

Majority of culture-goers are open or somewhat open to volunteering for a local arts or culture organization - Volunteers are driven by a sense of giving back to their community



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

The study focuses on culture-goers who have attended an indoor cultural gathering, an outdoor cultural gathering or a gallery or museum in the past three years.

This wave of research gauged the opinions among Canadian culture-goers on their expected frequency of attendance to art and culture performances in the upcoming year as well as motivators and patterns to volunteering for arts and cultural organizations.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th and August 2nd, 2023 as part of an omnibus survey. The margin of error for a random survey of 1,081 Canadians is ± 3.0 percentage points, 19 times out of 20.

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

Key Findings



Culture-goers are most likely to be open or somewhat open to volunteering for a local arts or culture organization in their community

Over one in two culture-goers report that they are open or somewhat open to volunteering for a local arts or culture organization in their community in the next year (52%), while just over one third (39%) say they are not or somewhat not open to volunteering. Moreover, culture-goers who report volunteering in the past year (44%) say that the feeling of contribution or giving back to their community is the top benefit they felt from volunteering.

Culture-goers are more likely to say they are volunteering less rather than more now compared to before the pandemic

While nearly three in five culture-goers report volunteering about the same amount (58%) this year compared to before the pandemic, close to one in four say they are volunteering less or somewhat less (23%), with just under one in twenty (four per cent) who say they are volunteering more or somewhat more. When asked about how much they volunteered in the past year, just under one in four say they volunteered at least once (22%), while three quarters said never (75%).

Culture-goers prefer volunteering for special events or projects over recurring engagements

Over one third of culture-goers say they prefer volunteering for special events or projects (36%), while just over one in ten say they prefer a recurring engagement where you volunteer on a regular basis over a set period of time (13%). Over one in ten say they would prefer volunteering on the board of an organization (12%)

Expected frequency of attendance in 2023 for culture-goers

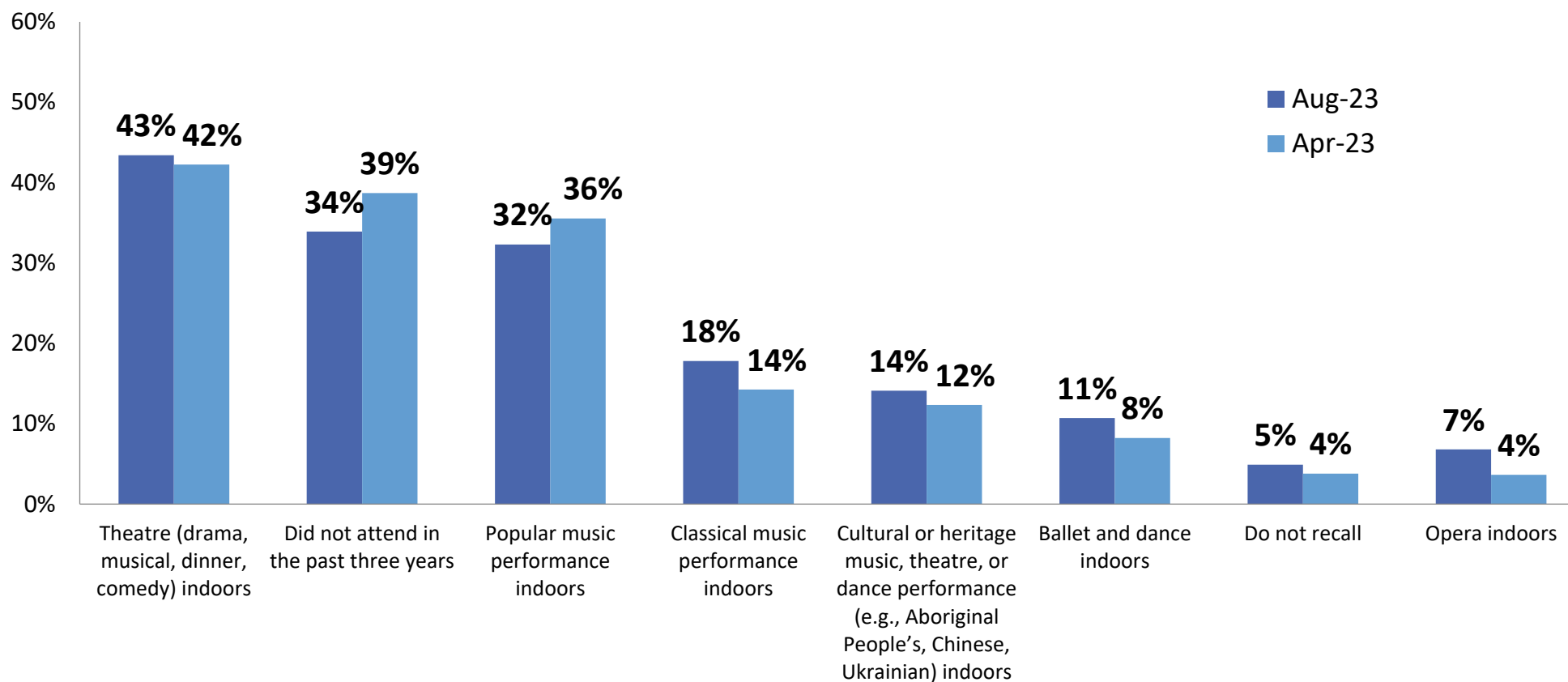
	Indoor events	Outdoor events	Museums and galleries
At least once a month	[18%]	[15%]	[10%]
Every 2-3 months	[35%]	[22%]	[17%]
Once every 6 months or less	[39%]	[54%]	[62%]



Profiling questions

Attendance at indoor cultural gatherings – All Canadians

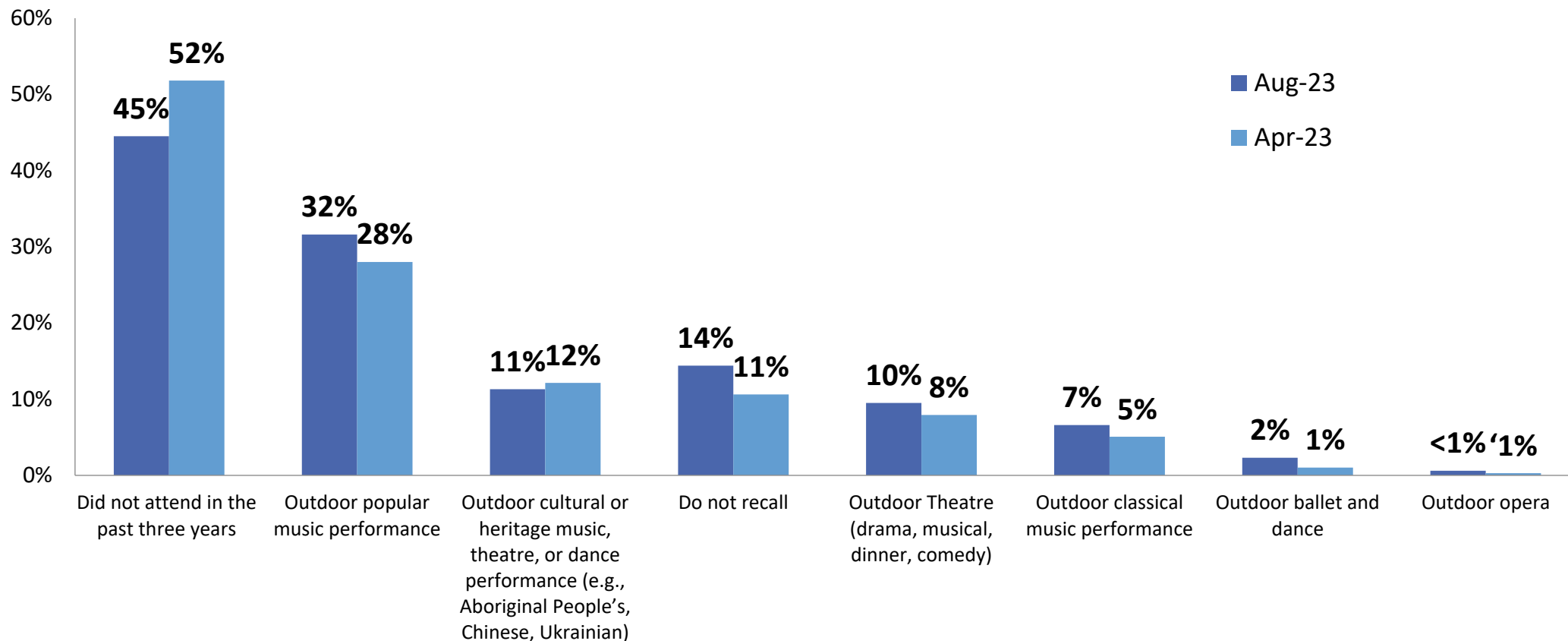
Q – Did you attend any of the following INDOOR cultural gatherings in the past three years?
[RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=1,081 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Attendance at outdoor cultural gatherings – All Canadians

