Arts and cultural organizations continue to have about one tenth of the share of charitable giving among culture-goers – Expected donations for 2024 are about 12 per cent higher than in 2022.

National Survey | Summary
Conducted by Nanos for Business/Arts and the NAC, November 2024
Field: November 4th to 6th, 2024
Submission 2024-2721

Business/Arts
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Canada is our stage. Le Canada en scène.
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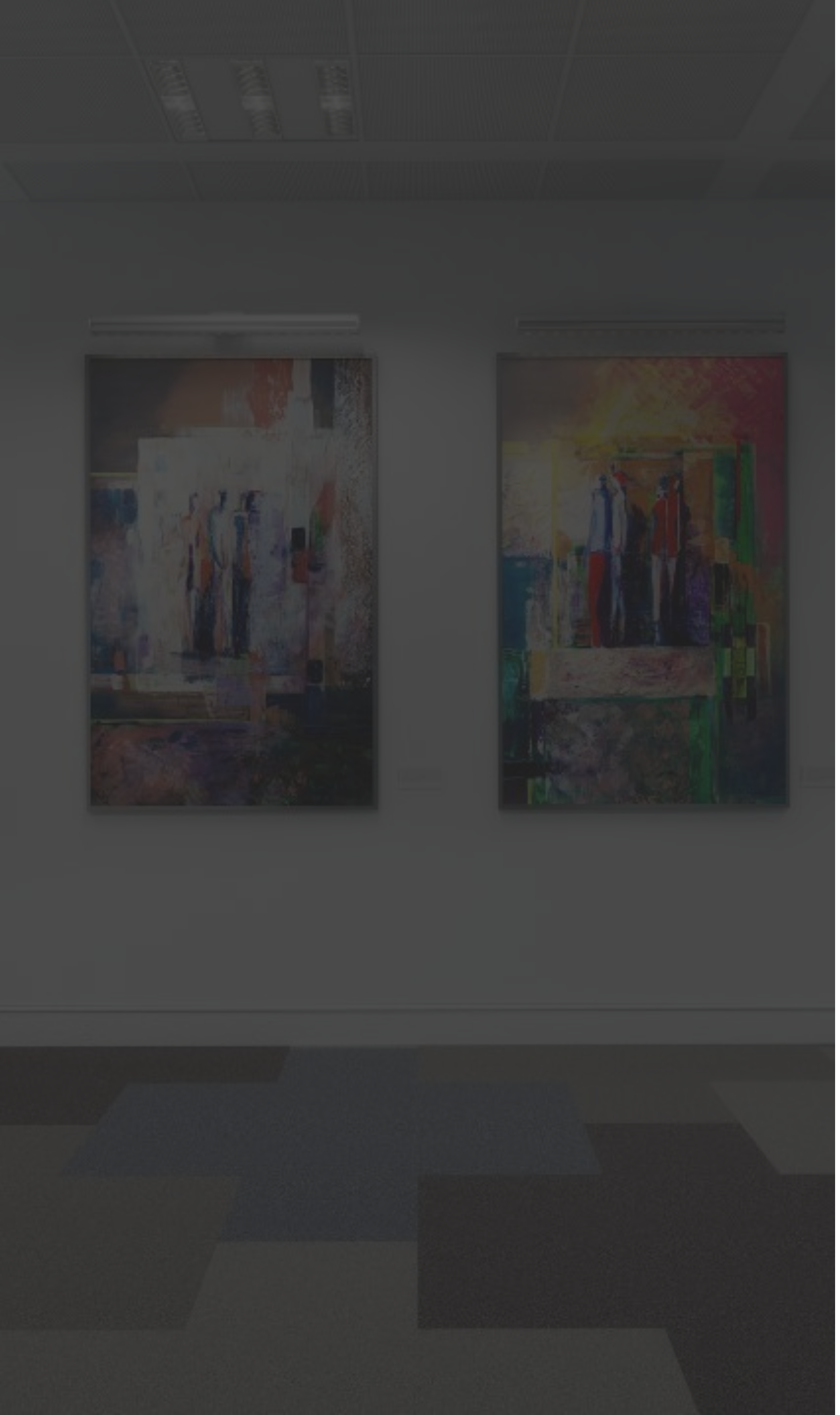


Summary

The Arts Response Tracking Study is a regular monitor of the environment in the arts and culture sector.

The study focuses on culture-goers who have attended an indoor cultural gathering, an outdoor cultural gathering or a gallery or museum in the past three years.

This wave of research gauged the opinions among Canadian culture-goers on their expected frequency of attendance to art and culture performances in the upcoming year as well as donation trends and motivators to donating to arts and culture organization.

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1010 Canadians, 18 years of age or older, between November 4th to 6th, 2024 as part of an omnibus survey. The margin of error for a random survey of 1010 Canadians is ±3.1 percentage points, 19 times out of 20.

The study was sponsored by Business / Arts and the National Arts Centre, the Founding Arts Partner for this project.

KEY FINDINGS

1

DONATIONS TO ARTS AND CULTURE VS. OTHER CAUSES
Consistent with 2023, culture-goers who report donating say that arts and culture organizations receive about an average of $12 out of $100 of their charitable giving ($11 in October 2023), while on average $88 out of $100 of charitable giving goes to other causes and events such as health, social and community services, etc.

2

AMOUNT OF DONATIONS TO ARTS AND CULTURE
Over one in three culture-goers (36%) report donating to arts and culture organizations in the year 2023. Among those who donate to arts and culture, the average reported donation in 2023 was $363, with a median of $120. This average is about eight per cent more than how much they expected to donate when asked in October 2023 (average of $335, median of $100) and 15 per cent more than the average they reported donating in 2022 (average of $315, median of $100). For 2024, similar proportions expect to donate (35%, average of $353, median of $120), which represents a 12 per cent increase in the average donation from 2022.

3

RECOLLECTION OF BEING ASKED TO DONATE
Just under one third of culture-goers (32%) say they recall being asked to donate by an arts or cultural organization. This is consistent across regions of Canada with the exception of the Atlantic region (18%) who are less likely to recall being asked.

4

MOTIVATING INCREASES IN DONATIONS
Asked what would have the greatest likelihood to increase the amount they donate to arts and culture, culture-goers who report donating rank being aware of an immediate need or crisis of the art or cultural organization (30%) as the most likely to increase the amount they donate. This was followed by a better understanding of how the donation was used (16%) and being more familiar with arts or cultural organizations and their activities (10%). Of note, over one in four say they already give as much as they can (27%).

5

TOP MOTIVATORS FOR DONATING TO ARTS AND CULTURE
Among culture-goers who report donating to arts and culture, their top motivators for donating are wanting to support artists, creators, and/or makers and believing in the cause, purpose or mission (53% each), and they value the impact it makes on the local community (52%).

6

IMPACT ARTS AND CULTURAL ORGANIZATIONS HAVE ON COMMUNITY
The biggest impact culture-goers feel that arts and cultural organizations have on their community is uplifting people and adding to the quality of life (23%, up from 9% in 2023). Other impacts noted are cultural awareness and preserving and promoting culture (15%, 13% in 2023) and a sense of belonging/community/identity (12%, down from 21% in 2023).

Donations to Arts and Culture - Demographics

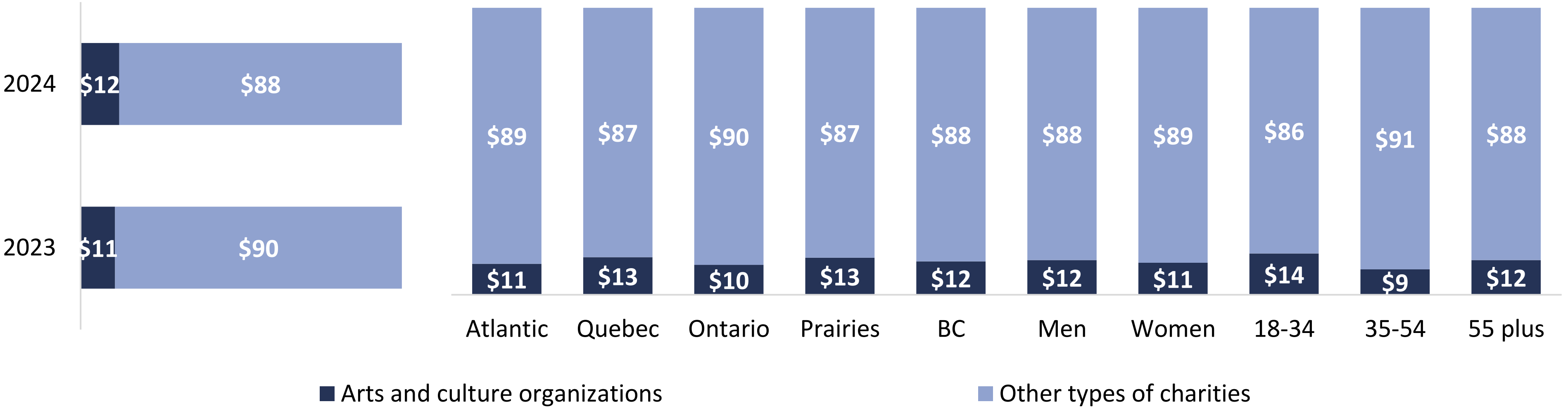
Older culture-goers are more likely to report donating to arts and culture and report donating larger amounts than younger Canadians.

