



In post-pandemic times arts continue to play a major role in the personal and community well-being of Ontarians.





The research gauged the opinions of Ontarians on the importance of the arts in improving quality of life, mental health, as well as opinions towards the arts as related to community, diversity, identity and government investment.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023, as part of an omnibus survey.

The research was commissioned by the Ontario Arts Council and was conducted by Nanos Research.

Key Findings



Ontarians believe the arts are important for a high quality of life

Although Ontarians are worried about paying for housing and groceries in this post-pandemic period, a strong majority still think arts are very important ([40%](#)) or somewhat important ([40%](#)) to improve their quality of life and their mental health ([41% very important, 38% somewhat important](#)). Additionally, Over eight in ten say it is very important ([45%](#)) or somewhat important ([40%](#)) for improving their community's quality of life.

Ontarians say that the arts have significant impact on community well-being

A strong majority of Ontarians strongly agree ([53%](#)) or somewhat agree ([32%](#)) that if their community lost its arts activities, the people living there would lose something of value or that art activities help enrich the quality of our lives ([55% strongly agree, 37% somewhat agree](#)). Ontarians show the highest level of agreement that engaging children in the arts is important to their overall development ([67% strongly agree, 29% somewhat agree](#)).

Ontarians show strong support for government investing in the arts

Three quarters of Ontarians strongly ([36%](#)) or somewhat agree ([38%](#)) that government should spend public dollars to invest in the arts. A majority also strongly ([42%](#)) or somewhat agree ([36%](#)) that investing in the arts to make them available to Ontarians is an important government investment.

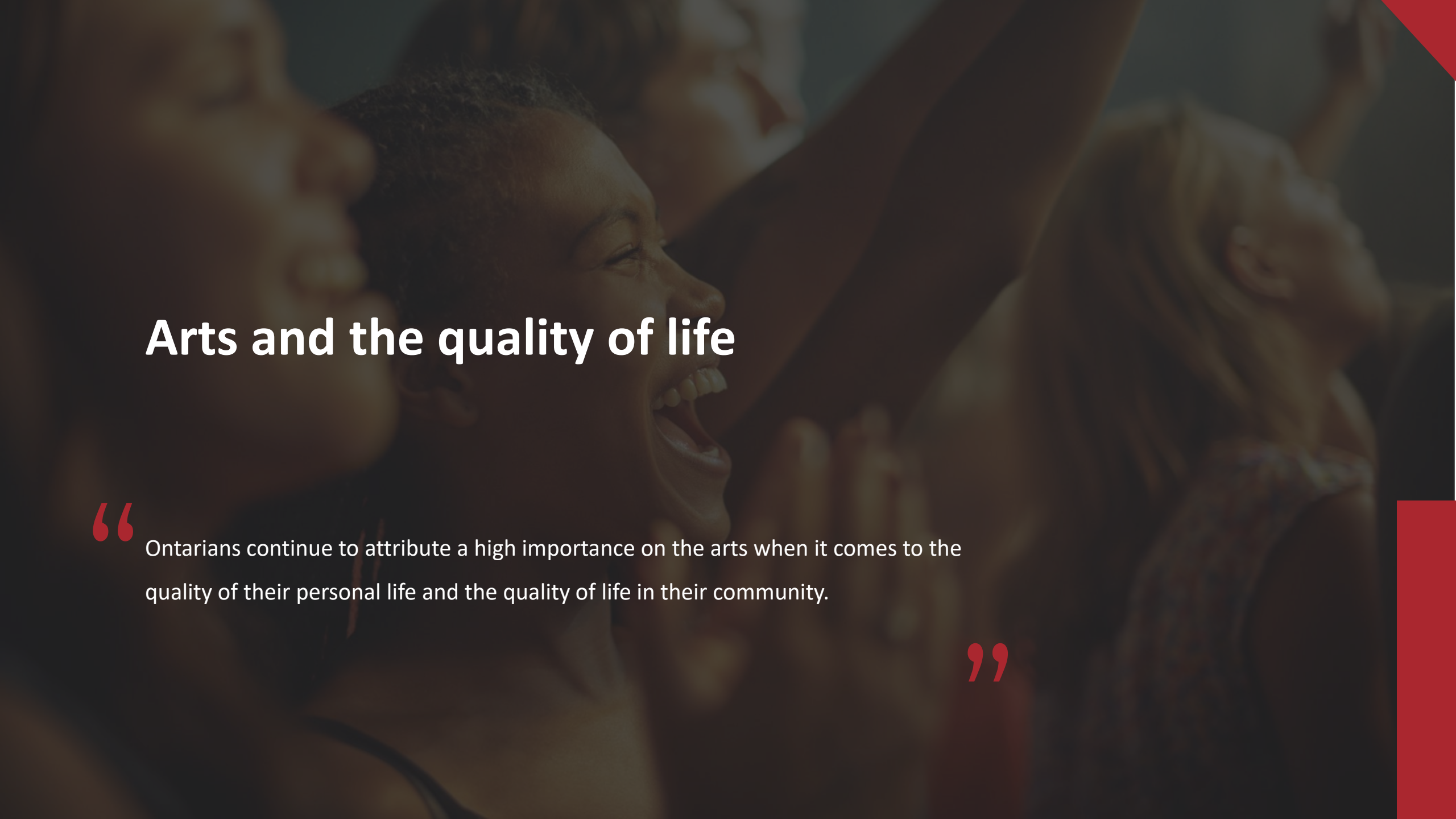
Strong majority of Ontarians say the arts are important to community building

Most Ontarians strongly or somewhat agree that participating in arts activities builds a shared sense of community identity ([44% and 43%, respectively](#)), they help us understand other cultures better ([50% and 38%, respectively](#)), and they help us express and define what it means to be Canadian ([40% and 42%, respectively](#)).

At a glance

The importance of the arts in improving...	Very/Somewhat important
Quality of your own life	80%
Your mental health	79%
Quality of life in your community	85%

Agreement with the following statements...	Strongly/somewhat agree
Engaging children in the arts is important to their overall development.	96%
Arts activities help enrich the quality of our lives	92%
An active local arts scene helps make a community a better place to live.	90%
The arts help us understand other cultures better.	89%
Participating in arts activities builds a shared sense of community identity.	87%
Arts experiences help bring people from diverse backgrounds together as a community.	86%
If my community lost its arts activities, people living there would lose something of value	85%
The arts help us express and define what it means to be Canadian.	82%
An active local arts scene helps communities attract businesses.	82%
Helping make the arts available to people in Ontario is an important government investment.	78%
Government should spend public dollars to invest in the arts.	74%
Arts activities do little or nothing for the well-being of a community	12%
I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community	13%

A group of people, including a woman in the foreground, are laughing and cheering with their arms raised. The image is dark and has a red diagonal stripe in the top right corner.

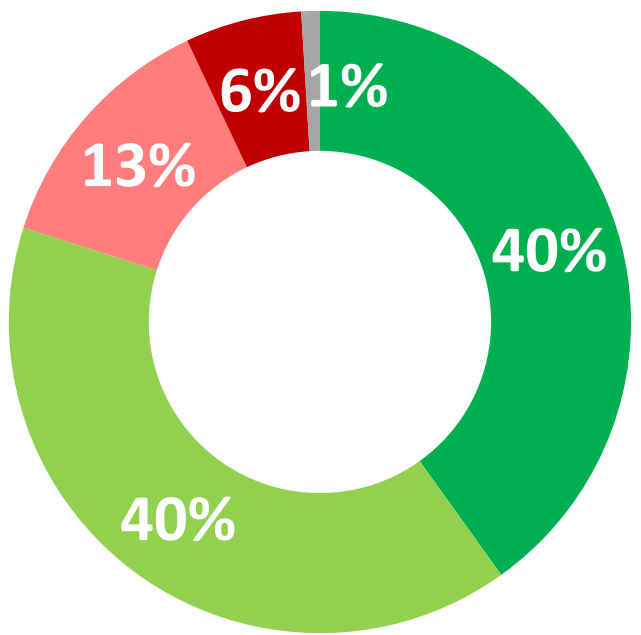
Arts and the quality of life

“

Ontarians continue to attribute a high importance on the arts when it comes to the quality of their personal life and the quality of life in their community.

”

Importance of the arts in one's own quality of life



- Very important
- Somewhat important
- Somewhat unimportant
- Very unimportant
- Unsure

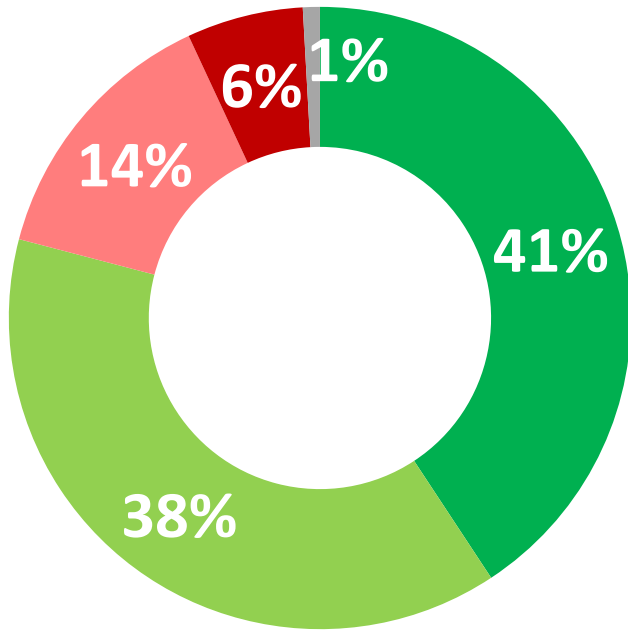
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Very important/ somewhat important	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
		74.9%	82.2%	75.9%	73.5%	87.5%	79.6%
Very important/ somewhat important	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
		76.1%	82.2%	76.4%	77.7%	83.5%	72.8%

Q – Thinking about all the things that improve the quality of YOUR OWN LIFE, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Importance of the arts to improve mental health



- Very important
- Somewhat important
- Somewhat unimportant
- Very unimportant
- Unsure

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

	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Very important/ somewhat important	74.0%	79.7%	78.4%	75.0%	85.0%	78.1%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	79.4%	80.8%	78.2%	76.9%	79.7%	71.6%	86.1%

Q – Thinking about all the things that improve your mental health, would you say the arts are very important, somewhat important, somewhat unimportant, or very unimportant?

