



Significant increase in Canadians who say attending arts and cultural events have a positive impact on their sense of belonging to Canada since 2024.

National Survey | Summary

Conducted by Nanos for Business / Arts and the NAC, August 2025

Field: July 31st to August 6th, 2025


Submission 2025-2856

Business / Arts



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Canada is our stage. Le Canada en scène.





The Arts Response Tracking Study (ARTS) 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 Canadians on free admission to arts and culture events, museums, and galleries, and funding around this initiative.

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,034 Canadians, 18 years of age or older, between July 31st to August 6th, 2025, as part of an omnibus survey. The margin of error for a random survey of 1,034 Canadians is ± 3.1 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 Partners for this project.

KEY FINDINGS

1

ATTENDING ARTS AND CULTURAL EVENTS HAVE A POSITIVE IMPACT ON CULTURE-GOERS' SENSE OF BELONGING TO CANADA

Three-quarters of culture-goers (75%) say that attending arts and cultural events has a positive or a somewhat positive impact on their sense of belonging to Canada. There has been a significant increase of culture-goers who say that attending arts and cultural events have a positive or somewhat positive impact on their sense of belonging to Canada since last year (75% in 2025; 63% in 2024). Of note, culture-goers in the Atlantic (83%) are more likely to say this than culture-goers in Quebec (64%).

2

SPONSORS (PRIVATE COMPANIES OR ORGANIZATIONS) ARE MOST LIKELY TO BE SEEN AS WHO SHOULD BE RESPONSIBLE FOR FUNDING FREE ADMISSION TO ARTS AND CULTURE EVENTS, MUSEUMS, AND GALLERIES

When asked who should be mainly responsible for funding free admission to arts and culture events, museums, and galleries, two in five Canadians (43%) say sponsors (private companies or organizations) should be mainly responsible. This was followed by, the government using taxpayer money, as second who should be responsible (32%). Canadians ages 18-34 (50%) are more likely to say sponsors should be mainly responsible for funding free admission than Canadians ages 55 plus (39%). However, social-organizers say the opposite, with almost one in two (48%) who say the government using taxpayer money should be responsible versus sponsors (private companies or organizations) (34%).

3

LEARNING NEW THINGS AND A CHANGE OF SCENE/ESCAPE OF THE EVERYDAY AS TOP MENTIONS OF THE EXPERIENCE OF ATTENDING ARTS AND CULTURAL EVENTS

When asked what they want to get out of the experience of attending arts and cultural events, over one in three culture-goers (35%) say they want to learn new things and just over one in six (13%) say a change of scene/escape of the everyday. Of note, there has been a noticeable increase in culture-goers who say they want to learn new things since last year (35% in 2025; 18% in 2024). Culture-goers ages 55 plus (40%) are more likely to say they want to learn new things than culture-goers ages 18-34 (30%).

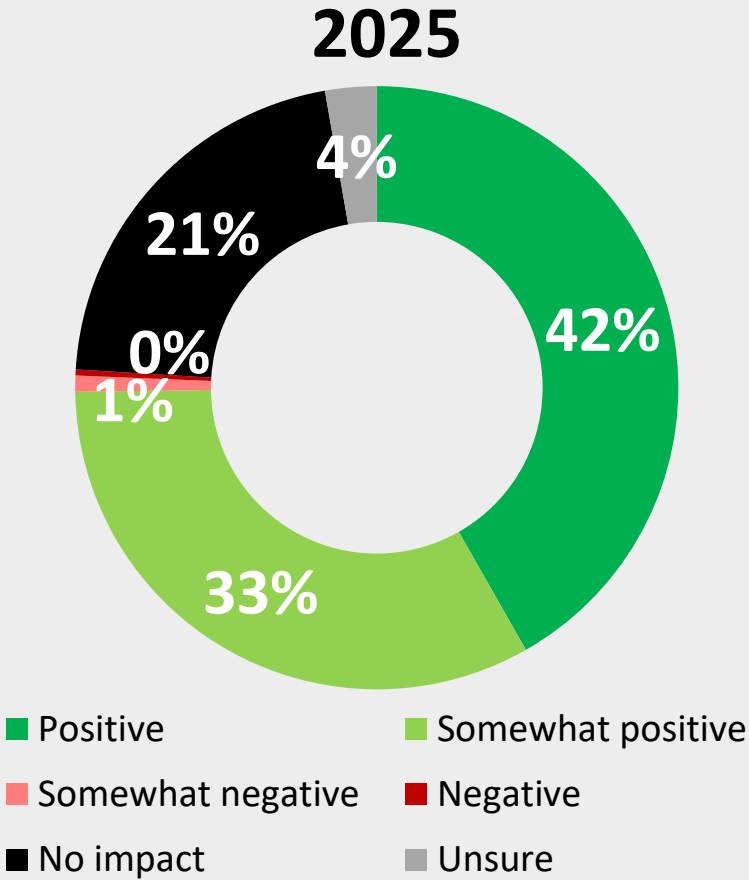
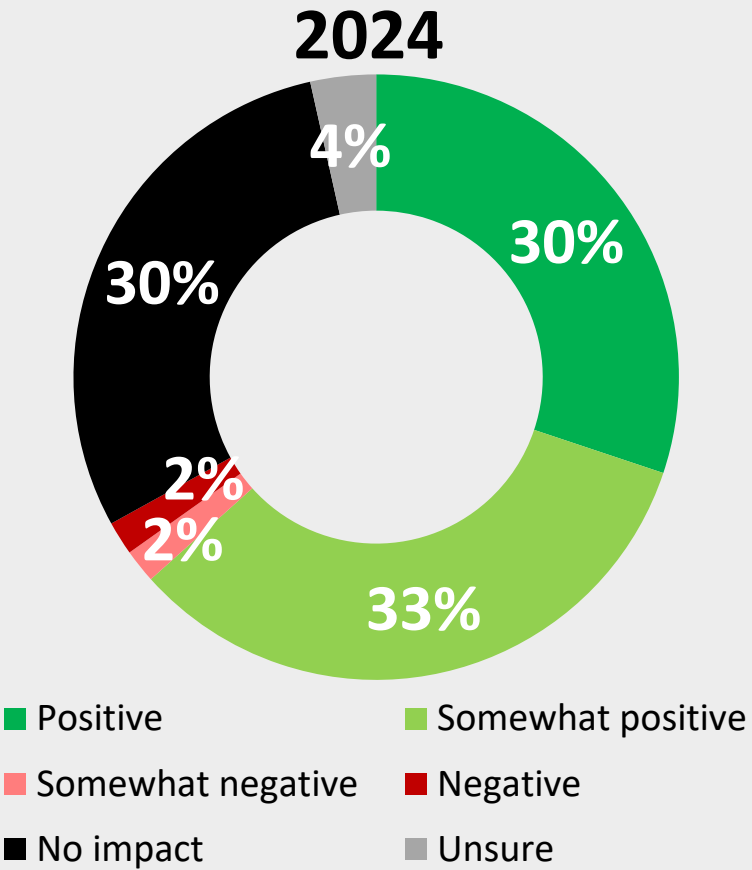
4

CLOSE TO FOUR IN FIVE CULTURE-GOERS SUPPORT/SOMEWHAT SUPPORT THE GOVERNMENT OF CANADA OFFERING FREE ADMISSION AT NATIONAL MUSEUMS AND GALLERIES ACROSS CANADA

A majority of culture-goers (79%) say they support or somewhat support the government of Canada offering free admission at national museums and galleries across Canada. Culture-goers in the Atlantic (90%) are more likely to say this than culture-goers in the Prairies (73%).

Arts and cultural events impacting sense of belonging to Canada

There has been a significant increase of culture-goers who say that attending arts and cultural events have a positive or somewhat positive impact on their sense of belonging to Canada since last year (75% in 2025; 63% in 2024).



Responsibility for funding free admission and impact of free admission on culture-goers and social-organizers

Culture-goers (n=831)

43%

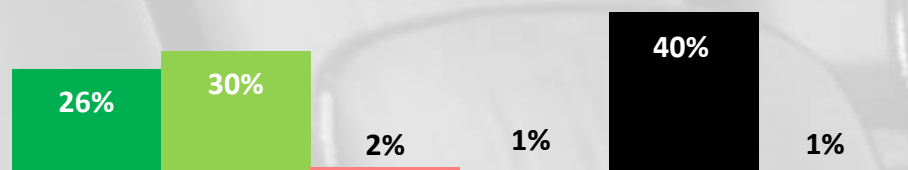
Sponsors (private companies or organizations)

32%

The government using taxpayer money

13%

None, I don't support free admissions



Likelihood to visit galleries and museums if there is free admission

■ More likely
 ■ Somewhat more likely
 ■ Somewhat less likely
■ Less likely
 ■ No impact
 ■ Unsure

Social-organizers (n=42*)

48%

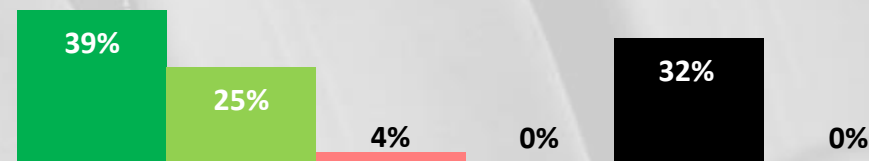
The government using taxpayer money

34%

Sponsors (private companies or organizations)

6%

None, I don't support free admissions



Likelihood to visit galleries and museums if there is free admission

■ More likely
 ■ Somewhat more likely
 ■ Somewhat less likely
■ Less likely
 ■ No impact
 ■ Unsure

*Note: Smaller sample sizes should be interpreted with caution.

