

Which of the following types of performing arts performances by professional artists have you attended during the past 12 months as a leisure activity (not for paid work or studies)?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q1																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
A theatrical performance such as a drama, musical theatre, d	44%	0% ----	60% ++++	43% ----	79% ++++	88% ++++	1% ----	28% ----	53% ++++	79% ++++	49%	49%	46%	45%	36% ---	42%	37% ---	39%	49% +++
A popular musical performance such as pop, rock, jazz, blues	42%	0% ----	57% ++++	43% ----	72% ++++	88% ++++	1% ----	37% ----	51% ++++	70% ++++	48%	40%	45%	45%	34% ---	39%	36% --	43%	45% ++
A symphonic or classical music performanceIncludes symphonic	20%	0% ----	27% ++++	12% ----	38% ++++	72% ++++	0% ----	6% ----	21% ----	44% ++++	27% ++	20%	30% ++	18%	18%	16%	14% ---	15%	25% - +++++
A cultural or artistic festival (such as film, fringe, dance	29%	0% ----	40% ++++	20% ----	60% ++++	85% ++++	0% ----	12% ----	34% ++	60% ++++	34%	20% --	36%	31%	28%	27%	21% ----	29%	34% +++
A performance of cultural or heritage music, theatre or danc	19%	0% ----	25% ++++	13% ----	32% ++++	68% ++++	1% ----	13% -	20% ----	37% ++++	25% ++	16%	28% +	18%	15%	17%	17% -	20%	20%
A dance performance (e.g. ballet, contemporary or other)	15%	0% ----	21% ++++	8% ----	27% ++++	69% ++++	0% ----	6% ----	16% ----	33% ++++	20%	16%	27% ++	14%	13%	11%	12% -	14%	17%
Any other kind or type of cultural performanceIncludes chora	19%	0% ----	26% ++++	13% ----	33% ++++	70% ++++	1% ----	10% ---	19% ----	40% ++++	23%	16%	25%	19%	19%	12% --	15% --	22%	20%
None	26%	98% ++++	0% ----	0% ----	0% ----	0% ----	94% ++++	12% ----	4% ----	0% ----	21%	30%	19%	24%	30%	37% +++	35% ++++	26%	22% ----
Don't know/No response	0%	2%	0%	0%	0%	0%	2%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%
Chi2:	-	99.9		99.9			99.9				95						99.9		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

Which of the following types of performing arts performances by professional artists have you attended during the past 12 months as a leisure activity (not for paid work or studies)?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q1																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
A theatrical performance such as a drama, musical theatre, d	44%	48%	50%	40%	43%	37%	50%	32%	32%	54%	33%	42%	52%	54%	39%	46%	32%	46%	47%	27%
			+	-		----	++++	----	----	++++	----		+++	++	39%		--	+	++++	----
A popular musical performance such as pop, rock, jazz, blues	42%	50%	50%	46%	32%	42%	42%	34%	37%	47%	33%	44%	43%	54%	39%	35%	33%	45%	44%	25%
		+	++	+	----			---	-	++++	----		+++				-	+++	++++	----
A symphonic or classical music performanceIncludes symphonic	20%	24%	15%	14%	27%	19%	21%	14%	13%	26%	21%	18%	19%	22%	15%	18%	18%	21%	22%	10%
			-	----	++++			--	----	++++									++++	---
A cultural or artistic festival (such as film, fringe, dance	29%	41%	38%	28%	24%	27%	31%	24%	23%	35%	29%	30%	30%	26%	32%	25%	23%	31%	32%	18%
		+++	+++		---			-	---	++++									++++	---
A performance of cultural or heritage music, theatre or danc	19%	17%	15%	21%	19%	15%	22%	16%	18%	20%	22%	20%	18%	14%	34%	34%	29%	15%	19%	17%
						---	+++								++++	++++	++	----		
A dance performance (e.g. ballet, contemporary or other)	15%	22%	17%	15%	13%	13%	18%	10%	14%	18%	14%	17%	13%	19%	20%	17%	15%	15%	16%	11%
		++				--	++	--		++									++	
Any other kind or type of cultural performanceIncludes chora	19%	23%	17%	16%	22%	15%	23%	13%	14%	23%	23%	18%	19%	17%	20%	20%	21%	19%	20%	11%
					+	----	++++	--	--	++++	++								++	---
None	26%	21%	20%	27%	30%	31%	22%	35%	34%	19%	34%	23%	21%	21%	23%	25%	31%	25%	24%	38%
			--		+	++++	---	+++	+++	----	+++		-					-	----	+++
Don't know/No response	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%
Chi2:	-	99.9				99.9		99.9			99				99.9				99.9	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

Have you EVER attended a performing arts performance by professional artists?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
QEVER BASE: Never, Q1																			
Weighted Total:	270	270	0	0	0	0	231	18	12	0	29	31	13	95	74	29	94	47	112
Total:	280	280	0	0	0	0	237	20	12	0	26	39	11	74	64	66	106	51	107
Yes	86%	86%	0%	0%	0%	0%	86%	98%	100%	0%	90%	85%	90%	91%	84%	73% ---	80% --	88%	91% +
No	13%	13%	0%	0%	0%	0%	13%	2%	0%	0%	3%	15%	10%	9%	16%	26% +++	20% ++	8%	9%
Don't know/No response	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	7%	0%	0%	0%	0%	1%	0%	4%	0%
Chi2:	-	-		-			-				-						95		
Margin of Error, around 50%	5.86	5.86	*	*	*	*	6.37	21.91	28.29	*	19.22	15.69	29.55	11.39	12.25	12.06	9.52	13.72	9.47

Have you EVER attended a performing arts performance by professional artists?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
QEVER BASE: Never, Q1																				
Weighted Total:	270	26	37	92	111	152	118	73	86	109	87	67	44	27	26	30	29	181	214	37
Total:	280	26	36	97	117	162	118	67	95	116	84	74	48	27	23	32	30	187	220	41
Yes	86%	85%	95% +	85%	85%	85%	88%	74% ----	88%	94% +++	76% ---	90%	93%	99%	86%	86%	91%	86%	91% ++++	65% ----
No	13%	15%	4% -	14%	14%	14%	11%	23% +++	11%	6% ---	22% +++	9%	7%	1%	14%	14%	9%	13%	7% ----	35% ++++
Don't know/No response	1%	0%	1%	1%	1%	1%	1%	3%	0%	0%	2%	1%	0%	0%	0%	0%	0%	1%	1%	0%
Chi2:	-	-				-		99			(99)				-				(99.9)	
Margin of Error, around 50%	5.86	19.22	16.33	9.95	9.06	7.70	9.02	11.97	10.05	9.10	10.69	11.39	14.14	18.86	20.43	17.32	17.89	7.17	6.61	15.30

Considering all of these together, how often have you attended performing arts performances by professional artists over the past 12 months?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q2																			
Weighted Total:	1029	273	756	431	235	90	246	149	343	283	138	106	66	391	249	79	272	185	514
Total:	1029	283	746	420	238	88	250	145	347	276	129	128	55	310	221	186	299	187	491
Once (1 time)	14%	7% ----	17% ++++	29% ++++	2% ----	0% ----	0% ----	100% ++++	0% ----	0% ----	13%	14%	15%	13%	18%	12%	16%	18%	13%
2 to 4 times a year (2 to 4 times)	33%	5% ----	44% ++++	54% ++++	36% ----	17% ----	0% ----	0% ----	100% ++++	0% ----	32%	34%	35%	35%	29%	37%	32%	34%	33%
5 or more times, but not every month (5 to 11 times)	21%	0% ----	28% ++++	12% ----	51% ++++	51% ++++	0% ----	0% ----	0% ----	76% ++++	24%	16%	22%	23%	20%	13% ---	15% ---	15% --	26% ++++
At least once every month (12 or more times)	7%	0% ----	9% ++++	3% ----	11% +++	33% ++++	0% ----	0% ----	0% ----	24% ++++	10% +	5%	9%	6%	6%	5%	4% --	10% ++	7% ---
Not in past 12 months	24%	86% ++++	1% ----	2% ----	0% ----	0% ----	100% ++++	0% ----	0% ----	0% ----	20%	29%	18%	22%	27%	30% +	32% ++++	23%	20% ---
Don't know/No response	1%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	4%	2%	0%	1%
Chi2:	-	99.9		(99.9)			99.9				-						99.9		
Margin of Error, around 50%	3.05	5.83	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.63	8.66	13.21	5.57	6.59	7.19	5.67	7.17	4.42

Considering all of these together, how often have you attended performing arts performances by professional artists over the past 12 months?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q2																				
Weighted Total:	1029	123	183	343	374	495	534	212	252	561	253	284	206	128	112	120	93	729	897	98
Total:	1029	116	169	340	398	526	503	194	254	577	238	296	212	130	100	109	85	742	896	99
Once (1 time)	14%	15%	16%	19% +++	10% ---	15%	14%	20% ++	18%	11% ----	13%	17%	14%	15%	18%	13%	22% ++	13%	14%	19%
2 to 4 times a year (2 to 4 times)	33%	36%	37%	33%	31%	34%	33%	35%	30%	34%	30%	34%	36%	35%	38%	33%	26%	35%	34% +	29%
5 or more times, but not every month (5 to 11 times)	21%	21%	25%	18%	22%	16% ----	25% ++++	9% ----	15% ---	28% ++++	18%	19%	25% +	29% ++	16%	22%	17%	22%	23% ++++	8% ----
At least once every month (12 or more times)	7%	9%	5%	6%	7%	7%	6%	2% ---	6%	9% +++	6%	8%	7%	5%	6%	5%	3%	7%	7% ++	1% --
Not in past 12 months	24%	18%	16% --	24%	29% +++	27% ++	21% --	32% +++	31% +++	18% ----	32% ++++	22%	18% --	17% --	21%	26%	32% +	23%	21% ----	41% ++++
Don't know/No response	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	2%
Chi2:	-	99				99		99.9			95				-				99.9	
Margin of Error,around 50%	3.05	9.10	7.54	5.31	4.91	4.27	4.37	7.04	6.15	4.08	6.35	5.70	6.73	8.60	9.80	9.39	10.63	3.60	3.27	9.85

In the past 12 months have you attended any of the following as a leisure activity (not for paid work or studies)?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q3																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Live sporting events	38%	23%	43%	41%	48%	40%	23%	35%	42%	46%	43%	47%	41%	41%	23%	41%	28%	42%	42%
		----	++++	+	++++		----		++	++++		++		+	----		----		+++
Museums or art galleries or historic site	61%	35%	70%	57%	84%	94%	37%	48%	61%	90%	64%	66%	74%	63%	51%	58%	56%	57%	63%
		----	++++	--	++++	++++	----	----		++++			++		----		--		+
Zoos, aquariums or other animal exhibits or attractions	33%	23%	36%	33%	41%	40%	23%	35%	34%	39%	37%	43%	34%	35%	24%	28%	28%	34%	34%
		----	++++		+++		----			+++		++			---		--		
Entertainment/amusement parks	28%	22%	31%	28%	35%	30%	22%	28%	34%	28%	26%	33%	22%	32%	24%	26%	27%	30%	28%
		---	+++		+++		--		+++					++	-				
A conservation area or nature park	55%	36%	62%	55%	68%	81%	38%	51%	60%	68%	70%	64%	57%	57%	38%	61%	52%	59%	56%
		----	++++		++++	++++	----		++	++++	++++	+			----				
Other live entertainment shows that are not performing arts	20%	12%	23%	18%	26%	41%	12%	13%	24%	28%	20%	17%	23%	22%	18%	21%	18%	26%	19%
		----	++++		++	++++	----	--	+	++++								+	
None	13%	29%	7%	10%	3%	1%	28%	16%	8%	3%	11%	11%	5%	11%	20%	14%	18%	14%	10%
		++++	----	--	----	----	++++		---	----			-		++++		+++		---
Don't know/No response	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%
Chi2:	-	99.9		99.9			99.9				99.9						99		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

In the past 12 months have you attended any of the following as a leisure activity (not for paid work or studies)?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q3																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Live sporting events	38%	42%	41%	41%	32%	44%	31%	31%	35%	41%	28%	37%	40%	62%	38%	37%	27%	39%	40%	27%
					---	++++	----	--		+++	----			++++		--		+	++++	--
Museums or art galleries or historic site	61%	60%	67%	57%	61%	57%	64%	42%	50%	73%	53%	55%	66%	72%	63%	70%	54%	61%	63%	46%
			+			--	++	----	----	++++	---	--	+	+++		++			++++	---
Zoos, aquariums or other animal exhibits or attractions	33%	42%	43%	39%	19%	29%	36%	29%	34%	34%	25%	31%	38%	47%	33%	43%	31%	32%	34%	24%
		++	++++	+++	----	---	+++				---		++	++++		++			++	-
Entertainment/amusement parks	28%	45%	34%	37%	13%	26%	31%	28%	31%	27%	27%	24%	30%	41%	36%	27%	24%	28%	29%	24%
		++++	+	++++	----	--	++					-		++++	+					
A conservation area or nature park	55%	49%	60%	59%	52%	56%	54%	47%	59%	57%	45%	60%	59%	63%	55%	67%	54%	55%	56%	51%
						--		--			----	++		+		+++				
Other live entertainment shows that are not performing arts	20%	25%	23%	17%	21%	20%	20%	19%	21%	21%	21%	19%	22%	14%	28%	23%	18%	19%	21%	13%
				-							--			--	++				++	--
None	13%	9%	10%	11%	17%	15%	10%	22%	14%	9%	19%	12%	10%	8%	9%	8%	23%	12%	11%	24%
					+++	++	--	++++		----	++++			-		-	+++		----	++++
Don't know/No response	1%	1%	1%	0%	0%	0%	1%	0%	2%	1%	0%	1%	0%	0%	0%	1%	1%	1%	0%	3%
Chi2:	-	99.9				99.9		99.9			99.9				95				99.9	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

In which of the following media have you watched performing arts performed by professional artists over the past 12 months?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q4																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
On television	71%	60%	75%	74%	79%	71%	61%	60%	79%	76%	71%	76%	70%	68%	73%	71%	74%	71%	69%
		----	++++		+++		----	---	++++	++									
On DVD/Video/Blu-Ray	34%	22%	38%	31%	45%	55%	22%	27%	36%	47%	35%	40%	22%	39%	26%	37%	34%	39%	32%
		----	++++		++++	++++	----	-		++++			-	++	---				
In movie theatre	28%	16%	32%	26%	35%	52%	15%	19%	30%	41%	28%	29%	32%	32%	20%	26%	24%	26%	31%
		----	++++		+++	++++	----	---		++++				++	---				++
On the Internet (e.g. live streaming, podcast, Youtube)	46%	30%	51%	45%	55%	74%	29%	33%	51%	62%	56%	45%	41%	50%	34%	47%	36%	53%	49%
		----	++++		++++	++++	----	---	++	++++	+++			++	----		----	++	+
Other (specify)	5%	2%	7%	6%	6%	10%	2%	4%	8%	7%	5%	8%	7%	5%	4%	7%	4%	6%	6%
		---	+++			++	---		++										
None	12%	25%	8%	10%	5%	5%	23%	19%	7%	5%	13%	11%	8%	13%	12%	13%	12%	14%	12%
		++++	----	-	----	--	++++	+++	----	----									
Don't know/No response	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	6%	1%	0%	2%	1%	1%	2%
Chi2:	-	99.9		99.9			99.9				(95)						90		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

In which of the following media have you watched performing arts performed by professional artists over the past 12 months?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q4																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
On television	71%	64%	60%	68%	81%	71%	71%	70%	74%	70%	74%	71%	67%	76%	77%	73%	82%	70%	72%	61%
		-	----		++++												++		+++	--
On DVD/Video/Blu-Ray	34%	34%	39%	34%	32%	35%	33%	33%	34%	34%	33%	37%	34%	32%	36%	40%	39%	33%	36%	25%
			+																+++	--
In movie theatre	28%	23%	26%	27%	31%	26%	29%	22%	26%	31%	28%	27%	29%	35%	39%	30%	23%	27%	29%	19%
								--		++				++	+++				+++	--
On the Internet (e.g. live streaming, podcast, Youtube)	46%	68%	62%	49%	28%	49%	42%	35%	41%	52%	41%	44%	51%	60%	44%	47%	28%	47%	48%	33%
		++++	++++		----	++	--	----		++++	-		+	++++			----		+++	---
Other (specify)	5%	9%	6%	4%	5%	6%	5%	3%	6%	6%	5%	5%	6%	6%	5%	2%	5%	6%	5%	4%
		+																		
None	12%	10%	11%	17%	9%	11%	13%	16%	14%	10%	10%	9%	18%	10%	11%	8%	9%	12%	11%	20%
				+++	--					--		--	+++						----	++
Don't know/No response	2%	3%	4%	0%	1%	2%	2%	1%	2%	2%	0%	1%	2%	2%	0%	1%	0%	2%	2%	0%
Chi2:	-	99.9				-		95			90				-				99	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

At which of the following types of venues have you attended live professional performing arts over the past 12 months?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q5																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
A performing arts facility, such as a theatre or concert hall	57%	5% ----	75% ++++	64% ++++	89% ++++	93% ++++	2% ----	47% --	71% ++++	93% ++++	57%	55%	59%	57%	59%	46% ---	47% ----	54%	62% ++++
A museum or public art gallery	20%	6% ----	25% ++++	12% ---	38% ++++	56% ++++	6% ----	7% ---	18% ----	42% ++++	28% ++	24%	24%	21%	11% ----	18%	15% --	17%	24% +++
Outdoors, such as at an outdoor stage, at a park or in the s	40%	12% ----	51% ++++	38% ----	63% ++++	79% ++++	11% ----	27% ----	46% +++	66% ++++	41%	35%	48%	41%	38%	40%	38%	42%	40%
A general purpose stadium/Circus	20%	2% ----	27% ++++	18% ----	37% ++++	43% ++++	2% ----	17% ----	21% ----	38% ++++	20%	28% ++	24%	23%	10% ----	28% ++	15% ---	20%	24% ++
A restaurant/bar	27%	10% ----	34% ++++	23% --	39% ++++	67% ++++	9% ----	14% ----	28% ++++	49% ++++	38% +++	29%	23%	33% +++	11% ----	32%	25%	32%	28%
Community spaces, such as community or cultural centres, sch	31%	7% ----	39% ++++	25% ---	52% ++++	73% ++++	8% ----	18% ----	32% ++++	57% ++++	42% +++	41% ++	30%	29%	23% ---	29%	31%	31%	30%
Places of worship	17%	9% ----	20% ++++	14% --	22% ++	45% ++++	10% ---	16% ---	14% -	28% ++++	21%	23% +	26% +	20% +	4% ----	22% +	15%	19%	18%
Private venue (e.g., house concert)	10%	3% ----	13% ++++	8% -	15% +++	29% ++++	3% ----	4% --	11% ----	19% ++++	8%	7%	20% +++	14% +++	3% ----	12%	10%	12%	9%
Other (specify)	1%	0%	1%	1%	1%	1%	0%	0%	1%	1% +	2%	1%	0%	1%	0%	0%	1%	1%	1%
None	19%	65% ++++	2% ----	3% ----	0% ----	0% ----	66% ++++	8% ----	3% ----	0% ----	16%	16%	16%	16%	24% ++	26% ++	23% ++	20%	16% --
Don't know/No response	1%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%	1%
Chi2:	-	(99.9)		(99.9)			(99.9)				(99.9)						(95)		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

At which of the following types of venues have you attended live professional performing arts over the past 12 months?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q5																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
A performing arts facility, such as a theatre or concert hall	57%	63%	63% ++	51% --	56%	53% --	60% ++	42% ----	47% ----	66% ++++	48% ---	57%	62%	67% +++	48%	51%	35% ----	61% ++++	60% ++++	37% ----
A museum or public art gallery	20%	18%	24%	19%	20%	21%	20%	10% ----	19%	24% ++++	15% --	20%	23%	29% +++	24%	23%	19%	20%	22% +++	12% --
Outdoors, such as at an outdoor stage, at a park or in the s	40%	45%	44%	47% +++	31% ----	40%	41%	37%	36%	44% +++	40%	39%	40%	43%	46%	40%	35%	40%	41% ++	37%
A general purpose stadium/Circus	20%	26%	25%	24% ++	13% ----	22%	19%	14% --	20%	23% ++	12% ----	18%	24%	39% ++++	26%	17%	17%	20%	21%	17%
A restaurant/bar	27%	40% +++	34% ++	27%	20% ----	28%	26%	23%	26%	29%	31%	27%	23%	30%	33%	32%	35%	26%	29% +++	14% ---
Community spaces, such as community or cultural centres, sch	31%	30%	31%	32%	30%	27% --	34% ++	28%	25% --	34% +++	37% ++	29%	31%	27%	40% ++	45% ++++	41% ++	28% ---	32% ++	23%
Places of worship	17%	16%	14%	17%	19%	15% --	19% ++	17%	15%	18%	17%	17%	18%	17%	15%	46% ++++	28% +++	14% ----	17%	20%
Private venue (e.g., house concert)	10%	15%	14%	9%	8%	10%	10%	6% --	9%	12% ++	8%	8%	12%	12%	13%	17% ++	13%	10%	10%	9%
Other (specify)	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%
None	19%	18%	15%	17%	21%	22% ++	16% --	22%	23%	15% ---	25% +++	16%	13% --	14%	16%	15%	23%	18%	17% ----	27% ++
Don't know/No response	1%	0%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	1%
Chi2:	-	(99.9)				(90)		(99.9)			(99.9)				(99.9)				(99.9)	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