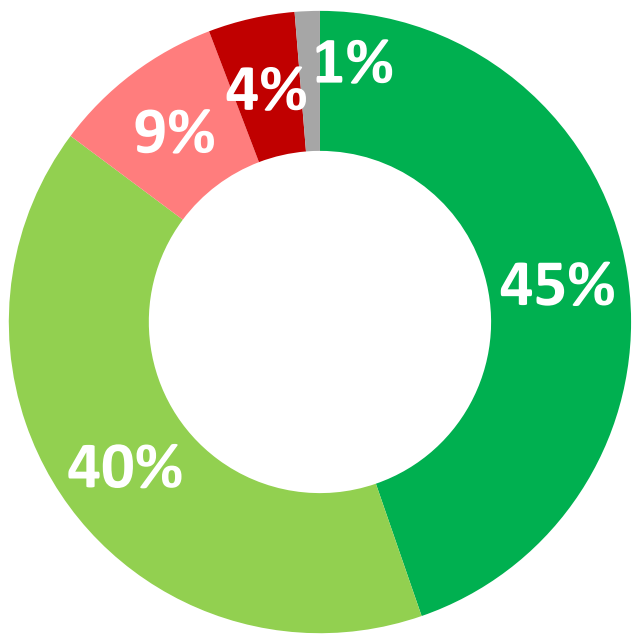
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.



ONTARIO ARTS COUNCIL
 CONSEIL DES ARTS DE L'ONTARIO
 an Ontario government agency
 un organisme du gouvernement de l'Ontario



Quality of life in the community



- Very important
- Somewhat important
- Somewhat unimportant
- Very unimportant
- Unsure

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

	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)
Very important/ somewhat important	81.1%	88.9%	79.1%	81.6%	88.7%	85.8%
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547) Women (n=453)
	83.2%	84.2%	84.6%	84.2%	87.7%	79.9% 90.2%

Q – Setting aside the importance of the arts to you personally, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant to improving the quality OF LIFE IN YOUR COMMUNITY?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.



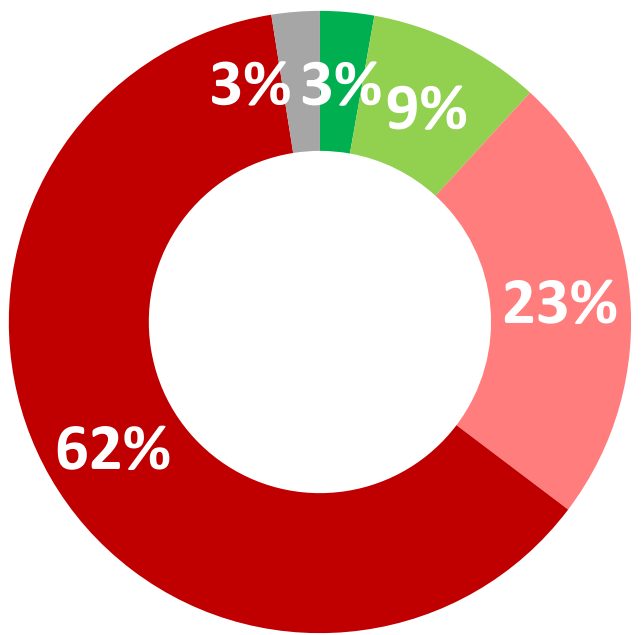
Arts and community well-being

“

Ontarians show the strongest agreement with the statement that engaging children in the arts is important to their overall development, with nearly all who strongly agree (67%) or somewhat agree (29%).

”

Arts activities do little or nothing for the well-being of a community



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Strongly disagree/ Somewhat disagree	83.1%	89.9%	82.9%	82.5%	89.0%	84.5%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	78.7%	84.7%	84.6%	86.5%	89.7%	82.5%	88.7%

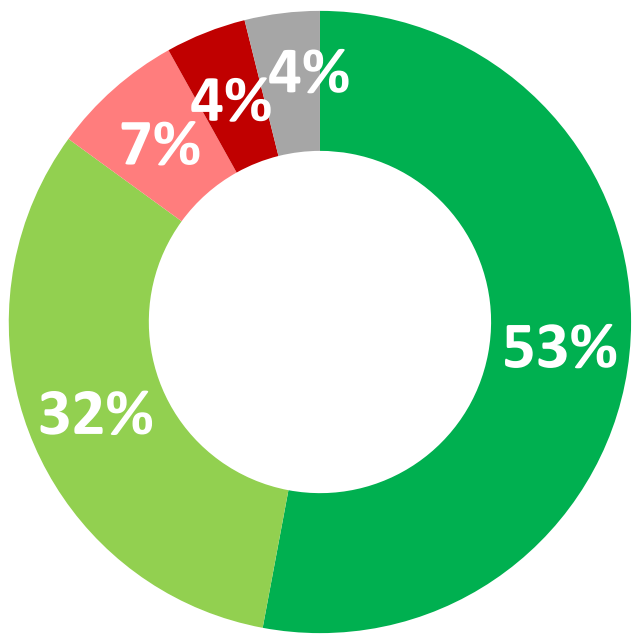
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

Arts activities do little or nothing for the well-being of a community.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

If my community lost its arts activities, people living there would lose something of value.



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

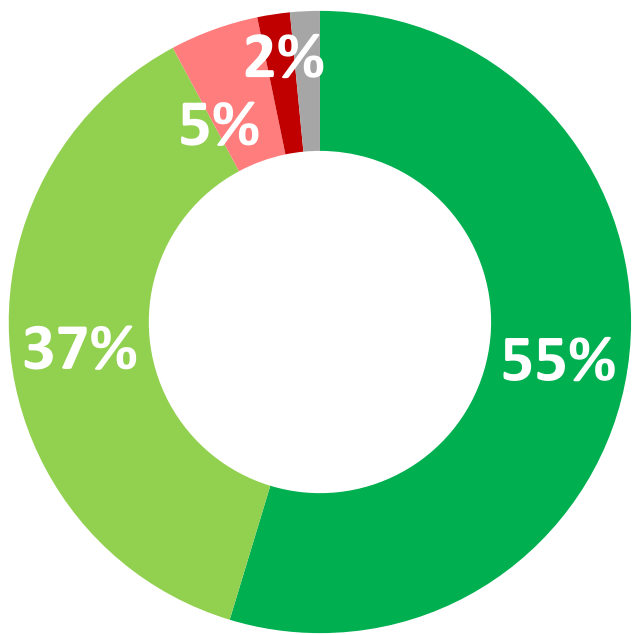
Strongly agree/
Somewhat agree

	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
89.3%	89.3%	80.9%	80.0%	86.3%	87.1%		
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
82.6%	87.1%	82.8%	85.4%	86.1%	81.0%	89.0%	

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]
If my community lost its arts activities, people living there would lose something of value.

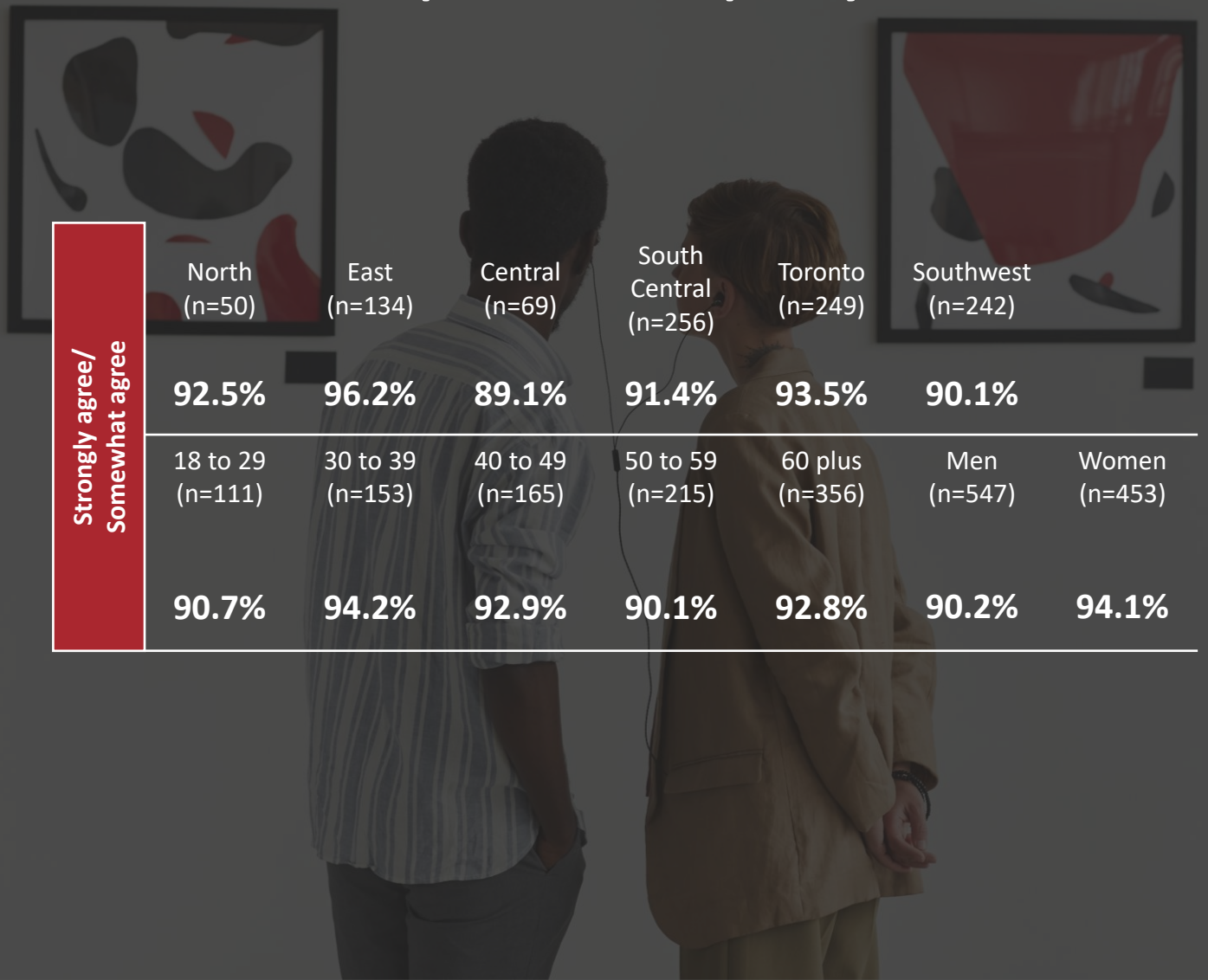
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Arts activities help enrich the quality of our lives



