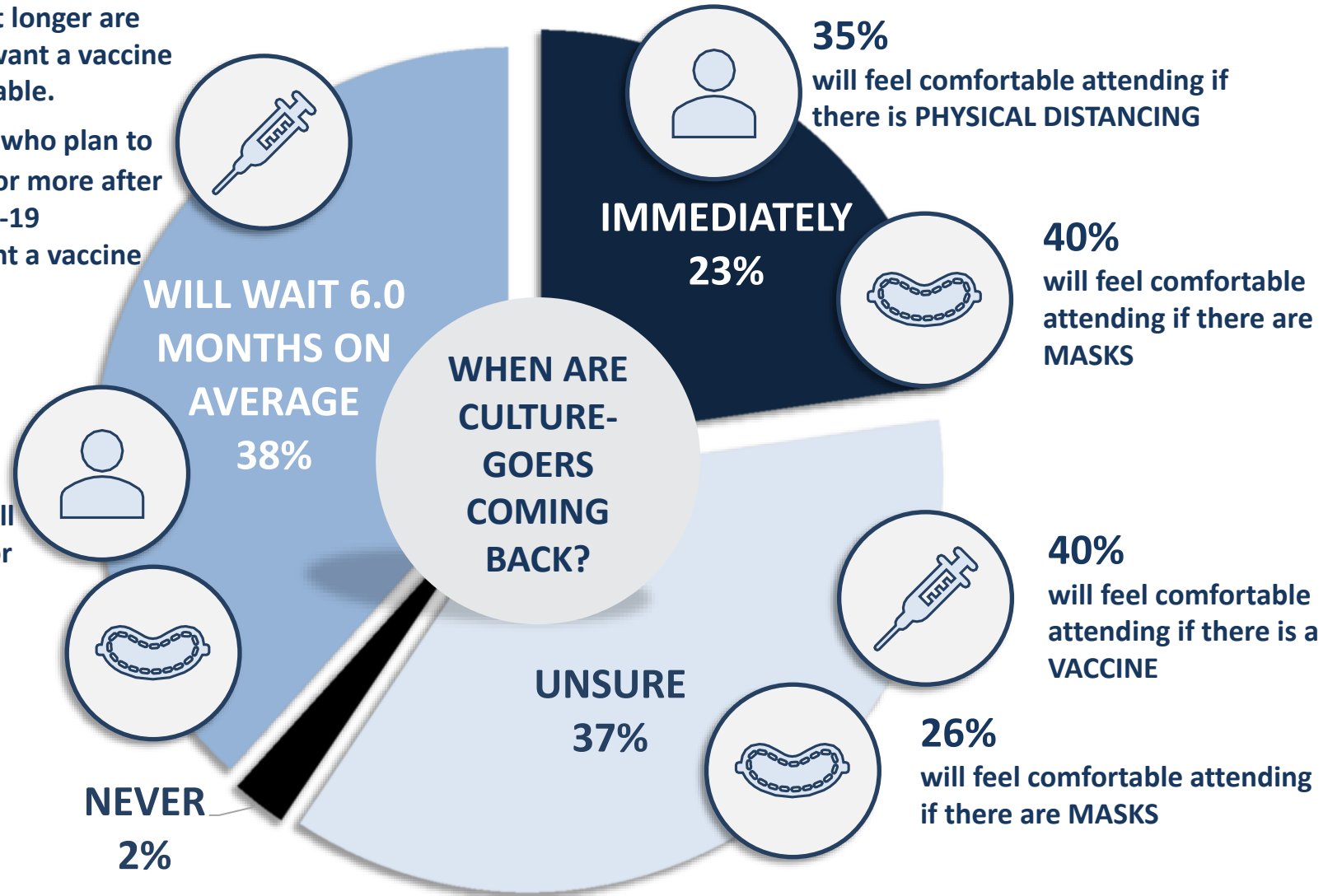
Indoor cultural activities > motivators

Updated July 2020

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

52% of those who plan to wait 6 months or more after lifting of COVID-19 restrictions want a vaccine

29% of those who will wait 6 months or more want **PHYSICAL DISTANCING** or **MASKS**



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, July 26th to 30th, 2020, n=606 Canadians who have attended an indoor arts or cultural performance in the 12 months prior to Covid-19, accurate 4.0 percentage points plus or minus, 19 times out of 20.

Outdoor cultural activities > motivators

Updated July 2020

39%

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.

34% of those who plan to wait 6 months or more after lifting of COVID-19 restrictions want a vaccine

NEVER
1%

35%

will feel comfortable attending if there is **MASKS**

WILL WAIT 5.0 MONTHS ON AVERAGE
30%

UNSURE
33%

IMMEDIATELY
37%

55%

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

38%

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

50% will feel comfortable attending if there is **PHYSICAL DISTANCING**

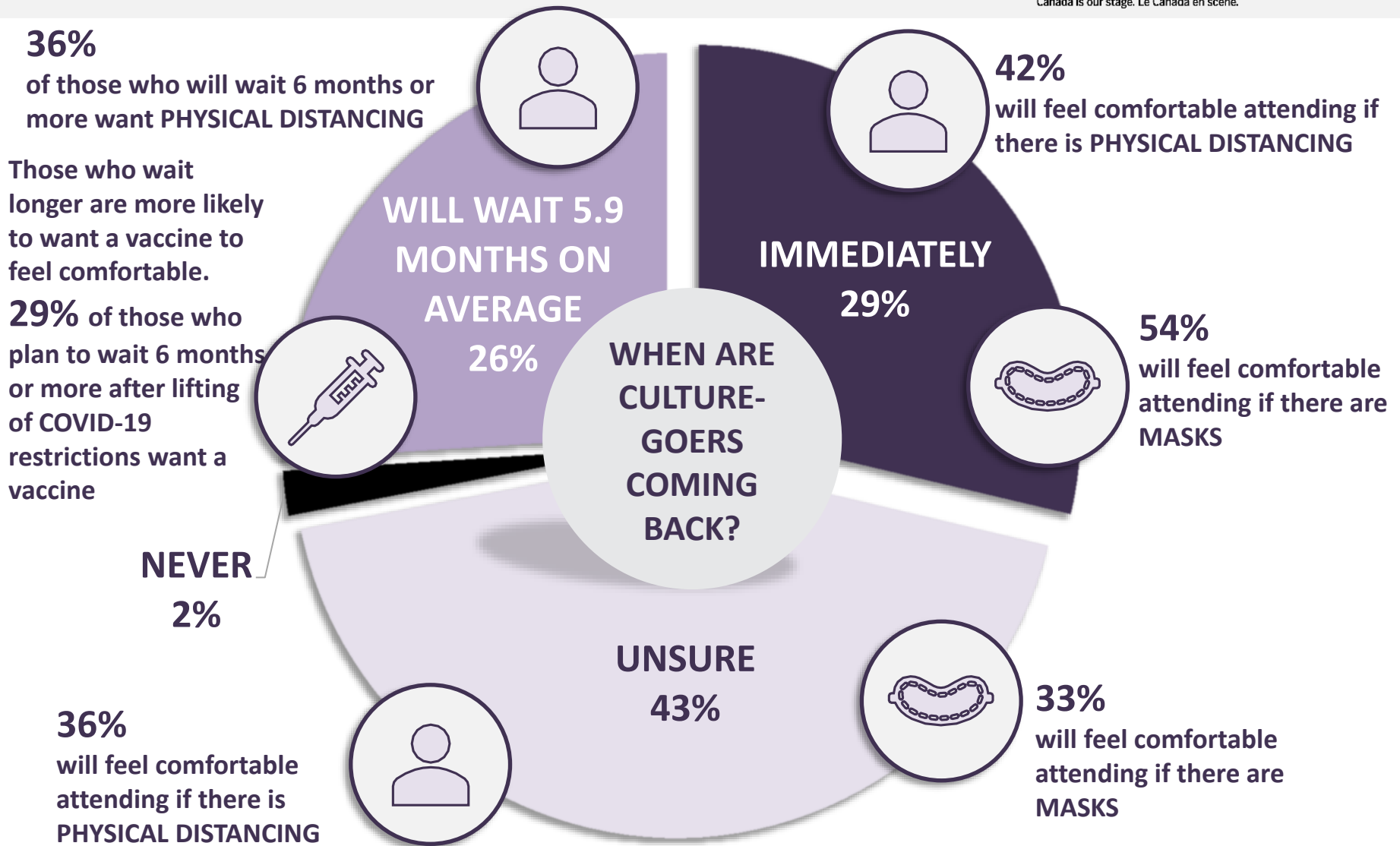
WHEN ARE CULTURE-GOERS COMING BACK?

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, July 26th to 30th, 2020, n=439 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

Updated July 2020



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, July 26th to 30th, 2020, n=432 Canadians who have attended a museum or art gallery in the 12 months prior to Covid-19, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Donations

2019

43%

culture-goers donated
to arts/cultural
organizations

\$158

was the average
donation amount

2020

39%

culture-goers expect to
donate to arts/cultural
organizations

\$126 (-20%)*

is the expected average
donation amount

2021

42%

culture-goers intend to
donate to arts/cultural
organizations

\$222 (+40%)*

is the intended average
donation amount

QUESTION – In 2019, how much did you donate, if anything, to arts/cultural organizations?
In 2020, how much do you expect to donate, if anything, to arts/cultural organizations?
In 2021, how much do you intend to donate, if anything, to arts/cultural organizations?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 26th and 30th, 2020, n=760 culture-goers who reported they attended an indoor, outdoor or art gallery/museum in the 12 months prior to COVID-19, accurate 3.6 percentage points plus or minus, 19 times out of 20.

*Percentage change from 2019 base year.

Indoor Arts and Cultural Performances

Regarding indoor arts and cultural performances, just under 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.

Close to 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 (46%), followed by popular music performance indoors (38%), classical music performance indoors (18%), or a cultural or heritage music, theatre or dance performance (15%). One third of Canadians (33%) say they have not attended indoor cultural gatherings in the previous year, and five per cent do not recall.
- **Just under 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, 6 months after businesses, government and cultural organizations are reopened and following public health guidelines. Just under one in four (23%) say they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines, while 19 per cent say in 1-5 months and 20 per cent say in 6 months or more. Two per cent say never and 37 per cent are unsure.

Forty per cent of indoor culture-goers who plan to immediately attend indoor performances after businesses reopen and are following medical guidelines say masks are 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 masks (40%), followed by social/physical distancing (35%), a vaccine (19%), cleaning protocols (13%) and following medical/government guidelines (11%). Eight 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 five in ten indoor culture-goers (52%) 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 28 per cent of those who plan to wait one to five months, and 19 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 (28%), followed by outdoor cultural or heritage music, theatre or dance performance (14%), and outdoor theatre (11%). Just under one in two Canadians (49%) say they have not attended in the previous year, and 11 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 (37%) say they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines, while 17 per cent say in 1-5 months and 13 per cent say in 6 months or more. Thirty-three per cent are unsure and one per cent say never.

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

Over 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 outdoor 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 (55%), followed by masks (38%), hand washing/sanitizer (nine per cent) and following medical/government guidelines (eight per cent). Ten 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 outdoor 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 outdoor arts and cultural performances** – Over one in three outdoor culture-goers (34%) 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 15 per cent of those who plan to wait one to five months, and six per cent of those who plan to attend immediately.

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

Museums and Art Galleries

Art gallery and museum culture-goers say they plan to attend a museum or art gallery, on average, 5.9 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.

- **Over two thirds of 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 (36%), followed by a museum other than an art museum (33%). Fifty-one 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, six months after businesses, government and cultural organizations are reopened and following public health guidelines. Three in ten (29%) say they will do so immediately after businesses, government and cultural organizations are reopened and following public health guidelines, while 14 per cent say 1-5 months and 12 per cent say 6 months or more. Two per cent per cent say never and 43 per cent are unsure.
- **Art gallery and museum culture-goers from Quebec 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** – Art gallery and museum culture-goers from Quebec (38%) 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 29% 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 immediately after businesses are re-opened and following public guidelines mention masks as a precaution that needs to occur to make them feel comfortable attending

- **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 masks –** 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 masks (54%), followed by social/physical distancing (42%), smaller events/capacity (14%) and hand washing/sanitizer (11%). Twelve per cent of gallery and museum culture-goers who plan to attend them 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 art gallery or museum 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 them –** Three in ten art gallery and museum culture-goers (29%) 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 15 per cent of those who plan to wait one to five months, and eight per cent of those who plan to attend immediately.

