



When travelling out of town for arts and culture experiences, culture-goers prefer new and unique experiences over traditional and known ones.

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 and arts and culture tourism.

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,055 Canadians, 18 years of age or older, between May 5<sup>th</sup> to 8<sup>th</sup>, 2025, as part of an omnibus survey. The margin of error for a random survey of 1,055 Canadians is  $\pm 3.0$  percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

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

# Types of experiences preferred when attending art and cultural events and performances or visiting museums and galleries

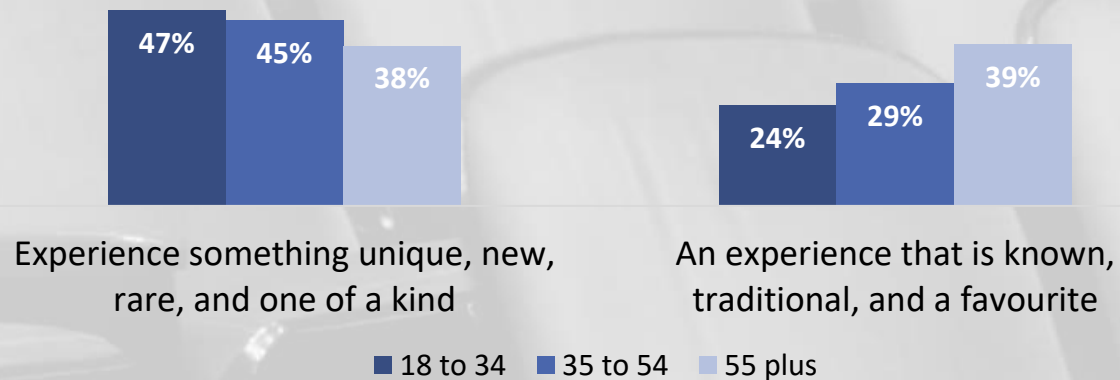
## In their city/town

43%

To experience something unique, new, rare and one of a kind

32%

An experience that is known, traditional and a favourite



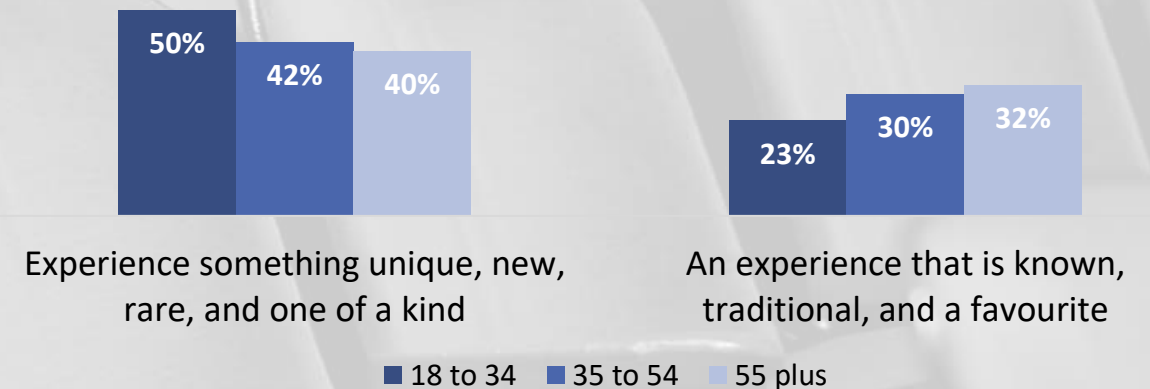
## Outside of their city/town

44%

To experience something unique, new, rare and one of a kind

29%

An experience that is known, traditional and a favourite



\*Totals do not add up to 100% as about one quarter of culture-goers were unsure.

Double the number of culture-goers say it is more important now for them to attend arts and culture experiences that include or promote Canadian artists or content than those who say it is less important.

## Top reasons for choosing an arts or culture event/visit over another

**49%** Interest in the content/artist  
(21% rank 2, 13% rank 3)

**12%** Headliner/big name artist or Blockbuster show/production  
(15% rank 2, 10% rank 3)

**11%** Most convenient location  
(23% rank 2, 30% rank 3)

**9%** Artist/content is Canadian  
(15% rank 2, 13% rank 3)

Importance of attending/visiting performances/events and museums/galleries that promote Canadian content compared to last year

**22%**

Much/somewhat  
more important

**56%**

As important

**11%**

Much/somewhat  
less important

# Arts and culture tourism – Summer 2025



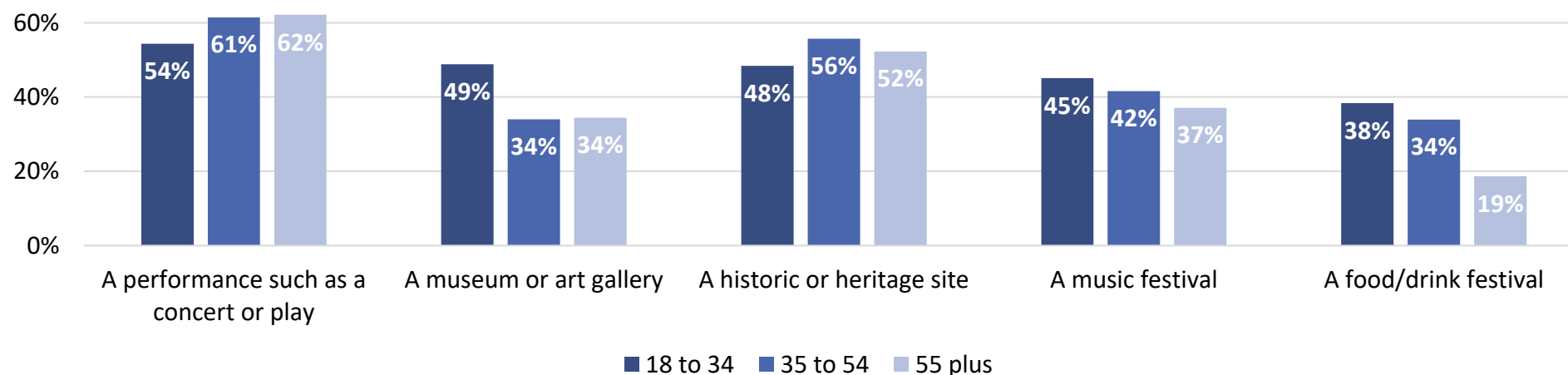
Younger Culture-goers are more interested in travelling out-of-town to attend a museum or art gallery, a music festival and a food/drink festival than older culture-goers.

Older-culture goers are more interested in travelling out-of-town to attend performances and historic/heritage sites.

## Change in expected out-of-town\* attendance or visit of arts and culture events and museums/galleries this summer

	Canada	Atlantic	Quebec	Ontario	Prairies	BC	Men	Women	18-34	35-54	55 plus
<b>Net change</b>	<b>+5.0</b>	<b>-5.1</b>	<b>+2.9</b>	<b>+9.4</b>	<b>+4.1</b>	<b>+1.8</b>	<b>+4.2</b>	<b>+5.8</b>	<b>+8.8</b>	<b>+1.9</b>	<b>+4.8</b>
<b>More</b>	13.7%	11.6%	11.7%	18.1%	9.5%	10.8%	12.3%	15.0%	16.0%	10.7%	14.5%
<b>Fewer</b>	8.7%	16.6%	8.8%	8.7%	5.4%	9.0%	8.1%	9.2%	7.2%	8.7%	9.7%
<b>About the same</b>	60.4%	58.8%	71.1%	53.5%	66.75	55.7%	63.5%	57.4%	59.7%	61.9%	59.5%
<b>Unsure</b>	17.2%	13.0%	8.5%	19.7%	18.4%	24.5%	16.1%	18.3%	17.0%	18.7%	16.3%

## Interest in travelling out-of-town\* to attend or visit arts and culture



\* Travelling out-of-town defined as more than 40km.

