

Culture-goers increasingly optimistic for in-person activities

Arts Response Tracking Study – Wave 4

Conducted by Nanos for Business / Arts, released March 2021
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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 fourth report contains information on the sentiment of Canadian culture-goers, namely:

- Tracking on when culture-goers plan to return to in-person performances and exhibitions;
- Tracking on what precautions are required to make culture-goers comfortable in returning;
- Current and future methods of consuming cultural content; and,
- Valuable aspects of participating in virtual and in-person cultural activities.

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

Returning to in-person events

Plan to return
immediately to indoor
events

FEB
2021 **[30%]**

Plan to return
immediately to outdoor
events

[42%]

Plan to return
immediately to
museums

[34%]

NOV
2020 **[25%]**

[33%]

[26%]

There has been an increase in culture-goers who report that they plan on returning immediately to cultural events once businesses and organizations are reopened and following health guidelines.

Question - Have you attended or when do you plan to attend, in person, an indoor event/outdoor event/art gallery or museum?

Importance of Vaccines

Culture-goers who plan on returning immediately/have already returned increasingly mention a vaccine as a precaution for early return to in-person arts/cultural performances and exhibitions



31% of museum culture goers (20% in November) who plan to attend immediately or have already returned say they want a vaccine to make them feel more comfortable to attend museums.

44% of indoor culture goers (28% in November) who plan to attend immediately or have already returned say they want a vaccine to make them feel more comfortable to attend in-person indoor performances.

Question - What are the precautions that need to occur to make you comfortable to visit an indoor/outdoor event/art gallery or museum?

Consuming cultural content during and after the pandemic

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

	Average during pandemic	Average after the pandemic
Online - Free	[68%]	[27%]
Online - Paid	[13%]	[7%]
In-person - Free	[12%]	[30%]
In-person - Paid	[7%]	[37%]

Culture-goers plan on increasing the average percentage of time they will spend consuming content in person after the pandemic.

Question - Thinking of all the time you spent during the pandemic consuming content from an arts or cultural organization, what is the percentage of time you have spent consuming content in person versus online?

Question - Once the pandemic has ended and it is safe to go to any event, what is the percentage of time you expect to spend consuming content directly from an arts or cultural organization in person versus online?

Virtual participation

- Entertainment/the ability to still enjoy an event > **22 %**
- Accessibility and convenience > **20 %**
- Education/learning new things > **7 %**
- Social interaction/a way to stay connected > **7%**
- **No value > 20%**

Question - What do you value most, if anything, about participating in a cultural activity online? [OPEN]

In-person participation

- Social interaction/sense of community > **32 %**
- The entire experience/it's more engaging > **29 %**
- The ambience/atmosphere > **11 %**
- Learning new things > **3%**
- **No value > 4%**

Question - What do you value most, if anything, about participating in a cultural activity in person? [OPEN]

Key findings



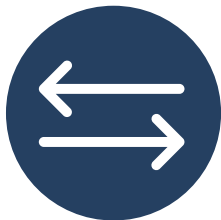
Culture-goers value the entertainment and the ability to still enjoy events in virtual activities along with accessibility and availability of programming

About one in five culture goers mention being entertained and the ability to still enjoy events (22%) as what they value most in participating in virtual cultural activities, followed by the accessibility and availability of activities (20%).



Culture-goers value the social interactions and the sense of community in in-person cultural activities

Culture-goers mention the social interactions and the sense of community (32%) as what they value most in participating in in-person activities, followed by enjoying the entire experience and that it is more engaging (29%).



Culture-goers plan on returning to in-person events once the pandemic is done and it is safe to go to any event, while still viewing free online content

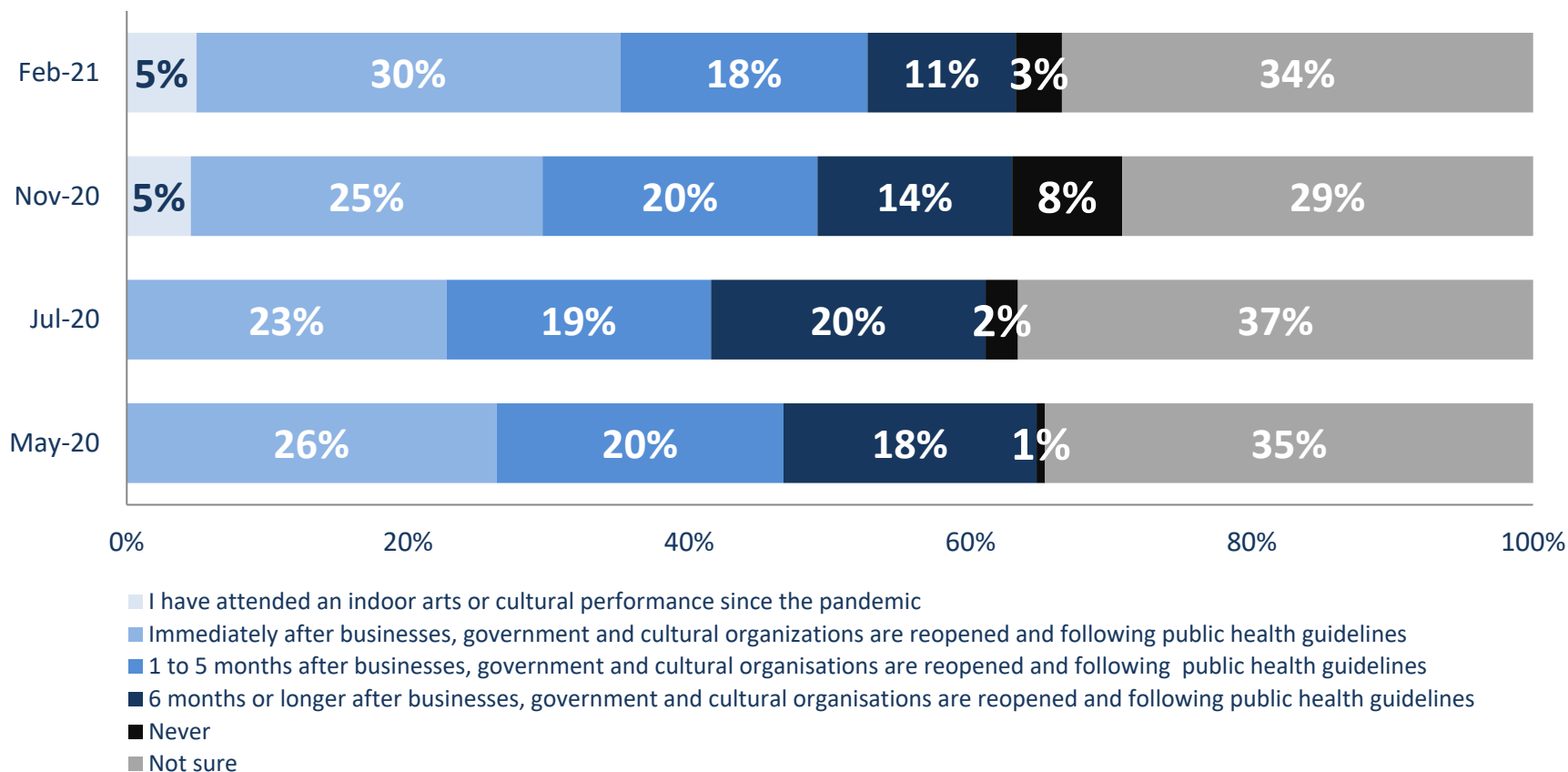
Culture-goers report viewing the majority of the content they consumed during the pandemic from arts and cultural organizations online (average of 68% online and free, 13% online and paid), and they expect to shift this consumption of cultural content to in-person content once the pandemic is done (30% in-person free, 37% in person paid), while still spending about one fourth of their time consuming free content online (27%).



Culture-goers are increasingly more likely to say they plan on returning to activities immediately once organizations are open

Culture goers are increasingly more likely to report that they plan to return to in-person activities immediately once businesses and organizations are reopened and following health guidelines, whether it be indoor events (30%, 25% in November), outdoor events (42%, 33% in November) or museums (34%, 26% in November).

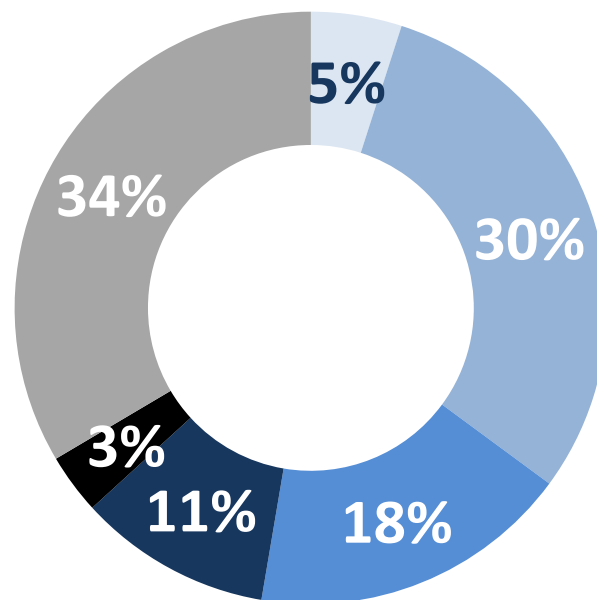
Expected timeline of indoor culture-goers to attend INDOOR arts/cultural performances



QUESTION – [TRACKING-UPDATED NOV 2020] Have you attended or when do you plan to attend, in person, an INDOOR arts or cultural performance?

