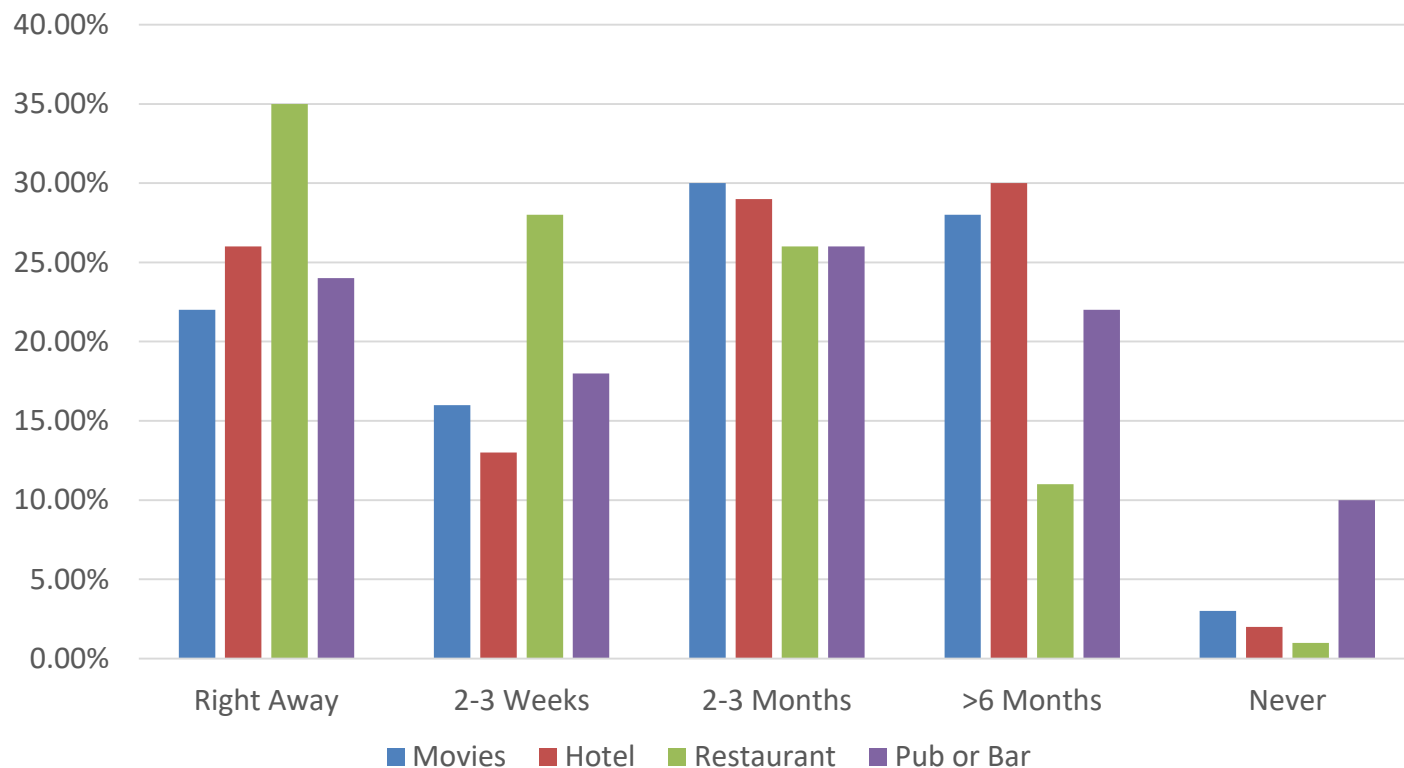


AUDIENCE SURVEY



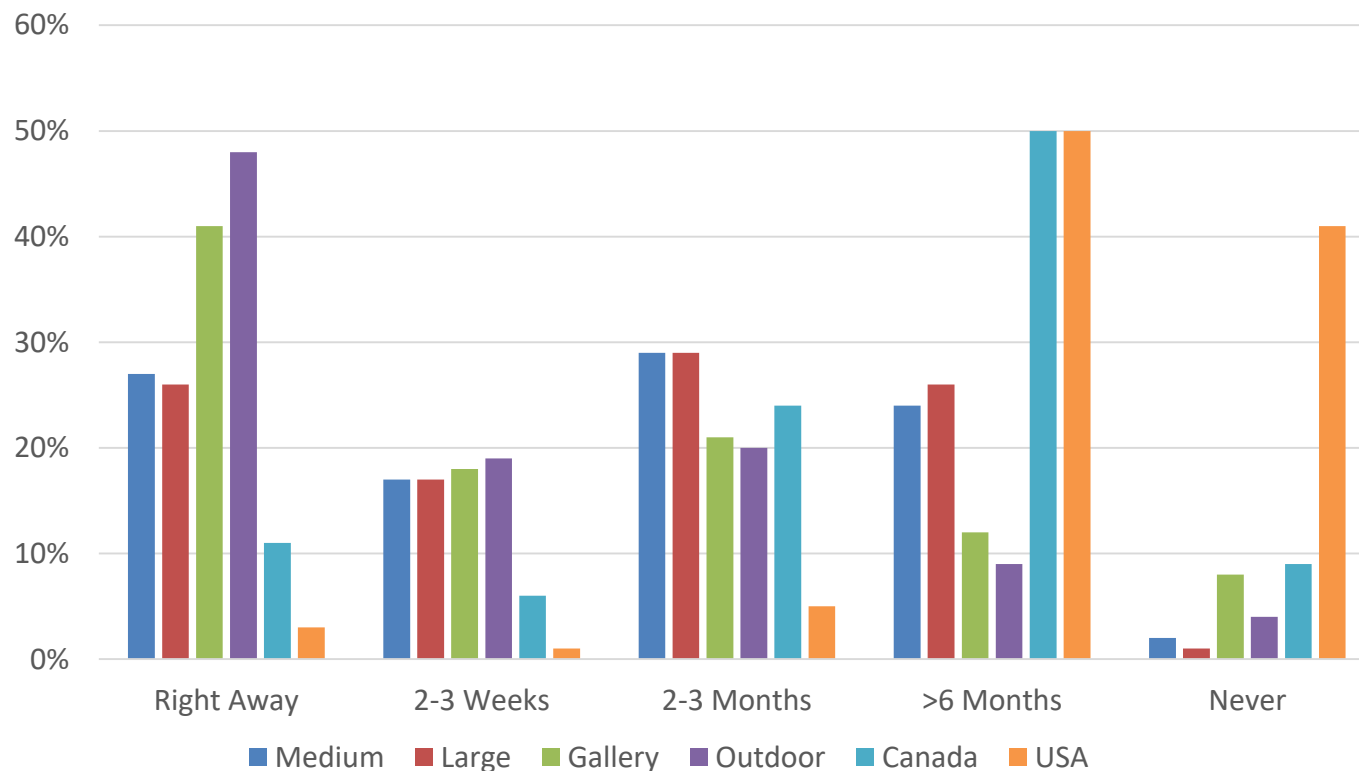
CONFEDERATION CENTRE OF THE ARTS  
CENTRE DES ARTS DE LA CONFÉDÉRATION

# How Soon Will People Return?



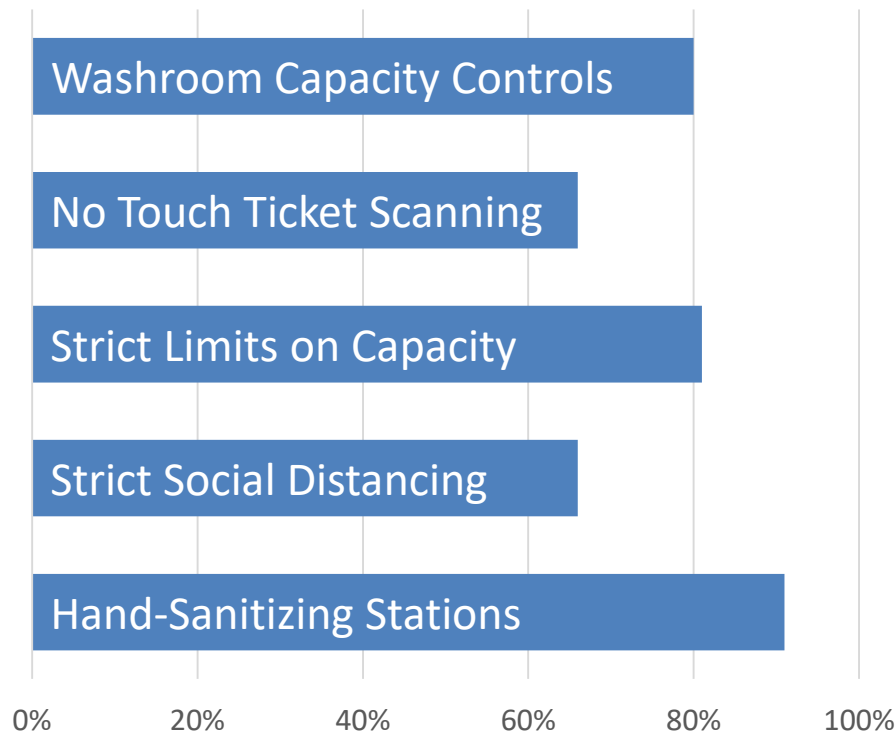
Q: After social distancing restrictions are