Professional dance performances (e.g. ballet, contemporary or other)																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q6A How important would you say that attending... is to you personally?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	51%	65% ++++	46% ----	58% ++++	35% ----	14% ----	66% ++++	59% ++	54% ----	29% ----	51%	60% ++	39% -	54% ---	43% ---	55%	49%	59% ++	51%
Moderate (3)	24%	16% ----	27% ++++	22% ----	33% ++++	31% ----	15% ----	18% -	24% ----	35% ++++	25%	25%	26%	22%	25%	24%	27%	21%	23%
High (4-5)	22%	12% ----	26% ++++	18% ---	30% +++	56% ++++	12% ----	19%	21%	36% ++++	23%	13% ---	34% ++	23%	24%	17%	21%	17%	23%
1 - Not at all important	27%	42%	22%	30%	15%	4%	42%	35%	27%	10%	25%	26%	28%	31%	24%	29%	28%	29%	28%
2	23%	22%	23%	28%	20%	9%	24%	24%	27%	19%	26%	34%	12%	23%	19%	27%	21%	30%	23%
3 - Moderately important	24%	16%	27%	22%	33%	31%	15%	18%	24%	35%	25%	25%	26%	22%	25%	24%	27%	21%	23%
4	12%	8%	13%	12%	13%	17%	9%	14%	12%	13%	8%	9%	20%	12%	12%	12%	12%	10%	11%
5 - Very important	11%	3%	14%	7%	16%	39%	4%	5%	9%	23%	15%	4%	14%	11%	12%	5%	10%	7%	12%
Not applicable	2%	5%	1%	1%	1%	0%	5%	4%	1%	0%	1%	1%	0%	1%	6%	2%	2%	2%	2%
Don't know/No response	1%	3%	0%	0%	0%	0%	2%	1%	0%	0%	0%	1%	0%	1%	2%	1%	1%	1%	1%
Chi2:	-	99.9		99.9			99.9				90						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	2.54	2.00	2.72	2.37	2.96	3.76	2.02	2.27	2.48	3.19	2.62	2.30	2.82	2.49	2.66	2.35	2.53	2.35	2.55
Standard Deviation:	1.31	1.15	1.32	1.22	1.27	1.19	1.16	1.24	1.26	1.27	1.35	1.08	1.42	1.34	1.34	1.18	1.29	1.23	1.34
Student's T:	*	99.9	99.9	99.9	99.9	99.9	99.9	99	-	99.9	-	95	-	-	-	95	-	95	-

Professional dance performances (e.g. ballet, contemporary or other)																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q6A How important would you say that attending... is to you personally?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	51%	49%	48%	56% ++	47%	63% ++++	40% ----	55%	52%	49%	40% ----	52%	55%	58% +	48%	50%	49%	51%	50%	52%
Moderate (3)	24%	20%	30% ++	21%	25%	20% ---	27% +++	20%	19% --	27% +++	25%	25%	24%	24%	24%	19%	20%	24%	25%	20%
High (4-5)	22%	26%	19%	21%	24%	15% ----	29% ++++	20%	25%	22%	29% +++	20%	18%	18%	25%	26%	29%	22%	23%	23%
1 - Not at all important	27%	25%	20%	32%	28%	35%	20%	29%	28%	27%	18%	28%	32%	34%	28%	21%	27%	28%	26%	38%
2	23%	24%	28%	24%	20%	27%	19%	26%	24%	22%	21%	25%	23%	24%	20%	29%	22%	23%	24%	13%
3 - Moderately important	24%	20%	30%	21%	25%	20%	27%	20%	19%	27%	25%	25%	24%	24%	24%	19%	20%	24%	25%	20%
4	12%	12%	11%	12%	12%	9%	14%	12%	14%	11%	14%	11%	9%	10%	10%	12%	12%	12%	12%	10%
5 - Very important	11%	14%	9%	9%	12%	7%	14%	8%	11%	12%	16%	8%	9%	8%	14%	14%	17%	10%	11%	14%
Not applicable	2%	4%	1%	1%	2%	2%	3%	3%	3%	1%	4%	2%	2%	0%	3%	4%	0%	2%	2%	4%
Don't know/No response	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%
Chi2:	-	-				99.9		90			99				-				-	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	2.54	2.64	2.59	2.41	2.60	2.23	2.83	2.41	2.54	2.58	2.86	2.46	2.39	2.34	2.61	2.67	2.68	2.52	2.56	2.44
Standard Deviation:	1.31	1.39	1.19	1.30	1.35	1.22	1.33	1.27	1.35	1.31	1.34	1.25	1.29	1.26	1.39	1.35	1.44	1.30	1.30	1.46
Student's T:	*	-	-	95	-	99.9	99.9	-	-	-	99.9	-	90	90	-	-	-	-	90	-

Professional music performances such as pop, rock, jazz, blues, hip hop, folk, country and western																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q6B How important would you say that attending... is to you personally?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	28%	45% ++++	22% ----	28%	17% ----	4% ----	46% ++++	41% ++++	23% --	10% ----	24%	34% +	41% ++	28%	25%	22% -	32% +	24%	28%
Moderate (3)	25%	24%	25%	29% ++	21%	16% -	25%	24%	27%	22%	25%	31% +	12% --	26%	20% -	32% ++	25%	24%	25%
High (4-5)	45%	25% ----	53% ++++	43%	61% ++++	77% ++++	25% ----	33% ----	49% +	67% ++++	50%	34% ---	47%	44%	49%	43%	41% -	50%	45%
1 - Not at all important	13%	27%	8%	11%	4%	0%	27%	18%	8%	3%	11%	11%	15%	14%	13%	11%	13%	13%	13%
2	15%	18%	14%	17%	13%	4%	19%	23%	16%	7%	13%	23%	26%	15%	12%	11%	18%	11%	16%
3 - Moderately important	25%	24%	25%	29%	21%	16%	25%	24%	27%	22%	25%	31%	12%	26%	20%	32%	25%	24%	25%
4	21%	16%	23%	23%	25%	17%	17%	20%	26%	20%	25%	16%	19%	19%	21%	25%	20%	26%	20%
5 - Very important	24%	9%	30%	21%	36%	60%	8%	13%	23%	47%	24%	17%	28%	25%	28%	18%	21%	24%	25%
Not applicable	1%	3%	1%	0%	0%	2%	3%	1%	0%	1%	1%	0%	0%	1%	3%	2%	2%	2%	1%
Don't know/No response	1%	2%	1%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	1%	2%	1%	1%	0%	1%
Chi2:	-	99.9		99.9			99.9				95						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.30	2.61	3.54	3.25	3.76	4.36	2.58	2.87	3.42	4.02	3.40	3.06	3.20	3.28	3.41	3.30	3.17	3.39	3.29
Standard Deviation:	1.34	1.31	1.27	1.27	1.20	0.91	1.29	1.30	1.23	1.13	1.29	1.25	1.47	1.35	1.38	1.22	1.34	1.33	1.34
Student's T:	*	99.9	99.9	-	99.9	99.9	99.9	99.9	95	99.9	-	95	-	-	-	-	90	-	-

Professional music performances such as pop, rock, jazz, blues, hip hop, folk, country and western																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q6B How important would you say that attending... is to you personally?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	28%	28%	25%	25%	32% ++	31% ++	25% --	25%	28%	29%	26%	28%	27%	28%	29%	36% ++	30%	26%	26% ----	40% +++
Moderate (3)	25%	22%	21%	25%	27%	26%	24%	30% ++	25%	22%	23%	22%	31% +++	27%	23%	24%	20%	25%	25%	26%
High (4-5)	45%	47%	52% ++	49% +	38% ----	41% ---	49% +++	42%	44%	48%	48%	48%	39% --	45%	48%	36% --	46%	47%	48% ++++	29% ----
1 - Not at all important	13%	14%	9%	10%	16%	15%	11%	12%	13%	12%	12%	13%	11%	15%	11%	17%	12%	12%	11%	18%
2	15%	14%	16%	15%	16%	16%	14%	12%	14%	16%	14%	15%	17%	13%	18%	19%	18%	15%	14%	22%
3 - Moderately important	25%	22%	21%	25%	27%	26%	24%	30%	25%	22%	23%	22%	31%	27%	23%	24%	20%	25%	25%	26%
4	21%	20%	24%	22%	18%	19%	22%	22%	19%	22%	22%	24%	15%	23%	20%	16%	23%	21%	22%	12%
5 - Very important	24%	27%	28%	27%	20%	22%	27%	20%	25%	26%	25%	25%	24%	22%	28%	20%	23%	26%	26%	17%
Not applicable	1%	2%	0%	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	0%	0%	3%	0%	1%	1%	3%
Don't know/No response	1%	1%	2%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	3%	1%	1%	2%
Chi2:	-	95				95		-			-				-				99.9	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.30	3.34	3.47	3.42	3.10	3.18	3.41	3.25	3.29	3.33	3.35	3.33	3.26	3.24	3.35	3.04	3.27	3.35	3.38	2.86
Standard Deviation:	1.34	1.39	1.31	1.31	1.35	1.35	1.32	1.28	1.36	1.36	1.34	1.35	1.30	1.34	1.35	1.38	1.34	1.33	1.32	1.35
Student's T:	*	-	90	95	99.9	99	99	-	-	-	-	-	-	-	-	95	-	90	99.9	99

A professional symphonic or classical music performance																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q6C How important would you say that attending... is to you personally?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	41%	59% ++++	35% ----	46% ++	25% ----	9% ----	60% ++++	54% ++++	37% --	23% ----	43%	45%	41%	42%	37%	44%	48% +++	40%	40%
Moderate (3)	24%	20% -	26% +	24%	31% +++	23%	20% -	27%	26%	25%	21%	33% ++	18%	25%	21%	28%	22%	28%	25%
High (4-5)	32%	15% ----	38% ++++	28% --	44% ++++	67% ++++	15% ----	15% ----	36% +	51% ++++	35%	21% --	41%	30%	37% ++	25% --	28%	29%	34%
1 - Not at all important	21%	38%	15%	22%	8%	1%	38%	31%	18%	5%	22%	18%	21%	22%	20%	23%	26%	21%	20%
2	20%	21%	20%	24%	17%	8%	22%	23%	19%	18%	21%	26%	20%	20%	16%	21%	22%	19%	19%
3 - Moderately important	24%	20%	26%	24%	31%	23%	20%	27%	26%	25%	21%	33%	18%	25%	21%	28%	22%	28%	25%
4	16%	9%	18%	16%	21%	20%	9%	10%	21%	19%	18%	14%	19%	14%	17%	12%	15%	16%	16%
5 - Very important	16%	6%	20%	13%	23%	48%	7%	5%	15%	32%	17%	8%	22%	15%	20%	13%	13%	14%	18%
Not applicable	2%	3%	1%	2%	0%	1%	4%	3%	1%	1%	1%	0%	0%	2%	4%	2%	2%	4%	1%
Don't know/No response	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%
Chi2:	-	99.9		99.9			99.9				95						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	2.85	2.20	3.08	2.73	3.33	4.06	2.20	2.34	2.96	3.55	2.88	2.66	3.01	2.80	3.00	2.70	2.67	2.82	2.92
Standard Deviation:	1.37	1.24	1.34	1.32	1.23	1.06	1.25	1.19	1.32	1.26	1.41	1.16	1.45	1.37	1.44	1.32	1.37	1.32	1.38
Student's T:	*	99.9	99.9	95	99.9	99.9	99.9	99.9	90	99.9	-	90	-	-	90	-	99	-	90

A professional symphonic or classical music performance																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q6C How important would you say that attending... is to you personally?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	41%	44%	40%	49% ++++	34% ----	47% ++++	36% ----	50% +++	45%	37% ---	33% ---	43%	44%	48% +	36%	34% -	39%	42%	40% --	50% +
Moderate (3)	24%	17% --	29%	27%	23%	24%	25%	22%	23%	26%	24%	25%	25%	26%	23%	22%	26%	25%	25%	21%
High (4-5)	32%	35%	29%	21% ----	42% ++++	27% ----	37% ++++	25% --	30%	35% +++	39% +++	30%	29%	26%	38%	42% ++	34%	31%	33% ++	25%
1 - Not at all important	21%	24%	15%	24%	21%	23%	20%	29%	26%	17%	17%	21%	21%	27%	21%	14%	26%	21%	20%	30%
2	20%	20%	26%	25%	13%	23%	17%	21%	19%	20%	16%	22%	23%	21%	15%	20%	13%	21%	20%	19%
3 - Moderately important	24%	17%	29%	27%	23%	24%	25%	22%	23%	26%	24%	25%	25%	26%	23%	22%	26%	25%	25%	21%
4	16%	21%	18%	10%	18%	14%	17%	14%	14%	17%	19%	15%	17%	11%	14%	19%	14%	16%	17%	9%
5 - Very important	16%	14%	11%	11%	24%	13%	19%	11%	16%	18%	20%	16%	12%	15%	24%	23%	21%	15%	16%	16%
Not applicable	2%	3%	1%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	0%	3%	2%	0%	2%	2%	4%
Don't know/No response	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Chi2:	-	99.9				99.9		99			95				-				-	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	2.85	2.79	2.84	2.58	3.11	2.68	3.00	2.56	2.75	3.00	3.11	2.82	2.74	2.66	3.05	3.18	2.90	2.82	2.89	2.60
Standard Deviation:	1.37	1.41	1.22	1.29	1.46	1.33	1.39	1.35	1.42	1.34	1.38	1.35	1.31	1.37	1.47	1.37	1.47	1.35	1.36	1.45
Student's T:	*	-	-	99.9	99.9	99.9	99.9	99.9	-	99.9	99	-	-	90	-	99	-	-	99	90

Professional theatrical performances such as a drama, musical theatre, dinner theatre, comedy																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q6D How important would you say that attending... is to you personally?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	26%	42% ++++	19% ----	27%	12% ----	4% ----	42% ++++	36% +++	24% ----	7% ----	24%	34% ++	29%	24%	24%	27%	25%	27%	27%
Moderate (3)	27%	28%	27%	32% +++	22% --	16% ---	30%	28%	31% ++	20% ---	26%	30%	19%	30%	25%	30%	28%	26%	28%
High (4-5)	44%	23% ----	52% ++++	39% ---	64% ++++	80% ++++	22% ----	31% ----	43% ++++	72% ++++	48%	35% --	52%	44%	45%	41%	45%	44%	43%
1 - Not at all important	11%	22%	6%	9%	4%	0%	20%	15%	8%	2%	10%	10%	15%	9%	11%	13%	10%	9%	12%
2	15%	21%	13%	17%	8%	4%	21%	21%	16%	5%	15%	24%	14%	14%	13%	14%	15%	19%	15%
3 - Moderately important	27%	28%	27%	32%	22%	16%	30%	28%	31%	20%	26%	30%	19%	30%	25%	30%	28%	26%	28%
4	21%	13%	24%	21%	29%	28%	14%	20%	22%	28%	15%	22%	24%	24%	19%	24%	23%	20%	21%
5 - Very important	23%	9%	28%	18%	35%	53%	8%	11%	21%	44%	32%	13%	28%	21%	25%	17%	21%	24%	23%
Not applicable	2%	4%	1%	1%	1%	0%	4%	3%	1%	0%	2%	0%	0%	1%	4%	2%	2%	3%	1%
Don't know/No response	1%	3%	0%	1%	1%	0%	2%	2%	0%	0%	0%	1%	0%	1%	3%	1%	0%	0%	1%
Chi2:	-	99.9		99.9			99.9				-						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.32	2.65	3.54	3.22	3.85	4.29	2.66	2.91	3.32	4.08	3.47	3.04	3.36	3.32	3.37	3.18	3.32	3.33	3.28
Standard Deviation:	1.28	1.25	1.21	1.21	1.11	0.87	1.21	1.24	1.21	1.00	1.34	1.18	1.42	1.23	1.33	1.26	1.26	1.29	1.30
Student's T:	*	99.9	99.9	95	99.9	99.9	99.9	99.9	-	99.9	-	99	-	-	-	-	-	-	-

Professional theatrical performances such as a drama, musical theatre, dinner theatre, comedy																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q6D How important would you say that attending... is to you personally?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	26%	26%	26%	30% ++	21% --	31% ++++	21% ----	27%	26%	25%	22%	20% --	31% ++	31%	18%	26%	20%	26%	25%	26%
Moderate (3)	27%	27%	31%	25%	28%	31% ++	24% --	31%	25%	27%	25%	32% ++	27%	26%	28%	33%	25%	27%	27%	29%
High (4-5)	44%	43%	41%	43%	47%	35% ----	52% ++++	36% --	46%	46%	48%	46%	41%	42%	50%	38%	51%	45%	46% +++	39%
1 - Not at all important	11%	11%	9%	13%	8%	12%	9%	12%	12%	9%	9%	9%	13%	9%	9%	8%	8%	10%	10%	11%
2	15%	15%	17%	16%	13%	18%	12%	15%	14%	15%	13%	11%	18%	21%	9%	18%	12%	15%	15%	15%
3 - Moderately important	27%	27%	31%	25%	28%	31%	24%	31%	25%	27%	25%	32%	27%	26%	28%	33%	25%	27%	27%	29%
4	21%	27%	23%	18%	22%	19%	23%	17%	27%	20%	22%	25%	16%	19%	19%	20%	21%	22%	21%	25%
5 - Very important	23%	15%	18%	25%	26%	16%	29%	19%	19%	26%	26%	22%	25%	23%	32%	18%	31%	22%	24%	13%
Not applicable	2%	2%	1%	1%	3%	2%	1%	4%	1%	1%	3%	2%	1%	0%	1%	2%	2%	2%	1%	6%
Don't know/No response	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	2%	0%	1%	2%	2%	2%	1%	1%	1%	0%
Chi2:	-	-				99.9		-			95				-				-	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.32	3.23	3.25	3.25	3.45	3.09	3.53	3.17	3.29	3.38	3.45	3.39	3.22	3.25	3.57	3.23	3.55	3.32	3.36	3.16
Standard Deviation:	1.28	1.23	1.20	1.36	1.25	1.24	1.28	1.28	1.28	1.29	1.29	1.21	1.35	1.30	1.29	1.19	1.29	1.27	1.28	1.21
Student's T:	*	-	-	-	95	99.9	99.9	90	-	90	90	-	-	-	95	-	90	-	99	-

Professional performing arts in general																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q6E How important would you say that attending... is to you personally?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	25%	45% ++++	17% ----	25%	9% ----	0% ----	47% ++++	35% +++	21% -	3% ----	26%	29%	28%	24%	22%	25%	27%	25%	24%
Moderate (3)	28%	28%	28%	34% +++	23% --	16% ---	28%	35% ++	36% ++++	16% ----	23%	42% ++++	16% --	28%	28%	33%	31%	30%	26%
High (4-5)	45%	20% ----	54% ++++	40% --	67% ++++	82% ++++	20% ----	27% ----	42% ++++	80% ++++	50%	28% ----	55% +	47%	45%	38%	39% --	43% ++	48% ++
1 - Not at all important	10%	27%	5%	7%	2%	0%	27%	13%	5%	0%	12%	11%	13%	10%	9%	12%	14%	11%	10%
2	14%	19%	12%	18%	7%	0%	20%	22%	16%	3%	14%	18%	15%	13%	13%	14%	14%	14%	15%
3 - Moderately important	28%	28%	28%	34%	23%	16%	28%	35%	36%	16%	23%	42%	16%	28%	28%	33%	31%	30%	26%
4	21%	12%	24%	24%	27%	17%	11%	18%	25%	27%	19%	13%	20%	23%	24%	17%	14%	21%	25%
5 - Very important	24%	8%	29%	16%	40%	65%	9%	9%	17%	53%	31%	15%	36%	23%	21%	22%	25%	22%	23%
Not applicable	2%	4%	1%	1%	0%	2%	4%	2%	0%	0%	1%	0%	0%	1%	4%	2%	2%	2%	1%
Don't know/No response	1%	2%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%
Chi2:	-	99.9		99.9			99.9				99						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.34	2.54	3.62	3.24	3.97	4.50	2.52	2.88	3.33	4.31	3.43	3.04	3.50	3.37	3.37	3.24	3.24	3.31	3.38
Standard Deviation:	1.28	1.26	1.17	1.14	1.04	0.76	1.26	1.14	1.10	0.86	1.38	1.17	1.44	1.27	1.23	1.29	1.35	1.26	1.27
Student's T:	*	99.9	99.9	95	99.9	99.9	99.9	99.9	-	99.9	-	99	-	-	-	-	-	-	-