[QUESTION IN MAY and JULY 2020 WAVES] 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



- I have attended an indoor arts or cultural performance since the pandemic
- 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

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

QUESTION – Have you attended or 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 – By region

	Indoor Culture-goers (n=597)	Atlantic (n=59)	Quebec (n=85)	Ontario (n=224)	Prairies (n=134)	British Columbia (n=95)
Have already attended	5.0%	8.6%	10.4%	2.1%	6.6%	3.6%
Immediately	30.2%	34.0%	31.7%	25.3%	34.0%	36.3%
1-5 months	17.6%	7.2%	17.7%	19.9%	15.3%	18.6%
6 months or more	10.5%	10.3%	11.8%	13.4%	4.5%	8.7%
Never	3.3%	4.8%	2.2%	4.3%	3.8%	-
Not sure	33.5%	35.1%	26.3%	35.0%	35.8%	32.8%

*small sample size

QUESTION – Have you attended or 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 – By age and gender

	Indoor Culture-goers (n=597)	Men (n=322)	Women (n=275)	18 to 34 (n=127)	35 to 54 (n=254)	55 plus (n=216)
Have already attended	5.0%	5.2%	4.7%	4.2%	4.2%	6.2%
Immediately	30.2%	33.1%	27.5%	34.3%	26.5%	30.5%
1-5 months	17.6%	20.1%	15.4%	12.6%	17.5%	21.4%
6 months or more	10.5%	10.5%	10.6%	8.0%	17.6%	5.6%
Never	3.3%	2.9%	3.7%	4.7%	1.9%	3.6%
Not sure	33.5%	28.2%	38.2%	36.2%	32.2%	32.7%

QUESTION – Have you attended or 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 **ALREADY ATTENDED**/plan to attend **IMMEDIATELY** after businesses, are reopened and following public health guidelines

	February 2021 (n=185)	November 2020** (n=179)	July 2020 (n=135)	May 2020 (n=151)
Vaccine	43.8%	27.8%	18.6%	12.0%
Social/physical distancing (spacing between seats)	25.4%	36.4%	34.8%	31.5%
Masks	24.2%	34.9%	39.6%	26.7%
None	14.1%	5.8%	7.8%	16.3%
Following medical/ government guidelines	13.5%	11.6%	11.4%	14.0%
Hand sanitizer/handwashing	6.5%	5.5%	5.8%	16.4%
Fewer cases	6.0%	5.8%	9.9%	2.3%
Cleaning protocols	3.8%	10.0%	13.2%	11.2%
No cases/eradication of COVID-19	3.8%	6.2%	0.9%	3.1%

**The November and February waves included culture goers that have already attended or plan to attend immediately.

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

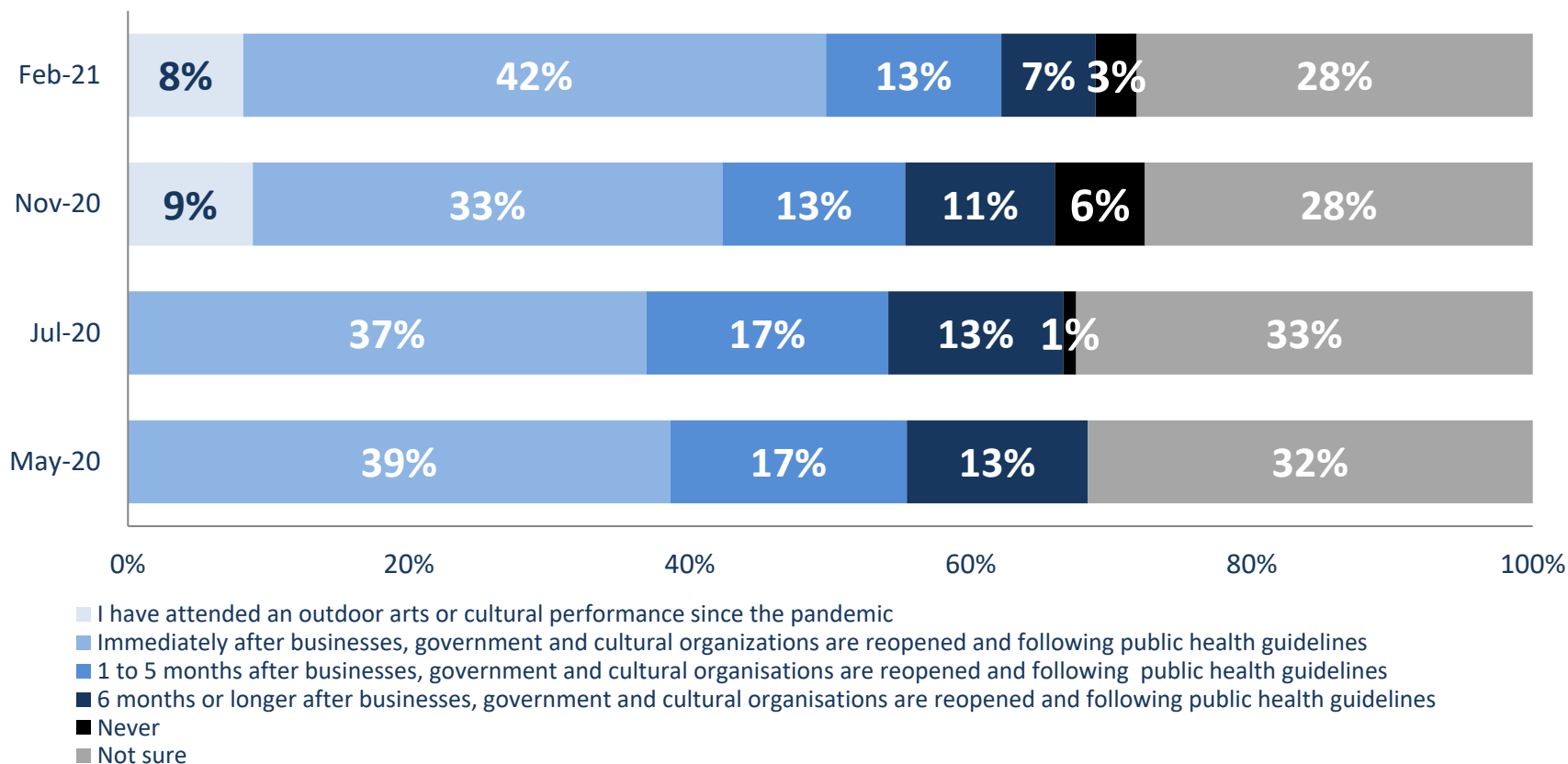
Precautions needed to feel comfortable attending INDOOR arts/cultural performances

Top mentions	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			
	Feb 2021 (n=99)	Nov 2020 (n=114)	July 2020 (n=115)	May 2020 (n=121)	Feb 2021 (n=63)	Nov 2020 (n=89)	July 2020 (n=119)	May 2020 (n=110)	Feb 2021 (n=161)	Nov 2020 (n=168)	July 2020 (n=224)	May 2020 (n=217)
Vaccine	59.6%	46.1%	27.5%	22.7%	56.1%	59.8%	52.3%	44.2%	51.9%	45.3%	40.1%	37.0%
Masks	24.2%	27.4%	43.0%	29.4%	32.0%	16.5%	28.8%	24.0%	21.8%	12.0%	26.2%	13.3%
Social/physical distancing (spacing between seats)	22.6%	31.0%	35.5%	42.2%	20.6%	11.1%	28.5%	31.9%	19.6%	18.2%	24.8%	26.6%
No Cases/eradication of Covid-19	8.2%	13.6%	9.7%	2.2%	14.1%	22.0%	16.3%	10.4%	9.9%	17.3%	8.1%	9.9%
Following medical/government guidelines	5.3%	7.6%	6.5%	7.9%	1.3%	3.7%	2.6%	2.0%	11.6%	7.7%	4.5%	7.9%
Cleaning protocols	4.8%	3.9%	12.0%	14.4%	8.4%	5.8%	5.4%	8.5%	3.6%	3.7%	8.1%	10.0%
Hand sanitizer/handwashing	1.7%	4.8%	5.2%	17.5%	4.8%	0.9%	3.5%	7.4%	3.8%	5.5%	3.1%	3.8%
Unsure	-	1.1%	5.1%	-	-	0.7%	1.7%	1.2%	1.3%	3.8%	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

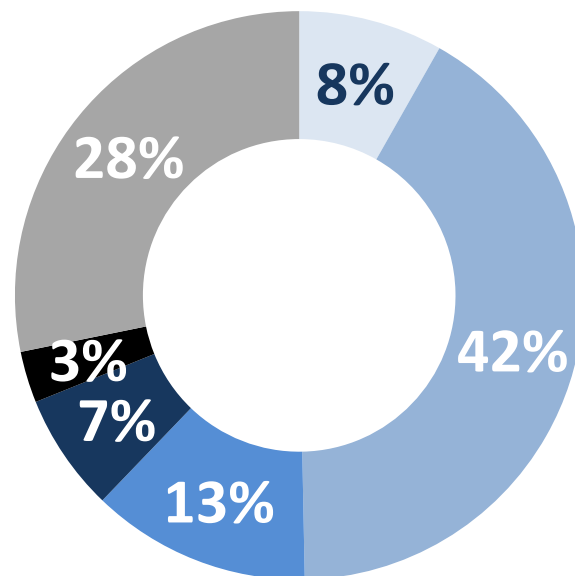
Expected timeline of outdoor culture-goers to attend OUTDOOR arts/cultural performances



QUESTION – [TRACKING-UPDATED NOV 2020] Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?