lifted, how soon will you be comfortable going to a movie theatre, hotel, restaurant and bar?

# How Soon Will People Return?



Q: After social distancing restrictions are lifted, how soon will you be comfortable going to a performing arts venue?

# Desired Safety Measures

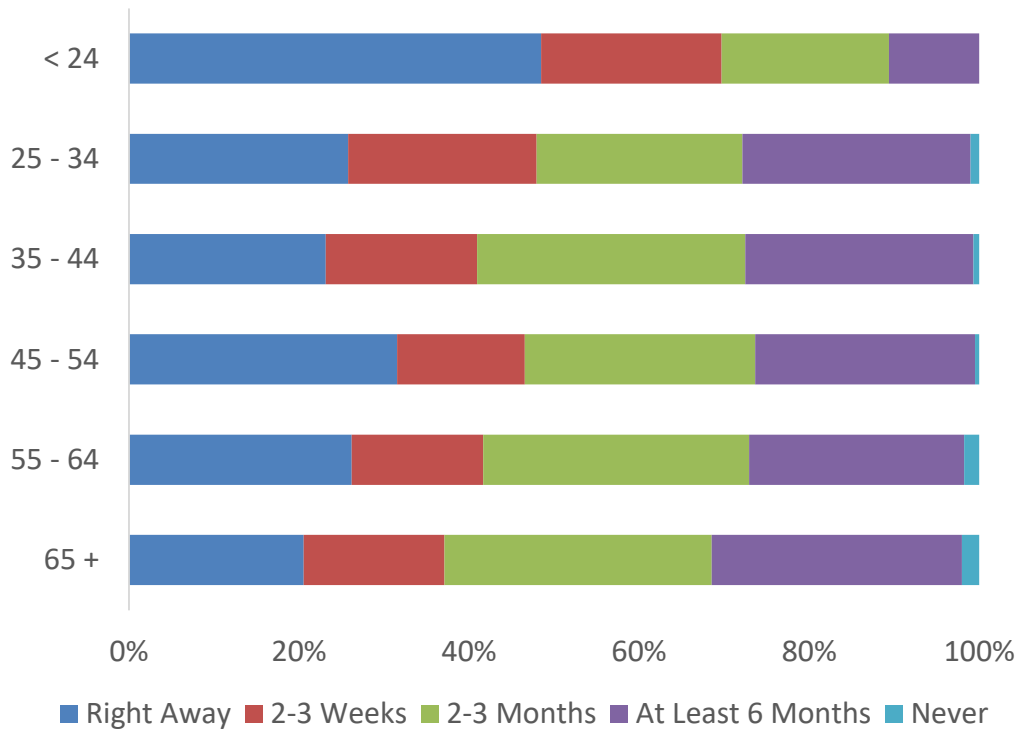


Respondents wanted to see the following safety measures upon returning:

- Masks
- Social Distancing
- Capacity Limits
- No-touch ticket scanning
- Hand-sanitizing stations

Q: What sort of precautions would you want to see in place if you were to attend a live indoor performance?