Professional performing arts in general																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q6E How important would you say that attending... is to you personally?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	25%	23%	22%	31% ++++	20% --	30% ++++	19% ----	26%	28%	23%	21%	20% -	30% ++	28%	22%	24%	20%	25%	22% ----	34% ++
Moderate (3)	28%	31%	27%	27%	29%	32% ++	25% --	36% +++	27%	26%	26%	34% ++	24%	29%	31%	29%	35%	27%	28%	32%
High (4-5)	45%	41%	49%	39% --	49% ++	36% ----	53% ++++	34% ----	43%	50% ++++	48%	44%	44%	42%	45%	44%	42%	46% +	47% ++++	31% ---
1 - Not at all important	10%	9%	9%	12%	10%	13%	8%	13%	12%	9%	8%	9%	13%	8%	10%	10%	11%	10%	9%	19%
2	14%	14%	13%	20%	10%	17%	11%	13%	16%	14%	13%	11%	17%	20%	12%	14%	10%	15%	14%	15%
3 - Moderately important	28%	31%	27%	27%	29%	32%	25%	36%	27%	26%	26%	34%	24%	29%	31%	29%	35%	27%	28%	32%
4	21%	21%	27%	17%	22%	19%	23%	18%	22%	22%	21%	23%	21%	17%	20%	23%	12%	22%	22%	14%
5 - Very important	24%	20%	21%	23%	27%	17%	30%	16%	21%	28%	27%	22%	22%	25%	25%	21%	30%	24%	25%	18%
Not applicable	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%	1%	1%	0%	1%	2%	2%	1%	1%	3%
Don't know/No response	1%	3%	2%	1%	0%	1%	1%	2%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	0%
Chi2:	-	95				99.9		99			90				-				99	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.34	3.31	3.40	3.20	3.46	3.09	3.57	3.10	3.24	3.47	3.48	3.37	3.23	3.31	3.38	3.32	3.42	3.37	3.42	2.95
Standard Deviation:	1.28	1.24	1.22	1.32	1.28	1.26	1.26	1.24	1.30	1.27	1.27	1.21	1.34	1.27	1.28	1.26	1.32	1.28	1.25	1.35
Student's T:	*	-	-	95	95	99.9	99.9	99	-	99.9	95	-	-	-	-	-	-	-	99.9	99

What do you think that the main benefits are for you personally from attending the performing arts?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q11																			
Weighted Total:	1020	273	748	424	234	90	246	147	338	281	138	106	64	386	247	78	272	185	514
Total:	1021	283	738	413	237	88	250	143	342	275	129	128	54	306	219	185	299	187	491
Learn/experience something new	57%	39%	63%	54%	69%	87%	37%	51%	58%	76%	64%	53%	68%	60%	46%	57%	50%	55%	60%
		----	++++		++++	++++	----			++++	+		+		----		--		+++
Learn about the past/understand the present/teach future gen	25%	19%	27%	21%	32%	45%	18%	20%	26%	34%	36%	25%	38%	31%	4%	35%	23%	24%	27%
		---	+++	---	+++	++++	---			++++	+++		++	+++	----	+++			
Entertainment, fun	84%	70%	89%	88%	90%	90%	70%	86%	88%	90%	87%	81%	84%	86%	80%	83%	78%	87%	85%
		----	++++	+++	+++	+	----		++	++++					-		---		
Exposure to different cultures	45%	33%	50%	40%	57%	79%	32%	36%	47%	61%	48%	42%	43%	47%	41%	49%	42%	46%	46%
		----	++++	---	++++	++++	----	--		++++									
Opportunity to socialize with friends/meet people	44%	29%	50%	44%	54%	62%	29%	42%	43%	61%	47%	42%	40%	41%	47%	49%	44%	45%	43%
		----	++++		++++	++++	----			++++									
Emotional/spiritual/intellectual stimulation	58%	42%	63%	51%	77%	86%	42%	43%	57%	81%	67%	46%	61%	63%	49%	55%	51%	55%	62%
		----	++++	----	++++	++++	----	----		++++	++	---		++	---		---		+++
A means of expressing myself/themselves	27%	15%	32%	21%	40%	62%	14%	22%	26%	44%	35%	26%	33%	30%	18%	27%	30%	25%	27%
		----	++++	----	++++	++++	----			++++	++				----				
Other (specify)	3%	1%	4%	2%	5%	11%	1%	0%	3%	7%	2%	5%	1%	4%	3%	2%	3%	3%	4%
		--	++			++++	---	--		++++									
No benefit	3%	10%	1%	1%	0%	0%	10%	3%	1%	0%	4%	4%	3%	3%	2%	4%	4%	4%	3%
		++++	----	---	---	-	++++		---	----									
Don't know/No response	1%	3%	0%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	1%	1%	0%	2%	0%	1%
Chi2:	-	99.9		(99.9)			(99.9)				(99.9)						-		
Margin of Error, around 50%	3.07	5.83	3.61	4.82	6.37	10.45	6.20	8.20	5.30	5.91	8.63	8.66	13.34	5.60	6.62	7.20	5.67	7.17	4.42

What do you think that the main benefits are for you personally from attending the performing arts?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q11																				
Weighted Total:	1020	123	179	341	371	490	531	209	251	556	251	280	204	127	112	120	93	727	889	98
Total:	1021	116	166	338	395	521	500	191	253	573	237	292	211	129	100	109	85	740	888	99
Learn/experience something new	57%	58%	67% +++	58%	49% ----	51% ----	62% ++++	50% --	52%	61% ++++	57%	59%	55%	59%	51%	59%	57%	57%	59% ++++	46% --
Learn about the past/understand the present/teach future gen	25%	28%	30%	21% +	26%	24%	26%	25%	20% --	28% ++	28%	26%	26%	20%	39% +++	32%	45% ++++	23% ---	26% ++	22%
Entertainment, fun	84%	92% +++	94% ++++	83%	77% ----	83%	84%	79% --	78% ---	88% ++++	79% --	82%	87%	94% +++	81%	82%	77%	85% ++	86% ++++	71% ----
Exposure to different cultures	45%	55% ++	54% ++	45%	38% ----	43%	47%	40%	41%	49% +++	49%	47%	45%	39%	51%	44%	51%	45%	47% +++	35% --
Opportunity to socialize with friends/meet people	44%	48%	56% ++++	46%	36% ----	40% --	47% ++	41%	43%	46%	45%	48%	43%	44%	41%	39%	44%	46% ++	45% ++	36%
Emotional/spiritual/intellectual stimulation	58%	59%	65% ++	56%	55%	53% ---	62% +++	44% ----	55%	64% ++++	60%	54%	63%	64%	58%	61%	67%	57%	60% ++++	41% ----
A means of expressing myself/themselves	27%	38% +++	30%	25%	25%	23% ---	31% +++	27%	23%	29%	34% +++	26%	23%	24%	32%	25%	38% ++	26%	28%	27%
Other (specify)	3%	3%	5%	3%	3%	3%	4%	3%	2%	4%	2%	6% +++	1%	2%	6% ++	6%	3%	3%	3%	2%
No benefit	3%	1%	1%	4%	4%	5% +++	2% ---	4%	4%	3%	4%	3%	4%	2%	2%	3%	2%	4%	2% ----	12% ++++
Don't know/No response	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	0%	2%
Chi2:	-	(99.9)				99.9		99			-				(95)				(99.9)	
Margin of Error, around 50%	3.07	9.10	7.61	5.33	4.93	4.29	4.38	7.09	6.16	4.09	6.37	5.73	6.75	8.63	9.80	9.39	10.63	3.60	3.29	9.85

Are residents of your community able to attend professional, live performing arts performances without travelling more than 45 minutes or 70 km's?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q12																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Yes	87%	79% ----	90% ++++	88%	92% +++	97% +++	78% ----	84%	90%	96% + +++++	95% +++	85%	83%	88%	86%	80% ---	75% ----	93% ++	93% ++++
No	9%	14% ++++	8% ----	10%	5% ---	3% --	16% ++++	13%	8%	3% ----	5%	13%	16%	7%	10%	16% +++	23% ++++	6%	3% ----
Don't know/No response	3%	7%	2%	2%	3%	0%	6%	3%	2%	1%	0%	2%	1%	4%	5%	3%	3%	1%	4%
Chi2:	-	99.9		95			99.9				95						99.9		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

Are residents of your community able to attend professional, live performing arts performances without travelling more than 45 minutes or 70 km's?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q12																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Yes	87%	82% -	94% +++	90%	84% --	87%	87%	76% ----	87%	92% ++++	84% --	88%	91% +	91%	82%	85%	80% --	89% +++	100% ++++	0% ----
No	9%	7%	5% --	8%	13% ++++	9%	10%	18% ++++	10%	6% ----	10%	10%	7%	9%	11%	12%	17% +++	8% --	0% ----	100% ++++
Don't know/No response	3%	11%	1%	2%	3%	4%	3%	6%	4%	2%	6%	2%	2%	0%	6%	3%	3%	3%	0%	0%
Chi2:	-	99				-		99.9			-				95				99.9	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

To what extent would you miss it, if there were no live, professional performing arts available in your community?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q13 BASE: Yes, Q12																			
Weighted Total:	899	216	683	379	217	88	191	125	308	270	132	90	54	347	213	63	202	171	481
Total:	898	223	675	369	220	86	194	123	310	264	123	109	46	277	191	152	220	173	463
Low (1-2)	21%	52% ++++	11% ----	17% ---	4% ----	5% ----	55% ++++	34% ++++	11% ----	2% ----	22%	24%	20%	18%	25%	17%	24%	31% ++++	16% ----
Moderate (3)	21%	24%	20%	27% ++++	12% ----	6% ----	23%	31% +++	29% ++++	5% ----	14% --	27% +	16%	21%	21%	26%	24%	20%	20%
High (4-5)	58%	22% ----	69% ++++	56%	83% ++++	89% ++++	21% ----	34% ----	59%	93% ++++	63%	48% --	64%	60%	53%	56%	50% ---	49% ---	64% ++++
1 Not at all	10%	30%	4%	6%	1%	2%	31%	13%	4%	1%	8%	14%	14%	8%	12%	7%	14%	12%	8%
2	11%	22%	7%	11%	3%	3%	24%	21%	7%	2%	14%	10%	6%	10%	13%	9%	11%	19%	8%
3 Moderately	21%	24%	20%	27%	12%	6%	23%	31%	29%	5%	14%	27%	16%	21%	21%	26%	24%	20%	20%
4	17%	13%	18%	22%	16%	9%	13%	21%	23%	11%	15%	18%	14%	17%	18%	17%	13%	17%	19%
5 Very much	41%	9%	50%	34%	68%	80%	8%	13%	37%	82%	48%	30%	50%	43%	35%	38%	37%	32%	45%
Don't know/No response	1%	1%	0%	1%	0%	0%	2%	1%	0%	0%	1%	0%	0%	0%	1%	2%	2%	0%	0%
Chi2:	-	99.9		99.9			99.9				-						99.9		
Margin of Error, around 50%	3.27	6.56	3.77	5.10	6.61	10.57	7.04	8.84	5.57	6.03	8.84	9.39	14.45	5.89	7.09	7.95	6.61	7.45	4.55
Mean:	3.68	2.49	4.05	3.68	4.45	4.62	2.43	3.01	3.81	4.71	3.82	3.40	3.81	3.77	3.51	3.71	3.49	3.37	3.85
Standard Deviation:	1.37	1.31	1.16	1.21	0.92	0.88	1.28	1.22	1.14	0.70	1.38	1.39	1.46	1.32	1.40	1.29	1.44	1.41	1.30
Student's T:	*	99.9	99.9	-	99.9	99.9	99.9	99.9	95	99.9	-	95	-	-	95	-	95	99	99.9

To what extent would you miss it, if there were no live, professional performing arts available in your community?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q13 BASE: Yes, Q12																				
Weighted Total:	899	100	173	307	315	432	467	162	221	514	211	251	189	117	92	101	74	650	899	0
Total:	898	97	160	298	339	461	437	148	221	526	195	263	193	117	81	93	70	658	898	0
Low (1-2)	21%	19%	20%	25% ++	18%	28% ++++	14% ----	22%	28% +++	18% ---	20%	17% -	23%	27% +	25%	25%	17%	19%	21%	0%
Moderate (3)	21%	19%	18%	21%	22%	21%	21%	26% +	24%	17% ---	24%	23%	15% --	16%	24%	27%	22%	20%	21%	0%
High (4-5)	58%	61%	60%	53% -	59%	50% ----	65% ++++	51% -	47% ----	64% ++++	55%	60%	61%	57%	51%	48% --	60%	60% ++	58%	0%
1 Not at all	10%	9%	8%	12%	10%	14%	7%	11%	12%	9%	12%	7%	9%	12%	16%	10%	8%	9%	10%	0%
2	11%	10%	13%	13%	8%	15%	7%	11%	17%	8%	8%	10%	15%	16%	9%	15%	9%	10%	11%	0%
3 Moderately	21%	19%	18%	21%	22%	21%	21%	26%	24%	17%	24%	23%	15%	16%	24%	27%	22%	20%	21%	0%
4	17%	23%	17%	15%	17%	16%	18%	21%	16%	16%	14%	18%	17%	20%	16%	15%	13%	18%	17%	0%
5 Very much	41%	39%	44%	38%	42%	33%	47%	30%	31%	48%	40%	42%	45%	37%	35%	33%	46%	42%	41%	0%
Don't know/No response	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	2%	0%	0%	0%	0%	0%	1%	1%	1%	0%
Chi2:	-	-				99.9		99.9			90				-				-	
Margin of Error, around 50%	3.27	9.95	7.75	5.68	5.32	4.56	4.69	8.06	6.59	4.27	7.02	6.04	7.05	9.06	10.89	10.16	11.71	3.82	3.27	*
Mean:	3.68	3.72	3.77	3.55	3.74	3.42	3.92	3.48	3.39	3.86	3.64	3.79	3.74	3.56	3.44	3.46	3.82	3.73	3.68	*
Standard Deviation:	1.37	1.33	1.34	1.42	1.34	1.43	1.26	1.33	1.38	1.35	1.40	1.28	1.38	1.42	1.45	1.35	1.34	1.34	1.37	*
Student's T:	*	-	-	90	-	99.9	99.9	90	99.9	99.9	-	-	-	-	-	-	-	90	*	*

Would you say it is... ?																			
	Total	Attended Performing Ars, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q14																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	37%	51% ++++	32% ----	40%	23% ----	18% ----	51% ++++	41%	36%	23% ----	30%	35%	39%	37%	41%	39%	38%	38%	37%
Moderate (3)	21%	20%	21%	23%	19%	19%	21%	26%	22%	18%	21%	24%	16%	21%	22%	19%	18%	21%	22%
High (4-5)	41%	25% ----	46% ++++	37% -	57% ++++	62% ++++	25% ----	32% --	41%	59% ++++	47% +	38%	45%	42%	35% -	39%	43%	39%	40%
1 - Not at all important	21%	33%	16%	22%	11%	6%	33%	25%	18%	10%	16%	24%	20%	20%	23%	25%	24%	17%	21%
2	16%	18%	15%	18%	12%	12%	17%	15%	18%	13%	15%	11%	19%	17%	18%	14%	14%	21%	16%
3 - Moderately important	21%	20%	21%	23%	19%	19%	21%	26%	22%	18%	21%	24%	16%	21%	22%	19%	18%	21%	22%
4	15%	12%	16%	16%	19%	9%	13%	18%	15%	15%	16%	16%	16%	17%	12%	10%	16%	20%	12%
5 - Very important	26%	13%	30%	22%	37%	53%	12%	14%	26%	43%	31%	22%	29%	25%	23%	28%	27%	19%	28%
Not applicable	1%	3%	0%	0%	1%	0%	2%	1%	0%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%
Don't know/No response	1%	2%	0%	0%	0%	1%	2%	0%	0%	0%	1%	1%	0%	0%	1%	2%	1%	0%	1%
Chi2:	-	99.9		99.9			99.9				-						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.09	2.52	3.29	2.98	3.61	3.91	2.52	2.80	3.13	3.70	3.34	3.01	3.15	3.10	2.95	3.04	3.07	3.02	3.10
Standard Deviation:	1.48	1.41	1.46	1.44	1.38	1.33	1.41	1.38	1.46	1.40	1.46	1.48	1.52	1.46	1.48	1.57	1.54	1.37	1.50
Student's T:	*	99.9	99.9	95	99.9	99.9	99.9	99	-	99.9	95	-	-	-	-	-	-	-	-

Would you say it is... ?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q14																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	37%	35%	34%	38%	38%	45% ++++	30% ----	37%	43% ++	34%	38%	35%	37%	43%	35%	33%	34%	37%	36%	41%
Moderate (3)	21%	20%	25%	17%	23%	20%	22%	25%	19%	20%	20%	22%	17%	23%	27%	23%	17%	20%	21%	19%
High (4-5)	41%	43%	39%	43%	38%	34% ----	46% ++++	36%	36%	45% +++	39%	42%	45%	34%	37%	41%	46%	41%	41%	38%
1 - Not at all important	21%	19%	10%	25%	23%	27%	15%	22%	23%	20%	21%	19%	20%	23%	18%	18%	18%	22%	20%	25%
2	16%	16%	24%	14%	14%	17%	15%	16%	20%	15%	16%	16%	17%	20%	18%	16%	16%	16%	16%	16%
3 - Moderately important	21%	20%	25%	17%	23%	20%	22%	25%	19%	20%	20%	22%	17%	23%	27%	23%	17%	20%	21%	19%
4	15%	14%	11%	17%	15%	14%	15%	14%	13%	16%	12%	17%	16%	13%	9%	15%	19%	15%	15%	20%
5 - Very important	26%	29%	28%	26%	23%	20%	31%	21%	23%	29%	27%	25%	29%	21%	28%	26%	27%	26%	27%	18%
Not applicable	1%	0%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
Don't know/No response	1%	2%	0%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%
Chi2:	-	-				99.9		95			-				-				-	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.09	3.18	3.23	3.06	3.00	2.82	3.33	2.98	2.93	3.19	3.07	3.12	3.17	2.89	3.11	3.17	3.21	3.08	3.12	2.89
Standard Deviation:	1.48	1.50	1.36	1.54	1.48	1.48	1.44	1.44	1.48	1.50	1.52	1.45	1.51	1.45	1.46	1.45	1.48	1.50	1.48	1.46
Student's T:	*	-	-	-	-	99.9	99.9	-	90	95	-	-	-	-	-	-	-	-	95	-

When considering whether or not to attend a performing arts show or event, how important is the venue (i.e., where the show or event is held) in your decision to attend a show?