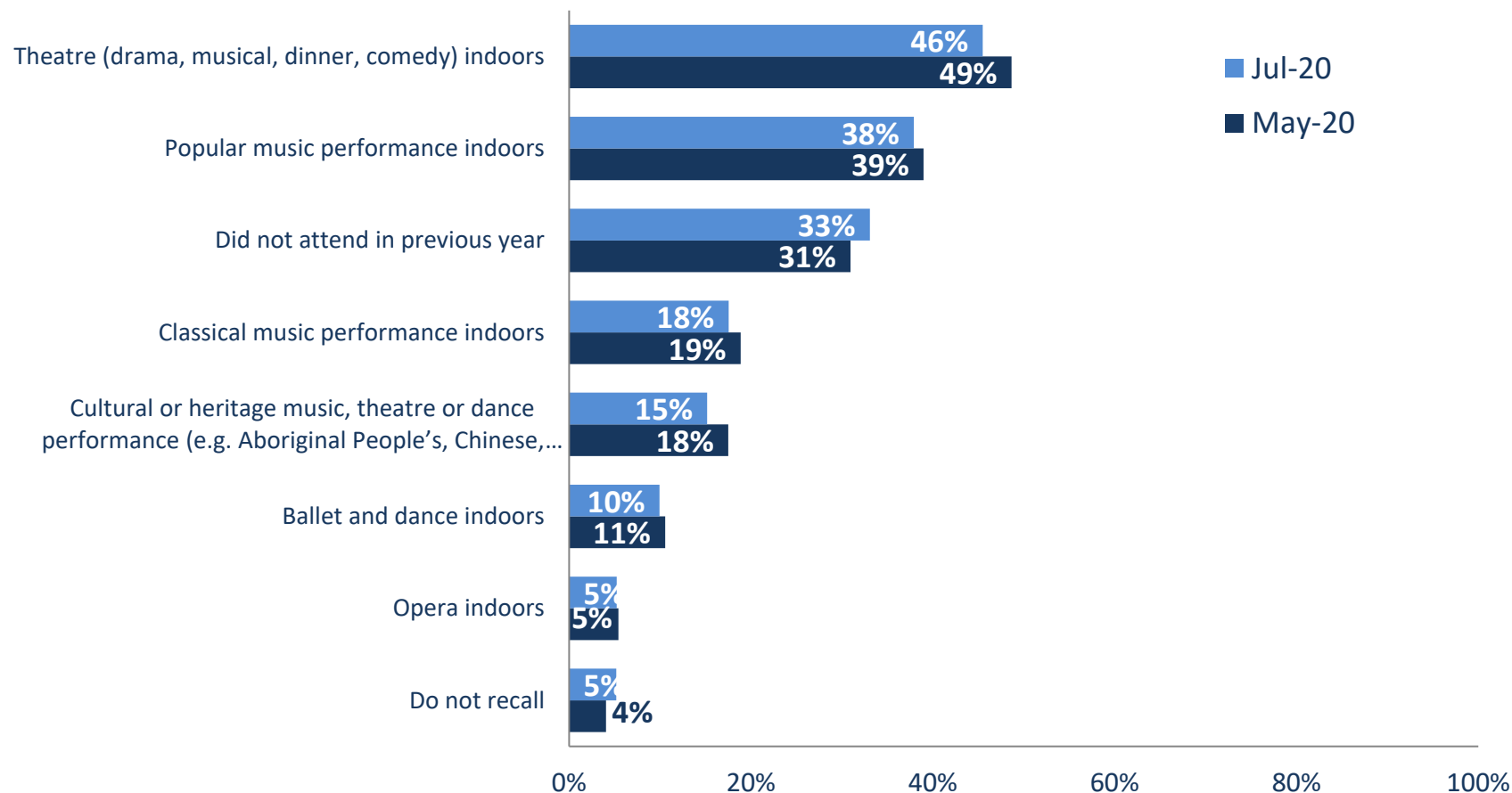
Older culture-goers (55 plus) report their expected donations will hold steady in 2020 and increase in 2021

- **Culture-goers report the average value of their donations will dip in 2020 but resurge in 2021** – More than four in ten culture-goers (43%) report having made an average donation of \$157 to the arts in 2019, while in 2020, 39% of culture-goers expect to donate on average \$126 and in 2021, 42% of culture-goers intend to donate \$222 on average.
- **Older culture-goers report higher donations to arts than younger culture goers, with an intended increase in 2021** – Culture-goers aged 55 plus report that they have donated \$179 (\$183 among those 34 to 54 and \$97 among those 18 to 34) to arts and culture in 2019. They expect the level of their donations to remain similar in 2020 (\$173 compared to \$106 for those 34 to 54 and \$88 for those 18 to 34) and they intend to increase them in 2021 (\$373 compared to \$142 for those aged 34 to 54 and \$119 for 18 to 34-year-olds).
- **Culture-goers from British Columbia and the Prairies report higher levels of generosity** – In 2019, culture-goers from British Columbia (\$215 in donations on average) and from the Prairies (\$195 in donations on average) report higher average donations than the average donation by all culture-goers (\$158).

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, July 26th to 30th, 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.

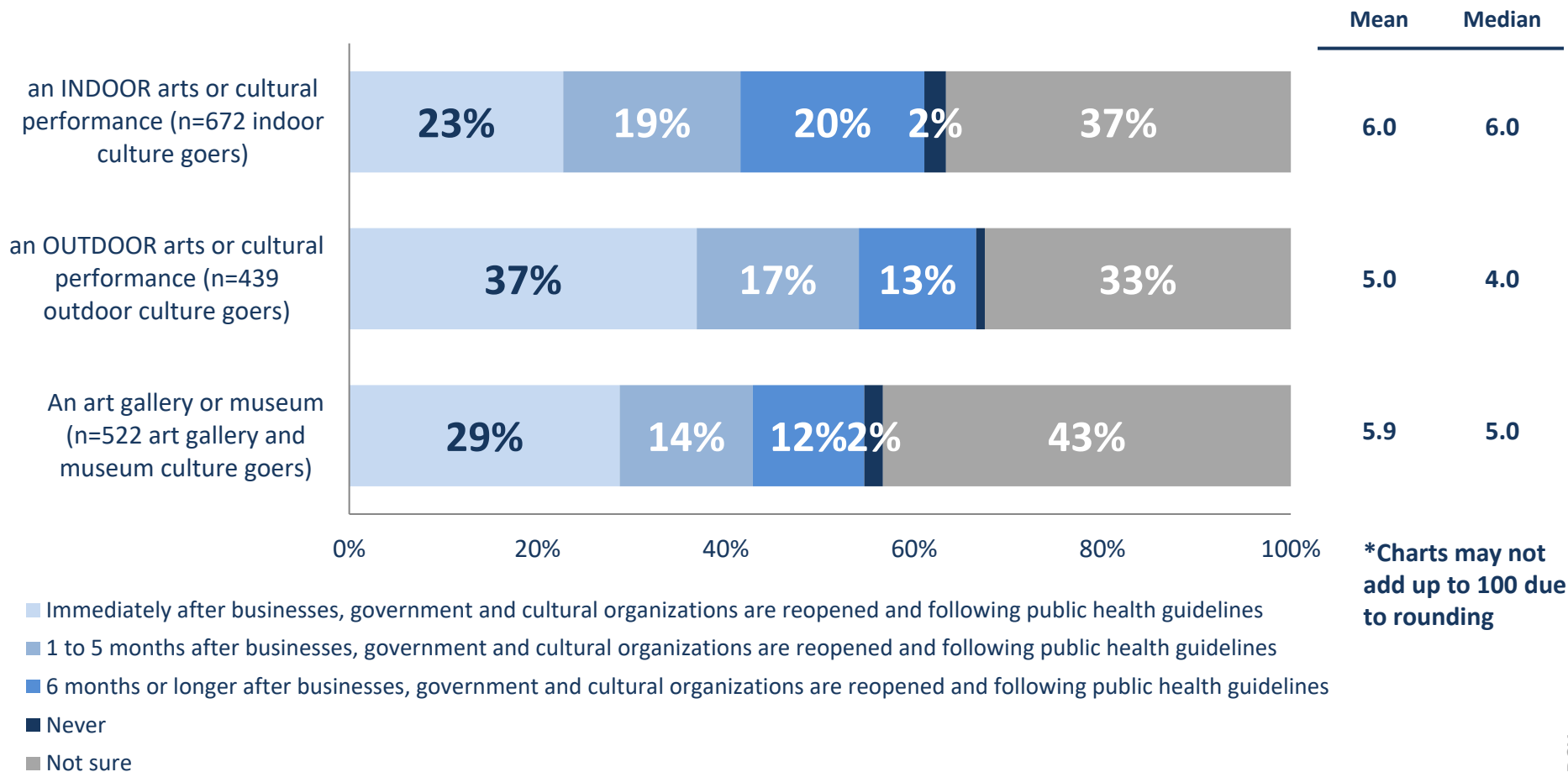
The research was commissioned by Business / Arts and the National Arts Centre, founding arts partner, and was conducted by Nanos Research.

Attendance to INDOOR Cultural Gatherings – Before COVID-19



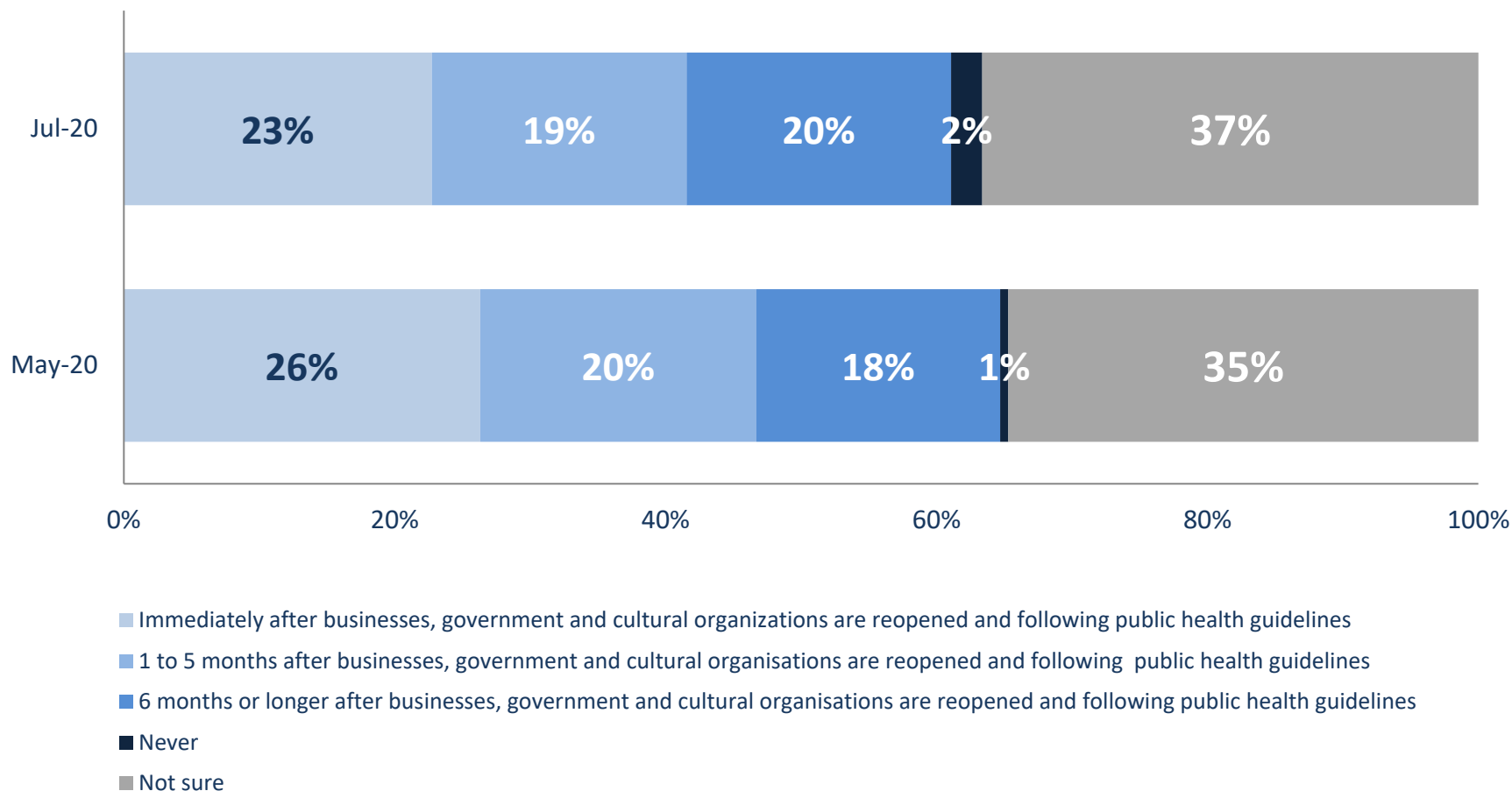
QUESTION – Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)

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



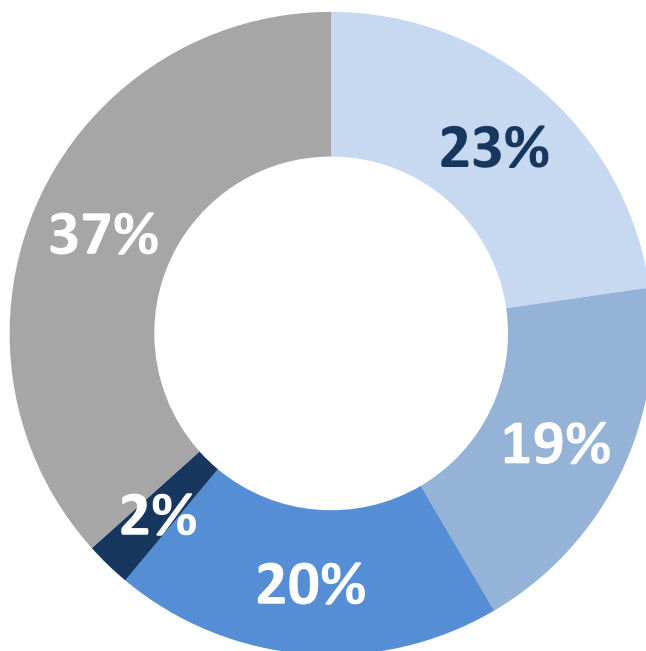
QUESTION – When do you plan to attend, in person, an INDOOR arts or cultural performance? When do you plan to attend, in person, an OUTDOOR arts or cultural performance? When do you plan to attend, in person, an art gallery or museum?

