



Arts and cultural organizations only have 11% share of charitable giving among culture-goers – Donations are mission driven.



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 donation trends and motivators and barriers to donating to arts and culture organization.

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023 as part of an omnibus survey. The margin of error for a random survey of 1,058 Canadians is  $\pm 3.0$  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

## 1

### DONATIONS TO ARTS AND CULTURE VS. OTHER CAUSES

On average, culture-goers who report donating say arts and cultural organizations receive about \$11 out of \$100 of their annual charitable giving, while \$90 out of \$100 goes to other causes and events.

Culture-goers who donate only to other causes and not to arts and culture say the top reasons are lack of personal importance to them (33%), their taxes already support cultural organizations (32%) or that they have not been asked to donate (23%).

## 2

### AMOUNT OF DONATIONS TO ARTS AND CULTURE

About one in three culture-goers (31%) report donating to arts and culture organizations in the year 2022, with an average donation of \$97. This is about one third lower than how much they expected to donate when asked in October 2022 (average of \$147) but similarly 31 per cent expected to donate. For 2023, similar proportions expect to donate (31%, average of \$103).

## 3

### MOTIVATORS AND BARRIERS TO DONATE TO A CULTURAL ORGANIZATION

Just under one in two (46%) culture-goers report that their top motivator to donate to a cultural organization is believing in its cause, purpose, or mission, followed by those that say they are motivated to donate to cultural organizations when they value the impact it makes on the local community (26%).

# Donations to Arts and Culture - Demographics



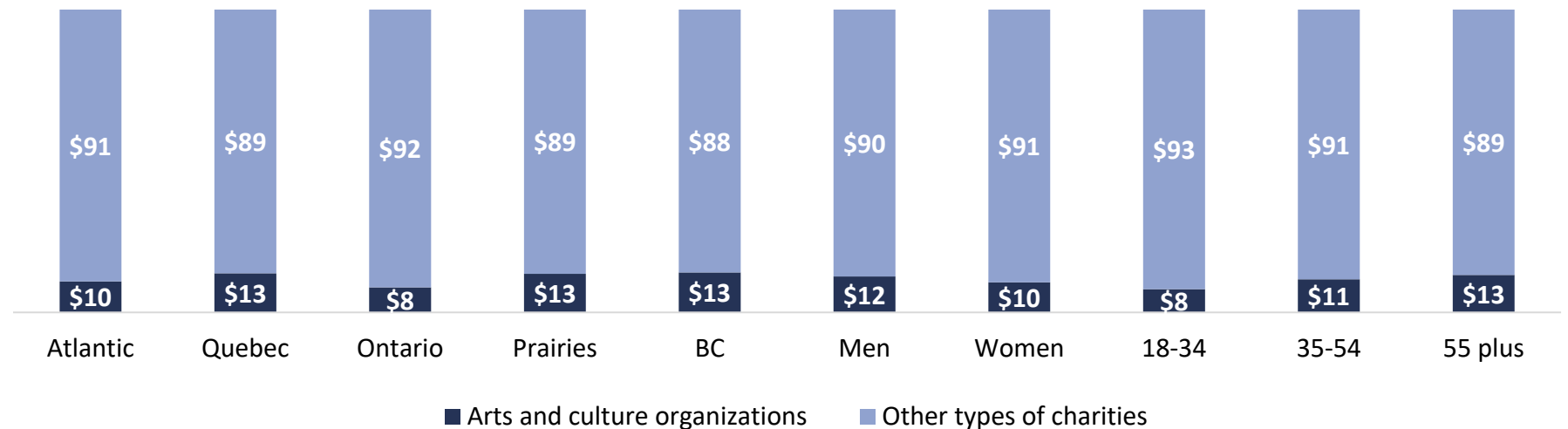
Older culture-goers are more likely to report donating to arts and culture and higher amounts than younger Canadians.

Culture-goers from the **Prairies** report the highest expected donation amount to arts and cultural organizations in 2023

## Reported expected donations for 2023

	Atlantic*	Quebec	Ontario	Prairies	BC	Men	Women	18-34	35-54	55 plus
<b>Mean expected donations for 2023</b>	\$48.4	\$62.7	\$106.8	<b>\$145.8</b>	\$131.7	\$140.2	\$66.4	\$86.3	<b>\$66.3</b>	\$143.8
<b>Proportion who plan on donating in 2023</b>	24.7%	27.6%	28.0%	34.1%	40.9%	30.5%	30.7%	19.5%	30.1%	<b>38.8%</b>

## Proportion of donation wallets of culture-goers (out of \$100\*\*)



\*Small sample size (n=73).

\*\*Total might not add up to 100 due to rounding.

# Donations to Arts and Culture – By income



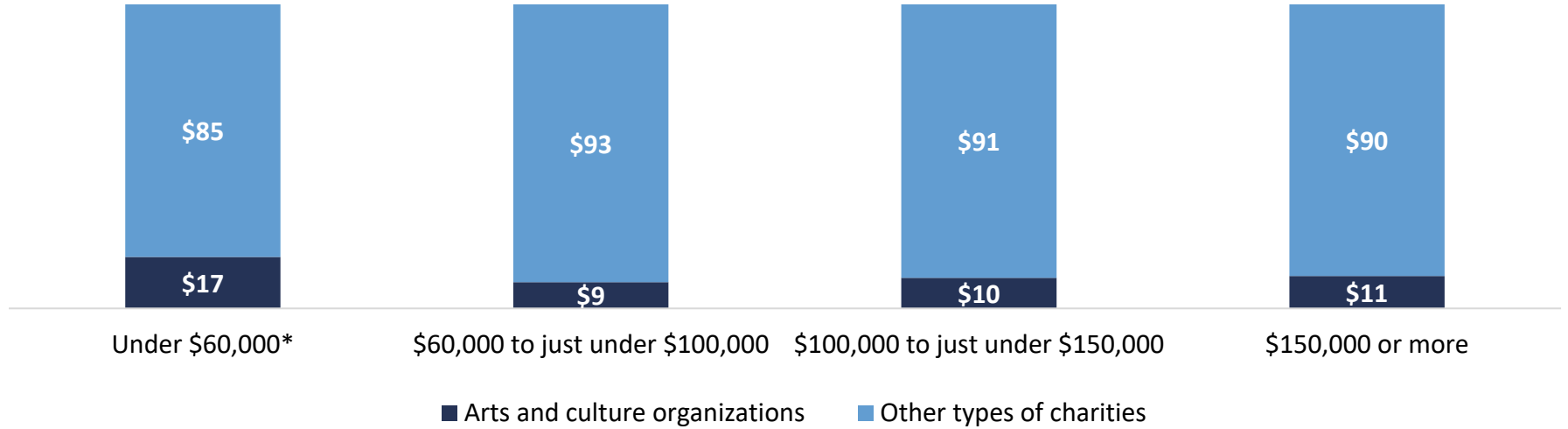
Culture-goers who report a higher income are more likely to say they will donate to arts and culture in 2023, and donate a larger amount.

However, the proportion of their donation wallets is about the same as other income brackets.

## Reported expected donations for 2023

	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 to just under \$150,000	\$150,000 or more
Mean expected donations for 2023	\$46.3	\$79.7	\$91.7	\$231.6
Proportion who plan on donating in 2023	28.2%	24.7%	30.0%	42.2%

## Proportion of donation wallets of culture-goers (out of \$100\*\*)



\*Small sample size (n=70).

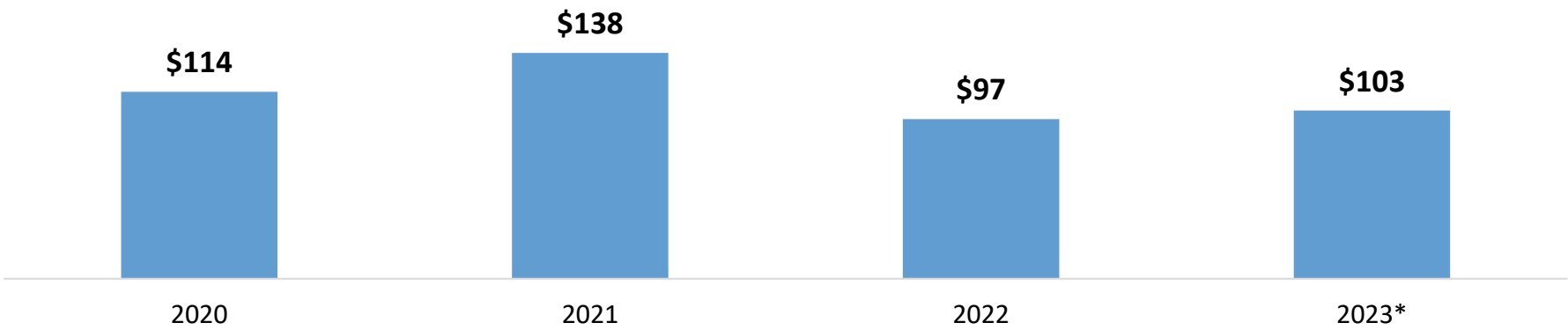
\*\*Total might not add up to 100 due to rounding.

# Donations to Arts and Culture – Tracking over time



Culture-goers consistently report donating less than what they expected to donate, and reported donations have been shrinking since 2021.

## Annual reported donations



\*2023 numbers are based on expected donation amounts, not reported donation.

## Expectations vs. reality

2021			2022		
Expected donations	Reported donations	Difference	Expected donations	Reported donations	Difference
\$147.9	\$137.6	-7.0%	\$146.4	\$97.3	-33.5%

Q – In 2020/2021/2022, how much did you donate, if anything, to arts/cultural organizations? \$ \_\_\_\_  
In 2021/2022, how much do you intend to donate, if anything, to arts/cultural organizations? \$ \_\_\_\_

# Barriers to donating based on age – Culture-goers who do not donate to arts and culture

## Younger culture-goers (18-34)

- They are the age group most likely to mention not being asked as a top barrier for donating (30%, compared to 16% for those 55 plus).
- Limited income is a barrier for over one in ten (13%, compared to two per cent of those 55 and older).
- Just over one in ten say they don't believe cultural organizations need the funding (12%, compared to three per cent of those 35 and older).

## Middle-aged culture-goers (35-54)

- The belief that their taxes already support cultural organizations is the top barrier for middle-aged culture-goers (35%).
- Just over one in four say they haven't been asked (26%).
- They are less likely than younger culture-goers to say that cultural organizations don't have personal importance to them (28%, compared to 38% for those 18-34).

## Older culture-goers (55 plus)

- They are the age group most likely to say they only give to one cause (not culture) (26%, 11% for those 18-34).
- They are half as likely to say they haven't been asked (16%) than younger culture-goers (18-34: 30%).
- Limited income or budget is not a major barrier for this age group (two per cent).

Just under **one third** of culture-goers expect to donate to arts and culture in 2023. Similar trends were observed in 2022.

**Breakdown of annual donations among culture-goers who donate\***

**\$11 out of \$100**

On average goes to arts and cultural organizations

**\$90 out of 100**

On average, goes to other charities and causes

**Reasons for only donating to other charities and not arts and culture**

**33%** Cultural organizations don't have personal importance to me

**32%** The taxes I pay already support cultural organizations

**23%** I haven't been asked

**22%** Cultural organizations don't have the same level of impact on the community or world

\*Total does not add up to 100% because of rounding.



# Top motivators for donating to the arts and culture

**46%** Believe in the cause, purpose or mission

**22%** Admire the organization

**26%** Value the impact it makes on the local community

**22%** Want to give back to the community

# Type of donations

Among culture-goers who report donating to arts and culture, the preferred types of donation are through fundraising appeals, galas, and donation boxes at venues.