	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q15																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	22%	24%	21%	22%	19%	18%	25%	24%	20%	19%	21%	23%	22%	21%	22%	20%	24%	24%	20%
Moderate (3)	39%	33%	41%	39%	44%	46%	36%	41%	36%	46%	46%	34%	37%	39%	38%	38%	36%	33%	44%
		--	++		+					+++	+							-	++++
High (4-5)	38%	38%	38%	39%	36%	36%	36%	33%	43%	35%	33%	41%	41%	39%	37%	39%	38%	43%	35%
									++										-
1 - Not at all important	9%	15%	7%	8%	4%	5%	15%	6%	9%	5%	10%	8%	9%	9%	9%	7%	12%	9%	8%
2	13%	9%	14%	14%	14%	12%	10%	18%	11%	14%	11%	15%	13%	13%	13%	12%	12%	15%	12%
3 - Moderately important	39%	33%	41%	39%	44%	46%	36%	41%	36%	46%	46%	34%	37%	39%	38%	38%	36%	33%	44%
4	21%	15%	23%	23%	24%	21%	15%	18%	23%	24%	23%	25%	25%	20%	18%	21%	17%	26%	22%
5 - Very important	17%	23%	15%	16%	12%	15%	21%	14%	20%	11%	10%	15%	16%	18%	19%	18%	22%	16%	13%
Don't know/No response	2%	4%	1%	0%	2%	0%	3%	3%	0%	0%	0%	3%	0%	1%	3%	3%	1%	0%	1%
Chi2:	-	-		-			90				-						95		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.25	3.24	3.25	3.25	3.24	3.28	3.18	3.17	3.34	3.23	3.12	3.27	3.26	3.27	3.25	3.31	3.24	3.26	3.21
Standard Deviation:	1.15	1.34	1.08	1.13	1.00	1.04	1.31	1.09	1.18	0.99	1.07	1.15	1.15	1.16	1.19	1.14	1.26	1.17	1.07
Student's T:	*	-	-	-	-	-	-	-	90	-	-	-	-	-	-	-	-	-	-

When considering whether or not to attend a performing arts show or event, how important is the venue (i.e., where the show or event is held) in your decision to attend a show?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q15																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	22%	29% ++	21%	22%	19%	23%	21%	23%	24%	20%	22%	20%	23%	19%	21%	22%	18%	22%	21%	24%
Moderate (3)	39%	35%	38%	41%	39%	41%	37%	38%	38%	40%	41%	39%	43%	36%	43%	44%	40%	38%	40% ++	29% --
High (4-5)	38%	33%	40%	36%	40%	35%	41% - +	34%	39%	39%	35%	41%	33% - +	45% +	35%	32%	37%	39%	38%	40%
1 - Not at all important	9%	6%	5%	10%	10%	11%	7%	9%	13%	7%	10%	8%	9%	6%	5%	10%	7%	9%	8%	12%
2	13%	23%	15%	12%	9%	12%	14%	14%	11%	13%	12%	12%	14%	13%	16%	12%	11%	13%	13%	12%
3 - Moderately important	39%	35%	38%	41%	39%	41%	37%	38%	38%	40%	41%	39%	43%	36%	43%	44%	40%	38%	40%	29%
4	21%	23%	24%	19%	21%	21%	21%	14%	20%	24%	18%	23%	20%	26%	20%	22%	20%	21%	22%	15%
5 - Very important	17%	10%	16%	17%	19%	14%	20%	20%	19%	15%	17%	18%	12%	19%	15%	10%	17%	18%	16%	25%
Don't know/No response	2%	3%	1%	1%	1%	1%	2%	5%	0%	1%	3%	0%	2%	0%	1%	2%	5%	1%	0%	7%
Chi2:	-	-				-		-			-				-				-	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.25	3.09	3.30	3.22	3.30	3.16	3.33	3.23	3.22	3.27	3.20	3.31	3.14	3.38	3.24	3.10	3.31	3.26	3.24	3.33
Standard Deviation:	1.15	1.07	1.08	1.17	1.19	1.15	1.15	1.21	1.24	1.09	1.17	1.14	1.10	1.11	1.05	1.08	1.12	1.16	1.13	1.34
Student's T:	*	90	-	-	-	95	95	-	-	-	-	-	-	-	-	-	-	-	-	-

Seeing a show live on stage/at a venue																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q16A How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	3%	8% ++++	2% ----	3%	0% ---	1%	9% ++++	4%	1% ---	1%	4%	4%	5%	2%	5%	4%	5%	4%	3%
Moderate (3)	8%	14% ++++	6% ----	8%	4% ---	4%	14% ++++	14% ++	6%	2% ----	6%	9%	10%	5% ---	14% ++++	10%	11%	12% +	6% ---
High (4-5)	87%	75% ----	92% ++++	89%	95% ++++	95% ++	75% ----	82% --	92% ++++	96% ++++	89%	85%	85%	92% ++++	81% ----	82%	84%	84%	90% +++
1 - Does not fit at all with your definition of live perform	2%	4%	1%	1%	0%	1%	4%	2%	0%	1%	2%	1%	2%	1%	2%	2%	3%	1%	1%
2	2%	3%	1%	2%	0%	0%	4%	2%	1%	1%	2%	3%	3%	1%	3%	2%	2%	3%	1%
3 - Fits moderately with your definition of live performing	8%	14%	6%	8%	4%	4%	14%	14%	6%	2%	6%	9%	10%	5%	14%	10%	11%	12%	6%
4	13%	16%	11%	13%	7%	13%	16%	14%	14%	7%	12%	13%	9%	12%	14%	15%	16%	7%	13%
5 - Fits perfectly with your definition of live performing a	75%	58%	80%	76%	89%	82%	59%	67%	78%	90%	77%	73%	76%	80%	67%	67%	68%	77%	77%
Don't know/No response	1%	4%	0%	0%	1%	0%	2%	1%	0%	0%	1%	2%	0%	1%	0%	4%	1%	0%	1%
Chi2:	-	99.9		(95)			(99.9)				(99)						95		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	4.58	4.26	4.70	4.61	4.85	4.74	4.23	4.44	4.70	4.84	4.63	4.56	4.54	4.71	4.41	4.49	4.45	4.56	4.65
Standard Deviation:	0.85	1.11	0.70	0.79	0.47	0.65	1.13	0.93	0.64	0.53	0.83	0.84	0.93	0.71	0.98	0.92	0.96	0.89	0.78
Student's T:	*	99.9	99.9	-	99.9	95	99.9	95	99.9	99.9	-	-	-	99.9	99	-	99	-	95

Seeing a show live on stage/at a venue																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q16A How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	3%	1%	1%	3%	5% +++	5% +++	2% ---	4%	6% +++	2% ---	6% +++	2%	3%	2%	4%	3%	3%	3%	2% ----	8% ++
Moderate (3)	8%	9%	4% --	8%	11% +	9%	8%	10%	11%	7% --	12% +++	7%	8%	3% --	12%	5%	9%	8%	8%	8%
High (4-5)	87%	86%	94% +++	88%	83% ---	85% --	89% ++	85%	82% ---	90% ++++	80% ----	90% ++	89%	95% +++	83%	90%	86%	88% ++	89% ++++	83%
1 - Does not fit at all with your definition of live perform	2%	0%	0%	2%	3%	2%	1%	3%	2%	1%	4%	0%	1%	2%	3%	0%	3%	1%	1%	4%
2	2%	1%	1%	2%	3%	3%	1%	1%	4%	1%	3%	2%	2%	0%	1%	3%	0%	2%	1%	4%
3 - Fits moderately with your definition of live performing	8%	9%	4%	8%	11%	9%	8%	10%	11%	7%	12%	7%	8%	3%	12%	5%	9%	8%	8%	8%
4	13%	8%	10%	14%	14%	15%	10%	13%	14%	12%	13%	14%	9%	13%	13%	14%	16%	12%	12%	17%
5 - Fits perfectly with your definition of live performing a	75%	78%	84%	74%	69%	70%	79%	72%	69%	78%	66%	76%	79%	81%	70%	76%	70%	76%	77%	66%
Don't know/No response	1%	4%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%	2%	1%	0%	2%
Chi2:	-	(99)				99		99			(99)				-				(95)	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	4.58	4.70	4.77	4.58	4.45	4.48	4.68	4.51	4.43	4.68	4.38	4.66	4.65	4.73	4.46	4.67	4.52	4.61	4.63	4.40
Standard Deviation:	0.85	0.68	0.60	0.84	0.97	0.95	0.73	0.94	0.99	0.72	1.05	0.71	0.79	0.69	0.98	0.71	0.91	0.82	0.78	1.05
Student's T:	*	90	99.9	-	99.9	99.9	99.9	-	99	99.9	99.9	95	-	95	-	-	-	90	99.9	90

Seeing a show live on television or listening to a show live on radio																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q16B How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	34%	30%	36%	36%	37%	30%	30%	39%	34%	35%	35%	33%	31%	35%	35%	32%	30%	32%	36%
Moderate (3)	36%	36%	36%	37%	36%	34%	35%	36%	36%	37%	34%	42%	45%	36%	33%	36%	38%	36%	36%
High (4-5)	29%	30%	28%	28%	25%	37%	32%	25%	29%	28%	30%	24%	25%	29%	31%	28%	32%	31%	26%
1 - Does not fit at all with your definition of live perform	15%	14%	16%	16%	16%	15%	12%	18%	16%	16%	18%	18%	21%	15%	12%	14%	13%	11%	17%
2	19%	16%	20%	20%	22%	15%	17%	21%	19%	19%	17%	15%	10%	20%	22%	18%	17%	21%	20%
3 - Fits moderately with your definition of live performing	36%	36%	36%	37%	36%	34%	35%	36%	36%	37%	34%	42%	45%	36%	33%	36%	38%	36%	36%
4	16%	15%	16%	14%	17%	24%	17%	14%	14%	18%	22%	12%	10%	14%	19%	13%	16%	20%	15%
5 - Fits perfectly with your definition of live performing a	13%	15%	12%	14%	8%	13%	15%	11%	14%	10%	8%	13%	14%	14%	13%	15%	16%	11%	11%
Don't know/No response	1%	4%	0%	0%	1%	0%	3%	0%	1%	0%	2%	1%	0%	1%	1%	4%	1%	1%	1%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	2.92	3.01	2.89	2.90	2.80	3.05	3.05	2.79	2.93	2.88	2.85	2.85	2.87	2.93	2.97	2.97	3.05	2.99	2.85
Standard Deviation:	1.22	1.24	1.21	1.23	1.15	1.23	1.22	1.21	1.24	1.18	1.19	1.23	1.28	1.23	1.19	1.24	1.23	1.15	1.21
Student's T:	*	-	-	-	90	-	90	-	-	-	-	-	-	-	-	-	95	-	95

Seeing a show live on television or listening to a show live on radio																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q16B How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	34%	42% +	40% +	39% ++	25% ----	36%	33%	32%	29% --	37% ++	29% --	32%	39% +	39%	30%	27% -	24% --	37% +++	34%	31%
Moderate (3)	36%	37%	40%	33%	37%	35%	37%	32%	42% ++	35%	35%	36%	35%	38%	35%	37%	31%	36%	36%	43%
High (4-5)	29%	18% ---	21% --	27%	37% ++++	28%	29%	35% ++	28%	27%	35% ++	31%	25%	22%	35%	34%	43% +++	27%	29%	25%
1 - Does not fit at all with your definition of live perform	15%	21%	18%	17%	10%	17%	14%	13%	13%	17%	12%	13%	17%	19%	10%	8%	6%	18%	15%	17%
2	19%	20%	21%	21%	15%	19%	18%	19%	16%	20%	17%	19%	22%	20%	21%	19%	18%	19%	19%	14%
3 - Fits moderately with your definition of live performing	36%	37%	40%	33%	37%	35%	37%	32%	42%	35%	35%	36%	35%	38%	35%	37%	31%	36%	36%	43%
4	16%	11%	14%	16%	19%	17%	15%	14%	14%	18%	18%	20%	14%	13%	14%	13%	15%	17%	17%	7%
5 - Fits perfectly with your definition of live performing a	13%	8%	7%	11%	19%	12%	14%	21%	14%	9%	17%	12%	11%	9%	20%	21%	27%	10%	12%	18%
Don't know/No response	1%	3%	0%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	0%	0%	2%	2%	1%	1%	2%
Chi2:	-	99.9				-		95			90				95				-	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	2.92	2.62	2.70	2.82	3.22	2.87	2.96	3.12	3.00	2.81	3.12	2.98	2.80	2.73	3.15	3.21	3.40	2.83	2.92	2.95
Standard Deviation:	1.22	1.17	1.13	1.23	1.20	1.22	1.21	1.31	1.19	1.19	1.23	1.18	1.21	1.19	1.24	1.22	1.25	1.21	1.21	1.27
Student's T:	*	99	99	90	99.9	-	-	95	-	99	99	-	-	90	95	99	99.9	99.9	-	-

Seeing a show that is live on the Internet (live streaming)																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q16C How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	51%	49%	52%	54% +	53%	36% ---	51%	49%	53%	50%	49%	50%	56%	46% --	59% +++	51%	54%	45%	52%
Moderate (3)	28%	27%	28%	27%	27%	37% ++	26%	28%	28%	29%	34% +	32%	29%	28%	22% --	26%	25%	32%	28%
High (4-5)	16%	15%	16%	15%	16%	23% +	14%	15%	15%	19% +	15%	13%	12%	19% +	13%	17%	16%	20%	15%
1 - Does not fit at all with your definition of live perform	29%	29%	30%	33%	29%	15%	28%	33%	30%	27%	29%	31%	37%	25%	36%	25%	35%	23%	28%
2	22%	20%	22%	21%	25%	21%	23%	16%	23%	23%	20%	19%	19%	22%	23%	26%	18%	22%	24%
3 - Fits moderately with your definition of live performing	28%	27%	28%	27%	27%	37%	26%	28%	28%	29%	34%	32%	29%	28%	22%	26%	25%	32%	28%
4	10%	9%	11%	8%	12%	18%	8%	9%	9%	13%	10%	7%	8%	13%	8%	10%	8%	14%	10%
5 - Fits perfectly with your definition of live performing a	6%	6%	6%	7%	4%	5%	6%	6%	6%	6%	6%	7%	4%	6%	6%	8%	8%	6%	6%
Don't know/No response	5%	9%	4%	4%	4%	4%	9%	9%	3%	2%	1%	5%	3%	7%	6%	7%	5%	3%	4%
Chi2:	-	-	-	95	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	2.38	2.37	2.38	2.32	2.35	2.75	2.36	2.33	2.35	2.47	2.43	2.36	2.20	2.50	2.19	2.46	2.31	2.56	2.38
Standard Deviation:	1.20	1.21	1.19	1.22	1.15	1.10	1.20	1.23	1.19	1.19	1.18	1.20	1.17	1.19	1.20	1.22	1.28	1.17	1.17
Student's T:	*	-	-	-	-	99	-	-	-	-	-	-	-	95	99	-	-	95	-

Seeing a show that is live on the Internet (live streaming)																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q16C How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	51%	47%	48%	55%	51%	52%	50%	52%	46%	54%	46%	51%	55%	49%	44%	37%	43%	55%	52%	44%
Moderate (3)	28%	34%	35%	27%	23%	27%	28%	24%	30%	28%	25%	31%	29%	28%	31%	32%	21%	26%	27%	34%
High (4-5)	16%	15%	17%	15%	16%	16%	15%	14%	19%	15%	18%	14%	14%	23%	16%	17%	15%	16%	17%	12%
1 - Does not fit at all with your definition of live perform	29%	19%	25%	30%	34%	30%	29%	31%	27%	30%	30%	26%	28%	27%	24%	17%	24%	32%	29%	31%
2	22%	28%	23%	25%	17%	23%	21%	21%	19%	24%	16%	25%	27%	22%	19%	20%	19%	23%	23%	13%
3 - Fits moderately with your definition of live performing	28%	34%	35%	27%	23%	27%	28%	24%	30%	28%	25%	31%	29%	28%	31%	32%	21%	26%	27%	34%
4	10%	12%	12%	9%	10%	10%	10%	8%	12%	10%	12%	9%	8%	15%	9%	9%	8%	11%	11%	6%
5 - Fits perfectly with your definition of live performing a	6%	3%	6%	6%	6%	6%	6%	6%	7%	5%	6%	5%	6%	8%	7%	7%	7%	6%	6%	5%
Don't know/No response	5%	4%	0%	3%	10%	4%	6%	11%	5%	3%	11%	5%	2%	0%	10%	15%	22%	3%	4%	10%
Chi2:	-	-				-		-			-				90				-	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	2.38	2.50	2.51	2.35	2.29	2.38	2.38	2.30	2.50	2.35	2.41	2.39	2.36	2.55	2.51	2.66	2.43	2.34	2.39	2.35
Standard Deviation:	1.20	1.05	1.16	1.19	1.26	1.20	1.20	1.22	1.24	1.17	1.26	1.13	1.16	1.25	1.22	1.17	1.27	1.20	1.19	1.20
Student's T:	*	-	90	-	90	-	-	-	90	-	-	-	-	90	-	95	-	90	-	-

Seeing a show that was recorded live for you to watch later (e.g., on TV, on the Internet, listened to on the radio)																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q16D How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	47%	42%	49%	50%	50%	41%	43%	50%	48%	49%	43%	50%	41%	50%	46%	43%	44%	40%	51%
Moderate (3)	32%	33%	32%	31%	30%	36%	33%	26%	34%	32%	41%	29%	36%	28%	32%	36%	34%	35%	31%
High (4-5)	20%	20%	20%	19%	19%	24%	22%	23%	18%	18%	15%	20%	22%	21%	21%	18%	21%	24%	17%
1 - Does not fit at all with your definition of live perform	26%	24%	26%	27%	26%	21%	23%	26%	26%	27%	20%	29%	30%	26%	27%	25%	24%	22%	27%
2	21%	18%	22%	22%	24%	19%	20%	24%	22%	22%	23%	21%	11%	25%	19%	18%	19%	18%	24%
3 - Fits moderately with your definition of live performing	32%	33%	32%	31%	30%	36%	33%	26%	34%	32%	41%	29%	36%	28%	32%	36%	34%	35%	31%
4	11%	12%	11%	11%	11%	16%	12%	15%	9%	12%	9%	14%	10%	10%	15%	10%	12%	16%	9%
5 - Fits perfectly with your definition of live performing a	8%	9%	8%	8%	8%	8%	9%	8%	9%	7%	6%	7%	11%	10%	7%	8%	10%	9%	8%
Don't know/No response	1%	4%	0%	0%	1%	0%	3%	1%	0%	0%	1%	2%	2%	1%	1%	4%	1%	1%	1%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	95	-	-
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	2.55	2.61	2.53	2.50	2.51	2.69	2.64	2.53	2.53	2.49	2.57	2.47	2.62	2.54	2.55	2.56	2.63	2.70	2.46
Standard Deviation:	1.23	1.24	1.22	1.23	1.22	1.20	1.24	1.25	1.23	1.20	1.10	1.24	1.34	1.26	1.22	1.21	1.24	1.22	1.21
Student's T:	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	90	95

Seeing a show that was recorded live for you to watch later (e.g., on TV, on the Internet, listened to on the radio)																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q16D How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	47%	62% ++++	55% ++	53% +++	32% ----	51% ++	43% --	43% ++	44% ++	50% ++	40% --	43% ++	50% ++	57% ++	48% ++	44% ++	34% ---	49% +	48% ++	37% --
Moderate (3)	32%	20% ---	31%	31%	37% +++	31%	33%	29%	35%	32%	35%	37% ++	27% -	30%	26%	29%	30%	32%	31%	41% +
High (4-5)	20%	14% -	13% --	15% ---	30% ++++	16% ---	23% +++	27% +++	20%	17% --	23%	19%	22%	13% --	26%	25%	35% ++++	18% -	20%	21%
1 - Does not fit at all with your definition of live perform	26%	32%	32%	27%	19%	28%	23%	21%	24%	28%	24%	20%	28%	29%	23%	21%	23%	27%	26%	24%
2	21%	31%	23%	26%	13%	23%	20%	21%	20%	22%	16%	23%	22%	28%	24%	22%	11%	22%	22%	13%
3 - Fits moderately with your definition of live performing	32%	20%	31%	31%	37%	31%	33%	29%	35%	32%	35%	37%	27%	30%	26%	29%	30%	32%	31%	41%
4	11%	9%	9%	9%	16%	10%	13%	12%	13%	11%	15%	10%	13%	8%	14%	8%	17%	11%	12%	11%
5 - Fits perfectly with your definition of live performing a	8%	5%	5%	5%	14%	6%	10%	14%	7%	7%	9%	8%	9%	5%	12%	17%	19%	7%	8%	9%
Don't know/No response	1%	4%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	2%	2%	1%	1%	2%
Chi2:	-	99.9				95		95			95				99				90	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	2.55	2.21	2.31	2.39	2.92	2.42	2.66	2.77	2.58	2.45	2.67	2.63	2.52	2.31	2.66	2.77	2.97	2.49	2.54	2.69
Standard Deviation:	1.23	1.15	1.15	1.14	1.27	1.18	1.26	1.32	1.20	1.20	1.25	1.17	1.27	1.12	1.30	1.36	1.41	1.20	1.23	1.23
Student's T:	*	99	99	99	99.9	99	99	99	-	99	90	-	-	95	-	90	99	95	-	-

How important or valuable is it to you to be able to see... a show live on stage/at a venue																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q20A BASE: Moderately to perfectly, Q16A																			
Weighted Total:	984	244	740	418	233	89	218	142	339	279	132	100	63	381	236	73	257	176	496
Total:	980	250	730	407	236	87	220	138	341	273	123	121	52	301	210	173	279	179	474
Low (1-2)	11%	25% ++++	6% ----	9%	2% ----	3% --	27% ++++	13% --	8% ----	1% ----	16% +	11%	14%	11%	9%	7% -	10%	15% ++	11%
Moderate (3)	18%	27% ++++	15% ----	21% +	7% ----	8% --	26% ++++	30% ++++	18% --	5% ----	10% ---	25% ++	12%	15% -	24% +++	25% ++	21% +	18%	16% -
High (4-5)	71%	48% ----	78% ++++	69% +	90% ++++	89% ++++	47% ----	57% ----	74% ++++	94% ++++	74% +	65% +	74%	74% +	66% -	68% -	69%	66%	73% +
1 - Not at all important	5%	14%	2%	2%	1%	2%	14%	5%	2%	0%	6%	4%	4%	5%	4%	3%	4%	5%	5%
2	6%	11%	5%	7%	2%	1%	13%	8%	6%	1%	10%	7%	10%	5%	5%	4%	6%	11%	6%
3 - Moderately important	18%	27%	15%	21%	7%	8%	26%	30%	18%	5%	10%	25%	12%	15%	24%	25%	21%	18%	16%
4	24%	20%	26%	24%	31%	19%	18%	26%	26%	26%	27%	21%	23%	24%	24%	27%	25%	21%	26%
5 - Very important	47%	28%	53%	45%	59%	70%	29%	31%	48%	68%	47%	43%	51%	50%	42%	41%	44%	45%	48%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Chi2:	-	99.9		99.9			99.9				99						-		
Margin of Error, around 50%	3.13	6.20	3.63	4.86	6.38	10.51	6.61	8.34	5.31	5.93	8.84	8.91	13.59	5.65	6.76	7.45	5.87	7.32	4.50
Mean:	4.02	3.38	4.24	4.04	4.47	4.54	3.34	3.70	4.13	4.61	4.01	3.93	4.06	4.09	3.96	4.00	4.00	3.91	4.05
Standard Deviation:	1.15	1.36	0.98	1.07	0.76	0.84	1.39	1.14	1.02	0.63	1.22	1.15	1.19	1.15	1.11	1.04	1.12	1.22	1.15
Student's T:	*	99.9	99.9	-	99.9	99.9	99.9	99.9	95	99.9	-	-	-	-	-	-	-	-	-