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



QUESTION – [TRACKING] 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

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=71)	52.0%	17.5%
Quebec (n=127)	31.0%	29.9%
Ontario (n=246)	35.3%	17.0%
Prairies (n=122)	37.9%	29.0%
British Columbia (n=106)	38.2%	25.4%
Male (n=331)	36.4%	23.7%
Female (n=341)	36.8%	21.9%
18 to 34 (n=171)	41.0%	21.2%
35 to 54 (n=270)	33.9%	22.7%
55 plus (n=231)	36.1%	23.8%

*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

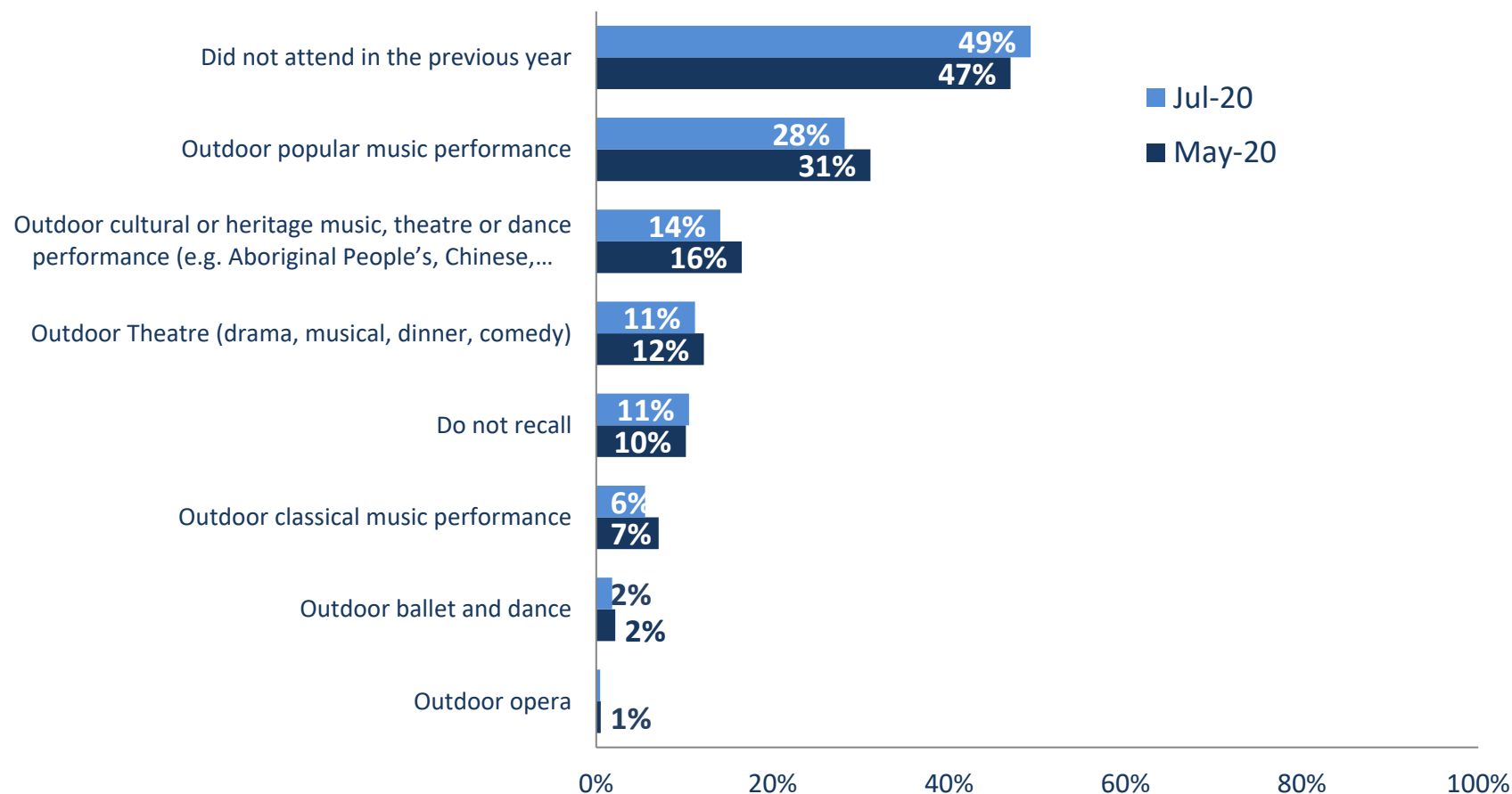
Precautions needed to feel comfortable attending INDOOR arts/cultural performances

Top mentions	Indoor culture-goers that plan to attend IMMEDIATELY after businesses, are reopened and following public health guidelines		Indoor culture-goers that plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines		Indoor culture-goers that plan to attend 6 MONTHS OR MORE after businesses, are reopened and following public health guidelines		Indoor culture-goers who are unsure	
	July 2020 (n=135)	May 2020 (n=151)	July 2020 (n=115)	May 2020 (n=121)	July 2020 (n=119)	May 2020 (n=110)	July 2020 (n=224)	May 2020 (n=217)
Social/physical distancing (spacing between seats)	34.8%	31.5%	35.5%	42.2%	28.5%	31.9%	24.8%	26.6%
Masks	39.6%	26.7%	43.0%	29.4%	28.8%	24.0%	26.2%	13.3%
Hand sanitizer/handwashing	5.8%	16.4%	5.2%	17.5%	3.5%	7.4%	3.1%	3.8%
None	7.8%	16.3%	1.7%	2.2%	0.9%	-	3.1%	2.8%
Following medical/government guidelines	11.4%	14.0%	6.5%	7.9%	2.6%	2.0%	4.5%	7.9%
Cleaning protocols	13.2%	11.2%	12.0%	14.4%	5.4%	8.5%	8.1%	10.0%
Vaccine	18.6%	12.0%	27.5%	22.7%	52.3%	44.2%	40.1%	37.0%
Unsure	5.9%	0.4%	5.1%	-	1.7%	1.2%	4.7%	2.5%

*Based on multiple mentions.

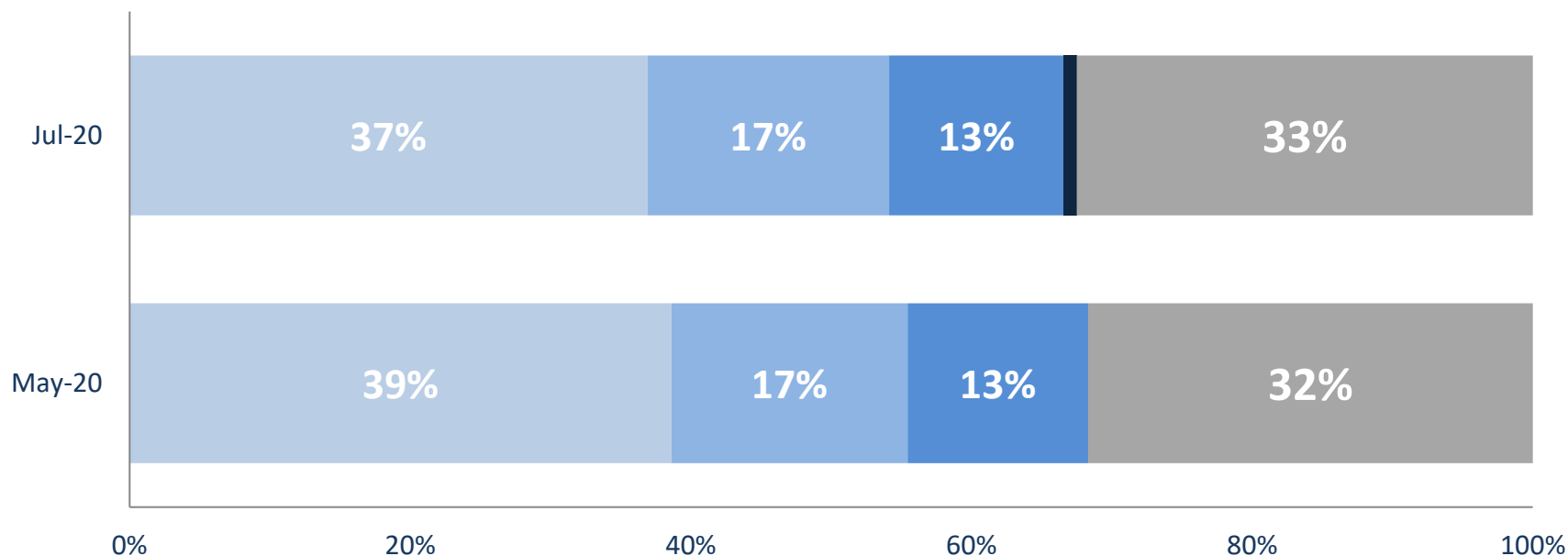
QUESTION – [REPORTING ON ONLY THOSE WHO HAVE ATTENDED AN INDOOR ACTIVITY] What are the precautions that need to occur to make you comfortable to attend an INDOOR arts or cultural performance? [OPEN] *Based on up to three mentions

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)

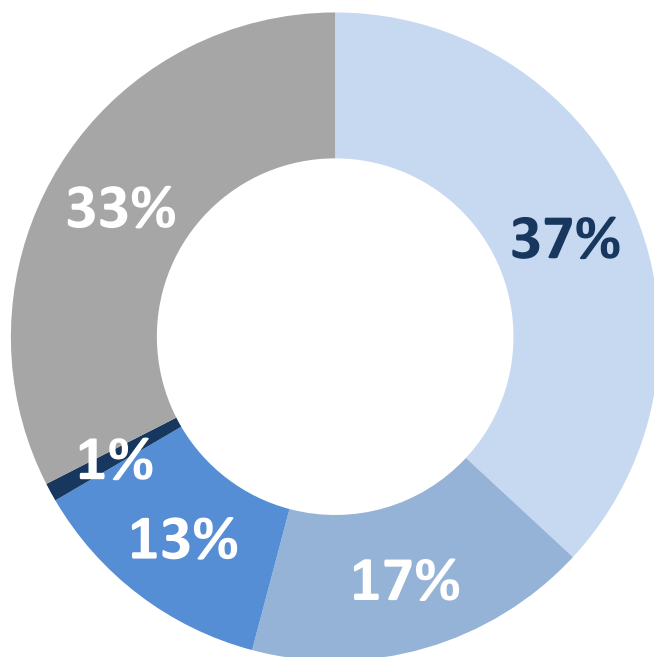
Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances



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

QUESTION – [TRACKING] 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

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=51)	43.5%	37.4%
Quebec (n=105)	28.1%	41.3%
Ontario (n=139)	31.3%	35.9%
Prairies (n=81)	38.9%	29.1%
British Columbia (n=63)	28.2%	41.7%
Male (n=205)	29.0%	40.0%
Female (n=234)	35.4%	34.3%
18 to 34 (n=121)	37.6%	39.9%
35 to 54 (n=175)	29.5%	34.8%
55 plus (n=143)	31.1%	36.3%

*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

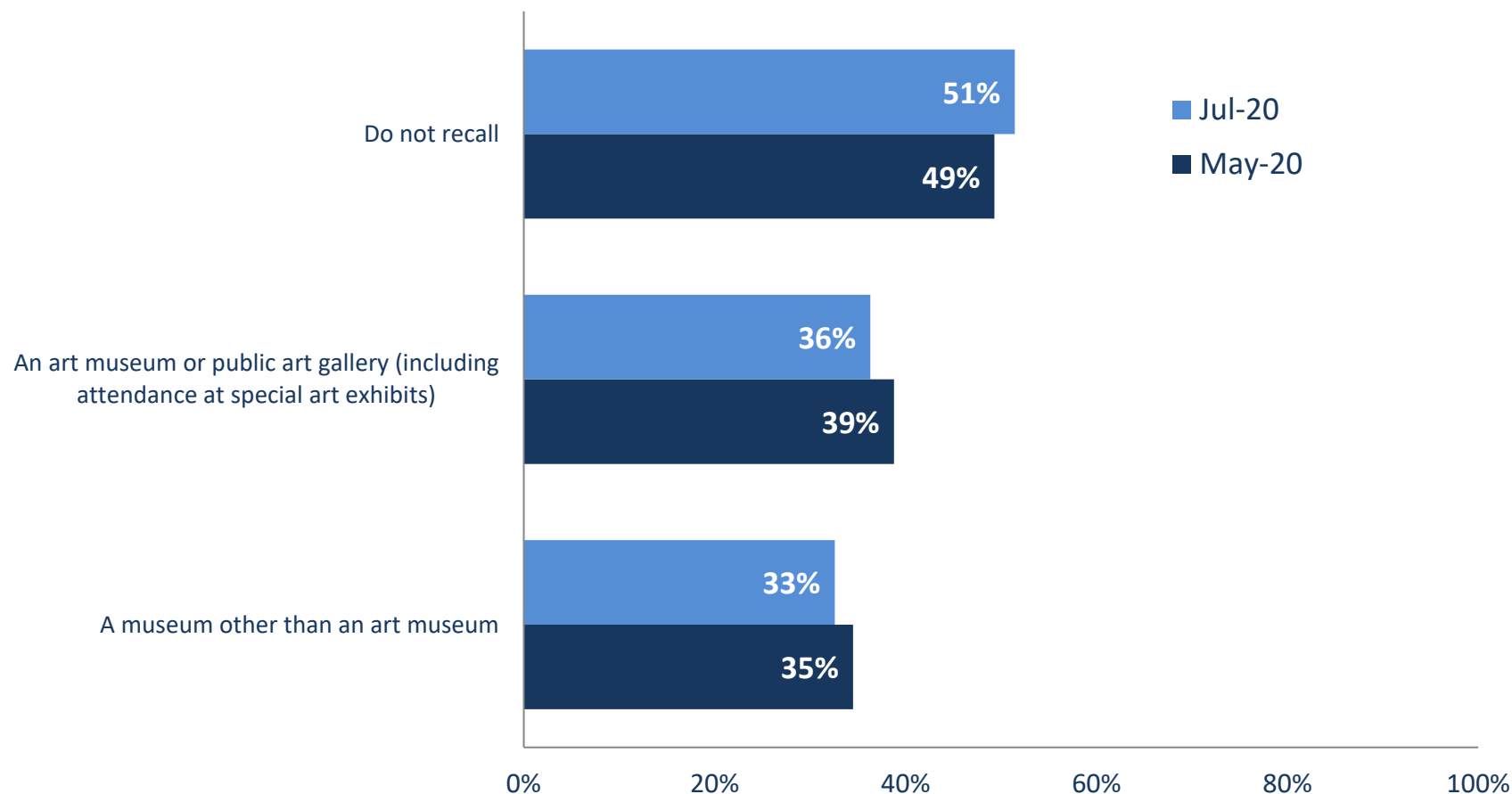
Precautions needed to feel comfortable attending OUTDOOR arts/cultural performances

*Based on multiple mentions.