[QUESTION IN MAY and JULY 2020 WAVES] 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



- I have attended an outdoor arts or cultural performance since the pandemic
- 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

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

QUESTION – Have you attended or 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 – By region

	Outdoor Culture- goers (n=385)	Atlantic (n=33)	Quebec (n=64)	Ontario (n=141)	Prairies (n=79)	British Columbia (n=68)
Have already attended	8.2%	14.1%	4.7%	4.0%	17.4%	10.9%
Immediately	41.5%	42.1%	36.4%	37.1%	42.5%	58.5%
1-5 months	12.5%	6.9%	18.1%	12.9%	10.1%	9.9%
6 months or more	6.7%	-	7.5%	10.0%	2.5%	4.0%
Never	2.9%	-	5.7%	3.4%	2.5%	-
Not sure	28.2%	36.9%	27.5%	32.6%	25.0%	16.8%

*small sample size

QUESTION – Have you attended or 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 – By age and gender

	Outdoor Culture- goers (n=385)	Men (n=192)	Women (n=193)	18 to 34 (n=80)	35 to 54 (n=175)	55 plus (n=130)
Have already attended	8.2%	7.5%	8.7%	6.8%	8.9%	8.6%
Immediately	41.5%	47.9%	36.8%	46.7%	37.7%	41.3%
1-5 months	12.5%	14.5%	11.0%	8.0%	12.7%	15.9%
6 months or more	6.7%	7.8%	5.9%	3.9%	11.5%	3.7%
Never	2.9%	3.6%	2.4%	5.7%	1.7%	2.0%
Not sure	28.2%	18.7%	35.1%	28.9%	27.4%	28.4%

QUESTION – Have you attended or 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

Outdoor culture-goers who **ALREADY ATTENDED**/plan to attend **IMMEDIATELY** after businesses, are reopened and following public health guidelines

Top mentions	February 2021** (n=164)	November 2020** (n=140)	July 2020 (n=140)	May 2020 (n=140)
Social/physical distancing	36.6%	41.1%	55.0%	46.5%
Vaccine	28.8%	22.8%	6.3%	4.5%
Masks	21.6%	37.7%	37.6%	25.1%
None	18.0%	5.3%	10.4%	12.0%
Following medical/ government guidelines	16.1%	11.1%	7.8%	7.1%
Smaller events/capacity	4.5%	9.7%	3.4%	9.7%
Fewer cases	3.3%	5.4%	5.5%	0.5%
Sanitizer/hand washing	1.8%	11.2%	8.7%	22.2%
Unsure	0.5%	–	2.4%	0.5%

**The November and February waves included culture goers that have already attended or plan to attend immediately.

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

Precautions needed to feel comfortable attending OUTDOOR arts/cultural performances

*small sample size

Outdoor culture-goers plan to attend 1
TO 5 MONTHS after businesses, are
reopened and following public health
guidelines

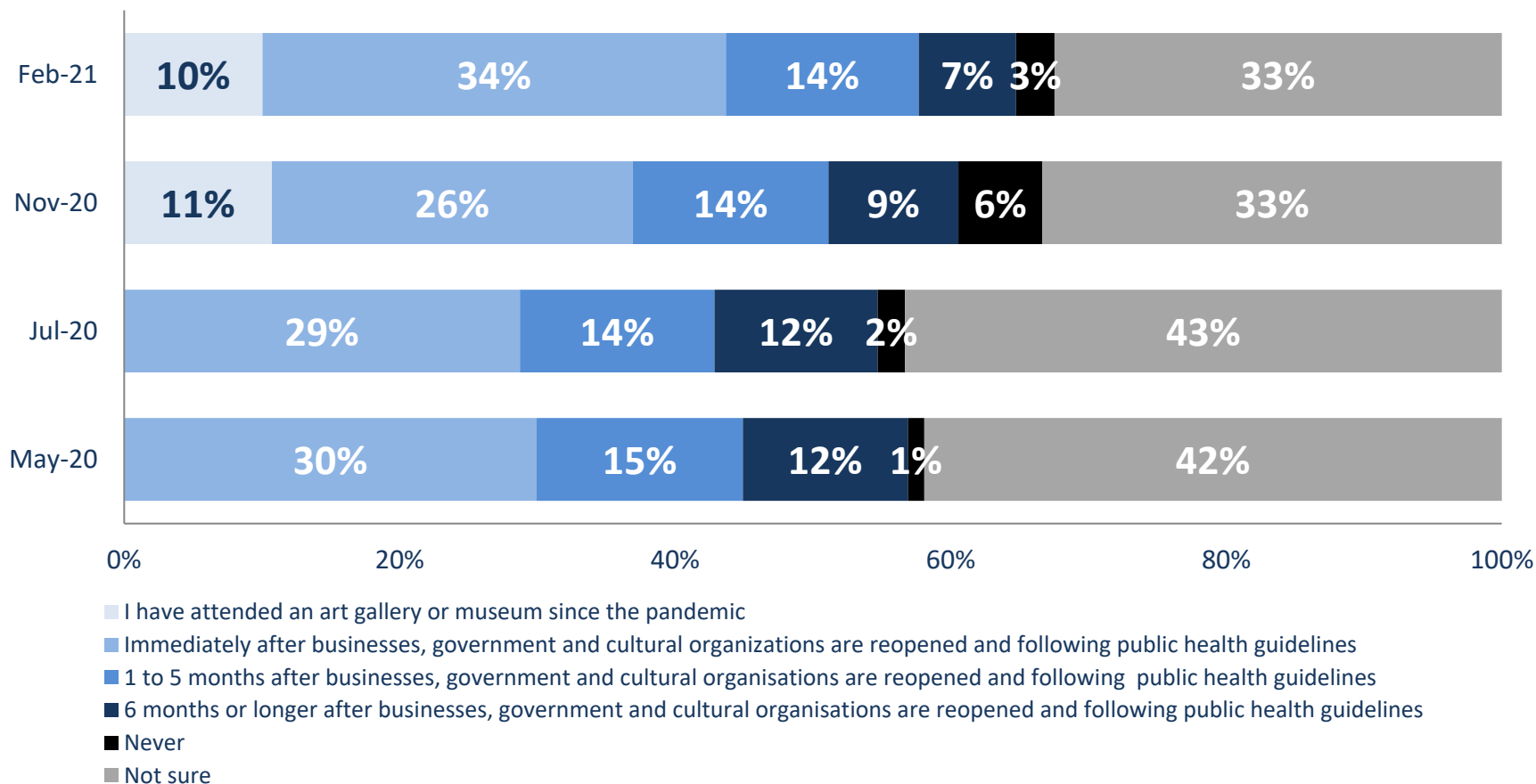
Outdoor culture-goers plan to attend 6
MONTHS OR MORE after businesses,
are reopened and following public
health guidelines

Outdoor culture-goers who are unsure

Top mentions	Feb 2021 (n=43)*	Nov 2020 (n=49)*	July 2020 (n=70)*	May 2020 (n=72)*	Feb 2021 (n=22)*	Nov 2020 (n=38)*	July 2020 (n=46)*	May 2020 (n=49)*	Feb 2021 (n=79)	Nov 2020 (n=88)*	July 2020 (n=123)	May 2020 (n=123)
Vaccine	48.2%	44.0%	15.0%	15.9%		60.5%	33.9%	38.5%	42.2%	42.1%	22.6%	27.4%
Social/physical distancing	31.7%	35.5%	57.8%	53.0%		25.9%	39.3%	36.8%	34.6%	24.3%	50.3%	29.9%
Masks	20.9%	32.8%	44.4%	23.1%		7.1%	22.8%	25.8%	21.7%	19.7%	34.7%	13.2%
No Cases/eradication of Covid-19	10.2%	12.5%	7.7%	2.2%		12.1%	14.8%	13.4%	7.1%	10.7%	8.3%	9.0%
Fewer cases	9.6%	7.1%	4.4%	8.9%		5.6%	9.3%	1.5%	9.3%	8.7%	1.5%	7.7%
Following medical/government guidelines	5.5%	7.6%	7.4%	5.8%		5.4%	5.5%	2.5%	8.3%	10.4%	6.2%	9.6%
Sanitizer/hand washing	-	2.5%	10.6%	12.1%		-	2.0%	-	-	1.4%	7.6%	7.8%
Smaller events/capacity	-	2.0%	8.1%	11.4%		2.0%	5.5%	5.7%	12.8%	9.9%	10.8%	7.2%

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

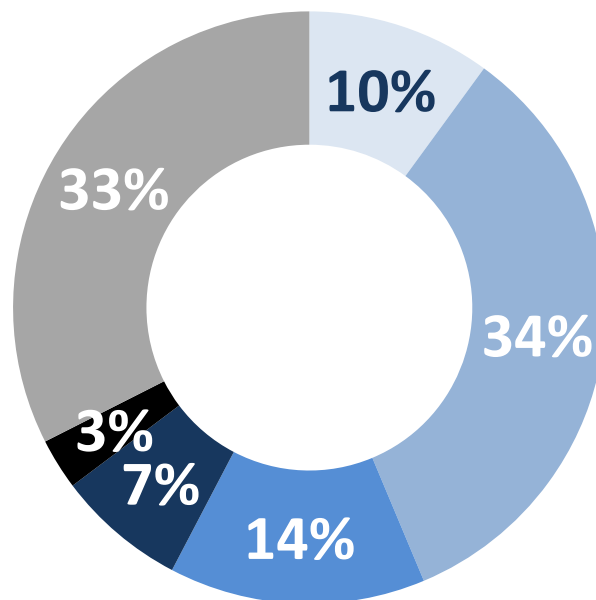
Expected timeline of culture-goers to attend art galleries and museums



QUESTION – [TRACKING-UPDATED NOV 2020] Have you attended or when do you plan to attend, in person, an art gallery or museum?