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

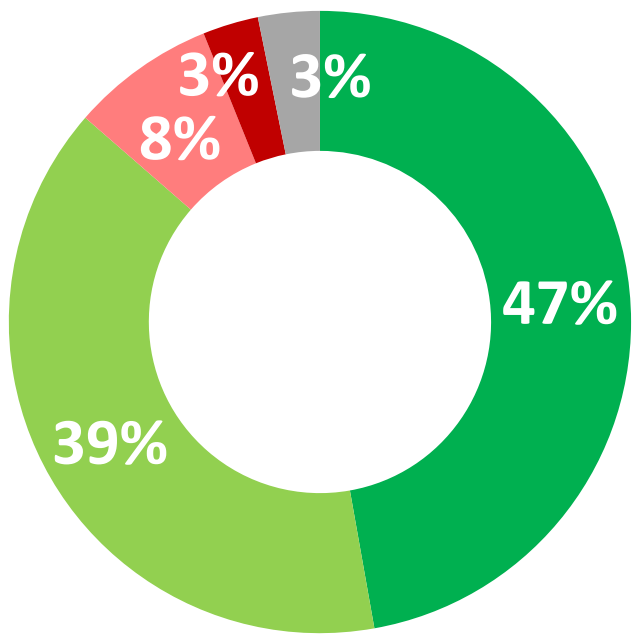


Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

Arts activities help enrich the quality of our lives

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Arts experiences help bring people from diverse backgrounds together as a community



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

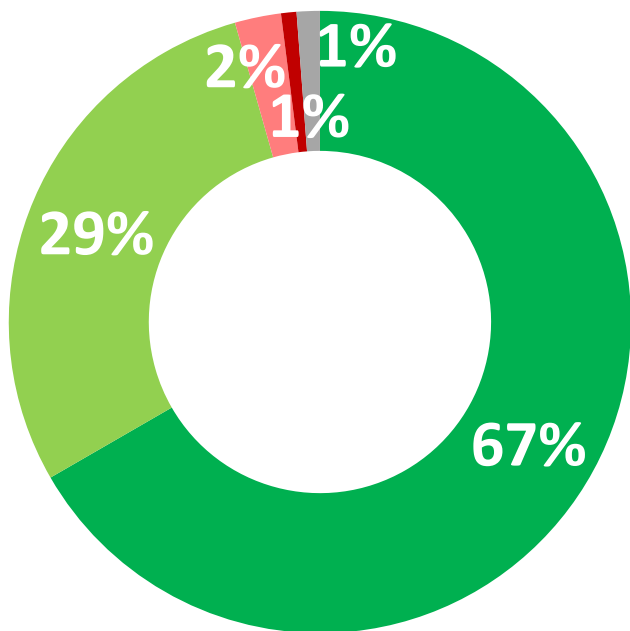
	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Strongly agree/ Somewhat agree	85.4%	87.4%	80.3%	84.7%	88.5%	87.5%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	84.1%	90.6%	84.1%	87.1%	86.0%	80.4%	92.1%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

Arts experiences help bring people from diverse backgrounds together as a community.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Engaging children in the arts is important to their overall development



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)
Strongly agree/ Somewhat agree	96.4%	97.3%	93.3%	94.4%	96.1%	95.6%
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547) Women (n=453)
	93.8%	96.7%	94.9%	96.2%	95.6%	92.6% 98.3%

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

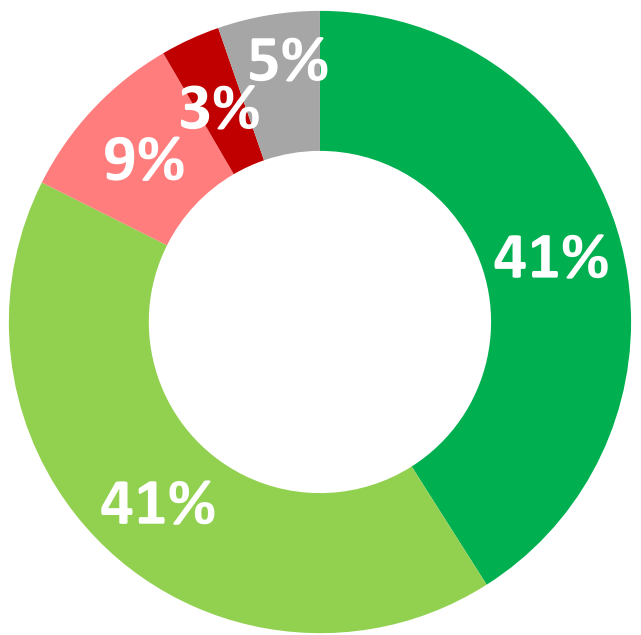
Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

Engaging children in the arts is important to their overall development

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.



An active local arts scene helps communities attract businesses



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

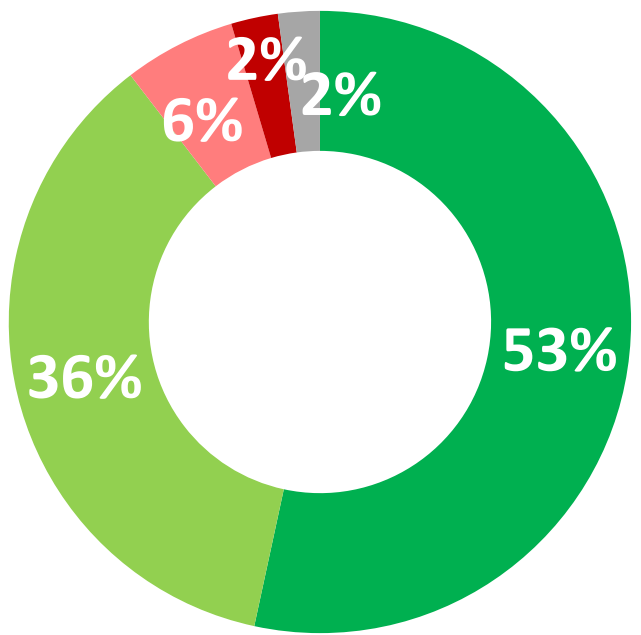
	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Strongly agree/ Somewhat agree	77.9%	85.4%	81.6%	78.4%	83.8%	84.7%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	84.0%	88.4%	82.4%	83.3%	78.0%	77.3%	87.3%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

An active local arts scene helps communities attract businesses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

An active local arts scene helps make a community a better place to live



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

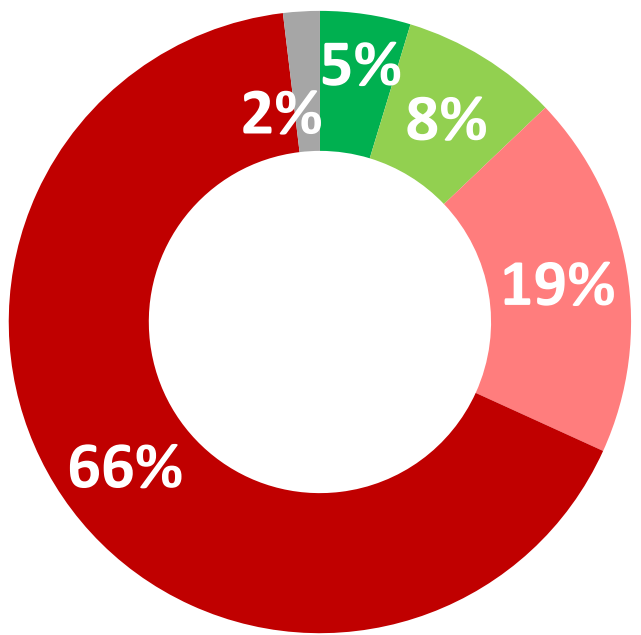
	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Strongly agree/ Somewhat agree	89.3%	96.2%	90.6%	86.8%	89.8%	88.3%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	88.7%	90.5%	93.1%	89.2%	88.2%	86.1%	92.8%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

An active local arts scene helps make a community a better place to live.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Strongly disagree/ Somewhat disagree	89.7%	86.4%	81.7%	81.3%	85.7%	88.0%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	76.5%	88.1%	85.3%	86.0%	87.5%	80.3%	89.8%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]
I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community.