28%

Fundraising appeals and campaigns

24%

Attending Galas or special fundraising events

23%

Giving at a donation box at venues/events

19%

Giving an add-on donation when purchasing a ticket

# Top impacts of arts and cultural organizations on communities

**21%**

A sense of belonging/  
community/identity

**10%**

Entertainment/  
Events

**13%**

Cultural awareness  
/preserve and  
promote culture

**9%**

Uplift people/adds  
to the quality of life/  
mental health

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

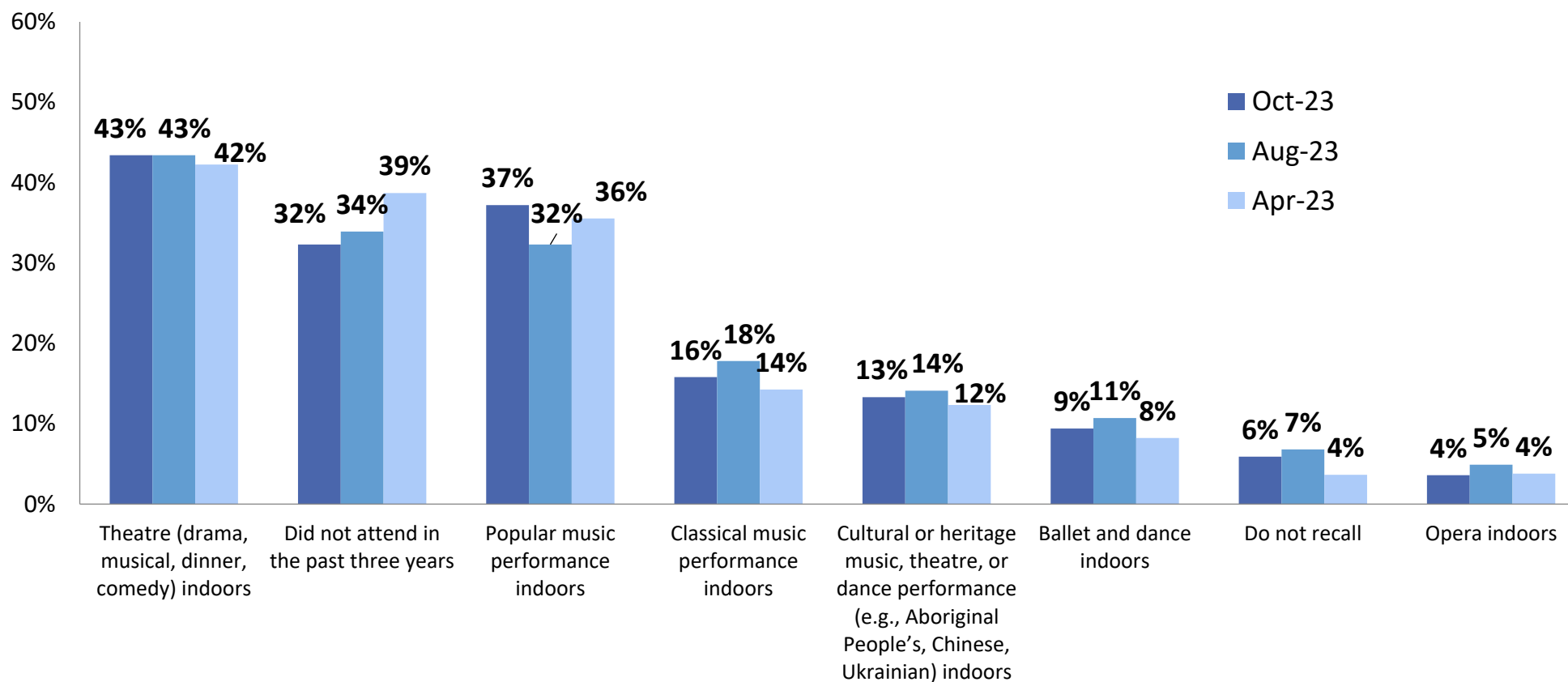
	Indoor events	Outdoor events	Museums and galleries
At least once a month	[19%]	[11%]	[8%]
Every 2-3 months	[34%]	[22%]	[20%]
Once every 6 months or less	[41%]	[58%]	[62%]



**Profiling** questions

# Attendance at indoor cultural gatherings – All Canadians

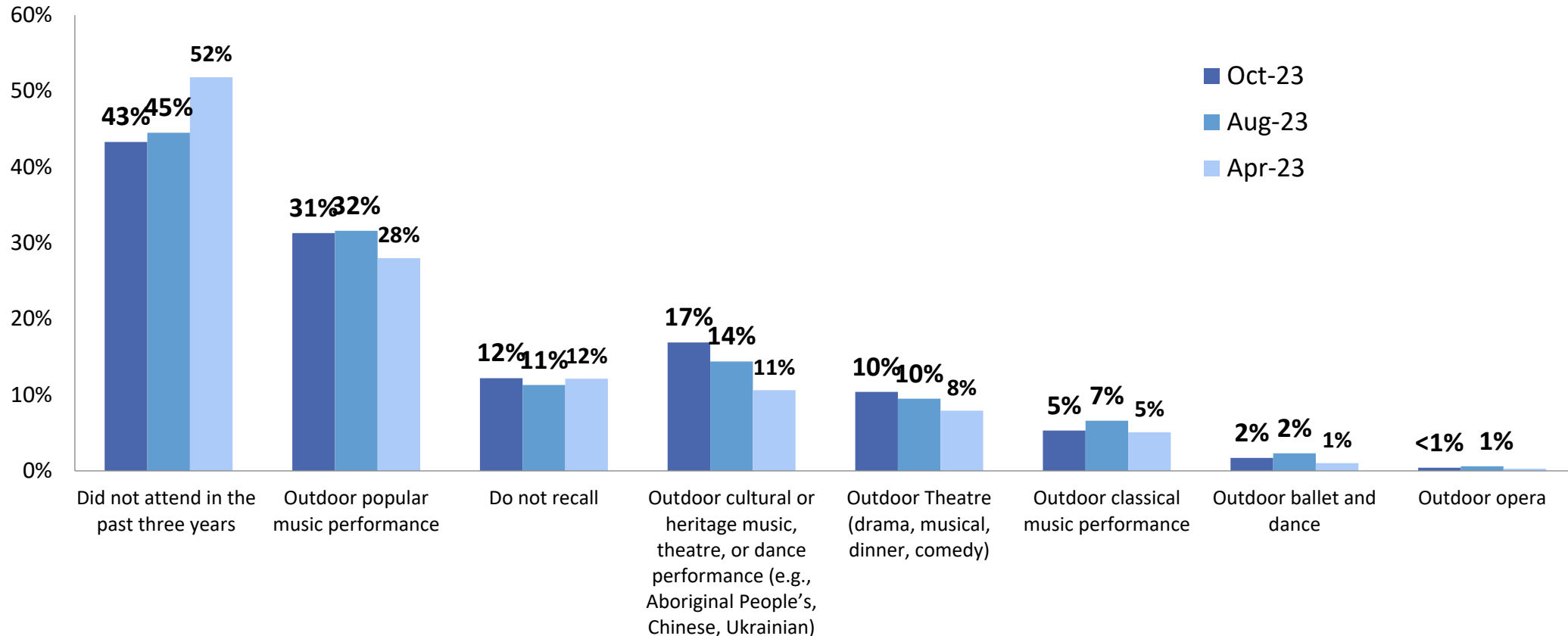
Q – Did you attend any of the following INDOOR cultural gatherings in the past three years?  
[RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=1,058 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Attendance at outdoor cultural gatherings – All Canadians

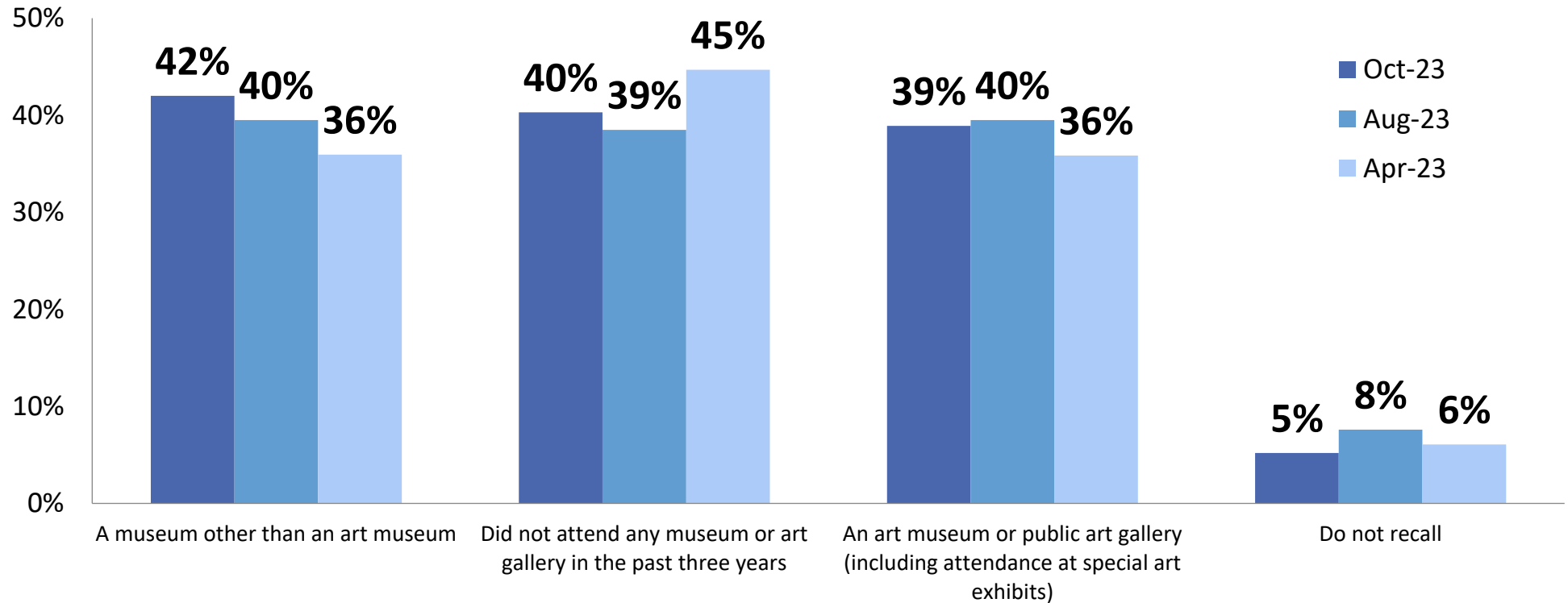
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years?  
[RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=1,058 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, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=1,058 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.



## Frequency of attendance

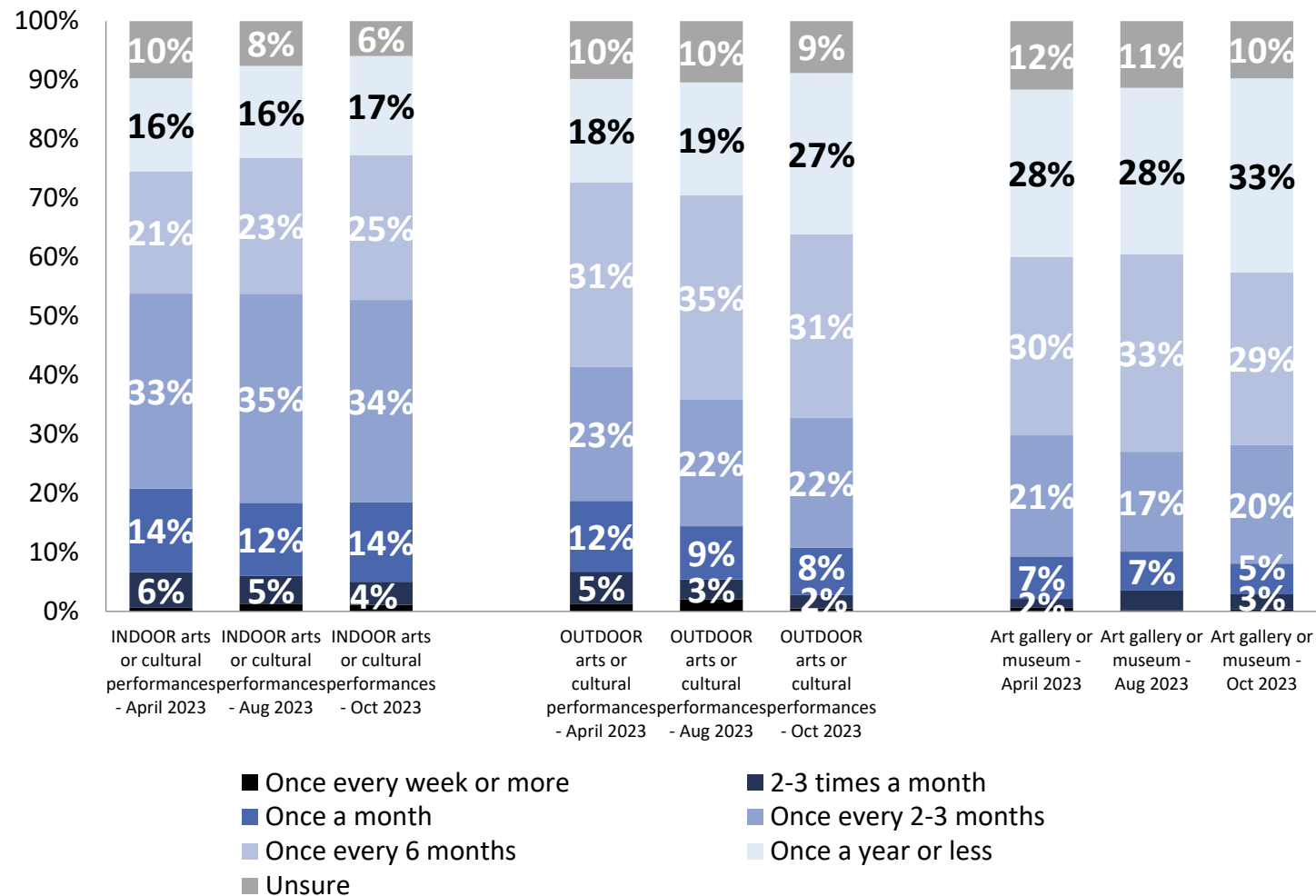
“

Similar to previous waves, 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 years. About one in five say the same for outdoor performances or museums.