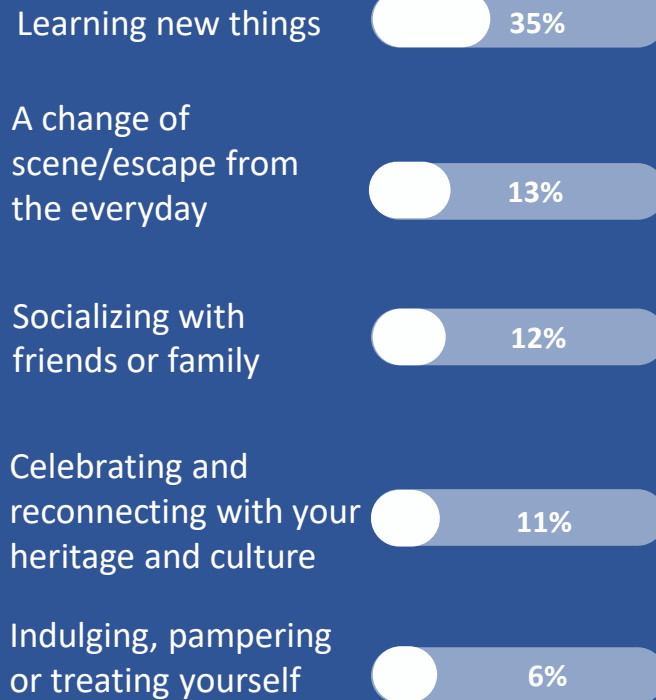
Expected frequency of attendance in next 12 months for culture-goers – August 2025

	Indoor events	Outdoor events	Museums/galleries
At least once a month	[14%] -	[7%] ▼ 3 points	[8%] -
Every 2-3 months	[31%] ▼ 1 point	[21%] ▲ 1 point	[20%] ▲ 1 point
Once every 6 months or less	[45%] ▼ 1 point	[62%] ▲ 1 point	[62%] -
Unsure	[10%] ▲ 1 point	[10%] ▲ 1 point	[11%] -

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

Top motivators of attending arts and cultural events

Culture-goers (n=818)

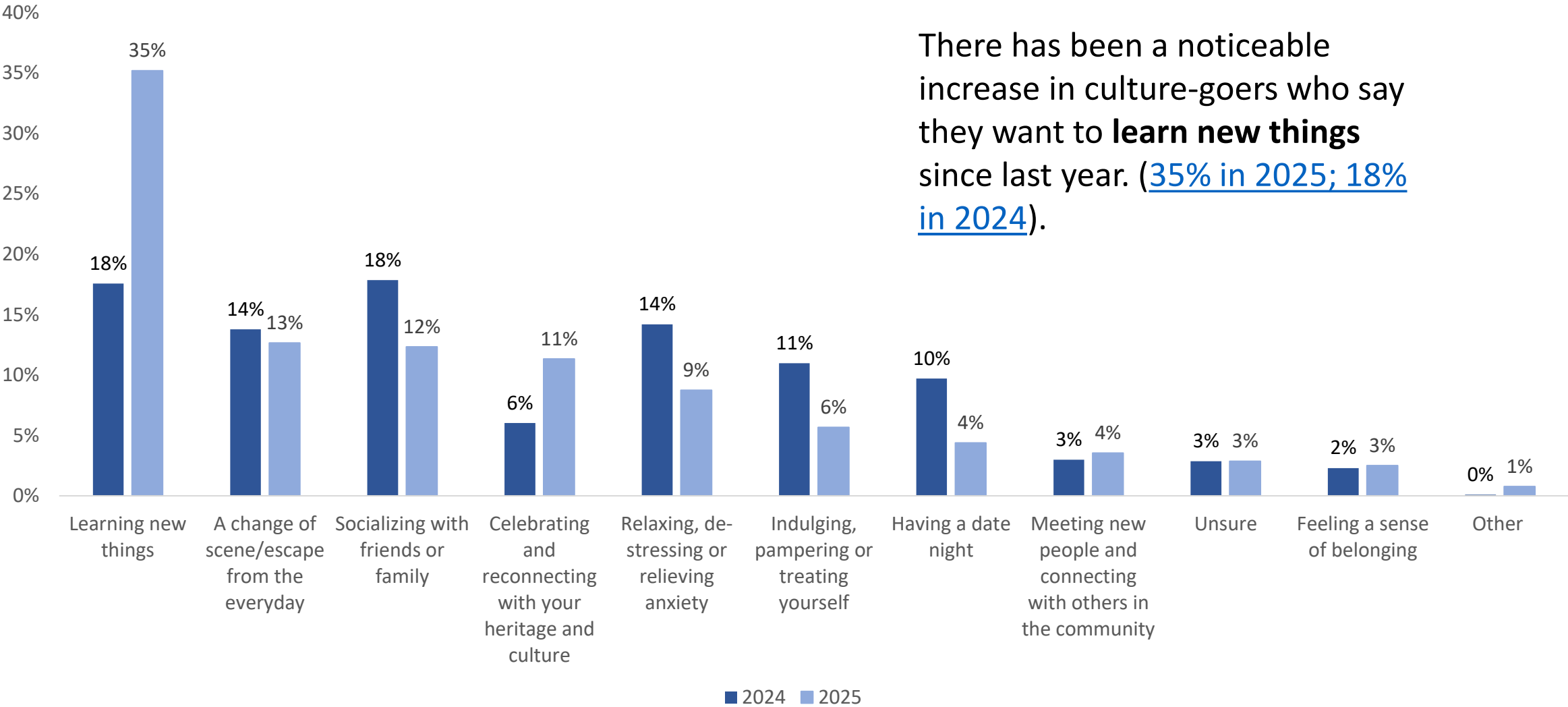


Social-organizers (n=41*)



*Note: Smaller sample sizes should be interpreted with caution.

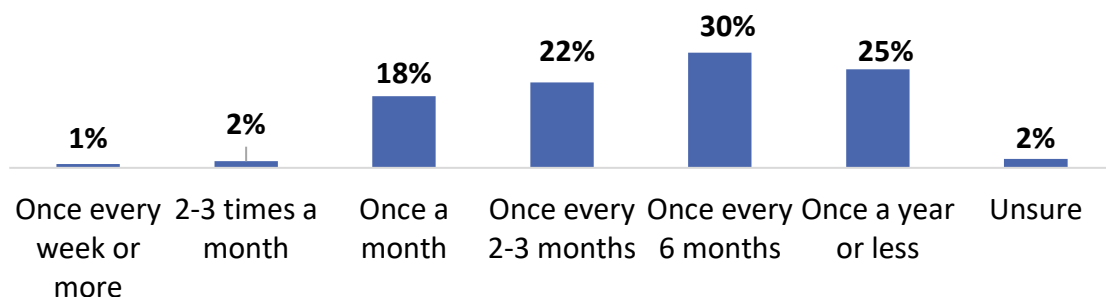
Expected benefits of attending arts and cultural events compared to 2024 – First ranked



Demographic Profile: Social Organizers

Rank 1	Top three motivators to attend arts and cultural events
42.3%	Learning new things
19.7%	Celebrating and reconnecting with your heritage and culture
15.3%	Socializing with friends or family

Frequency of attendance to an art gallery or museum in the next 12 months

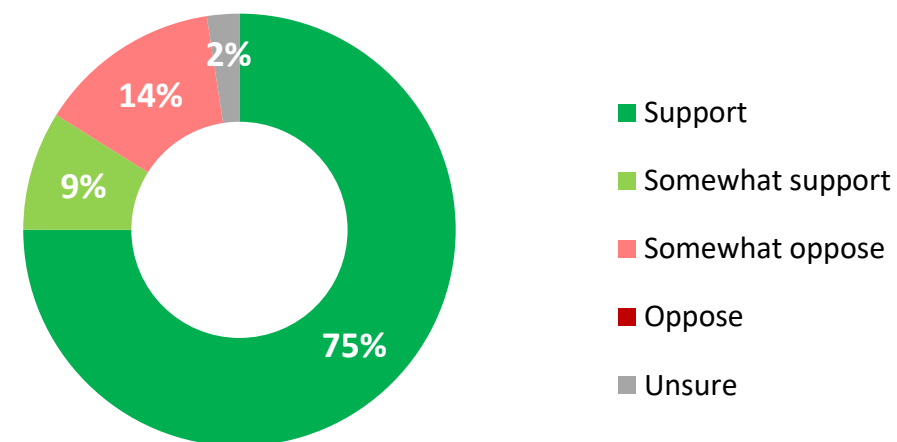


*Note: Social-organizers consist of respondents who strongly agree with the statement “I’m the kind of person who likes to organize outings to cultural events for my friends.”