[QUESTION IN MAY and JULY 2020 WAVES] 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



■ I have visited a museum or art gallery since the pandemic

■ 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

*Weighted to the true population proportion.

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

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

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

	Museum Culture-goers (n=512)	Atlantic (n=46)	Quebec (n=76)	Ontario (n=185)	Prairies (n=11)	British Columbia (n=94)
Have already attended	10.0%	12.2%	13.0%	6.9%	6.8%	18.8%
Immediately	33.6%	33.4%	39.6%	28.2%	35.6%	40.1%
1-5 months	14.0%	9.8%	11.7%	18.3%	12.1%	8.5%
6 months or more	7.1%	5.5%	9.9%	6.7%	6.5%	6.4%
Never	2.8%	6.7%	2.5%	2.0%	3.7%	2.7%
Not sure	32.5%	32.5%	23.4%	38.0%	35.3%	23.6%

*small sample size

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

Expected timeline of culture-goers to attend art galleries and museums – By age and gender

	Museum Culture-goers (n=512)	Men (n=278)	Women (n=234)	18 to 34 (n=112)	35 to 54 (n=200)	55 plus (n=200)
Have already attended	10.0%	6.9%	12.8%	10.5%	10.4%	9.4%
Immediately	33.6%	35.6%	31.9%	36.6%	29.0%	35.4%
1-5 months	14.0%	15.2%	12.9%	10.5%	11.7%	18.5%
6 months or more	7.1%	8.2%	6.1%	2.9%	11.0%	6.8%
Never	2.8%	4.1%	1.7%	3.1%	1.8%	3.4%
Not sure	32.5%	30.0%	34.6%	36.5%	36.0%	26.5%

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

Precautions needed to feel comfortable attending museums or art galleries

Top mentions

Gallery and museum culture-goers who **ALREADY ATTENDED/plan to attend IMMEDIATELY** after businesses, are reopened and following public health guidelines

	February 2021** (n=169)	November 2020** (n=143)	July 2020 (n=125)	May 2020 (n=127)
Masks	31.5%	45.9%	53.9%	23.5%
Vaccine	31.1%	20.2%	8.1%	4.5%
Social/physical distancing	29.1%	43.1%	42.3%	45.4%
Smaller capacity/events	17.5%	22.4%	13.6%	10.3%
Medical/government guidelines	13.9%	13.2%	7.0%	9.5%
None	9.9%	3.9%	11.6%	14.5%
Sanitizer/handwashing	3.7%	9.1%	11.1%	15.2%
Proper ventilation	3.3%	7.3%	4.4%	5.2%
Cleaning protocols	1.6%	5.3%	9.6%	8.7%

**The November and February wave included culture goers that have already attended or plan to attend immediately.

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

Precautions needed to feel comfortable attending museums or art galleries

Top mentions	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			
	Feb 2021 (n=63)*	Nov 2020 (n=53)*	July 2020 (n=69)*	May 2020 (n=61)*	Feb 2021 (n=37)*	Nov 2020 (n=41)*	July 2020 (n=51)*	May 2020 (n=53)*	Feb 2021 (n=119)	Nov 2020 (n=129)	July 2020 (n=180)	May 2020 (n=181)
Vaccine	48.9%	34.6%	15.1%	8.8%	48.5%	61.9%	29.4%	50.9%	45.0%	43.8%	31.5%	20.7%
Social/physical distancing	25.9%	34.0%	41.7%	53.2%	14.3%	16.0%	36.1%	33.0%	22.0%	22.6%	36.3%	36.5%
Masks	24.6%	37.0%	55.4%	36.8%	17.5%	18.6%	28.8%	24.5%	21.9%	21.6%	32.5%	19.2%
Smaller capacity/events	10.7%	19.4%	25.5%	8.6%	17.2%	10.3%	8.9%	2.8%	10.9%	11.8%	9.4%	6.2%
No cases	5.9%	12.9%	2.8%	8.7%	9.3%	16.6%	18.3%	6.0%	6.3%	9.1%	6.7%	8.0%
Proper ventilation	5.6%	5.0%	0.9%	11.3%	4.1%	3.8%	3.2%	3.1%	5.4%	2.2%	4.8%	1.1%
Medical/government guidelines	1.9%	11.1%	7.2%	7.4%	5.5%	8.8%	1.7%	6.0%	5.0%	5.3%	5.6%	6.9%
Sanitizer/handwashing	1.5%	9.1%	7.6%	9.6%	5.3%	5.0%	4.6%	4.9%	4.8%	7.1%	4.0%	6.4%

*small sample size

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

Consuming arts and cultural content during the pandemic

During the Pandemic	In person - Free	In person – Paid	Online – Free	Online - Paid
Average	12.1%	6.6%	68.0%	13.3%

After the Pandemic	In person - Free	In person – Paid	Online – Free	Online - Paid
Average	29.6%	36.7%	26.6%	7.1%

QUESTION – Thinking of all the time you spent during the pandemic consuming content from an arts or cultural organization, what is the percentage of time you have spent consuming content in person versus online?

Once the pandemic has ended and it is safe to go to any event, what is the percentage of time you expect to spend consuming content directly from an arts or cultural organization in person versus online?

Value of virtual activities

	Culture-goers (n=624)
The ability to still enjoy an event/entertainment	21.5%
Nothing/I do not participate in online activities/Do not value it	19.9%
Accessible/convenient (can pause performances and/or watch from home)	19.9%
Educational/learn new things	7.4%
Social interaction/a way to stay connected	6.5%
More variety/options	5.4%
The event can originate from anywhere in the world/experiencing different cultures	5.4%
Supporting artists	3.1%
Video/sound quality	2.9%
Safety with regards to the pandemic	2.6%
Free/low prices	1.3%
Other	3.3%
Unsure	0.9%

QUESTION – What do you value most, if anything, about participating in a cultural activity online? [OPEN]

Value of in-person activities

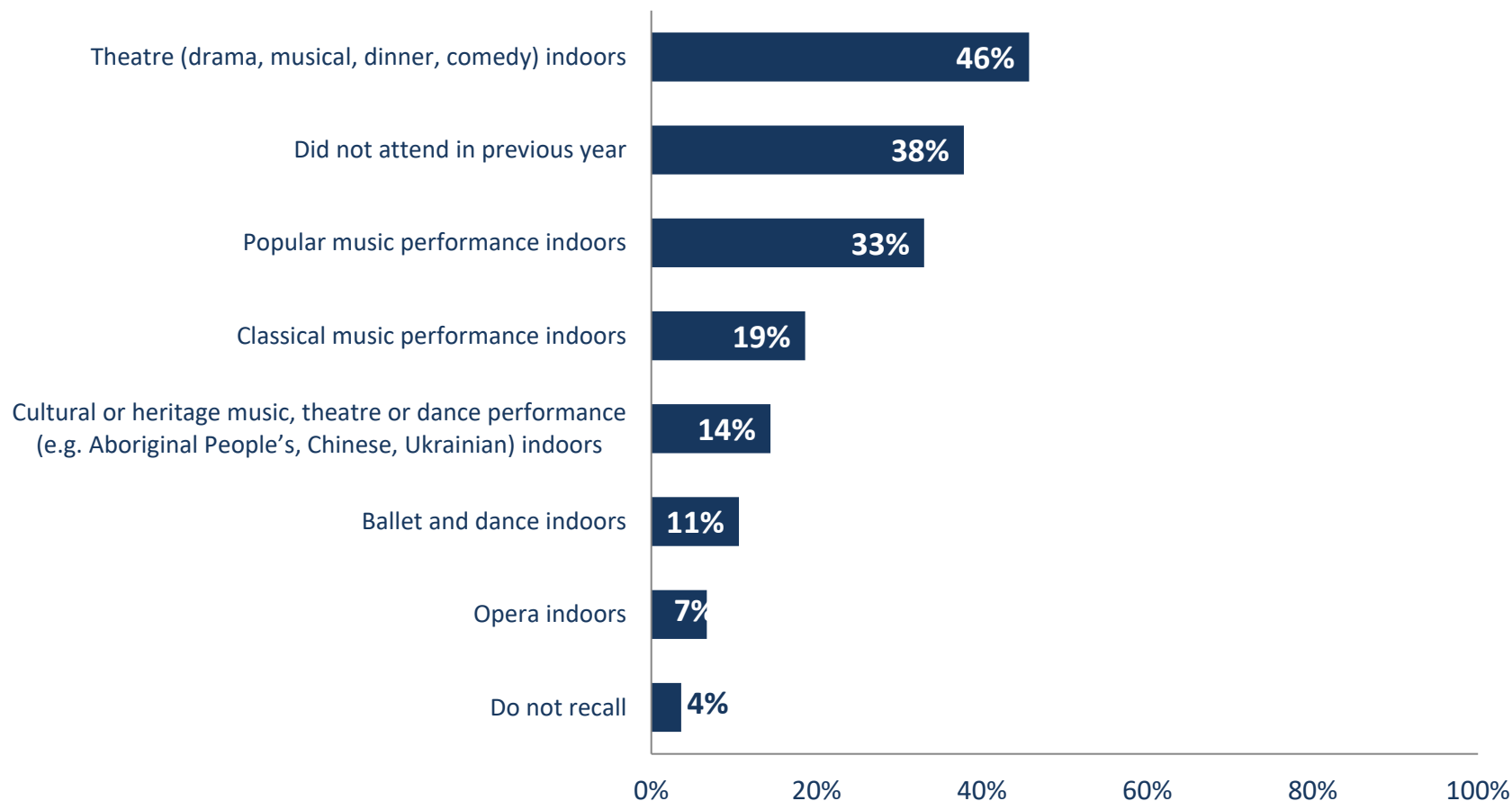
	Culture-goers (n=641)
Social interaction/sense of community	31.6%
The entire experience/it's more engaging	29.0%
Ambience/atmposphere	11.2%
Nothing/I do not participate in in-person activities/Do not value it	3.9%
Learning new things	3.3%
Entertainment value	3.0%
Experiencing different cultures	2.3%
Live music	2.1%
Being part of a crowd/crowd reaction	1.8%
The quality of performances	1.8%
Getting out of the house	1.4%
Supporting artists	1.3%
Other	6.7%
Unsure	0.7%