”

# Frequency of planned attendance – Culture-goers

Similar to results from July 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 of culture-goers say they plan on attending outdoor performances as well as art gallery or museums once every two to three months.



\*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, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=660 indoor culture-goers, n=477 outdoor culture goers and n=567 museum-goers, accurate 3.8, 4.5 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=660)	Atlantic (n=68)	Quebec (n=132)	Ontario (n=224)	Prairies (n=134)	BC (n=102)	Men (n=352)	Women (n=307)	18 to 34 (n=109)	35 to 54 (n=264)	55 plus (n=288)
Once every week or more	1.1%	1.4%	-	1.2%	1.3%	2.4%	0.4%	1.8%	2.6%	1.4%	-
2-3 times a month	3.9%	-	2.5%	3.6%	5.6%	7.2%	3.6%	4.3%	2.5%	5.9%	3.2%
Once a month	13.5%	2.6%	15.0%	14.3%	14.5%	13.7%	13.8%	13.2%	14.4%	12.4%	13.8%
Once every 2-3 months	34.2%	33.9%	28.3%	35.7%	31.5%	42.9%	34.1%	34.4%	32.2%	30.7%	38.5%
Once every 6 months	24.5%	32.3%	30.8%	23.6%	23.8%	14.2%	26.3%	22.9%	24.2%	26.9%	22.7%
Once a year or less	16.8%	18.4%	17.9%	14.8%	17.2%	19.0%	13.7%	19.8%	18.4%	17.7%	14.9%
Unsure	5.9%	11.3%	5.6%	6.8%	6.2%	0.6%	8.1%	3.6%	5.6%	5.6%	6.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=660 indoor culture-goers, accurate 3.8 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=477)	Atlantic (n=51)	Quebec (n=100)	Ontario (n=139)	Prairies (n=100)	BC (n=87)	Men (n=253)	Women (n=224)	18 to 34 (n=85)	35 to 54 (n=200)	55 plus (n=192)
Once every week of more	0.5%	-	-	-	-	2.7%	0.6%	0.4%	-	1.3%	-
2-3 times a month	2.3%	8.1%	1.6%	2.2%	3.3%	-	2.8%	1.8%	2.1%	2.9%	1.9%
Once a month	8.0%	1.4%	11.1%	8.9%	7.3%	5.8%	5.1%	10.7%	6.3%	8.9%	8.4%
Once every 2-3 months	22.0%	13.7%	21.0%	16.5%	26.0%	32.5%	23.4%	20.7%	21.3%	20.0%	24.6%
Once every 6 months	31.1%	41.2%	35.1%	28.4%	28.6%	29.7%	37.0%	25.5%	29.9%	31.2%	32.0%
Once a year or less	27.3%	16.8%	25.0%	33.1%	27.4%	23.7%	22.2%	32.2%	31.5%	29.1%	22.4%
Unsure	8.8%	18.8%	6.1%	10.9%	7.5%	5.6%	8.9%	8.7%	8.9%	6.7%	10.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=477 outdoor culture-goers, accurate 4.5 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=567)	Atlantic (n=54)	Quebec (n=111)	Ontario (n=187)	Prairies (n=114)	BC (n=101)	Men (n=295)	Women (n=271)	18 to 34 (n=106)	35 to 54 (n=214)	55 plus (n=247)
Once every week of more	0.3%	-	0.7%	0.4%	-	-	0.3%	0.3%	-	0.4%	0.4%
2-3 times a month	2.6%	-	2.2%	3.9%	1.0%	3.0%	2.7%	2.5%	2.5%	3.4%	1.9%
Once a month	5.2%	6.1%	4.0%	5.1%	6.5%	4.9%	5.4%	5.0%	4.3%	5.9%	5.1%
Once every 2-3 months	20.1%	20.5%	25.4%	17.5%	20.4%	18.9%	20.8%	19.6%	15.8%	18.4%	24.7%
Once every 6 months	29.2%	26.9%	24.1%	27.3%	30.3%	39.8%	27.0%	31.3%	22.4%	31.0%	32.7%
Once a year or less	32.9%	31.6%	37.4%	32.2%	36.0%	26.2%	34.4%	31.7%	46.5%	32.3%	23.5%
Unsure	9.7%	15.0%	6.4%	13.6%	5.7%	7.2%	9.5%	9.5%	8.5%	8.5%	11.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=567 museum-goers, accurate 4.1 percentage points plus or minus, 19 times out of 20.

## Donating to the arts

“ Over one in four culture-goers report that they are interested in donating during fundraising appeals or campaigns. Around one in two culture-goers are motivated to donate when they believe in the cause, purpose, or mission.

”

# 2022 donations to arts/cultural organizations

Q – In 2022, how much did you donate, if anything, to arts/cultural organizations? \$ \_\_\_\_

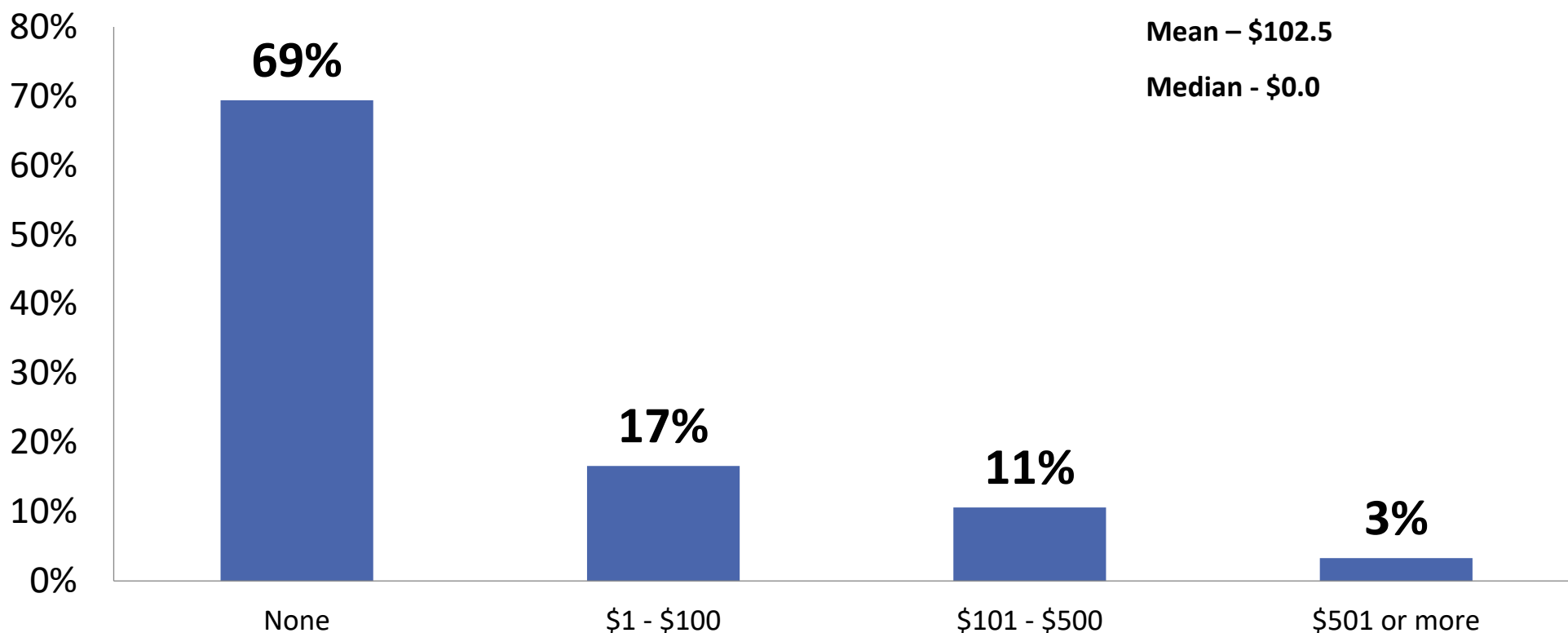
[TRACKING OCTOBER 2022] In 2022, how much do you intend to donate, if anything, to arts/cultural organizations? \$ \_\_\_\_

	Reported donations for the year 2022 (n=365)	Intended donations for the year 2022 (n=720)	
<b>T O P R E S P O N S E S</b>	Mean	\$97.3	\$146.40
	Median	\$0.00	\$0.00
	\$0	69.1%	68.8%
	\$100	8.3%	8.7%
	\$50	4.5%	3.6%
	\$500	3.0%	3.8%
	\$200	3.0%	3.0%
	\$1000	1.6%	1.5%
	\$300	1.4%	1.3%
	\$250	1.3%	0.9%
\$20	1.2%	0.9%	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=365 culture-goers who do not report donating to cultural organizations, accurate 5.2 percentage points plus or minus, 19 times out of 20.

## 2023 intended donations to arts/cultural organizations

Q – In 2023, how much do you intend to donate, if anything, to arts/cultural organizations? \$ \_\_\_\_\_

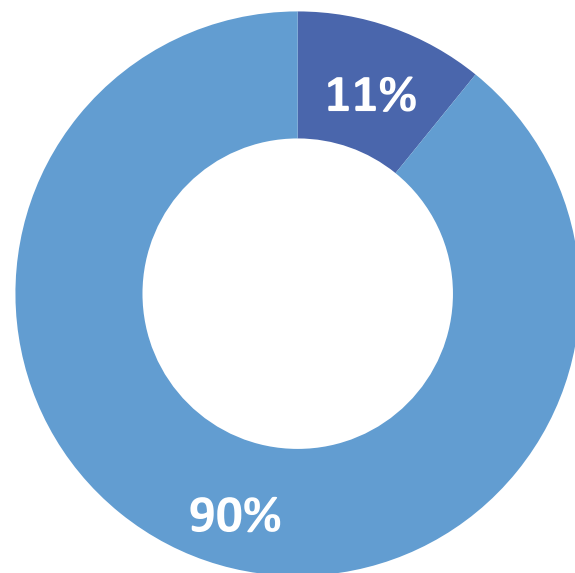


Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=761 culture-goers, accurate 3.0 percentage points plus or minus, 19 times out of 20.



# Annual charitable breakdown

Q – What percentage of your annual charitable giving goes to arts and cultural organizations compared to other causes (i.e. Health, Social and Community Services, Sports, Environmental causes, Food charities, International causes, etc.)



■ Arts and cultural organizations   ■ Other charities/causes

Average going to arts and culture

	Atlantic (n=52)	Quebec (n=100)	Ontario (n=200)	Prairies (n=111)	BC (n=96)
	<b>10.4%</b>	<b>13.2%</b>	<b>8.3%</b>	<b>13.0%</b>	<b>13.4%</b>
	Men (n=302)	Women (n=257)	18 to 34 (n=78)	35 to 54 (n=213)	55 plus (n=268)
	<b>12.1%</b>	<b>10.0%</b>	<b>7.7%</b>	<b>11.1%</b>	<b>12.6%</b>

\*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, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=559 donors to arts and cultural organizations and n=607 donors to other charities/causes, accurate 4.2 and 4.0 percentage points plus or minus, 19 times out of 20, respectively.