How important or valuable is it to you to be able to see... a show live on stage/at a venue																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q20A BASE: Moderately to perfectly, Q16A																				
Weighted Total:	984	117	182	328	353	464	521	202	237	544	233	276	200	126	107	113	89	703	874	88
Total:	980	110	166	325	374	493	487	185	235	558	217	286	206	128	96	102	80	713	869	89
Low (1-2)	11%	9%	7%	14%	10%	15%	7%	11%	12%	10%	10%	9%	12%	13%	17%	14%	19%	10%	10%	15%
Moderate (3)	18%	19%	22%	19%	15%	19%	17%	23%	18%	16%	19%	17%	17%	17%	17%	20%	16%	17%	17%	20%
High (4-5)	71%	71%	71%	67%	74%	66%	75%	66%	70%	73%	71%	73%	71%	70%	67%	66%	65%	72%	72%	63%
1 - Not at all important	5%	3%	4%	5%	5%	6%	3%	5%	5%	4%	6%	3%	4%	6%	8%	7%	11%	4%	4%	5%
2	6%	6%	4%	9%	6%	9%	4%	6%	7%	6%	4%	6%	7%	7%	9%	6%	8%	6%	6%	10%
3 - Moderately important	18%	19%	22%	19%	15%	19%	17%	23%	18%	16%	19%	17%	17%	17%	17%	20%	16%	17%	17%	20%
4	24%	26%	23%	25%	23%	26%	23%	23%	25%	25%	23%	28%	21%	22%	20%	21%	19%	25%	25%	18%
5 - Very important	47%	44%	48%	42%	51%	40%	53%	43%	45%	48%	48%	45%	49%	48%	46%	46%	46%	48%	47%	45%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Chi2:	-	-				99.9		-			-				90				-	
Margin of Error, around 50%	3.13	9.34	7.61	5.44	5.07	4.41	4.44	7.20	6.39	4.15	6.65	5.79	6.83	8.66	10.00	9.70	10.96	3.67	3.32	10.39
Mean:	4.02	4.04	4.09	3.90	4.10	3.85	4.18	3.93	3.97	4.08	4.04	4.06	4.05	3.99	3.88	3.91	3.80	4.07	4.06	3.90
Standard Deviation:	1.15	1.09	1.08	1.19	1.14	1.22	1.05	1.17	1.18	1.12	1.16	1.08	1.16	1.21	1.30	1.26	1.38	1.10	1.11	1.25
Student's T:	*	-	-	95	-	99.9	99.9	-	-	90	-	-	-	-	-	-	-	95	95	-

How important or valuable is it to you to be able to see... a show live on television or listening to a show live on radio																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q20B BASE: Moderately to perfectly, Q16B																			
Weighted Total:	668	182	485	276	146	63	165	91	223	184	88	69	45	253	161	51	188	124	324
Total:	659	184	475	269	146	60	164	88	225	176	82	84	38	198	140	117	201	122	310
Low (1-2)	19%	28% +++	16% ---	18%	14% -	16%	30% ++++	15%	15% --	18%	19%	22%	29%	17%	19%	21%	18%	21%	20%
Moderate (3)	44%	39%	45%	42%	53% ++	41%	38%	39%	47%	46%	48%	51%	42%	44%	37% -	44%	39%	45%	46%
High (4-5)	36%	32%	38%	39%	33%	41%	31%	45% +	37%	36%	33%	27% -	30%	38%	42%	34%	42% ++	34%	33%
1 - Not at all important	6%	12%	4%	4%	3%	5%	13%	6%	4%	4%	3%	9%	12%	8%	4%	3%	3%	6%	9%
2	13%	15%	12%	13%	11%	12%	17%	9%	11%	14%	16%	13%	17%	9%	15%	19%	15%	15%	11%
3 - Moderately important	44%	39%	45%	42%	53%	41%	38%	39%	47%	46%	48%	51%	42%	44%	37%	44%	39%	45%	46%
4	21%	16%	23%	24%	21%	22%	15%	27%	23%	21%	21%	16%	19%	23%	20%	20%	24%	19%	20%
5 - Very important	15%	16%	15%	15%	13%	19%	17%	18%	14%	14%	12%	11%	11%	15%	21%	14%	19%	15%	13%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	0%	0%	1%	2%	0%	1%	0%	1%
Chi2:	-	99		-			99				-						-		
Margin of Error, around 50%	3.82	7.22	4.50	5.98	8.11	12.65	7.65	10.45	6.53	7.39	10.82	10.69	15.90	6.96	8.28	9.06	6.91	8.87	5.57
Mean:	3.26	3.09	3.32	3.33	3.29	3.40	3.05	3.43	3.32	3.29	3.24	3.07	3.00	3.28	3.40	3.24	3.40	3.23	3.18
Standard Deviation:	1.07	1.21	1.01	1.03	0.93	1.08	1.23	1.08	0.98	1.01	0.96	1.04	1.13	1.08	1.12	1.01	1.06	1.07	1.08
Student's T:	*	95	95	-	-	-	95	-	-	-	-	90	-	-	90	-	95	-	95

How important or valuable is it to you to be able to see... a show live on television or listening to a show live on radio																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q20B BASE: Moderately to perfectly, Q16B																				
Weighted Total:	668	68	111	207	279	313	355	143	178	344	176	192	125	78	78	85	68	459	586	66
Total:	659	62	100	206	288	332	327	129	175	353	163	194	129	81	69	77	60	467	578	66
Low (1-2)	19%	27%	32%	18%	14%	20%	19%	13%	15%	24%	18%	15%	22%	30%	22%	24%	9%	18%	19%	17%
			++++		---			--	-	+++				++			--			
Moderate (3)	44%	48%	46%	45%	40%	48%	40%	37%	52%	42%	39%	47%	44%	44%	38%	32%	32%	47%	44%	45%
						++	--	-	+++							--	-	++		
High (4-5)	36%	24%	23%	36%	45%	31%	40%	49%	32%	33%	43%	38%	32%	26%	41%	44%	57%	34%	37%	37%
		--	---		++++	--	++	++++			++			--			++++			
1 - Not at all important	6%	6%	13%	6%	4%	7%	5%	4%	6%	7%	7%	4%	7%	13%	8%	12%	3%	5%	6%	5%
2	13%	21%	18%	11%	10%	13%	13%	10%	8%	17%	11%	10%	16%	17%	14%	13%	6%	13%	13%	12%
3 - Moderately important	44%	48%	46%	45%	40%	48%	40%	37%	52%	42%	39%	47%	44%	44%	38%	32%	32%	47%	44%	45%
4	21%	16%	14%	24%	22%	20%	22%	19%	19%	23%	19%	23%	22%	19%	17%	17%	23%	22%	22%	18%
5 - Very important	15%	7%	9%	12%	23%	12%	18%	30%	13%	11%	24%	15%	10%	6%	23%	26%	34%	13%	15%	19%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%	0%	0%	2%	1%	1%	0%
Chi2:	-	99.9				95		99.9			95				99				-	
Margin of Error, around 50%	3.82	12.45	9.80	6.83	5.77	5.38	5.42	8.63	7.41	5.22	7.68	7.04	8.63	10.89	11.80	11.17	12.65	4.53	4.08	12.06
Mean:	3.26	2.99	2.87	3.24	3.51	3.16	3.35	3.63	3.24	3.12	3.42	3.34	3.13	2.89	3.34	3.34	3.81	3.23	3.27	3.34
Standard Deviation:	1.07	0.96	1.09	1.02	1.07	1.04	1.09	1.12	1.00	1.05	1.17	1.00	1.03	1.06	1.21	1.31	1.08	1.01	1.06	1.09
Student's T:	*	95	99.9	-	99.9	95	95	99.9	-	99.9	95	-	-	99	-	-	99.9	-	-	-

How important or valuable is it to you to be able to see... a show that is live on the Internet (live streaming)																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q20C BASE: Moderately to perfectly, Q16C																			
Weighted Total:	450	115	335	181	100	54	98	63	149	137	69	47	27	185	88	34	111	95	223
Total:	452	116	336	179	105	52	100	61	153	134	64	57	24	147	81	79	125	94	216
Low (1-2)	33%	37%	31%	36%	26%	26%	42% ++	48% +++	30%	24% ---	33%	37%	49%	30%	29%	36%	28%	36%	35%
Moderate (3)	42%	38%	43%	42%	44%	42%	34% -	37%	42%	48% +	42%	36%	35%	41%	48%	40%	46%	36%	41%
High (4-5)	25%	24%	26%	22%	29%	32%	23% --	15%	29%	28%	25%	27%	16%	28%	22%	23%	25%	28%	23%
1 - Not at all important	13%	21%	10%	12%	8%	6%	25%	17%	9%	6%	8%	20%	33%	12%	10%	8%	9%	15%	14%
2	20%	16%	22%	24%	18%	20%	17%	31%	21%	17%	25%	17%	16%	18%	20%	28%	19%	20%	21%
3 - Moderately important	42%	38%	43%	42%	44%	42%	34%	37%	42%	48%	42%	36%	35%	41%	48%	40%	46%	36%	41%
4	17%	15%	18%	16%	22%	19%	15%	8%	20%	21%	18%	16%	11%	20%	15%	13%	18%	20%	16%
5 - Very important	8%	8%	7%	6%	7%	13%	8%	7%	9%	7%	7%	11%	5%	7%	7%	10%	7%	7%	8%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	0%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	1%
Chi2:	-	-	-	-	-	-	99				-						-		
Margin of Error, around 50%	4.61	9.10	5.35	7.32	9.56	13.59	9.80	12.55	7.92	8.47	12.25	12.98	20.00	8.08	10.89	11.03	8.77	10.11	6.67
Mean:	2.87	2.74	2.92	2.80	3.02	3.13	2.63	2.57	2.99	3.05	2.91	2.81	2.39	2.93	2.89	2.90	2.94	2.84	2.83
Standard Deviation:	1.09	1.20	1.04	1.04	1.01	1.08	1.24	1.08	1.06	0.96	1.02	1.25	1.22	1.08	1.01	1.08	1.01	1.14	1.10
Student's T:	*	-	-	-	90	90	95	95	90	95	-	-	90	-	-	-	-	-	-

How important or valuable is it to you to be able to see... a show that is live on the Internet (live streaming)																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q20C BASE: Moderately to perfectly, Q16C																				
Weighted Total:	450	60	96	146	146	216	234	80	124	244	108	126	90	65	52	58	33	311	394	45
Total:	452	56	87	145	162	229	223	78	125	247	106	133	91	63	51	56	34	316	395	47
Low (1-2)	33%	30%	42% ++	28%	32%	37%	30%	22% --	35%	35%	24% --	36%	36%	38%	36%	39%	31%	31%	32%	37%
Moderate (3)	42%	46%	37%	38%	46%	39%	44%	48%	37%	42%	44%	43%	38%	37%	34%	33%	31%	45% +	41%	45%
High (4-5)	25%	24%	21%	33% +++	21%	24%	26%	30%	28%	22%	32% +	21%	25%	25%	30%	28%	38% +	24%	26%	18%
1 - Not at all important	13%	3%	18%	10%	16%	14%	11%	7%	16%	13%	10%	11%	14%	15%	16%	21%	21%	10%	12%	17%
2	20%	27%	25%	19%	16%	23%	18%	15%	18%	23%	14%	25%	22%	23%	20%	18%	11%	21%	20%	20%
3 - Moderately important	42%	46%	37%	38%	46%	39%	44%	48%	37%	42%	44%	43%	38%	37%	34%	33%	31%	45%	41%	45%
4	17%	12%	14%	23%	17%	16%	18%	15%	21%	17%	20%	14%	19%	21%	21%	20%	19%	16%	18%	15%
5 - Very important	8%	12%	6%	10%	5%	8%	8%	15%	8%	5%	12%	7%	6%	4%	9%	7%	18%	7%	8%	3%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%
Chi2:	-	-				-		-			-				-				-	
Margin of Error, around 50%	4.61	13.10	10.51	8.14	7.70	6.48	6.56	11.10	8.77	6.24	9.52	8.50	10.27	12.35	13.72	13.10	16.81	5.51	4.93	14.29
Mean:	2.87	3.03	2.68	3.04	2.77	2.81	2.93	3.16	2.85	2.79	3.11	2.81	2.81	2.76	2.88	2.76	3.04	2.90	2.91	2.67
Standard Deviation:	1.09	1.00	1.12	1.10	1.06	1.11	1.07	1.09	1.16	1.04	1.10	1.04	1.10	1.07	1.19	1.22	1.38	1.03	1.09	1.03
Student's T:	*	-	90	95	-	-	-	95	-	90	95	-	-	-	-	-	-	-	90	-

How important or valuable is it to you to be able to see... a show that was recorded live for you to watch later (e.g., on TV, on the Internet, listened to on the radio)

	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q20D BASE: Moderately to perfectly, Q16D																			
Weighted Total:	533	148	386	217	116	53	134	73	178	143	78	51	38	191	133	42	152	109	246
Total:	531	149	382	216	115	51	133	73	184	135	71	64	32	150	114	100	165	105	239
Low (1-2)	22%	27% +	20% -	22%	19%	14%	28% +	24%	23%	14% -	19%	22%	29%	23%	20%	21%	20%	25%	22%
Moderate (3)	43%	41%	43%	40%	47%	47%	40%	38%	42%	47%	51%	46%	37%	38%	43%	51%	44%	40%	44%
High (4-5)	35%	32%	37%	38%	33%	39%	32%	38%	34%	39%	29%	32%	34%	39%	37%	28%	35%	35%	35%
1 - Not at all important	5%	13%	2%	2%	3%	0%	11%	8%	2%	1%	0%	4%	12%	7%	4%	2%	5%	3%	7%
2	17%	14%	18%	20%	16%	14%	16%	16%	21%	13%	19%	18%	17%	16%	15%	18%	15%	22%	15%
3 - Moderately important	43%	41%	43%	40%	47%	47%	40%	38%	42%	47%	51%	46%	37%	38%	43%	51%	44%	40%	44%
4	21%	20%	21%	22%	18%	23%	20%	22%	17%	25%	15%	17%	19%	21%	26%	19%	21%	18%	21%
5 - Very important	14%	12%	15%	15%	15%	16%	12%	16%	17%	14%	14%	16%	14%	18%	11%	9%	14%	17%	13%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	4.25	8.03	5.01	6.67	9.14	13.72	8.50	11.47	7.22	8.43	11.63	12.25	17.32	8.00	9.18	9.80	7.63	9.56	6.34
Mean:	3.23	3.05	3.30	3.29	3.26	3.41	3.05	3.22	3.26	3.37	3.24	3.22	3.07	3.27	3.24	3.15	3.23	3.24	3.20
Standard Deviation:	1.05	1.16	1.00	1.02	1.01	0.92	1.14	1.15	1.05	0.92	0.93	1.05	1.21	1.15	0.99	0.92	1.04	1.06	1.06
Student's T:	*	95	95	-	-	-	95	-	-	90	-	-	-	-	-	-	-	-	-

How important or valuable is it to you to be able to see... a show that was recorded live for you to watch later (e.g., on TV, on the Internet, listened to on the radio)																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q20D BASE: Moderately to perfectly, Q16D																				
Weighted Total:	533	42	82	157	251	236	297	118	139	274	147	158	102	55	58	65	60	369	460	60
Total:	531	38	75	159	257	256	275	108	136	285	136	160	107	57	53	59	53	378	457	61
Low (1-2)	22%	32%	24%	24%	18%	27%	18%	15%	19%	26%	17%	17%	30%	36%	24%	26%	16%	21%	21%	21%
Moderate (3)	43%	41%	49%	42%	41%	39%	45%	41%	45%	42%	46%	46%	40%	30%	34%	30%	28%	45%	41%	53%
High (4-5)	35%	28%	26%	33%	41%	34%	37%	45%	37%	31%	37%	37%	29%	34%	42%	43%	56%	33%	38%	26%
1 - Not at all important	5%	6%	5%	7%	4%	6%	5%	6%	4%	5%	6%	3%	5%	15%	7%	11%	4%	4%	4%	7%
2	17%	26%	19%	17%	14%	21%	13%	9%	15%	21%	11%	14%	26%	21%	17%	15%	11%	17%	17%	14%
3 - Moderately important	43%	41%	49%	42%	41%	39%	45%	41%	45%	42%	46%	46%	40%	30%	34%	30%	28%	45%	41%	53%
4	21%	13%	14%	21%	24%	22%	20%	17%	27%	20%	20%	22%	18%	25%	13%	20%	30%	21%	22%	19%
5 - Very important	14%	14%	12%	12%	17%	11%	17%	28%	10%	11%	17%	14%	12%	9%	29%	23%	26%	12%	16%	7%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Chi2:	-	90				95		95			95				95				-	
Margin of Error, around 50%	4.25	15.90	11.32	7.77	6.11	6.12	5.91	9.43	8.40	5.80	8.40	7.75	9.47	12.98	13.46	12.76	13.46	5.04	4.58	12.55
Mean:	3.23	3.04	3.09	3.14	3.37	3.13	3.31	3.52	3.24	3.11	3.31	3.32	3.06	2.93	3.41	3.29	3.62	3.20	3.28	3.06
Standard Deviation:	1.05	1.11	1.01	1.07	1.04	1.05	1.05	1.16	0.96	1.03	1.06	0.98	1.05	1.20	1.26	1.30	1.13	1.01	1.06	0.94
Student's T:	*	-	-	-	99	95	95	99	-	99	-	-	90	95	-	-	99	-	99	-

What are some of the activities you associate with work that is conducted by a performing arts presenter?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q25																			
Weighted Total:	1030	274	756	431	235	90	246	149	343	283	139	106	66	391	249	79	272	185	514
Total:	1030	284	746	420	238	88	250	145	347	276	130	128	55	310	221	186	299	187	491
Develop an artistic vision	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Plan a Season and / or a festival	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Select artists/productions	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Contribute to artist development	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Negotiate contracts	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Develop an audience/ audience engagement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Community engagement/ outreach	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Marketing and sell subscriptions/ tickets	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Executive event/show logistics	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Grant writing for public funding, corporate sponsors	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Fundraising	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Manage budgets	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mentor staff	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Board recruitment and governance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Response	32%	25%	34%	31%	35%	50%	27%	21%	32%	43%	41%	25%	36%	31%	31%	31%	33%	31%	31%
Don't know/No response	68%	75%	66%	69%	65%	50%	73%	79%	68%	57%	59%	75%	64%	69%	69%	69%	67%	69%	69%
Chi2:	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Margin of Error, around 50%	3.05	5.82	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.57	6.59	7.19	5.67	7.17	4.42

What are some of the activities you associate with work that is conducted by a performing arts presenter?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q25																				
Weighted Total:	1030	123	183	343	375	496	534	212	253	561	253	284	207	128	112	120	93	729	898	98
Total:	1030	116	169	340	399	527	503	194	255	577	238	296	213	130	100	109	85	742	897	99
Develop an artistic vision	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Plan a Season and / or a festival	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Select artists/productions	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Contribute to artist development	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Negotiate contracts	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Develop an audience/ audience engagement	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Community engagement/ outreach	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Marketing and sell subscriptions/ tickets	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Executive event/show logistics	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Grant writing for public funding, corporate sponsors	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Fundraising	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Manage budgets	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mentor staff	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Board recruitment and governance	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Response	32%	22%	33%	31%	36%	32%	31%	25%	24%	38%	27%	38%	33%	31%	27%	33%	37%	33%	32%	32%
Don't know/No response	68%	--	67%	69%	64%	68%	69%	75%	76%	62%	73%	62%	67%	69%	73%	67%	63%	67%	68%	68%
Chi2:	-	-				-		-			-				-				-	
Margin of Error,around 50%	3.05	9.10	7.54	5.31	4.91	4.27	4.37	7.04	6.14	4.08	6.35	5.70	6.71	8.60	9.80	9.39	10.63	3.60	3.27	9.85

A performing arts presenter is an organization that selects artists, and presents their shows to local audiences, as part of a festival or a season. Some presenters own their venue. Some presenters also create original productions and some exclusively...