QUESTION – What do you value most, if anything, about participating in a cultural activity in person? [OPEN]

The following slides present the screening questions used to classify respondents as culture goers:

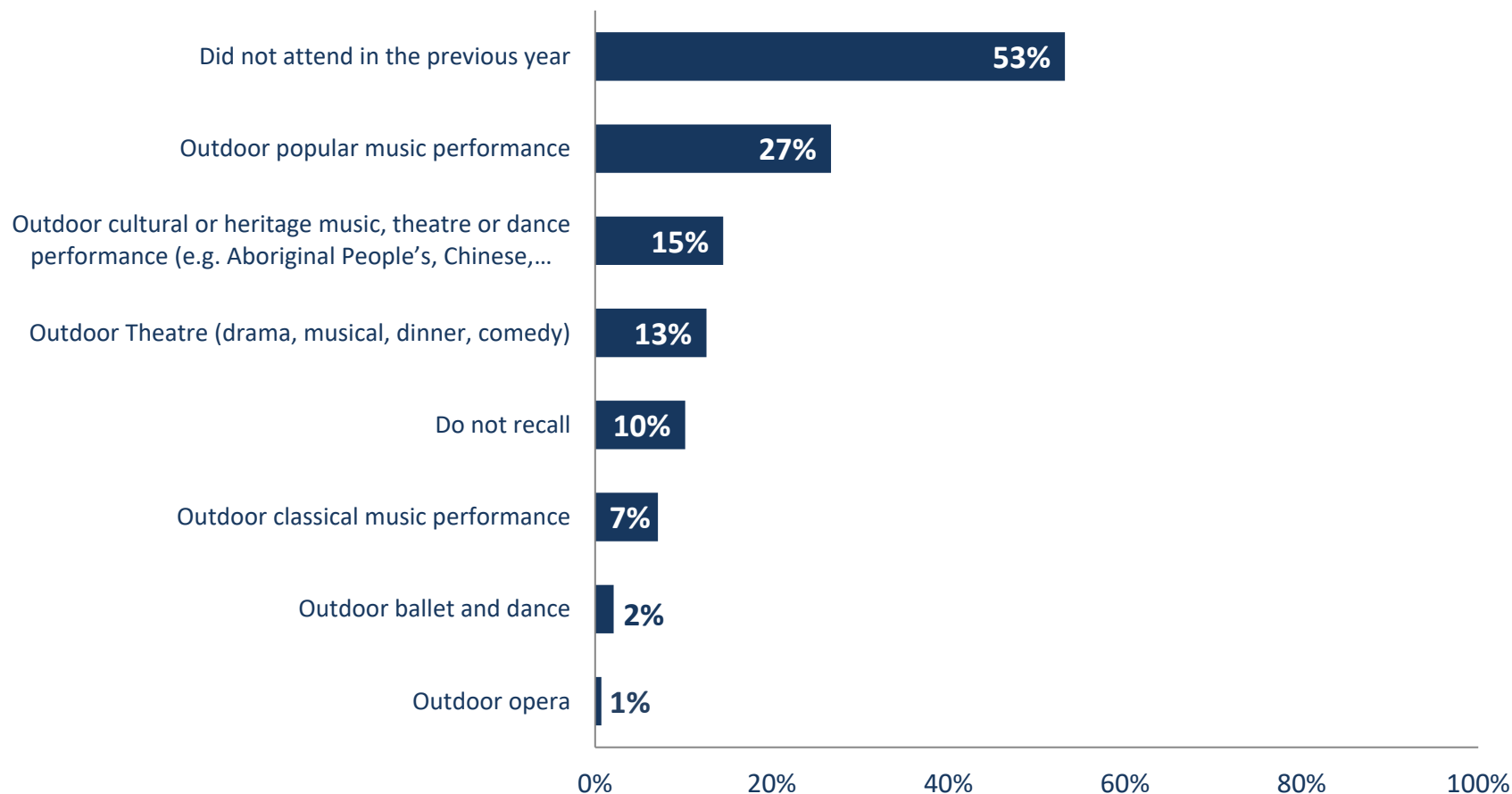
- An indoor culture-goer is a respondent who reported attending at least one indoor activity in the past 12 months prior to Covid.
- An outdoor culture-goer is a respondent who reported attending at least one outdoor activity in the past 12 months prior to Covid
- A museum culture-goer is a respondent who reported attending at least one museum in the past 12 months prior to Covid

Attendance to INDOOR Cultural Gatherings – Before COVID-19



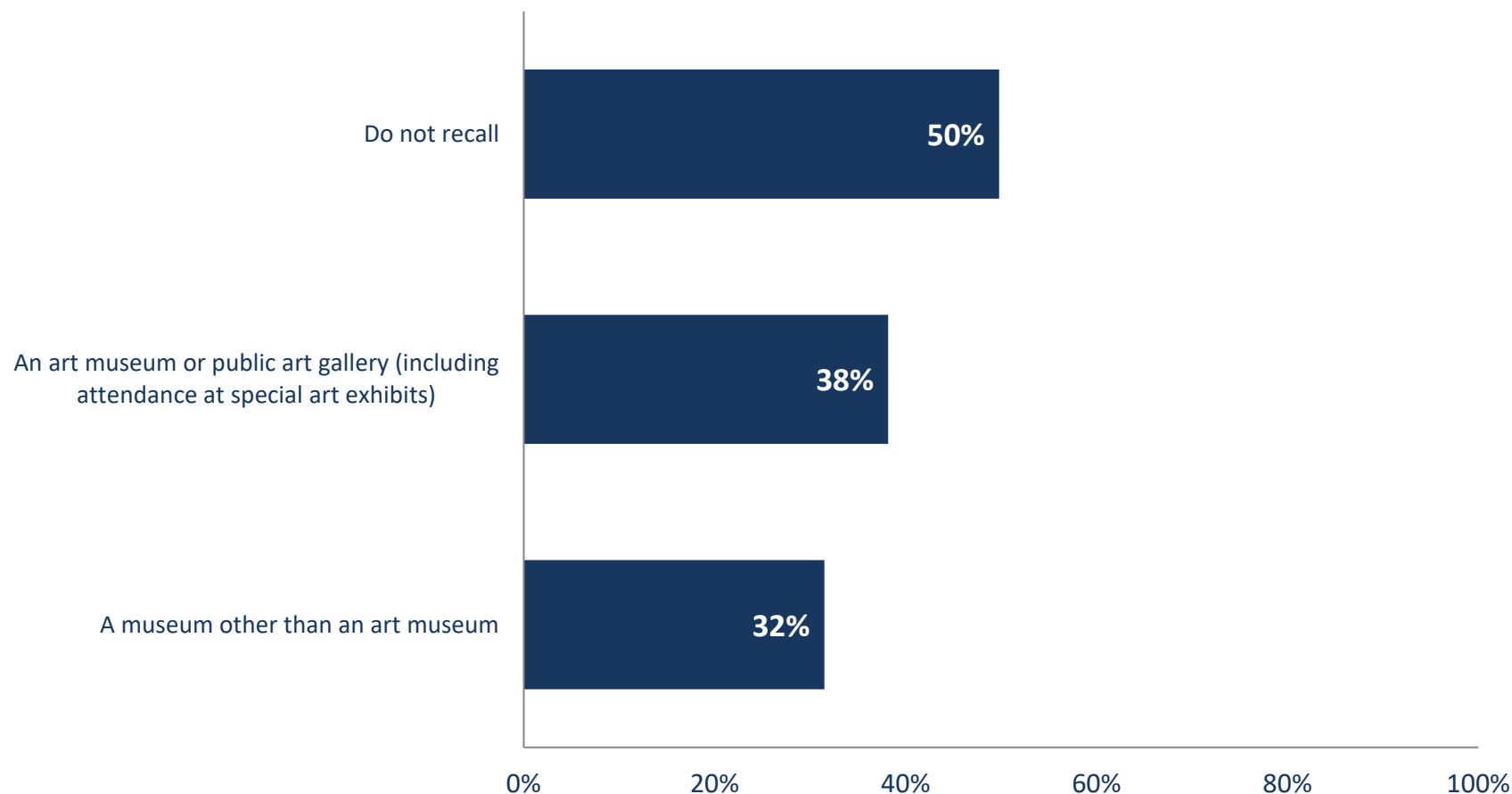
QUESTION – Did you attend any of the following INDOOR cultural gatherings in the 12-months before the COVID-19 outbreak? [RANDOMIZE](select all that apply)

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)

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)

METHODOLOGY

Business/Arts



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METHODOLOGY - February 2021 Wave

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1016 Canadians, 18 years of age or older, between February 28th to March 4th, 2021 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 1096 Canadians, 18 years of age or older, between November 26th and 29th, 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 ± 3.0 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 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	1016 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	February 28 th to March 4 th , 2021
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	Fourteen percent, consistent with industry norms.
Question Order	Question order in the following tabulations 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 China and views on the Covid-19 vaccine.
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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dimap