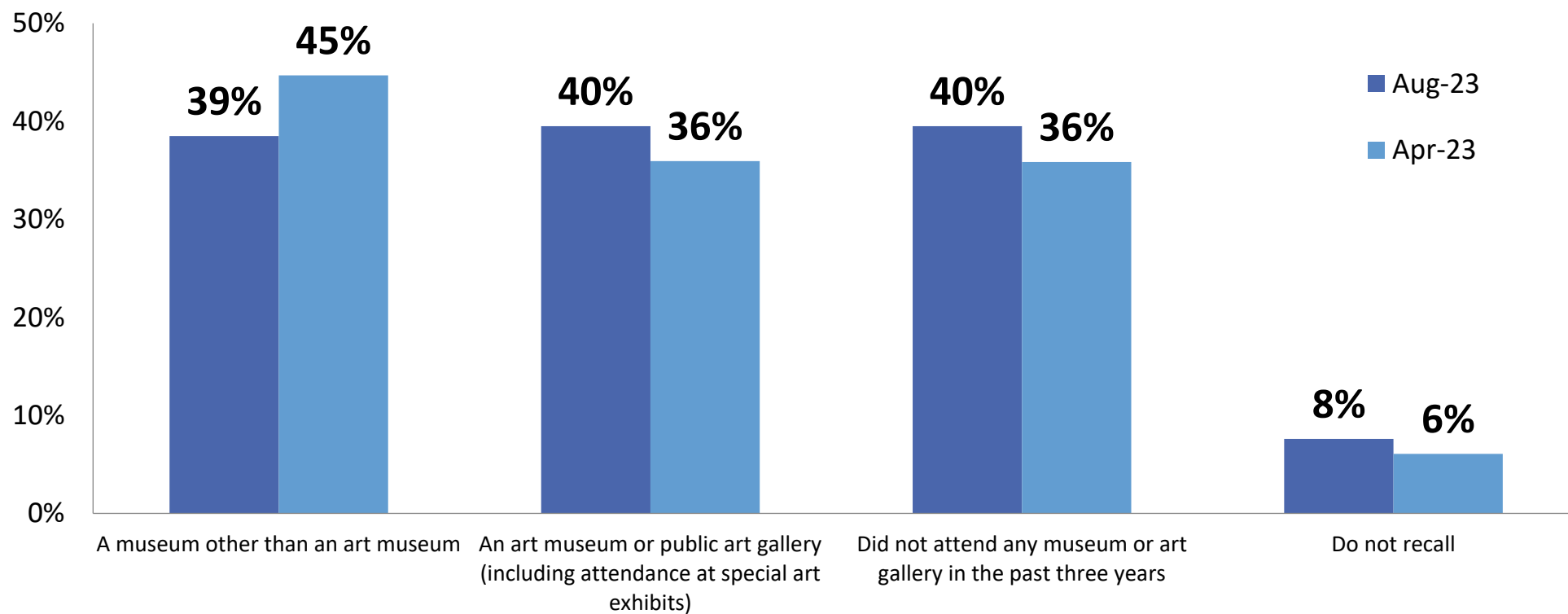
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years?
[RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=1,081 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Attendance at museums or galleries – All Canadians

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



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=1,081 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Frequency of attendance

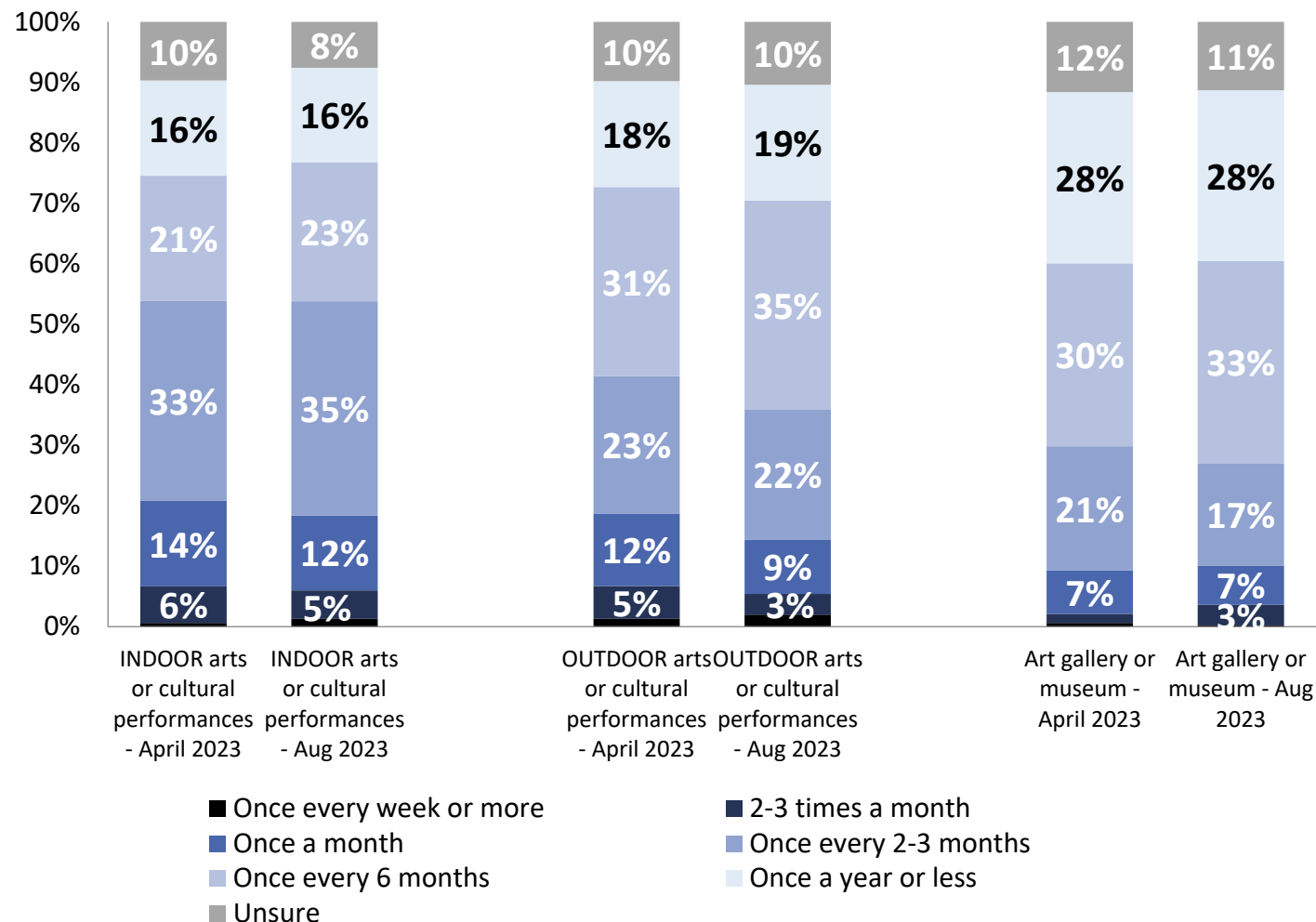
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Similar to previous waves, just over one in three indoor culture-goes say that they plan on attending an indoor arts or cultural performance once every two to three months in the next year. About one in five say the same for outdoor performances or museums.

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Similar to results from April 2023, just over one in three indoor culture-goers say that they plan on attending an indoor arts or cultural performance once every two to three months in the next year. One fifth say the same for outdoor performances and just under one fifth report the same expected frequency of attendance for art gallery or museums.

Frequency of attendance – Culture-goers



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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=636 indoor culture-goers, n=459 outdoor culture goers and n=581 museum-goers, accurate 3.9, 4.6 and 4.1 percentage points plus or minus, 19 times out of 20, respectively.

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

Expected frequency of return for indoor performances

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

	Indoor culture-goers (n=636)	Atlantic (n=61)	Quebec (n=135)	Ontario (n=215)	Prairies (n=134)	BC (n=91)	Men (n=319)	Women (n=316)	18 to 34 (n=109)	35 to 54 (n=226)	55 plus (n=301)
Once every week or more	1.3%	1.9%	1.4%	0.8%	0.4%	3.6%	0.5%	2.2%	3.5%	1.0%	0.3%
2-3 times a month	4.7%	2.5%	2.3%	6.0%	4.2%	6.2%	4.1%	5.2%	4.2%	5.3%	4.4%
Once a month	12.4%	9.9%	10.1%	11.9%	12.7%	18.4%	10.8%	14.0%	11.3%	8.2%	16.7%
Once every 2-3 months	35.4%	38.3%	36.0%	38.6%	30.4%	31.1%	34.3%	36.6%	35.1%	34.8%	36.1%
Once every 6 months	23.0%	16.5%	26.9%	24.2%	22.3%	16.8%	25.0%	20.8%	22.4%	25.0%	21.7%
Once a year or less	15.6%	23.7%	16.3%	12.6%	18.8%	15.1%	17.7%	13.5%	15.1%	20.6%	11.7%
Unsure	7.6%	7.3%	7.1%	5.9%	11.3%	8.8%	7.6%	7.7%	8.4%	5.2%	9.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=636 indoor culture-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20.

Expected frequency of return for outdoor performances

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

	Outdoor culture-goers (n=459)	Atlantic (n=45)	Quebec (n=104)	Ontario (n=144)	Prairies (n=92)	BC (n=74)	Men (n=229)	Women (n=229)	18 to 34 (n=96)	35 to 54 (n=161)	55 plus (n=202)
Once every week or more	2.0%	2.5%	1.1%	-	0.6%	9.6%	0.3%	3.6%	5.1%	0.8%	0.4%
2-3 times a month	3.4%	-	2.3%	2.6%	7.7%	3.4%	3.6%	3.2%	3.0%	4.2%	3.1%
Once a month	9.0%	2.4%	6.4%	11.8%	2.8%	16.2%	5.8%	12.1%	11.1%	7.2%	8.9%
Once every 2-3 months	21.5%	28.3%	20.3%	21.7%	16.3%	26.5%	24.4%	19%	17.3%	20.6%	26.0%
Once every 6 months	34.5%	31.6%	42.6%	32.9%	36.1%	25.1%	39.0%	30.1%	33.4%	37.8%	32.5%
Once a year or less	19.1%	23.6%	18.2%	18.7%	25.1%	12.7%	18.5%	19.6%	20.4%	21.8%	15.5%
Unsure	10.4%	11.6%	9.1%	12.3%	11.4%	6.5%	8.3%	12.4%	9.7%	7.6%	13.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=459 outdoor culture goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.