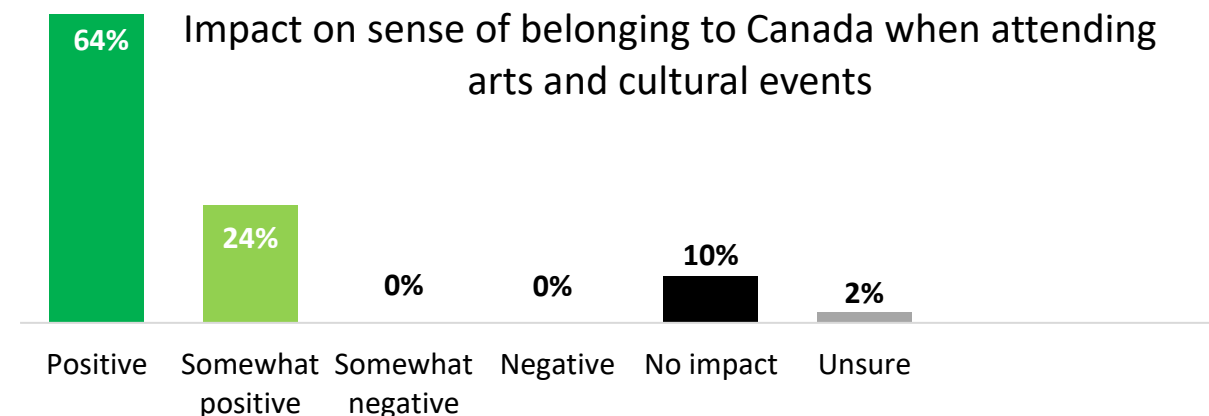
*Note: Smaller sample sizes should be interpreted with caution.


Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=41*, accurate 15.6 percentage points plus or minus, 19 times out of 20.

Support of government of Canada offering free admission at national museums and galleries



Impact on sense of belonging to Canada when attending arts and cultural events

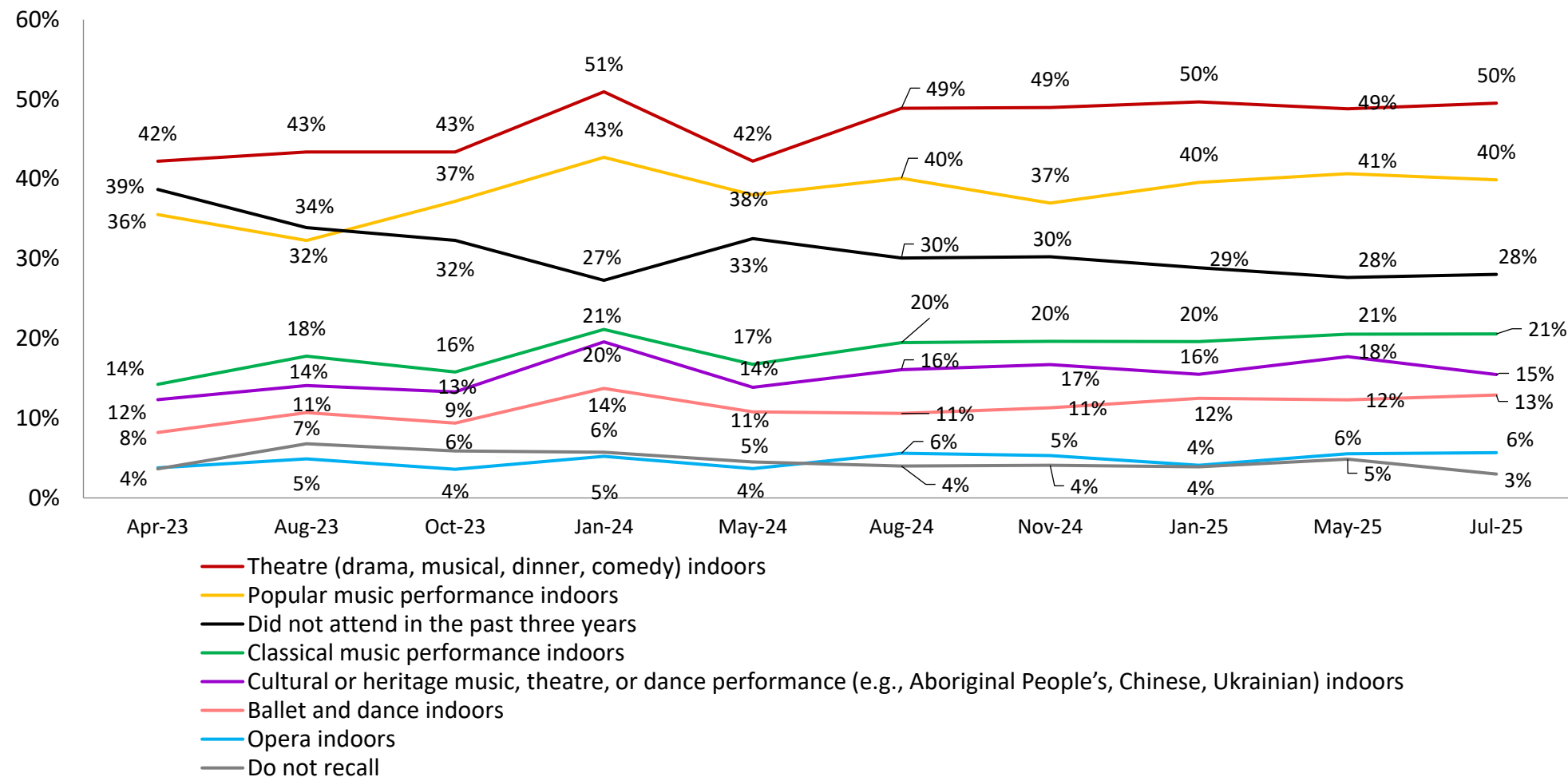


A woman with blonde hair, seen from behind, stands on a stage with her arms outstretched. She is wearing a blue, sleeveless, floor-length dress. She is facing a large, dense crowd of people seated in a theater or concert hall. The audience members are clapping and raising their hands. The scene is dimly lit, with the stage floor appearing dark. The text "Past and future attendance and visits to arts and culture" is overlaid on the left side of the image.

Past and future attendance and visits to arts and culture

Attendance at indoor cultural gatherings – All Canadians – Tracking

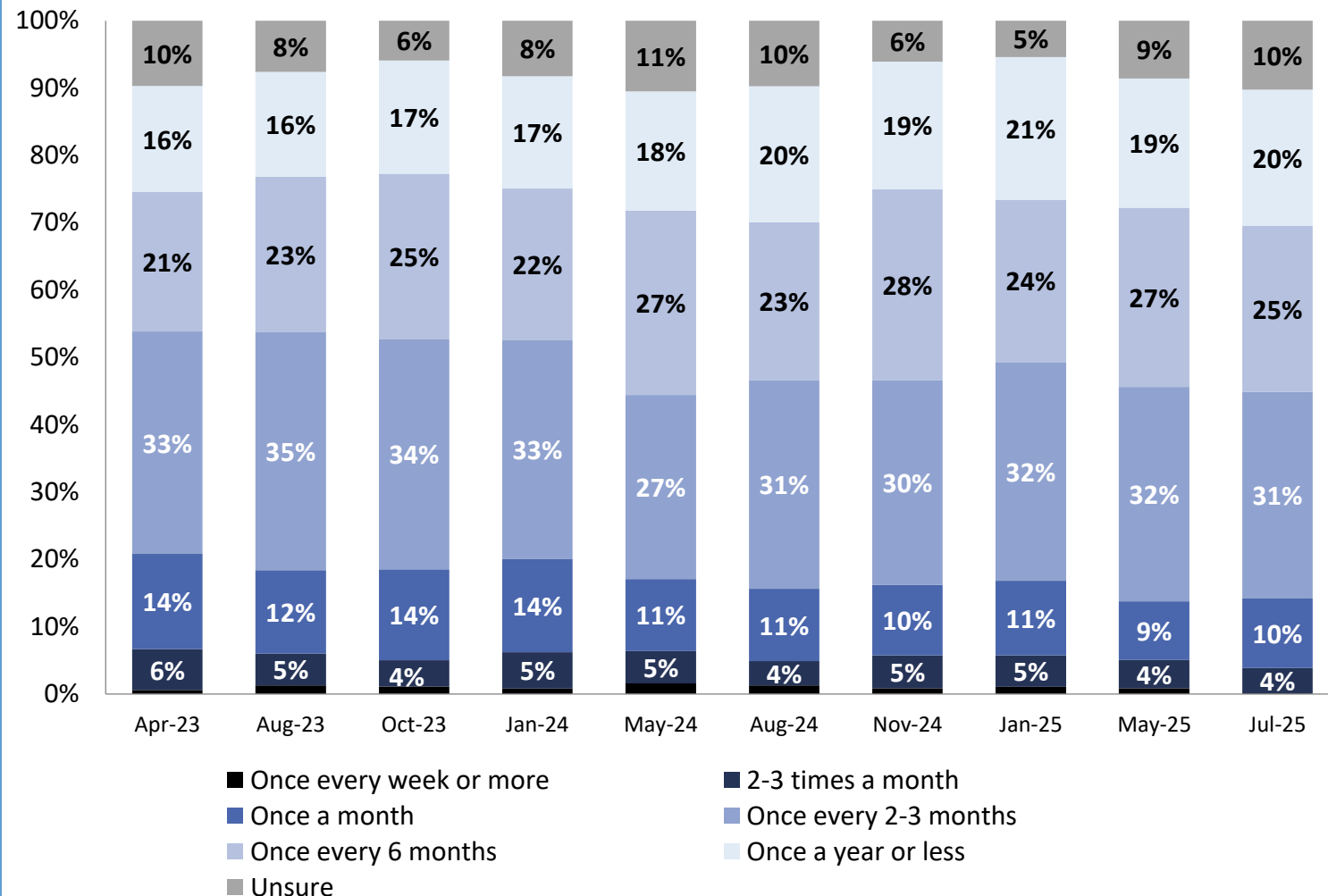
Q – [TRACKING] Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Around 7 in 10 culture-goers (70%) say they plan on attending an indoor arts or cultural performance at least twice in the next 12 months, which is consistent with waves conducted this 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, July 31st to August 6th, 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