# Expected frequency of attendance in next 12 months for culture-goers – May 2025

	Indoor events	Outdoor events	Museums/galleries
At least once a month	[ 14% ] ▼ 3 points	[ 10% ] -	[ 8% ] ▼ 1 point
Every 2-3 months	[ 32% ] -	[ 20% ] ▼ 3 points	[ 19% ] -
Once every 6 months or less	[ 46% ] ▲ 1 point	[ 61% ] -	[ 62% ] ▼ 1 point
Unsure	[ 9% ] ▲ 4 points	[ 9% ] ▲ 3 points	[ 11% ] ▲ 2 points

\* Comparison done between this wave of data (May 2025) and previous wave (January 2025).



# KEY FINDINGS

1

## **CULTURE-GOERS REPORT A NET POSITIVE DIFFERENCE IN THE IMPORTANCE OF ATTENDING OR VISITING ART AND CULTURAL EVENTS AND MUSEUMS AND GALLERIES THAT INCLUDE OR PROMOTE CANADIAN ARTISTS OR CONTENT**

Close to a quarter of culture-goers (22%) say it is now much more or somewhat more important for them to attend art and cultural events and performances or visit museums and galleries that include or promote Canadian artists or content, compared to just over one in ten who say it is much less or somewhat less important (11%). Over fifty per cent (56%) say it is as important compared to a year ago.

2

## **JUST UNDER FIVE IN TEN CULTURE-GOERS ARE AT LEAST SOMEWHAT LIKELY TO TRAVEL OUT-OF-TOWN\* TO ATTEND OR VISIT ARTS AND CULTURE – NUMBER OF OUT-OF-TOWN VISITS ARE MOST LIKELY TO REMAIN STEADY**

Just under half of culture-goers say they are likely (24%) or somewhat likely (25%) to travel out-of-town\* within Canada to attend an art or cultural event or performance or visit a museum or gallery. In term of number of out-of-town visits within Canada, three in five culture-goers (60%) are planning on attending or visiting about the same number of arts and culture events or performance or museums and galleries. Additionally, over one in ten say they are planning on attending more (14%). Of note, close to one in five culture-goers remain uncertain (17%).

3

## **PERFORMANCES AND HISTORIC SITES ARE MOST LIKELY TO ATTRACT OUT OF TOWN CULTURE-GOERS**

Culture-goers who are likely to travel are most interested in travelling out-of-town\* to attend a performance (60%) or visit a historic or heritage site (52%). Younger Culture-goers (18-34) are more likely than older culture-goers (55 plus) to travel to attend a food/drink festival (38% vs. 19%) and to visit a museum or art gallery (49% vs. 34%).

4

## **CULTURE-GOERS PREFER NEW AND UNIQUE EXPERIENCES OVER KNOWN TRADITIONAL ONES FOR BOTH OUT OF TOWN AND LOCAL ARTS AND CULTURE EXPERIENCES**

Asked what kind of experience they prefer when attending art and cultural events and performances or visiting museums and galleries in their city, over four in ten prefer to have an experience that is unique, new, rare, and one of a kind (43%) while about one in three an experience that is known, traditional, and a favourite (32%). The same can be observed when asked what they prefer for out-of-town experiences (44% vs. 29%, respectively).

\* Travelling out-of-town defined as more than 40km.

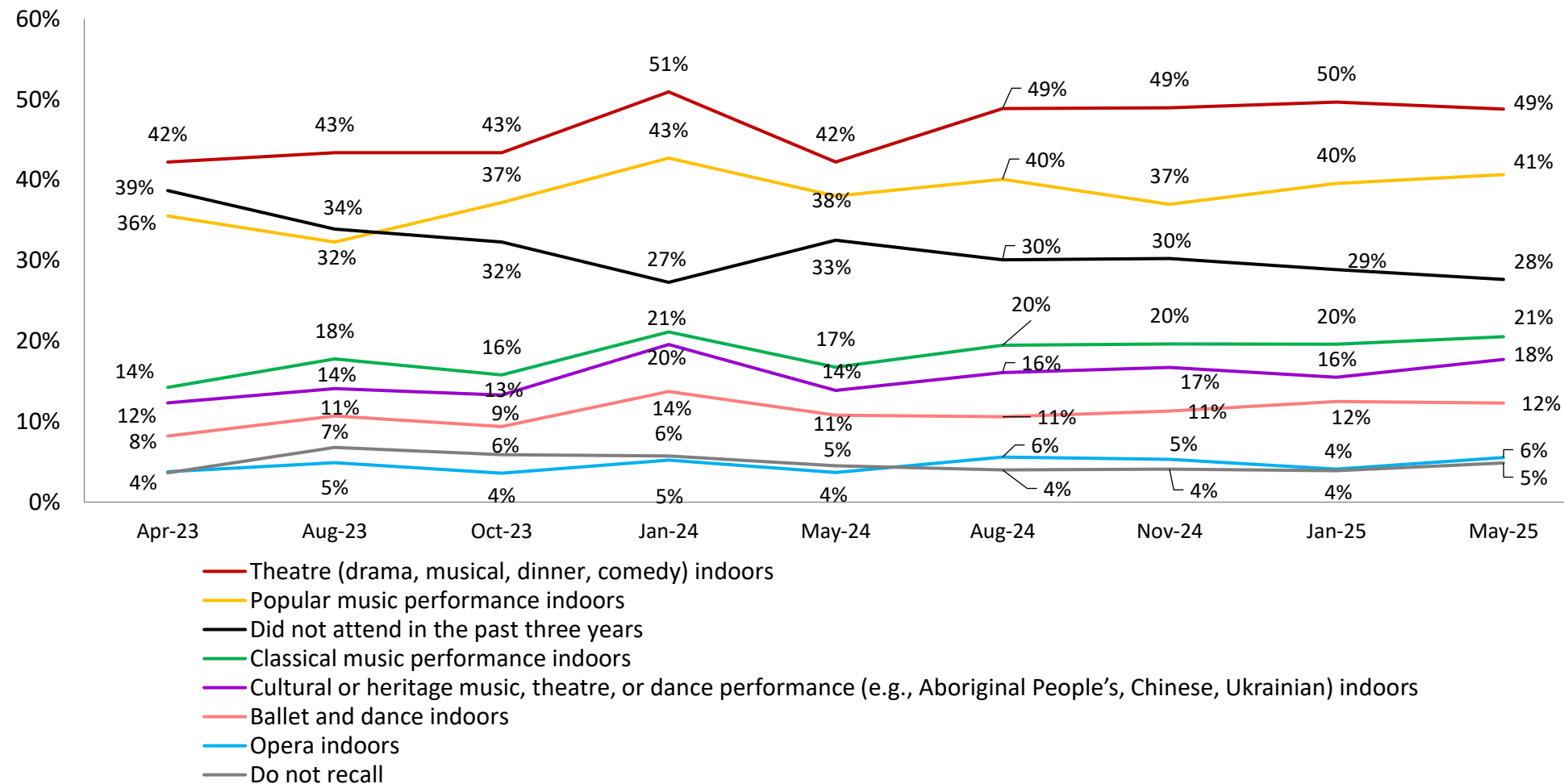
A photograph of four musicians, likely a string quartet, dressed in formal black tuxedos with white shirts and black bow ties. They are holding their violins and bows, standing in a row against a dark, possibly black, background. The lighting is soft, highlighting the wood of the instruments and the texture of the tuxedos. The image is partially obscured by a dark overlay on the right side, which is accented by a light blue geometric shape in the top right corner.