	Outdoor culture-goers plan to attend IMMEDIATELY after businesses, are reopened and following public health guidelines		Outdoor culture-goers plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines		Outdoor culture-goers plan to attend 6 MONTHS OR MORE after businesses, are reopened and following public health guidelines		Outdoor culture-goers who are unsure	
Top mentions	July 2020 (n=140)	May 2020 (n=140)	July 2020 (n=70)	May 2020 (n=72)	July 2020 (n=46)	May 2020 (n=49)	July 2020 (n=123)	May 2020 (n=123)
Social/physical distancing	55.0%	46.5%	57.8%	53.0%	39.3%	36.8%	50.3%	29.9%
Masks	37.6%	25.1%	44.4%	23.1%	22.8%	25.8%	34.7%	13.2%
Sanitizer/hand washing	8.7%	22.2%	10.6%	12.1%	2.0%	-	7.6%	7.8%
None	10.4%	12.0%	1.8%	-	1.5%	-	3.2%	6.5%
Smaller events/capacity	3.4%	9.7%	8.1%	11.4%	5.5%	5.7%	10.8%	7.2%
Following medical/government guidelines	7.8%	7.1%	7.4%	5.8%	5.5%	2.5%	6.2%	9.6%
Vaccine	6.3%	4.5%	15.0%	15.9%	33.9%	38.5%	22.6%	27.4%
Unsure	2.4%	0.5%	-	1.9%	2.2%	1.8%	1.3%	6.9%

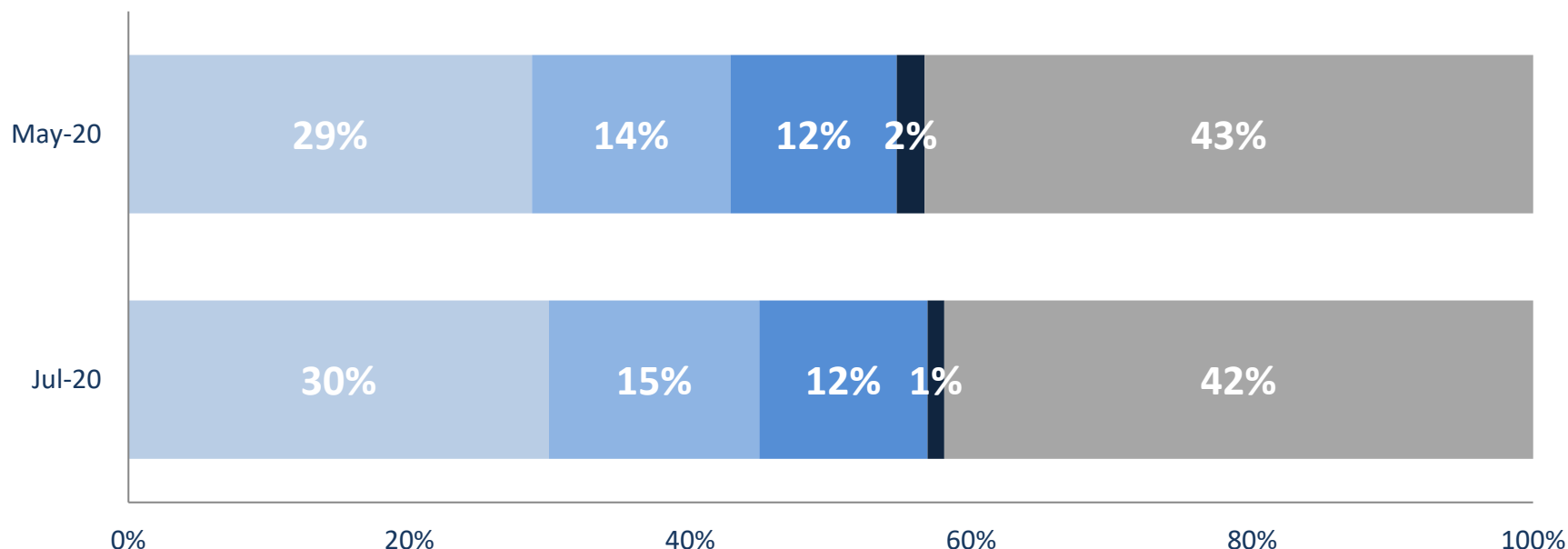
QUESTION – [REPORTING ON ONLY THOSE WHO ATTENDED OUTDOOR ARTS/CULTURAL PERFORMANCES] What are the precautions that need to occur to make you comfortable to attend an OUTDOOR arts or cultural performance? [OPEN] *Based on up to three mentions

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)

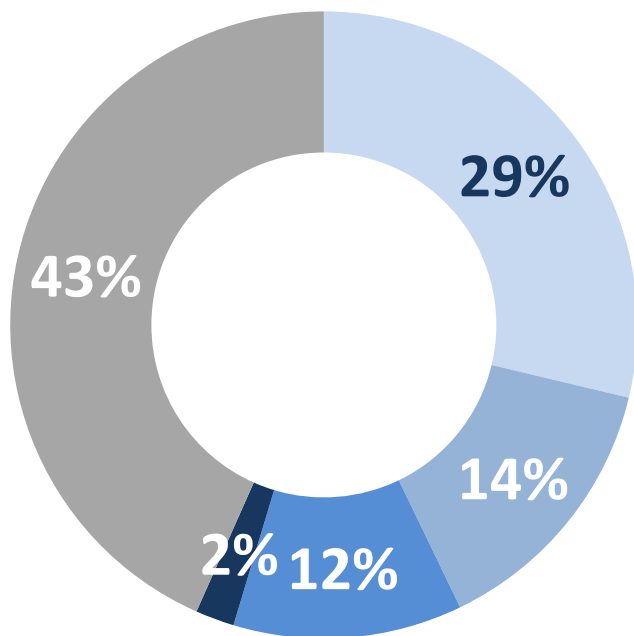
Expected timeline of culture-goers to attend art galleries and museums



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

QUESTION – [TRACKING] 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

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=47)	44.2%	34.9%
Quebec (n=117)	36.2%	37.8%
Ontario (n=179)	47.1%	22.9%
Prairies (n=98)	48.1%	25.3%
British Columbia (n=81)	38.1%	31.6%
Male (n=252)	39.0%	34.5%
Female (n=270)	47.1%	23.7%
18 to 34 (n=138)	45.1%	26.9%
35 to 54 (n=190)	41.7%	30.7%
55 plus (n=194)	43.3%	28.5%

*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

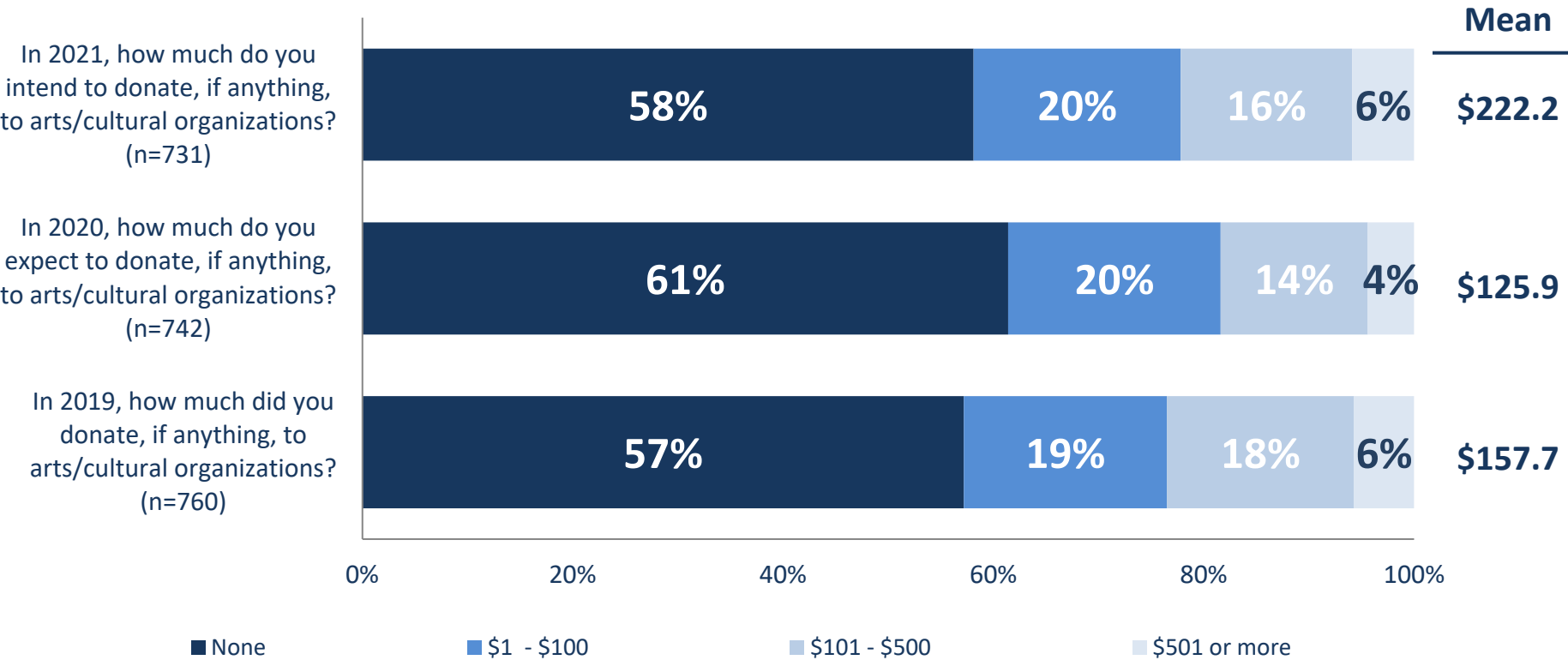
Precautions needed to feel comfortable attending museums or art galleries

Top mentions	Gallery and museum culture-goers plan to attend IMMEDIATELY after businesses, are reopened and following public health guidelines		Gallery and museum culture-goers plan to attend 1 TO 5 MONTHS after businesses, are reopened and following public health guidelines		Gallery and museum culture-goers plan to attend 6 MONTHS OR MORE after businesses, are reopened and following public health guidelines		Gallery and museum culture-goers who are unsure	
	July 2020 (n=125)	May 2020 (n=127)	July 2020 (n=69)	May 2020 (n=61)	July 2020 (n=51)	May 2020 (n=53)	July 2020 (n=180)	May 2020 (n=181)
Social/physical distancing	42.3%	45.4%	41.7%	53.2%	36.1%	33.0%	36.3%	36.5%
Masks	53.9%	23.5%	55.4%	36.8%	28.8%	24.5%	32.5%	19.2%
Sanitizer/handwashing	11.1%	15.2%	7.6%	9.6%	4.6%	4.9%	4.0%	6.4%
None	11.6%	14.5%	0.8%	1.7%	2.8%	-	1.2%	4.6%
Smaller capacity/events	13.6%	10.3%	25.5%	8.6%	8.9%	2.8%	9.4%	6.2%
Cleaning protocols	9.6%	8.7%	13.9%	10.1%	12.6%	5.4%	4.6%	12.6%
Vaccine	8.1%	7.1%	15.1%	8.8%	29.4%	50.9%	31.5%	20.7%
Unsure	4.6%	0.5%	-	-	-	1.7%	1.7%	3.0%

*Based on multiple mentions.

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

Donations to arts/cultural organizations



QUESTION – In 2019, how much did you donate, if anything, to arts/cultural organizations?

In 2020, how much do you expect to donate, if anything, to arts/cultural organizations?

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

*Charts may not add up to 100 due to rounding

2019 Donations – Culture-goers

Top mentions	Canada (n=760)	Atlantic (n=77)	Quebec (n=172)	Ontario (n=253)	Prairies (n=139)	British Columbia (n=119)	Male (n=386)	Female (n=374)	18 to 34 (n=196)	34 to 54 (n=301)	55 plus (n=263)
Mean	\$157.7	\$75.2	\$143.6	\$144.8	\$194.5	\$215.0	\$181.9	\$134.9	\$97.4	\$183.3	\$178.6
Median	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$15.0
None	57.2%	58.4%	55.3%	58.9%	58.9%	53.2%	59.7%	54.8%	69.1%	58.8%	46.9%
\$100.00	9.6%	11.3%	11.8%	9.9%	5.4%	9.2%	8.5%	10.6%	5.6%	9.2%	12.9%
\$200.00	5.9%	2.8%	5.6%	6.4%	5.9%	6.8%	5.7%	6.1%	3.1%	5.9%	8.0%
\$50.00	4.4%	10.3%	4.3%	4.2%	3.9%	2.3%	4.4%	4.3%	5.6%	4.6%	3.2%
\$500.00	4.3%	1.0%	3.3%	6.0%	5.3%	1.8%	4.0%	4.6%	4.3%	4.7%	3.9%
\$300.00	2.5%	-	3.4%	1.3%	2.4%	5.6%	2.3%	2.7%	1.3%	1.1%	4.7%
\$1000.00	1.9%	2.6%	3.4%	0.8%	1.5%	2.8%	2.6%	1.3%	1.5%	2.2%	2.0%

QUESTION – In 2019, how much did you donate, if anything, to arts/cultural organizations?