Expected frequency of return for galleries and museums

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

	Museum-goers (n=581)	Atlantic (n=60)	Quebec (n=110)	Ontario (n=191)	Prairies (n=124)	BC (n=96)	Men (n=289)	Women (n=290)	18 to 34 (n=113)	35 to 54 (n=182)	55 plus (n=286)
Once every week of more	0.2%	1.8%	-	-	0.5%	-	-	0.4%	-	0.7%	-
2-3 times a month	3.4%	1.4%	1.6%	2.3%	4.2%	8.3%	3.5%	3.3%	3.2%	2.7%	4.1%
Once a month	6.5%	3.7%	5.3%	10.6%	4.8%	1.8%	4.2%	8.8%	9.2%	2.9%	7.3%
Once every 2-3 months	16.9%	17.8%	14.5%	17.6%	14.6%	20.7%	16.8%	17.1%	19.3%	19.3%	13.5%
Once every 6 months	33.4%	28.5%	32.7%	36%	33.6%	30.1%	34%	32.7%	33.5%	31.7%	34.5%
Once a year or less	28.2%	36.7%	32.4%	22.7%	30.7%	29.4%	31.1%	25.4%	27.7%	32.0%	25.9%
Unsure	11.3%	10.3%	13.4%	10.8%	11.6%	9.8%	10.4%	12.3%	7.0%	10.7%	14.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=581 museum-goers, accurate 4.1 percentage points plus or minus, 19 times out of 20.

Volunteering for the arts

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Just under one in four culture-goers report having volunteered for arts and culture organizations in the past year. Moreover, one in four culture-goers say they volunteer less or somewhat less now compared to before the pandemic.

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Motivators for volunteering for arts and cultural organizations

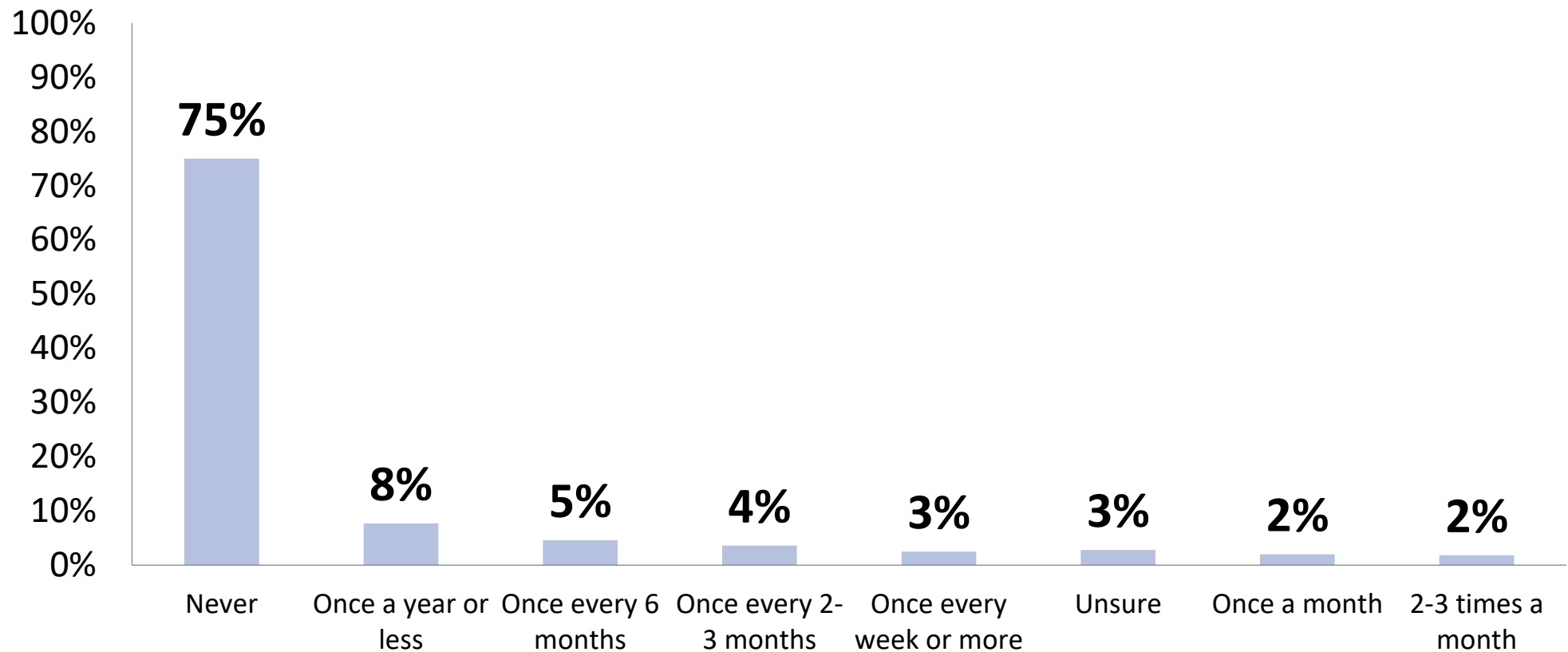
Q – What would motivate you the most to volunteer for an arts or culture organization? [OPEN]

	Frequency (n=703)	
TOP RESPONSES	Nothing would motivate me/not interested	20.4%
	It aligns with my interests	12.7%
	Having time/schedule flexibility	10.2%
	My values align with the organization/event	9.4%
	The community/other volunteers	6.2%
	Unsure	6.0%
	Free/exclusive access to the event	5.1%
	The importance/promotion of arts and culture	5.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=703 culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Time spent volunteering for arts and cultural organizations in past year

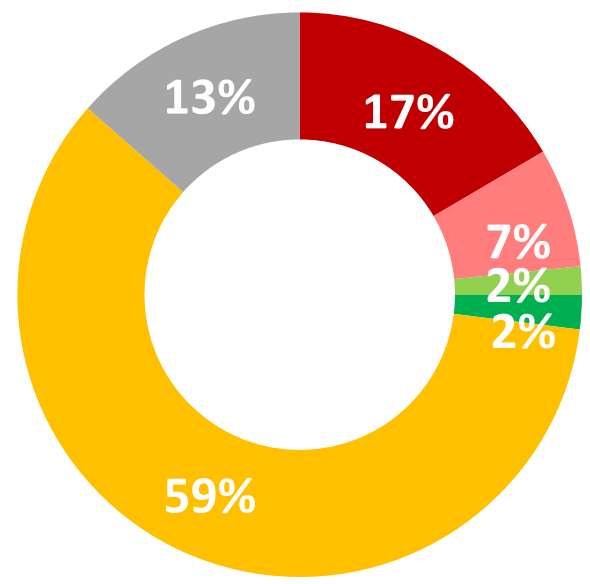
Q – In the past year, how often did you volunteer for arts or cultural organizations such as museums, music festivals, theatres and art galleries?



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=807 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Effects of the pandemic on arts and cultural volunteer frequency

Q – Compared to before the pandemic, are you volunteering for arts and culture organizations less, somewhat less, somewhat more, more or about the same amount of time this year?



■ Less
■ Somewhat less
■ Somewhat more
■ More
■ About the same amount of time
■ Unsure

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

Less/Somewhat Less	Atlantic (n=84)	Quebec (n=168)	Ontario (n=280)	Prairies (n=166)	BC (n=124)
	21.6%	16.5%	26.7%	23.1%	26.2%
	Men (n=420)	Women (n=400)	18 to 34 (n=149)	35 to 54 (n=281)	55 plus (n=392)
16.3%	30.5%	26.4%	19.1%	24.7%	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=822 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Most attractive benefits when volunteering for arts and cultural organizations

Q – Please rank the top two benefits from volunteering for an arts or culture organization this past year, where 1 is the most important and 2 the second most important. [IF VOLUNTEERED IN PAST YEAR]