**Past** and future attendance  
and visits to arts and culture



# Attendance at indoor cultural gatherings – All Canadians – Tracking

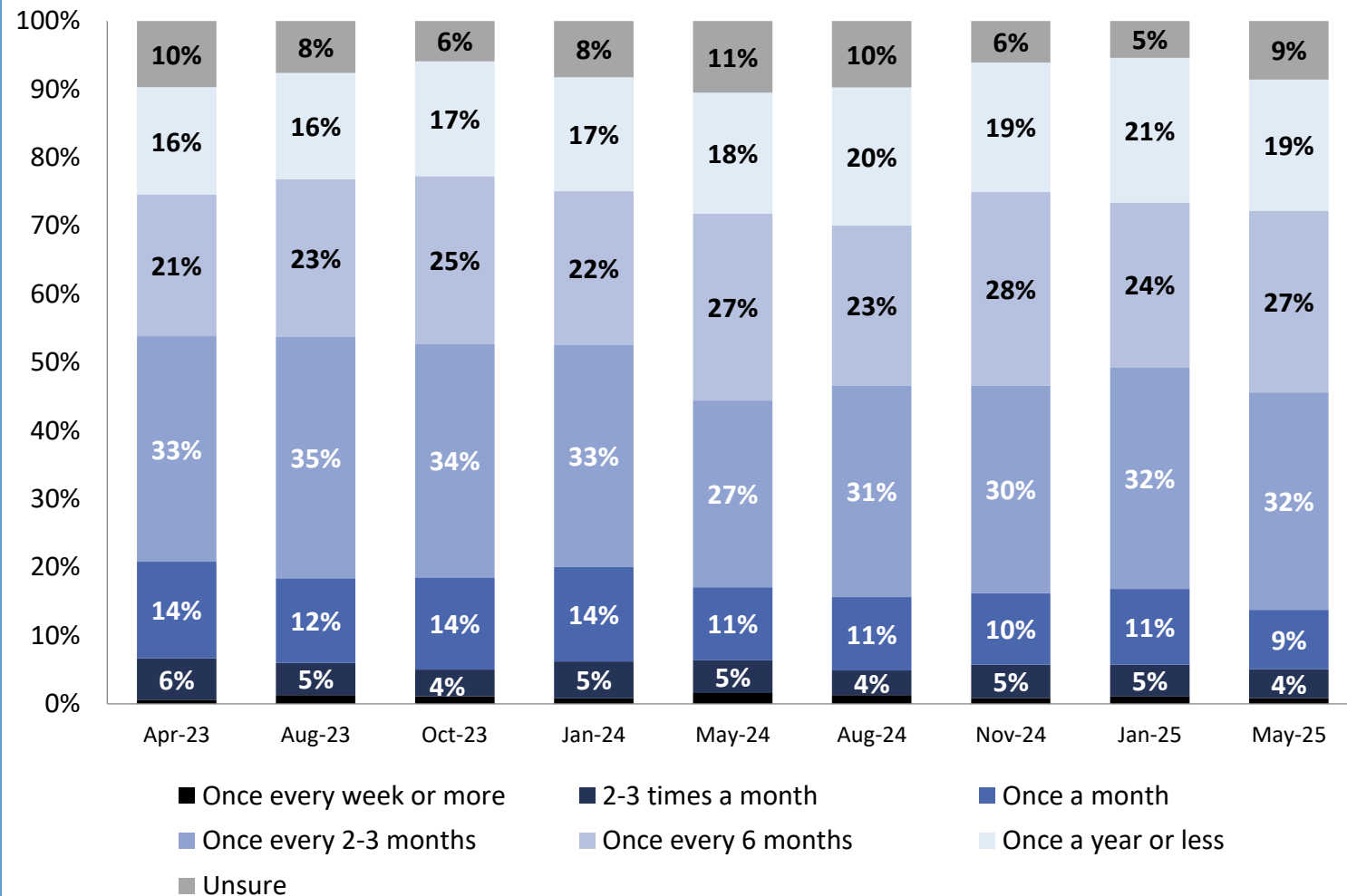
Q – [TRACKING] Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=1055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Around 7 in 10 culture-goers say they plan on attending indoor arts or cultural performances at least twice in the next year, which is consistent with waves conducted in the past year.

## Frequency of planned attendance – Indoor events – Indoor culture-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, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=715 indoor culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

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

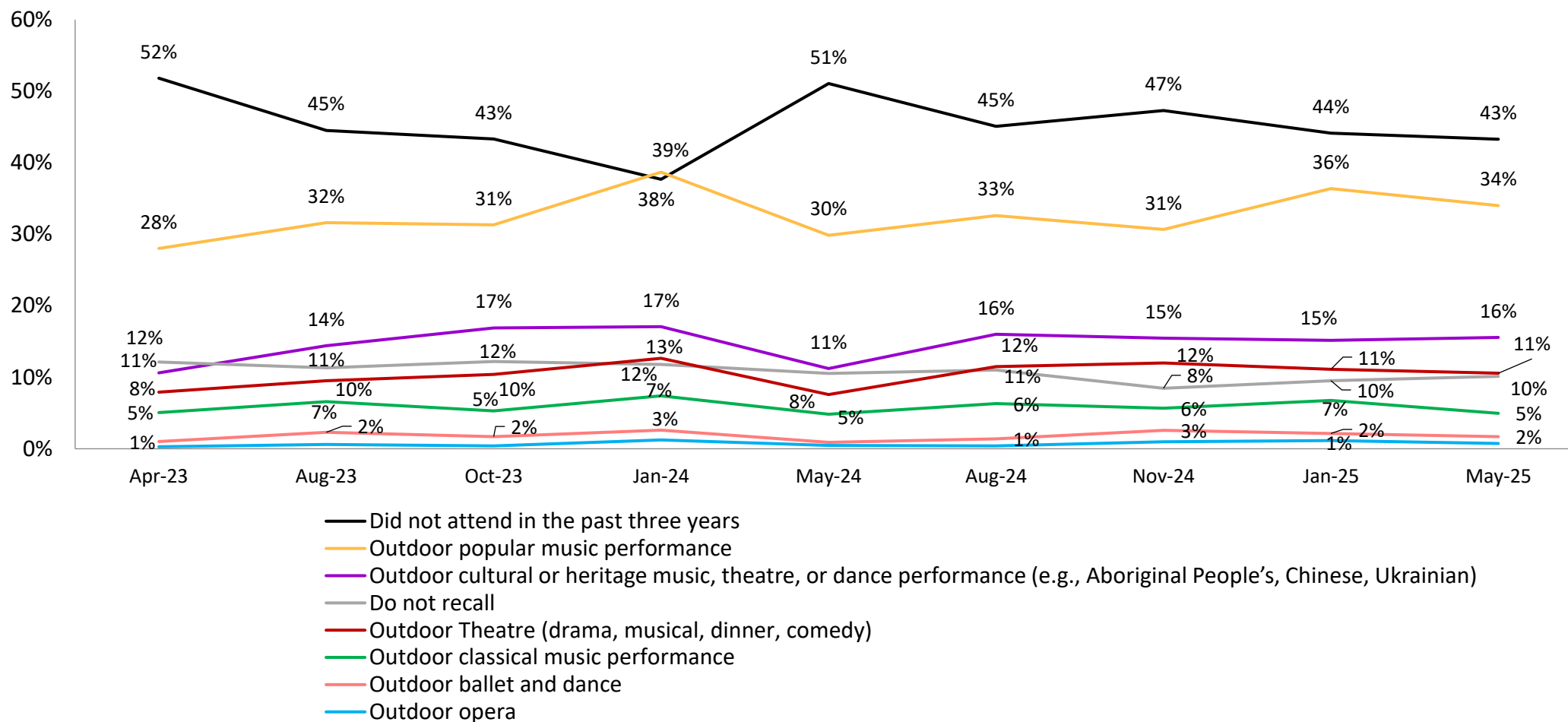
Q – How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?