Culture-goers from the **Prairies** report the highest expected median donation amount to arts and cultural organizations in 2024.

Reported expected donations for 2024

	Canada	Atlantic*	Quebec	Ontario	Prairies	BC	Men	Women	18-34	35-54	55 plus
Median expected donations for 2024**	$120	$100	$100	$150	**$200**	$150	$150	$100	$100	$100	**$200**
Proportion who plan on donating in 2024	35.3%	34.1%	32.1%	38.5%	35.9%	31.8%	37.6%	33.1%	31.8%	29.1%	**42.6%**

Proportion of donation wallets of culture-goers (out of $100**)



*Small sample size (n=84).
**Median calculated based on culture-goers who reported donating, excludes those who said $0.
Total might not add up to 100 due to rounding.

Just under **one third** of culture-goers report being asked to donate to art and cultural organizations.

Recollection of being asked by art and cultural organizations to donate to them

32%
Recall

68%
Do not recall

Increasing donations among culture-goers who already report donating

30% If I was aware of an immediate need or crisis of the arts or cultural organization

27% Nothing/I already give as much as I can

16% If I understood how the donation was used

10% If I was more familiar with the arts or cultural organizations and their activities

Top motivators for donating to the arts and culture

53% Believe in the cause, purpose or mission

53% Want to support artists, creators, and/or makers

52% Value the impact it makes on the local community

42% Want to give back to the community

Q – What motivates you to donate to a cultural organization? (Select all that apply) [RANDOMIZE]

Impact on community

Culture-goers say the biggest impact art and cultural organizations have on their community is uplifting people and adding to the quality of life (23%, up from 9% in 2023).

23%
Uplift people/adds to the quality of life/ mental health betterment

15%
Cultural awareness/preserve and promote culture

12%
A sense of belonging/community/ identity

12%
Entertainment/Events

Q – What do you think is the biggest impact arts and cultural organizations have on your community?

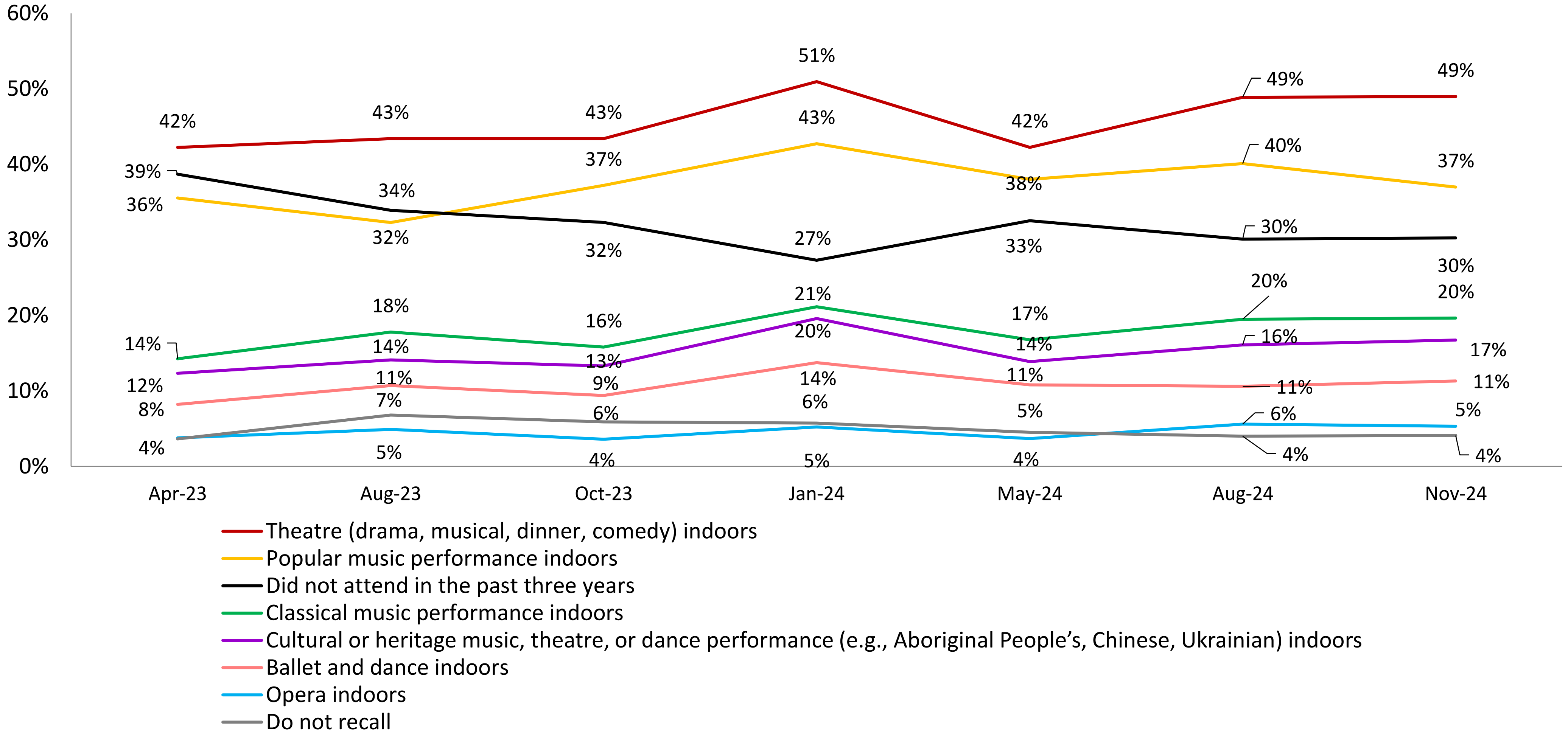
Expected frequency of attendance in next 12 months for culture-goers – November 2024

	Indoor events	Outdoor events	Museums/galleries
At least once a month	16% -	8% ▼ 2 points	7% ▼ 1 point
Every 2-3 months	30% ▼ 1 point	17% ▼ 7 points	18% ▲ 1 point
Once every 6 months or less	47% ▲ 3 points	64% ▲ 6 points	64% ▼ 2 points
Unsure	6% ▼ 4 points	10% ▲ 1 point	11% ▲ 2 points

*Comparison done between this wave of data (November 2024) and previous wave (August 2024).

Attendance at indoor cultural gatherings – All Canadians

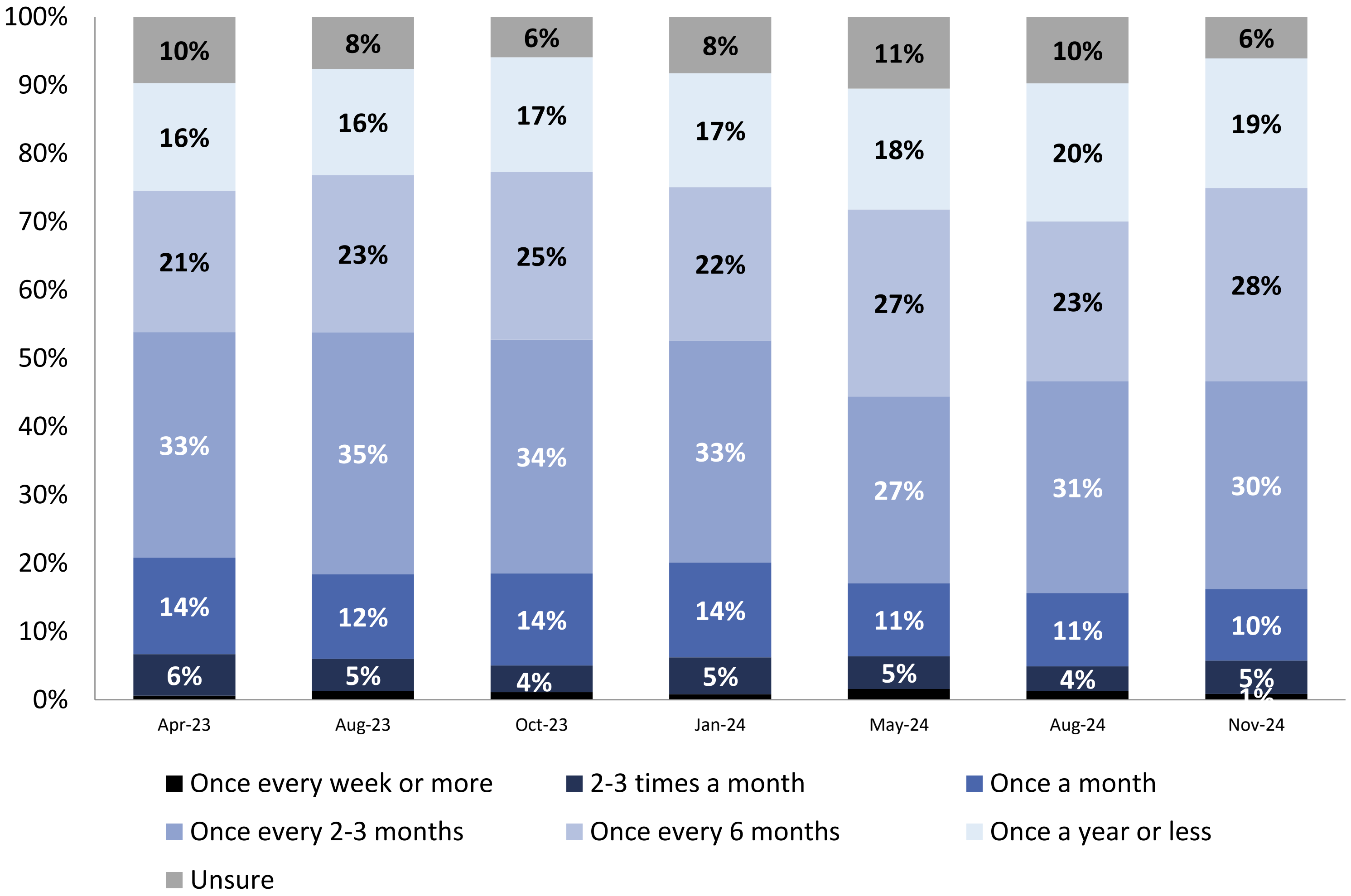
Q – Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=1010 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Frequency of planned attendance – Indoor events – Indoor culture-goers - Tracking