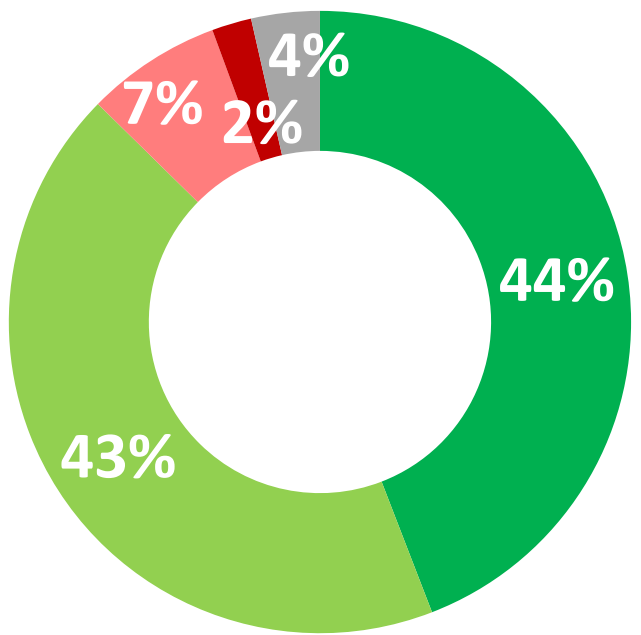
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Arts and identity and belonging

“ Ontarians continue to show strong agreement that arts help build a shared sense of community identity, help us understand other cultures and help us express and define what it means to be Canadian. ”

Participating in arts activities builds a shared sense of community identity



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

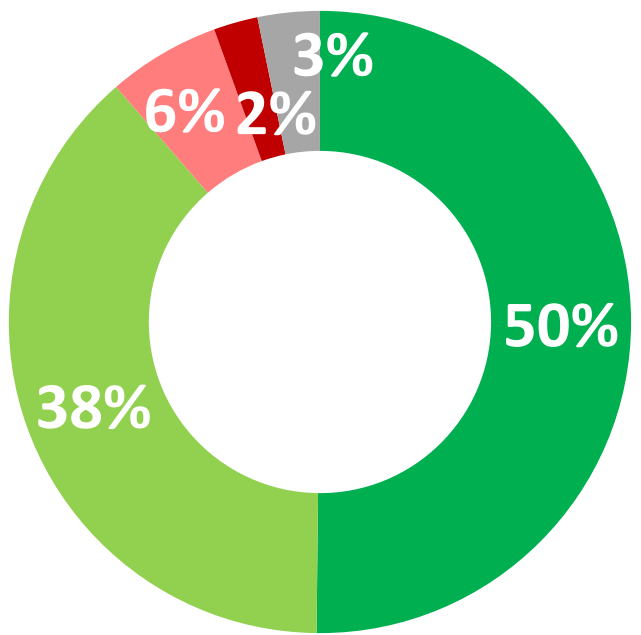
	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Strongly agree/ Somewhat agree	88.6%	86.7%	86.2%	84.1%	87.6%	90.8%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	84.0%	92.9%	87.6%	86.8%	86.4%	82.4%	92.0%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

Participating in arts activities builds a shared sense of community identity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

The arts help us understand other cultures better



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

Strongly agree/
Somewhat agree

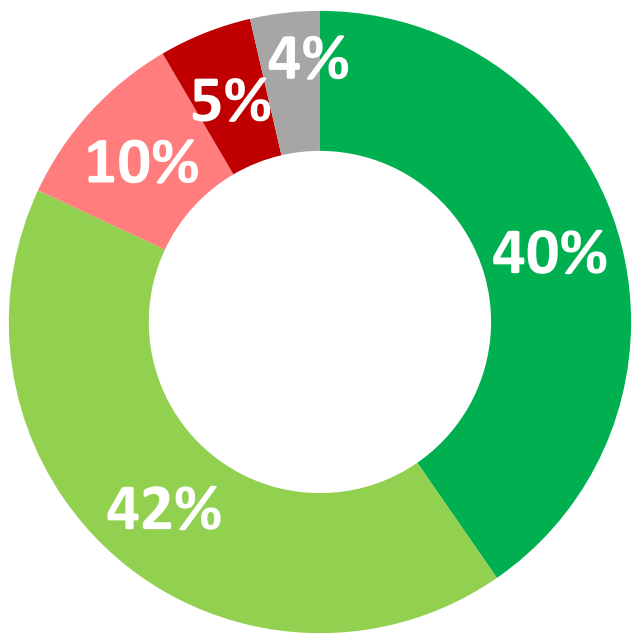
	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
	96.1%	87.8%	89.0%	87.9%	87.5%	89.3%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	90.3%	93.4%	86.4%	88.8%	86.1%	83.9%	93.1%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

The arts help us understand other cultures better.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

The arts help us express and define what it means to be Canadian



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Strongly agree/ Somewhat agree	74.7%	81.4%	81.4%	80.6%	83.9%	83.4%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	79.9%	83.9%	77.8%	85.0%	81.9%	78.1%	85.6%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

The arts help us express and define what it means to be Canadian.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.



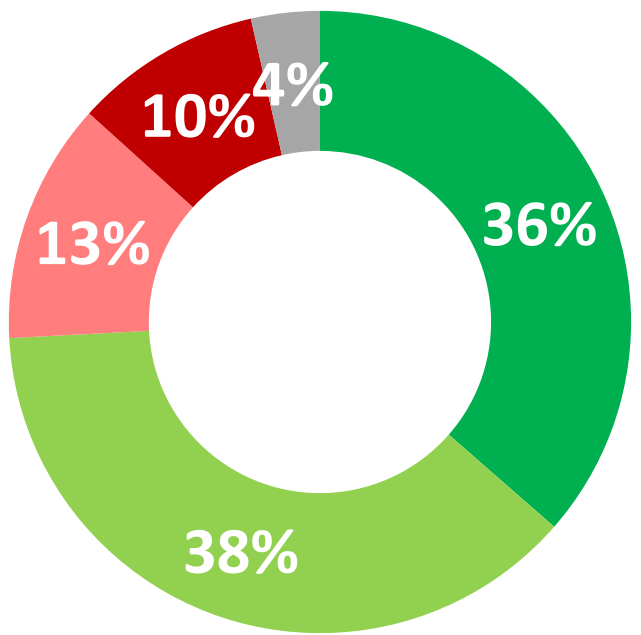
Government investment in the arts

“

Agreement with the need for government investment in the arts and the importance of such investments remains high among Ontarians.

”

Government should spend public dollars to invest in the arts



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

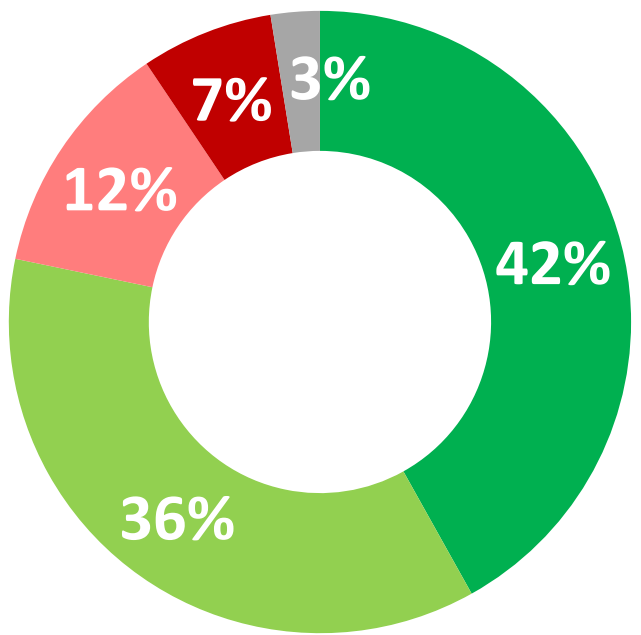
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Strongly agree/ Somewhat agree	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
		66.2%	79.5%	68.2%	66.8%	80.1%	76.0%
Strongly agree/ Somewhat agree	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
		79.0%	73.7%	72.5%	72.6%	73.7%	67.4%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]
Government should spend public dollars to invest in the arts.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Helping make the arts available to people in Ontario is an important government investment