	Indoor culture-goers (n=715)	Atlantic (n=65)	Quebec (n=142)	Ontario (n=247)	Prairies (n=158)	BC (n=103)	Men (n=355)	Women (n=360)	18 to 34 (n=117)	35 to 54 (n=318)	55 plus (n=280)
Once every week or more	0.8%	1.3%	1.8%	0.5%	0.3%	0.7%	0.8%	0.9%	-	1.1%	1.2%
2-3 times a month	4.2%	3.0%	0.6%	5.1%	5.1%	6.8%	3.7%	4.75	3.0%	3.5%	5.7%
Once a month	8.7%	3.0%	11.2%	7.6%	9.1%	10.2%	8.7%	8.7%	6.5%	11.0%	8.3%
Once every 2-3 months	31.8%	25.1%	32.8%	33.5%	26.0%	35.8%	31.5%	32.1%	31.6%	27.8%	35.2%
Once every 6 months	26.6%	37.8%	29.0%	28.6%	21.4%	19.0%	28.8%	24.8%	31.2%	30.0%	20.8%
Once a year or less	19.2%	21.2%	20.3%	14.7%	28.4%	17.5%	18.7%	19.5%	22.5%	19.2%	16.9%
Unsure	8.6%	8.6%	4.3%	10.0%	9.7%	10.0%	7.7%	9.4%	5.3%	7.3%	11.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=715 indoor culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

# Attendance at outdoor cultural gatherings – All Canadians

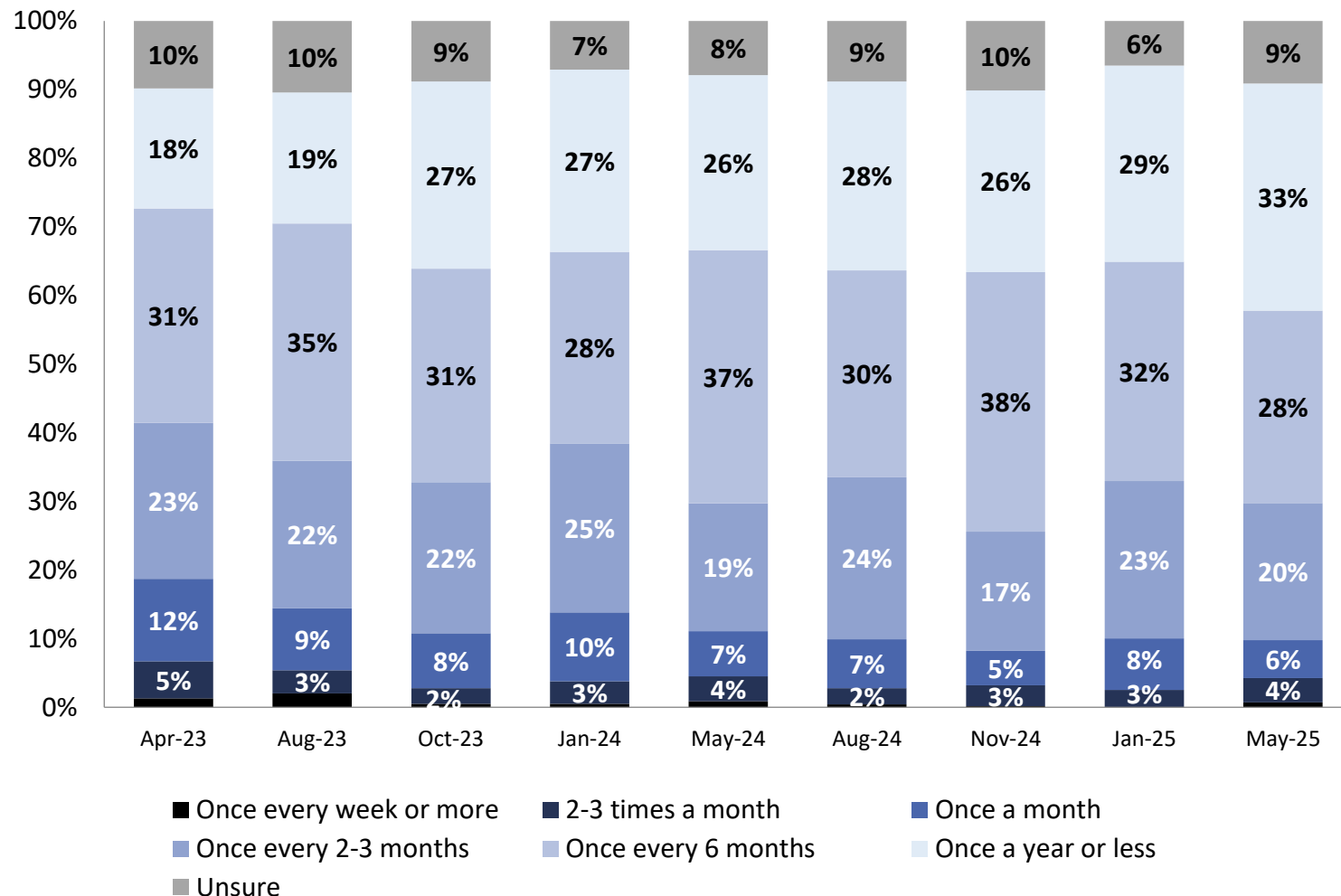
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=1055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Just under six in ten outdoor culture-goers (58%) say they plan on attending outdoor arts or cultural performance at least twice in the next year, which is a marginal decrease compared to the previous wave which saw over six in ten outdoor culture-goers who planned on attending at least twice a year (64%).

## Frequency of planned attendance – Outdoor events – Outdoor culture-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, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=484 outdoor culture-goers, accurate 4.5 percentage points plus or minus, 19 times out of 20.