# Reasons for donating to organizations other than cultural ones

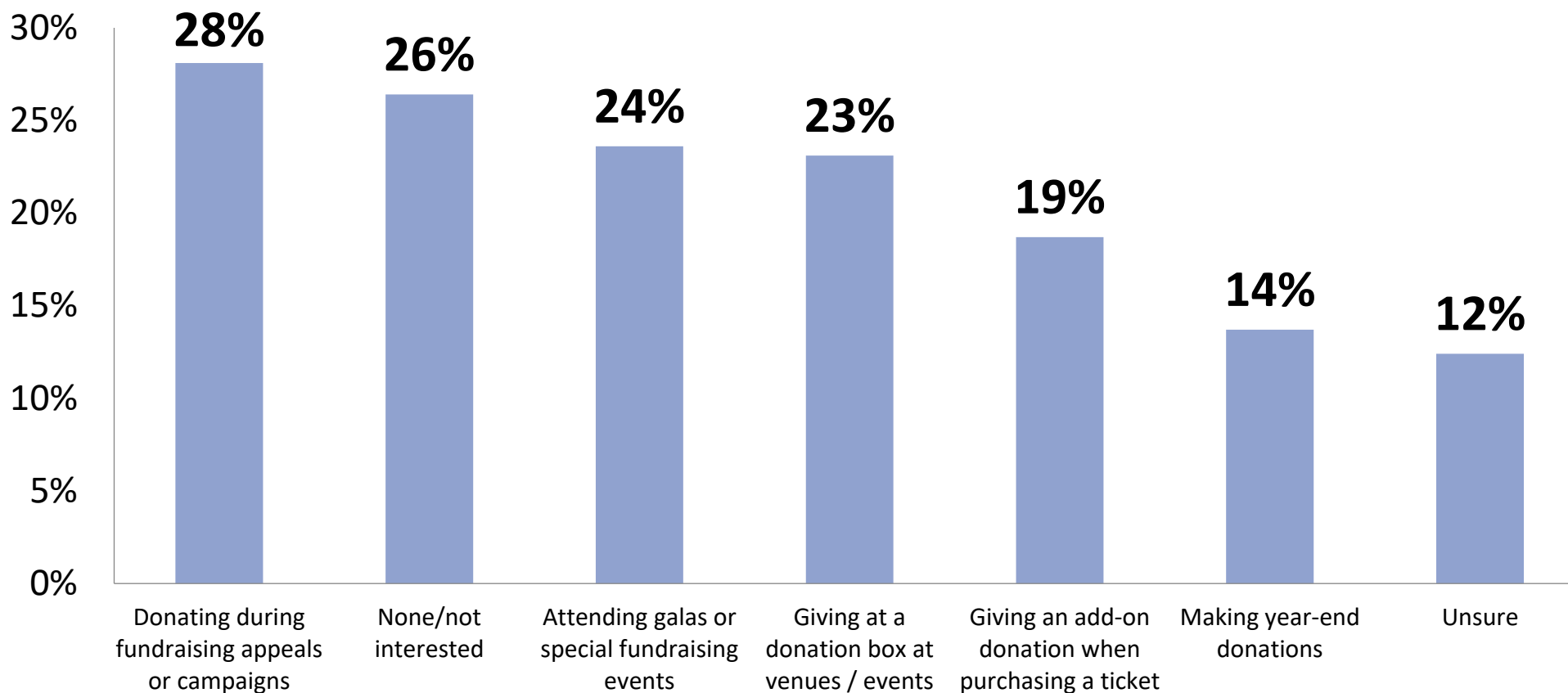
Q – [IF 0 FOR ARTS AND CULTURAL ORGANIZATIONS] Why do you donate money to other causes, but not to cultural organizations? (Select all that apply)  
[RANDOMIZE]

	Frequency (n=365)	18 to 34 (n=71)	35 to 54 (n=142)	55 plus (n=152)
<b>T</b>				
<b>O</b>				
<b>P</b>				
<b>R</b>				
<b>E</b>				
<b>S</b>				
Cultural organizations don't have personal importance to me	33.3%	38.0%	28.1%	33.6%
The taxes I pay already support cultural organizations	32.4%	28.2%	35.4%	33.3%
I haven't been asked	23.4%	30.1%	25.7%	15.6%
Cultural organizations don't have the same level of impact on the community or world	21.6%	21.4%	21.5%	21.8%
I only give to one cause (not culture)	19.2%	11.3%	19.2%	25.9%
Cultural organizations don't need the funding	5.7%	12.2%	2.5%	2.9%
Limited income/budget/can't afford to do so	5.5%	12.8%	2.8%	1.5%
Other causes have greater need/other causes are more important to me	4.8%	3.6%	5.0%	5.7%
I already donate to several other causes	1.6%	-	1.3%	3.2%
Other	1.3%	1.7%	0.4%	1.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=365 culture-goers who do not report donating to cultural organizations, accurate 5.2 percentage points plus or minus, 19 times out of 20.

# Types of donations culture-goers are interested in making

Q – Which of the following types of donations are you interested in making to arts and culture organizations? (Select all that apply) [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=705 culture-goers who report donating, accurate 3.7 percentage points plus or minus, 19 times out of 20.

# Motivators to donate to a cultural organization

Q – What motivates you to donate to a cultural organization? (Select all that apply)  
[RANDOMIZE]

## TOP RESPONSES

	Total (n=70)*
Believe in its cause, purpose, or mission	45.7%
Value the impact it makes on the local community	26.3%
Admire the organization	22.2%
Want to give back to the community	21.8%
Value the impact it makes on the world	21.4%
Am aware that it needs my financial support to exist	21.4%
Want to support artists, creators, and/or makers	17.8%
Find its content compelling	17.1%

\*Based on multiple mentions.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=70 culture-goers who report donating to cultural organizations, accurate 11.9 percentage points plus or minus, 19 times out of 20.

# Impacts arts and cultural organizations have on the community

Q – What do you think is the biggest impact arts and cultural organizations have on your community? [OPEN]

## TOP RESPONSES

	Total (n=501)
A sense of belonging/community/identity	20.6%
Cultural awareness/preserve and promote culture	13.1%
Entertainment/Events	9.9%
Uplift people/adds to the quality of life/ mental health betterment	8.7%
Unsure	8.7%
None/very little/less important	6.4%
Inclusiveness and diversity	6.1%
A centre to express creativity and feeling	5.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1<sup>st</sup> and 4<sup>th</sup>, 2023, n=501 culture-goers, accurate 4.4 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 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 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 1,058 Canadians is  $\pm 3.0$  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	1,058 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	Thirteen 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, relations with India, the House of Commons honouring a WWII veteran who fought for the Nazis, financial aid to Ukraine, the federal party they trust most on economic issues, affordable housing, views on grocery store price increases, feelings towards the federal government, seizing assets of Russian and Iranian governments to help victims of human rights violations, and the Trans Mountain Expansion.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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	October 1 <sup>st</sup> and 4 <sup>th</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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# TABULATIONS



## 2023-2469 – 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 2023-09	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	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Opera indoors	%	3.6	0.0	4.5	3.4	3.9	4.3	3.2	4.0		0.5	3.9	5.4
	Ballet and dance indoors	%	9.4	7.4	8.8	7.7	11.7	13.4	7.7	11.1		5.2	13.8	8.7
	Theatre (drama, musical, dinner, comedy) indoors	%	43.4	46.3	36.6	43.0	49.0	47.3	41.6	45.1		40.8	46.5	42.6
	Classical music performance indoors	%	15.8	15.8	18.4	13.0	14.2	21.4	16.1	15.6		10.4	16.8	18.5
	Popular music performance indoors	%	37.2	41.6	32.5	38.8	37.6	38.2	38.6	35.8		39.9	39.8	33.5
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	13.3	12.7	11.3	9.5	20.5	18.3	14.5	12.1		10.8	15.1	13.4
	Did not attend in the past three years	%	32.3	24.5	37.2	32.9	29.2	29.9	32.2	32.4		29.7	29.9	35.9
	Do not recall	%	5.9	4.5	5.1	6.4	6.1	6.5	6.4	5.4		9.9	5.0	4.0

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

\*\*Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET**

[This table reports on the views of all Canadians]

			Region					Gender			Age			
			Canada 2023-09	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	1724	150	354	570	365	285	929	793	2	261	688	775
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Opera indoors	%	2.2	0.0	2.9	2.2	2.2	2.4	2.0	2.5		0.4	2.3	3.3
	Ballet and dance indoors	%	5.8	4.9	5.7	4.9	6.8	7.5	4.8	6.9		3.5	8.1	5.4
	Theatre (drama, musical, dinner, comedy) indoors	%	27.0	30.3	23.7	27.8	28.5	26.4	25.9	27.9		27.7	27.2	26.3
	Classical music performance indoors	%	9.8	10.3	11.9	8.4	8.2	11.9	10.0	9.6		7.1	9.8	11.4
	Popular music performance indoors	%	23.1	27.2	21.1	25.1	21.9	21.3	24.1	22.1		27.1	23.3	20.7
	Cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian) indoors	%	8.2	8.3	7.3	6.1	11.9	10.2	9.0	7.5		7.4	8.8	8.3
	Did not attend in the past three years	%	20.1	16.1	24.1	21.3	17.0	16.7	20.1	20.1		20.1	17.5	22.1
	Do not recall	%	3.7	2.9	3.3	4.1	3.5	3.6	4.0	3.4		6.7	2.9	2.5

\*Values are based on the proportion an activity represents of all response options (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 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – 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 2023-09	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	660	68	132	224	134	102	352	307	1	108	264	288
		Wgt N	619	48	133	235	113	88	301	317	1	161	210	247
	Once every week or more	%	1.1	1.4	0.0	1.2	1.3	2.4	0.4	1.8		2.6	1.4	0.0
	2-3 times a month	%	3.9	0.0	2.5	3.6	5.6	7.2	3.6	4.3		2.5	5.9	3.2
	Once a month	%	13.5	2.6	15.0	14.3	14.5	13.7	13.8	13.2		14.4	12.4	13.8
	Once every 2-3 months	%	34.2	33.9	28.3	35.7	31.5	42.9	34.1	34.4		32.2	30.7	38.5
	Once every 6 months	%	24.5	32.3	30.8	23.6	23.8	14.2	26.3	22.9		24.2	26.9	22.7
	Once a year or less	%	16.8	18.4	17.9	14.8	17.2	19.0	13.7	19.8		18.4	17.7	14.9
Unsure	%	5.9	11.3	5.6	6.8	6.2	0.6	8.1	3.6		5.6	5.0	6.8	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET**

[This table reports on the views of all Canadians]

			Region					Gender			Age			
			Canada 2023-09	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	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Outdoor opera	%	0.4	0.0	0.4	0.2	0.4	1.0	0.4	0.3		0.0	0.5	0.5
	Outdoor ballet and dance	%	1.7	1.7	2.4	1.0	2.2	1.5	0.8	2.5		1.8	2.0	1.3
	Outdoor Theatre (drama, musical, dinner, comedy)	%	10.4	11.6	7.7	7.4	12.6	20.2	11.2	9.7		9.5	12.2	9.6
	Outdoor classical music performance	%	5.3	1.8	8.4	3.6	5.8	5.8	6.2	4.4		2.8	5.4	6.8
	Outdoor popular music performance	%	31.3	28.8	34.8	25.8	36.1	35.8	31.5	31.1		32.6	35.4	27.2
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	16.9	23.4	11.6	12.7	24.7	24.4	17.0	16.8		19.3	18.7	13.9
	Did not attend in the past three years	%	43.4	42.1	45.9	48.0	37.6	34.1	41.7	44.8		36.8	38.0	51.8
Do not recall	%	12.2	10.5	10.2	14.7	11.3	10.7	13.9	10.7		17.0	12.4	9.0	

\*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 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET**

[This table reports on the views of all Canadians]

			Region					Gender			Age			
			Canada 2023-09	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	1301	120	277	418	276	210	705	595	1	217	503	581
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Outdoor opera	%	0.3	0.0	0.3	0.2	0.3	0.7	0.3	0.3		0.0	0.4	0.4
	Outdoor ballet and dance	%	1.4	1.4	2.0	0.9	1.7	1.1	0.6	2.1		1.5	1.6	1.1
	Outdoor Theatre (drama, musical, dinner, comedy)	%	8.6	9.7	6.3	6.5	9.6	15.1	9.2	8.0		8.0	9.7	8.0
	Outdoor classical music performance	%	4.3	1.5	6.9	3.2	4.5	4.3	5.1	3.7		2.4	4.4	5.6
	Outdoor popular music performance	%	25.7	24.0	28.6	22.8	27.6	26.8	25.7	25.9		27.2	28.4	22.6
	Outdoor cultural or heritage music, theatre or dance performance (e.g. Aboriginal People's, Chinese, Ukrainian)	%	13.9	19.5	9.6	11.2	18.9	18.3	13.9	14.0		16.1	15.0	11.6
	Did not attend in the past three years	%	35.7	35.1	37.8	42.3	28.8	25.6	34.0	37.3		30.7	30.5	43.2
	Do not recall	%	10.1	8.8	8.4	13.0	8.7	8.0	11.3	8.9		14.2	10.0	7.5

\*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 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.