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

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

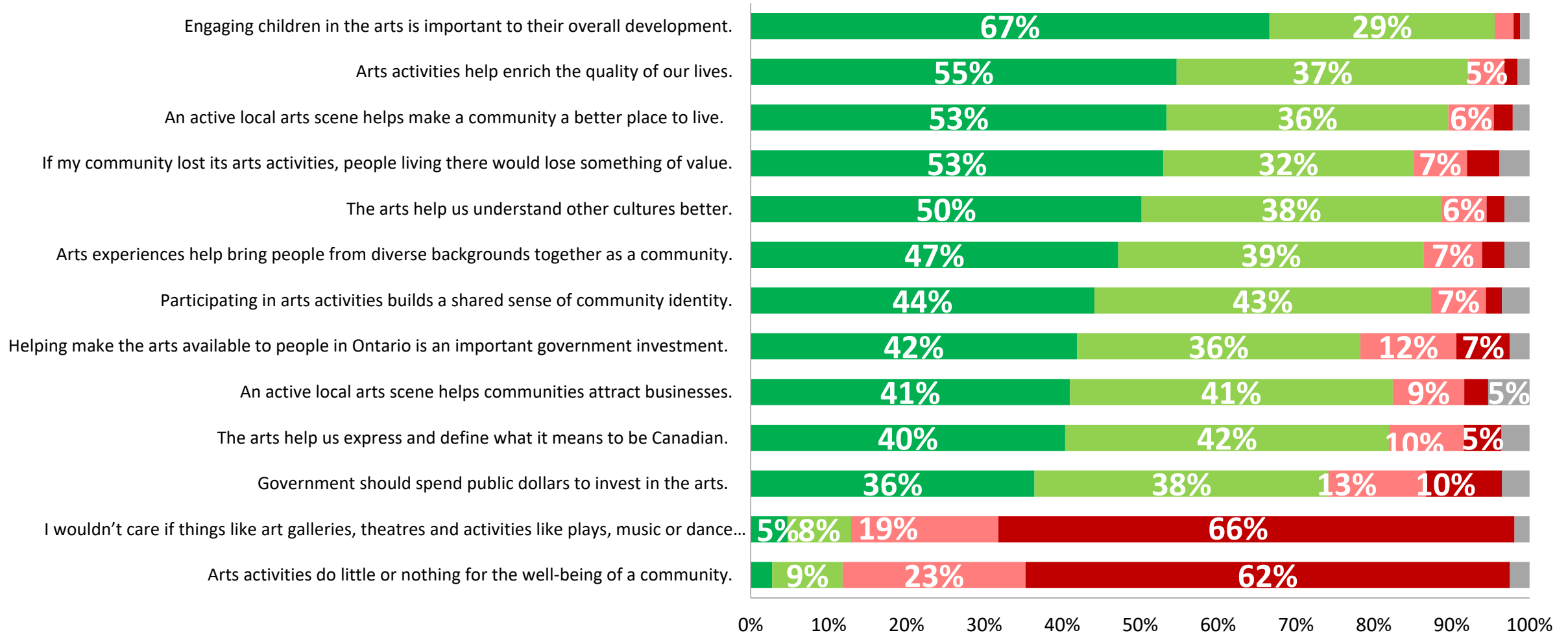
	North (n=50)	East (n=134)	Central (n=69)	South Central (n=256)	Toronto (n=249)	Southwest (n=242)	
Strongly agree/ Somewhat agree	76.7%	80.9%	70.4%	73.3%	81.8%	80.7%	
	18 to 29 (n=111)	30 to 39 (n=153)	40 to 49 (n=165)	50 to 59 (n=215)	60 plus (n=356)	Men (n=547)	Women (n=453)
	74.0%	82.3%	74.9%	77.3%	80.3%	71.3%	84.9%

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

Helping make the arts available to people in Ontario is an important government investment

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 2nd, 2023, n=1,000 Ontarians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Summary: Level of agreement with statements on arts



*Weighted to the true population proportion.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Unsure

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

*Data labels under 5% have been removed for clarity.

Q – Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Ontario.

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

The margin of error for a random survey of 1,000 Ontarians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by The Ontario Arts Council and was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Ontario Arts Council	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Ontario. See tables for full weighting disclosure.
Population and Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Ontario.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report are organized by theme. Please refer to the appended tabulations for the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on foreign interference, views on Canada-US relations, views on the federal budget, views on immigration, views on the future standard of living, views on Nordic nations, and views on the Fishery.
Demographics (Captured)	Ontario; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	February 26 th to March 2 nd , 2023.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



nanos dimap analytika



NANOS RUTHERFORD MCKAY & Co.

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

ABOUT NANOS

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co



Nanos services

- ✓ As premier market and public opinion research firms, we conduct research around the world for a variety of clients.
- ✓ Nanos offers a full suite of services ranging from bespoke research engagements to strategic assessments and mission planning. Our firm applies the latest machine learning algorithms to deliver exceptionally rigorous and insightful intelligence to clients.
- ✓ At Nanos, we believe that small steps can lead to large insights. We'll sit down with you to learn about your challenges and work on them together.
- ✓ For more information about how we can help, please visit us at:
www.nanos.co

Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to exceed the highest standards.

Since

1987

top executives have turned to Nanos for world-class data and strategic insight.





TABULATIONS



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET

Our next few questions are about arts and the public value of arts in Ontario. When we say “the arts,” we are thinking about people like musicians, writers and painters working in your community, places like art galleries and theatres, and activities like art festivals, plays, music or dance performances.

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Thinking about all the things that improve the quality of YOUR OWN LIFE, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant?	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Very important	%	40.1	40.5	39.7	31.6	48.2	42.6	39.4	39.1
	Somewhat important	%	39.8	40.0	39.6	41.2	38.5	36.4	39.5	42.2
	Somewhat unimportant	%	13.1	11.7	14.3	17.0	9.3	11.2	14.9	12.9
	Very unimportant	%	6.1	6.7	5.4	9.1	3.2	9.3	5.2	4.7
	Unsure	%	1.0	1.0	0.9	1.1	0.8	0.6	1.1	1.1

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Thinking about all the things that improve your mental health, would you say the arts are very important, somewhat important, somewhat unimportant, or very unimportant?	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Very important	%	40.7	41.0	40.5	34.0	47.1	43.5	42.0	38.0
	Somewhat important	%	38.4	39.4	37.4	37.6	39.1	36.0	36.9	40.9
	Somewhat unimportant	%	14.0	13.5	14.4	18.7	9.6	14.3	14.2	13.7
	Very unimportant	%	6.1	5.3	6.7	8.7	3.5	6.3	5.8	6.1
	Unsure	%	0.9	0.7	1.0	1.0	0.8	0.0	1.1	1.3

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Setting aside the importance of the arts to you personally, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant to improving the quality OF LIFE IN YOUR COMMUNITY?	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Very important	%	44.7	44.8	44.6	36.6	52.4	44.3	43.5	45.9
	Somewhat important	%	40.5	40.3	40.6	43.3	37.8	36.9	43.1	40.7
	Somewhat unimportant	%	9.0	8.6	9.4	11.9	6.3	10.3	8.0	8.9
	Very unimportant	%	4.5	4.1	4.9	6.4	2.6	7.4	3.9	3.1
	Unsure	%	1.3	2.2	0.5	1.8	0.9	1.0	1.5	1.3

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Arts activities do little or nothing for the well-being of a community	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	2.8	2.7	2.8	4.0	1.6	4.6	2.5	1.7
	Somewhat agree	%	9.0	9.8	8.4	10.6	7.5	12.7	9.2	6.6
	Somewhat disagree	%	23.5	23.3	23.7	28.3	18.9	23.8	22.3	24.2
	Strongly disagree	%	62.2	62.0	62.4	54.2	69.8	56.6	62.8	65.3
	Unsure	%	2.5	2.2	2.8	2.9	2.2	2.3	3.2	2.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - If my community lost its arts activities, people living there would lose something of value	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	53.0	53.4	52.5	46.8	58.8	53.7	51.0	54.0
	Somewhat agree	%	32.1	29.3	34.7	34.2	30.2	29.4	34.5	32.0
	Somewhat disagree	%	6.9	7.9	5.9	9.5	4.4	7.0	7.0	6.7
	Strongly disagree	%	4.2	5.1	3.2	5.3	3.1	6.0	3.9	3.1
	Unsure	%	3.9	4.3	3.5	4.3	3.5	3.8	3.6	4.2

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Arts activities help enrich the quality of our lives	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	54.7	56.0	53.5	45.2	63.7	53.3	54.2	55.9
	Somewhat agree	%	37.5	36.2	38.6	44.9	30.4	39.2	38.2	35.9
	Somewhat disagree	%	4.6	4.1	5.1	4.8	4.5	6.4	3.5	4.3
	Strongly disagree	%	1.7	1.8	1.5	2.4	1.1	1.0	2.3	1.6
	Unsure	%	1.5	1.8	1.3	2.7	0.4	0.0	1.8	2.3

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Government should spend public dollars to invest in the arts	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	36.4	39.5	33.6	29.6	43.0	37.1	35.8	36.5
	Somewhat agree	%	37.7	33.8	41.4	37.9	37.6	38.1	38.2	37.2
	Somewhat disagree	%	12.5	14.2	11.0	15.1	10.0	13.2	10.9	13.3
	Strongly disagree	%	9.7	9.0	10.4	14.2	5.5	8.4	11.6	9.2
	Unsure	%	3.6	3.6	3.5	3.2	3.9	3.2	3.5	3.9

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Arts experiences help bring people from diverse backgrounds together as a community	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	47.2	48.1	46.3	35.7	58.1	50.0	46.7	45.8
	Somewhat agree	%	39.2	38.4	40.0	44.7	34.0	36.6	38.8	41.2
	Somewhat disagree	%	7.5	7.4	7.5	10.1	4.9	8.8	7.6	6.5
	Strongly disagree	%	2.9	3.0	2.8	4.6	1.2	2.8	3.6	2.4
	Unsure	%	3.2	3.0	3.4	4.8	1.7	1.7	3.3	4.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.

www.nanos.co



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age			
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus	
Question - Engaging children in the arts is important to their overall development	Total	Unwgt N	1000	477	523	547	453	177	371	452	
		Wgt N	1000	478	522	487	513	262	318	420	
		Strongly agree	%	66.6	67.6	65.7	57.7	75.1	64.9	65.2	68.7
		Somewhat agree	%	28.9	27.4	30.3	34.9	23.2	29.6	30.7	27.1
		Somewhat disagree	%	2.4	2.8	2.1	3.9	1.1	4.9	1.8	1.3
		Strongly disagree	%	0.8	0.7	1.0	1.3	0.4	0.6	0.5	1.3
		Unsure	%	1.2	1.5	0.9	2.3	0.2	0.0	1.7	1.6

