

If these activities are available/permitted, how likely is it that you'll do the following: - Attend a live sporting event in 2020

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	120	100	100	350	230	100	250	177	247	240	242	758
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	301	182	221	202	228	772
Top 2 Box (Net)	176 18%	22 17%	17 15%	10 17%	72 19%	44 19%	10 15%	36 12%	36 20%	54 24%	34 17%	58 25%	119 15%
		*	*	*			*			G		L	
Very likely	45 4%	11 8%	2 1%	3 5%	14 4%	12 5%	3 4%	4 1%	14 8%	15 7%	9 4%	18 8%	27 4%
		B*	*	*			*		G	G		L	
Somewhat likely	131 13%	11 8%	15 14%	7 11%	58 15%	32 13%	7 10%	32 11%	22 12%	39 17%	26 13%	40 18%	91 12%
		*	*	*			*					L	
Bottom 2 Box (Net)	824 82%	112 83%	96 85%	52 83%	313 81%	195 81%	57 85%	265 88%	146 80%	167 76%	168 83%	171 75%	653 85%
		*	*	*			*	I					K
Not very likely	348 35%	57 43%	46 41%	20 32%	110 28%	88 37%	28 41%	106 35%	70 39%	74 34%	70 35%	76 33%	273 35%
		D*	D*	*			D*						
Not at all likely	475 48%	54 40%	50 44%	32 51%	203 53%	107 45%	30 44%	159 53%	76 42%	93 42%	98 48%	95 41%	381 49%
		*	*	*	A		*	HI					
Sigma	1000 100%	134 100%	113 100%	62 100%	385 100%	239 100%	67 100%	301 100%	182 100%	221 100%	202 100%	228 100%	772 100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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If these activities are available/permitted, how likely is it that you'll do the following: - Attend a live concert, festival or play in 2020

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	120	100	100	350	230	100	250	177	247	240	242	758
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	301	182	221	202	228	772
Top 2 Box (Net)	218 22%	30 22%	23 21%	10 17%	79 21%	61 25%	15 22%	54 18%	49 27%	49 22%	44 22%	64 28%	154 20%
		*	*	*			*					L	
Very likely	72 7%	17 12%	9 8%	4 6%	18 5%	22 9%	2 2%	15 5%	23 13%	16 7%	14 7%	23 10%	49 6%
		DF*	*	*			*		G				
Somewhat likely	146 15%	13 10%	14 13%	6 10%	61 16%	38 16%	13 20%	40 13%	26 15%	33 15%	30 15%	41 18%	105 14%
		*	*	*			*						
Bottom 2 Box (Net)	782 78%	104 78%	90 79%	52 83%	306 79%	178 75%	52 78%	247 82%	133 73%	172 78%	158 78%	164 72%	617 80%
		*	*	*			*						K
Not very likely	364 36%	49 37%	57 51%	22 35%	123 32%	85 36%	27 41%	104 35%	67 36%	93 42%	62 31%	81 35%	284 37%
		*	DE*	*			*			J			
Not at all likely	418 42%	55 41%	33 29%	30 48%	182 47%	93 39%	25 37%	143 47%	66 36%	80 36%	96 47%	84 37%	334 43%
		*	*	B*	B		*	I		HI			
Sigma	1000 100%	134 100%	113 100%	62 100%	385 100%	239 100%	67 100%	301 100%	182 100%	221 100%	202 100%	228 100%	772 100%

Statistics:

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Minimum Base: 30 (**), Small Base: 100 (*)

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If these activities are available/permitted, how likely is it that you'll do the following: - Go to a movie theatre in 2020