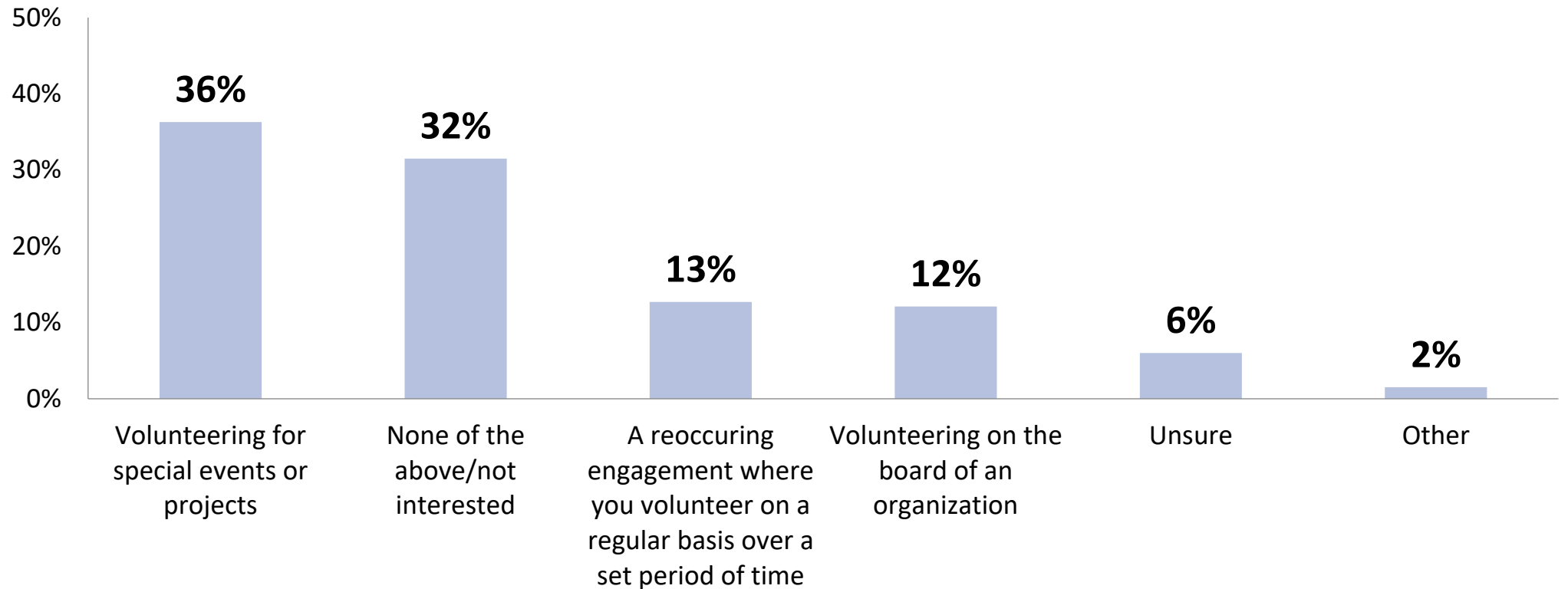
TOP RESPONSES

	Rank 1 (n=175)	Rank 2 (n=164)
Feeling like I am contributing/giving back in my community	44.4%	24.1%
Applying and sharing my knowledge and skills	16.1%	17.8%
Learning something new	8.9%	13.4%
Meeting new people	7.4%	17.8%
Something to do with my free time	7.2%	4.7%
Socializing with friends	6.8%	12.3%
Free admission or tickets to arts events	4.5%	7.1%
Completing required volunteer hours for school, university or other programs	2.4%	1.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=175 culture-goers who report having volunteered in past year, accurate 7.4 percentage points plus or minus, 19 times out of 20.

Preferred ways to approach volunteering for arts and cultural organizations

Q – What would be your preferred approach if you were to volunteer for arts and cultural organizations?



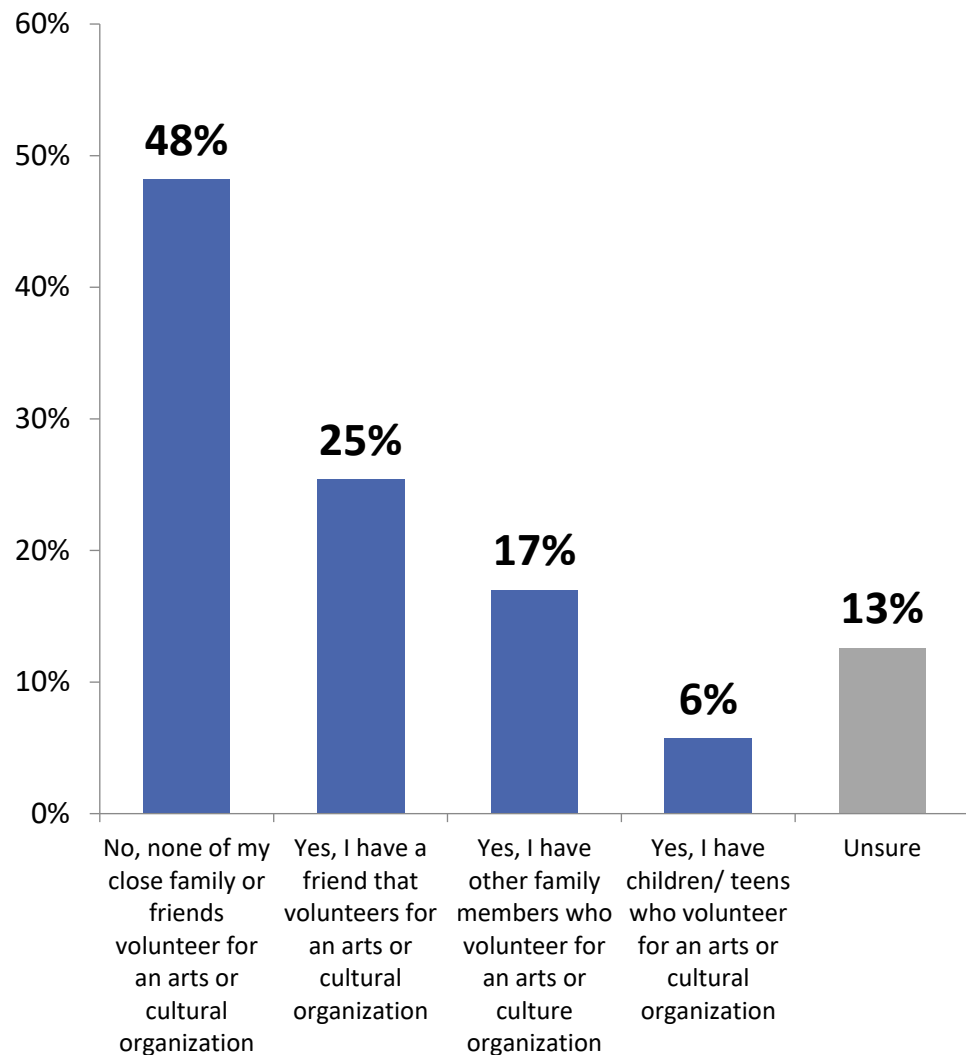
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=821 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Preferred ways to approach volunteering for arts and cultural organizations

Q – What would be your preferred approach if you were to volunteer for arts and cultural organizations?

Volunteering for special events only				
Atlantic (n=84)	Quebec (n=168)	Ontario (n=279)	Prairies (n=166)	BC (n=124)
38.4%	36.3%	33.9%	40.0%	37.4%
Men (n=419)	Women (n=400)	18 to 34 (n=149)	35 to 54 (n=280)	55 plus (n=392)
33.5%	39.3%	37.9%	35.5%	35.9%
A recurring engagement where you volunteer on a regular basis over a set period of time				
Atlantic (n=84)	Quebec (n=168)	Ontario (n=279)	Prairies (n=166)	BC (n=124)
10.0%	5.7%	14.2%	13.3%	19.6%
Men (n=419)	Women (n=400)	18 to 34 (n=149)	35 to 54 (n=280)	55 plus (n=392)
7.9%	17.4%	14.9%	14.0%	10.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=821 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.



Relationship to arts and cultural organizations volunteers

Relationship to volunteer	Atlantic (n=84)	Quebec (n=168)	Ontario (n=280)	Prairies (n=166)	BC (n=124)
	Yes, friends or family who volunteer	39.9%	35.5%	47.1%	57.5%
	Men (n=420)	Women (n=400)	18 to 34 (n=149)	35 to 54 (n=281)	55 plus (n=392)
	42.3%	54.1%	43.3%	42.3%	56.3%
Relationship to volunteer	Atlantic (n=84)	Quebec (n=168)	Ontario (n=280)	Prairies (n=166)	BC (n=124)
	No friends or family who volunteer	55.5%	62.6%	45.6%	41.0%
	Men (n=420)	Women (n=400)	18 to 34 (n=149)	35 to 54 (n=281)	55 plus (n=392)
	51.5%	44.9%	49.5%	51.5%	44.7%

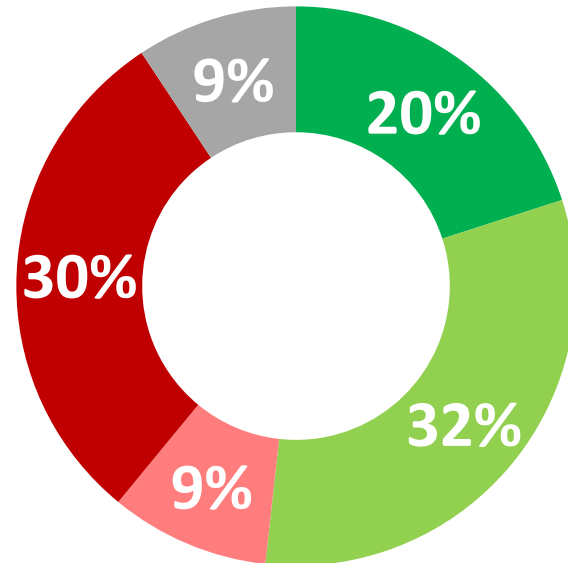
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Do any of your family or friends volunteer for arts or cultural organizations? (Select all that apply)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=822 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Response to potential volunteering opportunities for local arts and cultural organizations in the next year

Q – Are you open, somewhat open, somewhat not open or not open to volunteering for a local arts or culture organization in your community in the next 12 months?



*Weighted to the true population proportion.

