

**1. Are you currently employed in any of the following sectors?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Wholesale and Retail	69 7%
Health Care and Social Assistance	49 5%
Professionals, Scientific and Technical Services	43 4%
Accommodation and Food Services	34 3%
Finance and Insurance	29 3%
Public Administration	22 2%
Real Estate and Rental	7 1%
Arts and Culture	4 0
Other	360 35%
Not employed	397 39%

**2\_1. (Attend arts and culture events) Please indicate how often, if ever, you...?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Always	9 1%
Often	102 10%
Sometimes	326 32%
Rarely	276 27%
Never	301 30%
Summary	
Top2Box (Always/ Often)	111 11%
Low2Box (Rarely/ Never)	577 57%

**2\_2. (Volunteer in the arts and culture sector)****Please indicate how often, if ever, you...?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Always	7 1%
Often	39 4%
Sometimes	94 9%
Rarely	223 22%
Never	651 64%
Summary	
Top2Box (Always/ Often)	46 5%
Low2Box (Rarely/ Never)	874 86%

**2\_3. (Donate money to the arts and culture sector) Please indicate how often, if ever, you...?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Always	9 1%
Often	34 3%
Sometimes	175 17%
Rarely	289 28%
Never	508 50%
Summary	
Top2Box (Always/ Often)	43 4%
Low2Box (Rarely/ Never)	796 79%

**2. (Top2Box (Always/ Often) Summary) Please indicate how often, if ever, you...?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Attend arts and culture events	111 11%
Volunteer in the arts and culture sector	46 5%
Donate money to the arts and culture sector	43 4%

**2. (Low2Box (Rarely/ Never) Summary) Please indicate how often, if ever, you...?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Volunteer in the arts and culture sector	874 86%
Donate money to the arts and culture sector	796 79%
Attend arts and culture events	577 57%

**3\_1. (The arts and culture are important to me) Please indicate how much you agree or disagree with the following statements ?**

Proportions/Means: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Agree strongly	143 14%
Agree somewhat	283 28%
Neither agree or disagree	309 30%
Disagree somewhat	150 15%
Disagree strongly	129 13%
Summary	
Top2Box (Agree)	427 42%
Low2Box (Disagree)	278 27%

**3\_2. (I would like to spend more time  
volunteering in the arts and culture sector)**

**Please indicate how much you agree or  
disagree with the following statements ?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Agree strongly	21 2%
Agree somewhat	141 14%
Neither agree or disagree	309 30%
Disagree somewhat	238 23%
Disagree strongly	305 30%
Summary	
Top2Box (Agree)	162 16%
Low2Box (Disagree)	544 54%



**3\_3. (I would like to know more about how I can get involved in the arts and culture sector) Please indicate how much you agree or disagree with the following statements ?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Agree strongly	27 3%
Agree somewhat	154 15%
Neither agree or disagree	317 31%
Disagree somewhat	243 24%
Disagree strongly	273 27%
Summary	
Top2Box (Agree)	181 18%
Low2Box (Disagree)	515 51%

**3\_4. (There is nothing I can do personally to support the arts and culture sector) Please indicate how much you agree or disagree with the following statements ?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Agree strongly	89 9%
Agree somewhat	147 14%
Neither agree or disagree	378 37%
Disagree somewhat	246 24%
Disagree strongly	154 15%
Summary	
Top2Box (Agree)	236 23%
Low2Box (Disagree)	400 39%

arts and culture sector is to give money to  
 arts and culture organizations) Please  
 indicate how much you agree or disagree with  
 the following statements ?

Proportions/Means: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
Agree strongly	12 1%
Agree somewhat	144 14%
Neither agree or disagree	404 40%
Disagree somewhat	236 23%
Disagree strongly	217 21%
Summary	
Top2Box (Agree)	156 15%
Low2Box (Disagree)	454 45%

**3. (Top2Box (Agree) Summary) Please indicate how much you agree or disagree with the following statements ?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
The arts and culture are important to me	427 42%
There is nothing I can do personally to support the arts and culture sector	236 23%
I would like to know more about how I can get involved in the arts and culture sector	181 18%
I would like to spend more time volunteering in the arts and culture sector	162 16%
The only thing I can do to support the arts and culture sector is to give money to arts and culture organizations	156 15%

**3. (Low2Box (Disagree) Summary) Please indicate how much you agree or disagree with the following statements ?**

Proportions/Mean: Columns Tested (5% risk level) - A/B Overlap

	Total
Base: All respondents	1014
Weighted	1014
I would like to spend more time volunteering in the arts and culture sector	544 54%
I would like to know more about how I can get involved in the arts and culture sector	515 51%
The only thing I can do to support the arts and culture sector is to give money to arts and culture organizations	454 45%
There is nothing I can do personally to support the arts and culture sector	400 39%
The arts and culture are important to me	278 27%