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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This international joint venture between [dimap](#) and [Nanos](#) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

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NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

TABULATIONS

Business/Arts



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2021-1815 – 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 2021-03	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	1016	100	206	341	212	157	576	440	215	416	385
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	6.7	2.0	4.7	8.3	7.6	6.9	4.8	8.6	5.2	5.5	8.9
	Ballet and dance indoors	%	10.6	5.4	8.2	13.0	12.0	8.8	7.4	13.7	12.9	9.0	10.4
	Theatre (drama, musical, dinner, comedy) indoors	%	45.7	48.3	26.6	56.0	46.2	47.8	40.8	50.5	46.2	48.6	42.9
	Classical music performance indoors	%	18.6	16.8	11.2	20.9	19.9	24.0	15.6	21.4	14.5	18.2	21.9
	Popular music performance indoors	%	33.0	35.2	21.0	35.2	41.9	34.2	33.5	32.5	33.0	39.0	27.7
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	14.4	17.7	8.0	12.2	23.6	17.7	14.5	14.3	15.9	16.4	11.6
	Did not attend in previous year	%	37.8	34.0	59.1	29.0	33.0	34.4	40.5	35.2	35.0	36.6	40.9
Do not recall	%	3.6	6.8	1.7	4.5	4.1	2.5	3.5	3.8	4.9	2.4	3.9	

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

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=597 with a margin of error of ±4.0 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=385 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=512 with a margin of error of ±4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=710 with a margin of error of ±3.7 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2021-1815 – 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 2021- 03	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	1730	164	290	603	395	278	928	802	352	726	652
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Opera indoors	%	3.9	1.2	3.4	4.6	4.0	3.9	3.0	4.8	3.1	3.2	5.3
	Ballet and dance indoors	%	6.2	3.2	5.8	7.2	6.4	5.0	4.6	7.6	7.7	5.1	6.2
	Theatre (drama, musical, dinner, comedy) indoors	%	26.8	29.1	19.0	31.3	24.5	27.1	25.4	28.1	27.6	27.7	25.5
	Classical music performance indoors	%	10.9	10.1	8.0	11.7	10.5	13.6	9.7	11.9	8.6	10.4	13.0
	Popular music performance indoors	%	19.3	21.2	14.9	19.7	22.2	19.4	20.9	18.1	19.7	22.2	16.4
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	8.5	10.7	5.7	6.8	12.5	10.0	9.1	7.9	9.5	9.3	6.9
	Did not attend in previous year	%	22.2	20.5	42.0	16.2	17.5	19.5	25.2	19.5	20.9	20.8	24.3
	Do not recall	%	2.1	4.1	1.2	2.5	2.2	1.4	2.2	2.1	2.9	1.3	2.3

*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 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=597 with a margin of error of ± 4.0 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=385 with a margin of error of ± 5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=512 with a margin of error of ± 4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=710 with a margin of error of ± 3.7 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2021-1815 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

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

			Region						Gender		Age		
			Indoor Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Have you attended or 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	597	59	85	224	134	95	322	275	127	254	216
		Wgt N	586	40	92	255	115	84	274	311	164	208	213
	Have already attended	%	5.0	8.6	10.4	2.1	6.6	3.6	5.2	4.7	4.2	4.2	6.2
	Immediately	%	30.2	34.0	31.7	25.3	34.0	36.3	33.1	27.5	34.3	26.5	30.5
	1-5 months	%	17.6	7.2	17.7	19.9	15.3	18.6	20.1	15.4	12.6	17.5	21.4
	6 months or more	%	10.5	10.3	11.8	13.4	4.5	8.7	10.5	10.6	8.0	17.6	5.6
	Never	%	3.3	4.8	2.2	4.3	3.8	0.0	2.9	3.7	4.7	1.9	3.6
	Not sure	%	33.5	35.1	26.3	35.0	35.8	32.8	28.2	38.2	36.2	32.2	32.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=597 with a margin of error of ± 4.0 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=385 with a margin of error of ± 5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=512 with a margin of error of ± 4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=710 with a margin of error of ± 3.7 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2021-1815 – 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	Already attended/Immediately	Plans to wait	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-ENDED]	Total	Unwgt N	521	185	162	13	161
		Wgt N	513	178	155	12	168
	Social/physical distancing (spacing between seats)	%	22.2	25.4	21.9		19.6
	Masks	%	24.1	24.2	27.1		21.8
	Vaccine	%	50.9	43.8	58.3		51.9
	Following medical/ government guidelines	%	9.8	13.5	3.8		11.6
	Cleaning protocols	%	4.4	3.8	6.1		3.6
	No cases/eradication of COVID-19	%	7.8	3.8	10.4		9.9
	None	%	7.7	14.1	1.6		7.1
	Hand sanitizer/handwashing	%	4.5	6.5	2.9		3.8
	Health Check Screening	%	1.2	0.5	3.0		0.5
	Proper ventilation	%	4.2	3.6	4.9		4.5
	Not interested	%	0.2	0.0	0.0		0.0
	Smaller capacity/smaller events	%	4.1	3.3	4.9		3.8
	Fewer cases	%	10.0	6.0	13.8		10.7
	Other	%	3.0	3.0	4.9		0.9
	Unsure	%	0.8	0.4	0.0		1.3

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

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error this survey is ±3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=597 with a margin of error of ±4.0 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=385 with a margin of error of ±5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=512 with a margin of error of ±4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=710 with a margin of error of ±3.7 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.



2021-1815 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

			When do you plan to attend, in person, an INDOOR arts or cultural performance?					
			Indoor Culture-goers	Have already attended	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	521	24	161	99	63	13
		Wgt N	513	23	155	98	57	12
	Social/physical distancing (spacing between seats)	%	22.2	36.0	23.8	22.6	20.6	
	Masks	%	24.1	44.0	21.3	24.2	32.0	
	Vaccine	%	50.9	26.1	46.5	59.6	56.1	
	Following medical/ government guidelines	%	9.8	18.8	12.8	5.3	1.3	
	Cleaning protocols	%	4.4	10.9	2.7	4.8	8.4	
	No cases/eradication of COVID-19	%	7.8	5.1	3.6	8.2	14.1	
	None	%	7.7	10.7	14.6	1.1	2.6	
	Hand sanitizer/handwashing	%	4.5	12.5	5.6	1.7	4.8	
	Health Check Screening	%	1.2	0.0	0.6	3.1	2.8	
	Proper ventilation	%	4.2	16.2	1.7	4.5	5.4	
	Not interested	%	0.2	0.0	0.0	0.0	0.0	
	Smaller capacity/smaller events	%	4.1	15.1	1.6	3.1	7.9	
	Fewer cases	%	10.0	4.0	6.3	13.5	14.3	
	Other	%	3.0	6.7	2.5	6.7	2.0	
	Unsure	%	0.8	0.0	0.5	0.0	0.0	

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

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=597 with a margin of error of ± 4.0 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=385 with a margin of error of ± 5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=512 with a margin of error of ± 4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=710 with a margin of error of ± 3.7 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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2021-1815 – 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 2021-03	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	1016	100	206	341	212	157	576	440	215	416	385
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.7	1.0	0.4	0.9	0.7	0.6	0.5	1.0	0.7	0.2	1.2
	Outdoor ballet and dance	%	2.1	1.8	1.7	3.0	0.5	2.3	1.6	2.5	2.7	1.8	1.9
	Outdoor Theatre (drama, musical, dinner, comedy)	%	12.6	8.4	11.2	13.5	12.6	14.6	9.7	15.4	10.9	12.1	14.3
	Outdoor classical music performance	%	7.1	5.8	7.7	5.2	7.2	11.9	5.7	8.4	7.5	6.7	7.2
	Outdoor popular music performance	%	26.7	22.9	19.6	30.6	25.7	31.0	24.3	28.9	26.4	32.2	22.0
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	14.5	13.6	7.6	18.1	17.3	13.2	11.0	18.0	17.7	16.4	10.7
	Did not attend in the previous year	%	53.2	55.8	65.7	49.3	50.1	45.8	57.6	49.1	49.3	48.3	60.4
Do not recall	%	10.2	11.6	7.0	9.9	12.1	13.2	12.3	8.2	13.2	10.1	8.1	

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

**Multifrequency tab based on multiple responses

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2021-1815 – 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 2021-03	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	1283	122	252	437	265	207	709	574	270	534	479
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Outdoor opera	%	0.6	0.8	0.4	0.7	0.6	0.5	0.4	0.7	0.6	0.2	1.0
	Outdoor ballet and dance	%	1.6	1.5	1.4	2.3	0.4	1.8	1.3	1.9	2.1	1.4	1.5
	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.9	7.0	9.3	10.4	10.0	11.0	7.9	11.7	8.5	9.5	11.4
	Outdoor classical music performance	%	5.6	4.8	6.3	4.0	5.7	9.0	4.6	6.4	5.8	5.2	5.7
	Outdoor popular music performance	%	21.0	18.9	16.2	23.4	20.4	23.4	19.8	22.0	20.6	25.2	17.5
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	11.4	11.2	6.3	13.8	13.7	10.0	9.0	13.7	13.8	12.9	8.5
	Did not attend in the previous year	%	41.9	46.1	54.3	37.7	39.7	34.5	46.9	37.3	38.4	37.8	48.0
Do not recall	%	8.0	9.6	5.8	7.6	9.6	9.9	10.0	6.2	10.3	7.9	6.5	

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

**Multifrequency tab based on multiple responses

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2021-1815 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