# Preference by Age

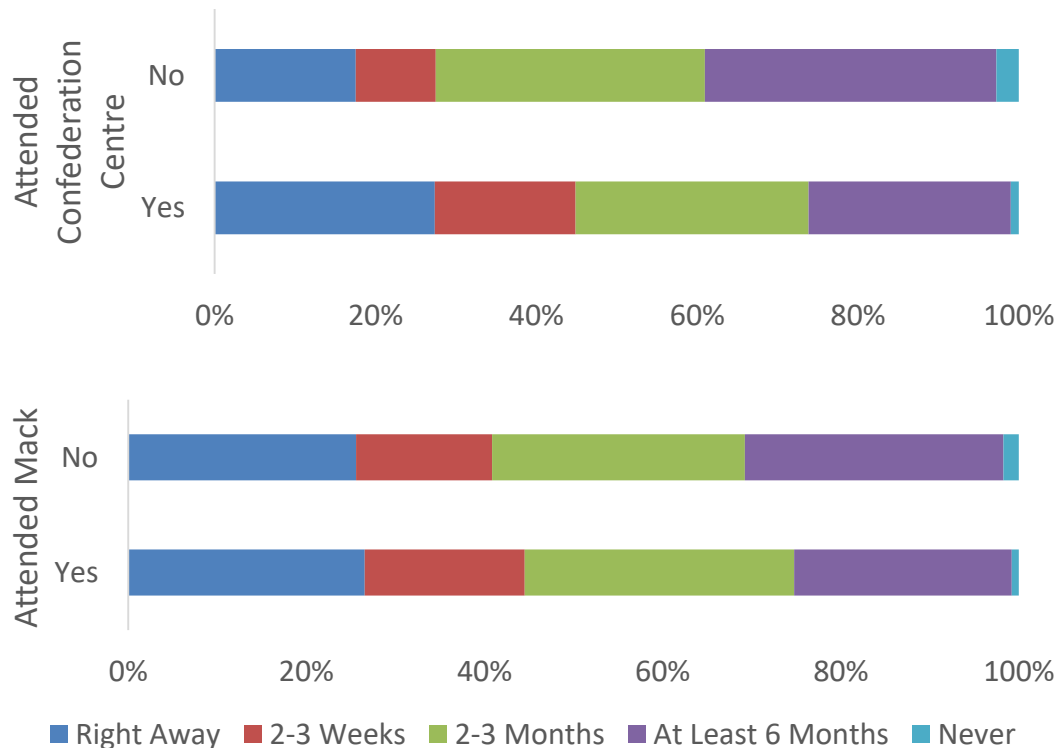


Younger demographics are much more likely to return sooner. Respondents over the age of 25 show little variation by age group.

Note that there were very few respondents <18 years, so these were bundled with 18 – 24 age group.

Q: Time before being comfortable attending event at large venue

# Respondent Previous Habits

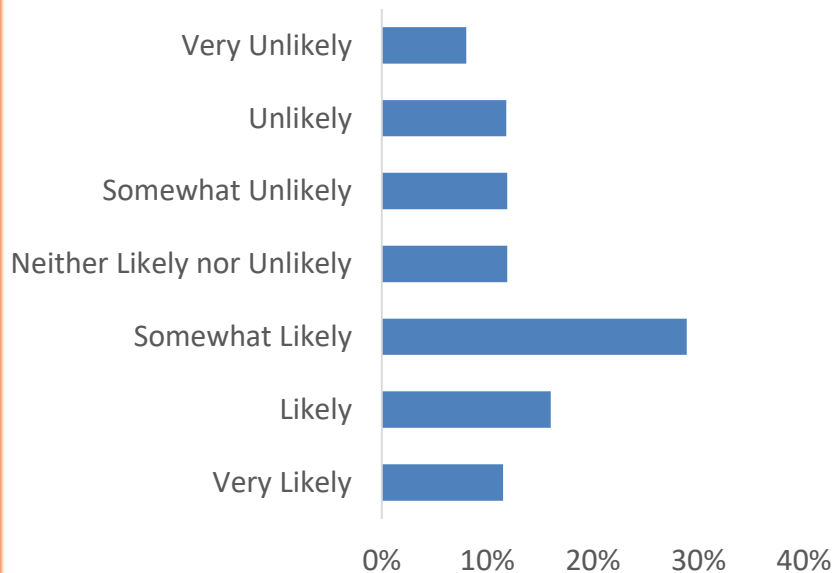


Those who have attended events more frequently in the past year are more likely to return sooner than those who have not.