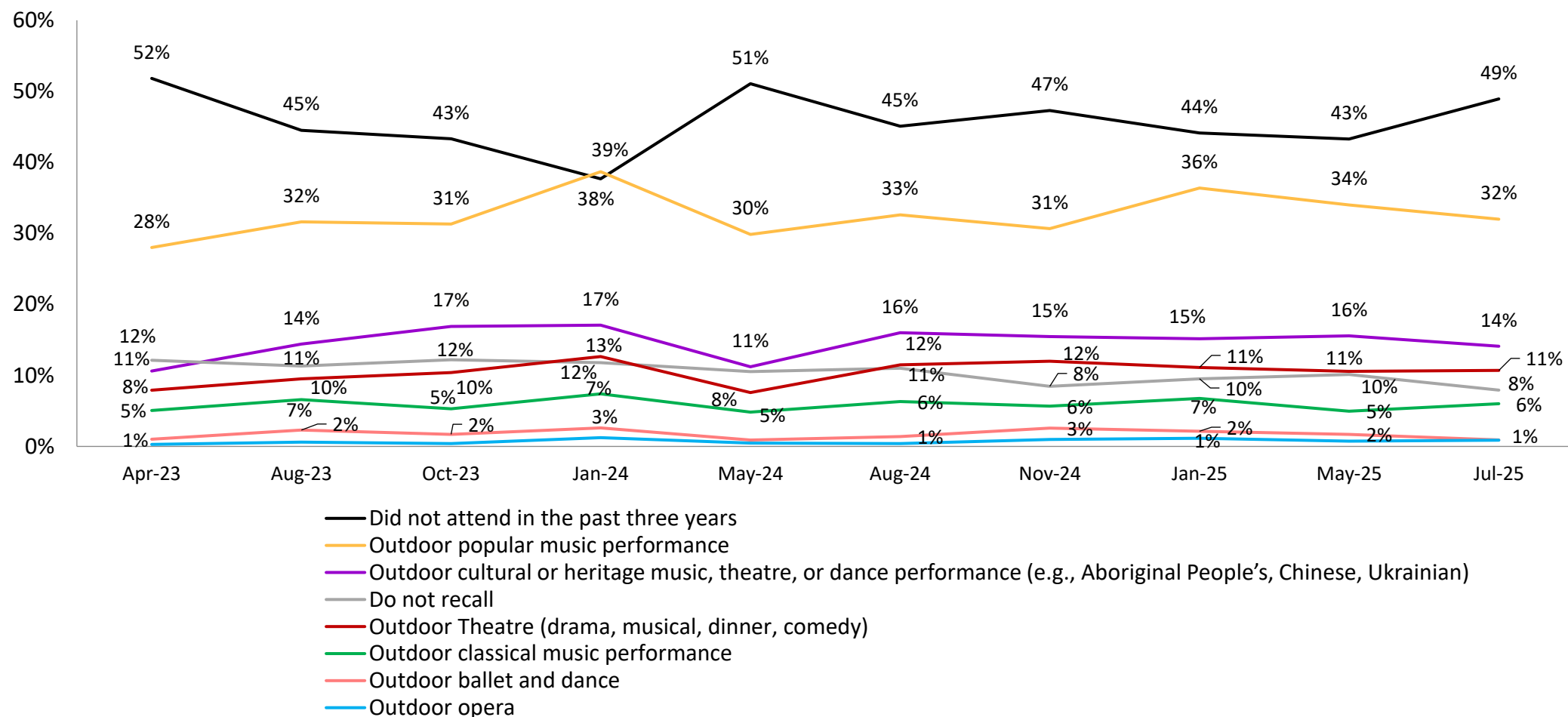
Q – How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?

	Indoor culture-goers (n=715)	Atlantic (n=78)	Quebec (n=141)	Ontario (n=229)	Prairies (n=152)	BC (n=115)	Men (n=362)	Women (n=353)	18 to 34 (n=131)	35 to 54 (n=301)	55 plus (n=283)	Social organizers (n=39)
Once every week or more	0.1%	-	-	0.3%	-	-	0.3%	-	-	0.4%	-	-
2-3 times a month	3.7%	2.1%	2.2%	5.1%	2.0%	5.4%	1.7%	5.6%	4.5%	2.7%	4.1%	9.3%
Once a month	10.3%	10.9%	13.0%	10.2%	9.2%	7.6%	11.2%	9.6%	9.0%	9.3%	12.1%	29.0%
Once every 2-3 months	30.7%	26.2%	28.4%	29.4%	31.9%	38.9%	29.3%	31.9%	33.0%	28.1%	31.3%	36.1%
Once every 6 months	24.6%	31.5%	26.6%	24.8%	21.4%	21.2%	25.9%	23.5%	19.4%	26.8%	26.2%	13.8%
Once a year or less	20.2%	16.2%	24.4%	20.2%	21.1%	14.8%	21.9%	18.8%	26.5%	22.6%	14.4%	6.9%
Unsure	10.3%	13.1%	5.4%	10.0%	14.5%	12.1%	9.7%	10.7%	7.6%	10.2%	12.0%	4.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey July 31st to August 6th, 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

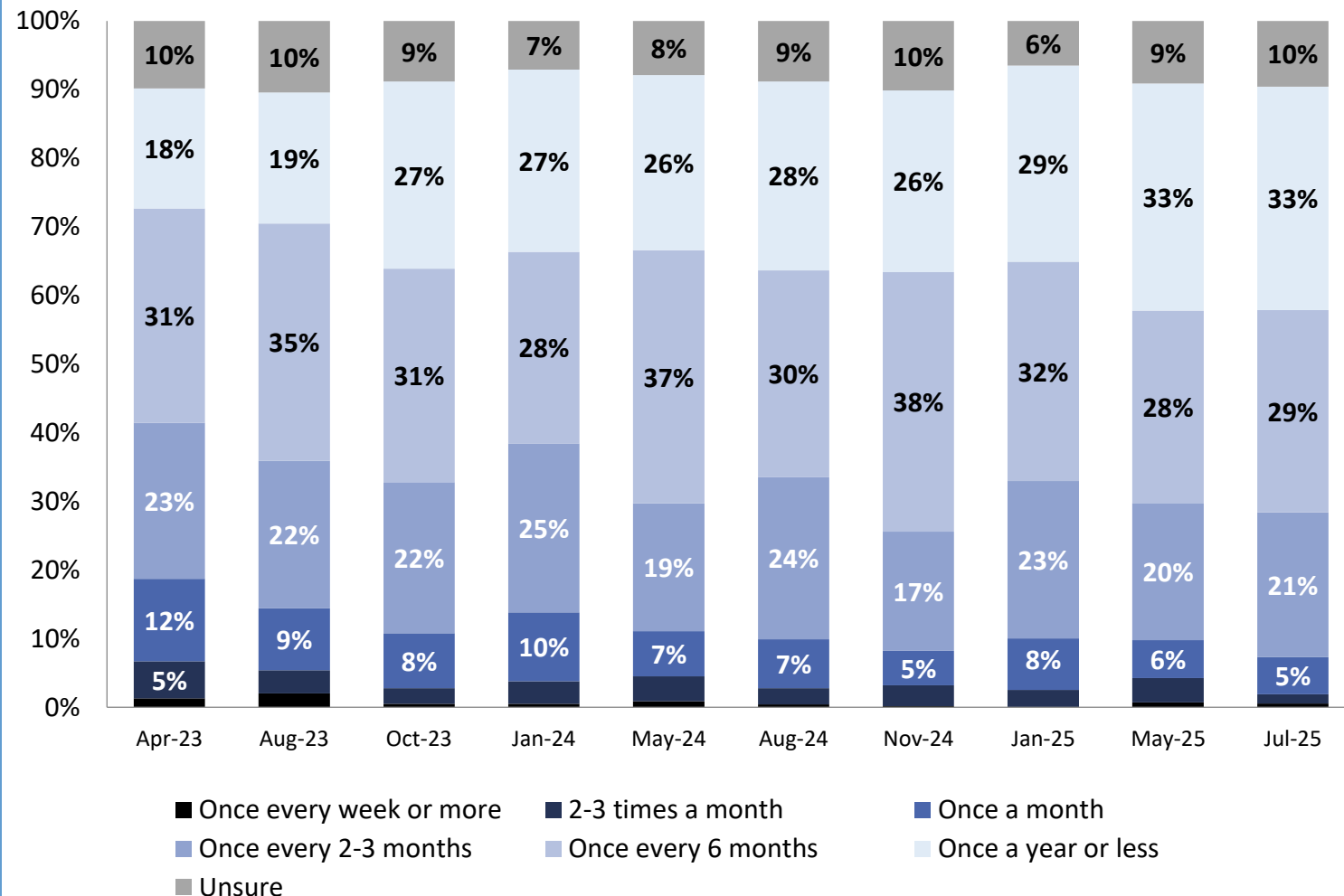
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 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 consistent with the past wave.