Over one in ten indoor culture-goers (16%) say they plan on attending indoor arts or cultural performances at least once a month in the next year, which is consistent with previous waves. Over one in two say they plan on attending either once every 2 to 3 months (30%) or once every 6 months (28%).



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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=668 indoor culture-goers, accurate 3.8 percentage points plus or minus, 19 times out of 20.

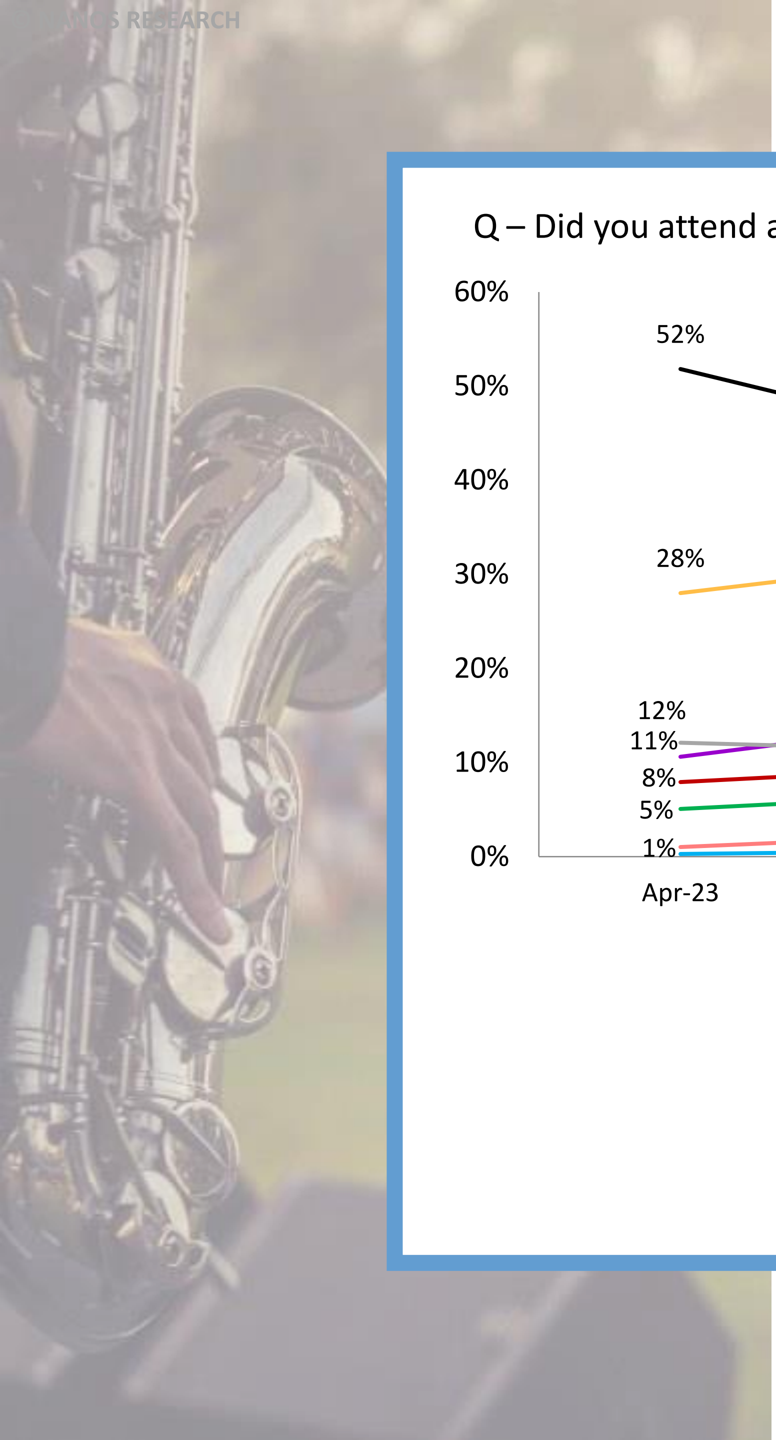
Q – How often do you plan on attending an INDOOR ARTS OR CULTURAL PERFORMANCE in the next 12 months?

Frequency of planned attendance – Indoor events – Indoor culture-goers - Demographics

Q – How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?

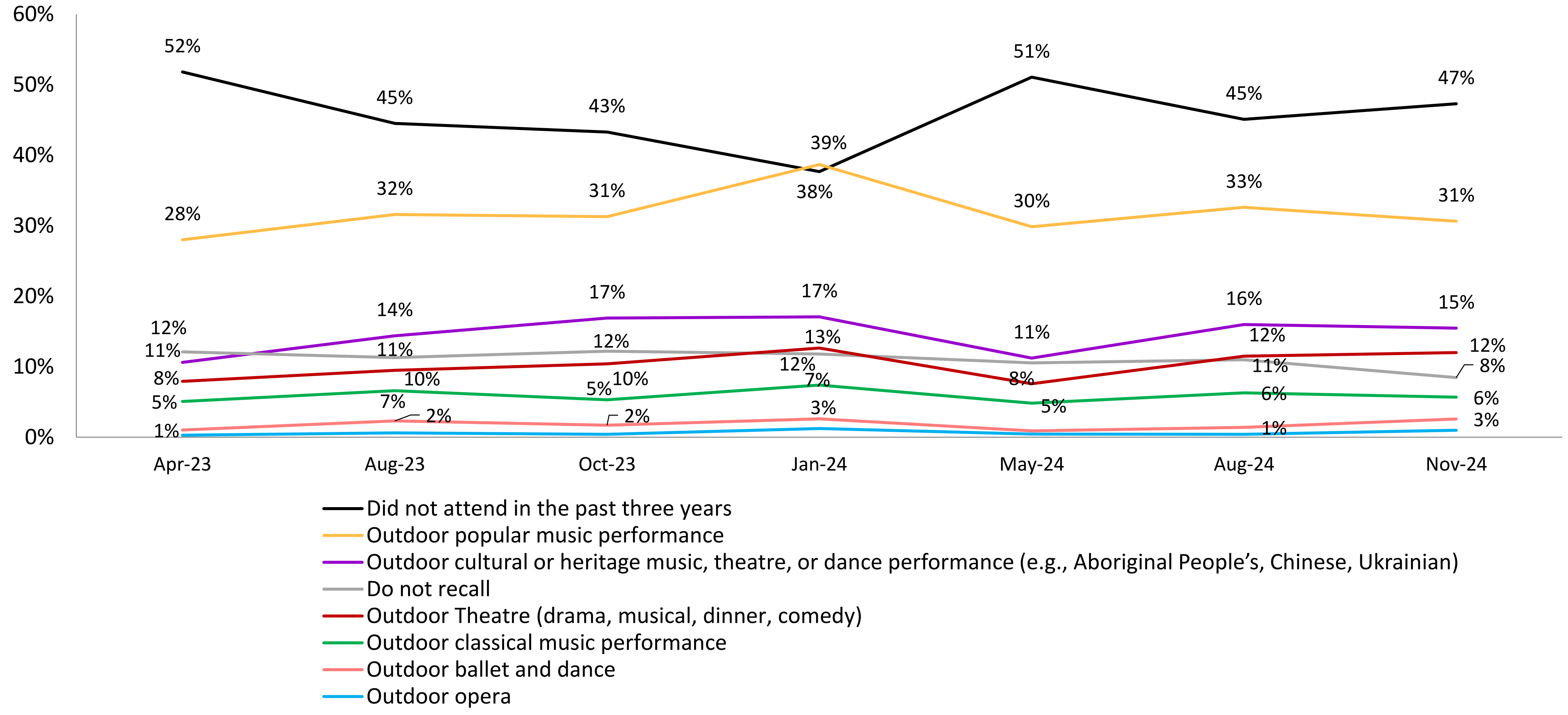
	Indoor culture-goers (n=668)	Atlantic (n=62)	Quebec (n=110)	Ontario (n=241)	Prairies (n=149)	BC (n=106)	Men (n=343)	Women (n=325)	18 to 34 (n=128)	35 to 54 (n=240)	55 plus (n=300)
Once every week or more	0.9%	-	0.8%	0.8%	0.7%	1.8%	1.3%	0.5%	1.4%	0.8%	0.6%
2-3 times a month	4.9%	2.9%	4.9%	5.5%	5.6%	3.0%	4.3%	5.5%	6.0%	4.3%	4.6%
Once a month	10.5%	12.5%	12.5%	9.9%	7.9%	11.8%	9.9%	11.0%	8.0%	6.6%	15.2%
Once every 2-3 months	30.4%	43.5%	28.3%	30.7%	28.0%	30.1%	31.5%	29.3%	22.7%	30.6%	35.2%
Once every 6 months	28.3%	23.3%	26.6%	31.3%	26.3%	27.5%	30.2%	26.5%	30.3%	33.6%	22.9%
Once a year or less	19.0%	13.3%	20.2%	15.9%	27.6%	16.5%	18.2%	19.7%	24.1%	20.0%	14.8%
Unsure	6.1%	4.6%	6.7%	5.9%	3.9%	9.3%	4.6%	7.6%	7.5%	4.1%	6.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=668 indoor culture-goers, accurate 3.8 percentage points plus or minus, 19 times out of 20.