Expected donations in 2020 – Culture-goers

Top mentions	Canada (n=742)	Atlantic (n=74)	Quebec (n=169)	Ontario (n=244)	Prairies (n=136)	British Columbia (n=119)	Male (n=377)	Female (n=365)	18 to 34 (n=191)	34 to 54 (n=298)	55 plus (n=253)
Mean	\$125.9	\$68.8	\$129.2	\$121.8	\$117.9	\$168.9	\$123.0	\$128.7	\$87.6	\$106.2	\$173.1
Median	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$3.0
None	61.4%	62.8%	58.6%	63.0%	62.8%	59.4%	63.3%	59.6%	71.3%	66.5%	49.2%
\$100.00	11.6%	11.0%	13.8%	12.5%	8.8%	9.3%	10.2%	12.9%	10.0%	9.8%	14.5%
\$200.00	4.2%	4.1%	5.0%	3.8%	2.5%	5.8%	4.5%	3.9%	1.9%	4.7%	5.5%
\$500.00	4.0%	2.8%	1.7%	4.0%	4.8%	7.2%	3.9%	4.0%	1.7%	3.5%	6.0%
\$50.00	3.0%	2.3%	5.0%	2.2%	3.4%	2.0%	3.5%	2.6%	3.9%	2.7%	2.7%
\$300.00	2.3%	-	2.3%	1.5%	2.4%	5.3%	2.3%	2.3%	0.8%	1.6%	4.1%
\$1,000.00	2.0%	1.0%	1.1%	1.2%	4.6%	2.6%	3.3%	0.7%	3.0%	2.4%	0.8%

QUESTION – In 2020, how much do you expect to donate, if anything, to arts/cultural organizations?

Intended donations in 2021 – Culture-goers

Top mentions	Canada (n=731)	Atlantic (n=75)	Quebec (n=166)	Ontario (n=242)	Prairies (n=135)	British Columbia (n=113)	Male (n=377)	Female (n=354)	18 to 34 (n=186)	34 to 54 (n=293)	55 plus (n=252)
Mean	\$222.2	\$84.0	\$186.1	\$149.7	\$465.5	\$255.7	\$286.2	\$159.7	\$118.9	\$141.5	\$373.2
Median	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$0.0	\$20.0
None	58.1%	61.9%	52.9%	61.1%	59.3%	55.4%	60.8%	55.5%	67.7%	62.6%	47.0%
\$100.00	11.0%	12.6%	13.5%	9.7%	11.6%	8.8%	9.9%	12.0%	10.9%	8.5%	13.4%
\$200.00	5.6%	4.0%	6.0%	6.0%	4.6%	6.3%	4.9%	6.4%	2.4%	6.7%	7.0%
\$500.00	4.2%	3.2%	3.1%	3.9%	7.7%	2.9%	5.2%	3.1%	3.9%	4.1%	4.4%
\$50.00	3.9%	4.2%	6.0%	3.3%	3.5%	2.2%	3.4%	4.3%	5.0%	3.8%	3.1%
\$300.00	2.7%	2.8%	3.7%	1.5%	1.4%	5.8%	2.9%	2.5%	1.5%	1.6%	4.5%
\$1000.00	1.9%	1.8%	2.2%	0.9%	3.0%	3.1%	3.2%	0.6%	1.1%	2.8%	1.6%

QUESTION – In 2021, how much do you intend to donate, if anything, to arts/cultural organizations?

METHODOLOGY

Business/Arts



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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1094 Canadians, 18 years of age or older, between July 26th and 30th, 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.

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	1094 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	July 26 th and 30 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	Nine 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on the WE controversy, the US-Canada border, Covid-19, the dairy industry, homelessness, fishing and the legal status of prostitution.
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. 237 Email: info@nanosresearch.com.

ABOUT NANOS



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NANOS RUTHERFORD MCKAY & Co.

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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2020-1678 – 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 2020-07	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	1094	105	251	364	216	158	557	537	277	433	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	5.2	1.4	5.3	6.0	4.7	5.7	3.8	6.6	2.7	4.6	7.6
	Ballet and dance indoors	%	9.9	9.3	8.3	12.5	8.0	8.3	6.5	13.2	9.9	11.6	8.5
	Theatre (drama, musical, dinner, comedy) indoors	%	45.5	55.4	33.9	51.6	42.0	48.0	43.1	47.7	40.5	45.8	48.7
	Classical music performance indoors	%	17.5	13.1	14.9	20.0	14.7	21.3	16.5	18.5	14.2	16.4	20.9
	Popular music performance indoors	%	37.9	49.2	28.7	41.1	31.6	47.9	39.5	36.4	40.3	43.4	31.4
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	15.2	16.2	8.1	16.8	16.3	20.8	14.1	16.2	18.3	13.4	14.5
	Did not attend in previous year	%	33.1	23.2	44.8	27.0	37.6	28.8	33.5	32.7	33.6	30.8	34.7
	Do not recall	%	5.2	6.4	4.7	5.4	5.8	4.0	6.3	4.1	5.6	5.3	4.8

*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 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=672 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=439 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=522 with a margin or error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2020-1678 – 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 2020-07	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	1852	181	375	654	351	291	900	952	467	733	652
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	3.1	0.8	3.6	3.3	2.9	3.1	2.3	3.8	1.6	2.7	4.4
	Ballet and dance indoors	%	5.9	5.4	5.6	7.0	5.0	4.5	4.0	7.5	6.0	6.8	5.0
	Theatre (drama, musical, dinner, comedy) indoors	%	26.8	31.8	22.8	28.6	26.2	26.0	26.4	27.2	24.5	26.7	28.5
	Classical music performance indoors	%	10.4	7.5	10.0	11.1	9.1	11.5	10.1	10.6	8.6	9.6	12.2
	Popular music performance indoors	%	22.4	28.3	19.3	22.8	19.7	25.9	24.2	20.8	24.4	25.3	18.3
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	9.0	9.3	5.5	9.3	10.2	11.3	8.7	9.2	11.1	7.8	8.5
	Did not attend in previous year	%	19.5	13.3	30.1	15.0	23.4	15.6	20.5	18.6	20.4	18.0	20.3
	Do not recall	%	3.1	3.7	3.1	3.0	3.6	2.1	3.9	2.3	3.4	3.1	2.8

*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 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=672 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=439 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=522 with a margin or error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2020-1678 – 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 2020-07	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	672	71	127	246	122	106	331	341	171	270	231
		Wgt N	617	47	118	259	104	89	295	322	166	218	234
	Immediately	%	22.7	17.5	29.9	17.0	29.0	25.4	23.7	21.9	21.2	22.7	23.8
	1-5 months	%	18.8	16.1	20.5	19.9	17.2	16.9	19.9	17.8	23.3	16.1	18.1
	6 months or more	%	19.5	7.6	16.6	26.5	14.2	15.6	18.1	20.8	12.3	24.9	19.7
	Never	%	2.3	6.9	2.0	1.3	1.7	3.9	1.9	2.6	2.2	2.3	2.4
	Not sure	%	36.6	52.0	31.0	35.3	37.9	38.2	36.4	36.8	41.0	33.9	36.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=672 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=439 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=522 with a margin or error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2020-1678 – 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 2020-07	Immediately	1-5 months	6 months or more	Never	Not sure
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	606	135	115	119	13	224
		Wgt N	555	121	107	114	11	202
	Vaccine	%	35.6	18.6	27.5	52.3		40.1
	Social/Physical Distancing (spacing between seats)	%	29.6	34.8	35.5	28.5		24.8
	Masks	%	32.5	39.6	43.0	28.8		26.2
	Health Check Screening	%	3.8	2.3	8.6	3.1		2.9
	Cleaning Protocols	%	9.2	13.2	12.0	5.4		8.1
	No Cases/eradication of Covid-19	%	9.1	0.9	9.7	16.3		9.5
	Fewer Cases	%	9.9	9.9	10.0	12.5		8.7
	Hand sanitizer/hand washing	%	4.1	5.8	5.2	3.5		3.1
	Following medical/government guidelines	%	5.9	11.4	6.5	2.6		4.5
	Proper ventilation	%	3.4	4.0	1.8	4.5		3.5
	None	%	3.5	7.8	1.7	0.9		3.1
	Smaller capacity/smaller events	%	5.1	3.1	5.5	4.9		6.6
	Not interested	%	1.1	0.0	1.0	0.0		2.1
	Other	%	5.2	5.0	4.0	4.3		5.6
	Unsure	%	4.3	5.9	5.1	1.7		4.7

*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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2020-1678 – 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 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	*Total	Unwgt N	1094	105	251	364	216	158	557	537	277	433	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.4	0.0	1.3	0.2	0.3	0.0	0.1	0.7	0.5	0.7	0.2
	Outdoor ballet and dance	%	1.8	2.5	2.8	2.4	0.0	0.6	0.8	2.7	2.8	2.2	0.7
	Outdoor Theatre (drama, musical, dinner, comedy)	%	11.2	15.7	9.7	10.7	10.6	13.9	9.7	12.6	10.2	9.4	13.5
	Outdoor classical music performance	%	5.5	5.5	7.1	5.5	2.7	7.0	5.0	6.1	4.4	6.2	5.8
	Outdoor popular music performance	%	28.2	40.6	30.0	27.2	25.6	24.8	26.4	29.9	29.9	30.6	24.8
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	14.1	14.7	8.0	15.2	19.3	13.8	12.6	15.5	16.7	13.8	12.4
	Did not attend in the previous year	%	49.2	35.4	50.8	49.4	53.1	47.7	50.4	48.1	44.4	46.7	54.9
	Do not recall	%	10.5	13.1	7.6	12.1	8.3	12.6	12.2	8.9	11.8	13.0	7.4

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

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[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE] (select all that apply)**	*Total	Unwgt N	1324	133	296	448	256	191	649	675	335	529	460
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.4	0.0	1.1	0.2	0.3	0.0	0.1	0.6	0.4	0.6	0.1
	Outdoor ballet and dance	%	1.5	1.9	2.3	1.9	0.0	0.5	0.7	2.2	2.3	1.8	0.6
	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.3	12.3	8.3	8.7	8.8	11.6	8.3	10.1	8.5	7.7	11.3
	Outdoor classical music performance	%	4.6	4.3	6.1	4.4	2.3	5.8	4.3	4.9	3.7	5.1	4.8
	Outdoor popular music performance	%	23.3	31.9	25.6	22.2	21.3	20.6	22.5	24.0	24.8	24.9	20.7
	Outdoor cultural or heritage music, theatre, or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	11.6	11.5	6.9	12.4	16.1	11.4	10.8	12.4	13.8	11.3	10.4
	Did not attend in the previous year	%	40.7	27.8	43.3	40.3	44.3	39.6	43.0	38.7	36.8	38.1	45.9
	Do not recall	%	8.7	10.3	6.5	9.9	6.9	10.5	10.4	7.1	9.8	10.6	6.2

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**Multifrequency tab based on multiple responses

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2020-1678 – 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 2020-07	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	439	51	105	139	81	63	205	234	121	175	143
		Wgt N	402	34	97	148	71	53	183	219	120	137	145
	Immediately	%	36.9	37.4	41.3	35.9	29.1	41.7	40.0	34.3	39.9	34.8	36.3
	1-5 months	%	17.2	10.7	15.3	18.1	19.6	19.3	18.2	16.4	11.4	20.3	19.1
	6 months or more	%	12.5	6.6	12.6	14.7	11.7	10.8	12.1	12.7	9.9	15.0	12.1
	Never	%	0.9	1.9	2.7	0.0	0.7	0.0	0.6	1.2	1.2	0.4	1.3
	Not sure	%	32.5	43.5	28.1	31.3	38.9	28.2	29.0	35.4	37.6	29.5	31.1

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[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 2020-07	Immediately	1-5 months	6 months or more	Never	Not sure
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	382	140	70	46	3	123
		Wgt N	352	130	66	44	2	110
	Vaccine	%	16.8	6.3	15.0	33.9	51.2	22.6
	Social/Physical Distancing (spacing between seats)	%	51.8	55.0	57.8	39.3	0.0	50.3
	Masks	%	35.8	37.6	44.4	22.8	0.0	34.7
	Health Check Screening	%	1.7	1.9	2.3	1.5	0.0	1.1
	Cleaning Protocols	%	2.6	1.9	6.0	1.9	0.0	1.9
	No Cases/eradication of Covid-19	%	6.6	2.1	7.7	14.8	0.0	8.3
	Fewer Cases	%	4.5	5.5	4.4	9.3	0.0	1.5
	Hand sanitizer/hand washing	%	7.8	8.7	10.6	2.0	0.0	7.6
	Following medical/government guidelines	%	7.1	7.8	7.4	5.5	27.7	6.2
	None	%	5.2	10.4	1.0	1.5	0.0	3.2
	Smaller capacity/smaller events	%	6.8	3.4	8.1	5.5	0.0	10.8
	Not interested	%	1.0	0.0	1.8	0.0	0.0	2.0
	Other	%	2.9	2.5	2.2	6.4	21.1	2.1
	Unsure	%	1.6	2.4	0.0	2.2	0.0	1.3

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**Multifrequency tab based on multiple responses.