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.

*Data labels under 5% have been removed for clarity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=464 outdoor culture-goers, accurate 4.6 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

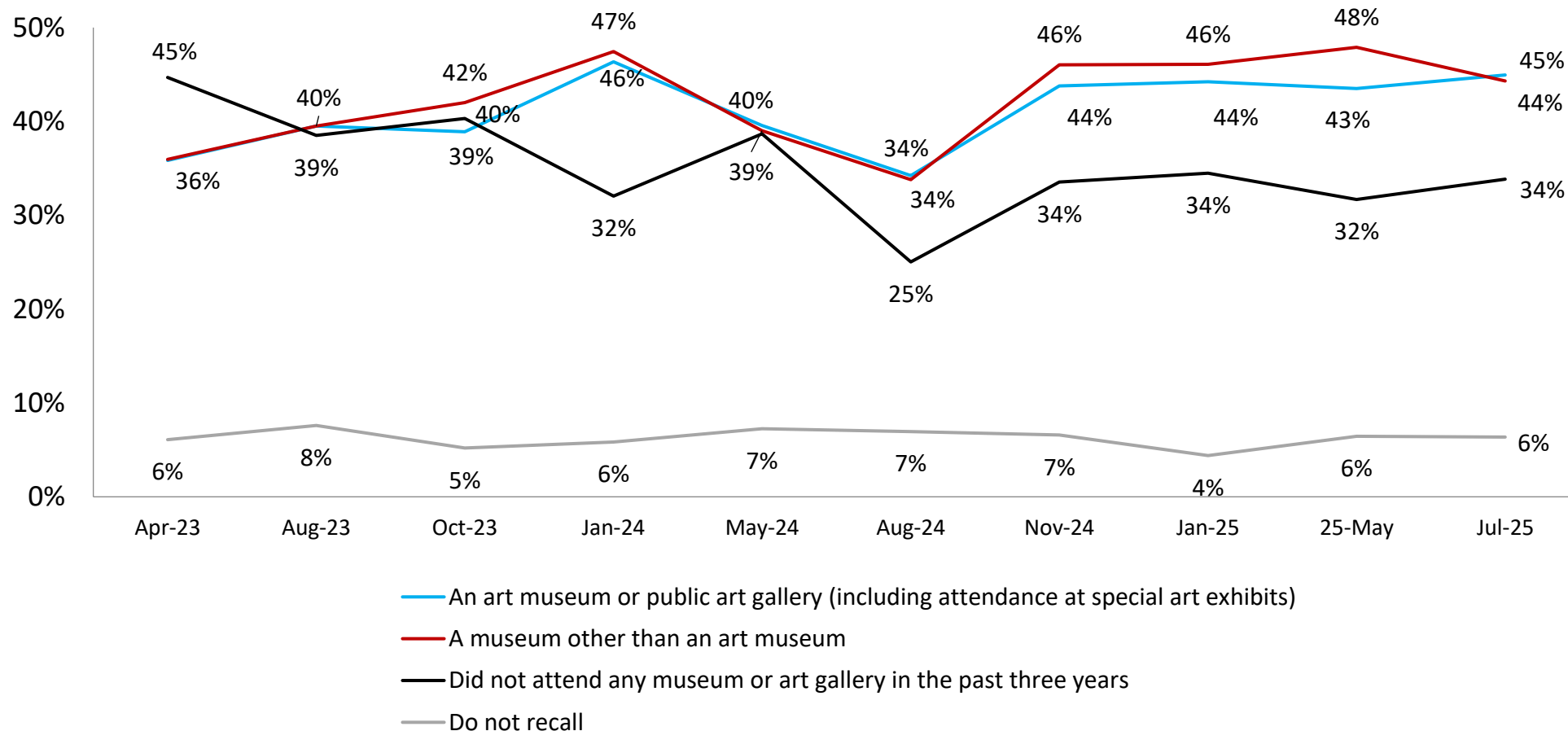
Q – How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?

	Outdoor culture-goers (n=464)	Atlantic (n=52)	Quebec (n=91)	Ontario (n=144)	Prairies (n=94)	BC (n=83)	Men (n=242)	Women (n=222)	18 to 34 (n=91)	35 to 54 (n=207)	55 plus (n=166)	Social organizers (n=32)
Once every week or more	0.5%	-	0.8%	0.9%	-	-	-	1.1%	-	0.5%	1.0%	-
2-3 times a month	1.4%	-	2.6%	1.1%	1.1%	1.1%	1.2%	1.5%	-	1.0%	2.8%	-
Once a month	5.5%	6.8%	5.5%	5.3%	5.0%	5.6%	5.2%	5.7%	6.9%	6.6%	3.2%	7.4%
Once every 2-3 months	21.1%	19.7%	17.7%	22.4%	16.4%	27.9%	22.4%	19.8%	29.8%	15.1%	20.0%	35.5%
Once every 6 months	29.5%	34.3%	33.7%	23.1%	32.2%	33.1%	28.3%	30.6%	25.2%	33.2%	29.1%	30.4%
Once a year or less	32.6%	33.9%	32.3%	37.9%	33.9%	18.6%	33.6%	31.5%	34.9%	31.2%	32.1%	23.8%
Unsure	9.6%	5.4%	7.3%	9.4%	11.3%	13.7%	9.3%	9.8%	3.2%	12.4%	11.8%	2.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=464 outdoor culture-goers, accurate 4.6 percentage points plus or minus, 19 times out of 20.