Attendance at outdoor cultural gatherings – All Canadians

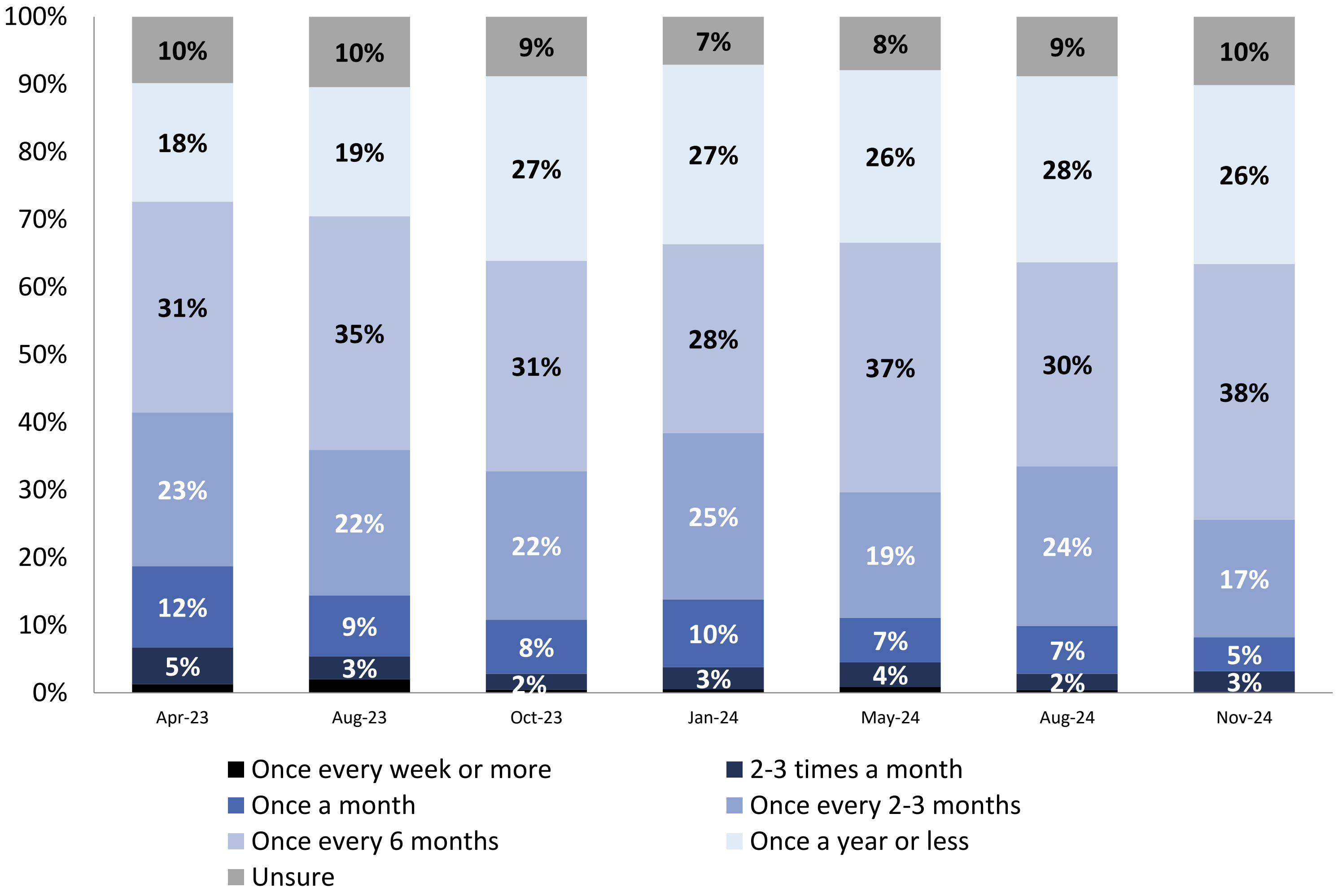
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=1010 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Frequency of planned attendance – Outdoor events – Outdoor culture-goers - Tracking

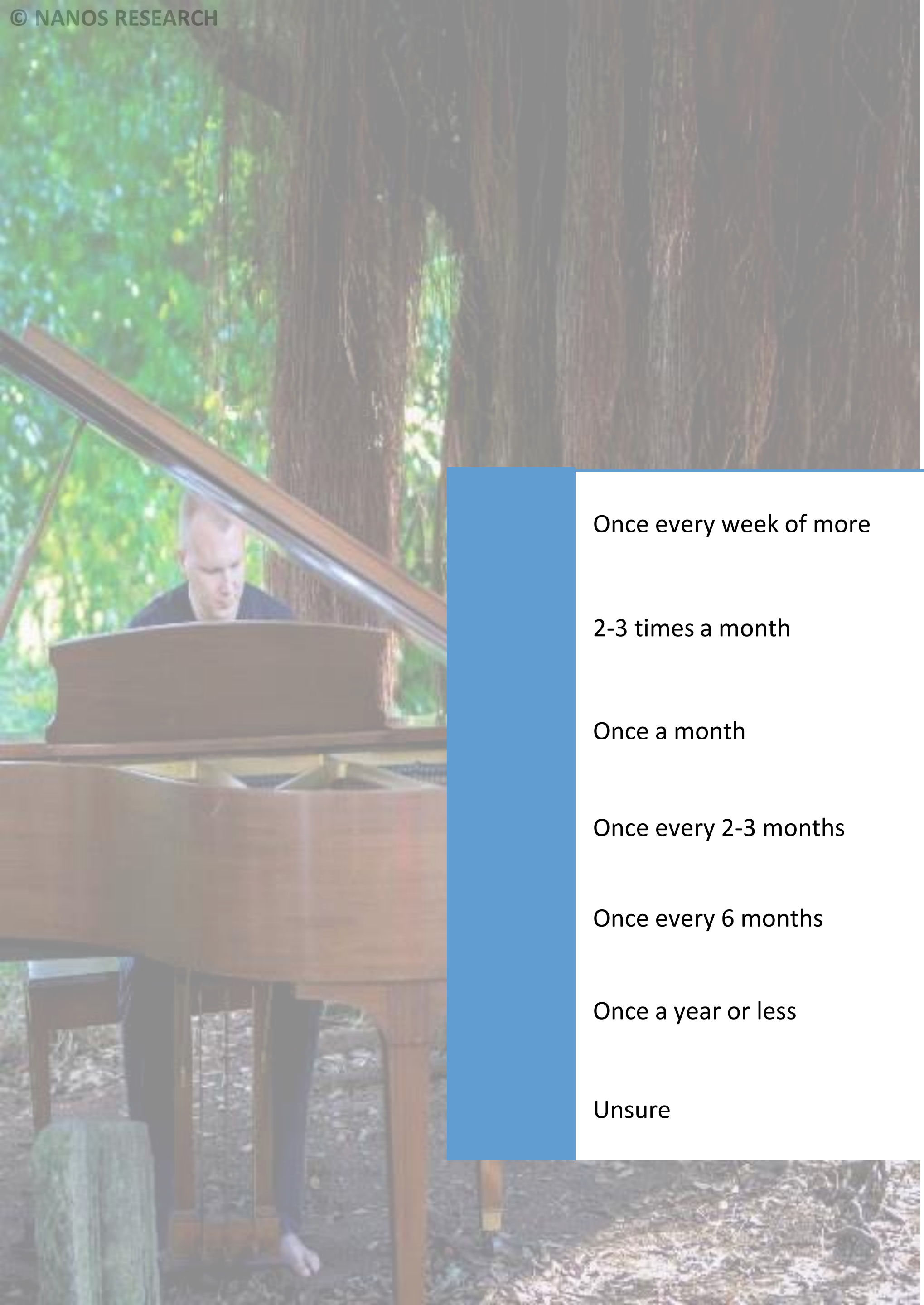
Over one in four outdoor culture-goers say they plan on attending outdoor arts or cultural performance in the next year at least once every couple months (26%), which is a decrease from the wave in August 2024 (33%). Nearly two in five outdoor culture-goers say they plan on attending about once every 6 months (38%, up from 30% in August).