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

			Region						Gender		Age		
			Outdoor Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Have you attended or when do you plan to attend, in person, an OUTDOOR arts or cultural performance?	Total	Unwgt N	385	33	64	141	79	68	192	193	80	175	130
		Wgt N	379	22	67	164	69	57	159	220	106	144	129
	Have already attended	%	8.2	14.1	4.7	4.0	17.4	10.9	7.5	8.7	6.8	8.9	8.6
	Immediately	%	41.5	42.1	36.4	37.1	42.5	58.5	47.9	36.8	46.7	37.7	41.3
	1-5 months	%	12.5	6.9	18.1	12.9	10.1	9.9	14.5	11.0	8.0	12.7	15.9
	6 months or more	%	6.7	0.0	7.5	10.0	2.5	4.0	7.8	5.9	3.9	11.5	3.7
	Never	%	2.9	0.0	5.7	3.4	2.5	0.0	3.6	2.4	5.7	1.7	2.0
	Not sure	%	28.2	36.9	27.5	32.6	25.0	16.8	18.7	35.1	28.9	27.4	28.4

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2021-1815 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

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

			When do you plan to attend, in person, an OUTDOOR arts or cultural performance?				
			Outdoor Culture-goers	Already attended/Immediately	Plans to wait	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-ENDED]	Total	Unwgt N	315	164	65	7	79
		Wgt N	307	153	63	7	83
	Vaccine	%	36.2	28.8	48.0		42.2
	Social/Physical Distancing	%	34.2	36.6	31.9		34.6
	Masks	%	22.2	21.6	24.0		21.7
	Health Check Screening	%	1.0	1.1	0.0		1.6
	Cleaning Protocols	%	5.1	5.4	2.6		7.0
	No Cases/eradication of Covid-19	%	6.4	4.3	10.3		7.1
	Fewer Cases	%	6.3	3.3	10.0		9.3
	Hand sanitizer/hand washing	%	1.2	1.8	0.0		0.0
	Following medical/government guidelines	%	11.4	16.1	3.7		8.3
	None	%	11.1	18.0	1.1		5.7
	Smaller capacity/smaller events	%	5.7	4.5	0.0		12.8
	Not interested	%	0.4	0.0	2.1		0.0
	Other	%	3.0	2.2	5.1		1.8
	Unsure	%	1.0	0.5	1.2		1.9

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2021-1815 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

			When do you plan to attend, in person, an OUTDOOR arts or cultural performance?						
			Outdoor Culture-goers	Have already attended	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-ENDED]	Total	Unwgt N	315	34	130	43	22	7	79
		Wgt N	307	28	125	43	20	7	83
	Vaccine	%	36.2	21.0	30.6	48.2	47.6		42.2
	Social/Physical Distancing	%	34.2	39.7	35.9	31.7	32.3		34.6
	Masks	%	22.2	30.4	19.6	20.9	30.5		21.7
	Health Check Screening	%	1.0	0.0	1.3	0.0	0.0		1.6
	Cleaning Protocols	%	5.1	11.2	4.0	2.2	3.6		7.0
	No Cases/eradication of Covid-19	%	6.4	3.2	4.5	10.2	10.5		7.1
	Fewer Cases	%	6.3	9.4	2.0	9.6	10.9		9.3
	Hand sanitizer/hand washing	%	1.2	0.0	2.2	0.0	0.0		0.0
	Following medical/government guidelines	%	11.4	10.1	17.4	5.5	0.0		8.3
	None	%	11.1	23.6	16.7	1.6	0.0		5.7
	Smaller capacity/smaller events	%	5.7	5.4	4.3	0.0	0.0		12.8
	Not interested	%	0.4	0.0	0.0	3.1	0.0		0.0
	Other	%	3.0	2.7	2.1	5.7	3.6		1.8
	Unsure	%	1.0	0.0	0.6	1.8	0.0		1.9

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2021-1815 – 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 2021-03	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	1016	100	206	341	212	157	576	440	215	416	385	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
	An art museum or public art gallery (including attendance at special art exhibits)	%	38.2	28.3	25.8	43.4	38.3	49.6	34.2	42.0	37.1	37.3	39.7	
	A museum other than an art museum	%	31.5	32.1	17.8	38.0	34.9	31.6	32.4	30.6	40.3	30.1	26.5	
	Do not recall	%	49.8	54.1	64.6	44.2	47.1	41.6	51.9	47.8	48.0	51.6	49.6	

* 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 2021-03	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	1206	115	224	422	253	192	679	527	267	494	445	
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	
	An art museum or public art gallery (including attendance at special art exhibits)	%	31.9	24.7	23.8	34.5	31.8	40.4	28.8	34.9	29.6	31.4	34.3	
	A museum other than an art museum	%	26.4	28.0	16.5	30.3	29.0	25.7	27.3	25.4	32.2	25.3	22.9	
	Do not recall	%	41.7	47.3	59.7	35.2	39.2	33.9	43.8	39.7	38.2	43.4	42.8	

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2021-1815 – 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 or museum culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Have you attended or when do you plan to attend, in person, an art gallery or museum?	Total	Unwgt N	512	46	76	185	111	94	278	234	112	200	200
		Wgt N	503	31	83	214	97	78	236	266	143	165	195
____ months after businesses, government and cultural organizations are reopened and following public health guidelines	Have already attended	%	10.0	12.2	13.0	6.9	6.8	18.8	6.9	12.8	10.5	10.4	9.4
	Immediately	%	33.6	33.4	39.6	28.2	35.6	40.1	35.6	31.9	36.6	29.0	35.4
	1-5 months	%	14.0	9.8	11.7	18.3	12.1	8.5	15.2	12.9	10.5	11.7	18.5
	6 months or more	%	7.1	5.5	9.9	6.7	6.5	6.4	8.2	6.1	2.9	11.0	6.8
	Never	%	2.8	6.7	2.5	2.0	3.7	2.7	4.1	1.7	3.1	1.8	3.4
	Not sure	%	32.5	32.5	23.4	38.0	35.3	23.6	30.0	34.6	36.5	36.0	26.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=597 with a margin of error of ± 4.0 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=385 with a margin of error of ± 5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=512 with a margin of error of ± 4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=710 with a margin of error of ± 3.7 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.

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

			When do you plan to attend, in person, an art gallery or museum?				
			Art gallery or museum culture-goers	Already attended/Immediately	Plans to wait	Never	Not sure
Question -What are the precautions that need to occur to make you comfortable to visit an art gallery or museum? [OPEN-ENDED]	Total	Unwgt N	398	169	100	10	119
		Wgt N	392	172	96	8	115
	Social/physical distancing	%	25.1	29.1	22.0		22.0
	Masks	%	25.9	31.5	22.3		21.9
	Vaccine	%	39.7	31.1	48.8		45.0
	Following medical/ government guidelines	%	8.3	13.9	3.1		5.0
	Cleaning protocols	%	2.2	1.6	1.7		3.7
	No cases/eradication of COVID-19	%	4.3	1.2	7.0		6.3
	None	%	5.6	9.9	1.0		3.7
	Hand sanitizer/handwashing	%	3.9	3.7	2.8		4.8
	Health Check Screening	%	2.5	2.3	0.0		4.7
	Proper ventilation	%	4.3	3.3	5.1		5.4
	Not interested	%	0.9	1.2	1.6		0.0
	Smaller capacity/smaller events	%	14.3	17.5	12.9		10.9
	Fewer cases	%	6.8	2.9	12.8		7.6
	Other	%	8.5	4.9	15.7		7.0
	Unsure	%	1.4	0.0	0.0		3.8

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**Multifrequency tab based on multiple responses.

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2021-1815 – Business for the Arts – Attending Arts/Cultural Events Post-COVID-19 – STAT SHEET

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

			When do you plan to attend, in person, an art gallery or museum?						
			Art gallery or museum culture-goers	Have already attended	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-ENDED]	Total	Unwgt N	398	44	125	63	37	10	119
		Wgt N	392	42	131	64	32	8	115
	Social/physical distancing	%	25.1	40.6	25.4	25.9	14.3		22.0
	Masks	%	25.9	37.0	29.7	24.6	17.5		21.9
	Vaccine	%	39.7	5.9	39.2	48.9	48.5		45.0
	Following medical/government guidelines	%	8.3	23.0	11.0	1.9	5.5		5.0
	Cleaning protocols	%	2.2	1.8	1.6	1.4	2.4		3.7
	No cases/eradication of COVID-19	%	4.3	0.0	1.5	5.9	9.3		6.3
	None	%	5.6	13.6	8.7	0.0	2.9		3.7
	Hand sanitizer/handwashing	%	3.9	2.0	4.2	1.5	5.3		4.8
	Health Check Screening	%	2.5	0.0	3.0	0.0	0.0		4.7
	Proper ventilation	%	4.3	3.7	3.2	5.6	4.1		5.4
	Not interested	%	0.9	0.0	1.6	0.0	4.8		0.0
	Smaller capacity/smaller events	%	14.3	23.2	15.7	10.7	17.2		10.9
	Fewer cases	%	6.8	0.0	3.8	12.3	13.7		7.6
	Other	%	8.5	5.9	4.5	17.2	12.7		7.0
	Unsure	%	1.4	0.0	0.0	0.0	0.0		3.8

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2021-1815 – 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 or OUTDOOR cultural activity or attended an art gallery or museum in the 12-month period prior to the COVID-19 pandemic.]