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[This table reports on the views of all Canadians]

			Region						Gender		Age		
			Canada 2020-07	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	1094	105	251	364	216	158	557	537	277	433	384
		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)	%	36.3	32.9	36.7	36.3	33.0	41.8	31.9	40.5	36.8	32.8	39.1
	A museum other than an art museum	%	32.6	29.9	26.4	35.2	33.5	36.1	33.4	31.8	38.6	29.4	31.1
	Do not recall	%	51.4	52.5	52.4	50.5	53.9	48.6	54.1	48.9	49.1	55.8	49.2

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			Region						Gender		Age		
			Canada 2020-07	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	1308	120	289	444	255	200	659	649	343	507	458
		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)	%	30.2	28.5	31.8	29.8	27.4	33.1	26.7	33.4	29.6	27.8	32.7
	A museum other than an art museum	%	27.1	25.9	22.8	28.8	27.8	28.5	28.0	26.2	31.0	24.9	26.1
	Do not recall	%	42.7	45.5	45.4	41.4	44.8	38.4	45.3	40.4	39.5	47.3	41.2

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2020-1678 – 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 2020-07	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	522	47	117	179	98	81	252	270	138	190	194
		Wgt N	485	32	111	190	84	68	225	260	139	151	196
	Immediately	%	28.7	34.9	37.8	22.9	25.3	31.6	34.5	23.7	26.9	30.7	28.5
	1-5 months	%	14.1	12.2	12.8	16.5	11.0	14.4	15.2	13.2	16.3	12.9	13.5
	6 months or more	%	11.8	6.7	12.6	10.6	14.4	13.2	8.8	14.5	9.4	12.3	13.2
	Never	%	2.0	2.0	0.7	2.9	1.2	2.7	2.5	1.5	2.3	2.3	1.5
	Not sure	%	43.3	44.2	36.2	47.1	48.1	38.1	39.0	47.1	45.1	41.7	43.3

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			When do you plan to attend, in person, an art gallery or museum?					
			Art gallery and museum culture-goers 2020-07	Immediately	1-5 months	6 months or more	Never	Not sure
Question - What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN]*	Total	Unwgt N	432	125	69	51	7	180
		Wgt N	403	114	65	50	6	168
	Vaccine	%	22.1	8.1	15.1	29.4		31.5
	Social/Physical Distancing	%	38.2	42.3	41.7	36.1		36.3
	Masks	%	41.3	53.9	55.4	28.8		32.5
	Health Check Screening	%	3.0	3.9	4.9	1.5		2.3
	Cleaning Protocols	%	8.4	9.6	13.9	12.6		4.6
	No Cases	%	5.9	0.9	2.8	18.3		6.7
	Fewer Cases	%	3.6	2.3	3.0	4.3		4.6
	Sanitizer/handwashing	%	6.6	11.1	7.6	4.6		4.0
	Medical/government guidelines	%	5.7	7.0	7.2	1.7		5.6
	Proper ventilation	%	3.8	4.4	0.9	3.2		4.8
	None	%	4.7	11.6	0.8	2.8		1.2
	Smaller capacity/smaller events	%	13.0	13.6	25.5	8.9		9.4
	Not interested	%	0.4	0.4	0.0	0.0		0.7
	Other	%	7.2	5.4	8.4	4.7		8.2
	Unsure	%	2.0	4.6	0.0	0.0		1.7

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			Outdoor Cultural Activity Attendance in Previous Year						
			Indoor Cultural Activity Attendance in Previous Year			Previous Year		Attend Gallery/Museum	
				Attended Indoor activity in previous year	Did not attend Indoor activity in previous year	Attended Outdoor activity in previous year	Did not attend Outdoor activity in previous year	Attended Gallery/Museum in previous year	Do not recall attending Gallery/Museum in previous year
			Canada 2020-07						
Question - In 2019, how much did you donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	959	618	341	404	504	480	532
		Wgt N	876	568	308	371	463	445	479
		Mean	127.4	170.8	47.5	201.5	62.3	181.0	68.4
		Median	0.0	0.0	0.0	20.0	0.0	10.0	0.0
	.000	%	64.1	55.3	80.2	48.7	76.7	49.1	79.6
	1.000	%	0.3	0.4	0.0	0.0	0.3	0.2	0.3
	2.000	%	0.1	0.1	0.0	0.0	0.2	0.2	0.0
	3.000	%	0.2	0.2	0.0	0.2	0.3	0.4	0.0
	5.000	%	0.1	0.2	0.0	0.3	0.0	0.0	0.2
	10.000	%	0.3	0.1	0.7	0.3	0.5	0.4	0.5
	15.000	%	0.2	0.2	0.0	0.0	0.3	0.3	0.0
	20.000	%	0.9	1.0	0.7	1.6	0.6	1.0	0.9
	25.000	%	1.2	1.6	0.4	1.1	1.2	1.5	0.8
	30.000	%	0.4	0.3	0.4	0.7	0.1	0.4	0.3
	40.000	%	0.5	0.5	0.6	0.1	1.1	0.7	0.4
	50.000	%	3.7	4.7	1.9	5.9	1.5	5.8	1.4
	59.000	%	0.1	0.0	0.2	0.0	0.1	0.1	0.0
	60.000	%	0.2	0.3	0.0	0.3	0.0	0.1	0.3
	75.000	%	0.1	0.1	0.0	0.2	0.0	0.2	0.0
	80.000	%	0.1	0.1	0.0	0.0	0.0	0.0	0.1
	85.000	%	0.1	0.1	0.0	0.2	0.0	0.1	0.0
	100.000	%	8.3	9.6	6.0	9.9	6.9	12.0	4.6
	103.000	%	0.1	0.2	0.0	0.3	0.0	0.3	0.0
	109.000	%	0.1	0.0	0.3	0.2	0.0	0.2	0.0
	120.000	%	0.5	0.6	0.3	0.9	0.2	0.5	0.4
	129.000	%	0.0	0.1	0.0	0.1	0.0	0.1	0.0
	150.000	%	0.8	0.9	0.5	1.5	0.2	1.2	0.2
	160.000	%	0.1	0.1	0.0	0.0	0.2	0.2	0.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=672 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=439 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=522 with a margin or error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2020-1678 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

			Outdoor Cultural Activity Attendance in Previous Year						
			Indoor Cultural Activity Attendance in Previous Year			Attend Gallery/Museum			
			Attended Indoor activity in previous year	Did not attend Indoor activity in previous year	Attended Outdoor activity in previous year	Did not attend Outdoor activity in previous year	Attended Gallery/Museum in previous year	Do not recall attending Gallery/Museum in previous year	
	Canada 2020-07								
170.000	%		0.1	0.1	0.0	0.2	0.0	0.1	0.0
200.000	%		4.9	6.5	1.9	7.1	3.6	6.8	2.7
200.002	%		0.2	0.2	0.0	0.4	0.0	0.3	0.0
230.000	%		0.1	0.2	0.0	0.0	0.0	0.0	0.2
240.000	%		0.1	0.0	0.3	0.0	0.2	0.2	0.0
250.000	%		1.6	1.8	1.3	2.8	0.6	2.3	0.8
300.000	%		2.2	2.9	0.9	3.9	1.0	2.6	1.6
350.000	%		0.2	0.1	0.3	0.0	0.1	0.1	0.2
400.000	%		0.2	0.1	0.2	0.2	0.2	0.3	0.0
450.000	%		0.3	0.4	0.0	0.4	0.2	0.3	0.2
500.000	%		3.5	5.0	0.8	5.5	1.8	4.9	2.1
560.000	%		0.1	0.0	0.2	0.0	0.0	0.2	0.0
600.000	%		0.4	0.4	0.3	0.7	0.2	0.7	0.0
650.000	%		0.1	0.1	0.0	0.0	0.1	0.1	0.0
700.000	%		0.2	0.3	0.0	0.2	0.0	0.2	0.1
750.000	%		0.1	0.1	0.0	0.2	0.0	0.2	0.0
800.000	%		0.1	0.1	0.0	0.2	0.0	0.0	0.1
1000.000	%		1.5	1.7	0.9	1.8	1.0	2.3	0.7
1100.000	%		0.1	0.2	0.0	0.3	0.0	0.2	0.0
1200.000	%		0.3	0.2	0.4	0.6	0.0	0.3	0.2
1500.000	%		0.6	0.8	0.3	1.1	0.2	1.2	0.0
2000.000	%		0.1	0.2	0.0	0.3	0.0	0.0	0.2
2300.000	%		0.1	0.2	0.0	0.3	0.0	0.3	0.0
2500.000	%		0.2	0.4	0.0	0.3	0.0	0.0	0.4
3000.000	%		0.3	0.5	0.0	0.6	0.1	0.6	0.0
5000.000	%		0.4	0.5	0.0	0.6	0.2	0.5	0.2

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2020-1678 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In 2019, how much did you donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	1012	94	241	328	200	149	522	490	252	401	359
		Wgt N	924	62	223	346	168	125	457	467	248	317	359
		Mean	122.6	67.9	107.3	116.6	135.9	175.5	141.5	104.1	78.0	140.7	137.4
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	.000	%	64.9	62.3	63.7	65.2	70.4	60.5	66.0	63.9	73.6	66.8	57.4
	1.000	%	0.2	0.0	0.4	0.4	0.0	0.0	0.2	0.3	0.0	0.0	0.6
	2.000	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.2
	3.000	%	0.2	1.0	0.0	0.4	0.0	0.0	0.1	0.3	0.0	0.0	0.6
	5.000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	10.000	%	0.5	1.7	0.5	0.3	0.7	0.0	0.6	0.3	0.4	0.3	0.7
	15.000	%	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.4
	20.000	%	0.9	1.0	0.9	0.9	0.3	2.0	0.7	1.2	0.8	1.1	0.9
	25.000	%	1.1	0.0	1.1	1.4	1.4	0.5	0.6	1.6	1.3	0.8	1.2
	30.000	%	0.3	0.0	0.3	0.5	0.0	0.5	0.3	0.4	0.3	0.8	0.0
	40.000	%	0.6	0.7	1.2	0.6	0.0	0.0	0.3	0.8	0.0	0.6	1.0
	50.000	%	3.5	8.7	3.0	3.9	2.7	1.9	3.5	3.5	5.2	3.5	2.4
	59.000	%	0.1	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0
	60.000	%	0.2	1.0	0.0	0.0	0.4	0.5	0.4	0.0	0.3	0.0	0.4
	75.000	%	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0
	80.000	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.2
	85.000	%	0.1	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.2
	100.000	%	8.2	9.6	10.2	8.6	3.7	8.8	7.6	8.8	5.1	7.8	10.6
	103.000	%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
	109.000	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.3	0.0	0.0
	120.000	%	0.5	0.0	0.8	0.0	0.9	0.8	0.6	0.3	0.0	0.0	1.2
	129.000	%	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
	150.000	%	0.7	2.3	0.7	0.6	1.0	0.0	0.4	1.0	0.0	0.9	1.0
	160.000	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.2
	170.000	%	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0
	200.000	%	4.7	2.3	4.3	5.2	4.5	5.4	4.7	4.7	2.4	5.0	6.0
	200.002	%	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.4

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2020-1678 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

			Region					Gender		Age			
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	230.000	%	0.1	1.8	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.0	0.0
	240.000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.3	0.0
	250.000	%	1.5	0.7	1.3	0.9	2.6	2.5	1.3	1.7	1.2	2.3	1.1
	300.000	%	2.1	1.0	2.9	1.0	1.7	4.5	2.0	2.1	1.4	0.8	3.6
	350.000	%	0.2	0.0	0.0	0.0	0.3	0.8	0.3	0.0	0.0	0.0	0.4
	400.000	%	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0
	450.000	%	0.3	0.0	0.0	0.0	0.8	0.8	0.2	0.3	0.6	0.0	0.3
	500.000	%	3.5	0.8	2.4	5.2	3.7	1.4	3.4	3.5	3.3	3.6	3.4
	560.000	%	0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.3	0.0	0.0
	600.000	%	0.4	0.0	0.0	0.7	0.0	0.6	0.2	0.5	0.0	0.0	0.9
	650.000	%	0.1	1.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
	700.000	%	0.2	0.0	0.0	0.3	0.3	0.0	0.4	0.0	0.0	0.0	0.5
	750.000	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.2
	800.000	%	0.1	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0
	1000.000	%	1.5	2.2	2.4	0.6	1.0	2.2	1.9	1.0	1.2	1.7	1.4
	1100.000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.3
	1200.000	%	0.2	0.0	0.0	0.3	0.8	0.0	0.3	0.2	0.6	0.3	0.0
	1500.000	%	0.6	0.0	1.2	0.3	1.1	0.0	0.6	0.6	1.1	0.5	0.3
	2000.000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.3	0.0
	2300.000	%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
	2500.000	%	0.2	0.0	0.0	0.3	0.0	0.8	0.5	0.0	0.0	0.3	0.3
	3000.000	%	0.3	0.0	0.0	0.7	0.3	0.0	0.3	0.3	0.0	0.5	0.4
	5000.000	%	0.3	0.0	0.0	0.3	0.7	0.8	0.5	0.2	0.0	0.7	0.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=672 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=439 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=522 with a margin or error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2020-1678 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

			Outdoor Cultural Activity Attendance in Previous Year						
			Indoor Cultural Activity Attendance in Previous Year			Attend Gallery/Museum			
			Canada 2020-07	Attended Indoor activity in previous year	Did not attend Indoor activity in previous year	Attended Outdoor activity in previous year	Did not attend Outdoor activity in previous year	Attended Gallery/Museum in previous year	Do not recall attending Gallery/Museum in previous year
Question - In 2020, how much do you expect to donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	939	601	338	391	500	467	525
		Wgt N	855	550	306	357	458	431	472
		Mean	101.6	138.4	35.3	164.8	54.1	147.0	53.6
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	.000	%	68.0	59.4	83.5	53.2	79.0	54.5	81.5
	1.000	%	0.1	0.2	0.0	0.0	0.0	0.2	0.0
	2.000	%	0.1	0.1	0.0	0.0	0.2	0.2	0.0
	3.000	%	0.0	0.0	0.0	0.2	0.0	0.1	0.0
	4.000	%	0.1	0.2	0.0	0.3	0.0	0.0	0.2
	5.000	%	0.3	0.5	0.0	0.2	0.5	0.4	0.2
	10.000	%	0.2	0.2	0.2	0.3	0.4	0.2	0.4
	15.000	%	0.3	0.2	0.5	0.4	0.3	0.6	0.0
	20.000	%	1.0	0.8	1.3	1.6	0.5	1.3	0.9
	25.000	%	0.9	1.1	0.4	1.1	0.8	1.0	0.7
	30.000	%	0.2	0.2	0.2	0.6	0.0	0.0	0.4
	40.000	%	0.5	0.8	0.0	0.7	0.7	1.1	0.2
	50.000	%	2.8	3.5	1.6	3.8	1.6	3.7	1.7