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

Q – How often do you plan on attending an OUTDOOR ARTS OR CULTURAL PERFORMANCE in the next 12 months?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=459 outdoor culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.



Frequency of planned attendance – Outdoor events – Outdoor culture-goers - Demographics

Q – How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?

	Outdoor culture-goers (n=459)	Atlantic (n=45)	Quebec (n=70)	Ontario (n=158)	Prairies (n=100)	BC (n=86)	Men (n=239)	Women (n=220)	18 to 34 (n=91)	35 to 54 (n=186)	55 plus (n=182)
Once every week of more	0.1%	2.2%	-	-	-	-	0.3%	-	-	-	0.4%
2-3 times a month	3.0%	1.9%	3.4%	1.6%	4.7%	4.7%	2.2%	3.9%	2.4%	2.0%	4.6%
Once a month	5.0%	2.3%	10.5%	4.9%	2.5%	2.0%	4.8%	5.3%	7.1%	2.7%	5.7%
Once every 2-3 months	17.4%	17.9%	15.3%	18.3%	13.3%	22.4%	17.2%	17.6%	13.7%	17.3%	20.3%
Once every 6 months	37.8%	28.4%	46.9%	40.2%	33.5%	29.0%	44.7%	31.1%	35.0%	42.4%	35.4%
Once a year or less	26.5%	29.3%	17.0%	25.0%	35.3%	31.2%	24.8%	28.0%	28.4%	27.1%	24.3%
Unsure	10.1%	17.9%	6.9%	10.0%	10.7%	10.8%	6.0%	14.1%	13.4%	8.4%	9.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=459 outdoor culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.

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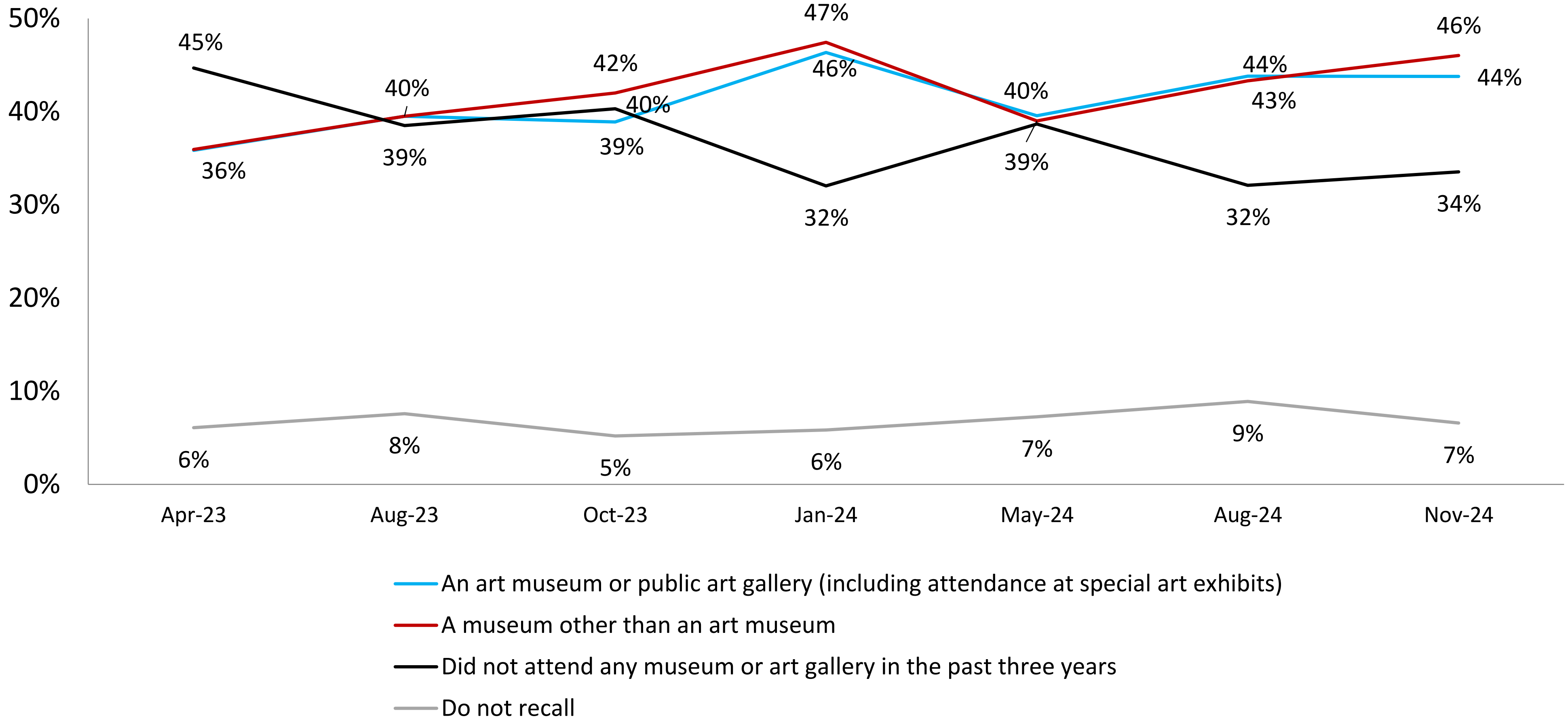
Attendance at art museum/gallery – All Canadians

Q – Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)