Attendance at art gallery/museum – All Canadians

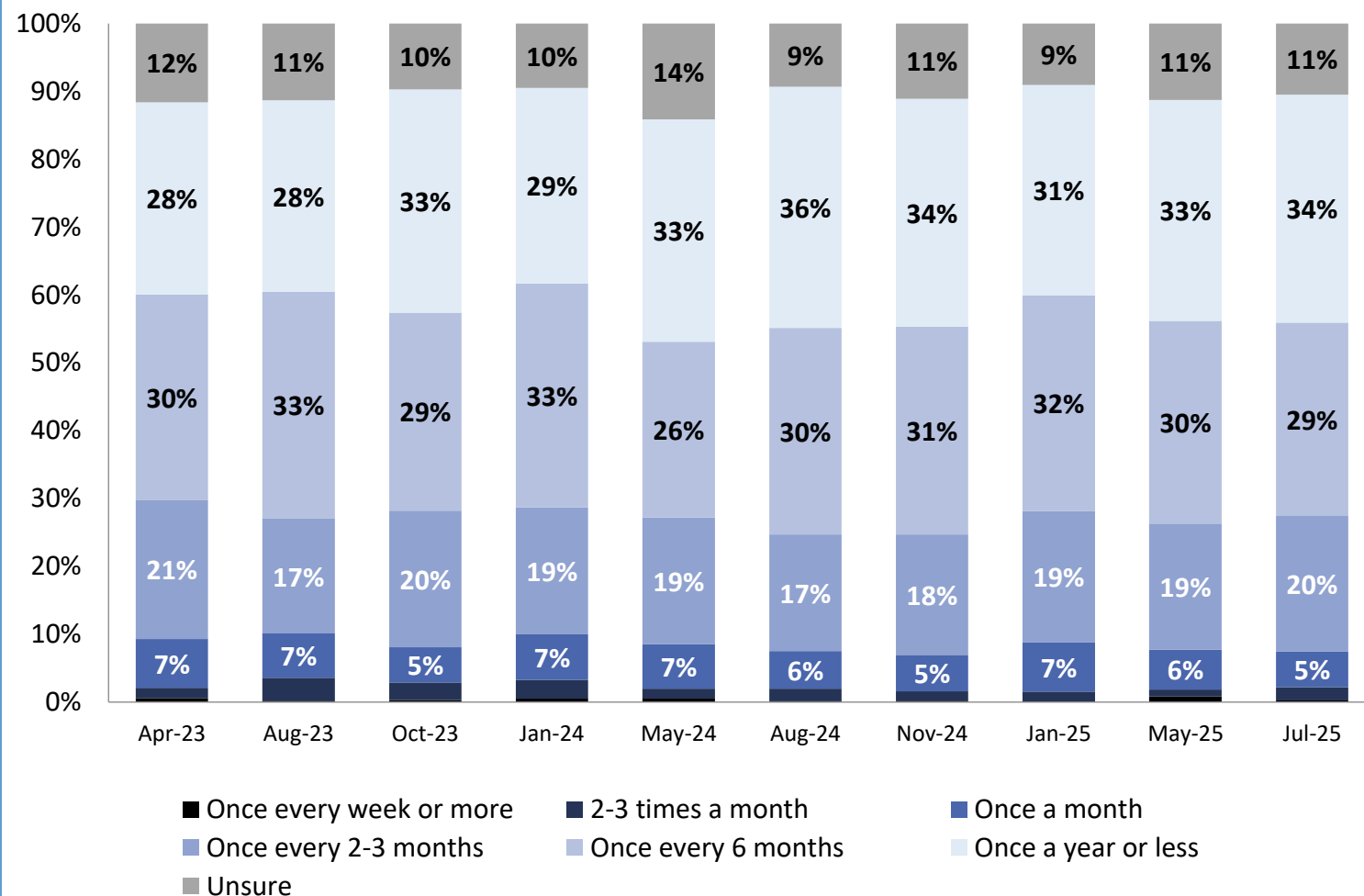
Q – Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

A majority say they plan on attending an art gallery or museum at least once every 6 months, which is consistent with the previous wave.

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.

*Data labels under 5% have been removed for clarity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=627 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?

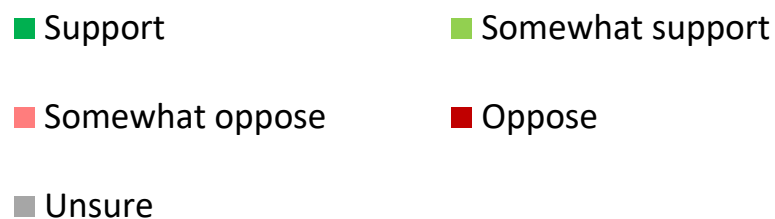
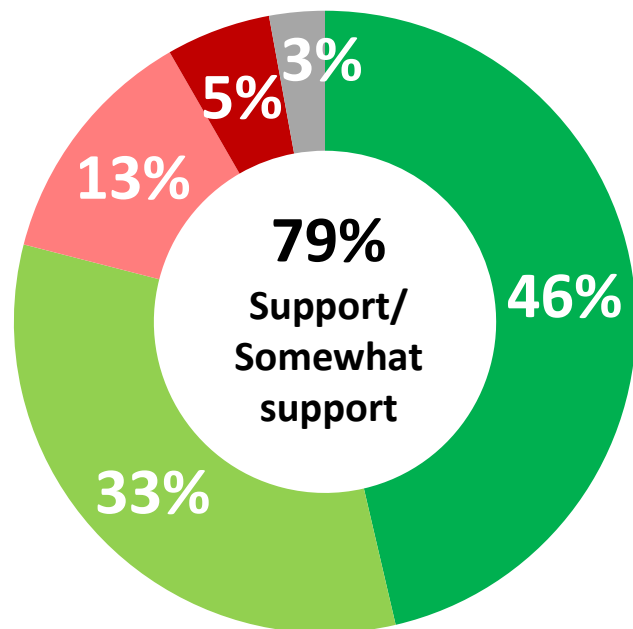
	Art gallery/ Museum- goers (n=627)	Atlantic (n=66)	Quebec (n=115)	Ontario (n=194)	Prairies (n=137)	BC (n=115)	Men (n=313)	Women (n=314)	18 to 34 (n=118)	35 to 54 (n=259)	55 plus (n=250)	Social organizers (n=39)
Once every week or more	0.2%	0.9%	-	0.5%	-	-	0.4%	0.1%	-	0.2%	0.4%	1.0%
2-3 times a month	2.0%	6.4%	2.4%	1.6%	2.2%	-	2.3%	1.7%	0.7%	1.8%	3.0%	1.7%
Once a month	5.3%	4.7%	6.3%	6.1%	2.0%	5.4%	6.1%	4.6%	5.8%	4.6%	5.5%	18.4%
Once every 2-3 months	20.0%	16.1%	17.0%	21.2%	19.0%	23.6%	18.4%	21.3%	21.1%	21.6%	17.9%	21.9%
Once every 6 months	28.5%	29.9%	35.1%	25.6%	29.3%	25.0%	26.2%	30.5%	31.5%	28.2%	26.7%	29.5%
Once a year or less	33.6%	32.4%	31.7%	34.2%	36.6%	31.8%	34.1%	33.1%	37.3%	34.1%	30.6%	25.3%
Unsure	10.5%	9.7%	7.4%	10.7%	10.8%	14.2%	12.6%	8.7%	3.6%	9.5%	15.9%	2.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=627 museum-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20.



Free admissions at national museums and galleries

Level of support for free admissions at national museums and galleries



*Weighted to the true population proportion.

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

Support/Somewhat support	Atlantic (n=83)	Quebec (n=166)	Ontario (n=268)	Prairies (n=176)	BC (n=139)	
	89.6%	83.4%	78.4%	72.8%	75.4%	
Oppose/Somewhat oppose	Men (n=425)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=331)	Social organizers (n=42)
	78.5%	79.4%	79.9%	80.6%	77.2%	83.9%
Oppose/Somewhat oppose	Atlantic (n=83)	Quebec (n=166)	Ontario (n=268)	Prairies (n=176)	BC (n=139)	
	3.1%	14.4%	19.0%	23.6%	22.8%	
Oppose/Somewhat oppose	Men (n=425)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=331)	Social organizers (n=42)
	18.3%	17.9%	18.2%	17.2%	18.8%	13.7%

Q – Would you support, somewhat support, somewhat oppose or oppose the government of Canada offering free admission at national museums and galleries across Canada?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=832 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Opinions on free admissions at national museums and galleries

Q – Why do you have that opinion? [OPEN]

TOP RESPONSES

	All (n=648)	Support/somewhat support (n=502)	Oppose/somewhat oppose (n=130)
Affordability Concerns	16.3%	20.1%	3.2%
Importance of Equal Access to Educational Content	13.5%	17.3%	-
Increased interest and Attendance	13.0%	16.0%	3.0%
Promotion and Preservation of Culture	12.7%	16.2%	0.4%
Inadequate Use of Taxpayer Funding/Need for a User-Pay System	8.1%	1.2%	34.8%
Concerns About Funding of Museums and Galleries	7.9%	5.2%	14.6%

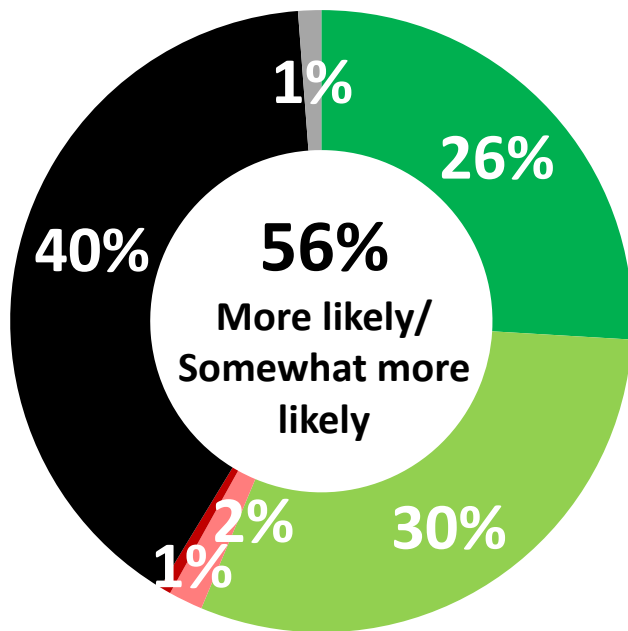
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=648 culture-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20.