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			Indoor Cultural Activity Attendance in Previous Year			Attend Gallery/Museum			
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	60.000	%	0.3	0.5	0.0	0.7	0.0	0.2	0.3
	75.000	%	0.3	0.3	0.3	0.7	0.0	0.6	0.0
	80.000	%	0.1	0.1	0.0	0.2	0.0	0.1	0.0
	94.000	%	0.1	0.2	0.0	0.0	0.2	0.2	0.0
	100.000	%	9.7	12.2	5.2	13.9	6.6	14.1	5.3
	100.001	%	0.2	0.0	0.5	0.0	0.3	0.3	0.0
	120.000	%	0.3	0.2	0.5	0.3	0.3	0.6	0.0
	135.000	%	0.1	0.1	0.0	0.2	0.0	0.2	0.0
	150.000	%	0.7	0.8	0.4	1.1	0.4	0.7	0.5
	200.000	%	3.4	4.5	1.5	4.9	2.4	4.9	1.9
	250.000	%	0.9	1.0	0.7	1.3	0.7	1.4	0.4
	300.000	%	2.0	2.5	1.1	3.0	1.3	2.4	1.4
	400.000	%	0.7	1.0	0.0	0.6	0.5	1.0	0.3
	500.000	%	3.1	4.6	0.2	5.2	1.6	4.3	2.2
	600.000	%	0.8	1.0	0.3	1.3	0.4	1.4	0.1
	700.000	%	0.1	0.0	0.4	0.0	0.2	0.0	0.2
	800.000	%	0.1	0.1	0.0	0.2	0.0	0.0	0.1

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			Outdoor Cultural Activity Attendance in Previous Year						
			Indoor Cultural Activity Attendance in Previous Year			Attend Gallery/Museum			
			Canada 2020-07	Attended Indoor activity in previous year	Did not attend Indoor activity in previous year	Attended Outdoor activity in previous year	Did not attend Outdoor activity in previous year	Attended Gallery/Museum in previous year	Do not recall attending Gallery/Museum in previous year
	1000.000	%	1.5	1.6	1.4	2.2	0.9	2.8	0.2
	1300.000	%	0.1	0.2	0.0	0.2	0.0	0.0	0.2
	1500.000	%	0.1	0.1	0.0	0.0	0.0	0.1	0.0
	2000.000	%	0.1	0.2	0.0	0.3	0.0	0.3	0.0
	2500.000	%	0.1	0.2	0.0	0.3	0.0	0.0	0.2
	3000.000	%	0.5	0.7	0.0	1.1	0.0	0.9	0.0
	5000.000	%	0.2	0.3	0.0	0.2	0.2	0.2	0.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=672 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=439 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=522 with a margin or error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.



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			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In 2020, how much do you expect to donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	992	91	239	317	196	149	510	482	247	398	347
		Wgt N	903	59	220	334	165	125	446	457	243	314	346
		Mean	98.2	62.1	95.6	99.0	84.2	136.0	97.8	98.6	71.6	82.1	131.6
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	.000	%	68.6	66.9	66.4	69.0	73.1	66.2	69.4	67.8	75.4	72.9	59.9
	1.000	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	2.000	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.2
	3.000	%	0.1	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
	4.000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	5.000	%	0.3	0.0	0.0	0.7	0.3	0.0	0.0	0.6	0.6	0.0	0.4
	10.000	%	0.3	0.0	0.0	0.6	0.4	0.0	0.6	0.0	0.4	0.3	0.2
	15.000	%	0.3	0.0	0.6	0.4	0.0	0.0	0.0	0.6	0.6	0.0	0.4
	20.000	%	1.1	1.9	0.9	1.0	1.7	0.5	0.7	1.4	0.8	1.1	1.2
	25.000	%	0.8	1.7	0.5	1.3	0.6	0.0	0.2	1.4	0.0	0.6	1.6
	30.000	%	0.2	0.7	0.3	0.3	0.0	0.0	0.1	0.3	0.0	0.6	0.0
	40.000	%	0.6	0.0	1.5	0.7	0.0	0.0	0.2	1.0	0.0	0.3	1.3
	50.000	%	2.6	1.9	4.6	2.0	2.4	1.6	2.8	2.5	3.4	2.0	2.6
	60.000	%	0.3	2.1	0.4	0.0	0.3	0.0	0.5	0.1	0.2	0.2	0.5
	75.000	%	0.3	1.7	0.6	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.3
	80.000	%	0.1	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.2
	94.000	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	100.000	%	9.5	9.2	11.3	10.3	6.1	8.9	8.5	10.5	8.5	8.1	11.4
	100.001	%	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.3	0.0	0.0	0.4
	120.000	%	0.3	0.0	0.0	0.3	0.0	1.3	0.4	0.2	0.3	0.3	0.3
	135.000	%	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.2	0.3	0.0	0.0
	150.000	%	0.6	0.7	1.1	0.6	0.4	0.0	1.0	0.3	0.9	0.6	0.5
	200.000	%	3.3	3.4	3.9	3.2	1.7	4.6	3.7	3.0	1.4	4.1	4.0
	250.000	%	0.9	0.0	0.6	0.9	1.6	0.7	0.8	1.0	0.3	1.8	0.4
	300.000	%	1.9	1.1	2.1	1.1	1.7	4.2	2.0	1.7	1.0	1.2	3.2
	400.000	%	0.6	4.3	0.3	0.3	0.4	0.6	0.7	0.6	0.0	0.5	1.2
	500.000	%	3.2	2.3	1.2	3.4	3.8	5.8	3.3	3.0	1.7	2.7	4.7

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			Region					Gender		Age			
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	600.000	%	0.7	0.0	0.3	1.0	0.3	1.4	0.7	0.7	0.4	0.2	1.4
	700.000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	800.000	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.2
	1000.000	%	1.5	0.8	0.8	0.9	3.2	2.1	2.4	0.5	2.3	1.8	0.6
	1300.000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.3	0.0
	1500.000	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.2	0.0
	2000.000	%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
	2500.000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	3000.000	%	0.4	0.0	1.2	0.4	0.0	0.0	0.0	0.9	0.6	0.0	0.7
	5000.000	%	0.2	0.0	0.0	0.3	0.0	0.8	0.2	0.2	0.0	0.3	0.3

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			Outdoor Cultural Activity Attendance in Previous Year						
			Indoor Cultural Activity Attendance in Previous Year			Attend Gallery/Museum			
			Canada 2020-07	Attended Indoor activity in previous year	Did not attend Indoor activity in previous year	Attended Outdoor activity in previous year	Did not attend Outdoor activity in previous year	Attended Gallery/Museum in previous year	Do not recall attending Gallery/Museum in previous year
Question - In 2021, how much do you intend to donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	926	594	332	383	493	459	517
		Wgt N	845	544	301	351	453	425	466
		Mean	177.3	246.5	52.2	310.1	77.2	272.0	77.9
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0	%	65.0	56.8	79.8	50.8	75.4	50.5	79.0
	2	%	0.1	0.1	0.0	0.0	0.2	0.2	0.0
	3	%	0.0	0.0	0.0	0.2	0.0	0.2	0.0
	4	%	0.1	0.2	0.0	0.3	0.0	0.0	0.2
	5	%	0.3	0.4	0.0	0.0	0.5	0.3	0.2
	10	%	0.1	0.0	0.2	0.0	0.4	0.0	0.4
	15	%	0.3	0.4	0.0	0.0	0.5	0.3	0.2
	20	%	1.4	0.9	2.2	1.1	1.6	1.6	1.4
	25	%	0.9	1.1	0.7	1.3	0.8	1.0	0.8
	30	%	0.3	0.3	0.2	0.7	0.0	0.2	0.3
	40	%	0.4	0.6	0.0	0.3	0.7	0.8	0.2
	50	%	3.6	4.0	2.7	4.8	2.2	4.9	2.0
	60	%	0.2	0.3	0.0	0.5	0.0	0.4	0.0
	75	%	0.2	0.3	0.2	0.4	0.1	0.5	0.0
	80	%	0.1	0.1	0.0	0.2	0.0	0.1	0.0
	100	%	9.0	10.5	6.3	11.6	7.3	13.9	4.9
	120	%	0.2	0.4	0.0	0.3	0.3	0.3	0.2
	125	%	0.2	0.3	0.0	0.2	0.2	0.4	0.0
	150	%	1.2	1.2	1.2	2.0	0.6	1.8	0.5
	160	%	0.1	0.1	0.0	0.0	0.2	0.2	0.0
	200	%	4.6	6.3	1.5	6.9	3.1	5.9	3.0
	250	%	0.9	1.1	0.5	1.0	0.8	1.4	0.4
	300	%	2.3	2.7	1.7	3.8	1.3	2.9	1.6
	350	%	0.2	0.3	0.0	0.2	0.1	0.3	0.0

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			Outdoor Cultural Activity Attendance in Previous Year					
			Indoor Cultural Activity Attendance in Previous Year			Attend Gallery/Museum		
			Attended Indoor activity in previous year	Did not attend Indoor activity in previous year	Attended Outdoor activity in previous year	Did not attend Outdoor activity in previous year	Attended Gallery/Museum in previous year	Do not recall attending Gallery/Museum in previous year
			Canada 2020-07					
400	%		0.4	0.6	0.0	0.4	0.0	0.2
500	%		3.3	4.8	0.5	6.0	1.2	2.2
550	%		0.1	0.1	0.0	0.2	0.0	0.0
600	%		0.7	1.0	0.3	1.3	0.3	0.2
700	%		0.1	0.1	0.0	0.0	0.1	0.0
750	%		0.2	0.1	0.4	0.2	0.2	0.2
800	%		0.1	0.1	0.0	0.2	0.0	0.1
1000	%		1.4	1.8	0.7	1.3	1.0	0.6
1100	%		0.1	0.2	0.0	0.3	0.0	0.0
1200	%		0.1	0.2	0.0	0.3	0.0	0.0
1500	%		0.2	0.1	0.3	0.0	0.2	0.0
1600	%		0.2	0.2	0.0	0.0	0.3	0.3
2000	%		0.4	0.2	0.7	0.6	0.2	0.2
2500	%		0.1	0.2	0.0	0.3	0.0	0.2
3000	%		0.6	0.9	0.0	1.3	0.0	0.0
4500	%		0.2	0.3	0.0	0.4	0.0	0.0
5000	%		0.1	0.2	0.0	0.3	0.0	0.0
10000	%		0.1	0.2	0.0	0.0	0.2	0.2
60000	%		0.1	0.1	0.0	0.2	0.0	0.0

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			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In 2021, how much do you intend to donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	976	91	233	315	195	142	508	468	242	389	345
		Wgt N	891	60	215	331	165	120	445	446	239	308	343
		Mean	170.5	76.5	137.1	120.9	323.3	205.0	219.1	122.0	93.6	109.2	279.0
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0	%	65.4	65.1	60.7	66.9	71.1	62.3	66.4	64.5	72.7	69.6	56.7
	2	%	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.2
	3	%	0.1	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
	4	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	5	%	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.5	0.4	0.0	0.4
	10	%	0.2	0.0	0.0	0.3	0.4	0.0	0.4	0.0	0.4	0.0	0.2
	15	%	0.3	0.0	0.0	0.7	0.0	0.0	0.2	0.3	0.0	0.0	0.7
	20	%	1.5	1.9	1.4	1.4	0.9	2.5	1.6	1.3	1.4	1.2	1.8
	25	%	0.9	1.7	1.0	0.9	0.6	0.6	0.4	1.4	0.3	0.6	1.6
	30	%	0.3	0.0	0.3	0.5	0.0	0.0	0.1	0.4	0.0	0.8	0.0
	40	%	0.5	0.0	1.0	0.7	0.0	0.0	0.2	0.8	0.0	0.3	1.0
	50	%	3.4	3.6	5.8	2.9	2.4	1.8	3.0	3.8	4.3	2.9	3.2
	60	%	0.2	1.0	0.5	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.3
	75	%	0.2	0.0	1.0	0.0	0.0	0.0	0.1	0.3	0.6	0.2	0.0
	80	%	0.1	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.2
	100	%	9.1	11.4	11.2	8.2	8.1	8.5	8.4	9.9	9.2	7.0	11.0
	120	%	0.2	0.0	1.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.6
	125	%	0.2	0.0	0.4	0.0	0.5	0.0	0.0	0.4	0.0	0.5	0.0
	150	%	1.1	0.7	1.3	1.3	0.9	0.8	1.4	0.8	0.9	0.9	1.4
	160	%	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.2
	200	%	4.4	3.4	4.5	4.9	3.2	5.0	4.0	4.8	1.8	5.6	5.1
	250	%	0.9	0.0	0.4	1.2	1.4	0.6	0.5	1.2	0.3	1.9	0.4
	300	%	2.2	3.5	3.1	1.1	0.9	4.6	2.5	1.9	1.6	1.2	3.5
	350	%	0.2	0.0	0.0	0.0	0.3	0.7	0.1	0.2	0.0	0.0	0.4
	400	%	0.4	0.7	0.0	0.3	0.0	1.5	0.5	0.3	0.0	0.1	0.8
	500	%	3.2	2.7	2.2	3.3	5.3	2.3	4.1	2.4	3.0	3.1	3.5
	550	%	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.2

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			Region					Gender		Age			
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	600	%	0.7	0.7	0.3	1.0	0.0	1.4	0.4	1.0	0.4	0.4	1.2
	700	%	0.1	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
	750	%	0.2	0.0	0.0	0.3	0.0	0.7	0.2	0.2	0.0	0.0	0.6
	800	%	0.1	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0
	1000	%	1.4	1.5	1.5	0.7	2.1	2.5	2.4	0.5	0.9	2.2	1.2
	1100	%	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.3
	1200	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	1500	%	0.2	0.0	0.0	0.3	0.3	0.0	0.3	0.0	0.0	0.5	0.0
	1600	%	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.4
	2000	%	0.3	0.0	0.0	0.3	0.8	0.7	0.3	0.4	0.9	0.3	0.0
	2500	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	3000	%	0.5	0.0	1.1	0.7	0.0	0.0	0.2	0.8	0.0	0.3	1.1
	4500	%	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.6	0.0	0.0
	5000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.3	0.0
	10000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.3
	60000	%	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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[The following tables report on the views of all culture-goers.]