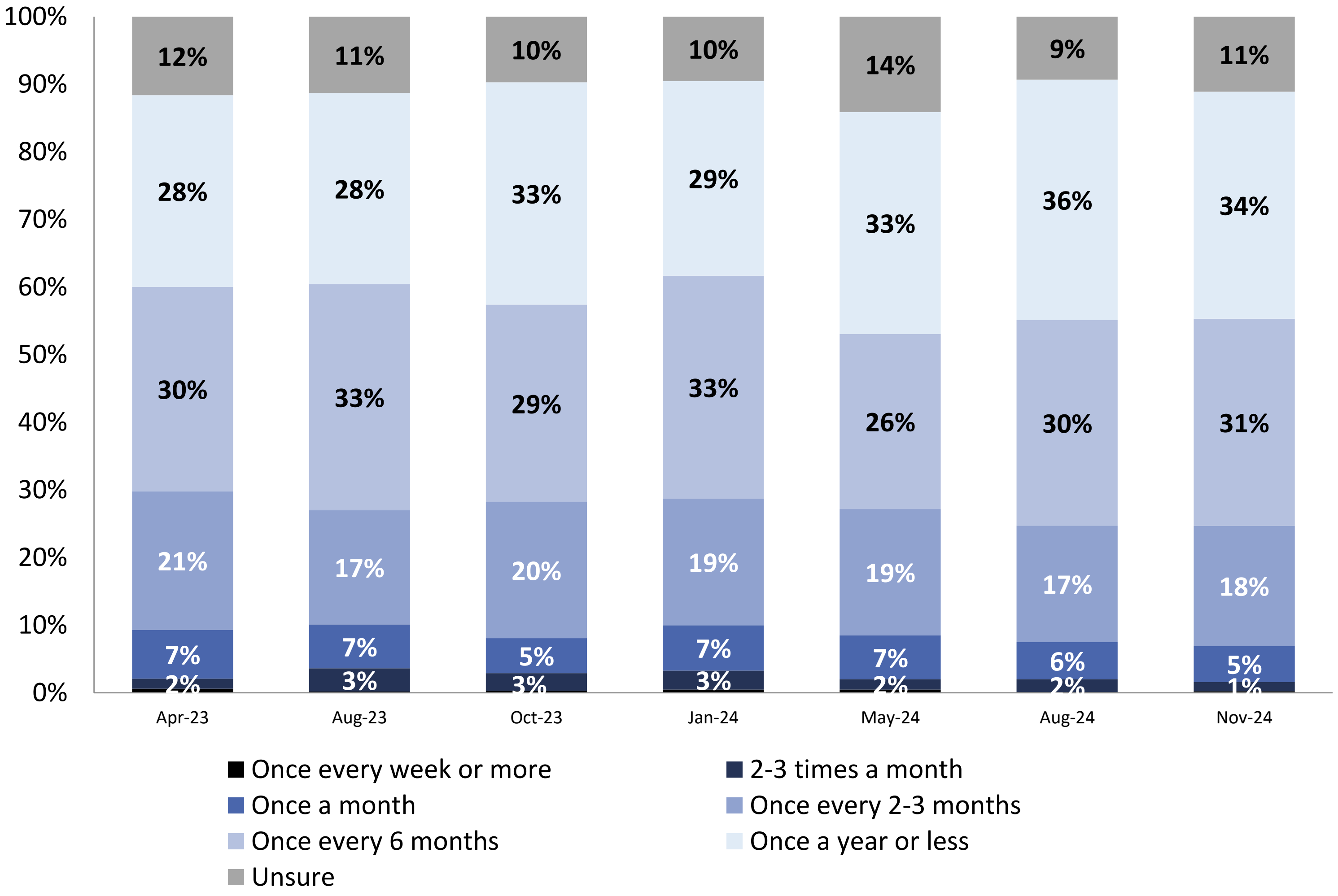


Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=1010 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Under one in ten museum-goers (7%) say they plan on attending an art gallery or museum at least once a month in the next year, which is consistent with previous waves. Just under one in two say they plan on attending either once every 2 to 3 months (18%) or once every 6 months (31%), consistent with previous waves.

Q – How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?

Frequency of planned attendance – Art Gallery/Museum-goers - Tracking



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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=612 art gallery/museum-goers, accurate 4.0 percentage points plus or minus, 19 times out of 20.

Frequency of planned attendance – Art Gallery/Museum – Museum-goers - Demographics

Q – How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?

	Art gallery/ Museum-goers (n=612)	Atlantic (n=64)	Quebec (n=104)	Ontario (n=209)	Prairies (n=133)	BC (n=102)	Men (n=320)	Women (n=292)	18 to 34 (n=128)	35 to 54 (n=206)	55 plus (n=278)
Once every week of more	0.2%	-	-	-	1.1%	-	0.2%	0.3%	-	-	0.5%
2-3 times a month	1.4%	-	1.8%	0.5%	2.1%	3.0%	1.9%	0.9%	0.9%	1.6%	1.6%
Once a month	5.3%	6.9%	5.7%	6.0%	2.4%	6.2%	4.6%	6.1%	5.8%	2.4%	7.1%
Once every 2-3 months	17.8%	19.1%	22.1%	18.7%	16.4%	9.5%	19.7%	15.8%	13.7%	16.4%	21.6%
Once every 6 months	30.6%	21.9%	29.9%	30.7%	35.4%	29.0%	28.7%	32.6%	35.3%	28.3%	29.0%
Once a year or less	33.6%	30.4%	33.3%	32.2%	35.6%	36.7%	35.0%	32.2%	34.1%	40.6%	28.2%
Unsure	11.1%	21.8%	7.2%	11.9%	7.0%	15.6%	9.9%	12.2%	10.2%	10.7%	11.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=612 art gallery/museum-goers, accurate 4.0 percentage points plus or minus, 19 times out of 20.

2023 donations to arts/cultural organizations

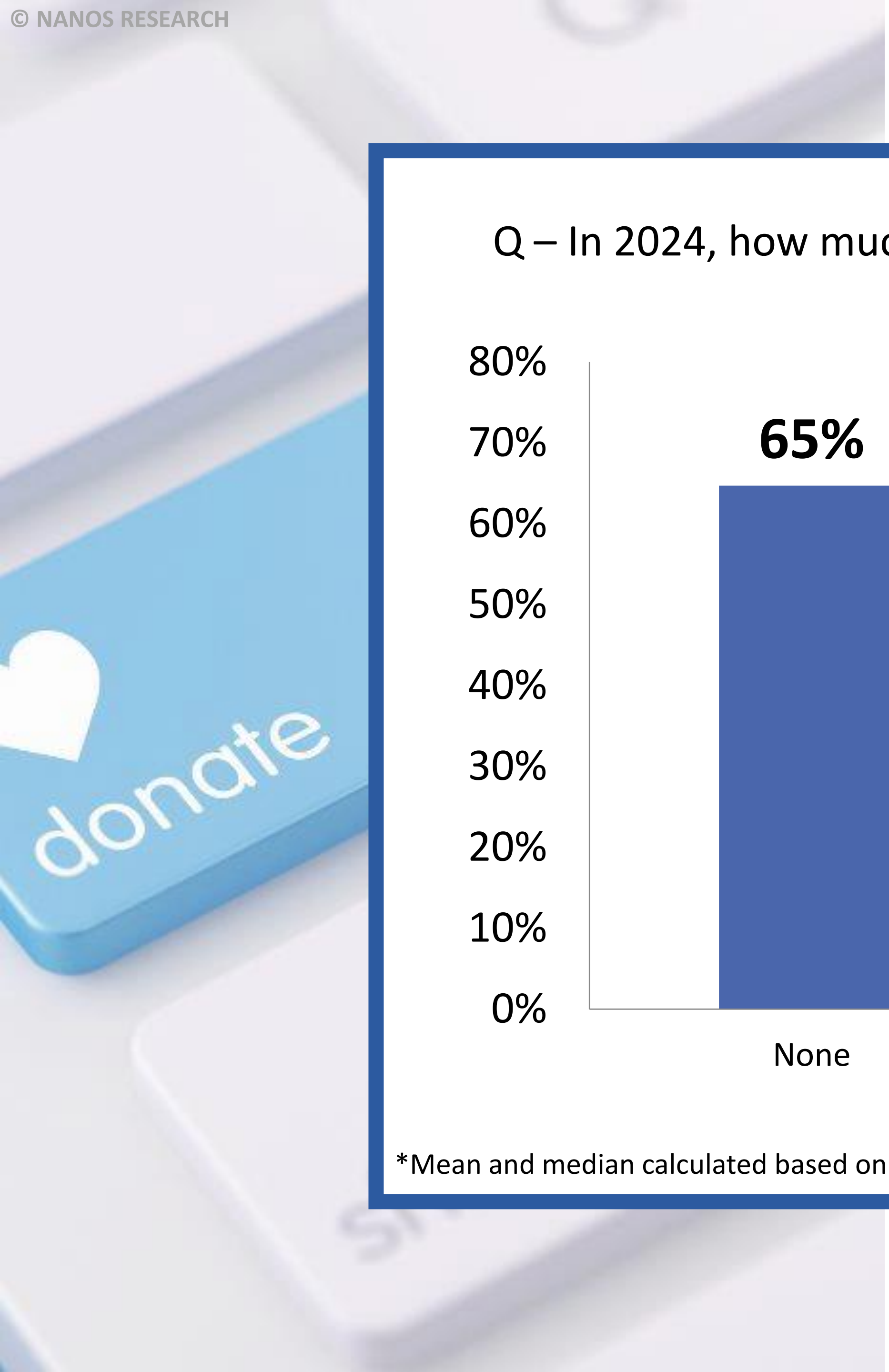
Q – In 2023, how much did you donate, if anything, to arts/cultural organizations? $____

[TRACKING OCTOBER 2023] In 2023, how much do you intend to donate, if anything, to arts/cultural organizations? $ ______

TOP RESPONSES	Reported donations for the year 2023 (n=815)	Intended donations for the year 2023 (n=761)	Reported donations for the year 2022 (n=771)
Mean*	$363.40	$335.30	$315.00
Median*	$120.00	$100.00	$100.00
$0	64.4%	69.4%	69.1%
$100	9.8%	8.9%	8.3%
$200	4.5%	2.4%	3.0%
$50	3.8%	3.4%	4.5%
$500	3.0%	3.5%	3.0%