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

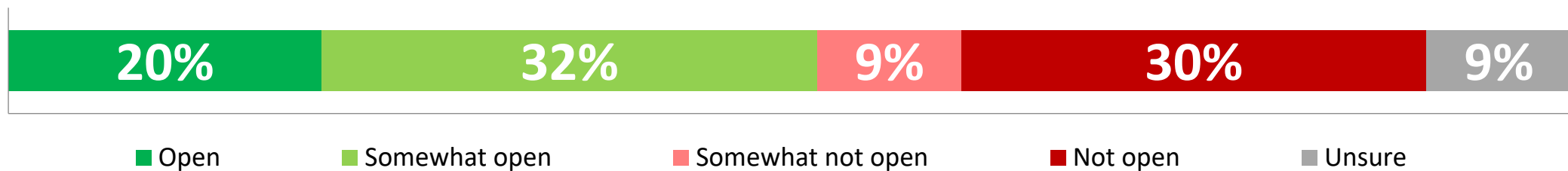
Over **1 in 2** culture-goers

Report that they are open or somewhat open to volunteering for a local arts or culture organization in their community in the next year.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=822 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Response to potential volunteering opportunities for local arts and cultural organizations– Demographics

Q – Are you open, somewhat open, somewhat not open or not open to volunteering for a local arts or culture organization in you community in the next 12 months?



*Weighted to the true population proportion.

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

Open/Somewhat open	Atlantic	Quebec	Ontario	Prairies	BC
	(n=84)	(n=168)	(n=280)	(n=166)	(n=124)
	55.5%	46.6%	48.8%	55.7%	61.0%
	Men	Women	18 to 34	35 to 54	55 plus
(n=420)	(n=400)	(n=149)	(n=281)	(n=392)	
49.5%	54.2%	53.0%	53.7%	49.3%	

Not open/Somewhat not open	Atlantic	Quebec	Ontario	Prairies	BC
	(n=84)	(n=168)	(n=280)	(n=166)	(n=124)
	41.3%	44.1%	40.2%	33.4%	33.2%
	Men	Women	18 to 34	35 to 54	55 plus
(n=420)	(n=400)	(n=149)	(n=281)	(n=392)	
40.5%	37.1%	38.5%	36.3%	41.4%	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=822 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th and August 2nd, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

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

The margin of error for a random survey of 1,081 Canadians is ± 3.0 percentage points, 19 times out of 20.

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

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



Element	Description	Element	Description
Research sponsor	Business and the Arts and the National Arts Centre	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1,081 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	10 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report are grouped by theme. Please refer to the appended tabulations for the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on climate change, forest fires, the recent cabinet shuffle by the Liberal government, immigration, impressions of large businesses and CEOs, international travel, healthcare and energy.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	July 30 th to August 2 nd ,2023.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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EthicStratēgies

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Any questions?



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TABULATIONS



2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

[This table reports on the views of all Canadians]

			Region					Gender			Age			
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Opera indoors	%	4.9	2.2	5.3	4.6	5.6	5.4	3.8	6.0		5.2	5.8	4.0
	Ballet and dance indoors	%	10.7	9.8	7.9	11.4	12.5	11.1	7.0	14.2		11.9	8.9	11.3
	Theatre (drama, musical, dinner, comedy) indoors	%	43.4	40.0	39.3	46.2	43.1	44.7	42.3	44.8		43.4	42.1	44.5
	Classical music performance indoors	%	17.8	10.3	19.9	18.7	18.3	15.1	13.8	21.8		19.2	15.1	19.1
	Popular music performance indoors	%	32.3	32.3	29.7	31.6	33.7	36.9	33.5	31.1		32.6	37.0	28.4
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	14.1	12.0	8.1	12.4	23.1	18.6	13.0	15.0		18.5	14.7	10.7
	Did not attend in the past three years	%	33.9	39.1	34.5	32.8	34.0	33.1	33.0	34.5		32.7	31.2	36.8
	Do not recall	%	6.8	10.6	7.4	7.5	3.3	6.6	8.1	5.6		8.2	7.8	5.1

*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 1,081 Canadians, 18 years of age or older, between July 30th and August 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=636 with a margin of error of ±3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the past three years (n=459 with a margin of error of ±4.6 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=581 with a margin of error of ±4.1 percentage points, 19 times out of 20).

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



2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	1746	183	337	587	379	260	842	900	4	318	604	824
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Opera indoors	%	3.0	1.4	3.5	2.8	3.2	3.2	2.5	3.5		3.0	3.6	2.5
	Ballet and dance indoors	%	6.5	6.3	5.2	6.9	7.2	6.5	4.5	8.2		6.9	5.4	7.0
	Theatre (drama, musical, dinner, comedy) indoors	%	26.5	25.6	25.9	27.9	24.8	26.0	27.4	25.9		25.3	25.9	27.8
	Classical music performance indoors	%	10.9	6.6	13.1	11.3	10.5	8.8	8.9	12.6		11.2	9.3	12.0
	Popular music performance indoors	%	19.7	20.7	19.5	19.1	19.4	21.6	21.7	18.0		19.0	22.7	17.8
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	8.6	7.7	5.3	7.5	13.3	10.8	8.4	8.7		10.8	9.0	6.7
	Did not attend in the past three years	%	20.7	25.0	22.7	19.9	19.6	19.3	21.4	19.9		19.0	19.2	23.0
	Do not recall	%	4.2	6.8	4.9	4.5	1.9	3.8	5.2	3.3		4.8	4.8	3.2

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**Multifrequency tab based on multiple responses

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2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

			Region						Gender			Age		
			Indoor culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?	Total	Unwgt N	636	61	135	215	134	91	319	316	1	109	226	301
		Wgt N	595	34	135	232	110	84	288	305	1	158	197	239
	Once every week or more	%	1.3	1.9	1.4	0.8	0.4	3.6	0.5	2.2		3.5	1.0	0.3
	2-3 times a month	%	4.7	2.5	2.3	6.0	4.2	6.2	4.1	5.2		4.2	5.3	4.4
	Once a month	%	12.4	9.9	10.1	11.9	12.7	18.4	10.8	14.0		11.3	8.2	16.7
	Once every 2-3 months	%	35.4	38.3	36.0	38.6	30.4	31.1	34.3	36.6		35.1	34.8	36.1
	Once every 6 months	%	23.0	16.5	26.9	24.2	22.3	16.8	25.0	20.8		22.4	25.0	21.7
	Once a year or less	%	15.6	23.7	16.3	12.6	18.8	15.1	17.7	13.5		15.1	20.6	11.7
Unsure	%	7.6	7.3	7.1	5.9	11.3	8.8	7.6	7.7		8.4	5.2	9.1	

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



2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

			Region					Gender			Age			
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Outdoor opera	%	0.6	0.7	0.7	0.4	0.7	1.0	0.5	0.7		0.2	0.9	0.7
	Outdoor ballet and dance	%	2.3	1.7	3.6	2.7	1.2	0.5	1.9	2.6		2.9	2.3	1.9
	Outdoor Theatre (drama, musical, dinner, comedy)	%	9.5	9.6	11.1	8.8	11.8	6.2	8.2	10.7		5.7	10.6	11.1
	Outdoor classical music performance	%	6.6	6.5	7.8	5.5	6.4	8.0	5.9	7.3		8.7	5.6	6.1
	Outdoor popular music performance	%	31.6	32.2	36.5	28.2	25.5	40.3	32.8	30.6		35.2	33.0	28.1
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	14.4	12.7	7.1	15.9	18.4	18.5	12.0	16.6		18.4	14.3	11.9
	Did not attend in the past three years	%	44.5	49.3	45.3	44.9	46.5	37.4	44.5	44.4		34.9	42.9	52.0
Do not recall	%	11.3	12.4	8.4	13.4	8.8	12.5	12.0	10.6		13.1	13.1	8.7	

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

**Multifrequency tab based on multiple responses

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



2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)	Total	Unwgt N	1316	145	267	440	270	194	645	667	4	234	458	624
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Outdoor opera	%	0.5	0.6	0.6	0.3	0.6	0.8	0.4	0.6		0.2	0.8	0.6
	Outdoor ballet and dance	%	1.9	1.4	3.0	2.3	1.0	0.4	1.6	2.1		2.5	1.8	1.5
	Outdoor Theatre (drama, musical, dinner, comedy)	%	7.9	7.7	9.2	7.3	9.9	5.0	7.0	8.6		4.8	8.7	9.3
	Outdoor classical music performance	%	5.5	5.2	6.5	4.6	5.4	6.4	5.0	5.9		7.3	4.6	5.0
	Outdoor popular music performance	%	26.1	25.7	30.3	23.5	21.3	32.4	27.8	24.8		29.5	26.9	23.3
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	11.9	10.1	5.9	13.3	15.4	14.8	10.2	13.5		15.5	11.7	9.9
	Did not attend in the past three years	%	36.8	39.4	37.6	37.5	39.0	30.0	37.7	35.9		29.3	35.0	43.2
Do not recall	%	9.3	9.9	7.0	11.2	7.4	10.1	10.2	8.6		11.0	10.6	7.2	

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

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th and August 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=636 with a margin of error of ±3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the past three years (n=459 with a margin of error of ±4.6 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=581 with a margin of error of ±4.1 percentage points, 19 times out of 20).