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



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

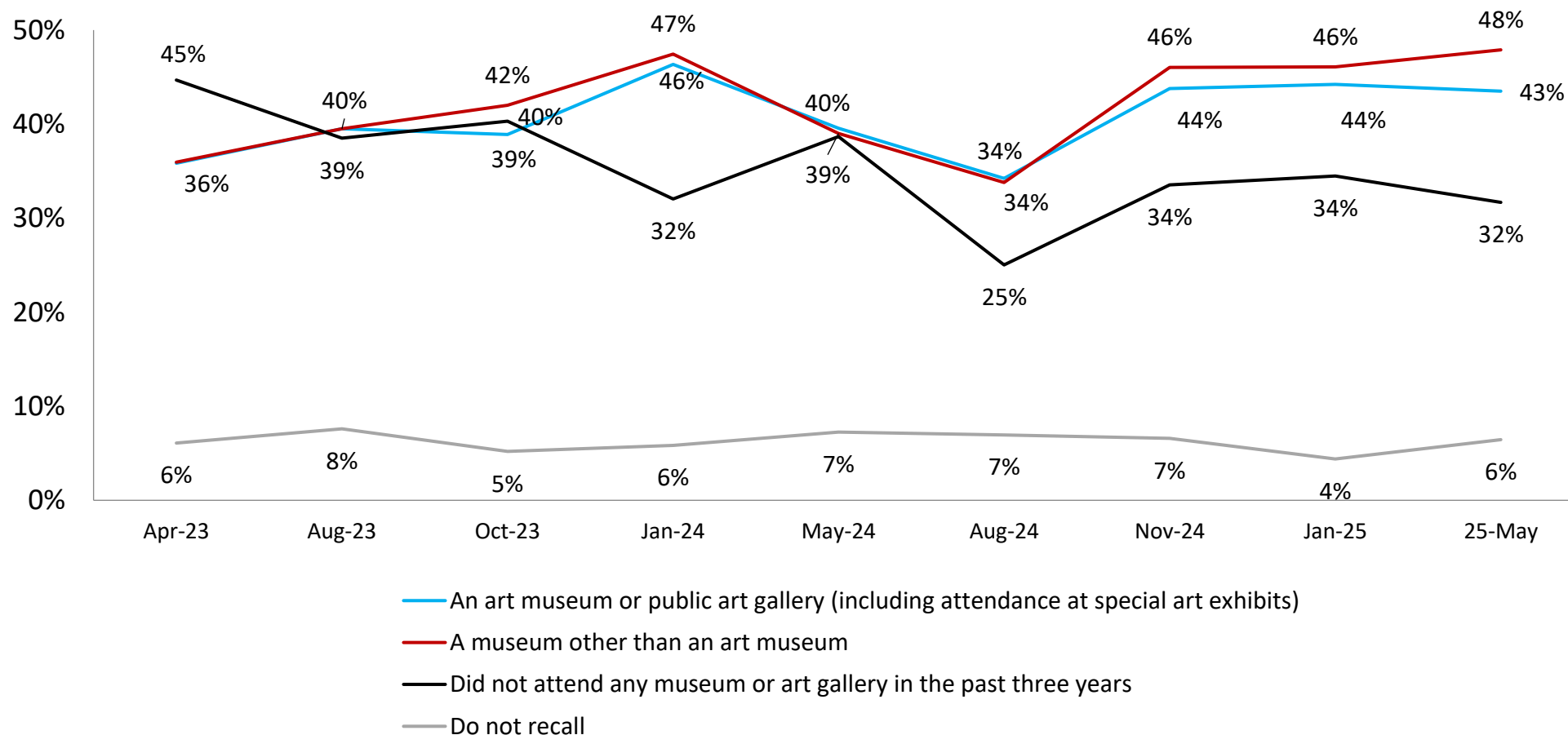
Q – How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?

	Outdoor culture-goers (n=484)	Atlantic (n=48)	Quebec (n=106)	Ontario (n=162)	Prairies (n=94)	BC (n=74)	Men (n=251)	Women (n=233)	18 to 34 (n=95)	35 to 54 (n=219)	55 plus (n=170)
Once every week or more	0.7%	-	0.8%	1.2%	0.5%	-	0.8%	0.7%	-	1.9%	0.3%
2-3 times a month	3.5%	2.8%	4.6%	3.3%	2.3%	4.1%	4.2%	2.9%	2.2%	1.9%	6.3%
Once a month	5.5%	2.8%	4.8%	5.9%	6.6%	5.8%	4.4%	6.6%	6.3%	7.9%	2.6%
Once every 2-3 months	20.0%	9.0%	16.7%	23.4%	16.4%	24.8%	20.0%	19.9%	19.8%	21.9%	18.2%
Once every 6 months	28.0%	30.9%	27.1%	28.5%	21.5%	34.2%	30.8%	25.5%	26.9%	29.6%	27.6%
Once a year or less	33.1%	48.2%	38.3%	29.7%	39.1%	20.7%	30.5%	35.5%	38.0%	27.5%	34.0%
Unsure	9.1%	6.3%	7.6%	8.1%	13.6%	10.4%	9.3%	8.9%	6.9%	9.2%	11.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=484 outdoor culture-goers, accurate 4.5 percentage points plus or minus, 19 times out of 20.

# Attendance at art museum/gallery – All Canadians

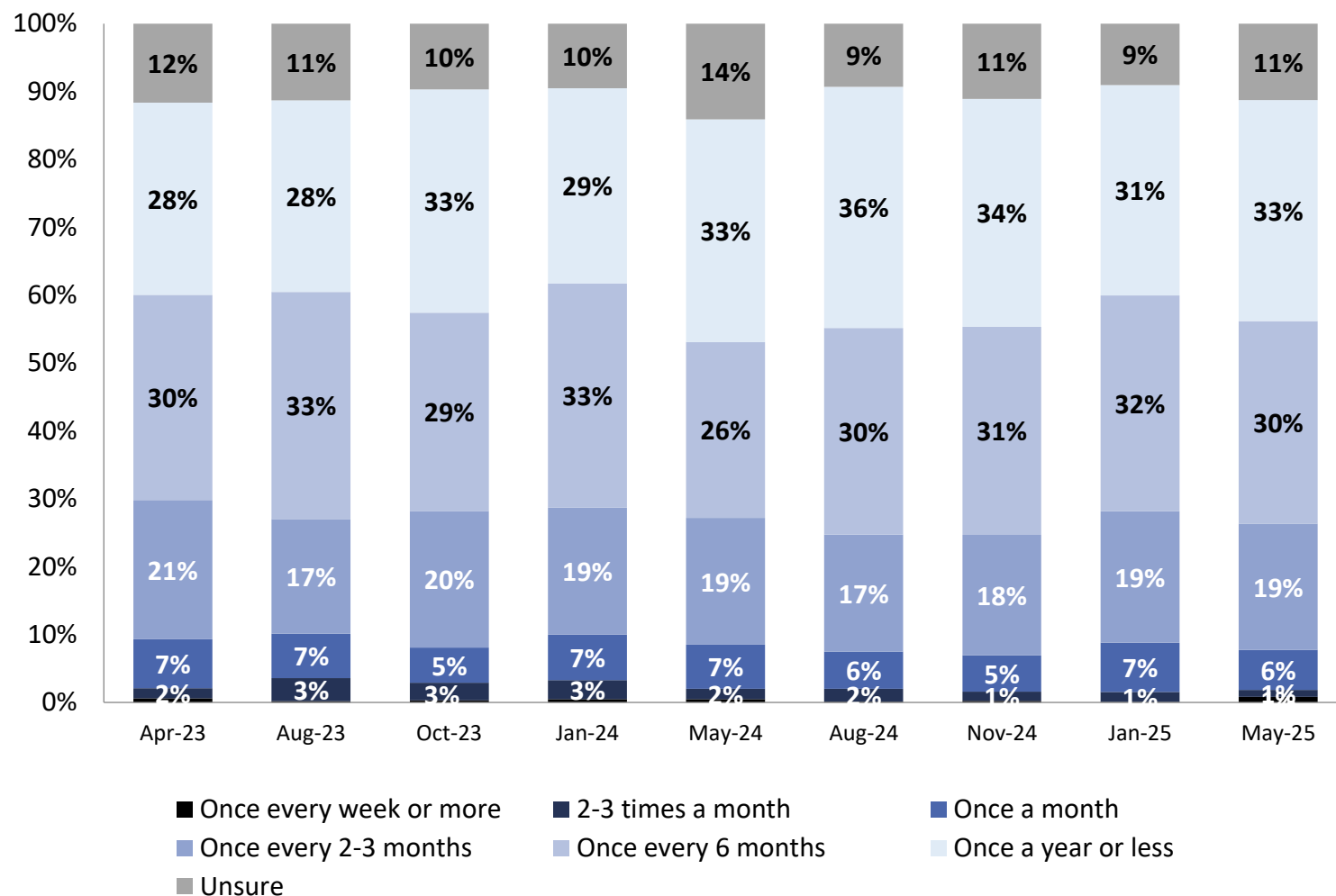
Q – Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=1055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Close to six in ten museum-goers (56%) say they plan on attending an art gallery or museum either at least once every 6 months, which is consistent with previous waves.