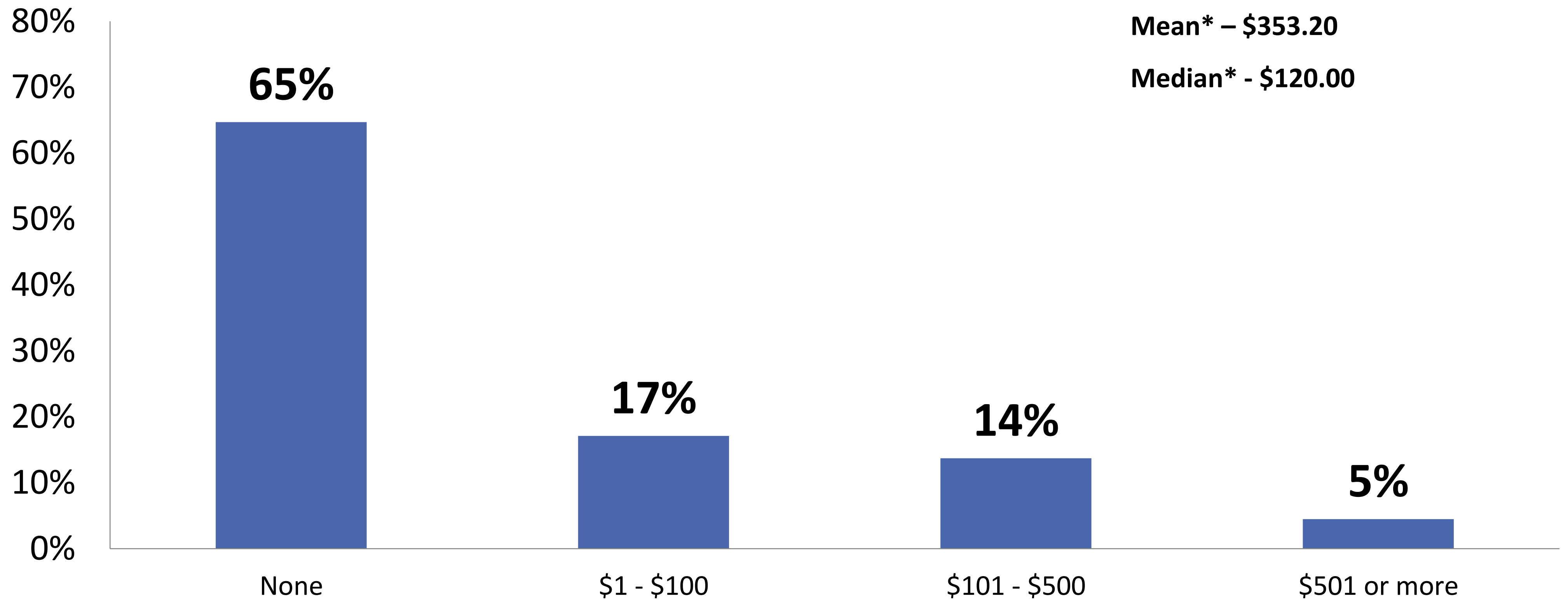
*Mean and median calculated based on sample who report donating, excludes those who said $0.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=815 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.



2024 intended donations to arts/cultural organizations

Q – In 2024, how much do you intend to donate, if anything, to arts/cultural organizations? $____

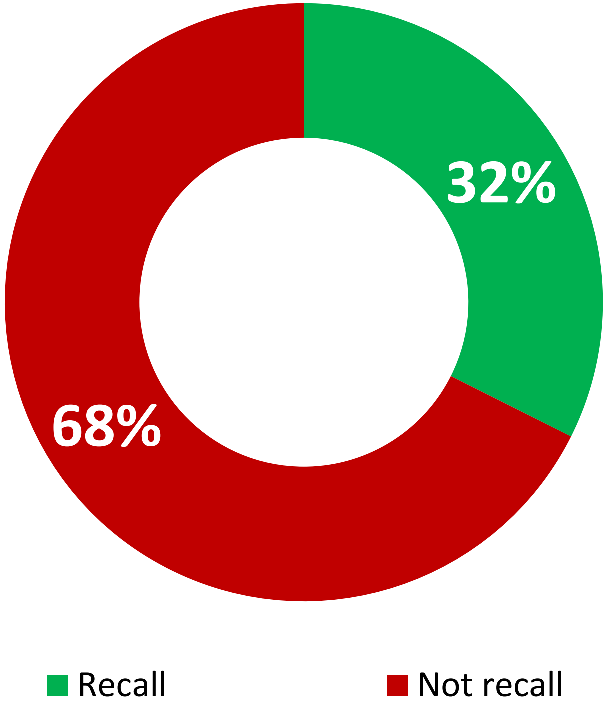


*Mean and median calculated based on sample who report donating, excludes those who said $0.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=815 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Donation requests from arts & culture organizations

Q – In the past year, do you recall or not recall being asked by an arts or cultural organization to donate to them?



Recall

Atlantic (n=84)	Quebec (n=141)	Ontario (n=282)	Prairies (n=177)	BC (n=131)
17.8%	**30.2%**	**34.4%**	**33.6%**	**36.2%**
Men (n=424)	Women (n=391)	18 to 34 (n=160)	35 to 54 (n=291)	55 plus (n=364)
31.2%	**33.6%**	**34.4%**	**28.6%**	**34.1%**

Not recall

Atlantic (n=84)	Quebec (n=141)	Ontario (n=282)	Prairies (n=177)	BC (n=131)
82.2%	**69.8%**	**65.6%**	**66.4%**	**63.8%**
Men (n=424)	Women (n=391)	18 to 34 (n=160)	35 to 54 (n=291)	55 plus (n=364)
68.8%	**66.4%**	**65.6%**	**71.4%**	**65.9%**

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=815 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

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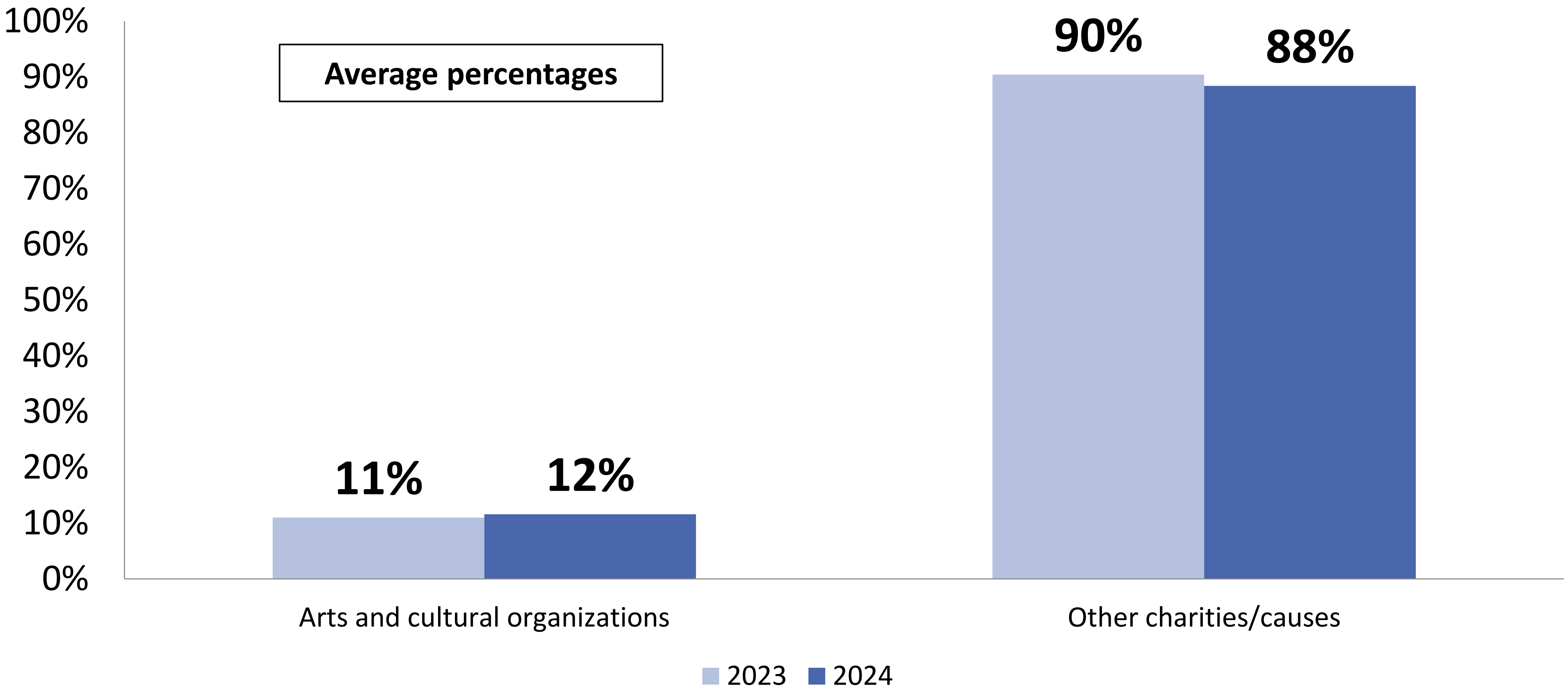
Annual charitable giving breakdown

Q – What percentage of your annual charitable giving goes to arts and cultural organizations compared to other causes (i.e. Health, Social and Community Services, Sports, Environmental causes, Food charities, International causes, etc.).



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=627 culture-goers who report donating, accurate 3.9 percentage points plus or minus, 19 times out of 20.