**2023-2469 – 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 2023-09	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	477	51	100	139	100	87	253	224	0	85	200	192
		Wgt N	444	32	101	145	89	77	218	227	0	123	160	161
	Once every week or more	%	0.5	0.0	0.0	0.0	0.0	2.7	0.6	0.4		0.0	1.3	0.0
	2-3 times a month	%	2.3	8.1	1.6	2.2	3.3	0.0	2.8	1.8		2.1	2.9	1.9
	Once a month	%	8.0	1.4	11.1	8.9	7.3	5.8	5.1	10.7		6.3	8.9	8.4
	Once every 2-3 months	%	22.0	13.7	21.0	16.5	26.0	32.5	23.4	20.7		21.3	20.0	24.6
	Once every 6 months	%	31.1	41.2	35.1	28.4	28.6	29.7	37.0	25.5		29.9	31.2	32.0
	Once a year or less	%	27.3	16.8	25.0	33.1	27.4	23.7	22.2	32.2		31.5	29.1	22.4
Unsure	%	8.8	18.8	6.1	10.9	7.5	5.6	8.9	8.7		8.9	6.7	10.7	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET**

[This table reports on the views of all Canadians]

			Region					Gender			Age			
			Canada 2023-09	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	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	An art museum or public art gallery (including attendance at special art exhibits)	%	38.9	33.2	38.6	35.2	39.4	51.7	37.2	40.4		39.4	39.1	38.3
	A museum other than an art museum	%	42.0	54.1	29.4	46.0	41.8	45.9	42.2	41.6		47.6	42.0	38.3
	Did not attend any museum or art gallery in the past three years	%	40.3	32.6	44.2	43.0	40.1	30.0	40.5	40.1		35.9	39.7	43.5
	Do not recall	%	5.2	6.8	6.8	4.2	4.1	5.5	6.3	4.1		5.2	6.2	4.3

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

\*\*Multifrequency tab based on multiple responses

[This table reports on the views of all Canadians]

			Region					Gender			Age			
			Canada 2023-09	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	1333	125	270	462	265	211	715	616	2	227	514	592
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	An art museum or public art gallery (including attendance at special art exhibits)	%	30.8	26.2	32.4	27.4	31.4	38.8	29.4	32.0		30.7	30.8	30.8
	A museum other than an art museum	%	33.2	42.7	24.7	35.8	33.3	34.4	33.5	33.0		37.1	33.1	30.8
	Did not attend any museum or art gallery in the past three years	%	31.9	25.8	37.2	33.5	32.0	22.6	32.1	31.8		28.0	31.3	35.0
	Do not recall	%	4.1	5.4	5.7	3.3	3.3	4.2	5.0	3.3		4.1	4.9	3.5

\*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 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – 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 2023-09	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	567	54	111	187	114	101	295	271	1	106	214	247
		Wgt N	546	41	113	205	98	90	261	285	1	157	175	214
	Once every week or more	%	0.3	0.0	0.7	0.4	0.0	0.0	0.3	0.3		0.0	0.4	0.4
	2-3 times a month	%	2.6	0.0	2.2	3.9	1.0	3.0	2.7	2.5		2.5	3.4	1.9
	Once a month	%	5.2	6.1	4.0	5.1	6.5	4.9	5.4	5.0		4.3	5.9	5.1
	Once every 2-3 months	%	20.1	20.5	25.4	17.5	20.4	18.9	20.8	19.6		15.8	18.4	24.7
	Once every 6 months	%	29.2	26.9	24.1	27.3	30.3	39.8	27.0	31.3		22.4	31.0	32.7
	Once a year or less	%	32.9	31.6	37.4	32.2	36.0	26.2	34.4	31.7		46.5	32.3	23.5
	Unsure	%	9.7	15.0	6.2	13.6	5.7	7.2	9.5	9.5		8.5	8.5	11.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET**

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

Question - In 2022, how much did you donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
			Wgt N	771	74	170	256	148	123	415	355	1	134	296
Mean	734	53	173	277	125	107	357	376	1	202	238	295		
Median	97.3	51.5	62.9	102.0	117.5	139.6	128.3	68.1		66.5	68.7	141.4		
0	%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
3	%	69.1	70.3	72.4	70.9	65.7	62.4	70.4	67.8	80.4	68.9	61.6		
5	%	0.1	0.0	0.0	0.0	0.8	0.0	0.3	0.0	0.0	0.0	0.4		
9	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.5		
10	%	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0		
20	%	0.3	0.0	0.5	0.3	0.5	0.0	0.2	0.4	0.0	0.9	0.0		
25	%	1.2	0.0	0.9	0.9	3.3	0.5	1.2	1.2	2.0	1.4	0.4		
30	%	0.6	0.0	0.5	0.7	1.4	0.0	0.8	0.4	0.9	0.3	0.6		
36	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.0	0.0	0.3		
40	%	0.3	0.0	0.0	0.8	0.0	0.0	0.6	0.6	1.0	0.0	0.0		
50	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.0	0.0	0.3		
55	%	4.5	7.6	6.2	3.8	4.2	2.8	3.8	5.3	3.4	5.9	4.3		
60	%	0.3	0.0	0.0	0.5	0.3	0.0	0.1	0.4	0.0	0.0	0.6		
100	%	0.3	0.0	0.0	0.8	0.0	0.0	0.0	0.6	1.0	0.0	0.0		
120	%	8.3	14.1	7.8	6.0	10.3	9.7	7.6	9.0	5.1	10.1	8.9		
140	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.5		
150	%	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.0	0.4	0.0		
170	%	1.2	0.0	1.4	0.8	1.6	1.8	1.3	1.0	0.7	0.6	1.9		
200	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.3	0.0		
240	%	3.0	3.2	1.7	4.5	0.3	4.5	2.7	3.4	1.4	2.7	4.4		
250	%	0.2	0.0	0.8	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.4		
300	%	1.3	1.5	1.4	1.4	0.8	1.3	1.8	0.9	0.0	1.4	2.1		
350	%	1.4	0.0	1.2	0.3	3.7	2.6	1.2	1.6	1.0	0.8	2.1		
400	%	0.2	0.0	0.8	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.4		
450	%	0.6	1.5	0.0	0.5	0.8	0.9	0.7	0.5	0.0	0.3	1.2		
	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3		

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET**

		Region						Gender			Age		
		Culture-goers 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
500	%	3.0	0.0	2.2	3.5	5.2	2.0	4.3	1.8		1.5	4.2	3.1
600	%	0.2	0.0	0.0	0.3	0.0	0.9	0.2	0.2		0.0	0.0	0.6
750	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4		0.0	0.0	0.5
1000	%	1.6	0.0	1.5	1.1	0.0	5.7	1.3	1.8		0.7	1.1	2.6
1120	%	0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.0		0.0	0.0	0.2
1200	%	0.2	0.0	0.0	0.0	0.0	1.3	0.1	0.2		0.0	0.0	0.5
1400	%	0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.0		0.0	0.0	0.2
1500	%	0.2	0.0	0.5	0.3	0.0	0.0	0.4	0.0		0.0	0.3	0.3
2000	%	0.1	0.9	0.0	0.0	0.0	0.0	0.1	0.0		0.0	0.2	0.0
4000	%	0.2	0.0	0.0	0.6	0.0	0.0	0.4	0.0		0.0	0.0	0.5
5000	%	0.3	0.0	0.0	0.3	1.2	0.0	0.6	0.0		0.7	0.0	0.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.



**2023-2469 – 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?						
		Canada 2023-09	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 to just under \$150,000	\$150,000 or more	Refuse/no answer	
Question - In 2022, how much did you donate, if anything, to arts/cultural organizations?	Total	Unwgt N	771	126	204	204	135	102
		Wgt N	734	125	187	195	127	100
		Mean	97.3	46.8	76.9	88.5	204.0	80.0
		Median	0.0	0.0	0.0	0.0	0.0	0.0
\$ _____								
	0	%	69.1	71.5	73.3	70.8	59.2	67.6
	3	%	0.1	0.0	0.4	0.0	0.0	0.4
	5	%	0.2	0.0	0.0	0.0	0.0	1.5
	9	%	0.1	0.0	0.2	0.0	0.0	0.0
	10	%	0.3	0.0	0.0	0.8	0.0	0.6
	20	%	1.2	2.7	0.9	0.4	2.2	0.0
	25	%	0.6	0.6	1.4	0.5	0.0	0.0
	30	%	0.1	0.0	0.5	0.0	0.0	0.0
	36	%	0.3	0.0	1.1	0.0	0.0	0.0
	40	%	0.1	0.0	0.0	0.0	0.0	0.9
	50	%	4.5	5.7	3.7	5.1	5.9	1.9
	55	%	0.3	0.0	0.2	0.0	1.2	0.0
	60	%	0.3	0.0	0.0	0.0	1.6	0.0
	100	%	8.3	8.9	6.7	6.7	7.3	14.7
	120	%	0.2	0.0	0.0	0.8	0.0	0.0
	140	%	0.1	0.0	0.0	0.0	0.0	0.8
	150	%	1.2	2.0	1.5	0.7	0.0	1.9
	170	%	0.1	0.0	0.0	0.0	0.6	0.0
	200	%	3.0	1.2	1.5	5.7	4.8	0.8
	240	%	0.2	1.0	0.0	0.0	0.0	0.0
	250	%	1.3	2.0	0.9	1.0	2.1	0.8
	300	%	1.4	1.9	0.6	0.8	2.8	1.7
	350	%	0.2	1.0	0.0	0.0	0.0	0.0
	400	%	0.6	0.0	1.2	0.8	0.4	0.0
	450	%	0.1	0.0	0.0	0.4	0.0	0.0

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		Canada 2023-09	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 to just under \$150,000	\$150,000 or more	Refuse/no answer	
500	%	3.0	0.6	2.4	3.0	5.9	3.4	
600	%	0.2	0.0	0.9	0.0	0.0	0.0	
750	%	0.2	0.0	0.8	0.0	0.0	0.0	
1000	%	1.6	0.0	1.3	1.5	3.7	1.7	
1120	%	0.1	0.0	0.0	0.0	0.0	0.5	
1200	%	0.2	0.7	0.0	0.0	0.4	0.0	
1400	%	0.1	0.0	0.0	0.3	0.0	0.0	
1500	%	0.2	0.0	0.0	0.4	0.0	0.8	
2000	%	0.1	0.0	0.0	0.0	0.4	0.0	
4000	%	0.2	0.0	0.4	0.4	0.0	0.0	
5000	%	0.3	0.0	0.0	0.0	1.8	0.0	