## 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, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=640 museum-goers, accurate 3.9 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?

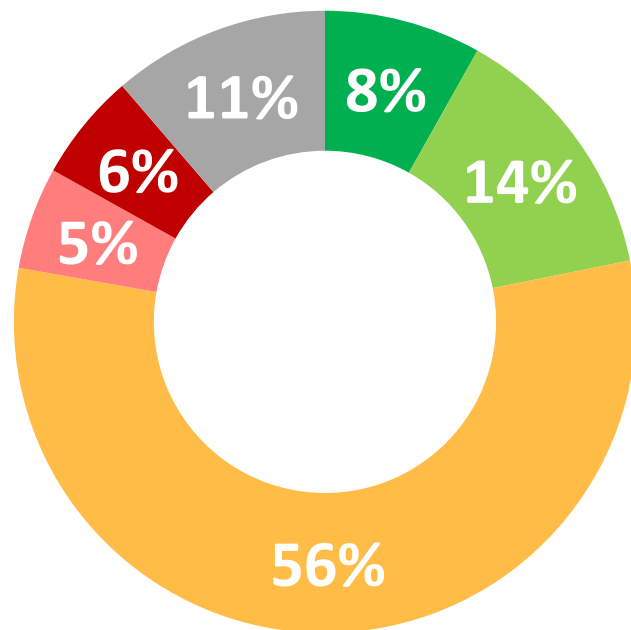
	Art gallery/ Museum- goers (n=640)	Region					Gender		Age		
		Atlantic (n=59)	Quebec (n=119)	Ontario (n=234)	Prairies (n=129)	BC (n=99)	Men (n=325)	Women (n=315)	18 to 34 (n=121)	35 to 54 (n=270)	55 plus (n=249)
Once every week or more	0.8%	2.3%	1.7%	0.9%	-	-	1.0%	0.7%	0.8%	0.7%	0.9%
2-3 times a month	1.0%	-	1.0%	1.1%	1.3%	0.9%	0.9%	1.2%	1.2%	0.8%	1.0%
Once a month	5.9%	3.4%	6.3%	6.7%	5.9%	4.1%	5.4%	6.4%	5.6%	5.9%	6.1%
Once every 2-3 months	18.6%	16.7%	17.6%	19.3%	16.8%	20.7%	15.8%	21.0%	13.9%	18.6%	22.1%
Once every 6 months	29.9%	34.8%	26.4%	29.9%	29.5%	33.0%	31.1%	28.7%	32.4%	27.6%	29.7%
Once a year or less	32.6%	31.4%	40.0%	31.4%	31.9%	26.8%	34.3%	31.0%	36.3%	33.5%	29.0%
Unsure	11.2%	11.5%	7.1%	10.7%	14.6%	14.5%	11.5%	11.0%	9.7%	12.9%	11.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=640 museum-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20.

A man and a woman are standing in an art gallery, looking at two abstract paintings on the wall. The man is on the left, wearing a striped shirt, and the woman is on the right, wearing a tan blazer. They are both wearing earbuds and looking at the art. The background is a light gray wall with two framed abstract paintings. The painting on the left features dark, organic shapes on a light background, while the painting on the right features a large, bright red shape. The overall atmosphere is quiet and contemplative.

# Canadian arts and culture content and tourism





- Much more important than a year ago
- Somewhat more important than a year ago
- As important as a year ago
- Somewhat less important than a year ago
- Much less important than a year ago
- Unsure

\*Weighted to the true population proportion.

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

## Changes in the level of importance to attend art and cultural events

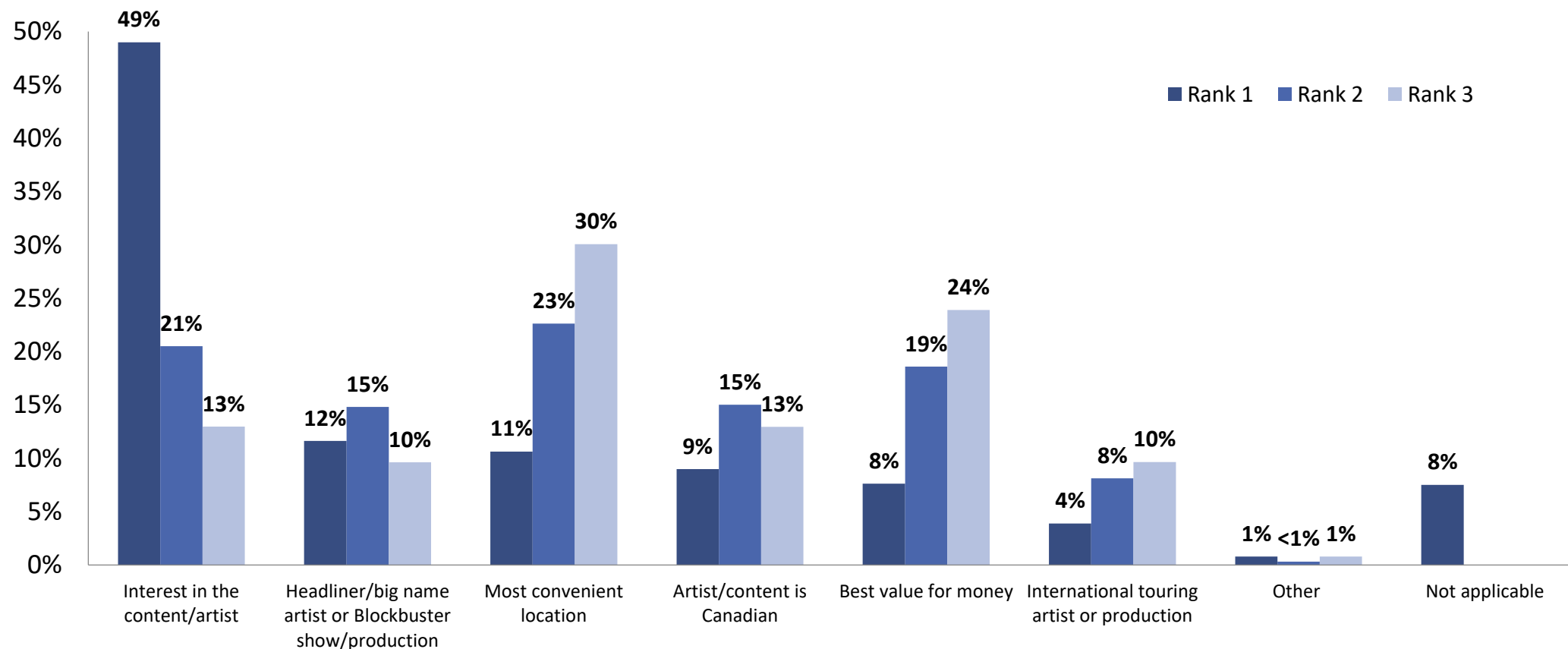
Much more Important/Somewhat more important	Atlantic (n=79)	Quebec (n=177)	Ontario (n=296)	Prairies (n=174)	BC (n=126)
	20.7%	20.1%	25.9%	19.5%	16.5%
	Men (n=433)	Women (n=419)	18 to 34 (n=151)	35 to 54 (n=371)	55 plus (n=330)
Much less important/Somewhat less important	Atlantic (n=79)	Quebec (n=177)	Ontario (n=296)	Prairies (n=174)	BC (n=126)
	11.5%	8.1%	11.8%	10.8%	12.6%
	Men (n=433)	Women (n=419)	18 to 34 (n=151)	35 to 54 (n=371)	55 plus (n=330)
	12.8%	9.2%	10.1%	11.8%	10.8%