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age			
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus	
Question - An active local arts scene helps communities attract businesses	Total	Unwgt N	1000	477	523	547	453	177	371	452	
		Wgt N	1000	478	522	487	513	262	318	420	
		Strongly agree	%	41.0	40.3	41.6	30.0	51.4	43.7	41.0	39.3
		Somewhat agree	%	41.4	40.0	42.8	47.4	35.8	42.4	43.9	39.0
		Somewhat disagree	%	9.2	10.7	7.8	12.7	5.9	9.4	7.8	10.1
		Strongly disagree	%	3.1	3.8	2.3	3.9	2.2	2.0	3.3	3.5
		Unsure	%	5.3	5.2	5.5	6.0	4.7	2.6	4.0	8.1

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age			
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus	
Question - An active local arts scene helps make a community a better place to live.	Total	Unwgt N	1000	477	523	547	453	177	371	452	
		Wgt N	1000	478	522	487	513	262	318	420	
		Strongly agree	%	53.4	52.2	54.5	45.2	61.1	51.7	52.3	55.3
		Somewhat agree	%	36.2	35.8	36.6	40.9	31.7	36.5	40.5	32.7
		Somewhat disagree	%	5.8	7.1	4.7	8.2	3.6	7.8	4.4	5.7
		Strongly disagree	%	2.4	2.6	2.3	3.2	1.7	2.3	1.8	3.0
		Unsure	%	2.2	2.4	2.0	2.4	1.9	1.7	1.0	3.3

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age			
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus	
Question - I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community	Total	Unwgt N	1000	477	523	547	453	177	371	452	
		Wgt N	1000	478	522	487	513	262	318	420	
		Strongly agree	%	4.7	5.8	3.8	6.7	2.8	6.8	3.9	4.0
		Somewhat agree	%	8.2	9.3	7.1	10.1	6.4	11.1	6.9	7.3
		Somewhat disagree	%	18.9	16.3	21.3	22.2	15.8	20.0	20.4	17.1
		Strongly disagree	%	66.3	66.9	65.7	58.1	74.0	61.0	66.4	69.5
		Unsure	%	1.9	1.7	2.1	2.9	1.1	1.0	2.3	2.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
			Question - Participating in arts activities builds a shared sense of community identity	Total	Unwgt N	1000	477	523	547	453
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	44.1	44.9	43.4	33.3	54.4	49.7	43.3	41.2
	Somewhat agree	%	43.2	40.6	45.7	49.1	37.6	39.3	44.1	45.0
	Somewhat disagree	%	7.0	7.4	6.7	10.0	4.2	7.0	7.8	6.4
	Strongly disagree	%	2.1	2.8	1.4	3.6	0.7	2.7	1.8	1.9
	Unsure	%	3.6	4.3	2.8	4.0	3.1	1.2	2.9	5.5

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
			Question - The arts help us understand other cultures better	Total	Unwgt N	1000	477	523	547	453
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	50.2	49.8	50.5	39.8	60.0	57.5	48.0	47.2
	Somewhat agree	%	38.5	38.0	38.9	44.1	33.1	33.7	40.7	39.8
	Somewhat disagree	%	5.9	6.3	5.4	9.2	2.7	4.4	6.8	6.1
	Strongly disagree	%	2.3	2.0	2.6	3.8	0.9	3.4	1.5	2.2
	Unsure	%	3.2	3.9	2.6	3.1	3.4	1.0	3.0	4.8

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
			Question - The arts help us express and define what it means to be Canadian	Total	Unwgt N	1000	477	523	547	453
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	40.4	39.4	41.3	35.2	45.2	42.2	39.7	39.7
	Somewhat agree	%	41.6	42.5	40.7	42.8	40.4	39.7	41.0	43.2
	Somewhat disagree	%	9.6	9.5	9.7	11.8	7.6	11.5	10.4	7.9
	Strongly disagree	%	4.8	5.4	4.3	7.3	2.5	5.0	5.4	4.3
	Unsure	%	3.6	3.2	4.0	2.8	4.4	1.6	3.5	4.9

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
			Question - Helping make the arts available to people in Ontario is an important government investment	Total	Unwgt N	1000	477	523	547	453
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	41.9	43.7	40.2	33.6	49.8	44.1	40.8	41.3
	Somewhat agree	%	36.4	33.7	38.8	37.7	35.1	33.0	36.2	38.6
	Somewhat disagree	%	12.3	12.8	11.9	15.9	9.0	14.0	11.7	11.7
	Strongly disagree	%	6.9	7.3	6.5	10.3	3.6	7.8	7.7	5.7
	Unsure	%	2.5	2.5	2.6	2.5	2.6	1.1	3.6	2.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET By Alternate Region and Age Groupings

Our next few questions are about arts and the public value of arts in Ontario. When we say “the arts,” we are thinking about people like musicians, writers and painters working in your community, places like art galleries and theatres, and activities like art festivals, plays, music or dance performances.

			Zone						
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest
Question - Thinking about all the things that improve the quality of YOUR OWN LIFE, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant?	Total	Unwgt N	1000	50	134	69	256	249	242
		Wgt N	1000	51	134	67	252	251	244
	Very important	%	40.1	36.5	40.1	33.7	30.6	49.5	42.7
	Somewhat important	%	39.8	38.4	42.1	42.2	42.9	38.0	36.9
	Somewhat unimportant	%	13.1	13.2	14.9	18.5	16.7	7.1	13.0
	Very unimportant	%	6.1	9.6	2.2	5.6	8.3	5.1	6.2
	Unsure	%	1.0	2.3	0.7	0.0	1.5	0.3	1.1

			Age				
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Thinking about all the things that improve the quality of YOUR OWN LIFE, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant?	Total	Unwgt N	111	153	165	215	356
		Wgt N	164	173	141	198	324
	Very important	%	43.3	39.0	37.5	43.0	38.4
	Somewhat important	%	32.8	43.3	39.0	34.7	45.0
	Somewhat unimportant	%	13.5	10.0	15.9	16.0	11.5
	Very unimportant	%	10.4	6.9	6.5	4.9	3.9
	Unsure	%	0.0	0.9	1.2	1.4	1.1

			Zone						
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest
Question - Thinking about all the things that improve your mental health, would you say the arts are very important, somewhat important, somewhat unimportant, or very unimportant?	Total	Unwgt N	1000	50	134	69	256	249	242
		Wgt N	1000	51	134	67	252	251	244
	Very important	%	40.7	42.3	39.3	34.6	36.3	44.8	43.3
	Somewhat important	%	38.4	31.7	40.4	43.8	38.7	40.2	34.8
	Somewhat unimportant	%	14.0	18.0	15.1	12.1	18.1	9.5	13.4
	Very unimportant	%	6.1	5.7	3.8	8.1	6.0	4.8	8.2
	Unsure	%	0.9	2.3	1.4	1.4	1.0	0.7	0.3

			Age				
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Thinking about all the things that improve your mental health, would you say the arts are very important, somewhat important, somewhat unimportant, or very unimportant?	Total	Unwgt N	111	153	165	215	356
		Wgt N	164	173	141	198	324
	Very important	%	44.9	38.8	44.2	42.1	37.2
	Somewhat important	%	34.5	42.0	34.0	34.7	42.5
	Somewhat unimportant	%	14.2	12.9	14.7	14.6	13.7
	Very unimportant	%	6.4	5.8	5.9	7.7	5.1
	Unsure	%	0.0	0.5	1.2	0.8	1.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET By Alternate Region and Age Groupings

			Zone						
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest
Question - Setting aside the importance of the arts to you personally, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant to improving the quality OF LIFE IN YOUR COMMUNITY?	Total	Unwgt N	1000	50	134	69	256	249	242
		Wgt N	1000	51	134	67	252	251	244
	Very important	%	44.7	47.8	39.5	46.4	34.0	54.7	47.3
	Somewhat important	%	40.5	33.3	49.4	32.8	47.6	33.9	38.6
	Somewhat unimportant	%	9.0	12.1	8.8	11.0	10.9	6.0	9.0
	Very unimportant	%	4.5	4.6	2.2	9.9	4.4	4.3	4.5
	Unsure	%	1.3	2.3	0.0	0.0	3.2	1.0	0.6

			Age				
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Setting aside the importance of the arts to you personally, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant to improving the quality OF LIFE IN YOUR COMMUNITY?	Total	Unwgt N	111	153	165	215	356
		Wgt N	164	173	141	198	324
	Very important	%	45.1	44.3	42.9	45.6	44.9
	Somewhat important	%	38.1	39.9	41.7	38.5	42.7
	Somewhat unimportant	%	9.7	8.4	9.2	10.2	8.1
	Very unimportant	%	7.1	5.8	4.5	4.3	2.5
	Unsure	%	0.0	1.6	1.7	1.2	1.7

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone						
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest
Question - Arts activities do little or nothing for the well-being of a community	Total	Unwgt N	1000	50	134	69	256	249	242
		Wgt N	1000	51	134	67	252	251	244
	Strongly agree	%	2.8	3.5	4.0	3.4	2.3	2.9	2.0
	Somewhat agree	%	9.0	9.6	2.9	11.3	12.3	6.9	10.6
	Somewhat disagree	%	23.5	28.0	29.0	22.4	27.8	18.5	20.4
	Strongly disagree	%	62.2	55.0	60.9	60.5	54.7	70.5	64.1
	Unsure	%	2.5	3.9	3.1	2.4	3.0	1.2	2.9

			Age				
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Arts activities do little or nothing for the well-being of a community	Total	Unwgt N	111	153	165	215	356
		Wgt N	164	173	141	198	324
	Strongly agree	%	6.4	2.4	2.9	1.2	2.0
	Somewhat agree	%	13.3	10.1	8.2	10.5	5.8
	Somewhat disagree	%	19.3	28.4	22.7	20.3	25.3
	Strongly disagree	%	59.3	56.3	61.9	66.2	64.4
	Unsure	%	1.7	2.9	4.2	1.8	2.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET By Alternate Region and Age Groupings