	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q24																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
I most often think of the presenter as a marketer/promoter o	39%	34%	40%	44%	39%	28%	35%	42%	41%	38%	36%	38%	25%	37%	49%	30%	40%	40%	40%
I most often think of the presenter as a ticket seller/for s	6%	7%	6%	6%	5%	6%	7%	5%	7%	6%	4%	5%	8%	7%	6%	6%	7%	4%	6%
I most often think of the "presenter" as the local venue whe	13%	11%	13%	14%	10%	18%	13%	13%	13%	13%	12%	10%	9%	15%	11%	16%	10%	13%	15%
I most often think of the local or touring artists/companies	18%	15%	20%	16%	22%	30%	14%	16%	18%	24%	22%	23%	38%	15%	14%	19%	22%	17%	16%
Other (specify)	2%	2%	2%	2%	2%	3%	2%	0%	2%	4%	2%	0%	2%	3%	1%	3%	2%	3%	2%
I don't know - I hadn't thought about it before this survey	18%	23%	15%	15%	16%	15%	23%	18%	17%	13%	24%	19%	14%	19%	12%	19%	16%	17%	17%
Don't know/No response	4%	8%	3%	3%	5%	1%	6%	7%	3%	2%	0%	5%	4%	4%	7%	6%	3%	6%	3%
Chi2:	-	-		(95)			-				(99.9)						-		
Margin of Error,around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

A performing arts presenter is an organization that selects artists, and presents their shows to local audiences, as part of a festival or a season. Some presenters own their venue. Some presenters also create original productions and some exclusively...																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q24																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
I most often think of the presenter as a marketer/promoter o	39%	33%	41%	39%	38%	39%	38%	33%	38%	41%	34%	43%	40%	39%	31%	32%	30%	43%	40%	33%
I most often think of the presenter as a ticket seller/for s	6%	5%	5%	8%	6%	7%	6%	8%	9%	4%	8%	5%	6%	6%	11%	4%	10%	6%	6%	3%
I most often think of the "presenter" as the local venue whe	13%	9%	16%	13%	13%	13%	13%	15%	12%	13%	13%	12%	14%	13%	12%	13%	7%	13%	13%	11%
I most often think of the local or touring artists/companies	18%	18%	17%	15%	22%	16%	21%	20%	15%	19%	21%	19%	16%	22%	29%	29%	22%	16%	18%	29%
Other (specify)	2%	1%	0%	3%	3%	2%	2%	0%	2%	3%	2%	3%	3%	1%	2%	0%	4%	2%	2%	0%
I don't know - I hadn't thought about it before this survey	18%	26%	16%	19%	15%	18%	17%	17%	18%	18%	18%	14%	18%	17%	14%	20%	23%	16%	18%	14%
Don't know/No response	4%	8%	4%	4%	3%	5%	4%	6%	5%	3%	4%	4%	3%	2%	2%	1%	4%	5%	3%	10%
Chi2:	-	-				-		(95)			-				(99.9)				(95)	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

How important is it to you to know what the presenting organization is for a performance when you consider attending?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q26																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	47%	48%	47%	49%	44%	44%	50%	51%	48%	42%	41%	49%	33%	45%	60%	39%	44%	51%	48%
Moderate (3)	28%	25%	29%	29%	32%	24%	26%	31%	26%	31%	29%	22%	40%	31%	22%	29%	28%	26%	28%
High (4-5)	21%	20%	22%	21%	20%	32%	19%	15%	23%	25%	27%	26%	23%	20%	16%	28%	26%	22%	20%
1 - Not at all important	23%	26%	22%	23%	22%	13%	26%	27%	23%	17%	17%	24%	19%	19%	32%	20%	26%	22%	22%
2	24%	22%	25%	26%	22%	31%	23%	23%	25%	25%	23%	25%	14%	25%	27%	19%	18%	29%	26%
3 - Moderately important	28%	25%	29%	29%	32%	24%	26%	31%	26%	31%	29%	22%	40%	31%	22%	29%	28%	26%	28%
4	13%	11%	13%	14%	10%	21%	10%	9%	14%	15%	14%	15%	11%	14%	8%	16%	13%	16%	12%
5 - Very important	9%	9%	8%	7%	10%	10%	8%	6%	9%	10%	12%	10%	13%	6%	7%	12%	13%	6%	7%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	4%	7%	2%	2%	4%	0%	5%	4%	3%	2%	4%	4%	4%	4%	3%	4%	3%	1%	4%
Chi2:	-	-	-	-	-	-	90	-	-	-	99.9	-	-	-	-	-	-	-	-
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	2.58	2.52	2.61	2.55	2.63	2.84	2.48	2.41	2.59	2.75	2.80	2.62	2.83	2.60	2.29	2.80	2.67	2.54	2.55
Standard Deviation:	1.23	1.28	1.21	1.19	1.23	1.21	1.25	1.18	1.25	1.20	1.26	1.31	1.25	1.15	1.22	1.30	1.35	1.18	1.20
Student's T:	*	-	-	-	-	95	-	90	-	99	95	-	-	-	99.9	95	-	-	-

How important is it to you to know what the presenting organization is for a performance when you consider attending?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q26																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	47%	54%	57% +++	54% +++	34% ----	51% ++	43% --	41% --	51%	48%	49%	44%	50%	53%	35% --	39%	37%	50% +++	48%	41%
Moderate (3)	28%	28%	27%	26%	31%	25%	31%	31%	25%	28%	24%	31%	32%	23%	31%	33%	29%	28%	28%	37% ++
High (4-5)	21%	9% ----	13% ---	17% --	33% ++++	21%	21%	22%	20%	21%	24%	23%	15% --	22%	31% ++	24%	29%	20%	22%	16%
1 - Not at all important	23%	19%	23%	29%	19%	26%	19%	24%	29%	19%	26%	19%	24%	32%	17%	16%	26%	24%	23%	24%
2	24%	35%	34%	25%	15%	25%	24%	17%	22%	28%	23%	25%	26%	21%	19%	23%	11%	26%	26%	18%
3 - Moderately important	28%	28%	27%	26%	31%	25%	31%	31%	25%	28%	24%	31%	32%	23%	31%	33%	29%	28%	28%	37%
4	13%	5%	10%	11%	18%	13%	12%	10%	12%	14%	12%	14%	11%	14%	12%	14%	13%	13%	13%	9%
5 - Very important	9%	3%	3%	7%	14%	8%	9%	12%	7%	8%	12%	8%	4%	7%	19%	10%	15%	7%	9%	7%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	4%	10%	2%	2%	3%	2%	5%	5%	4%	3%	3%	2%	3%	2%	3%	4%	5%	3%	2%	6%
Chi2:	-	99.9				90		-			90				99				90	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	2.58	2.33	2.34	2.40	2.94	2.50	2.66	2.68	2.44	2.61	2.61	2.67	2.44	2.42	2.98	2.77	2.79	2.51	2.59	2.55
Standard Deviation:	1.23	0.99	1.05	1.21	1.31	1.25	1.21	1.31	1.25	1.18	1.33	1.19	1.11	1.28	1.34	1.19	1.41	1.20	1.23	1.18
Student's T:	*	99	99	99.9	99.9	95	95	-	95	-	-	-	95	-	99	90	-	99	-	-

When you consider attending a performance, do you typically prefer to see local artists or touring artists?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q27																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Prefer to see performance created by a local artist/company	9%	7%	9%	10%	5%	13%	9%	11%	9%	8%	7%	10%	12%	7%	9%	12%	16%	5%	6%
Prefer to see a performance by an artist/company that comes	12%	15%	11%	12%	8%	11%	14%	17%	12%	7%	10%	8%	10%	13%	14%	8%	13%	13%	11%
Depends on the performance/performer	52%	38%	57%	55%	64%	50%	37%	50%	55%	62%	61%	47%	50%	45%	61%	49%	45%	56%	53%
Makes no difference	26%	33%	23%	23%	23%	25%	35%	20%	25%	23%	21%	33%	28%	32%	15%	27%	24%	22%	28%
Don't know/No response	2%	7%	0%	0%	0%	0%	5%	2%	0%	0%	2%	3%	0%	2%	2%	4%	2%	3%	2%
Chi2:	-	99.9		90			99.9				99.9						99.9		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

When you consider attending a performance, do you typically prefer to see local artists or touring artists?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q27																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Prefer to see performance created by a local artist/company	9%	7%	7%	7%	11% ++	8%	9%	19% ++++	7%	5% ----	12% +	11%	5% --	6%	15% ++	12%	14% +	7% ----	7% ----	26% ++++
Prefer to see a performance by an artist/company that comes	12%	9%	9%	11%	14% ++	12%	11%	14%	14%	10% --	14%	15% ++	9%	10%	16%	13%	20% ++	10% -	12%	8%
Depends on the performance/performer	52%	57%	58% +	50%	49%	50%	53%	41% ----	47%	58% ++++	49%	52%	48%	57%	38% ---	39% ---	37% ---	55% ++++	53% +++	41% --
Makes no difference	26%	25%	25%	29%	24%	28%	24%	21%	29%	26%	22%	21% --	35% ++++	27%	31%	34% ++	27%	26%	26%	21%
Don't know/No response	2%	3%	1%	2%	2%	2%	2%	4%	2%	1%	3%	1%	3%	0%	0%	2%	2%	2%	1%	4%
Chi2:	-	-				-		99.9			99				99.9				99.9	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

Generally speaking, in the long run, who benefits more from the presentation of performing arts in your community... those who attend performing arts activities or the community as a whole?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q28																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Those who attend performing arts activities	29%	23%	31%	33%	29%	25%	24%	30%	31%	30%	29%	34%	25%	30%	27%	23%	24%	31%	31%
The community as a whole	29%	31%	28%	26%	31%	31%	32%	30%	28%	26%	26%	23%	37%	27%	31%	34%	34%	28%	27%
Both equally	36%	34%	37%	36%	36%	42%	34%	31%	35%	42%	42%	35%	33%	36%	35%	33%	33%	38%	36%
Neither	2%	4%	1%	2%	1%	0%	4%	2%	2%	0%	3%	2%	2%	2%	2%	3%	2%	3%	2%
Don't know/No response	4%	7%	3%	4%	3%	2%	6%	6%	4%	2%	0%	5%	2%	5%	5%	7%	6%	1%	4%
Chi2:	-	99		-			(95)				-						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

Generally speaking, in the long run, who benefits more from the presentation of performing arts in your community... those who attend performing arts activities or the community as a whole?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q28																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Those who attend performing arts activities	29%	32%	30%	29%	26%	34% ++++	24% ----	21% ---	29%	32% ++	23% --	30%	30%	35%	33%	31%	28%	28%	29%	24%
The community as a whole	29%	24%	26%	25% --	36% ++++	27%	31%	36% +++	24% -	28%	34% ++	31%	24%	25%	36% +	28%	39% ++	28%	28%	38% ++
Both equally	36%	34%	41%	39%	32% -	32% --	39% ++	34%	39%	35%	34%	36%	39%	36%	27% --	33%	24% --	38% ++	37% ++	29%
Neither	2%	2%	2%	3%	2%	3% +++	1% ---	1%	2%	2%	3%	1%	3%	3%	1%	4% +	2%	2%	2%	3%
Don't know/No response	4%	9%	2%	4%	4%	4%	5%	8%	6%	3%	6%	3%	4%	2%	3%	3%	7%	4%	3%	6%
Chi2:	-	(90)				99.9		(95)			-				(90)				-	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

What do you think that the main benefits of having performing arts presentation in the community are?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q29																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Stronger sense of pride in community	22%	22%	22%	22%	25%	17%	23%	22%	21%	24%	26%	18%	25%	21%	22%	23%	18%	19%	25%
Stronger sense of identity to community	15%	15%	15%	15%	14%	15%	15%	17%	16%	13%	15%	14%	11%	13%	20%	12%	15%	17%	15%
Brings energy and vitality to community	42%	31%	46%	44%	49%	49%	32%	33%	43%	54%	47%	37%	53%	45%	31%	47%	38%	40%	45%
Better understanding between cultures	19%	22%	18%	17%	18%	24%	22%	19%	20%	16%	18%	15%	22%	19%	20%	20%	20%	20%	19%
Improved quality of life and well-being of residents	38%	26%	42%	39%	43%	52%	25%	28%	39%	53%	42%	38%	35%	39%	34%	37%	37%	39%	39%
Greater economic development in community	32%	28%	34%	37%	31%	27%	27%	37%	35%	31%	32%	26%	24%	36%	34%	28%	27%	35%	33%
Increased partnerships between different organizations in th	12%	13%	12%	12%	11%	15%	13%	14%	11%	13%	17%	10%	3%	13%	12%	13%	10%	12%	14%
Better ability to attract and keep skilled workers in the co	10%	8%	10%	9%	12%	11%	8%	8%	11%	10%	6%	9%	11%	9%	12%	11%	8%	8%	11%
A more creative community	37%	29%	40%	37%	42%	43%	29%	37%	38%	43%	40%	35%	40%	38%	31%	40%	38%	36%	37%
Raising public issues and generating public discussion in th	8%	8%	8%	7%	9%	13%	7%	9%	8%	10%	8%	11%	17%	8%	5%	11%	9%	7%	9%
Greater safety through increased activity at night	4%	5%	4%	3%	5%	5%	6%	3%	5%	4%	5%	5%	4%	7%	1%	0%	2%	4%	4%
Other (specify)	6%	6%	5%	5%	6%	5%	7%	6%	4%	5%	3%	11%	6%	6%	3%	8%	7%	7%	5%
Don't know/No response	6%	11%	4%	4%	3%	2%	10%	6%	4%	2%	5%	9%	5%	5%	6%	5%	6%	5%	5%
Chi2:	-	99.9		-			99.9				(95)						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

What do you think that the main benefits of having performing arts presentation in the community are?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q29																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Stronger sense of pride in community	22%	23%	23%	22%	21%	21%	24%	22%	16% ---	25% ++	20%	24%	25%	26%	25%	26%	21%	22%	22%	23%
Stronger sense of identity to community	15%	20%	15%	15%	13%	16%	14%	13%	16%	15%	17%	13%	19%	11%	12%	13%	7% --	17% ++	15%	14%
Brings energy and vitality to community	42%	35%	47%	41%	43%	41%	43%	31% ----	35% ---	50% ++++	32% ----	44%	46%	53% +++	34%	40%	39%	45% +++	44% ++++	31% --
Better understanding between cultures	19%	29% +++	16%	18%	19%	17%	21%	23%	18%	18%	24% ++	22%	12% ---	12% --	32% ++++	20%	24%	17% ---	20%	16%
Improved quality of life and well-being of residents	38%	30%	43%	35%	40%	40%	36%	30% --	25% ----	46% ++++	30% ---	39%	45% ++	43%	27% --	31%	41%	39%	40% ++++	29%
Greater economic development in community	32%	31%	41% +++	37% ++	24% ----	32%	32%	27%	36%	33%	30%	29%	40% +++	34%	29%	30%	22% --	35% +++	34% +++	23% --
Increased partnerships between different organizations in th	12%	11%	17% ++	14%	9% ---	10%	14%	11%	14%	12%	17% ++	11%	10%	14%	11%	15%	13%	12%	13%	8%
Better ability to attract and keep skilled workers in the co	10%	7%	9%	9%	12%	9%	11%	10%	11%	9%	8%	9%	11%	9%	15%	9%	10%	9%	10%	9%
A more creative community	37%	36%	41%	37%	33%	36%	37%	25% ----	31% --	44% ++++	35%	37%	41%	41%	22% ---	30%	26% --	39% +++	38% ++	32%
Raising public issues and generating public discussion in th	8%	13% ++	6%	9%	7%	7%	9%	8%	8%	9%	6%	12% ++	6%	9%	8%	7%	7%	9%	8%	9%
Greater safety through increased activity at night	4%	12% ++++	3%	4%	3% --	3%	5%	5%	5%	4%	6%	5%	4%	3%	13% ++++	6%	8% ++	3% ----	4%	5%
Other (specify)	6%	3%	5%	4%	9% - +++	5%	6%	7%	7%	5%	8%	7%	1% ---	5%	8%	12% +++	13% +++	4% ---	5%	10% ++
Don't know/No response	6%	9%	2%	7%	5%	6%	5%	11%	8%	2%	7%	3%	5%	2%	4%	7%	8%	5%	4%	10%
Chi2:	-	99.9				-		99.9			99.9				(99.9)				(90)	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

a strong sense of pride in community																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q30A Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	11%	16% ++++	9% ----	10%	8%	5% --	16% +++	17% ++	9%	5% ----	9%	9%	9%	9%	17% - ++++	10%	12%	10%	11%
Moderate (3)	26%	30%	25%	32% ++++	16% ----	13% ---	32% ++	28%	28%	18% ----	18% --	29%	20%	28%	30%	23%	24%	32% ++	25%
High (4-5)	61%	50% ----	65% ++++	56% ---	75% ++++	83% ++++	49% ----	53% --	61%	76% ++++	72% +++	61%	71%	61%	50% ----	66%	62%	57%	63%
1 - Not at all important	3%	8%	2%	2%	2%	0%	7%	4%	3%	0%	3%	4%	4%	4%	3%	5%	5%	4%	3%
2	8%	9%	7%	8%	6%	4%	9%	12%	7%	5%	6%	5%	5%	5%	15%	5%	7%	6%	8%
3 - Moderately important	26%	30%	25%	32%	16%	13%	32%	28%	28%	18%	18%	29%	20%	28%	30%	23%	24%	32%	25%
4	30%	26%	31%	28%	35%	35%	26%	29%	29%	35%	32%	35%	28%	31%	24%	32%	25%	28%	34%
5 - Very important	31%	24%	34%	28%	39%	47%	24%	24%	32%	41%	40%	26%	43%	30%	27%	34%	37%	29%	29%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	2%	4%	1%	1%	2%	0%	3%	2%	1%	1%	1%	2%	0%	2%	3%	1%	2%	1%	2%
Chi2:	-	99.9		99.9			99.9				99						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.79	3.51	3.89	3.72	4.06	4.25	3.51	3.56	3.83	4.12	4.02	3.76	4.00	3.80	3.58	3.87	3.83	3.73	3.79
Standard Deviation:	1.08	1.19	1.02	1.03	0.99	0.86	1.18	1.13	1.04	0.90	1.05	1.03	1.10	1.05	1.13	1.11	1.16	1.06	1.04
Student's T:	*	99.9	99.9	90	99.9	99.9	99.9	99	-	99.9	99	-	-	-	99	-	-	-	-

a strong sense of pride in community																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q30A Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	11%	10%	10%	13%	10%	15% ++++	7% ----	13%	13%	9% --	10%	9%	12%	16%	10%	6%	17%	10%	10% --	17% +
Moderate (3)	26%	28%	30%	29%	21% ---	32% ++++	21% ----	23%	31% ++	25%	24%	26%	29%	25%	23%	22%	12% ---	29% +++	26%	21%
High (4-5)	61%	55%	60%	56% --	68% ++++	51% ----	70% ++++	60%	54% ---	65% +++	63%	65%	59%	59%	68%	69% +	68%	60%	63% +++	59%
1 - Not at all important	3%	3%	2%	5%	3%	5%	2%	6%	5%	2%	3%	2%	4%	6%	5%	4%	5%	3%	3%	8%
2	8%	7%	8%	9%	7%	10%	5%	7%	8%	7%	6%	7%	7%	9%	5%	2%	12%	7%	7%	9%
3 - Moderately important	26%	28%	30%	29%	21%	32%	21%	23%	31%	25%	24%	26%	29%	25%	23%	22%	12%	29%	26%	21%
4	30%	31%	32%	29%	29%	27%	32%	24%	30%	32%	32%	30%	29%	27%	32%	35%	20%	30%	31%	27%
5 - Very important	31%	25%	28%	27%	39%	24%	38%	36%	24%	33%	32%	34%	30%	32%	36%	33%	48%	30%	32%	32%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	2%	6%	0%	2%	1%	2%	2%	4%	2%	1%	3%	1%	1%	1%	0%	3%	3%	1%	1%	4%
Chi2:	-	95				99.9		95			-				99				90	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.79	3.70	3.76	3.66	3.95	3.56	4.01	3.81	3.60	3.87	3.84	3.89	3.73	3.69	3.89	3.94	3.98	3.77	3.83	3.69
Standard Deviation:	1.08	1.05	1.02	1.11	1.08	1.11	1.00	1.19	1.10	1.02	1.06	1.03	1.10	1.20	1.09	1.02	1.26	1.05	1.05	1.25
Student's T:	*	-	-	99	99.9	99.9	99.9	-	99	99	-	90	-	-	-	-	-	-	95	-

a better understanding between cultures																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q30B Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	20%	25% +++	18% ---	23% ++	12% ----	10% --	24% +	23%	22%	11% ----	19%	25%	19%	20%	19%	15%	19%	21%	20%
Moderate (3)	30%	29%	30%	34% ++	27%	23%	30%	35%	28%	29%	28%	29%	29%	27%	36% ++	28%	27%	34%	29%
High (4-5)	48%	39% ---	51% +++	42% ---	61% ++++	67% ++++	41% --	38% --	49%	58% ++++	50%	44%	49%	49%	42% -	56% ++	52%	44%	48%
1 - Not at all important	7%	12%	5%	6%	6%	2%	11%	6%	8%	3%	6%	11%	8%	7%	6%	7%	6%	8%	7%
2	13%	13%	12%	17%	6%	8%	13%	17%	15%	8%	13%	14%	11%	13%	13%	8%	13%	14%	13%
3 - Moderately important	30%	29%	30%	34%	27%	23%	30%	35%	28%	29%	28%	29%	29%	27%	36%	28%	27%	34%	29%
4	24%	18%	26%	21%	35%	29%	18%	17%	24%	33%	20%	26%	16%	26%	22%	32%	23%	21%	26%
5 - Very important	24%	22%	24%	21%	26%	38%	23%	21%	25%	25%	31%	18%	33%	23%	21%	24%	29%	23%	22%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	3%	7%	2%	2%	1%	0%	5%	3%	2%	1%	3%	3%	2%	4%	3%	1%	3%	1%	3%
Chi2:	-	99		99.9			99.9				-						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.46	3.26	3.53	3.35	3.70	3.93	3.30	3.32	3.44	3.70	3.57	3.27	3.57	3.47	3.39	3.59	3.57	3.38	3.44
Standard Deviation:	1.20	1.31	1.15	1.16	1.09	1.05	1.29	1.18	1.23	1.04	1.24	1.23	1.29	1.20	1.15	1.16	1.22	1.20	1.18
Student's T:	*	99	99	95	99.9	99.9	95	-	-	99.9	-	90	-	-	-	-	90	-	-