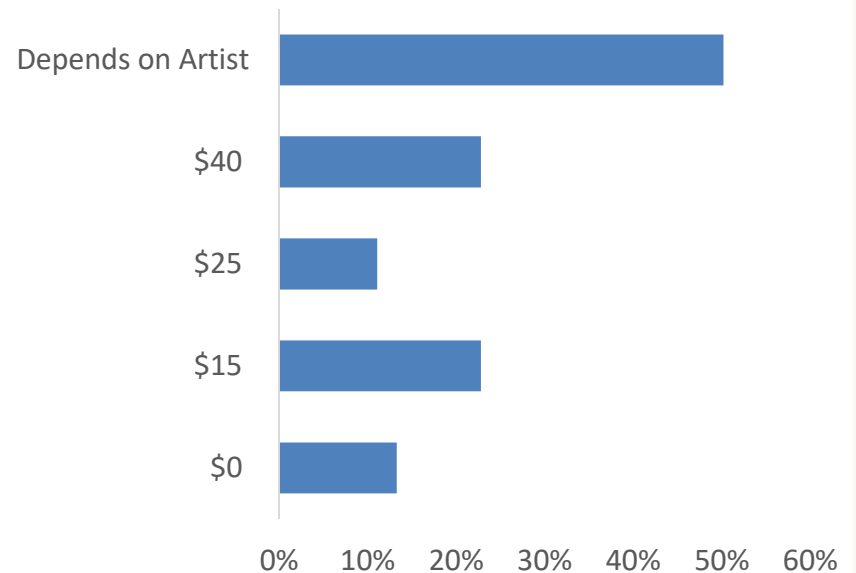
Q: Before COVID-19 how frequently did you visit the Confederation Centre?

# Online Acceptance

## Likelihood Of Paying



## Amount Willing To Pay



Q: Knowing the performers and crew were getting paid for their work, how much would you be willing to spend to view a live or taped performance online?



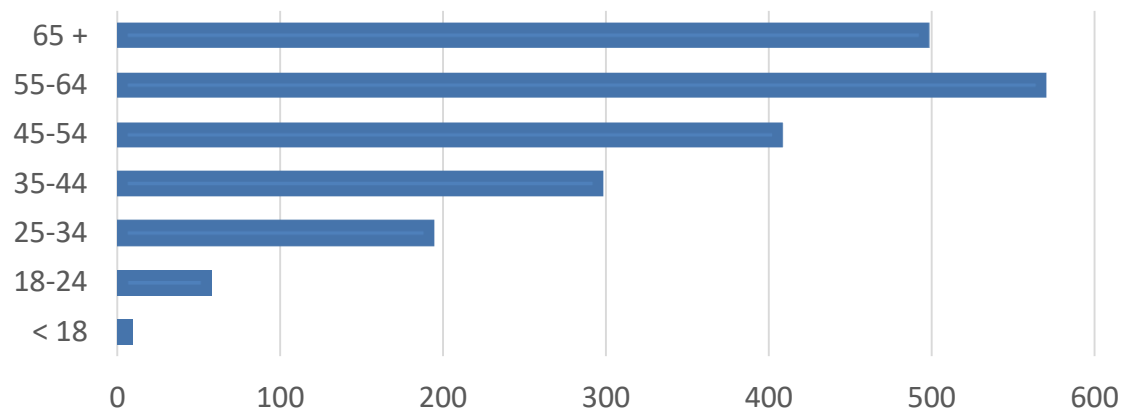


# Who Responded?

2074

Total Respondents

## AGE



## GENDER