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- More likely
- Somewhat more likely
- Somewhat less likely
- Less likely
- No impact
- Unsure

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

Impact of free admissions on likelihood to visit galleries and museums

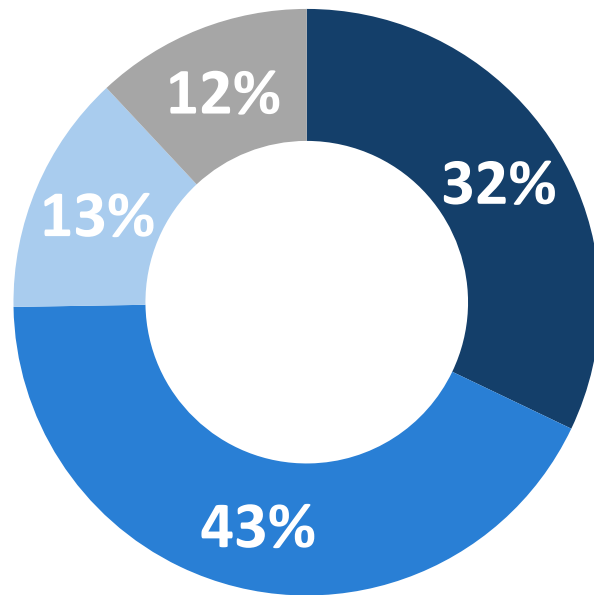
More likely/Somewhat more likely	Atlantic (n=83)	Quebec (n=166)	Ontario (n=268)	Prairies (n=176)	BC (n=139)	
	73.9%	63.0%	54.6%	48.3%	50.9%	
No impact	Men (n=425)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=331)	Social organizers (n=42)
	56.4%	56.2%	67.9%	53.3%	51.0%	64.2%
	Atlantic (n=83)	Quebec (n=166)	Ontario (n=268)	Prairies (n=176)	BC (n=139)	
	22.1%	33.5%	42.2%	49.4%	43.4%	
	Men (n=425)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=331)	Social organizers (n=42)
	38.6%	41.5%	28.9%	41.8%	46.1%	32.2%

Q – Are you more likely, somewhat more likely, somewhat less likely, or less likely to visit galleries and museums if there is free admission or does it have no impact on your likelihood to visit galleries and museums?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=832 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Funding responsibilities for free admissions

Q – When it comes to funding free admission to arts and culture events, museums, and galleries, who do you think should be mainly responsible for funding it?



- The government using taxpayer money
- Sponsors (private companies or organizations)
- None, I don't support free or discounted admissions
- Unsure

*Weighted to the true population proportion.

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

Over 2 in 5 Canadians

say that funding free admission to arts and culture events, museums, and galleries, should come from sponsors (private companies or organizations).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=831 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Funding responsibilities for free admissions - by demographics

Q – When it comes to funding free admission to arts and culture events, museums, and galleries, who do you think should be mainly responsible for funding it?

	August 2025 (n=831)	Atlantic (n=83)	Quebec (n=166)	Ontario (n=267)	Prairies (n=176)	BC (n=139)	Men (n=424)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=330)	Social organizers (n=42)
Sponsors (private companies or organizations)	42.6%	46.9%	47.8%	41.5%	41.3%	36.9%	44.9%	40.6%	50.2%	41.6%	38.5%	33.8%
The government using taxpayer money	32.1%	36.7%	35.7%	30.2%	26.2%	35.9%	34.1%	30.3%	30.1%	31.4%	33.9%	47.6%
None, I don't support free or discounted admissions	13.3%	1.7%	8.7%	13.8%	20.8%	16.4%	14.1%	12.6%	11.6%	12.3%	15.2%	6.4%
Unsure	12.0%	14.8%	7.8%	14.4%	11.7%	10.8%	7.0%	16.5%	8.1%	14.7%	12.4%	12.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=831 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

A woman with curly hair and two young children are peeking through dark green curtains. The woman is smiling and looking to the right. The children are also looking to the right with curious expressions. The scene is dimly lit, with light coming from the right side, creating a warm and intimate atmosphere. The text 'Benefits of arts and cultural events' is overlaid on the left side of the image.

Benefits of arts and cultural events

Expected benefits of attending arts and cultural events

Q – What do you want to get out of the experience of attending arts and cultural events, where 1 is the most important benefit that motivates you to attend and 2 the second most important. [RANK TOP 2]

		Rank 1			Rank 2		
		2025-08 (n=818)	2024-08 (n=807)	2024-01 (n=896)	2025-08 (n=773)	2024-08 (n=741)	2024-01 (n=834)
Top mentions	Learning new things	35.2%	17.6%	19.8%	19.0%	14.5%	15.0%
	A change of scene/escape from the everyday	12.7%	13.8%	19.2%	18.4%	19.4%	18.3%
	Socializing with friends or family	12.3%	17.8%	15.0%	14.4%	16.2%	19.7%
	Celebrating and reconnecting with your heritage and culture	11.3%	6.0%	7.0%	14.5%	6.5%	8.4%
	Relaxing, de-stressing or relieving anxiety	8.7%	14.2%	13.0%	10.5%	13.2%	13.7%
	Indulging, pampering or treating yourself	5.7%	11.0%	11.3%	6.8%	10.7%	8.9%
	Having a date night	4.4%	9.7%	7.2%	4.3%	8.5%	8.8%
	Meeting new people and connecting with others in the community	3.5%	3.0%	3.6%	7.2%	7.0%	6.3%
	Unsure	2.9%	2.9%	0.9%	0.4%	-	-
	Feeling a sense of belonging	2.5%	2.3%	-	3.4%	3.4%	-
	Other	0.8%	0.1%	2.9%	1.0%	-	1.0%

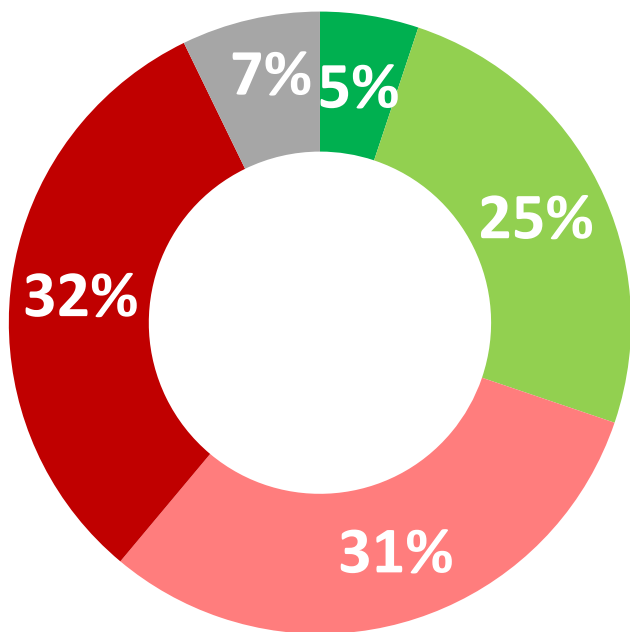
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=773 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Expected benefits of attending arts and cultural events by region, age and gender

Q – What do you want to get out of the experience of attending arts and cultural events, where 1 is the most important benefit that motivates you to attend and 2 the second most important. [RANK TOP 2]

	August 2025 (n=818)	Atlantic (n=83)	Quebec (n=162)	Ontario (n=263)	Prairies (n=174)	BC (n=136)	Men (n=416)	Women (n=402)	18 to 34 (n=155)	35 to 54 (n=340)	55 plus (n=323)	Social organizers (n=41)
Learning new things	35.2%	34.3%	36.2%	39.1%	31.8%	27.3%	31.5%	38.5%	29.9%	34.2%	39.5%	42.3%
A change of scene/escape from the everyday	12.7%	8.5%	13.9%	9.9%	15.9%	16.6%	10.2%	14.8%	19.9%	8.8%	10.9%	4.1%
Socializing with friends or family	12.3%	14.2%	15.1%	8.6%	16.8%	11.9%	13.2%	11.5%	9.9%	14.3%	12.4%	15.3%
Celebrating and reconnecting with your heritage and culture	11.3%	10.4%	9.9%	10.1%	13.1%	15.3%	14.9%	8.1%	7.8%	11.0%	14.0%	19.7%
Relaxing, de-stressing or relieving anxiety	8.7%	9.5%	4.2%	13.5%	6.1%	5.8%	9.5%	8.1%	11.5%	9.8%	6.1%	3.0%
Indulging, pampering or treating yourself	5.7%	3.7%	11.2%	3.9%	4.4%	4.1%	4.2%	7.0%	6.2%	6.7%	4.4%	4.7%
Having a date night	4.4%	7.8%	4.3%	3.5%	3.6%	6.2%	5.8%	3.1%	4.5%	6.0%	3.0%	-
Meeting new people and connecting with others in the community	3.5%	10.1%	1.7%	4.0%	3.0%	2.7%	3.0%	4.0%	2.5%	3.9%	4.0%	2.8%
Unsure	2.9%	0.8%	1.9%	3.4%	3.5%	3.2%	4.3%	1.6%	2.1%	3.1%	3.2%	4.7%
Feeling a sense of belonging	2.5%	-	1.0%	2.9%	1.8%	5.7%	2.8%	2.2%	3.6%	1.9%	2.2%	-
Other	0.8%	0.6%	0.6%	1.1%	-	1.2%	0.5%	1.0%	2.2%	0.1%	0.3%	3.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=818 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.