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		Region							Gender			Age		
		Culture-goers 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - In 2023, how much do you intend to donate, if anything, to arts/cultural organizations? \$ _____	Total	Unwgt N	761	73	168	252	147	121	411	349	1	134	294	333
		Wgt N	724	52	171	272	124	105	355	368	1	202	236	286
		Mean	102.5	48.4	62.7	106.8	145.8	131.7	140.2	66.4		86.3	66.3	143.8
		Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0
	0	%	69.4	75.3	72.4	72.0	65.9	59.1	69.5	69.3		80.5	69.9	61.2
	1	%	0.2	0.0	0.0	0.0	0.0	1.4	0.4	0.0		0.7	0.0	0.0
	2	%	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0		0.0	0.0	0.2
	3	%	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0		0.0	0.0	0.1
	5	%	0.4	0.0	0.0	0.6	1.2	0.0	0.0	0.8		0.7	0.0	0.5
	10	%	0.7	0.0	0.5	0.9	1.3	0.0	0.9	0.4		0.0	2.1	0.0
	20	%	1.4	0.0	2.1	0.9	2.1	1.4	1.2	1.6		2.7	1.0	0.8
	25	%	0.4	0.0	0.9	0.0	1.2	0.0	0.4	0.4		0.4	0.3	0.5
	36	%	0.3	0.0	0.0	0.8	0.0	0.0	0.0	0.6		1.0	0.0	0.0
	40	%	0.2	0.0	0.4	0.0	0.0	0.9	0.2	0.3		0.0	0.0	0.6
	50	%	3.4	5.5	2.2	3.8	3.4	3.5	3.1	3.8		1.3	3.5	4.9
	55	%	0.5	0.0	0.8	0.6	0.3	0.5	0.2	0.8		0.7	0.0	0.8
	100	%	8.9	12.9	8.9	6.3	11.1	11.3	8.4	9.5		4.2	12.1	9.7
	120	%	0.4	0.0	0.0	0.8	0.0	0.8	0.0	0.8		0.0	0.7	0.5
	150	%	0.9	0.0	0.9	0.3	1.6	1.8	1.1	0.6		0.7	0.6	1.2
	200	%	2.4	2.4	1.8	2.3	1.1	5.0	1.9	2.8		1.4	2.6	2.9
	240	%	0.2	0.0	0.8	0.0	0.0	0.5	0.1	0.4		0.0	0.0	0.6
	250	%	0.9	0.0	0.9	1.1	0.3	1.3	0.9	0.9		0.0	1.0	1.4
	300	%	1.5	1.5	1.0	1.3	2.9	0.9	1.2	1.7		1.0	0.9	2.2
	350	%	0.2	0.0	0.8	0.0	0.0	0.0	0.0	0.4		0.0	0.0	0.5
	400	%	0.7	1.5	1.7	0.3	0.0	0.9	1.3	0.2		1.0	0.3	0.9
	500	%	3.5	0.0	1.7	5.3	4.2	2.5	4.9	2.1		2.2	3.0	4.7
	550	%	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0		0.0	0.0	0.3
	600	%	0.2	0.0	0.4	0.0	0.0	0.9	0.2	0.3		0.0	0.0	0.6

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		Culture-goers 2023-09	Region					Gender			Age		
			Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
700	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0		0.0	0.0	0.3
750	%	0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.4		0.0	0.0	0.5
850	%	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.3		0.0	0.0	0.3
1000	%	1.5	0.0	1.0	0.8	1.4	4.9	1.1	1.9		0.7	1.5	2.1
1100	%	0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.0		0.0	0.0	0.2
1200	%	0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.0		0.0	0.0	0.2
1500	%	0.1	0.0	0.5	0.0	0.0	0.0	0.2	0.0		0.0	0.3	0.0
1600	%	0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.0		0.0	0.0	0.2
2000	%	0.2	0.9	0.0	0.3	0.0	0.0	0.3	0.0		0.0	0.2	0.3
4000	%	0.2	0.0	0.0	0.6	0.0	0.0	0.4	0.0		0.0	0.0	0.5
5000	%	0.1	0.0	0.0	0.3	0.0	0.0	0.2	0.0		0.0	0.0	0.3
7000	%	0.2	0.0	0.0	0.0	1.2	0.0	0.4	0.0		0.7	0.0	0.0

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		Which of the following categories best describes your household income, that is, the income from all people living at your residence?						
		Canada 2023-09	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 to just under \$150,000	\$150,000 or more	Refuse/no answer	
Question - In 2023, how much do you intend to donate, if anything, to arts/cultural organizations?	Total	Unwgt N	761	125	197	204	135	100
		Wgt N	724	123	181	195	127	98
		Mean	102.5	46.3	79.7	91.7	231.6	69.2
		Median	0.0	0.0	0.0	0.0	0.0	0.0
\$ _____								
	0	%	69.4	71.8	75.3	70.0	57.8	69.7
	1	%	0.2	0.0	0.0	0.7	0.0	0.0
	2	%	0.1	0.0	0.4	0.0	0.0	0.0
	3	%	0.1	0.0	0.0	0.0	0.0	0.4
	5	%	0.4	1.2	0.0	0.0	0.0	1.5
	10	%	0.7	0.0	0.5	0.8	1.4	0.6
	20	%	1.4	1.6	0.5	1.8	2.3	0.8
	25	%	0.4	0.6	0.8	0.0	0.0	0.8
	36	%	0.3	0.0	1.2	0.0	0.0	0.0
	40	%	0.2	0.0	0.5	0.4	0.0	0.0
	50	%	3.4	4.2	1.6	4.3	4.4	2.9
	55	%	0.5	0.0	1.2	0.0	1.2	0.0
	100	%	8.9	12.0	5.6	6.6	11.7	12.2
	120	%	0.4	0.0	0.0	0.8	0.6	0.9
	150	%	0.9	0.7	1.2	0.7	0.0	2.0
	200	%	2.4	0.0	1.8	3.6	4.4	1.3
	240	%	0.2	1.1	0.0	0.0	0.4	0.0
	250	%	0.9	1.4	0.4	1.0	0.9	0.8
	300	%	1.5	1.9	2.9	0.7	0.0	1.7
	350	%	0.2	1.1	0.0	0.0	0.0	0.0
	400	%	0.7	0.0	0.3	1.2	2.0	0.0
	500	%	3.5	1.7	2.3	4.4	6.1	2.3
	550	%	0.1	0.0	0.0	0.4	0.0	0.0
	600	%	0.2	0.0	0.5	0.4	0.0	0.0
	700	%	0.1	0.0	0.4	0.0	0.0	0.0

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		Which of the following categories best describes your household income, that is, the income from all people living at your residence?						
		Canada 2023-09	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 to just under \$150,000	\$150,000 or more	Refuse/no answer	
750	%	0.2	0.0	0.8	0.0	0.0	0.0	
850	%	0.1	0.7	0.0	0.0	0.0	0.0	
1000	%	1.5	0.0	1.4	1.1	4.2	0.8	
1100	%	0.1	0.0	0.0	0.0	0.0	0.5	
1200	%	0.1	0.0	0.0	0.0	0.4	0.0	
1500	%	0.1	0.0	0.0	0.4	0.0	0.0	
1600	%	0.1	0.0	0.0	0.3	0.0	0.0	
2000	%	0.2	0.0	0.0	0.0	0.4	0.8	
4000	%	0.2	0.0	0.4	0.4	0.0	0.0	
5000	%	0.1	0.0	0.0	0.0	0.6	0.0	
7000	%	0.2	0.0	0.0	0.0	1.2	0.0	

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**What percentage of your annual charitable giving goes to arts and cultural organizations compared to other causes (i.e. Health, Social and Community Services, Sports, Environmental causes, Food charities, International causes, etc.)**

			Region					Gender			Age				
			Culture-goers 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question – _____ % to arts and cultural organizations [IF 0 ASK Q10, IF >0, SKIP TO Q11]	Total	Unwgt N	559	52	100	200	111	96	302	257	0	78	213	268	
		Wgt N	512	37	97	212	88	78	245	267	0	117	169	226	
		Mean	11.0	10.4	13.2	8.3	13.0	13.4	12.1	10.0		7.7	11.1	12.6	
		Median	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0		0.0	0.0	0.0	
		.00	%	55.7	57.3	58.8	61.0	54.8	37.7	57.3	54.2		67.0	54.1	51.0
		1.00	%	2.2	3.1	1.7	1.1	4.5	3.0	1.6	2.8		2.5	2.9	1.6
		2.00	%	0.8	1.2	0.0	1.4	0.8	0.0	0.5	1.1		0.0	0.7	1.3
		3.00	%	0.6	0.0	0.9	0.0	0.0	3.0	0.6	0.7		1.2	0.5	0.4
		4.00	%	0.4	0.0	0.0	0.7	0.8	0.0	0.0	0.8		0.0	0.0	1.0
		5.00	%	5.5	3.3	2.5	5.8	2.7	12.5	6.3	4.7		4.5	6.7	5.1
		6.00	%	0.3	0.0	0.0	0.4	0.0	1.2	0.3	0.3		0.0	0.0	0.8
		8.00	%	0.3	0.0	0.0	0.0	0.4	1.2	0.2	0.3		0.0	0.0	0.6
		10.00	%	9.1	13.0	10.1	7.5	8.4	11.5	8.5	9.8		6.6	10.2	9.7
		15.00	%	1.6	4.0	0.8	1.1	1.5	3.0	1.8	1.5		0.6	1.3	2.4
		20.00	%	5.7	6.1	3.6	6.8	5.0	5.9	3.0	8.2		5.9	5.3	5.9
		22.00	%	0.2	0.0	0.0	0.0	0.0	1.2	0.0	0.3		0.0	0.0	0.4
		25.00	%	4.2	2.2	3.2	5.3	2.4	5.8	6.0	2.6		2.3	5.1	4.6
		30.00	%	2.5	0.0	3.5	2.2	3.1	2.4	1.6	3.3		1.1	3.3	2.6
		40.00	%	1.2	0.0	0.8	1.1	3.3	0.0	1.1	1.2		0.0	0.3	2.4
		44.00	%	0.3	0.0	1.4	0.0	0.0	0.0	0.0	0.5		1.1	0.0	0.0
	50.00	%	5.6	6.5	6.0	3.6	7.6	8.1	5.5	5.8		4.2	6.5	5.8	
	60.00	%	0.9	0.0	2.1	1.2	0.0	0.0	1.1	0.8		1.6	0.4	0.9	
	75.00	%	0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.0	0.5	0.0	
	80.00	%	1.2	0.0	2.2	0.0	2.8	1.8	1.5	0.8		1.2	1.1	1.2	
	90.00	%	0.2	1.2	0.0	0.0	0.8	0.0	0.5	0.0		0.0	0.3	0.3	
	100.00	%	1.2	2.1	2.4	0.4	1.1	1.8	2.2	0.3		0.0	1.1	2.0	

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**What percentage of your annual charitable giving goes to arts and cultural organizations compared to other causes (i.e. Health, Social and Community Services, Sports, Environmental causes, Food charities, International causes, etc.)**

		Which of the following categories best describes your household income, that is, the income from all people living at your residence?								
		Canada 2023-09	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 to just under \$150,000	\$150,000 or more	Refuse/no answer			
Question – _____ % to arts and cultural organizations [IF 0 ASK Q10, IF >0, SKIP TO Q11]	Total	Unwgt N	559	70	146	158	114		71	
		Wgt N	512	66	130	144	104		68	
		Mean	11.0	17.3	8.8	10.2	10.7		11.1	
		Median	0.0	6.0	0.0	0.0	0.0		0.0	
		.00	%	55.7	45.0	58.8	61.6	51.0		54.7
		1.00	%	2.2	4.0	2.5	0.5	3.1		2.3
		2.00	%	0.8	0.0	1.5	1.1	0.7		0.0
		3.00	%	0.6	0.0	0.7	1.0	0.0		1.3
		4.00	%	0.4	0.0	0.0	0.5	1.4		0.0
		5.00	%	5.5	0.0	6.4	6.0	8.1		4.1
		6.00	%	0.3	1.4	0.0	0.0	0.7		0.0
		8.00	%	0.3	0.6	0.0	0.0	0.9		0.0
		10.00	%	9.1	10.7	12.0	7.6	6.3		9.8
		15.00	%	1.6	2.4	1.5	0.6	1.5		3.5
		20.00	%	5.7	6.2	4.2	5.8	6.5		6.3
		22.00	%	0.2	0.0	0.7	0.0	0.0		0.0
		25.00	%	4.2	3.7	1.3	3.4	9.7		3.7
		30.00	%	2.5	4.3	2.0	1.8	1.1		5.3
		40.00	%	1.2	6.0	0.5	0.4	0.0		1.1
		44.00	%	0.3	0.0	1.0	0.0	0.0		0.0
	50.00	%	5.6	9.5	2.9	6.1	6.6		4.7	
	60.00	%	0.9	2.0	2.0	0.0	0.0		1.1	
	75.00	%	0.2	0.0	0.6	0.0	0.0		0.0	
	80.00	%	1.2	2.0	0.0	1.9	1.9		0.0	
	90.00	%	0.2	0.0	0.0	0.5	0.4		0.0	
	100.00	%	1.2	2.4	1.2	1.2	0.0		2.1	