			Region						Gender		Age		
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In 2019, how much did you donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	760	77	172	253	139	119	386	374	196	301	263
		Wgt N	694	52	159	266	117	100	338	357	192	240	263
		Mean	157.7	75.2	143.6	144.8	194.5	215.0	181.9	134.9	97.4	183.3	178.6
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.0
	.000	%	57.2	58.4	55.3	58.9	58.9	53.2	59.7	54.8	69.1	58.8	46.9
	1.000	%	0.3	0.0	0.6	0.5	0.0	0.0	0.3	0.4	0.0	0.0	0.9
	2.000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.0	0.0	0.3
	3.000	%	0.3	1.2	0.0	0.5	0.0	0.0	0.2	0.4	0.0	0.0	0.8
	5.000	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.4
	10.000	%	0.3	1.2	0.7	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.7
	15.000	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.5
	20.000	%	1.1	1.1	1.2	0.8	0.5	2.5	0.7	1.6	1.1	1.1	1.2
	25.000	%	1.3	0.0	0.7	1.9	2.1	0.7	0.8	1.8	1.7	1.1	1.2
	30.000	%	0.4	0.0	0.4	0.7	0.0	0.7	0.4	0.5	0.4	1.0	0.0
	40.000	%	0.5	0.8	0.4	0.8	0.0	0.0	0.2	0.7	0.0	0.8	0.5
	50.000	%	4.4	10.3	4.3	4.2	3.9	2.3	4.4	4.3	5.6	4.6	3.2
	59.000	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0
	60.000	%	0.3	1.2	0.0	0.0	0.5	0.7	0.6	0.0	0.4	0.0	0.5

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			Region					Gender		Age			
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	75.000	%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0
	80.000	%	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.2
	85.000	%	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.2
	100.000	%	9.6	11.3	11.8	9.9	5.4	9.2	8.5	10.6	5.6	9.2	12.9
	103.000	%	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.4
	109.000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.4	0.0	0.0
	120.000	%	0.5	0.0	0.6	0.0	1.2	1.0	0.6	0.4	0.0	0.0	1.3
	129.000	%	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0
	150.000	%	0.9	1.9	1.0	0.7	1.4	0.0	0.5	1.2	0.0	1.0	1.4
	160.000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.0	0.0	0.3
	170.000	%	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0
	200.000	%	5.9	2.8	5.6	6.4	5.9	6.8	5.7	6.1	3.1	5.9	8.0
	200.002	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.5
	230.000	%	0.2	2.2	0.0	0.0	0.0	0.0	0.3	0.0	0.6	0.0	0.0
	240.000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.4	0.0
	250.000	%	2.0	0.8	1.9	1.2	3.7	3.1	1.8	2.3	1.5	3.0	1.5
	300.000	%	2.5	0.0	3.4	1.3	2.4	5.6	2.3	2.7	1.3	1.1	4.7
	350.000	%	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.2
	400.000	%	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=672 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=439 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=522 with a margin or error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.



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			Region					Gender		Age			
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	450.000	%	0.3	0.0	0.0	0.0	1.2	1.0	0.3	0.4	0.7	0.0	0.4
	500.000	%	4.3	1.0	3.3	6.0	5.3	1.8	4.0	4.6	4.3	4.7	3.9
	560.000	%	0.1	0.0	0.0	0.0	0.0	0.7	0.2	0.0	0.4	0.0	0.0
	600.000	%	0.5	0.0	0.0	0.9	0.0	0.8	0.3	0.6	0.0	0.0	1.2
	650.000	%	0.1	1.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
	700.000	%	0.2	0.0	0.0	0.4	0.5	0.0	0.5	0.0	0.0	0.0	0.6
	750.000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.0	0.0	0.3
	800.000	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0
	1000.000	%	1.9	2.6	3.4	0.8	1.5	2.8	2.6	1.3	1.5	2.2	2.0
	1100.000	%	0.1	0.0	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.0	0.4
	1200.000	%	0.3	0.0	0.0	0.3	1.2	0.0	0.4	0.2	0.7	0.4	0.0
	1500.000	%	0.8	0.0	1.6	0.4	1.6	0.0	0.8	0.7	1.4	0.6	0.4
	2000.000	%	0.1	0.0	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.4	0.0
	2300.000	%	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.4
	2500.000	%	0.3	0.0	0.0	0.4	0.0	1.0	0.6	0.0	0.0	0.4	0.4
	3000.000	%	0.4	0.0	0.0	0.9	0.4	0.0	0.4	0.4	0.0	0.6	0.5
	5000.000	%	0.4	0.0	0.0	0.3	1.0	1.0	0.7	0.2	0.0	0.9	0.4

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			Region						Gender		Age		
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In 2020, how much do you expect to donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	742	74	169	244	136	119	377	365	191	298	253
		Wgt N	675	49	156	256	114	100	329	346	187	237	251
		Mean	125.9	68.8	129.2	121.8	117.9	168.9	123.0	128.7	87.6	106.2	173.1
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
	.000	%	61.4	62.8	58.6	63.0	62.8	59.4	63.3	59.6	71.3	66.5	49.2
	1.000	%	0.1	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.4
	2.000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.0	0.0	0.3
	3.000	%	0.1	1.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	4.000	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.4
	5.000	%	0.4	0.0	0.0	0.9	0.5	0.0	0.0	0.8	0.8	0.0	0.5
	10.000	%	0.1	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.4	0.0
	15.000	%	0.4	0.0	0.9	0.5	0.0	0.0	0.0	0.8	0.8	0.0	0.5
	20.000	%	1.2	2.3	1.2	0.9	2.1	0.7	0.6	1.9	1.1	0.9	1.7
	25.000	%	0.9	2.0	0.0	1.6	0.9	0.0	0.3	1.5	0.0	0.8	1.8
	30.000	%	0.3	0.9	0.4	0.3	0.0	0.0	0.2	0.4	0.0	0.8	0.0
	40.000	%	0.7	0.0	1.5	0.9	0.0	0.0	0.0	1.3	0.0	0.4	1.5
	50.000	%	3.0	2.3	5.0	2.2	3.4	2.0	3.5	2.6	3.9	2.7	2.7
	60.000	%	0.4	2.5	0.6	0.0	0.4	0.0	0.6	0.2	0.3	0.2	0.6

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			Region						Gender		Age		
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	75.000	%	0.4	2.0	0.9	0.0	0.0	0.0	0.0	0.7	0.8	0.0	0.4
	80.000	%	0.1	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.3
	94.000	%	0.1	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.4
	100.000	%	11.6	11.0	13.8	12.5	8.8	9.3	10.2	12.9	10.0	9.8	14.5
	100.001	%	0.2	0.0	0.0	0.0	1.3	0.0	0.0	0.4	0.0	0.0	0.6
	120.000	%	0.4	0.0	0.0	0.3	0.0	1.7	0.5	0.3	0.4	0.4	0.4
	135.000	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.4	0.0	0.0
	150.000	%	0.8	0.0	1.6	0.8	0.6	0.0	1.4	0.2	1.1	0.6	0.7
	200.000	%	4.2	4.1	5.0	3.8	2.5	5.8	4.5	3.9	1.9	4.7	5.5
	250.000	%	1.2	0.0	0.9	1.2	2.3	0.8	1.0	1.3	0.5	2.4	0.5
	300.000	%	2.3	0.0	2.3	1.5	2.4	5.3	2.3	2.3	0.8	1.6	4.1
	400.000	%	0.8	5.1	0.4	0.4	0.6	0.8	0.9	0.8	0.0	0.6	1.7
	500.000	%	4.0	2.8	1.7	4.0	4.8	7.2	3.9	4.0	1.7	3.5	6.0
	600.000	%	1.0	0.0	0.4	1.4	0.5	1.8	1.0	0.9	0.6	0.3	1.9
	800.000	%	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.0	0.2
	1000.000	%	2.0	1.0	1.1	1.2	4.6	2.6	3.3	0.7	3.0	2.4	0.8
	1300.000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.4	0.0
	1500.000	%	0.1	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.2	0.0

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			Region						Gender		Age		
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	2000.000	%	0.2	0.0	0.8	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.5
	2500.000	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.4
	3000.000	%	0.6	0.0	1.7	0.5	0.0	0.0	0.0	1.1	0.8	0.0	1.0
	5000.000	%	0.3	0.0	0.0	0.3	0.0	1.0	0.3	0.3	0.0	0.4	0.4

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			Region						Gender		Age		
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - In 2021, how much do you intend to donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	731	75	166	242	135	113	377	354	186	293	252
		Wgt N	667	51	153	253	114	95	330	337	183	233	250
		Mean	222.2	84.0	186.1	149.7	465.5	255.7	286.2	159.7	118.9	141.5	373.2
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0
	0	%	58.1	61.9	52.9	61.1	59.3	55.4	60.8	55.5	67.7	62.6	47.0
	2	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.0	0.0	0.3
	3	%	0.1	1.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	4	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.4
	5	%	0.4	0.0	0.0	0.9	0.0	0.0	0.0	0.7	0.6	0.0	0.5
	15	%	0.4	0.0	0.0	1.0	0.0	0.0	0.3	0.4	0.0	0.0	1.0
	20	%	1.3	2.2	1.3	0.9	0.9	2.3	1.1	1.5	1.3	0.5	2.0
	25	%	0.9	2.0	0.0	1.2	0.9	0.7	0.2	1.5	0.4	0.8	1.3
	30	%	0.4	0.0	0.4	0.7	0.0	0.0	0.2	0.5	0.0	1.0	0.0
	40	%	0.5	0.0	0.8	0.9	0.0	0.0	0.0	1.0	0.0	0.4	1.0
	50	%	3.9	4.2	6.0	3.3	3.5	2.2	3.4	4.3	5.0	3.8	3.1
	60	%	0.3	1.1	0.8	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.5
	75	%	0.3	0.0	1.4	0.0	0.0	0.0	0.2	0.4	0.8	0.3	0.0
	80	%	0.1	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.3

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			Region						Gender		Age		
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	100	%	11.0	12.6	13.5	9.7	11.6	8.8	9.9	12.0	10.9	8.5	13.4
	120	%	0.3	0.0	1.4	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.8
	125	%	0.2	0.0	0.5	0.0	0.7	0.0	0.0	0.5	0.0	0.7	0.0
	150	%	1.3	0.0	1.9	1.2	1.3	1.0	1.6	0.9	1.2	1.0	1.5
	160	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.0	0.0	0.3
	200	%	5.6	4.0	6.0	6.0	4.6	6.3	4.9	6.4	2.4	6.7	7.0
	250	%	1.2	0.0	0.5	1.6	2.0	0.7	0.7	1.6	0.4	2.5	0.5
	300	%	2.7	2.8	3.7	1.5	1.4	5.8	2.9	2.5	1.5	1.6	4.5
	350	%	0.2	0.0	0.0	0.0	0.5	0.9	0.2	0.2	0.0	0.0	0.5
	400	%	0.5	0.8	0.0	0.4	0.0	1.9	0.6	0.4	0.0	0.2	1.2
	500	%	4.2	3.2	3.1	3.9	7.7	2.9	5.2	3.1	3.9	4.1	4.4
	550	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.0	0.0	0.3
	600	%	0.9	0.8	0.4	1.4	0.0	1.7	0.5	1.3	0.6	0.5	1.6
	700	%	0.1	1.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3
	750	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.0	0.0	0.3
	800	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0
	1000	%	1.9	1.8	2.2	0.9	3.0	3.1	3.2	0.6	1.1	2.8	1.6
	1100	%	0.1	0.0	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.0	0.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020. The margin of error this survey is ± 3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=672 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=439 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=522 with a margin or error of ± 4.4 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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			Region						Gender		Age		
			All culture goers 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
	1200	%	0.1	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.4
	1500	%	0.2	0.0	0.0	0.4	0.4	0.0	0.4	0.0	0.0	0.6	0.0
	1600	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.5
	2000	%	0.5	0.0	0.0	0.4	1.2	0.8	0.4	0.5	1.2	0.4	0.0
	2500	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.4
	3000	%	0.7	0.0	1.5	0.9	0.0	0.0	0.3	1.1	0.0	0.4	1.5
	4500	%	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.4	0.8	0.0	0.0
	5000	%	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.4	0.0
	10000	%	0.1	0.0	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.0	0.4
	60000	%	0.1	0.0	0.0	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.3

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