a better understanding between cultures																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q30B Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	20%	17%	21%	22%	18%	29% ++++	11% ----	15% -	22%	20%	10% ----	16%	26% +++	28% ++	13% -	20%	17%	21%	19%	22%
Moderate (3)	30%	27%	30%	33%	27%	32%	28%	26%	30%	31%	29%	32%	30%	29%	27%	23%	23%	30%	31% ++	24%
High (4-5)	48%	49%	48%	42% --	52% ++	37% ----	57% ++++	53% +	45%	47%	57% +++	50%	41% --	43%	59% ++	53%	55%	46%	49%	49%
1 - Not at all important	7%	5%	7%	8%	7%	10%	5%	7%	9%	6%	5%	5%	9%	11%	5%	8%	8%	7%	6%	10%
2	13%	12%	14%	14%	11%	19%	7%	8%	13%	14%	6%	11%	17%	17%	8%	13%	9%	13%	13%	12%
3 - Moderately important	30%	27%	30%	33%	27%	32%	28%	26%	30%	31%	29%	32%	30%	29%	27%	23%	23%	30%	31%	24%
4	24%	30%	26%	23%	22%	21%	27%	25%	25%	23%	30%	23%	23%	23%	20%	25%	19%	25%	25%	19%
5 - Very important	24%	18%	22%	19%	31%	17%	30%	28%	20%	24%	27%	27%	19%	20%	39%	28%	36%	21%	24%	30%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	3%	7%	1%	3%	2%	2%	4%	5%	3%	2%	4%	1%	2%	1%	1%	4%	5%	3%	2%	5%
Chi2:	-	-				99.9		-			99.9				-				-	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.46	3.48	3.41	3.32	3.60	3.15	3.74	3.62	3.35	3.46	3.71	3.56	3.25	3.24	3.81	3.55	3.69	3.41	3.47	3.50
Standard Deviation:	1.20	1.11	1.19	1.18	1.23	1.21	1.11	1.21	1.21	1.18	1.08	1.16	1.22	1.26	1.20	1.25	1.30	1.18	1.17	1.33
Student's T:	*	-	-	95	99	99.9	99.9	95	90	-	99.9	90	99	95	99	-	90	95	-	-

good quality of life and well-being of community residents																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q30C Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	10%	16% ++++	8% ----	11% ---	5% ---	1% ---	18% ++++	14%	10%	3% ----	9%	11%	13%	10%	11%	11%	11%	13%	9%
Moderate (3)	21%	28% ++++	19% ----	25% +++	11% ----	6% ----	30% ++++	26%	23%	10% ----	19%	20%	14%	20%	27% ++	20%	21%	30% +++	19% --
High (4-5)	66%	51% ----	72% ++++	62% --	81% ++++	93% ++++	50% ----	56% ---	67%	86% ++++	71%	68%	74%	68%	58% ---	68%	67%	56% ----	71% +++
1 - Not at all important	4%	8%	2%	3%	2%	0%	8%	5%	3%	1%	3%	5%	4%	3%	4%	6%	5%	4%	4%
2	7%	9%	6%	8%	4%	1%	10%	9%	7%	2%	6%	7%	9%	7%	7%	4%	6%	9%	5%
3 - Moderately important	21%	28%	19%	25%	11%	6%	30%	26%	23%	10%	19%	20%	14%	20%	27%	20%	21%	30%	19%
4	27%	22%	29%	29%	30%	25%	23%	29%	29%	27%	26%	33%	26%	27%	26%	28%	25%	23%	30%
5 - Very important	39%	29%	43%	33%	51%	68%	27%	27%	37%	59%	45%	34%	48%	41%	32%	40%	42%	33%	41%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	2%	5%	1%	1%	2%	0%	3%	4%	1%	1%	1%	2%	0%	2%	3%	1%	2%	1%	2%
Chi2:	-	99.9		99.9			99.9				-						99		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.93	3.58	4.05	3.82	4.28	4.59	3.53	3.67	3.92	4.43	4.06	3.88	4.05	3.98	3.78	3.92	3.95	3.72	4.01
Standard Deviation:	1.11	1.23	1.04	1.08	0.93	0.68	1.23	1.14	1.07	0.83	1.07	1.11	1.16	1.09	1.12	1.17	1.14	1.14	1.07
Student's T:	*	99.9	99.9	99	99.9	99.9	99.9	99	-	99.9	-	-	-	-	95	-	-	99	95

good quality of life and well-being of community residents																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q30C Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	10%	12%	10%	12%	8%	14% ++++	7% ----	8%	15% +++	10%	8%	9%	12%	10%	11%	11%	9%	10%	10%	12%
Moderate (3)	21%	18%	24%	25% ++	18% --	25% +++	17% ---	24%	24%	19% --	22%	20%	23%	24%	15%	12% --	15%	23% +++	22%	18%
High (4-5)	66%	64%	67%	60% ---	73% +++	59% ----	73% ++++	63%	59% ---	71% ++++	67%	70%	64%	65%	72%	73% +	72%	66%	67% +	64%
1 - Not at all important	4%	6%	2%	5%	3%	5%	3%	4%	5%	3%	4%	3%	5%	3%	4%	3%	4%	4%	3%	6%
2	7%	5%	8%	7%	5%	9%	4%	3%	10%	6%	3%	7%	8%	7%	8%	8%	5%	6%	7%	6%
3 - Moderately important	21%	18%	24%	25%	18%	25%	17%	24%	24%	19%	22%	20%	23%	24%	15%	12%	15%	23%	22%	18%
4	27%	33%	29%	22%	29%	28%	26%	26%	29%	27%	27%	28%	27%	26%	34%	36%	25%	26%	27%	28%
5 - Very important	39%	31%	37%	38%	44%	31%	47%	37%	30%	44%	40%	42%	37%	39%	38%	37%	47%	39%	40%	36%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	2%	7%	0%	2%	1%	2%	2%	5%	2%	1%	3%	1%	1%	1%	1%	4%	5%	1%	1%	6%
Chi2:	-	90				99.9		99			-				95				-	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.93	3.82	3.92	3.84	4.06	3.72	4.13	3.93	3.71	4.03	3.99	4.01	3.85	3.92	3.97	4.00	4.11	3.93	3.95	3.88
Standard Deviation:	1.11	1.15	1.04	1.18	1.06	1.15	1.04	1.09	1.15	1.09	1.09	1.07	1.15	1.10	1.09	1.06	1.11	1.11	1.09	1.18
Student's T:	*	-	-	90	99	99.9	99.9	-	99.9	99	-	-	-	-	-	-	-	-	-	-

economic development in the community																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q30D Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	10%	16% ++++	8% ----	9%	8%	2% ---	17% ++++	8%	12%	4% ----	14%	11%	11%	9%	10%	10%	11%	10%	9%
Moderate (3)	29%	26%	29%	30%	29%	26%	29%	29%	29%	29%	25%	30%	29%	27%	33%	26%	27%	32%	29%
High (4-5)	59%	53% --	61% ++	59%	61%	72% +++	51% ---	61%	59%	66% +++	61%	57%	60%	61%	55%	63%	60%	57%	60%
1 - Not at all important	3%	6%	2%	2%	1%	0%	7%	3%	2%	1%	4%	5%	0%	3%	2%	4%	4%	3%	2%
2	7%	10%	6%	7%	7%	2%	10%	5%	10%	3%	9%	6%	11%	6%	8%	5%	7%	7%	7%
3 - Moderately important	29%	26%	29%	30%	29%	26%	29%	29%	29%	29%	25%	30%	29%	27%	33%	26%	27%	32%	29%
4	28%	27%	28%	29%	26%	31%	27%	30%	27%	29%	30%	37%	19%	27%	27%	29%	26%	30%	29%
5 - Very important	31%	26%	33%	30%	35%	42%	24%	31%	31%	37%	31%	20%	41%	34%	28%	34%	34%	27%	31%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	2%	5%	1%	1%	2%	0%	4%	2%	1%	1%	1%	2%	0%	3%	3%	1%	2%	1%	2%
Chi2:	-	99.9		-			99.9				-						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	3.79	3.59	3.85	3.79	3.87	4.12	3.54	3.84	3.77	3.99	3.74	3.62	3.90	3.85	3.73	3.83	3.81	3.72	3.82
Standard Deviation:	1.06	1.18	1.01	1.02	1.03	0.87	1.18	1.02	1.06	0.94	1.13	1.04	1.07	1.06	1.03	1.10	1.12	1.03	1.03
Student's T:	*	99	99	-	-	99.9	99.9	-	-	99.9	-	90	-	-	-	-	-	-	-

economic development in the community																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q30D Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	10%	14%	5%	9%	13%	13%	8%	10%	10%	11%	9%	10%	8%	13%	13%	9%	10%	10%	9%	16%
			--		+	+++	---												--	++
Moderate (3)	29%	31%	32%	29%	26%	33%	25%	24%	28%	31%	28%	24%	35%	29%	22%	30%	27%	29%	29%	26%
						+++	---	-				--	++							
High (4-5)	59%	48%	63%	60%	60%	52%	65%	63%	60%	58%	60%	66%	56%	57%	64%	58%	61%	60%	60%	55%
		--				----	++++					+++							++	
1 - Not at all important	3%	4%	1%	3%	3%	4%	2%	3%	4%	3%	3%	2%	1%	5%	2%	2%	3%	3%	3%	3%
2	7%	10%	4%	6%	10%	9%	6%	7%	6%	8%	5%	8%	7%	8%	11%	7%	7%	7%	7%	13%
3 - Moderately important	29%	31%	32%	29%	26%	33%	25%	24%	28%	31%	28%	24%	35%	29%	22%	30%	27%	29%	29%	26%
4	28%	27%	32%	32%	23%	27%	29%	25%	34%	27%	28%	29%	31%	32%	24%	27%	23%	30%	29%	19%
5 - Very important	31%	21%	31%	28%	38%	25%	37%	38%	26%	31%	32%	36%	26%	25%	40%	31%	38%	30%	31%	35%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	2%	7%	0%	2%	1%	2%	2%	4%	2%	1%	3%	1%	1%	1%	1%	4%	3%	2%	1%	4%
Chi2:	-	95				99.9		-			-				-				90	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	3.79	3.55	3.87	3.76	3.83	3.61	3.95	3.92	3.74	3.76	3.82	3.91	3.73	3.65	3.91	3.81	3.89	3.78	3.80	3.74
Standard Deviation:	1.06	1.08	0.94	1.04	1.13	1.09	1.02	1.09	1.04	1.06	1.07	1.05	0.97	1.09	1.11	1.03	1.10	1.05	1.04	1.18
Student's T:	*	95	-	-	-	99.9	99.9	90	-	-	-	95	-	-	-	-	-	-	-	-

greater community safety through increased activity at night																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
Q30E Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Low (1-2)	37%	36%	37%	41% ++	34%	26% --	38%	35%	39%	35%	33%	35%	25%	33%	48% ++++	35%	34%	39%	38%
Moderate (3)	29%	24% --	31% ++	34% ++	28%	31%	26%	30%	29%	33%	29%	29%	28%	32%	27%	28%	31%	33%	28%
High (4-5)	31%	33%	30%	24% ----	37% ++	43% ++	31%	33%	30%	32%	37%	33%	46% ++	32%	20% ----	34%	30%	27%	32%
1 - Not at all important	15%	18%	14%	16%	13%	7%	18%	15%	16%	11%	9%	13%	12%	14%	22%	16%	17%	14%	15%
2	22%	19%	23%	25%	21%	19%	19%	20%	23%	23%	24%	21%	13%	20%	26%	19%	18%	25%	23%
3 - Moderately important	29%	24%	31%	34%	28%	31%	26%	30%	29%	33%	29%	29%	28%	32%	27%	28%	31%	33%	28%
4	17%	16%	17%	14%	21%	24%	16%	17%	19%	17%	21%	22%	16%	18%	12%	16%	15%	17%	19%
5 - Very important	14%	17%	13%	9%	16%	19%	15%	16%	11%	15%	15%	10%	30%	14%	8%	18%	16%	9%	13%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	3%	6%	2%	2%	2%	0%	5%	2%	2%	1%	1%	4%	1%	3%	5%	3%	4%	1%	2%
Chi2:	-	90		99.9			-				99.9						-		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42
Mean:	2.93	2.95	2.92	2.76	3.07	3.28	2.89	2.98	2.86	3.01	3.10	2.95	3.39	2.99	2.56	3.00	2.94	2.83	2.94
Standard Deviation:	1.26	1.36	1.22	1.18	1.27	1.19	1.33	1.29	1.24	1.21	1.21	1.21	1.36	1.24	1.21	1.34	1.30	1.15	1.26
Student's T:	*	-	-	99.9	90	99	-	-	-	-	90	-	95	-	99.9	-	-	-	-

greater community safety through increased activity at night																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
Q30E Regardless of whether or not you use them regularly, how important do you think it is to have performing arts facilities like a theatre, concert hall or music venue in your community in order to establish each of the following ... ?																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Low (1-2)	37%	35%	31%	39%	38%	46% ++++	28% ----	27% ---	35%	41% ++++	29% ---	38%	46% ++++	41%	32%	35%	35%	38%	37%	33%
Moderate (3)	29%	30%	35%	30%	26%	29%	30%	26%	34%	28%	29%	32%	28%	25%	22%	27%	22%	30%	30%	29%
High (4-5)	31%	29%	33%	28%	33%	24% ----	38% ++++	41% ++++	28%	29%	37% ++	30%	25% --	32%	46% ++++	36%	37%	29% --	31%	35%
1 - Not at all important	15%	14%	11%	16%	17%	20%	10%	8%	18%	17%	10%	18%	15%	17%	15%	20%	18%	14%	15%	17%
2	22%	21%	20%	24%	21%	25%	18%	19%	17%	24%	19%	20%	32%	24%	17%	15%	18%	24%	23%	16%
3 - Moderately important	29%	30%	35%	30%	26%	29%	30%	26%	34%	28%	29%	32%	28%	25%	22%	27%	22%	30%	30%	29%
4	17%	16%	19%	18%	16%	16%	19%	19%	17%	17%	19%	14%	16%	19%	21%	19%	15%	17%	18%	15%
5 - Very important	14%	13%	14%	10%	17%	8%	19%	22%	11%	12%	18%	15%	9%	13%	25%	17%	22%	12%	13%	20%
Not applicable	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/No response	3%	6%	1%	3%	3%	2%	3%	6%	3%	1%	5%	1%	1%	1%	0%	2%	5%	3%	2%	4%
Chi2:	-	-				99.9		99.9			95				95				-	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85
Mean:	2.93	2.93	3.05	2.82	2.96	2.65	3.19	3.31	2.86	2.82	3.16	2.89	2.72	2.87	3.25	2.97	3.07	2.87	2.92	3.04
Standard Deviation:	1.26	1.25	1.20	1.20	1.33	1.21	1.25	1.26	1.23	1.25	1.25	1.30	1.16	1.29	1.39	1.36	1.43	1.22	1.25	1.37
Student's T:	*	-	-	95	-	99.9	99.9	99.9	-	99	99	-	99	-	95	-	-	95	-	-

What is the highest level of education that you have completed?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
EDUC																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Public/elementary school or less (grade 1-8)	1%	3% ++	1% --	1%	1%	0%	2%	2%	2%	1%	0%	0%	0%	0% --	5% ++++	2%	5% ++++	0% -	0% ----
Some high school	8%	13% ++++	6% ----	9%	2% ----	4%	14% ++++	13% ++	6% -	2% ----	10%	5%	8%	7% --	10% ++++	5%	15% ++++	6%	5% ----
Graduated from high school	11%	10%	11%	13%	11%	4% --	11%	14%	14% ++	6% ----	8%	7%	8%	15% +++	9%	11%	12%	12%	10%
Vocational/technical college or CEGEP	21%	28% ++++	18% ----	21%	14% ---	16%	28% +++	27% ++	17% --	15% ----	11% ---	19%	12% -	22% --	28% +++	20%	22%	24%	19%
Trade certification	4%	4%	4%	4%	2% -	5%	3%	2%	5%	3%	5% +++	9% +++	0%	3%	2%	5%	5%	4%	3%
Some university	16%	13%	17%	15%	19%	20%	14%	10% --	17%	20% ++	23% ++	22% +	18%	14%	14%	10% --	12% --	16%	18%
Bachelor's degree	26%	20% --	28% ++	25%	32% ++	34% +	21% --	21%	27% +++	32% +++	33% +	25%	42% +++	23%	22%	27%	20% ---	27%	30% +++
Professional certification	4%	3%	4%	4%	3%	3%	2%	5%	3%	4%	4%	6%	3%	4%	1% --	7% ++	4%	6% ++	2% --
Graduate degree	9%	4% ---	11% +++	7%	15% ++++	14% +	3% ----	5%	8%	17% ++++	6%	7%	7%	10%	9%	12%	6% --	4% --	13% ++++
No response	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	2%	0%	0%	0%
Chi2:	-	(99.9)		(99.9)			(99.9)				(99.9)						(99.9)		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

What is the highest level of education that you have completed?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
EDUC																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Public/elementary school or less (grade 1-8)	1%	0%	0%	0%	4%	2%	1%	7%	0%	0%	4%	0%	0%	0%	3%	0%	7%	1%	1%	7%
			-	--	++++			++++	--	----	++++	--	--				++++	---	----	++++
Some high school	8%	10%	4%	7%	10%	8%	8%	39%	0%	0%	14%	9%	3%	0%	14%	8%	14%	6%	6%	22%
			-		++			++++	----	----	++++		---	----	++		++	---	----	++++
Graduated from high school	11%	10%	10%	12%	12%	10%	12%	54%	0%	0%	16%	12%	7%	7%	12%	15%	18%	10%	11%	10%
								++++	----	----	+++		--				++	--		
Vocational/technical college or CEGEP	21%	14%	19%	26%	19%	21%	21%	0%	85%	0%	22%	23%	23%	17%	14%	18%	17%	23%	21%	21%
		-		+++				----	++++	----					-			++		
Trade certification	4%	1%	6%	5%	3%	6%	1%	0%	15%	0%	3%	6%	4%	2%	2%	2%	3%	4%	4%	3%
						++++	----	---	++++	----		++								
Some university	16%	34%	12%	14%	14%	16%	16%	0%	0%	30%	17%	13%	16%	16%	19%	18%	18%	15%	16%	14%
		++++	-					----	----	++++										
Bachelor's degree	26%	25%	34%	25%	22%	25%	27%	0%	0%	48%	19%	24%	30%	36%	31%	29%	13%	26%	28%	14%
			+++		-			----	----	++++	---			+++			---		++++	---
Professional certification	4%	0%	2%	3%	5%	3%	4%	0%	0%	7%	0%	3%	7%	5%	1%	3%	2%	4%	3%	6%
		--			++			---	----	++++	----		+++							
Graduate degree	9%	5%	13%	7%	10%	9%	9%	0%	0%	16%	5%	10%	11%	16%	3%	7%	7%	10%	10%	2%
			+	-				----	----	++++	--			+++	--			++	+++	--
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Chi2:	-	(99.9)				95		(99.9)			(99.9)				(99.9)				(99.9)	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

Computed age																			
	Total	Attended Performing Ars, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
AGE																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
<25	12%	11%	12%	9%	17%	14%	9%	13%	13%	13%	9%	10%	11%	15%	12%	5%	8%	13%	12%
				--	+++		-							++		---	--		
25-34	18%	14%	19%	19%	22%	15%	12%	20%	20%	19%	18%	17%	22%	20%	14%	19%	12%	18%	21%
		--	++		+		---										---		+++
35-44	18%	15%	18%	21%	15%	17%	16%	25%	17%	16%	18%	17%	18%	20%	14%	15%	14%	17%	20%
				++				+++						+					+
45-54	16%	18%	15%	16%	10%	20%	18%	17%	16%	13%	20%	16%	9%	14%	17%	19%	19%	15%	15%

55-64	18%	20%	18%	16%	21%	18%	22%	9%	17%	22%	21%	21%	22%	15%	20%	20%	26%	17%	16%
				-			+	---		+				--			++++		--
65-74	12%	12%	12%	14%	10%	8%	12%	14%	11%	12%	7%	10%	10%	11%	18%	12%	13%	15%	11%
											-			++++					
75+	6%	8%	5%	5%	4%	9%	10%	2%	6%	4%	7%	7%	8%	6%	4%	6%	8%	5%	5%
		+	-				++++	--											
No response	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	4%	0%	1%	1%
Chi2:	-	90		(99)			99				-						99		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