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - If my community lost its arts activities, people living there would lose something of value	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	53.0	53.5	56.7	47.5	43.3	63.1	51.9
		Somewhat agree	%	32.1	35.8	32.6	33.4	36.7	23.2	35.2
		Somewhat disagree	%	6.9	3.9	5.1	6.7	9.0	5.9	7.2
		Strongly disagree	%	4.2	1.6	2.0	6.6	6.1	4.6	2.8
		Unsure	%	3.9	5.2	3.6	5.9	4.9	3.2	2.9

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - If my community lost its arts activities, people living there would lose something of value	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	57.1	49.1	50.2	52.0	54.7
		Somewhat agree	%	25.6	38.0	32.6	33.4	31.3
		Somewhat disagree	%	7.1	5.7	8.2	8.1	6.1
		Strongly disagree	%	7.7	2.9	3.5	4.9	2.9
		Unsure	%	2.6	4.4	5.6	1.7	4.9

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - Arts activities help enrich the quality of our lives	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	54.7	57.9	56.7	42.7	47.9	63.3	54.3
		Somewhat agree	%	37.5	34.6	39.5	46.3	43.5	30.2	35.8
		Somewhat disagree	%	4.6	5.9	2.2	4.6	4.1	3.7	7.1
		Strongly disagree	%	1.7	0.0	1.1	6.3	2.1	1.7	0.6
		Unsure	%	1.5	1.6	0.5	0.0	2.4	1.0	2.2

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Arts activities help enrich the quality of our lives	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	56.6	51.7	54.1	54.8	55.5
		Somewhat agree	%	34.1	42.5	38.8	35.3	37.3
		Somewhat disagree	%	7.7	3.4	3.6	5.2	3.8
		Strongly disagree	%	1.7	1.4	1.8	2.7	1.2
		Unsure	%	0.0	1.0	1.7	1.9	2.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET By Alternate Region and Age Groupings

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - Government should spend public dollars to invest in the arts	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	36.4	23.8	33.4	27.8	29.3	47.6	38.9
		Somewhat agree	%	37.7	42.4	46.0	40.3	37.5	32.5	37.2
		Somewhat disagree	%	12.5	11.9	12.6	13.7	15.4	12.1	9.8
		Strongly disagree	%	9.7	16.7	6.4	16.4	12.9	5.4	9.5
		Unsure	%	3.6	5.2	1.6	1.7	4.9	2.4	4.7

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Government should spend public dollars to invest in the arts	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	39.1	33.8	38.5	37.1	35.2
		Somewhat agree	%	39.9	39.9	34.0	35.5	38.5
		Somewhat disagree	%	9.3	14.6	11.6	11.2	14.2
		Strongly disagree	%	11.7	5.9	11.0	13.2	8.1
		Unsure	%	0.0	5.8	4.8	3.0	4.0

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - Arts experiences help bring people from diverse backgrounds together as a community	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	47.2	46.2	50.5	34.8	39.3	55.7	48.4
		Somewhat agree	%	39.2	39.2	37.0	45.5	45.4	32.8	39.1
		Somewhat disagree	%	7.5	9.1	6.1	13.9	9.7	5.0	6.3
		Strongly disagree	%	2.9	2.3	2.6	3.4	1.7	4.0	3.0
		Unsure	%	3.2	3.2	3.8	2.4	3.9	2.5	3.1

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Arts experiences help bring people from diverse backgrounds together as a community	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	51.1	48.6	47.3	46.7	44.7
		Somewhat agree	%	33.1	42.0	36.8	40.4	41.3
		Somewhat disagree	%	9.5	6.7	7.1	6.3	7.7
		Strongly disagree	%	4.5	1.3	3.5	3.8	2.0
		Unsure	%	1.8	1.3	5.3	2.8	4.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET By Alternate Region and Age Groupings

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - Engaging children in the arts is important to their overall development	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	66.6	59.2	71.3	54.5	60.3	73.7	68.0
		Somewhat agree	%	28.9	37.2	26.0	38.9	34.1	22.3	27.5
		Somewhat disagree	%	2.4	3.6	1.7	2.2	3.0	2.3	2.2
		Strongly disagree	%	0.8	0.0	1.0	4.4	1.1	0.3	0.3
		Unsure	%	1.2	0.0	0.0	0.0	1.6	1.3	2.0

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Engaging children in the arts is important to their overall development	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	63.8	67.8	65.6	65.4	68.5
		Somewhat agree	%	30.0	28.8	29.3	30.8	27.1
		Somewhat disagree	%	5.3	2.4	1.7	2.1	1.5
		Strongly disagree	%	0.9	0.4	0.7	1.3	0.8
		Unsure	%	0.0	0.4	2.8	0.4	2.0

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - An active local arts scene helps communities attract businesses	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	41.0	37.3	40.3	34.6	35.1	45.2	45.6
		Somewhat agree	%	41.4	40.6	45.0	47.0	43.3	38.6	39.1
		Somewhat disagree	%	9.2	15.9	4.9	6.8	13.0	7.3	8.8
		Strongly disagree	%	3.1	2.3	1.9	5.6	2.6	4.8	1.9
		Unsure	%	5.3	3.9	7.8	6.0	6.0	4.1	4.6

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - An active local arts scene helps communities attract businesses	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	46.6	39.2	43.8	42.7	36.8
		Somewhat agree	%	37.4	49.2	38.5	40.6	41.2
		Somewhat disagree	%	10.9	7.3	7.5	7.7	11.0
		Strongly disagree	%	3.1	0.9	4.7	4.7	2.5
		Unsure	%	2.0	3.4	5.4	4.3	8.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET By Alternate Region and Age Groupings

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - An active local arts scene helps make a community a better place to live.	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	53.4	53.0	54.8	51.1	44.1	60.2	55.9
		Somewhat agree	%	36.2	36.2	41.4	39.6	42.7	29.6	32.4
		Somewhat disagree	%	5.8	6.8	1.4	4.9	8.6	4.8	6.5
		Strongly disagree	%	2.4	0.0	1.6	4.4	2.2	2.7	2.8
		Unsure	%	2.2	3.9	0.9	0.0	2.4	2.7	2.4

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - An active local arts scene helps make a community a better place to live.	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	55.5	47.8	51.5	55.3	54.9
		Somewhat agree	%	33.2	42.7	41.6	33.8	33.3
		Somewhat disagree	%	6.9	6.7	3.3	6.1	5.7
		Strongly disagree	%	3.6	0.4	1.8	4.1	2.2
		Unsure	%	0.7	2.4	1.8	0.6	3.9

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	4.7	3.5	2.9	9.6	5.7	5.8	2.5
		Somewhat agree	%	8.2	5.2	6.4	7.7	12.2	6.0	7.9
		Somewhat disagree	%	18.9	26.2	17.5	22.1	20.4	13.2	21.6
		Strongly disagree	%	66.3	63.5	68.9	59.7	60.9	72.5	66.3
		Unsure	%	1.9	1.6	4.3	1.0	0.8	2.5	1.6

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	8.9	3.8	4.7	4.0	3.5
		Somewhat agree	%	13.6	6.5	8.3	8.0	6.3
		Somewhat disagree	%	15.8	25.8	23.1	15.7	17.0
		Strongly disagree	%	60.8	62.3	62.2	70.3	70.5
		Unsure	%	0.9	1.7	1.7	2.0	2.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET By Alternate Region and Age Groupings

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone						
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest
Question - Participating in arts activities builds a shared sense of community identity	Total	Unwgt N	1000	50	134	69	256	249	242
		Wgt N	1000	51	134	67	252	251	244
	Strongly agree	%	44.1	38.7	44.1	35.0	39.2	50.1	46.7
	Somewhat agree	%	43.2	50.0	42.6	51.2	44.9	37.5	44.1
	Somewhat disagree	%	7.0	8.4	5.7	10.4	7.7	6.6	6.2
	Strongly disagree	%	2.1	0.0	2.1	3.4	2.6	2.7	0.9
	Unsure	%	3.6	2.9	5.4	0.0	5.6	3.1	2.1

			Age				
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Participating in arts activities builds a shared sense of community identity	Total	Unwgt N	111	153	165	215	356
		Wgt N	164	173	141	198	324
	Strongly agree	%	49.4	45.5	46.2	44.3	39.8
	Somewhat agree	%	34.5	47.4	41.4	42.5	46.6
	Somewhat disagree	%	9.7	4.9	6.9	8.0	6.3
	Strongly disagree	%	4.4	1.3	1.2	2.2	1.6
	Unsure	%	2.0	0.9	4.3	3.0	5.8

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone						
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest
Question - The arts help us understand other cultures better	Total	Unwgt N	1000	50	134	69	256	249	242
		Wgt N	1000	51	134	67	252	251	244
	Strongly agree	%	50.2	44.8	51.1	43.0	39.5	59.1	54.6
	Somewhat agree	%	38.5	51.3	36.7	46.0	48.3	28.4	34.8
	Somewhat disagree	%	5.9	1.6	7.9	6.3	5.8	6.9	4.5
	Strongly disagree	%	2.3	0.0	2.0	2.4	1.4	2.4	3.7
	Unsure	%	3.2	2.3	2.3	2.2	5.0	3.2	2.4

			Age				
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - The arts help us understand other cultures better	Total	Unwgt N	111	153	165	215	356
		Wgt N	164	173	141	198	324
	Strongly agree	%	55.2	55.0	46.5	50.4	46.5
	Somewhat agree	%	35.2	38.4	39.8	38.4	39.6
	Somewhat disagree	%	2.6	4.6	8.8	5.8	6.9
	Strongly disagree	%	5.4	0.9	1.2	2.1	2.0
	Unsure	%	1.7	1.1	3.7	3.3	4.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET By Alternate Region and Age Groupings