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



2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

			Region					Gender			Age			
			Outdoor culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?	Total	Unwgt N	459	45	104	144	92	74	229	229	1	96	161	202
		Wgt N	444	26	107	162	79	70	213	230	1	139	142	162
	Once every week or more	%	2.0	2.5	1.1	0.0	0.6	9.6	0.3	3.6		5.1	0.8	0.4
	2-3 times a month	%	3.4	0.0	2.3	2.6	7.7	3.4	3.6	3.2		3.0	4.2	3.1
	Once a month	%	9.0	2.4	6.4	11.8	2.8	16.2	5.8	12.1		11.1	7.2	8.9
	Once every 2-3 months	%	21.5	28.3	20.3	21.7	16.3	26.5	24.4	19.0		17.3	20.6	26.0
	Once every 6 months	%	34.5	31.6	42.6	32.9	36.1	25.1	39.0	30.1		33.4	37.8	32.5
	Once a year or less	%	19.1	23.6	18.2	18.7	25.1	12.7	18.5	19.6		20.4	21.8	15.5
Unsure	%	10.4	11.6	9.1	12.3	11.4	6.5	8.3	12.4		9.7	7.6	13.5	

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2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	An art museum or public art gallery (including attendance at special art exhibits)	%	39.5	28.4	37.3	40.3	39.0	47.3	36.4	42.8		41.7	36.0	40.9
	A museum other than an art museum	%	39.5	40.3	31.8	39.2	45.1	45.5	40.5	38.4		46.0	33.1	40.3
	Did not attend any museum or art gallery in the past three years	%	38.5	36.5	44.4	38.2	36.5	33.0	37.6	39.4		34.5	40.8	39.3
	Do not recall	%	7.6	9.5	5.4	9.5	6.6	6.0	8.9	6.3		8.1	9.7	5.5

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**Multifrequency tab based on multiple responses

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



2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

[This table reports on the views of all Canadians]

			Region						Gender			Age		
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)	Total	Unwgt N	1344	135	265	461	282	201	670	671	3	248	444	652
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	An art museum or public art gallery (including attendance at special art exhibits)	%	31.6	24.8	31.4	31.7	30.7	35.9	29.5	33.7		32.0	30.1	32.5
	A museum other than an art museum	%	31.6	35.1	26.7	30.8	35.5	34.5	32.8	30.2		35.3	27.7	32.0
	Did not attend any museum or art gallery in the past three years	%	30.8	31.8	37.4	30.1	28.7	25.0	30.5	31.1		26.5	34.2	31.2
	Do not recall	%	6.0	8.3	4.6	7.5	5.2	4.5	7.2	5.0		6.2	8.1	4.4

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2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

			Region						Gender			Age		
			Museum-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?	Total	Unwgt N	581	60	110	191	124	96	289	290	2	113	182	286
		Wgt N	541	36	116	203	100	85	262	277	2	154	160	227
	Once every week or more	%	0.2	1.8	0.0	0.0	0.5	0.0	0.0	0.4		0.0	0.7	0.0
	2-3 times a month	%	3.4	1.4	1.6	2.3	4.2	8.3	3.5	3.3		3.2	2.7	4.1
	Once a month	%	6.5	3.7	5.3	10.6	4.8	1.8	4.2	8.8		9.2	2.9	7.3
	Once every 2-3 months	%	16.9	17.8	14.5	17.6	14.6	20.7	16.8	17.1		19.3	19.3	13.5
	Once every 6 months	%	33.4	28.5	32.7	36.0	33.6	30.1	34.0	32.7		33.5	31.7	34.5
	Once a year or less	%	28.2	36.7	32.4	22.7	30.7	29.4	31.1	25.4		27.7	32.0	25.9
Unsure	%	11.3	10.3	13.4	10.8	11.6	9.8	10.4	12.3		7.0	10.7	14.7	

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2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

Our next few questions are about volunteering for arts and cultural organizations.

			Which of the following categories best describes your household income, that is, the income from all people living at your residence?									
			Culture-goers 2023-08	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer
Question - What would motivate you <u>the most</u> to volunteer for an arts or culture organization? [OPEN]	Total	Unwgt N	703	17	44	90	96	96	86	87	122	65
		Wgt N	642	21	39	80	88	85	78	78	115	59
	It aligns with my interests	%	12.7		29.8	12.3	14.8	9.3	16.5	7.5	11.8	10.0
	Having time/schedule flexibility	%	10.2		5.0	10.8	9.6	13.4	10.3	7.7	14.6	4.5
	Personal ties/Family/friends being involved	%	4.9		2.0	3.6	0.9	5.6	3.7	5.3	8.3	6.4
	Nothing would motivate me/ not interested	%	20.5		17.7	17.3	19.5	20.4	12.5	27.3	26.5	25.7
	Free/exclusive access to the event	%	5.1		5.8	2.9	5.7	6.7	5.6	2.5	2.9	5.4
	The importance/promotion of arts and culture	%	5.0		6.3	12.1	4.8	3.5	2.4	7.1	3.7	1.1
	My values align with the organization/event	%	9.4		7.9	7.9	7.0	6.7	13.7	14.7	7.9	8.4
	The community/other volunteers	%	6.2		3.2	7.0	7.7	6.9	6.0	7.2	2.1	11.2
	Feeling useful	%	4.3		9.8	4.9	4.5	2.5	5.1	3.2	5.3	1.9
	The proximity/accessibility	%	3.9		2.8	6.9	6.9	2.5	2.3	0.0	3.9	7.0
	If the organization reached out	%	2.1		0.0	0.8	2.4	2.0	5.4	4.8	0.7	0.0
	It helps my community	%	2.9		2.1	2.4	3.4	4.4	0.6	7.2	1.6	2.4
	If I was in better health	%	2.1		2.8	4.7	2.1	0.4	1.0	0.0	0.5	7.0
	To be compensated (tax incentives)/paid	%	0.9		0.0	0.0	1.3	1.6	0.0	1.0	2.0	0.0
Experience/ Already volunteered/ currently a volunteer	%	1.4		0.0	1.6	2.4	1.3	0.0	0.6	2.4	2.0	
Other	%	2.6		2.9	0.0	0.6	4.8	5.4	2.3	3.5	2.1	
Unsure	%	6.0		1.9	4.7	6.4	8.0	9.6	1.6	2.5	4.9	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th and August 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=636 with a margin of error of ±3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the past three years (n=459 with a margin of error of ±4.6 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=581 with a margin of error of ±4.1 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 all Culture-goers]

Our next few questions are about volunteering for arts and cultural organizations.

			Region					Gender			Age			
			Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What would motivate you <u>the most</u> to volunteer for an arts or culture organization? [OPEN]	Total	Unwgt N	703	74	153	224	140	112	354	347	2	113	240	350
		Wgt N	642	42	156	233	109	102	312	329	2	158	207	277
	It aligns with my interests	%	12.7	13.6	6.7	14.9	14.7	14.3	13.4	12.1		9.5	17.3	11.0
	Having time/schedule flexibility	%	10.2	7.8	14.8	8.1	9.0	10.2	8.3	12.0		12.2	13.0	6.9
	Personal ties/Family/friends being involved	%	4.9	4.1	4.3	2.8	9.5	5.8	5.9	3.6		3.8	6.2	4.5
	Nothing would motivate me/ not interested	%	20.5	20.3	29.1	19.8	15.3	14.6	23.5	17.5		15.3	16.6	26.4
	Free/exclusive access to the event	%	5.1	1.6	8.9	3.5	4.6	4.7	3.4	6.7		3.4	4.3	6.7
	The importance/promotion of arts and culture	%	5.0	10.1	4.5	5.6	3.6	3.8	4.3	5.7		6.4	3.8	5.1
	My values align with the organization/event	%	9.4	11.2	5.3	7.9	12.9	14.9	8.2	10.7		12.8	10.5	6.7
	The community/other volunteers	%	6.2	3.0	2.9	10.5	4.6	4.2	5.7	6.7		8.5	5.1	5.6
	Feeling useful	%	4.3	0.0	8.8	3.5	4.1	1.0	6.1	2.6		3.1	4.9	4.5
	The proximity/accessibility	%	3.9	2.9	3.3	4.7	4.3	3.0	3.4	4.5		1.5	5.2	4.3
	If the organization reached out	%	2.1	8.8	0.5	1.7	1.5	3.0	2.3	1.9		1.6	0.8	3.2
	It helps my community	%	2.9	1.4	0.0	2.2	4.5	8.1	2.2	3.6		4.0	1.8	3.2
	If I was in better health	%	2.1	1.5	0.0	4.6	1.1	0.7	0.8	3.3		2.2	1.0	2.8
	To be compensated (tax incentives)/paid	%	0.9	0.8	1.2	0.9	0.5	0.8	1.2	0.6		1.2	1.8	0.0
	Experience/ Already volunteered/ currently a volunteer	%	1.4	0.8	1.5	1.6	0.9	1.4	2.1	0.7		1.7	1.3	1.2
Other	%	2.6	4.8	2.2	1.9	1.6	5.2	3.1	2.2		5.5	2.5	1.1	
Unsure	%	6.0	7.3	5.9	5.8	7.4	4.3	6.2	5.8		7.1	4.0	6.7	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th and August 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=636 with a margin of error of ±3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the past three years (n=459 with a margin of error of ±4.6 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=581 with a margin of error of ±4.1 percentage points, 19 times out of 20).