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**What percentage of your annual charitable giving goes to arts and cultural organizations compared to other causes (i.e. Health, Social and Community Services, Sports, Environmental causes, Food charities, International causes, etc.)**

Question - _____ % to other charities/causes	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
			607	60	107	218	121	101	328	279	0	84	234	289
		Wgt N	555	43	104	229	95	84	265	289	0	124	186	245
		Mean	90.4	91.0	89.1	92.3	89.0	88.1	90.0	90.8		92.7	90.5	89.2
		Median	100.0	100.0	100.0	100.0	100.0	95.0	100.0	100.0		100.0	100.0	100.0
0	%		0.6	1.9	0.8	0.3	0.0	1.1	0.9	0.3		0.0	0.4	1.0
10	%		0.2	1.1	0.0	0.0	0.7	0.0	0.4	0.0		0.0	0.2	0.3
20	%		1.1	0.0	2.0	0.0	2.6	1.7	1.4	0.8		1.2	1.0	1.1
25	%		0.2	0.0	0.0	0.4	0.0	0.0	0.3	0.0		0.0	0.5	0.0
40	%		0.8	0.0	2.0	1.1	0.0	0.0	1.0	0.7		1.5	0.4	0.8
50	%		5.2	5.6	5.6	3.4	7.0	7.5	5.1	5.3		4.0	5.9	5.3
56	%		0.2	0.0	1.3	0.0	0.0	0.0	0.0	0.5		1.1	0.0	0.0
60	%		1.1	0.0	0.7	1.0	3.1	0.0	1.1	1.1		0.0	0.3	2.2
70	%		2.3	0.0	3.3	2.0	2.9	2.3	1.5	3.0		1.1	3.0	2.4
75	%		3.9	1.9	3.0	4.9	2.2	5.4	5.5	2.4		2.2	4.6	4.3
78	%		0.2	0.0	0.0	0.0	0.0	1.1	0.0	0.3		0.0	0.0	0.4
80	%		5.3	5.3	3.3	6.3	4.6	5.5	2.8	7.5		5.6	4.8	5.5
85	%		1.5	3.5	0.8	1.0	1.4	2.8	1.7	1.3		0.6	1.2	2.2
90	%		8.4	11.2	9.4	6.9	7.8	10.7	7.8	9.0		6.3	9.2	9.0
92	%		0.2	0.0	0.0	0.0	0.4	1.1	0.1	0.3		0.0	0.0	0.5
94	%		0.3	0.0	0.0	0.3	0.0	1.1	0.3	0.3		0.0	0.0	0.7
95	%		5.1	2.9	2.3	5.4	2.5	11.7	5.9	4.4		4.3	6.1	4.7
96	%		0.4	0.0	0.0	0.7	0.8	0.0	0.0	0.8		0.0	0.0	0.9
97	%		0.6	0.0	0.8	0.0	0.0	2.8	0.5	0.6		1.2	0.5	0.4
98	%		0.8	1.1	0.0	1.3	0.8	0.0	0.5	1.0		0.0	0.6	1.2
99	%		2.1	2.7	1.6	1.0	4.2	2.8	1.5	2.6		2.4	2.6	1.5
100	%		59.6	63.0	63.0	63.9	59.1	42.6	61.7	57.7		68.8	58.8	55.6

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		Which of the following categories best describes your household income, that is, the income from all people living at your residence?							
		Canada 2023-09	Under \$60,000	\$60,000 to just under \$100,000	\$100,000 to just under \$150,000	\$150,000 or more	Refuse/no answer		
Question - _____ % to other charities/causes	Total	Unwgt N	607	75	162	168	121	81	
		Wgt N	555	71	143	152	110	78	
		Mean	90.4	85.0	92.6	91.0	89.9	91.0	
		Median	100.0	99.0	100.0	100.0	100.0	100.0	
	0	%	0.6	1.1	0.5	0.5	0.0	1.2	
	10	%	0.2	0.0	0.0	0.4	0.4	0.0	
	20	%	1.1	1.8	0.0	1.8	1.8	0.0	
	25	%	0.2	0.0	0.6	0.0	0.0	0.0	
	40	%	0.8	1.8	1.9	0.0	0.0	0.9	
	50	%	5.2	8.8	2.6	5.8	6.2	4.1	
	56	%	0.2	0.0	0.9	0.0	0.0	0.0	
	60	%	1.1	5.6	0.5	0.4	0.0	1.0	
	70	%	2.3	4.0	1.8	1.7	1.0	4.6	
	75	%	3.9	3.4	1.2	3.2	9.1	3.2	
	78	%	0.2	0.0	0.6	0.0	0.0	0.0	
	80	%	5.3	5.8	3.8	5.5	6.2	5.5	
	85	%	1.5	2.3	1.4	0.5	1.4	3.0	
	90	%	8.4	9.9	10.9	7.2	6.0	8.6	
	92	%	0.2	0.5	0.0	0.0	0.8	0.0	
	94	%	0.3	1.3	0.0	0.0	0.7	0.0	
	95	%	5.1	0.0	5.8	5.7	7.7	3.5	
	96	%	0.4	0.0	0.0	0.5	1.4	0.0	
	97	%	0.6	0.0	0.6	0.9	0.0	1.2	
	98	%	0.8	0.0	1.4	1.0	0.7	0.0	
	99	%	2.1	3.7	2.3	0.5	3.0	2.0	
	100	%	59.6	50.0	63.2	64.3	53.7	61.0	

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			Region							Gender			Age		
			Culture-goers 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - [IF 0 FOR ARTS AND CULTURAL ORGANIZATIONS] Why do you donate money to other causes, but not to cultural organizations? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	365	38	82	128	72	45	202	162	1	71	142	152	
		Wgt N	352	27	85	142	61	36	181	170	1	111	112	128	
	Cultural organizations don't need the funding	%	5.7	4.6	6.4	8.0	1.1	3.9	7.3	4.1		12.2	2.5	2.9	
	Cultural organizations don't have the same level of impact on the community or world	%	21.6	13.4	20.6	25.4	16.9	23.3	21.9	21.4		21.4	21.5	21.8	
	I only give to one cause (not culture)	%	19.2	18.9	16.9	18.6	25.0	17.1	21.3	17.0		11.3	19.2	25.9	
	Cultural organizations don't have personal importance to me	%	33.3	32.1	17.8	44.1	33.2	28.3	37.7	28.8		38.0	28.1	33.6	
	The taxes I pay already support cultural organizations	%	32.4	32.3	38.9	24.1	34.7	45.2	36.8	27.7		28.2	35.4	33.3	
	I haven't been asked	%	23.4	25.2	26.6	23.5	11.8	33.4	23.1	23.8		30.1	25.7	15.6	
	Limited income/budget/can't afford to do so	%	5.5	5.3	5.0	2.0	10.7	11.7	4.3	6.3		12.8	2.8	1.5	
	Never considered/no reason	%	0.6	0.0	2.5	0.0	0.0	0.0	0.0	1.3		0.0	0.8	1.0	
	I volunteer my time	%	0.4	0.0	0.0	0.0	2.5	0.0	0.3	0.6		0.0	0.5	0.8	
	I already donate to several other causes	%	1.6	0.0	3.0	1.6	1.1	0.0	0.8	2.4		0.0	1.3	3.2	
	Cultural organizations don't represent my culture	%	0.4	2.9	0.0	0.5	0.0	0.0	0.4	0.4		0.0	0.7	0.6	
	Other causes have greater need/other causes are more important to me	%	4.8	2.9	5.0	6.7	3.9	0.0	4.1	5.6		3.6	5.0	5.7	
	I don't donate to any organizations	%	0.1	0.0	0.0	0.0	0.0	1.4	0.3	0.0		0.0	0.0	0.4	
	Cultural organizations and culture goers should fund themselves/should not take donations	%	0.3	0.0	0.0	0.0	0.0	2.5	0.0	0.5		0.0	0.0	0.7	
Other	%	1.3	1.6	1.8	1.9	0.0	0.0	2.3	0.3		1.7	0.4	1.8		
Unsure	%	0.3	0.0	0.0	0.0	0.0	2.5	0.0	0.5		0.0	0.0	0.7		

\*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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2023-2469 – 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 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus		
Question - [IF 0 FOR ARTS AND CULTURAL ORGANIZATIONS]	Total	Unwgt N	551	54	114	203	103	77	322	228	1	114	206	231	
		Wgt N	530	38	124	221	86	62	291	238	1	177	161	192	
Why do you donate money to other causes, but not to cultural organizations? (Select all that apply) [RANODMIZE]	Cultural organizations don't need the funding	%	3.8	3.3	4.4	5.1	0.8	2.3	4.5	2.9		7.7	1.7	1.9	
	Cultural organizations don't have the same level of impact on the community or world	%	14.3	9.6	14.3	16.2	12.0	13.7	13.6	15.2		13.4	15.0	14.6	
	I only give to one cause (not culture)	%	12.7	13.6	11.7	11.9	17.7	10.1	13.3	12.1		7.1	13.4	17.3	
	Cultural organizations don't have personal importance to me	%	22.1	23.0	12.3	28.2	23.6	16.7	23.5	20.4		23.9	19.6	22.5	
	The taxes I pay already support cultural organizations	%	21.5	23.2	26.9	15.4	24.6	26.7	22.9	19.7		17.7	24.6	22.3	
	I haven't been asked	%	15.5	18.1	18.4	15.0	8.4	19.7	14.4	16.9		18.9	17.9	10.4	
	Limited income/budget/can't afford to do so	%	3.7	3.8	3.5	1.3	7.6	6.9	2.6	4.5		8.0	2.0	1.0	
	Never considered/no reason	%	0.4	0.0	1.8	0.0	0.0	0.0	0.0	0.9		0.0	0.5	0.7	
	I volunteer my time	%	0.3	0.0	0.0	0.0	1.8	0.0	0.2	0.4		0.0	0.4	0.5	
	I already donate to several other causes	%	1.0	0.0	2.1	1.0	0.8	0.0	0.5	1.7		0.0	0.9	2.1	
	Cultural organizations don't represent my culture	%	0.3	2.1	0.0	0.3	0.0	0.0	0.3	0.3		0.0	0.5	0.4	
	Other causes have greater need/other causes are more important to me	%	3.2	2.1	3.4	4.3	2.7	0.0	2.5	4.0		2.3	3.4	3.8	
	I don't donate to any organizations	%	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.0		0.0	0.0	0.3	
	Cultural organizations and culture goers should fund themselves/should not take donations	%	0.2	0.0	0.0	0.0	0.0	1.5	0.0	0.4		0.0	0.0	0.5	
	Other	%	0.9	1.2	1.2	1.2	0.0	0.0	1.4	0.2		1.1	0.3	1.2	
	Unsure	%	0.2	0.0	0.0	0.0	0.0	1.5	0.0	0.4		0.0	0.0	0.5	

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\*\*Multifrequency tab based on multiple responses

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**2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET**