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	120	100	100	350	230	100	250	177	247	240	242	758
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	301	182	221	202	228	772
Top 2 Box (Net)	363	53	43	21	138	88	20	90	74	82	78	118	245
	36%	39%	38%	34%	36%	37%	30%	30%	40%	37%	39%	52%	32%
		*	*	*			*					L	
Very likely	109	22	6	6	42	29	4	19	25	26	32	41	68
	11%	16%	5%	9%	11%	12%	6%	6%	14%	12%	16%	18%	9%
		BF*	*	*			*		G		G	L	
Somewhat likely	254	31	37	15	96	59	16	72	49	56	46	78	177
	25%	23%	33%	25%	25%	25%	25%	24%	27%	25%	23%	34%	23%
		*	*	*			*					L	
Bottom 2 Box (Net)	637	81	70	41	247	151	47	211	109	139	124	110	527
	64%	61%	62%	66%	64%	63%	70%	70%	60%	63%	61%	48%	68%
		*	*	*			*						K
Not very likely	346	41	37	20	135	86	26	107	58	79	69	63	283
	35%	31%	32%	33%	35%	36%	39%	36%	32%	36%	34%	28%	37%
		*	*	*			*						K
Not at all likely	291	40	34	21	112	65	21	104	51	60	55	47	244
	29%	30%	30%	33%	29%	27%	31%	34%	28%	27%	27%	20%	32%
		*	*	*			*						K
Sigma	1000	134	113	62	385	239	67	301	182	221	202	228	772
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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If these activities are available/permitted, how likely is it that you'll do the following: - Eat in a sit-down restaurant in 2020

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	120	100	100	350	230	100	250	177	247	240	242	758
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	301	182	221	202	228	772
Top 2 Box (Net)	597	87	76	39	235	120	41	154	118	140	130	155	442
	60%	65%	67%	62%	61%	50%	61%	51%	65%	63%	64%	68%	57%
Very likely	221	42	26	14	82	46	11	46	55	47	54	61	160
	22%	32%	23%	23%	21%	19%	16%	15%	30%	21%	26%	27%	21%
		DEF*	*	*			*		G	G	G	L	
Somewhat likely	376	45	50	25	152	74	30	108	63	93	77	94	282
	38%	33%	44%	40%	40%	31%	45%	36%	35%	42%	38%	41%	37%
		*	E*	*			E*						
Bottom 2 Box (Net)	403	47	37	23	150	119	26	148	64	81	72	73	330
	40%	35%	33%	38%	39%	50%	39%	49%	35%	37%	36%	32%	43%
		*	*	*		ABD	*	HIJ					K
Not very likely	270	30	28	16	101	74	21	89	46	55	53	51	220
	27%	22%	25%	26%	26%	31%	31%	29%	25%	25%	26%	22%	28%
		*	*	*			*						
Not at all likely	132	17	9	7	49	45	5	59	18	26	19	22	110
	13%	12%	8%	11%	13%	19%	8%	20%	10%	12%	9%	10%	14%
		*	*	*		BF	*	HIJ					
Sigma	1000	134	113	62	385	239	67	301	182	221	202	228	772
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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If these activities are available/permitted, how likely is it that you'll do the following: - You will shop in a mall in 2020

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1000	120	100	100	350	230	100	250	177	247	240	242	758
Base: All Respondents (wtd)	1000	134	113	62	385	239	67	301	182	221	202	228	772
Top 2 Box (Net)	629	86	66	44	249	138	46	168	125	136	134	158	471
	63%	64%	58%	71%	65%	58%	69%	56%	69%	62%	66%	69%	61%
		*	*	E*			*		G		G	L	
Very likely	188	36	18	12	71	41	9	48	43	43	42	61	127
	19%	27%	16%	20%	19%	17%	14%	16%	24%	19%	21%	27%	16%
		F*	*	*			*					L	
Somewhat likely	441	50	48	32	177	97	37	120	82	93	92	97	344
	44%	37%	42%	51%	46%	41%	55%	40%	45%	42%	45%	43%	45%
		*	*	*			AE*						
Bottom 2 Box (Net)	371	48	47	18	136	101	21	133	57	85	68	70	301
	37%	36%	42%	29%	35%	42%	31%	44%	31%	38%	34%	31%	39%
		*	*	*		C	*	HJ					K
Not very likely	254	33	34	13	84	73	18	80	36	64	54	47	207
	25%	25%	30%	20%	22%	30%	28%	27%	20%	29%	27%	21%	27%
		*	*	*		D	*						
Not at all likely	117	15	14	5	53	28	2	53	21	21	14	23	94
	12%	11%	12%	9%	14%	12%	3%	18%	12%	9%	7%	10%	12%
		*	*	*	F	F	*	IJ					
Sigma	1000	134	113	62	385	239	67	301	182	221	202	228	772
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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