Q – Compared to a year ago, how important or unimportant will it be for you to attend art and cultural events and performances or visit museums and galleries that include or promote Canadian artists or content?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=852 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

# Top reasons influencing which cultural events and performances you attend this summer

Q – Thinking about art and cultural events and performances or museums and galleries you plan on attending or visiting this summer, what are the top three reasons you may choose one over another? Please rank them in order of importance where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=848 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

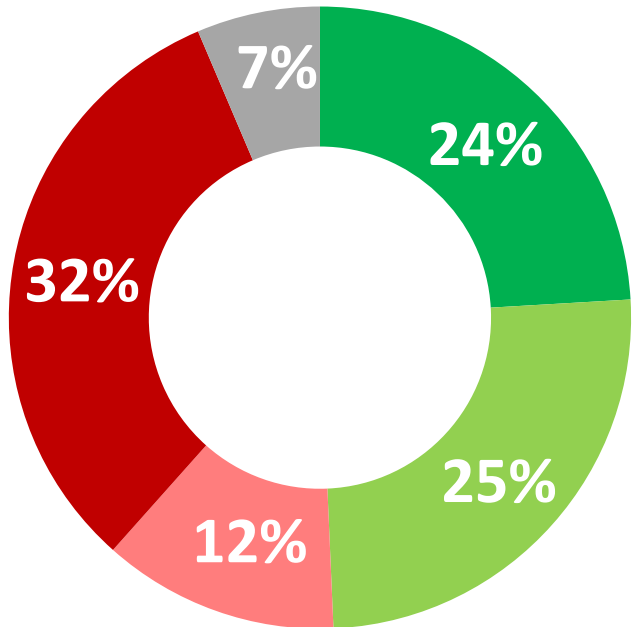
# Top reasons influencing which cultural events and performances you attend this summer - Demographics

Q – Thinking about art and cultural events and performances or museums and galleries you plan on attending or visiting this summer, what are the top three reasons you may choose one over another? Please rank them in order of importance where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE]

	May-25 (n=848)	Atlantic (n=79)	Quebec (n=177)	Ontario (n=294)	Prairies (n=172)	BC (n=126)	Men (n=430)	Women (n=418)	18 to 34 (n=149)	35 to 54 (n=371)	55 plus (n=328)
<b>First Rank</b>											
Interest in the performance/artist	49.0%	49.3%	53.7%	52.2%	41.5%	41.5%	48.0%	49.8%	44.3%	52.7%	49.3%
Headliner/big name artist or Blockbuster show/production	11.6%	7.3%	12.7%	10.3%	12.6%	14.4%	12.1%	11.2%	16.7%	11.3%	8.3%
Most convenient location	10.6%	18.5%	7.1%	9.8%	11.8%	13.5%	11.1%	10.2%	12.1%	8.65	11.2%
Artist/content is Canadian	9.0%	3.3%	10.2%	7.6%	11.2%	10.7%	7.1%	10.7%	7.5%	7.8%	11.0%
Best value for money	7.6%	10.8%	7.0%	7.6%	7.6%	7.3%	9.2%	6.2%	9.1%	8.6%	5.8%
International touring artist or production	3.9%	3.9%	4.1%	3.7%	5.5%	2.1%	4.3%	3.5%	4.3%	3.4%	4.0%
Other	0.8%	-	1.1%	0.6%	1.1%	0.7%	0.6%	0.9%	-	0.5%	1.5%
Not applicable	7.5%	7.0%	4.1%	8.2%	8.7%	9.8%	7.5%	7.5%	5.9%	7.2%	9.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=848 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.





- Likely
- Somewhat likely
- Somewhat unlikely
- Unlikely
- Unsure

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

## Likelihood of traveling out-of-town within Canada to attend an art or cultural event

Likely/Somewhat likely	Atlantic (n=79)	Quebec (n=177)	Ontario (n=296)	Prairies (n=174)	BC (n=126)
	42.4%	53.0%	50.4%	46.9%	46.5%
Unlikely/Somewhat unlikely	Men (n=433)	Women (n=419)	18 to 34 (n=151)	35 to 54 (n=371)	55 plus (n=330)
	48.4%	50.1%	49.5%	49.6%	49.0%
Unlikely/Somewhat unlikely	Atlantic (n=79)	Quebec (n=177)	Ontario (n=296)	Prairies (n=174)	BC (n=126)
	48.9%	40.3%	41.8%	49.2%	49.5%
Unlikely/Somewhat unlikely	Men (n=433)	Women (n=419)	18 to 34 (n=151)	35 to 54 (n=371)	55 plus (n=330)
	46.5%	42.3%	45.5%	42.1%	45.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=852 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Q – This summer, are you likely, somewhat likely, somewhat not likely or not likely to travel out-of-town (more than 40km) within Canada to attend an art or cultural event or performance, or visit a museum or gallery?

# Art or cultural events you are interested in traveling to attend or visit

Q – [IF LIKELY/SOMEWHAT LIKELY] For which of the following are you interested in travelling out-of-town (more than 40km) to attend or visit? [RANDOMIZE] (Select all that apply)

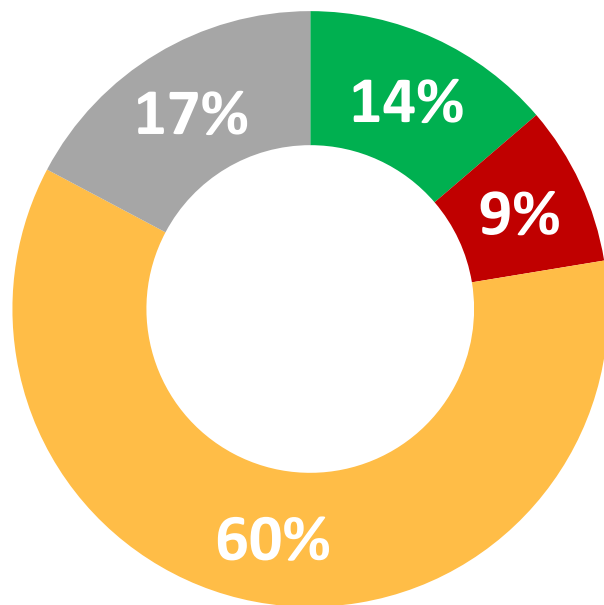
	May 2025 (n=418)	Atlantic (n=32)	Quebec (n=95)	Ontario (n=151)	Prairies (n=81)	BC (n=59)	Men (n=210)	Women (n=208)	18 to 34 (n=76)	35 to 54 (n=182)	55 plus (n=160)
<b>TOP RESPONSES</b>											
A performance such as a concert or play	59.7%	60.4%	64.1%	59.3%	57.4%	55.6%	56.3%	62.8%	54.4%	61.5%	62.1%
A historic or heritage site	52.3%	60.9%	43.6%	52.4%	57.4%	57.8%	50.9%	53.5%	48.4%	55.7%	52.3%
A music festival	40.8%	38.4%	44.6%	38.4%	34.8%	49.5%	43.5%	38.5%	45.1%	41.6%	37.1%
A museum or art gallery	38.4%	29.4%	29.7%	44.8%	36.4%	40.7%	35.9%	40.6%	48.8%	34.0%	34.4%
A food/drink festival	29.2%	36.6%	24.8%	30.1%	28.9%	31.6%	35.3%	23.8%	38.4%	33.9%	18.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=418 culture-goers who are likely or somewhat likely to travel out-of-town to attend/visit, accurate 4.8 percentage points plus or minus, 19 times out of 20.