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

			Which of the following categories best describes your household income, that is, the income from all people living at your residence?									
			Culture-goers 2023-08	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer
Question - In the past year, how often did you volunteer for arts or cultural organizations such as museums, music festivals, theatres and art galleries?	Total	Unwgt N	807	19	53	96	110	107	99	102	142	79
		Wgt N	754	23	47	89	101	98	89	94	135	77
	Once every week or more	%	2.5	1.6	0.0	0.0	2.0	4.1	2.5	2.9	3.2	3.9
	2-3 times a month	%	1.8	0.0	0.0	0.0	2.7	4.3	3.4	0.7	0.8	1.4
	Once a month	%	2.0	0.0	5.0	2.7	0.8	1.8	3.5	0.7	1.7	
	Once every 2-3 months	%	3.6	1.3	4.0	2.3	5.1	2.1	3.8	6.0	1.4	
	Once every 6 months	%	4.6	4.1	7.3	0.7	3.4	5.8	1.2	4.5	8.7	
	Once a year or less	%	7.7	12.7	9.0	8.2	11.6	6.0	6.8	3.2	8.3	
	Never	%	75.0	79.6	72.1	79.8	67.2	76.1	80.1	77.1	69.5	
	Unsure	%	2.8	0.7	2.6	1.5	3.6	2.4	1.1	4.5	5.1	

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

			Region					Gender			Age			
			Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - In the past year, how often did you volunteer for arts or cultural organizations such as museums, music festivals, theatres and art galleries?	Total	Unwgt N	807	82	163	276	164	122	413	392	2	145	278	384
		Wgt N	754	48	167	295	131	113	372	380	2	205	245	304
	Once every week or more	%	2.5	5.0	4.4	1.1	1.2	3.9	2.2	2.8	2.7	2.8	2.2	
	2-3 times a month	%	1.8	1.9	0.5	1.3	2.7	4.0	0.5	3.1	1.8	2.1	1.5	
	Once a month	%	2.0	1.3	1.0	2.4	3.3	1.3	2.2	1.8	3.1	1.1	2.0	
	Once every 2-3 months	%	3.6	1.0	2.6	4.0	6.7	1.7	3.3	4.0	4.5	2.9	3.6	
	Once every 6 months	%	4.6	0.0	1.1	5.3	7.8	6.3	4.2	5.1	7.8	3.7	3.2	
	Once a year or less	%	7.7	13.6	6.4	7.1	9.2	6.7	8.7	6.7	6.9	7.2	8.6	
	Never	%	75.0	73.8	81.0	75.7	65.9	75.2	76.3	73.5	71.9	75.9	76.3	
	Unsure	%	2.8	3.3	3.0	3.1	3.2	0.9	2.5	3.0	1.2	4.3	2.6	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th and August 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=636 with a margin of error of ±3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the past three years (n=459 with a margin of error of ±4.6 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=581 with a margin of error of ±4.1 percentage points, 19 times out of 20).

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

			Which of the following categories best describes your household income, that is, the income from all people living at your residence?									
			Culture-goers 2023-08	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer
Question - Compared to before the pandemic, are you volunteering for arts and culture organizations less, somewhat less, somewhat more, more or about the same amount of time this year?	Total	Unwgt N	822	19	53	97	112	111	99	103	147	81
		Wgt N	768	23	47	90	103	102	89	95	141	79
	Less	%	16.5		5.0	23.9	19.3	16.5	16.3	13.0	13.6	22.7
	Somewhat less	%	6.8		3.8	12.3	3.6	5.3	7.1	5.5	5.4	7.2
	Somewhat more	%	1.6		0.0	0.7	0.7	3.3	4.2	2.1	1.1	0.6
	More	%	2.0		0.0	1.1	2.0	1.5	0.0	2.7	3.1	3.5
	About the same amount of time	%	59.5		82.2	45.7	60.6	56.3	50.8	60.2	69.6	56.6
	Unsure	%	13.5		9.0	16.3	13.9	17.0	21.6	16.6	7.2	9.4

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

			Region					Gender			Age			
			Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Compared to before the pandemic, are you volunteering for arts and culture organizations less, somewhat less, somewhat more, more or about the same amount of time this year?	Total	Unwgt N	822	84	168	280	166	124	420	400	2	149	281	392
		Wgt N	768	49	172	299	133	115	380	386	2	211	247	311
	Less	%	16.5	12.3	12.3	17.7	17.7	20.5	11.2	21.9		17.6	14.0	17.8
	Somewhat less	%	6.8	9.3	4.2	9.0	5.4	5.7	5.1	8.6		8.8	5.1	6.9
	Somewhat more	%	1.6	1.9	0.4	1.5	0.4	5.1	1.6	1.7		2.1	2.5	0.6
	More	%	2.0	3.0	4.1	1.1	1.2	1.4	2.0	2.0		2.2	2.2	1.6
	About the same amount of time	%	59.5	63.6	63.1	57.0	64.1	53.7	64.4	54.5		55.2	65.2	57.9
	Unsure	%	13.5	9.8	15.8	13.8	11.3	13.6	15.8	11.4	0.0	14.1	11.0	15.1

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

[IF VOLUNTEERED IN PAST YEAR] Please rank the top two benefits from volunteering for an arts or culture organization this past year, where 1 is the most important and 2 the second most important.

			Which of the following categories best describes your household income, that is, the income from all people living at your residence?									
			Culture-goers 2023-08	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer
Question - Rank 1	Total	Unwgt N	175	6	10	21	22	27	21	23	24	21
		Wgt N	163	7	9	22	19	24	19	18	25	20
	Meeting new people	%	7.4									
	Socializing with friends	%	6.8									
	Feeling like I am contributing / giving back in my community	%	44.4									
	Free admission or tickets to arts events	%	4.5									
	Gifts of swag	%	0.8									
	Completing required volunteer hours for school, university or other program	%	2.4									
	Learning something new	%	8.9									
	Applying and sharing my knowledge and skills	%	16.1									
	Something to do with my free time	%	7.2									
	To maintain connected to my culture	%	0.5									
	Unsure	%	1.0									

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[IF VOLUNTEERED IN PAST YEAR] Please rank the top two benefits from volunteering for an arts or culture organization this past year, where 1 is the most important and 2 the second most important.

Question - Rank 1	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	175	20	28	49	50	28	91	84	0	34	56	85
			163	11	27	58	40	27	78	86	0	52	48	63
	Meeting new people	%	7.4			6.0	7.4		6.9	7.9		6.8	9.5	6.4
	Socializing with friends	%	6.8			2.2	8.0		4.4	9.0		8.1	7.0	5.6
	Feeling like I am contributing / giving back in my community	%	44.4			38.7	41.7		54.9	34.8		35.9	48.4	48.2
	Free admission or tickets to arts events	%	4.5			3.4	5.0		2.8	6.1		11.5	0.0	2.3
	Gifts of swag	%	0.8			0.0	1.2		1.0	0.6		0.0	2.6	0.0
	Completing required volunteer hours for school, university or other program	%	2.4			0.0	7.9		4.1	0.8		6.2	0.0	1.1
	Learning something new	%	8.9			12.5	8.1		7.7	10.0		8.3	4.2	13.0
	Applying and sharing my knowledge and skills	%	16.1			22.6	10.8		10.8	21.0		18.6	13.6	16.0
	Something to do with my free time	%	7.2			13.7	7.9		7.0	7.4		3.1	14.0	5.5
	To maintain connected to my culture	%	0.5			0.0	2.0		0.0	0.9		1.6	0.0	0.0
	Unsure	%	1.0			1.1	0.0		0.4	1.4		0.0	0.7	1.9

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

[IF VOLUNTEERED IN PAST YEAR] Please rank the top two benefits from volunteering for an arts or culture organization this past year, where 1 is the most important and 2 the second most important.

			Which of the following categories best describes your household income, that is, the income from all people living at your residence?									
Question - Rank 2	Total	Culture-goers 2023-08	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer	
		Unwgt N	164	6	9	21	20	26	20	21	23	18
		Wgt N	155	7	9	22	17	23	18	17	24	18
	Meeting new people	%	17.8									
	Socializing with friends	%	12.3									
	Feeling like I am contributing / giving back in my community	%	24.1									
	Free admission or tickets to arts events	%	7.1									
	Gifts of swag	%	0.7									
	Completing required volunteer hours for school, university or other program	%	1.0									
	Learning something new	%	13.4									
	Applying and sharing my knowledge and skills	%	17.8									
	Something to do with my free time	%	4.7									
	To maintain connected to my culture	%	0.9									

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

[IF VOLUNTEERED IN PAST YEAR] Please rank the top two benefits from volunteering for an arts or culture organization this past year, where 1 is the most important and 2 the second most important.

Question - Rank 2	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
			164	16	26	46	49	27	85	79	0	33	54	77
		Wgt N	155	9	25	55	40	26	73	82	0	51	47	57
	Meeting new people	%	17.8			24.1	12.0		10.4	24.5		25.2	6.0	21.1
	Socializing with friends	%	12.3			14.5	14.2		12.4	12.2		18.0	11.6	7.9
	Feeling like I am contributing / giving back in my community	%	24.1			18.3	32.9		23.1	24.9		21.9	24.3	25.9
	Free admission or tickets to arts events	%	7.1			6.1	12.2		6.2	7.9		11.2	10.1	1.1
	Gifts of swag	%	0.7			0.0	0.0		0.0	1.4		2.2	0.0	0.0
	Completing required volunteer hours for school, university or other program	%	1.0			0.0	0.0		2.1	0.0		0.0	3.2	0.0
	Learning something new	%	13.4			18.8	7.1		15.4	11.6		11.5	16.2	12.8
	Applying and sharing my knowledge and skills	%	17.8			12.2	15.4		25.1	11.3		5.7	21.2	25.7
	Something to do with my free time	%	4.7			3.5	6.1		5.2	4.3		4.2	4.4	5.5
	To maintain connected to my culture	%	0.9			2.5	0.0		0.0	1.7		0.0	2.9	0.0

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2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