Computed age																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
AGE																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
<25	12%	100% ++++	0% ----	0% ----	0% ----	10%	13%	12%	8% --	14% ++	19% ++++	5% ----	8% -	8%	22% ++++	17% +	7% -	11% -	11% --	9%
25-34	18%	0% ----	100% ++++	0% ----	0% ----	17%	18%	12% --	18%	20% +	14% -	20%	21%	19%	9% --	21%	4% ----	19% +	19% +++	10% --
35-44	18%	0% ----	0% ----	53% ++++	0% ----	18%	17%	13% --	18%	19%	12% --	16%	24% +++	32% ++++	21%	10% --	14%	18%	18%	15%
45-54	16%	0% ----	0% ----	47% ++++	0% ----	18%	14%	18%	23% ++++	11% ----	17%	14%	18%	17%	13%	10%	21%	16%	16%	13%
55-64	18%	0% ----	0% ----	0% ----	51% ++++	17%	20%	21%	17%	18%	14% --	20%	19%	21%	10% --	15%	15%	20%	19%	20%
65-74	12%	0% ----	0% ----	0% ----	33% ++++	13%	11%	16% +	8% --	12%	14%	18% ++++	8% --	3% ----	12%	14%	19% ++	11%	11%	19% ++
75+	6%	0% ----	0% ----	0% ----	16% ++++	6%	6%	9% +	7%	5% --	10% +++	7% --	2% --	0% ----	12% +++	13% +++	18% ++++	4% ----	5% ---	13% +++
No response	1%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%
Chi2:	-	99.9				-		99.9			99.9				99.9				99	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

What was your household income before taxes were deducted in 2010?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
INC20																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Under \$40,000	25%	32% ++++	22% ----	21% --	20% -	29%	33% ++++	21%	22%	22%	24%	20%	11% --	21% -	37% ++++	20%	34% ++++	23%	20% --
\$40,000-\$59,999	15%	13%	15%	15%	15%	16%	13%	17%	15%	14%	16%	14%	13%	13%	17%	16%	16%	18%	12%
\$60,000-\$79,999	13%	12%	13%	15%	11%	13%	12%	17%	13%	13%	13%	11%	8%	13%	13%	19% ++	13%	11%	14%
\$80,000-\$99,999	12%	9% -	13% +	13%	14%	10%	9%	10%	12%	15% +	11%	13%	7%	14%	10%	11%	10%	12%	13%
\$100,000-\$119,999	8%	7%	9%	10%	9%	5%	6%	10%	9%	9%	7%	8%	16% ++	10%	5% --	7%	5% --	13% ++	9%
\$120,000-\$139,999	4%	4%	4%	3%	6%	3%	4%	2%	4%	5%	4%	5%	2%	5% +	1% --	4%	3%	3%	5%
\$140,000-\$159,999	3%	1%	3%	3%	3%	4%	2%	3%	4%	3%	1%	4%	0%	4%	2%	2%	1%	2%	4% +++
\$160,000-\$179,999	2%	1%	2%	3%	2%	2%	1%	3%	2%	2%	2%	4%	4%	3%	0% --	1%	2%	1%	3% +
\$180,000-\$199,999	1%	1%	1%	1%	0%	2% +	1%	1%	0%	1%	1%	2%	3% ++	1%	0%	0%	1%	1%	1%
\$200,000 or more	3%	3%	3%	3%	3%	3%	1% -	5%	3%	4%	3%	4%	2%	3%	2%	3%	2%	4%	3%
Don't know / Refuse	15%	18%	15%	13%	18%	15%	18%	13%	15%	13%	16%	15%	34%	14%	12%	16%	13%	11%	15%
Chi2:	-	(95)		-			-				(99)						(99)		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

What was your household income before taxes were deducted in 2010?																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
INC20																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Under \$40,000	25%	39% ++++	19% -	21% ---	25% ++++	20% ----	29% ++++	40% ++++	25% ----	18% ----	100% ++++	0% ----	0% ----	0% ----	33% ++	28% ++++	52% ++++	20% ----	23% --	27%
\$40,000-\$59,999	15%	7% --	16% ---	10% ---	20% ++++	14% +	15% -	18% -	17% +	12% --	0% ----	53% ++++	0% ----	0% ----	19% +	20% +	17% +	14% +	14% +	21% +
\$60,000-\$79,999	13%	5% ---	15% ---	14% ---	14% ---	15% +	11% -	11% -	14% +	13% +	0% ----	47% ++++	0% ----	0% ----	6% --	12% --	9% --	14% +	14% +	8% -
\$80,000-\$99,999	12%	8% ++	17% ++	13% --	9% -	12% +	12% -	7% --	12% +	13% +	0% ----	0% ----	58% ++++	0% ----	4% --	9% --	2% ---	14% ++++	12% +	9% -
\$100,000-\$119,999	8%	6% ++	7% ++	12% ++	7% --	12% ++++	6% ----	3% --	10% +	10% +	0% ----	0% ----	42% ++++	0% ----	10% +	11% +	4% -	9% +	9% +	7% -
\$120,000-\$139,999	4%	1% ++	8% ++	5% --	2% --	5% +	3% -	1% -	3% ++	5% ++	0% ----	0% ----	0% ----	31% ++++	3% -	3% -	0% -	5% +	4% +	4% -
\$140,000-\$159,999	3%	2% ++	1% ++	5% ++	2% --	4% +	2% -	1% +	4% +	3% +	0% ----	0% ----	0% ----	23% ++++	2% -	1% -	1% -	3% +	3% +	3% -
\$160,000-\$179,999	2%	1% ++	1% ++	4% ++	1% -	2% +	2% -	0% --	1% ++	3% ++	0% ----	0% ----	0% ----	17% ++++	2% +	3% +	1% -	2% +	2% +	3% -
\$180,000-\$199,999	1%	0% --	0% --	1% --	1% --	1% +	1% -	1% +	1% +	1% +	0% --	0% --	0% --	7% ++++	0% +	1% +	0% -	1% +	1% +	1% -
\$200,000 or more	3%	4% ++	3% ++	3% ++	2% --	3% +	3% -	1% -	1% --	4% ++	0% ----	0% ----	0% ----	23% ++++	3% +	1% +	0% -	3% +	3% +	2% -
Don't know / Refuse	15%	26% ++	13% ++	10% --	16% --	14% +	17% -	16% +	12% +	16% +	0% --	0% --	0% --	0% --	18% ++	11% ++	12% ++	15% ++	15% ++	17% ++
Chi2:	-	(99.9)				(99.9)		(99.9)			(99.9)				(99.9)				-	
Margin of Error, around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

Gender																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
ISEX																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
Male	48%	56% +++	45% ---	49%	39% ---	41%	54% ++	50%	49%	41% ---	42%	52%	43%	48%	51%	46%	42% --	57% +++	49%
Female	52%	44% ---	55% +++	51%	61% +++	59%	46% --	50%	51%	59% +++	58%	48%	57%	52%	49%	54%	58% ++	43% ---	51%
Chi2:	-	99		95			95				-						99		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

Gender																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
ISEX																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
Male	48%	42%	47%	52% +	47%	100% ++++	0% ----	46%	52%	47%	38% ----	50%	56% ++	57% ++	51%	42%	38% -	48%	48%	46%
Female	52%	58%	53%	48% -	53%	0% ----	100% ++++	54%	48%	53%	62% ++++	50%	44% --	43% --	49%	58%	62% +	52%	52%	54%
Chi2:	-	-				99.9		-			99.9				-				-	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

Would you say that the size of your community is... ?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
RURBAN																			
Weighted Total:	1022	274	748	424	234	90	246	147	338	281	138	106	64	388	247	78	272	185	515
Total:	1022	284	738	413	237	88	250	143	342	275	129	128	54	307	219	185	299	187	492
Less than 5,000	12%	17% +++	10% ---	12%	7% ---	7%	18% ++++	13%	10%	7% ---	7%	16%	22% ++	9% --	11%	27% ++++	45% ++++	0% ----	0% ----
5,000-25,000	15%	18% +	14% -	16%	10% --	10%	17%	16%	16%	11% --	13%	16%	2% ---	11% --	20% ++	26% ++++	55% ++++	0% ----	0% ----
25,000 to 99,000	18%	17%	18%	20%	15%	19%	18%	22%	19%	16%	29% ++++	19%	10% -	15% -	20%	15%	0% ----	100% ++++	0% ----
100,000 or larger	50%	42% ---	54% +++	48%	60% ++++	60% +	41% ---	45%	51%	61% ++++	50%	48%	58%	61% ++++	41% ----	28% ----	0% ----	0% ----	100% ++++
Don't know / Refuse	5%	6%	5%	3%	7%	3%	6%	4%	5%	5%	1%	2%	8%	4%	9%	4%	0%	0%	0%
Chi2:	-	99		99			99.9				99.9						99.9		
Margin of Error, around 50%	3.07	5.82	3.61	4.82	6.37	10.45	6.20	8.20	5.30	5.91	8.63	8.66	13.34	5.59	6.62	7.20	5.67	7.17	4.42

Would you say that the size of your community is... ?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
RURBAN																				
Weighted Total:	1022	123	181	341	371	490	532	209	252	556	251	280	206	127	112	120	93	728	890	98
Total:	1022	116	167	338	395	521	501	191	254	573	237	292	212	129	100	109	85	741	889	99
Less than 5,000	12%	9%	11%	10%	15% ++	12%	12%	20% ++++	12%	9% ----	16% ++	13%	7% --	10%	10%	16%	18%	11%	9% ----	40% ++++
5,000-25,000	15%	9% --	7% ---	16%	19% +++	12% --	17% ++	21% +++	17%	11% ---	20% +++	15%	13%	9%	13%	6% ---	22%	15%	14% --	23% ++
25,000 to 99,000	18%	20%	18%	17%	18%	21% +++	15% --	16%	20%	18%	17%	19%	23% ++	16%	18%	19%	15%	18%	19% ++	12%
100,000 or larger	50%	49%	60% +++	53%	44% ---	52%	49%	36% ----	45% --	58% ++++	42% ---	49%	54%	65% ++++	52%	52%	38% --	52%	54% ++++	15% ----
Don't know / Refuse	5%	13%	4%	4%	3%	3%	6%	6%	5%	4%	5%	4%	2%	0%	7%	7%	8%	4%	4%	10%
Chi2:	-	99				95		99.9			99.9				95				99.9	
Margin of Error,around 50%	3.07	9.10	7.58	5.33	4.93	4.29	4.38	7.09	6.15	4.09	6.37	5.73	6.73	8.63	9.80	9.39	10.63	3.60	3.29	9.85

Would you say that you identify yourself as any of the following?																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
QSTAT																			
Weighted Total:	1024	274	750	426	234	90	246	147	341	281	138	106	64	389	248	78	272	185	515
Total:	1024	284	740	415	237	88	250	143	344	275	129	128	54	308	220	185	299	187	492
A recent immigrant to Canada (in the last 5 years)	1%	0%	1%	1%	0%	2%	1%	1%	1%	1%	1%	0%	0%	1% ++	0%	0%	1%	2%	0%
A specific ethnocultural community	8%	7%	9%	8%	11%	6%	6%	11%	10%	6%	9%	2% ---	8%	10% ++	6%	8%	6%	6%	9%
A specific religious community	12%	11%	12%	11%	15%	10%	13%	10%	12%	12%	14%	12%	22% ++	15% +++	2% ----	11%	10%	12%	12%
Aboriginal community	2%	3%	2%	1%	4%	3%	2%	2%	2%	3%	4%	3%	5%	3%	0% --	3%	3%	3%	2%
A person with a disability	9%	10%	9%	9%	7%	11%	12%	14% ++	7%	7%	15% ++	7%	7%	10%	6%	11%	14% +++	7%	7% --
None	71%	67%	73%	74%	71%	71%	67%	65%	74%	75%	66%	73%	60%	68%	83% ++++	68%	70%	72%	73%
Don't know/No response	3%	6%	2%	2%	3%	0%	4%	5%	1%	3%	2%	4%	6%	3%	2%	6%	2%	5%	3%
Chi2:	-	-		-			-				(99.9)						(90)		
Margin of Error, around 50%	3.06	5.82	3.60	4.81	6.37	10.45	6.20	8.20	5.28	5.91	8.63	8.66	13.34	5.58	6.61	7.20	5.67	7.17	4.42

Would you say that you identify yourself as any of the following?																				
		Age				Gender		Education			Income				Group Identity				Live Near Centre	
	Total	<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
QSTAT																				
Weighted Total:	1024	123	182	341	372	492	532	210	252	558	251	280	206	128	112	120	93	730	892	98
Total:	1024	116	168	338	396	523	501	192	254	574	237	292	212	130	100	109	85	743	891	99
A recent immigrant to Canada (in the last 5 years)	1%	0%	0%	2% +++	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	7% ++++	0%	0%	0% ----	1%	1%
A specific ethnocultural community	8%	18% ++++	5% -	6%	8%	9%	8%	9%	5% --	9%	12% ++	6% -	7%	7%	74% ++++	23% ++++	22% ++++	0% ----	8%	8%
A specific religious community	12%	17% +	14%	7% ---	13%	10%	13%	13%	9%	12%	13%	14%	11%	8%	26% ++++	100% ++++	21% +++	0% ----	11%	15%
Aboriginal community	2%	2%	1%	3%	2%	2%	3%	6% +++	1%	2%	2%	4%	1% -	4%	23% ++++	4% ++++	9% ++++	0% ----	2%	4%
A person with a disability	9%	5%	2% ----	10%	13% ++++	7% --	11% ++	18% ++++	7%	7% ---	19% ++++	9%	3% ----	2% ---	23% ++++	16% +++	100% ++++	0% ----	8% --	16% +++
None	71%	64% -	77% +	74%	69%	72%	71%	59% ----	78% +++	73%	58% ----	73%	82% ++++	81% +++	0% ----	0% ----	0% ----	100% ++++	73% +++	61% --
Don't know/No response	3%	4%	4%	2%	3%	4%	2%	4%	3%	3%	4%	2%	1%	3%	0%	0%	0%	0%	3%	3%
Chi2:	-	(99.9)				-		(99.9)			(99.9)				(99.9)				(90)	
Margin of Error,around 50%	3.06	9.10	7.56	5.33	4.92	4.29	4.38	7.07	6.15	4.09	6.37	5.73	6.73	8.60	9.80	9.39	10.63	3.60	3.28	9.85

Province																			
	Total	Attended Performing Arts, past 12 months		Performance Type, Intensity			Attendance, Intensity				Region						Community Size		
		No	Yes	Low (1-2)	Mod (3-4)	High (5-7)	Never	Once	2 to 4	5+	BC	Alberta	Sask Man	Ontario	Quebec	Atlantic	<25K	25K to 99K	100K+
PRESTRAT																			
Weighted Total:	1031	275	756	431	235	90	246	149	343	283	139	106	66	393	249	79	272	185	515
Total:	1031	285	746	420	238	88	250	145	347	276	130	128	55	311	221	186	299	187	492
BC	14%	11%	14%	12%	13%	27% ++++	11%	12%	13%	17% +	100% ++++	0% ----	0% ---	0% ----	0% ----	0% ----	11% -	21% ++++	13%
Alberta	10%	12%	10%	9%	12%	8%	13%	10%	10%	8%	0% ----	100% ++++	0% ---	0% ----	0% ----	0% ----	12%	11%	10%
Saskatchewan	3%	2%	3%	3%	3%	4%	3%	4%	3%	2%	0% --	0% --	44% ++++	0% ----	0% ---	0% --	3%	1%	3%
Manitoba	4%	2%	4%	3%	6% ++	5%	2%	3%	3%	5%	0% --	0% --	56% ++++	0% ----	0% ----	0% --	2%	2%	4%
Ontario	38%	35%	39%	40%	40%	31%	35%	35%	40%	40%	0% ----	0% ----	0% ----	100% ++++	0% ----	0% ----	28% ----	32% -	46% ++++
Quebec	24%	27%	23%	27% +	18% ---	19%	27%	29%	21%	23%	0% ----	0% ----	0% ----	0% ----	100% ++++	0% ----	28% +	26%	19% ----
New Brunswick	2%	3%	2%	2%	2%	1%	2%	1%	2%	1%	0% -	0% -	0% ---	0% ---	0% --	24% ++++	4% +++	3% +	1% --
Nova Scotia	4%	6% ++	3% --	3%	3%	3%	6% +	3%	4%	2%	0% --	0% --	0% ----	0% ----	0% ----	52% ++++	8% ++++	1% --	3%
PEI	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	10% ++++	1%	1%	0% --
Newfoundland	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0% --	0% -	14% ++++	2% ++	0%	1%
Yukon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NorthWest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-		(95)			-				(99.9)						(99.9)		
Margin of Error, around 50%	3.05	5.80	3.59	4.78	6.35	10.45	6.20	8.14	5.26	5.90	8.60	8.66	13.21	5.56	6.59	7.19	5.67	7.17	4.42

Province																				
	Total	Age				Gender		Education			Income				Group Identity				Live Near Centre	
		<25	25-34	35-54	55+	Male	Female	ES HS	College	Univ.	<\$40K	\$40K - \$79K	\$80K - \$119K	\$120K+	Recent Ethno Aborig	Relig.	Disab	None	Yes	No
PRESTRAT																				
Weighted Total:	1031	123	184	343	375	496	535	212	255	561	253	284	208	128	112	120	93	730	899	98
Total:	1031	116	170	340	399	527	504	194	256	577	238	296	214	130	100	109	85	743	898	99
BC	14%	10%	13%	15%	13%	12%	15%	12%	9% --	16% +++	13%	15%	12%	13%	17%	16%	22% ++	13%	15% +++	7%
Alberta	10%	9%	10%	10%	11%	11%	9%	6% --	12%	11%	8%	9%	10%	16% ++	5%	10%	8%	11%	10%	14%
Saskatchewan	3%	1%	5%	1%	4%	3%	3%	2%	1%	4%	1%	3%	3%	1%	3%	7% +++	1%	2% --	2%	7% +++
Manitoba	4%	5%	3%	4%	3%	3%	4%	3%	2%	5% ++	1% --	2%	4%	5%	3%	5%	4%	3%	4%	4%
Ontario	38%	47% ++	42%	39%	32% ---	38%	38%	42%	40%	36%	33% -	35%	45% ++	47% ++	48% ++	50% +++	41%	36% --	39%	30%
Quebec	24%	25%	19%	22%	28% ++	26%	23%	28%	29% ++	20% ---	37% ++++	26%	18% --	12% ----	16% --	5% ----	16%	28% ++++	24%	25%
New Brunswick	2%	0%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	3%	2%	2%	4% +
Nova Scotia	4%	2%	4%	5%	4%	3%	5%	3%	4%	4%	4%	4%	4%	3%	4%	4%	5%	4%	4%	7% +
PEI	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	2% ++	0%	0%	1%	1%	0%	1%	1%	0%
Newfoundland	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	2%	0%	1%	0%	1%	1%	2%
Yukon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NorthWest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chi2:	-	-				-		(95)			(99.9)				(99.9)				(95)	
Margin of Error,around 50%	3.05	9.10	7.52	5.31	4.91	4.27	4.37	7.04	6.12	4.08	6.35	5.70	6.70	8.60	9.80	9.39	10.63	3.60	3.27	9.85

In the past 12 months have you attended any of the following as a leisure activity (not for paid work or studies)?										
	Total	Which of the following types of performing arts performances by professional artists have you attended during the past 12 months as a leisure activity (not for paid work or studies)?								
		A theatrical performance such as a drama, musical theatre, d	A popular musical performance such as pop, rock, jazz, blues	A symphonic or classical music performanceI ncludes symphonic	A cultural or artistic festival (such as film, fringe, dance	A performance of cultural or heritage music, theatre or danc	A dance performance (e.g. ballet, contemporary or other)	Any other kind or type of cultural performanceI ncludes chora	None	Don't know/No response
Q3										
Weighted Total:	1031	451	432	207	304	193	158	195	270	5
Total:	1031	460	427	211	298	185	150	194	280	5
Live sporting events	38%	43% ++++	50% ++++	42%	41%	43% +	45% ++	37%	22% ----	60%
Museums or art galleries or historic site	61%	76% ++++	72% ++++	84% ++++	82% ++++	79% ++++	83% ++++	84% ++++	35% ----	40%
Zoos, aquariums or other animal exhibits or attractions	33%	41% ++++	39% ++++	32%	34%	39% ++	37%	37%	23% ----	40%
Entertainment/amusement parks	28%	34% ++++	35% ++++	21% ---	30%	34% +	27%	30%	22% ---	22%
A conservation area or nature park	55%	63% ++++	65% ++++	69% ++++	68% ++++	78% ++++	68% ++++	67% ++++	37% ----	26%
Other live entertainment shows that are not performing arts	20%	24% +++	26% ++++	29% ++++	30% ++++	29% +++	31% ++++	29% ++++	13% ----	0%
None	13%	6% ----	6% ----	5% ----	3% ----	2% ----	5% ---	3% ----	30% ++++	0%
Don't know/No response	1%	1%	0%	1%	1%	1%	0%	0%	1%	22%
Chi2:	-	(99.9)								
Margin of Error, around 50%	3.05	4.57	4.74	6.75	5.68	7.20	8.00	7.04	5.86	43.83