
EMPTY SEATS? WHEN WILL CANADIANS GO BACK TO STADIUMS AND ARENAS

JACK JEDWAB

PRESIDENT OF THE ASSOCIATION FOR CANADIAN STUDIES AND THE
COVID-19 SOCIAL IMPACTS NETWORK

JULY 9, 2020

METHODOLOGY

The survey was conducted by the firm Leger Marketing for the Association for Canadian Studies with a sample of 1,517 Canadians and 1,006 Americans and was conducted between July 3 and July 5, 2020 via web panel with a probabilistic margin of error of 2.5% 19 times out of 20 in Canada and 3.1%, 19 times out of 20 in the USA.

MAJORITY OF CANADIANS SAY IT WILL BE AT LEAST A YEAR BEFORE THEY GO TO A SPORTING EVENT, CONCERT OR PLAY

Attend a sporting event, concert, or play - At what point do you expect to resume doing the activities below:

	Total	Man	Woman	18-34	35-54	55+
In the next six months	12%	16%	8%	17%	11%	9%
6 to 12 months	24%	23%	25%	28%	26%	20%
1 year or more	51%	48%	54%	48%	53%	52%
Never	13%	12%	13%	6%	10%	19%

ONTARIANS LEAST LIKELY TO ATTEND A SPORTING EVENT, CONCERT OR PLAY

Attend a sporting event, concert, or play - At what point do you expect to resume doing the activities below	Atl.	QC	ON	MB/SK	AB	BC
In the next six months	15%	16%	8%	16%	14%	10%
6 to 12 months	32%	28%	20%	24%	29%	23%
1 year or more	34%	46%	57%	46%	51%	54%
Never	19%	10%	15%	14%	6%	12%

AMERICANS AND CANADIANS SHOW SIMILAR PATTERNS IN RESUMING ATTENDANCE AT SPORTS EVENTS, CONCERTS AND PLAYS

Attend a sporting event, concert, or play - At what point do you expect to resume doing the activities below:

USA	Total	Male	Female	18-29	30-39	40-49	50-64	65+
In the next six months	17%	19%	14%	18%	22%	18%	16%	11%
6 to 12 months	19%	23%	16%	24%	22%	17%	15%	19%
1 year or more	40%	36%	45%	39%	38%	41%	45%	36%
Never	23%	22%	25%	20%	18%	24%	23%	33%

ONTARIANS REMAIN HIGHEST IN NORTH AMERICA IN RETICENCE TO RESUME ATTENDANCE OF SPORTS EVENTS, CONCERTS AND PLAYS

Attend a sporting event, concert, or play - At what point do you expect to resume doing the activities below:

USA	Total	NE	MW	South	West
In the next six months	17%	16%	20%	18%	13%
6 to 12 months	19%	24%	18%	19%	19%
1 year or more	40%	42%	36%	39%	45%
Never	23%	18%	26%	24%	23%

BRITISH COLUMBIANS AND ONTARIANS MOST LIKELY TO PUT OFF CONFERENCE PARTICIPATION

Attend a conference - At what point do you expect to resume doing the activities below:

	Total	Atl.	QC	ON	MB/SK	AB	BC
In the next six months	10%	9%	14%	9%	12%	14%	6%
6 to 12 months	21%	27%	26%	18%	19%	27%	16%
1 year or more	46%	36%	42%	51%	47%	42%	46%
Never	23%	29%	19%	23%	22%	17%	32%

BOOMER PUTTING CONFERENCES OFF INDEFINITELY

Attend a conference - At what point do you expect to resume doing the activities below:

	Total	Man	Woman	18-34	35-54	55+
In the next six months	10%	14%	7%	18%	9%	6%
6 to 12 months	21%	22%	20%	28%	24%	14%
1 year or more	46%	42%	50%	41%	47%	48%
Never	23%	22%	23%	14%	20%	32%

© 2020 Association for Canadian Studies
All Rights Reserved.

Author: Jack Jedwab.

Created on July 9, 2020



www.acs-aec.ca