



Culture Track Canada

Nik Nanos
Chief Data Scientist

Survey of

6,444

cultural consumers across Canada

Respondents by Province

1,012

Ontario

1,011

Québec

1,009

British
Columbia

1,004

Alberta

402

Nova Scotia

402

Newfoundland
and Labrador

401

Manitoba

401

Saskatchewan

400

Prince Edward
Island

402

New
Brunswick

*Weighted to the true population proportion

66%

Historic attractions

33%

Art museums

73%

Community festivals

21%

Ballet

55%

Comedy show

68%

Food and drink
experience

52%

Natural history
museums

56%

Music festivals

22%

Opera

51%

Public art

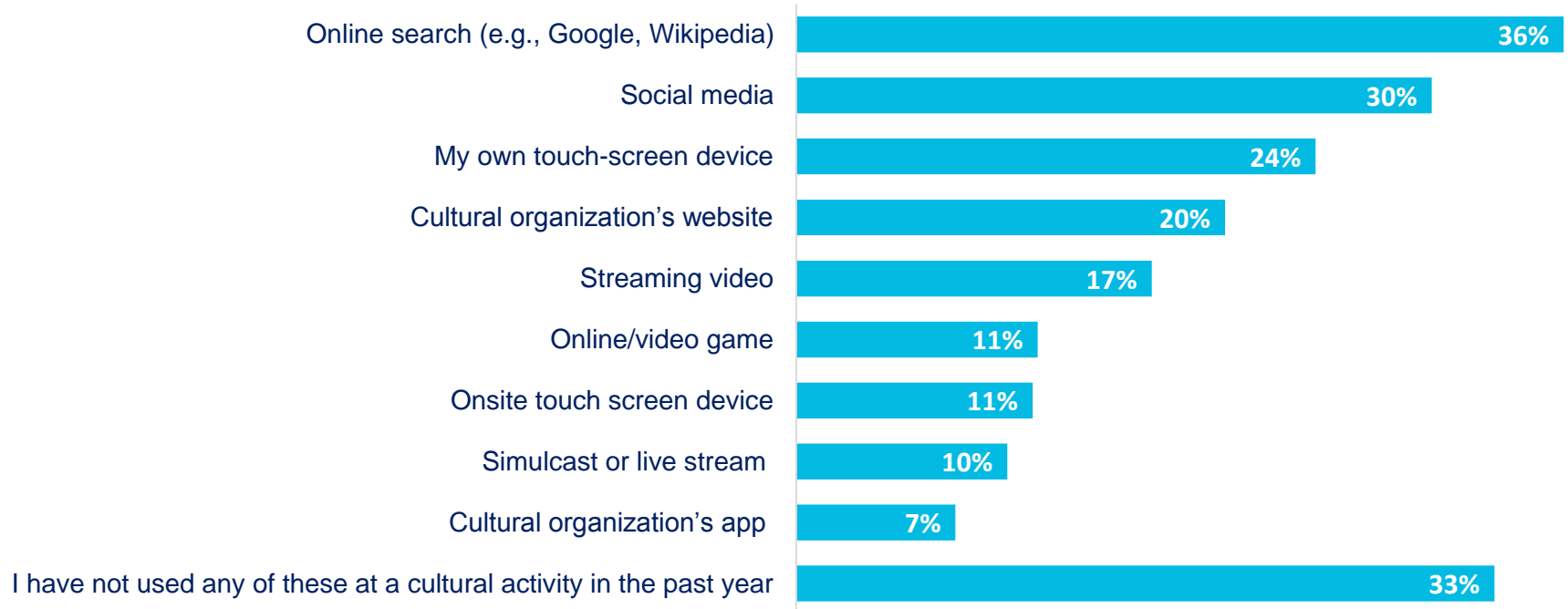
40%

Classical music