Question - Thinking of all the time you spent during the pandemic consuming content from an arts or cultural organization, what is the percentage of time you have spent consuming content in person versus online?					
Region		In person free	In person paid	Online free	Online paid
Atlantic	Mean	18.37	9.89	64.90	6.84
	Median	0.00	0.00	81.71	0.00
	N	47	47	47	47
Quebec	Mean	13.27	9.25	60.61	16.87
	Median	0.00	0.00	62.89	0.00
	N	138	138	138	138
Ontario	Mean	10.06	3.96	71.36	14.62
	Median	0.00	0.00	90.00	0.00
	N	287	287	287	287
Prairies	Mean	14.02	7.58	66.59	11.81
	Median	0.00	0.00	89.17	0.00
	N	133	133	133	133
British Columbia	Mean	11.10	7.37	72.04	9.48
	Median	0.00	0.00	90.00	0.00
	N	97	97	97	97
Total	Mean	12.14	6.55	68.01	13.30
	Median	0.00	0.00	80.00	0.00
	N	702	702	702	702

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th and March 4th, 2021. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the 12 months prior to the Covid-19 outbreak (n=597 with a margin of error of ± 4.0 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=385 with a margin of error of ± 5.0 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the 12 months prior to the Covid-19 outbreak (n=512 with a margin of error of ± 4.4 percentage points, 19 times out of 20). All culture-goers includes both those who attended indoor or outdoor cultural or arts performances or an art gallery or museum in the 12 months prior to the Covid-19 outbreak (n=710 with a margin of error of ± 3.7 percentage points, 19 times out of 20). *Some results have been shaded due to small sample size.



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Question - Thinking of all the time you spent during the pandemic consuming content from an arts or cultural organization, what is the percentage of time you have spent consuming content in person versus online?

Gender		In person free	In person paid	Online free	Online paid
Male	Mean	10.95	5.86	68.36	14.83
	Median	0.00	0.00	85.00	0.00
	N	333	333	333	333
Female	Mean	13.21	7.18	67.70	11.91
	Median	0.00	0.00	80.00	0.00
	N	369	369	369	369
Total	Mean	12.14	6.55	68.01	13.30
	Median	0.00	0.00	80.00	0.00
	N	702	702	702	702

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Question - Thinking of all the time you spent during the pandemic consuming content from an arts or cultural organization, what is the percentage of time you have spent consuming content in person versus online?

Age		In person free	In person paid	Online free	Online paid
18 to 34	Mean	10.88	7.50	63.25	18.36
	Median	0.00	0.00	71.97	10.00
	N	192	192	192	192
35 to 54	Mean	9.73	4.75	73.32	12.19
	Median	0.00	0.00	95.00	0.00
	N	249	249	249	249
55 plus	Mean	15.37	7.57	66.44	10.62
	Median	0.00	0.00	80.00	0.00
	N	261	261	261	261
Total	Mean	12.14	6.55	68.01	13.30
	Median	0.00	0.00	80.00	0.00
	N	702	702	702	702

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Once the pandemic has ended and it is safe to go to any event, what is the percentage of time you expect to spend consuming content directly from an arts or cultural organization in person versus online?

Region		In person free	In person paid	Online free	Online paid
Atlantic	Mean	34.267	30.338	29.218	6.177
	Median	26.035	25.000	25.000	0.000
	N	47	47	47	47
Quebec	Mean	27.790	37.346	27.226	7.638
	Median	25.000	30.000	20.000	0.000
	N	139	139	139	139
Ontario	Mean	29.191	36.249	26.559	8.001
	Median	25.000	30.000	20.000	0.000
	N	288	288	288	288
Prairies	Mean	29.293	36.972	26.192	7.543
	Median	25.000	25.000	20.000	0.000
	N	135	135	135	135
British Columbia	Mean	31.635	39.474	24.997	3.894
	Median	25.000	40.000	12.999	0.000
	N	101	101	101	101
Total	Mean	29.620	36.672	26.572	7.136
	Median	25.000	30.000	20.000	0.000
	N	710	710	710	710

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Once the pandemic has ended and it is safe to go to any event, what is the percentage of time you expect to spend consuming content directly from an arts or cultural organization in person versus online?

Gender		In person free	In person paid	Online free	Online paid
Male	Mean	27.261	34.254	30.496	7.989
	Median	25.000	25.000	25.000	0.000
	N	340	340	340	340
Female	Mean	31.792	38.897	22.961	6.350
	Median	25.000	35.000	20.000	0.000
	N	370	370	370	370
Total	Mean	29.620	36.672	26.572	7.136
	Median	25.000	30.000	20.000	0.000
	N	710	710	710	710

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Once the pandemic has ended and it is safe to go to any event, what is the percentage of time you expect to spend consuming content directly from an arts or cultural organization in person versus online?

Age		In person free	In person paid	Online free	Online paid
18 to 34	Mean	30.624	34.746	24.090	10.540
	Median	25.000	25.000	20.000	0.000
	N	195	195	195	195
35 to 54	Mean	30.190	35.338	28.419	6.053
	Median	25.000	30.000	20.000	0.000
	N	252	252	252	252
55 plus	Mean	28.331	39.377	26.641	5.651
	Median	25.000	35.000	20.000	0.000
	N	263	263	263	263
Total	Mean	29.620	36.672	26.572	7.136
	Median	25.000	30.000	20.000	0.000
	N	710	710	710	710

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			Region						Gender		Age		
			Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What do you value most, if anything, about participating in a cultural activity online? [OPEN-ENDED]	Total	Unwgt N	624	58	109	225	136	96	338	286	121	267	236
		Wgt N	603	40	118	250	115	82	285	318	152	219	233
	Nothing/I do not participate in online activities/Do not value it	%	19.9	21.8	14.4	19.5	26.9	18.0	20.3	19.5	23.2	22.1	15.6
	Educational/learn new things	%	7.4	5.9	3.0	7.4	12.8	6.7	8.3	6.6	8.2	5.5	8.6
	Accessible/convenient (can pause performances and/or watch from home)	%	19.9	27.6	27.0	16.6	17.1	19.4	20.2	19.6	20.8	23.0	16.3
	The ability to still enjoy an event/entertainment	%	21.5	11.0	26.3	24.7	17.2	16.0	20.8	22.1	17.0	17.6	28.2
	Social interaction/a way to stay connected	%	6.5	3.5	2.3	8.3	5.0	10.7	4.3	8.5	9.2	5.6	5.6
	More variety/options	%	5.4	8.2	6.5	3.5	4.8	9.4	6.5	4.5	4.7	5.6	5.7
	Safety with regards to the pandemic	%	2.6	8.5	1.3	3.3	1.5	0.9	2.8	2.4	1.8	3.4	2.4
	The event can originate from anywhere in the world/experiencing different cultures	%	5.4	3.5	4.1	7.2	4.2	3.9	5.3	5.4	4.4	3.7	7.5
	Video/sound quality	%	2.9	4.8	4.7	2.8	0.0	3.7	2.4	3.3	1.5	3.8	3.0
	Free/low prices	%	1.3	0.0	2.7	1.0	1.8	0.0	1.1	1.4	1.6	1.7	0.7
	Supporting artists	%	3.1	1.8	2.1	3.1	4.0	4.2	3.6	2.7	3.7	5.3	0.7
	Other	%	3.3	1.7	3.9	2.2	3.9	5.6	2.9	3.6	2.1	1.9	5.4
	Unsure	%	0.9	1.7	1.5	0.4	0.8	1.4	1.5	0.4	1.9	0.8	0.4

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			Region						Gender		Age		
			Culture-goers	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What do you value most, if anything, about participating in a cultural activity in person? [OPEN-ENDED]	Total	Unwgt N	641	59	110	231	141	100	351	290	129	271	241
		Wgt N	621	40	119	258	117	86	296	325	163	221	237
	Nothing/I do not participate in in-person activities/Do not value it	%	3.9	3.3	5.5	2.6	5.1	4.1	6.1	1.8	2.8	5.5	3.1
	Social interaction/sense of community	%	31.6	36.9	23.2	34.3	34.0	29.1	29.4	33.6	34.1	28.3	32.9
	Getting out of the house	%	1.4	4.6	2.7	0.8	0.7	0.7	2.3	0.6	3.5	0.6	0.7
	Supporting artists	%	1.3	3.5	0.7	0.9	2.5	1.0	1.4	1.3	1.7	2.3	0.2
	Ambience/atmosphere	%	11.2	4.7	17.3	12.1	6.8	8.7	8.8	13.3	9.3	12.8	11.0
	The entire experience/it's more engaging	%	29.0	26.8	22.8	31.5	30.4	29.0	31.3	26.9	27.3	31.3	28.0
	The quality of performances	%	1.8	3.0	3.1	1.8	0.0	1.6	1.6	1.9	1.3	0.9	2.8
	Entertainment value	%	3.0	1.7	2.3	3.5	3.5	2.5	2.4	3.5	2.4	2.6	3.9
	Learning new things	%	3.3	2.1	0.7	4.2	3.7	4.3	3.5	3.1	5.2	2.6	2.6
	Being part of a crowd/crowd reaction	%	1.8	1.7	1.3	1.9	0.8	3.8	2.8	1.0	1.0	2.9	1.5
	Experiencing different cultures	%	2.3	0.0	0.8	2.2	3.0	4.9	0.4	4.1	1.9	1.9	3.0
	Live music	%	2.1	2.1	3.4	1.2	2.3	2.5	2.0	2.1	0.5	1.9	3.2
	Other	%	6.7	7.9	15.4	2.5	5.7	7.7	7.0	6.4	8.4	5.8	6.3
	Unsure	%	0.7	1.8	0.9	0.4	1.4	0.0	1.0	0.5	0.6	0.7	0.7

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