			Which of the following categories best describes your household income, that is, the income from all people living at your residence?									
			Culture-goers 2023-08	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer
Question - What would be your preferred approach if you were to volunteer for arts and cultural organizations?	Total	Unwgt N	821	19	53	97	112	110	99	103	147	81
		Wgt N	767	23	47	90	103	101	89	95	141	79
	A recurring engagement where you volunteer on a regular basis over a set period of time	%	12.7		13.0	16.9	13.2	11.4	12.1	13.6	10.6	11.1
	Volunteering for special events or projects	%	36.3		29.9	44.9	39.0	40.5	40.4	34.1	27.7	27.0
	Volunteering on the board of an organization	%	12.1		9.3	6.2	13.0	6.8	11.3	15.4	17.1	15.4
	None of the above/not interested	%	31.5		39.6	23.2	28.4	28.0	32.6	32.4	37.9	35.5
	Behind the scenes volunteer positions	%	0.1		0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
	I already currently volunteer	%	0.3		0.0	0.0	0.0	1.1	0.0	0.0	0.6	0.0
	Online options	%	0.4		0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
	Close proximity to me/a specific location	%	0.2		0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
	Technical support positions	%	0.1		0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
	Monetary donations/only paid positions	%	0.2		0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
	Depends on the request	%	0.1		0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
	Other	%	0.1		0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Unsure	%	6.0		8.3	8.8	6.3	8.9	2.7	4.5	5.6	5.1	

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2023-2411 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

		Region							Gender			Age		
		Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - What would be your preferred approach if you were to volunteer for arts and cultural organizations?	Total	Unwgt N	821	84	168	279	166	124	419	400	2	149	280	392
		Wgt N	767	49	172	298	133	115	379	386	2	211	246	311
	A recurring engagement where you volunteer on a regular basis over a set period of time	%	12.7	10.0	5.7	14.2	13.3	19.6	7.9	17.4		14.9	14.0	10.1
	Volunteering for special events or projects	%	36.3	38.4	36.3	33.9	40.0	37.4	33.5	39.3		37.9	35.5	35.9
	Volunteering on the board of an organization	%	12.1	18.4	14.8	12.3	9.7	7.5	13.3	10.9		10.3	11.8	13.5
	None of the above/not interested	%	31.5	27.0	34.2	32.9	28.1	29.7	35.4	27.3		29.8	31.5	32.6
	Behind the scenes volunteer positions	%	0.1	0.0	0.6	0.0	0.0	0.0	0.3	0.0		0.0	0.0	0.3
	I already currently volunteer	%	0.3	0.0	0.0	0.0	1.5	0.0	0.2	0.3		0.0	0.8	0.0
	Online options	%	0.4	0.0	0.0	0.0	0.0	2.6	0.0	0.8		1.4	0.0	0.0
	Close proximity to me/a specific location	%	0.2	0.0	0.0	0.4	0.0	0.0	0.4	0.0		0.6	0.0	0.0
	Technical support positions	%	0.1	1.3	0.0	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.2
	Monetary donations/only paid positions	%	0.2	1.2	0.0	0.4	0.0	0.0	0.3	0.2		0.0	0.0	0.5
	Depends on the request	%	0.1	0.0	0.6	0.0	0.0	0.0	0.3	0.0		0.0	0.0	0.3
	Other	%	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.2		0.4	0.0	0.0
	Unsure	%	6.0	3.8	8.0	5.9	6.8	3.2	8.3	3.7		4.7	6.3	6.5

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			Culture-goers 2023-08	Under \$20,000	\$20,000 to just under \$40,000	\$40,000 to just under \$60,000	\$60,000 to just under \$80,000	\$80,000 to just under \$100,000	\$100,000 to just under \$120,000	\$120,000 to just under \$150,000	\$150,000 and above	Prefer not to answer
Question - Do any of your family or friends volunteer for arts or cultural organizations? (Select all that apply)	Total	Unwgt N	822	19	53	97	112	111	99	103	147	81
		Wgt N	768	23	47	90	103	102	89	95	141	79
	Yes, I have children/teens who volunteer for an arts or cultural organization	%	5.7		3.3	4.0	3.7	7.2	10.0	3.4	7.4	1.3
	Yes, I have other family members who volunteer for an arts or culture organization	%	17.0		7.7	20.6	15.1	15.9	15.9	19.5	19.0	14.4
	Yes, I have a friend that volunteers for an arts or cultural organization	%	25.4		25.2	25.6	23.7	21.5	26.1	23.2	25.8	31.2
	No, none of my close family or friends volunteer for an arts or cultural organization	%	48.2		50.7	49.1	52.6	42.6	52.8	48.4	51.2	40.8
	Unsure	%	12.6		13.0	10.2	11.3	19.9	8.0	15.9	6.7	17.1

*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 1,081 Canadians, 18 years of age or older, between July 30th and August 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=636 with a margin of error of ±3.9 percentage points, 19 times out of 20), outdoor culture-goers refers to Canadians who reported participating in at least one outdoor cultural or arts performances in the past three years (n=459 with a margin of error of ±4.6 percentage points, 19 times out of 20), and art gallery and museum culture-goers refers to Canadians who reported participating in an art gallery or other type of museum in the past three years (n=581 with a margin of error of ±4.1 percentage points, 19 times out of 20).

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Question - Do any of your family or friends volunteer for arts or cultural organizations? (Select all that apply)	Total	Unwgt N	901	25	53	108	119	120	114	114	162	86
		Wgt N	837	30	47	98	109	109	101	105	155	82
	Yes, I have children/teens who volunteer for an arts or cultural organization	%	5.3		3.3	3.6	3.5	6.7	8.9	3.1	6.8	1.2
	Yes, I have other family members who volunteer for an arts or culture organization	%	15.6		7.7	18.8	14.2	14.8	14.1	17.7	17.2	13.8
	Yes, I have a friend that volunteers for an arts or cultural organization	%	23.3		25.2	23.4	22.3	20.0	23.1	21.0	23.5	29.8
	No, none of my close family or friends volunteer for an arts or cultural organization	%	44.2		50.7	44.8	49.5	39.8	46.8	43.9	46.5	38.9
	Unsure	%	11.5		13.0	9.3	10.6	18.6	7.1	14.4	6.1	16.3

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

			Region					Gender			Age			
			Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Do any of your family or friends volunteer for arts or cultural organizations? (Select all that apply)	Total	Unwgt N	822	84	168	280	166	124	420	400	2	149	281	392
		Wgt N	768	49	172	299	133	115	380	386	2	211	247	311
	Yes, I have children/teens who volunteer for an arts or cultural organization	%	5.7	6.8	5.4	4.4	8.3	6.4	5.5	6.0		2.7	7.2	6.7
	Yes, I have other family members who volunteer for an arts or culture organization	%	17.0	15.1	14.5	17.4	18.5	19.0	19.0	15.3		15.1	15.2	19.9
	Yes, I have a friend that volunteers for an arts or cultural organization	%	25.4	18.0	15.6	25.3	30.7	37.3	17.8	32.8		25.5	19.9	29.7
	No, none of my close family or friends volunteer for an arts or cultural organization	%	48.2	55.5	62.6	45.6	41.0	38.7	51.5	44.9		49.5	51.5	44.7
	Unsure	%	12.6	9.8	10.8	13.0	15.7	11.5	13.2	12.0		13.7	12.7	11.6

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			Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Do any of your family or friends volunteer for arts or cultural organizations? (Select all that apply)	Total	Unwt N	901	90	178	298	192	143	453	446	2	160	303	438
		Wgt N	837	52	188	316	152	130	407	428	2	224	263	350
	Yes, I have children/teens who volunteer for an arts or cultural organization	%	5.3	6.4	5.0	4.1	7.3	5.7	5.2	5.4		2.6	6.7	5.9
	Yes, I have other family members who volunteer for an arts or culture organization	%	15.6	14.4	13.3	16.5	16.2	16.8	17.7	13.8		14.1	14.2	17.7
	Yes, I have a friend that volunteers for an arts or cultural organization	%	23.3	17.1	14.3	23.9	26.9	33.1	16.6	29.5		23.9	18.7	26.4
	No, none of my close family or friends volunteer for an arts or cultural organization	%	44.2	52.7	57.4	43.1	35.9	34.3	48.1	40.5		46.5	48.4	39.7
	Unsure	%	11.5	9.4	9.9	12.3	13.7	10.2	12.3	10.8		12.9	12.0	10.3

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Question - Are you open, somewhat open, somewhat not open or not open to volunteering for a local arts or culture organization in your community in the next 12 months?	Total	Unwgt N	822	19	53	97	112	111	99	103	147	81
		Wgt N	768	23	47	90	103	102	89	95	141	79
	Open	%	20.0		18.8	27.8	21.3	22.1	21.2	14.5	15.8	20.8
	Somewhat open	%	31.7		30.0	29.8	35.7	29.0	32.6	36.3	29.9	26.9
	Somewhat not open	%	9.2		9.0	5.6	5.3	8.8	16.3	10.8	11.1	6.3
	Not open	%	29.7		35.6	22.8	30.7	27.6	26.5	31.0	33.8	32.8
	Unsure	%	9.3		6.5	14.0	7.1	12.5	3.4	7.5	9.5	13.2

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

			Region					Gender			Age			
			Culture-goers 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Are you open, somewhat open, somewhat not open or not open to volunteering for a local arts or culture organization in your community in the next 12 months?	Total	Unwgt N	822	84	168	280	166	124	420	400	2	149	281	392
		Wgt N	768	49	172	299	133	115	380	386	2	211	247	311
	Open	%	20.0	21.1	16.9	19.5	21.7	23.6	15.9	24.2		24.0	19.2	18.0
	Somewhat open	%	31.7	34.4	29.7	29.3	34.0	37.4	33.6	30.0		29.0	34.5	31.3
	Somewhat not open	%	9.2	8.6	9.3	8.3	11.1	9.7	9.9	8.4		11.0	9.2	8.1
	Not open	%	29.7	32.7	34.8	31.9	22.3	23.5	30.6	28.7		27.5	27.1	33.3
	Unsure	%	9.3	3.2	9.3	11.0	10.9	5.8	10.0	8.8		8.5	10.1	9.3

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