# Frequency of visits to art and cultural events this summer

Q – Compared to last summer, are you planning to attend or visit more, fewer or about the same number of art or cultural events or performances or museums and galleries out-of-town (more than 40km) within Canada this summer?



■ More ■ Fewer ■ About the same number ■ Unsure

## 3 in 5 Canadians

are planning on attending or visiting about the same number of arts and culture events or performance or museums and galleries out-of-town.

\*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, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=852 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

## Frequency of visits to art and cultural events this summer - Demographics

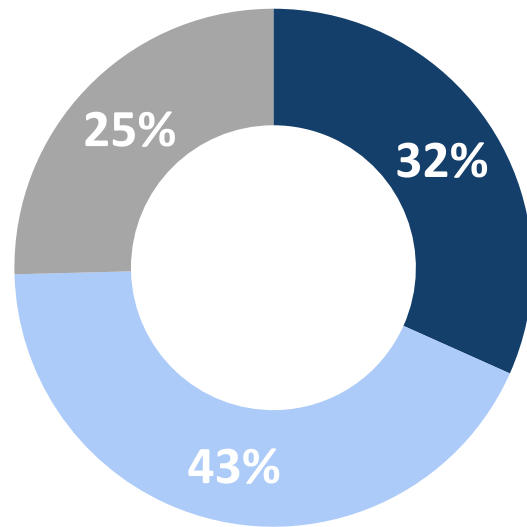
Q – Compared to last summer, are you planning to attend or visit more, fewer or about the same number of art or cultural events or performances or museums and galleries out-of-town (more than 40km) within Canada this summer?

	May-25 (n=848)	Atlantic (n=79)	Quebec (n=177)	Ontario (n=295)	Prairies (n=173)	BC (n=124)	Men (n=432)	Women (n=416)	18 to 34 (n=151)	35 to 54 (n=370)	55 plus (n=327)
More	13.7%	11.6%	11.7%	18.1%	9.5%	10.8%	12.3%	15.0%	16.0%	10.7%	14.5%
Fewer	8.7%	16.6%	8.8%	8.7%	5.4%	9.0%	8.1%	9.2%	7.2%	8.7%	9.7%
About the same number	60.4%	58.8%	71.1%	53.5%	66.7%	55.7%	63.5%	57.4%	59.7%	61.9%	59.5%
Unsure	17.2%	13.0%	8.5%	19.7%	18.4%	24.5%	16.1%	18.3%	17.0%	18.7%	16.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=852 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

# Preferred type of art and cultural experience in your city/town

Q – When attending art and cultural events and performances or visiting museums and galleries that are in your city/town, do you prefer to have an experience that is known, traditional, and a favourite OR experience something unique, new, rare, and one of a kind?



- An experience that is known, traditional, and a favourite
- Experience something unique, new, rare, and one of a kind
- Unsure

\*Weighted to the true population proportion.

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

An experience that is known, traditional, and a favourite

Atlantic (n=79)	Quebec (n=177)	Ontario (n=296)	Prairies (n=174)	BC (n=126)
<b>44.6%</b>	<b>38.6%</b>	<b>29.4%</b>	<b>29.5%</b>	<b>24.3%</b>
Men (n=433)	Women (n=419)	18 to 34 (n=151)	35 to 54 (n=371)	55 plus (n=330)
<b>32.6%</b>	<b>30.9%</b>	<b>24.3%</b>	<b>29.4%</b>	<b>38.8%</b>

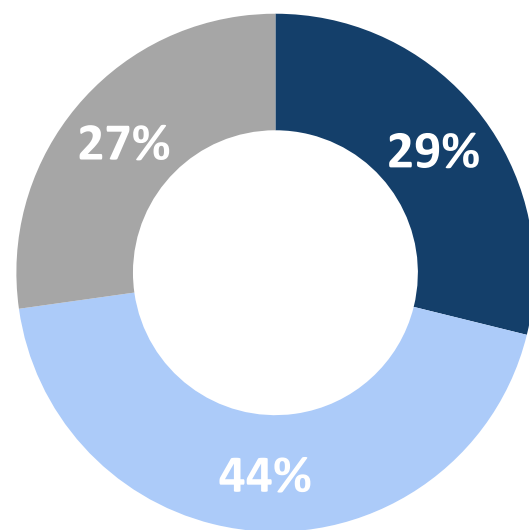
Experience something unique, new, rare, and one of a kind

Atlantic (n=79)	Quebec (n=177)	Ontario (n=296)	Prairies (n=174)	BC (n=126)
<b>26.0%</b>	<b>44.6%</b>	<b>44.3%</b>	<b>39.3%</b>	<b>47.9%</b>
Men (n=433)	Women (n=419)	18 to 34 (n=151)	35 to 54 (n=371)	55 plus (n=330)
<b>43.4%</b>	<b>42.4%</b>	<b>47.1%</b>	<b>44.6%</b>	<b>38.5%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=852 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

# Preferred type of art and cultural experience outside of your city/town

Q – When attending art and cultural events and performances or visiting museums and galleries outside of your city/town (more than 40km), do you prefer to have an experience that is known, traditional, and a favourite OR experience something unique, new, rare, and one of a kind?



- An experience that is known, traditional, and a favourite
- Experience something unique, new, rare, and one of a kind
- Unsure

\*Weighted to the true population proportion.

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

An experience that is known, traditional, and a favourite

Atlantic (n=79)	Quebec (n=177)	Ontario (n=296)	Prairies (n=174)	BC (n=126)
<b>34.3%</b>	<b>34.3%</b>	<b>27.6%</b>	<b>26.2%</b>	<b>24.7%</b>
Men (n=433)	Women (n=419)	18 to 34 (n=151)	35 to 54 (n=371)	55 plus (n=330)
<b>30.8%</b>	<b>27.1%</b>	<b>23.3%</b>	<b>29.9%</b>	<b>32.0%</b>

Experience something unique, new, rare, and one of a kind

Atlantic (n=79)	Quebec (n=177)	Ontario (n=296)	Prairies (n=174)	BC (n=126)
<b>39.2%</b>	<b>47.5%</b>	<b>44.6%</b>	<b>39.2%</b>	<b>44.1%</b>
Men (n=433)	Women (n=419)	18 to 34 (n=151)	35 to 54 (n=371)	55 plus (n=330)
<b>41.9%</b>	<b>45.8%</b>	<b>50.4%</b>	<b>42.5%</b>	<b>40.4%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=852 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,055 Canadians, 18 years of age or older, between May 5<sup>th</sup> and 8<sup>th</sup>, 2025, 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1,055 Canadians is  $\pm 3.0$  percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

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	Element	Description
Research sponsor	Business / Arts and the National Arts Centre	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.
Population and Final Sample Size	1,055 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 Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 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 reflects 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 Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, mental health, international relations, defence funding, health care, and energy.
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.	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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	<a href="#">By region, age and gender</a>
Field Dates	May 5 <sup>th</sup> to 8 <sup>th</sup> , 2025.		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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