■ Strongly agree
 ■ Somewhat agree
■ Somewhat disagree
 ■ Disagree
■ Unsure

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

Percentage of people who self-identify as organizers of cultural outings for friends

Strongly agree/Somewhat agree	Atlantic (n=83)	Quebec (n=166)	Ontario (n=268)	Prairies (n=176)	BC (n=139)
	38.0%	32.2%	27.2%	22.7%	39.7%
	Men (n=425)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=331)
Strongly disagree/Somewhat disagree	Atlantic (n=83)	Quebec (n=166)	Ontario (n=268)	Prairies (n=176)	BC (n=139)
	49.6%	61.5%	65.6%	67.9%	56.6%
	Men (n=425)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=331)
	67.7%	57.9%	56.8%	64.1%	65.2%

Q – Would you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:
 "I'm the kind of person who likes to organize outings to cultural events for my friends."

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=832 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

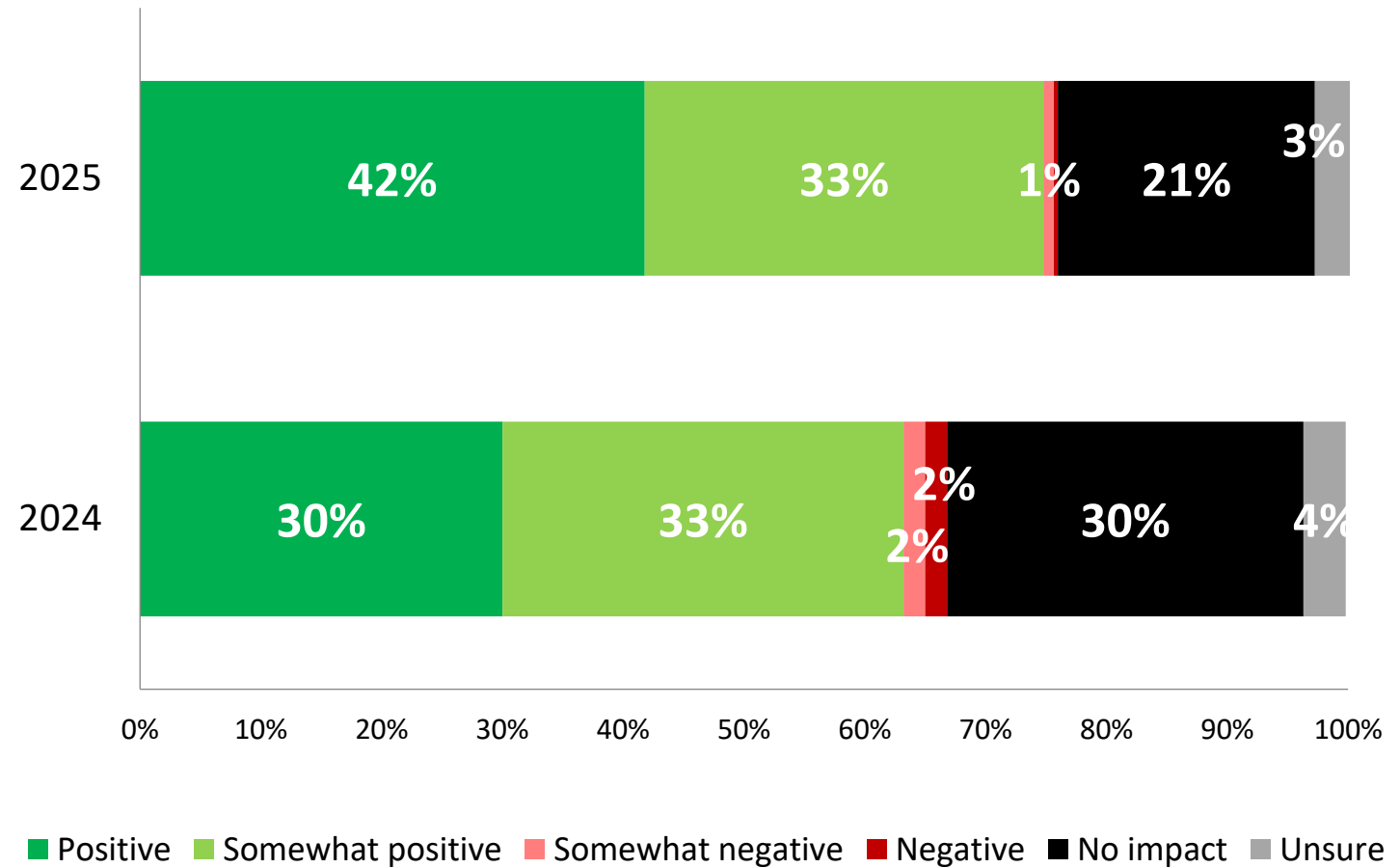
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NANOS

Arts and cultural events impacting sense of belonging to Canada – Tracking

Three in four culture-goers (75%) say that arts and cultural events have a positive or a somewhat positive impact on their sense of belonging to Canada. Of note, there is a 12% increase since last year (2024) of those who say it has a positive impact on their sense of belonging to Canada.

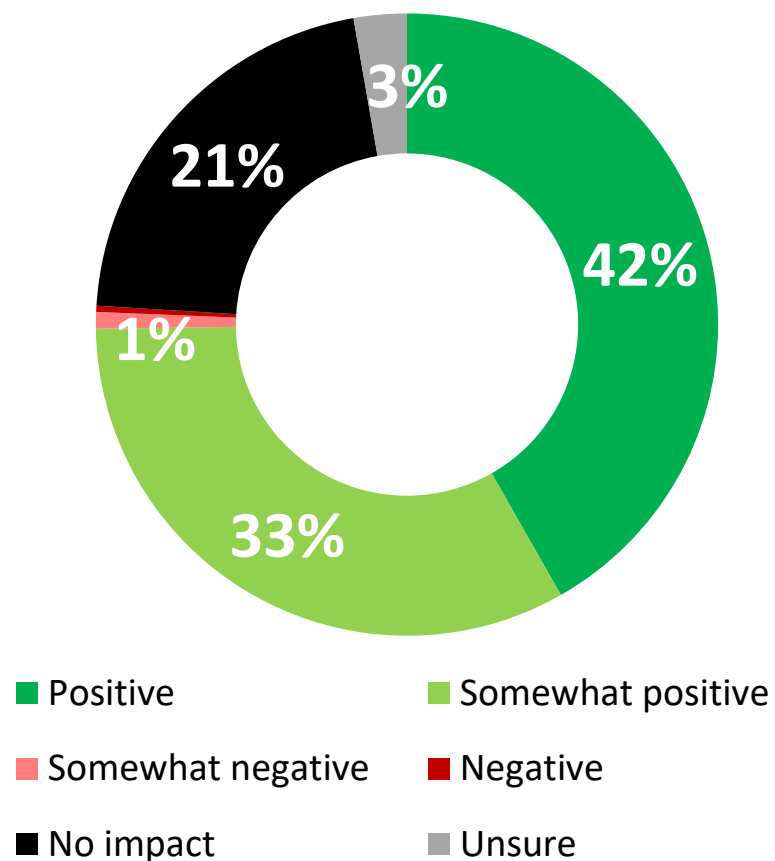


*Weighted to the true population proportion.

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

Q – Does attending arts and cultural events have a positive, a somewhat positive, a somewhat negative, a negative or no impact on your sense of belonging to Canada ?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=832 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.



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

Arts and cultural events impacting sense of belonging to Canada

Positive/Somewhat positive	Atlantic (n=83)	Quebec (n=166)	Ontario (n=268)	Prairies (n=176)	BC (n=139)	
	83.1%	64.1%	77.1%	76.1%	79.9%	
No impact	Men (n=425)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=331)	Social organizers (n=42)
	69.9%	79.3%	74.4%	73.9%	75.7%	88.4%
	Atlantic (n=83)	Quebec (n=166)	Ontario (n=268)	Prairies (n=176)	BC (n=139)	
	13.4%	31.5%	18.5%	22.5%	15.0%	
	Men (n=425)	Women (n=407)	18 to 34 (n=156)	35 to 54 (n=345)	55 plus (n=331)	Social organizers (n=42)
	24.6%	18.2%	22.1%	22.8%	19.6%	9.5%

Q – Does attending arts and cultural events have a positive, a somewhat positive, a somewhat negative, a negative or no impact on your sense of belonging to Canada?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=832 culture-goers, accurate 3.4 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 1,034 Canadians, 18 years of age or older, between July 31st and August 6th, 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 1034 Canadians is ± 3.1 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	1034 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	10 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 is organized by theme, please refer to the tabulations for the original order of the questions as show to respondents.
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, support on financial aid for steel and aluminum companies affected by US tariffs, housing, Palestine, trade issues, the standard of living and views of Canadians on the cost of living, diabetes, open banking/stablecoins and mathematics.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	By region, age and gender
Field Dates	July 31 st to August 6 th , 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. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



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