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

		Culture-goers 2023-09	Region					Gender			Age			
			Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question – [IF DONATES TO ART AND CULTURE ORGANIZATIONS]	Total	Unwgt N	705	67	134	249	142	113	378	327	0	107	272	326
		Wgt N	655	47	129	266	117	96	311	344	0	158	216	280
Which of the following types of donations are you interested in making to arts and culture organizations? (Select all that apply) [RANDOMIZE]	Attending galas or special fundraising events	%	23.6	18.8	20.0	23.1	27.5	27.6	22.4	24.8		22.0	29.8	19.8
	Giving an add-on donation when purchasing a ticket	%	18.7	14.3	15.4	15.6	20.8	31.2	15.9	21.2		22.8	19.0	16.1
	Giving at a donation box at venues / events	%	23.1	21.6	24.8	20.4	25.3	26.3	20.7	25.3		24.5	25.0	20.8
	Donating during fundraising appeals or campaigns	%	28.1	40.2	20.5	28.1	26.9	34.0	26.2	29.8		25.7	28.9	28.8
	Giving planned gifts or bequests	%	4.4	6.5	5.2	3.5	4.1	5.0	3.9	4.8		2.7	3.8	5.8
	Making year-end donations	%	13.7	8.5	5.5	16.7	13.9	18.6	14.7	12.8		10.0	11.7	17.3
	Making monthly automatic donations	%	5.6	5.8	3.0	6.6	5.9	5.8	6.4	4.9		8.0	4.0	5.4
	Through ticket price increase	%	0.2	0.0	0.7	0.3	0.0	0.0	0.0	0.5		0.0	0.7	0.0
	Membership fees	%	0.3	0.0	1.0	0.0	0.6	0.0	0.0	0.6		0.0	0.0	0.7
	Volunteering	%	0.3	1.7	0.0	0.0	0.0	1.0	0.3	0.3		0.0	0.0	0.6
	Food box donations	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2		0.0	0.3	0.0
	Can't donate/can't donate more/can't afford	%	0.7	0.0	2.0	0.0	0.8	0.9	0.0	1.3		0.0	0.4	1.3
	At stores/cash register	%	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2		0.0	0.3	0.0
	Make donations whenever I want/not time restricted	%	0.3	1.0	0.0	0.0	0.8	0.5	0.6	0.0		0.0	0.5	0.3
	Attending events	%	0.3	0.0	0.6	0.0	0.9	0.0	0.2	0.3		0.0	0.5	0.3
Other	%	0.2	1.7	0.0	0.3	0.0	0.0	0.5	0.0		0.0	0.0	0.6	
Unsure	%	12.4	17.3	12.4	13.1	7.5	13.8	15.4	9.7		15.7	10.8	11.8	
None/not interested	%	26.4	23.8	28.3	29.3	24.8	18.8	28.4	24.5		28.1	24.8	26.6	

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\*\*Multifrequency tab based on multiple responses

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**2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET**

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

Question - [IF DONATES TO ART AND CULTURE ORGANIZATIONS Which of the following types of donations are you interested in making to arts and culture organizations? (Select all that apply) [RANDOMIZE]		Culture-goers 2023-09	Region					Gender			Age			
			Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
	Total	Unwgt N	1124	114	188	390	227	205	585	539	0	175	440	509
		Wgt N	1037	75	179	419	187	176	483	554	0	252	348	438
	Attending galas or special fundraising events	%	14.9	11.7	14.4	14.6	17.2	15.1	14.4	15.4		13.8	18.5	12.6
	Giving an add-on donation when purchasing a ticket	%	11.8	8.9	11.0	9.9	13.0	17.0	10.2	13.2		14.3	11.8	10.3
	Giving at a donation box at venues / events	%	14.6	13.4	17.8	12.9	15.8	14.3	13.3	15.7		15.4	15.5	13.3
	Donating during fundraising appeals or campaigns	%	17.7	24.9	14.7	17.8	16.8	18.5	16.8	18.5		16.1	18.0	18.4
	Giving planned gifts or bequests	%	2.8	4.0	3.7	2.2	2.5	2.7	2.5	3.0		1.7	2.4	3.7
	Making year-end donations	%	8.6	5.3	3.9	10.6	8.7	10.1	9.4	8.0		6.3	7.3	11.1
	Making monthly automatic donations	%	3.5	3.6	2.1	4.2	3.7	3.2	4.1	3.0		5.0	2.5	3.5
	Through ticket price increase	%	0.2	0.0	0.5	0.2	0.0	0.0	0.0	0.3		0.0	0.5	0.0
	Membership fees	%	0.2	0.0	0.7	0.0	0.4	0.0	0.0	0.4		0.0	0.0	0.5
	Volunteering	%	0.2	1.1	0.0	0.0	0.0	0.5	0.2	0.2		0.0	0.0	0.4
	Food box donations	%	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.1		0.0	0.2	0.0
	Can't donate/can't donate more/can't afford	%	0.4	0.0	1.4	0.0	0.5	0.5	0.0	0.8		0.0	0.2	0.8
	At stores/cash register	%	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.1		0.0	0.2	0.0
	Make donations whenever I want/not time restricted	%	0.2	0.6	0.0	0.0	0.5	0.3	0.4	0.0		0.0	0.3	0.2
	Attending events	%	0.2	0.0	0.4	0.0	0.6	0.0	0.2	0.2		0.0	0.3	0.2
	Other	%	0.2	1.1	0.0	0.2	0.0	0.0	0.3	0.0		0.0	0.0	0.4
	Unsure	%	7.8	10.7	8.9	8.3	4.7	7.5	9.9	6.0		9.8	6.8	7.5
	None/not interested	%	16.6	14.8	20.3	18.6	15.5	10.3	18.3	15.2		17.6	15.5	17.0

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2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

Question - [IF DONATES TO ART AND CULTURE ORGANIZATIONS What motivates you to donate to a cultural organization? (Select all that apply) [RANDOMIZE]		Unwgt N	Culture-goers 2023-09	Region					Gender			Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
	Total	70	70	6	29	13	11	11	39	31	0	8	24	38
	Wgt N	64	64	4	27	13	10	10	33	31	0	12	19	33
	Believe in its cause, purpose, or mission	%	45.7						52.1	39.2				51.0
	Want to give back to the community	%	21.8						27.5	15.7				24.6
	Admire the organization	%	22.2						28.6	15.6				20.8
	Am inspired by its advertising/marketing campaign	%	4.7						2.4	7.1				2.3
	Know someone who works there	%	13.2						4.8	21.9				14.9
	Have friends or family who have donated	%	2.4						2.4	2.4				2.3
	Find its content compelling	%	17.1						17.3	16.9				19.6
	Value the impact it makes on the local community	%	26.3						28.8	23.7				34.5
	Value the impact it makes on the world	%	21.4						24.1	18.6				15.6
	Am worried that its funding is decreasing (from individuals, government, foundations, etc.)	%	6.5						9.9	3.0				4.3
	Feel that I have personally benefitted from the organization	%	16.7						13.9	19.5				5.7
	Am aware that it needs my financial support to exist	%	21.4						17.3	25.6				26.0
	Want to support artists, creators, and/or makers	%	17.8						14.9	20.8				15.2
	Nothing/not interested	%	9.7						10.5	8.9				12.7
	Other	%	1.3						0.0	2.7				0.0

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\*\*Multifrequency tab based on multiple responses

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2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

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

Question - [IF DONATES TO ART AND CULTURE ORGANIZATIONS What motivates you to donate to a cultural organization? (Select all that apply) [RANDOMIZE]	Total	Unwgt N	Region					Gender			Age			
			Culture-goers 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
			176	13	61	35	22	45	99	77	0	24	52	100
		Wgt N	158	9	58	30	23	38	83	75	0	33	42	83
Believe in its cause, purpose, or mission	%		18.4		21.2			19.8	20.5	16.2	-		15.8	20.4
Want to give back to the community	%		8.8		9.0			8.7	10.8	6.5	-		7.6	9.9
Admire the organization	%		9.0		5.5			10.8	11.2	6.5	-		13.8	8.3
Am inspired by its advertising/marketing campaign	%		1.9		5.2			0.0	0.9	2.9	-		2.1	0.9
Know someone who works there	%		5.3		8.8			2.4	1.9	9.1	-		5.0	6.0
Have friends or family who have donated	%		1.0		1.3			0.0	0.9	1.0	-		1.8	0.9
Find its content compelling	%		6.9		7.2			5.0	6.8	7.0	-		3.8	7.9
Value the impact it makes on the local community	%		10.6		9.0			13.2	11.3	9.8	-		12.7	13.8
Value the impact it makes on the world	%		8.6		10.1			13.3	9.5	7.7	-		10.1	6.3
Am worried that its funding is decreasing (from individuals, government, foundations, etc.)	%		2.6		0.0			3.7	3.9	1.2	-		2.0	1.7
Feel that I have personally benefitted from the organization	%		6.7		3.7			6.2	5.5	8.1	-		3.9	2.3
Am aware that it needs my financial support to exist	%		8.6		8.7			8.6	6.8	10.6	-		5.8	10.4
Want to support artists, creators, and/or makers	%		7.2		10.2			3.7	5.9	8.6	-		9.0	6.1
Nothing/not interested	%		3.9		0.0			2.4	4.1	3.7	-		4.7	5.1
Other	%		0.5		0.0			2.2	0.0	1.1	-		2.0	0.0

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2023-2469 – Business and the Arts/NAC – Attending Arts/Cultural Events – STAT SHEET

		Region							Gender			Age		
		Culture-goers 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - What do you think is the biggest impact arts and cultural organizations have on your community? [OPEN]	Total	Unwgt N	501	49	118	161	91	82	272	228	1	79	190	232
		Wgt N	468	35	117	170	75	71	228	238	1	120	151	197
	Pride	%	1.3	2.3	0.0	0.9	2.1	3.1	1.6	1.0		1.0	0.8	1.8
	Entertainment/Events	%	9.9	4.6	11.0	9.2	16.4	5.5	9.1	10.7		8.2	9.8	11.0
	Education	%	5.7	15.5	3.2	6.2	6.5	3.4	6.0	5.5		7.3	3.3	6.7
	A sense of belonging/community/identity	%	20.6	18.3	11.3	21.0	22.4	34.3	19.0	22.2		17.5	29.4	15.8
	Inclusiveness and diversity	%	6.1	2.3	5.2	5.9	8.2	8.1	7.0	5.3		8.0	5.0	5.9
	Uplift people/adds to the quality of life/mental health betterment	%	8.7	7.5	9.7	8.1	9.0	8.6	9.0	8.4		9.4	8.1	8.6
	A centre to express creativity and feeling	%	5.9	10.0	6.8	6.6	3.7	3.2	5.0	6.8		4.4	7.7	5.4
	None/very little/less important	%	6.4	6.5	6.1	8.1	5.1	4.3	7.4	5.1		7.2	5.4	6.6
	Tax drain/ waste of money	%	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.3		0.0	0.5	0.0
	There is no art, cultural centre or exhibit in my community	%	0.3	2.3	0.0	0.5	0.0	0.0	0.7	0.0		0.0	0.6	0.4
	Provide jobs and money/support artists	%	4.5	4.6	3.2	5.6	0.5	8.7	4.6	4.6		5.7	2.5	5.4
	A distraction/escape from daily life	%	1.3	0.0	1.4	1.8	0.0	2.1	0.7	1.9		1.3	1.6	1.2
	Several impacts/ Large impact (no mention)	%	1.1	0.0	2.6	1.3	0.0	0.0	1.4	0.9		0.0	1.0	1.9
	Gets young people involved	%	2.8	1.3	2.8	3.9	2.4	1.2	1.2	4.3		4.7	2.6	1.7
	Lack of funding	%	1.0	0.0	1.1	1.1	0.0	2.0	1.5	0.5		2.8	0.0	0.7
	Exclusivity/it doesn't bring community together	%	0.3	0.0	0.0	0.9	0.0	0.0	0.7	0.0		0.0	0.0	0.8
	Cultural awareness/preserve and promote culture	%	13.1	8.2	23.5	7.0	14.0	11.7	14.0	12.2		13.3	11.3	14.3
	Other	%	0.9	1.3	1.8	0.5	1.0	0.0	0.9	0.9		0.6	0.3	1.4
	Unsure	%	8.7	15.4	8.8	9.2	8.9	3.9	8.3	9.1		6.8	9.0	9.6
	N/A	%	1.1	0.0	1.8	1.8	0.0	0.0	1.9	0.3		1.7	1.0	0.8

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1<sup>st</sup> and 4<sup>th</sup>, 2023. The margin of error this survey is ±3.0 percentage points, 19 times out of 20. The following sub-samples are presented in these tabulations: indoor culture-goers refers to Canadians who reported participating in at least one indoor cultural or arts performances in the past three years (n=660 with a margin of error of ±3.8 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=477 with a margin of error of ±4.5 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=567 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.