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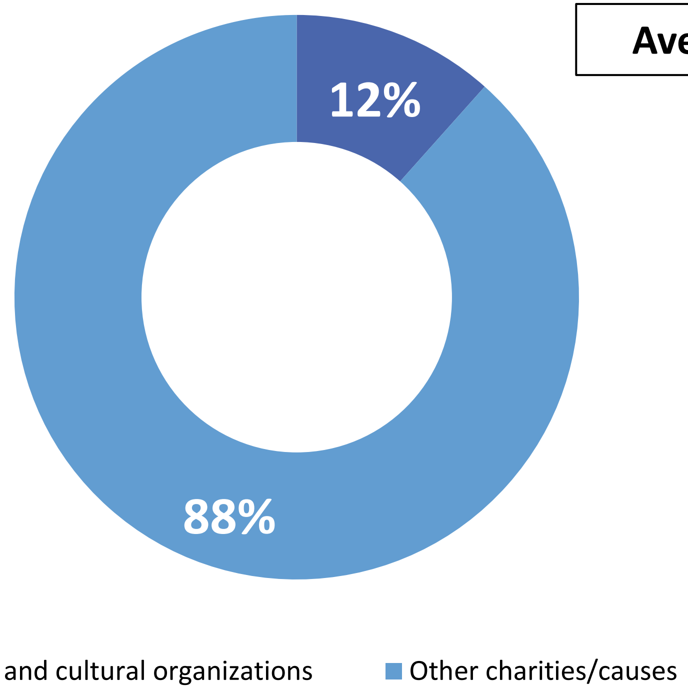
Annual charitable giving breakdown – by demographics

Q – What percentage of your annual charitable giving goes to arts and cultural organizations compared to other causes (i.e. Health, Social and Community Services, Sports, Environmental causes, Food charities, International causes, etc.)



Average percentages

Average going to arts and culture

Atlantic (n=58)	Quebec (n=102)	Ontario (n=229)	Prairies (n=137)	BC (n=101)
10.8%	**13.1%**	**10.4%**	**12.9%**	**11.6%**
Men (n=317)	Women (n=310)	18 to 34 (n=112)	35 to 54 (n=220)	55 plus (n=295)
12.1%	**11.2%**	**14.4%**	**8.8%**	**12.1%**

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=627 culture-goers who report donating, accurate 3.9 percentage points plus or minus, 19 times out of 20.

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Motivators to donate to a cultural organization

Q – What motivates you to donate to arts and cultural organizations? (Select all that apply) [RANDOMIZE]

TOP RESPONSES	2024-11 (n=275)*
Want to support artists, creators, and/or makers	53.0%
Believe in its cause, purpose, or mission	52.5%
Value the impact it makes on the local community	51.9%
Want to give back to the community	42.3%
Am aware that it needs my financial support to exist	41.6%
Admire the organization	37.0%
Value the impact it makes on the world	33.3%
Feel that I have personally benefitted from the organization	32.9%
Am worried that its funding is decreasing (from individuals, government, foundations, etc.)	28.2%
Find its content compelling	23.2%

*Based on multiple mentions.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=275 culture-goers who report donating to arts and culture, accurate 6.0 percentage points plus or minus, 19 times out of 20.

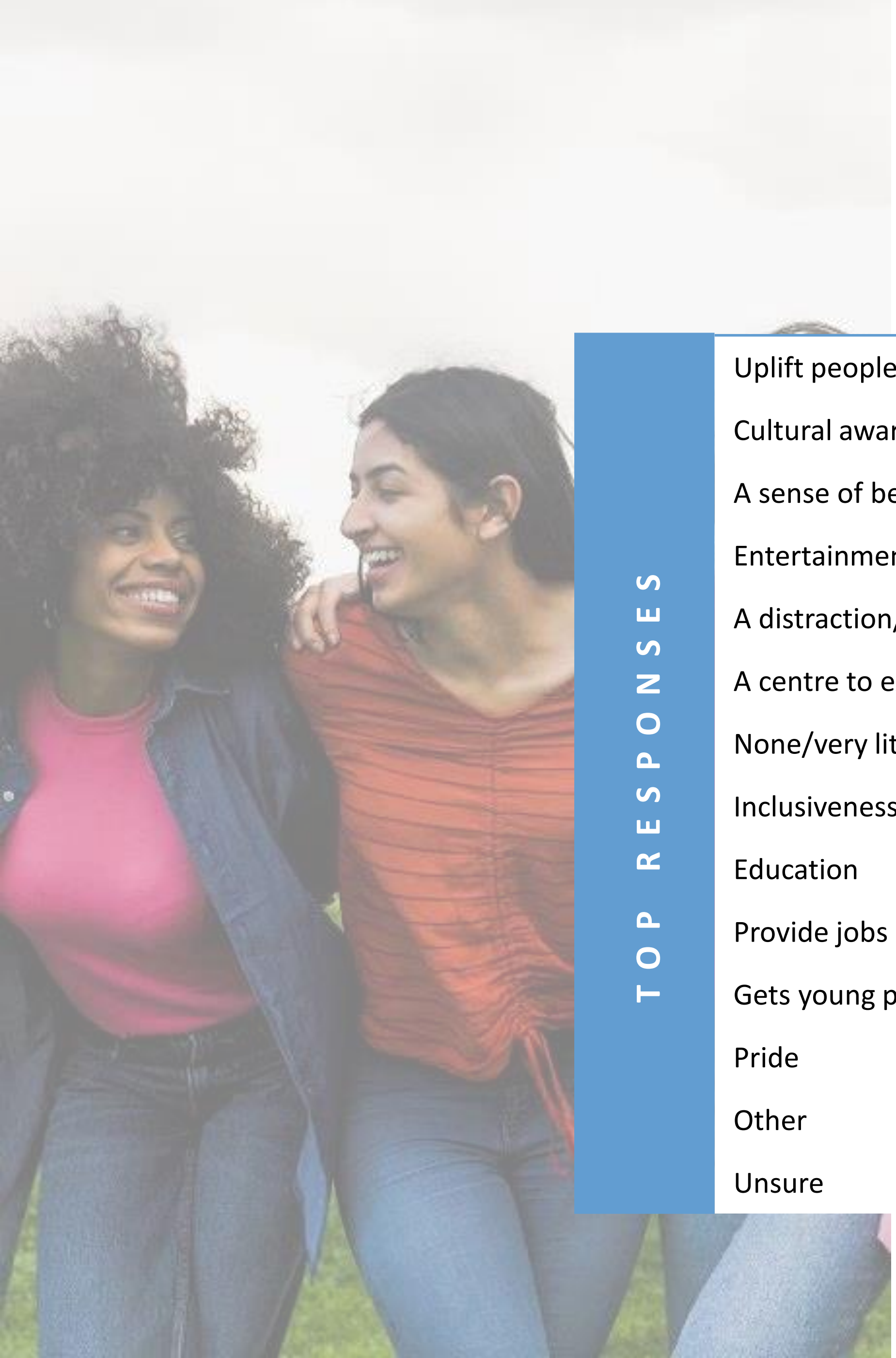
Factors likely to increase donations to arts & cultural organizations

Q – Which of the following would have the greatest likelihood to increase the amount of money you donate to arts and cultural organizations? Please rank the following statements, with 1 being the most likely to increase the amount you give to arts and cultural organizations and 2 being the second most likely [RANDOMIZE]

TOP MENTIONS	Rank 1 (n=274)	Rank 2 (n=199)
If I was aware of an immediate need or crisis of the arts or cultural organization	29.8%	22.5%
Nothing/I already give as much as I can	26.9%	18.0%
If I understood how the donation was used	15.5%	19.3%
If I was more familiar with the arts or cultural organizations and their activities	10.4%	16.2%
If I heard a story or an example of someone who has benefited from the arts or cultural organization	7.0%	18.0%
If I was asked to donate more frequently	1.8%	1.8%
Other	1.8%	2.7%
Unsure	6.8%	1.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=274 culture-goers who report donating to arts and culture, accurate 6.0 percentage points plus or minus, 19 times out of 20.

Impacts arts and cultural organizations have on the community



Q – What do you think is the biggest impact arts and cultural organizations have on your community? (Select one)

TOP RESPONSES	2024-11 (n=815)	2023-10 (n=501)
Uplift people/adds to the quality of life/mental health betterment	22.9%	8.7%
Cultural awareness/preserve and promote culture	14.5%	13.1%
A sense of belonging/community/identity	12.3%	20.6%
Entertainment/Events	12.0%	9.9%
A distraction/escape from daily life	7.7%	1.3%
A centre to express creativity and feeling	5.4%	5.9%
None/very little/less important	5.2%	6.4%
Inclusiveness and diversity	4.6%	6.1%
Education	4.5%	5.7%
Provide jobs and money/support artists	3.8%	4.5%
Gets young people involved	2.5%	2.8%
Pride	1.2%	1.3%
Other	0.7%	0.9%
Unsure	2.6%	8.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=815 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 4th to 6th, 2024 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 Canada.

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

The margin of error for a random survey of 1010 Canadians is ±3.1 percentage points, 19 times out of 20.

The research was commissioned by Business / Arts and the National Arts Centre and was conducted by Nanos Research.

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

Element	Description
Research sponsor	Business / Arts and the National Arts Centre
Population and Final Sample Size	1010 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	November 4th to 6th, 2024.
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/

Element	Description
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 Canada. See tables for full weighting disclosure.
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	11 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, traffic, personal finances, immigration, supply chains, economic growth, the environment, and energy.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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.
Data Tables	By region, age and gender: [LINK]

ABOUT NANOS

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 and Nanos 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

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?

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

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