50%

Plays

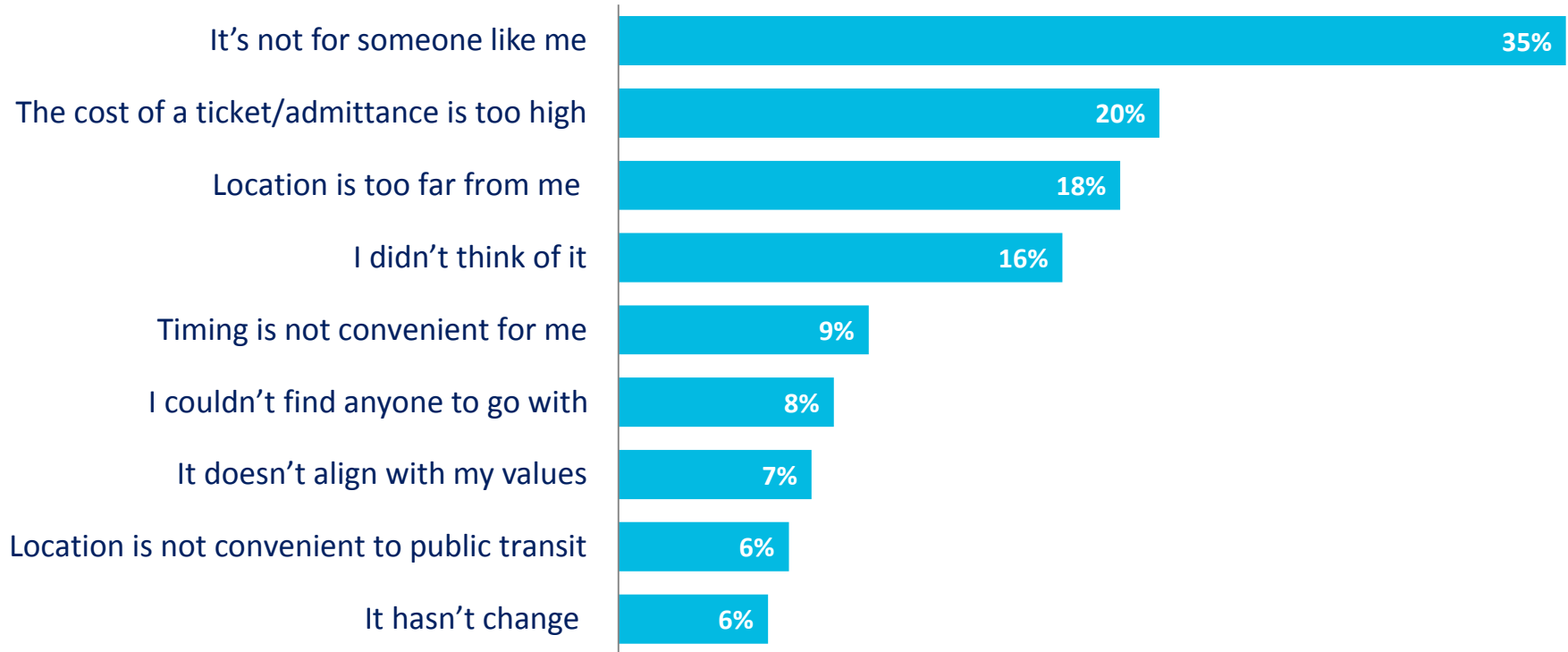
Technology Elements Engaged with as Part of a Cultural Activity





Barriers

Top barriers to cultural participation



Spotlight Stat

Indigenous peoples and people of colour are

65%

more likely to stay away because activities don't reflect people of a range of backgrounds compared to other respondents

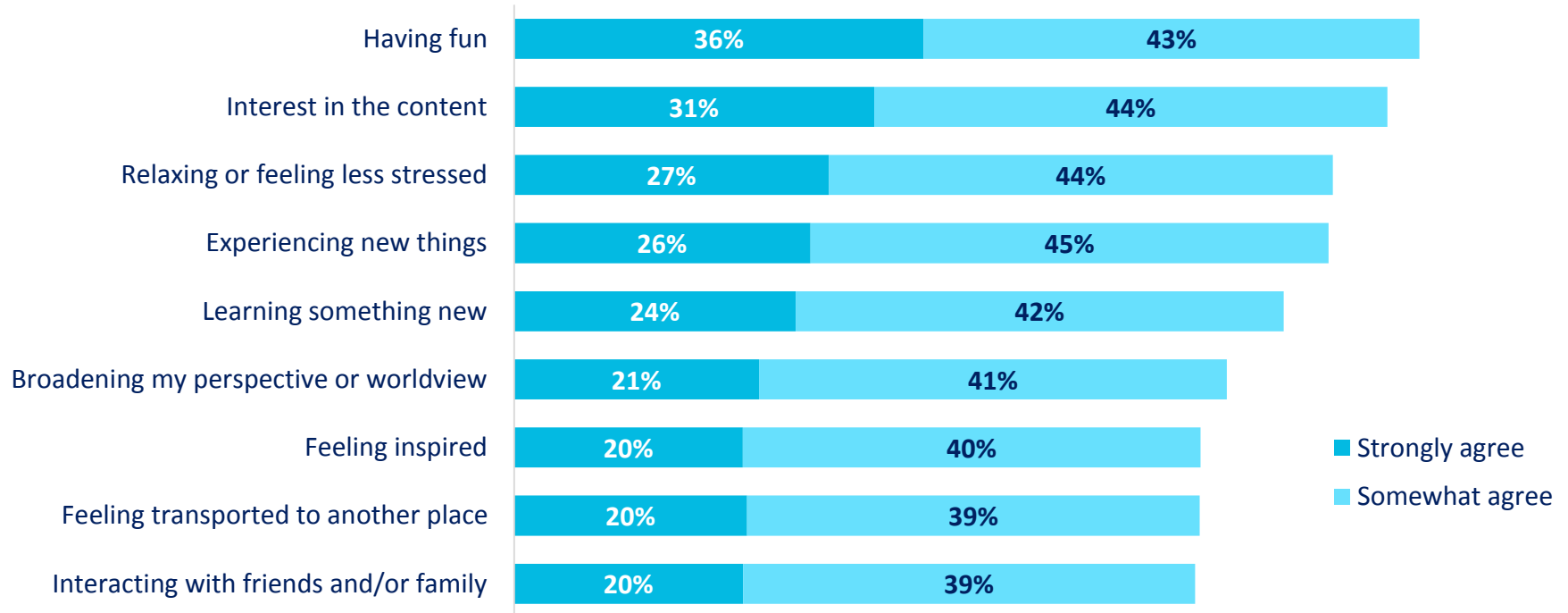
Top barriers to cultural donations





Motivators

Top motivators to cultural participation



Top characteristics of an ideal cultural activity

- 1 Social → 38%
- 2 Lively → 38%
- 3 Interactive → 30%
- 4 Active → 26%

Top motivators of commitment