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - The arts help us express and define what it means to be Canadian	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	40.4	38.0	46.2	23.3	33.9	43.8	45.5
		Somewhat agree	%	41.6	36.7	35.2	58.0	46.7	40.0	37.9
		Somewhat disagree	%	9.6	20.1	8.6	12.0	9.3	9.1	8.1
		Strongly disagree	%	4.8	0.0	2.6	5.6	5.5	4.9	6.1
		Unsure	%	3.6	5.2	7.3	1.0	4.6	2.2	2.4

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - The arts help us express and define what it means to be Canadian	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	44.1	36.4	41.5	42.4	38.8
		Somewhat agree	%	35.8	47.5	36.3	42.6	43.0
		Somewhat disagree	%	12.4	10.0	11.9	7.9	8.0
		Strongly disagree	%	5.1	5.5	4.1	5.0	4.5
		Unsure	%	2.6	0.5	6.2	2.1	5.6

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Zone							
			Canada 2023-02	North	East	Central	South Central	Toronto	Southwest	
Question - Helping make the arts available to people in Ontario is an important government investment	Total	Unwgt N	1000	50	134	69	256	249	242	
		Wgt N	1000	51	134	67	252	251	244	
		Strongly agree	%	41.9	38.4	39.1	35.9	33.5	52.6	43.5
		Somewhat agree	%	36.4	38.3	41.8	34.5	39.9	29.3	37.2
		Somewhat disagree	%	12.3	13.5	13.7	15.9	14.2	11.0	9.8
		Strongly disagree	%	6.9	7.5	2.8	12.3	8.6	5.9	6.7
		Unsure	%	2.5	2.3	2.6	1.4	3.8	1.4	2.8

			Age					
			18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Helping make the arts available to people in Ontario is an important government investment	Total	Unwgt N	111	153	165	215	356	
		Wgt N	164	173	141	198	324	
		Strongly agree	%	44.9	41.8	40.6	42.1	40.9
		Somewhat agree	%	29.1	40.5	34.3	35.3	39.4
		Somewhat disagree	%	15.2	10.7	13.3	10.9	12.2
		Strongly disagree	%	9.8	5.6	6.9	9.1	4.7
		Unsure	%	0.9	1.4	5.0	2.7	2.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET – Crosstabs by BIPOC Status

Our next few questions are about arts and the public value of arts in Ontario. When we say “the arts,” we are thinking about people like musicians, writers and painters working in your community, places like art galleries and theatres, and activities like art festivals, plays, music or dance performances.

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Thinking about all the things that improve the quality of YOUR OWN LIFE, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant?	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Very important	%	40.1	39.3	44.8	40.3
	Somewhat important	%	39.8	41.4	34.4	33.4
	Somewhat unimportant	%	13.1	13.2	11.9	13.9
	Very unimportant	%	6.1	5.5	6.9	9.8
	Unsure	%	1.0	0.6	2.0	2.6

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Thinking about all the things that improve your mental health, would you say the arts are very important, somewhat important, somewhat unimportant, or very unimportant?	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Very important	%	40.7	39.6	46.5	42.3
	Somewhat important	%	38.4	39.8	35.9	28.1
	Somewhat unimportant	%	14.0	13.8	13.1	17.5
	Very unimportant	%	6.1	5.9	3.2	12.0
	Unsure	%	0.9	0.9	1.4	0.0

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Setting aside the importance of the arts to you personally, would you say the arts are very important, somewhat important, somewhat unimportant or very unimportant to improving the quality OF LIFE IN YOUR COMMUNITY?	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Very important	%	44.7	45.2	43.7	42.2
	Somewhat important	%	40.5	40.6	40.6	39.1
	Somewhat unimportant	%	9.0	9.0	8.0	10.4
	Very unimportant	%	4.5	4.1	5.8	6.5
	Unsure	%	1.3	1.1	2.0	1.9

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Arts activities do little or nothing for the well-being of a community	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	2.8	1.6	7.7	5.3
	Somewhat agree	%	9.0	8.2	13.0	10.9
	Somewhat disagree	%	23.5	24.0	22.2	20.7
	Strongly disagree	%	62.2	63.4	54.7	63.1
	Unsure	%	2.5	2.8	2.3	0.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET – Crosstabs by BIPOC Status

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - If my community lost its arts activities, people living there would lose something of value	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	53.0	52.6	53.1	56.3
	Somewhat agree	%	32.1	32.7	32.2	26.9
	Somewhat disagree	%	6.9	7.4	5.9	3.0
	Strongly disagree	%	4.2	3.6	5.5	7.4
	Unsure	%	3.9	3.7	3.3	6.4

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Arts activities help enrich the quality of our lives	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	54.7	54.3	55.2	57.2
	Somewhat agree	%	37.5	38.6	33.4	33.4
	Somewhat disagree	%	4.6	4.2	6.4	5.9
	Strongly disagree	%	1.7	1.2	3.2	3.5
	Unsure	%	1.5	1.7	1.8	0.0

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Government should spend public dollars to invest in the arts	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	36.4	35.4	42.5	35.9
	Somewhat agree	%	37.7	38.3	36.4	34.6
	Somewhat disagree	%	12.5	12.8	9.0	15.7
	Strongly disagree	%	9.7	9.7	9.1	11.5
	Unsure	%	3.6	3.8	3.0	2.3

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Arts experiences help bring people from diverse backgrounds together as a community	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	47.2	46.1	52.7	48.4
	Somewhat agree	%	39.2	39.9	35.4	39.3
	Somewhat disagree	%	7.5	8.2	4.6	4.8
	Strongly disagree	%	2.9	2.4	3.6	6.1
	Unsure	%	3.2	3.3	3.7	1.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET – Crosstabs by BIPOC Status

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Engaging children in the arts is important to their overall development	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	66.6	66.4	67.3	67.5
	Somewhat agree	%	28.9	29.7	24.8	28.4
	Somewhat disagree	%	2.4	1.8	5.1	4.1
	Strongly disagree	%	0.8	0.8	1.6	0.0
	Unsure	%	1.2	1.3	1.2	0.0

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - An active local arts scene helps communities attract businesses	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	41.0	41.0	42.2	38.4
	Somewhat agree	%	41.4	41.6	40.8	41.3
	Somewhat disagree	%	9.2	9.1	9.1	10.7
	Strongly disagree	%	3.1	2.6	4.6	4.5
	Unsure	%	5.3	5.7	3.3	5.1

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - An active local arts scene helps make a community a better place to live.	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	53.4	52.9	52.6	59.8
	Somewhat agree	%	36.2	37.6	32.4	28.8
	Somewhat disagree	%	5.8	5.3	8.9	5.1
	Strongly disagree	%	2.4	2.0	2.5	6.2
	Unsure	%	2.2	2.1	3.6	0.0

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2023-03	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - I wouldn't care if things like art galleries, theatres and activities like plays, music or dance stopped happening in my community	Total	Unwgt N	1000	477	523	547	453	177	371	452
		Wgt N	1000	478	522	487	513	262	318	420
	Strongly agree	%	4.7	5.8	3.8	6.7	2.8	6.8	3.9	4.0
	Somewhat agree	%	8.2	9.3	7.1	10.1	6.4	11.1	6.9	7.3
	Somewhat disagree	%	18.9	16.3	21.3	22.2	15.8	20.0	20.4	17.1
	Strongly disagree	%	66.3	66.9	65.7	58.1	74.0	61.0	66.4	69.5
	Unsure	%	1.9	1.7	2.1	2.9	1.1	1.0	2.3	2.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



2023-2319 – Ontario Arts Council – February Omni – STAT SHEET – Crosstabs by BIPOC Status

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Participating in arts activities builds a shared sense of community identity	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	44.1	42.7	49.1	50.1
	Somewhat agree	%	43.2	44.5	37.7	39.8
	Somewhat disagree	%	7.0	7.3	5.6	7.1
	Strongly disagree	%	2.1	1.5	5.3	2.0
	Unsure	%	3.6	4.0	2.3	1.0

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - The arts help us understand other cultures better	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	50.2	48.3	58.5	53.8
	Somewhat agree	%	38.5	41.0	27.5	31.8
	Somewhat disagree	%	5.9	5.2	7.0	10.2
	Strongly disagree	%	2.3	1.8	4.7	2.7
	Unsure	%	3.2	3.6	2.3	1.4

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - The arts help us express and define what it means to be Canadian	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	40.4	40.4	40.6	39.5
	Somewhat agree	%	41.6	42.2	40.9	36.8
	Somewhat disagree	%	9.6	9.1	8.8	15.7
	Strongly disagree	%	4.8	4.7	4.9	6.2
	Unsure	%	3.6	3.6	4.9	1.8

Regardless of how involved you, personally, are with the arts, would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements? [RANDOMIZE]

			BIPOC			
			Ontario 2023-02	White	BIPOC	Refuse/no answer
Question - Helping make the arts available to people in Ontario is an important government investment	Total	Unwgt N	1000	793	127	80
		Wgt N	1000	783	137	80
	Strongly agree	%	41.9	40.3	50.2	43.4
	Somewhat agree	%	36.4	38.0	30.2	30.4
	Somewhat disagree	%	12.3	12.5	10.7	13.4
	Strongly disagree	%	6.9	6.5	6.3	11.6
	Unsure	%	2.5	2.7	2.5	1.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Ontarians, 18 years of age or older, between February 26th and March 2nd, 2023. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.