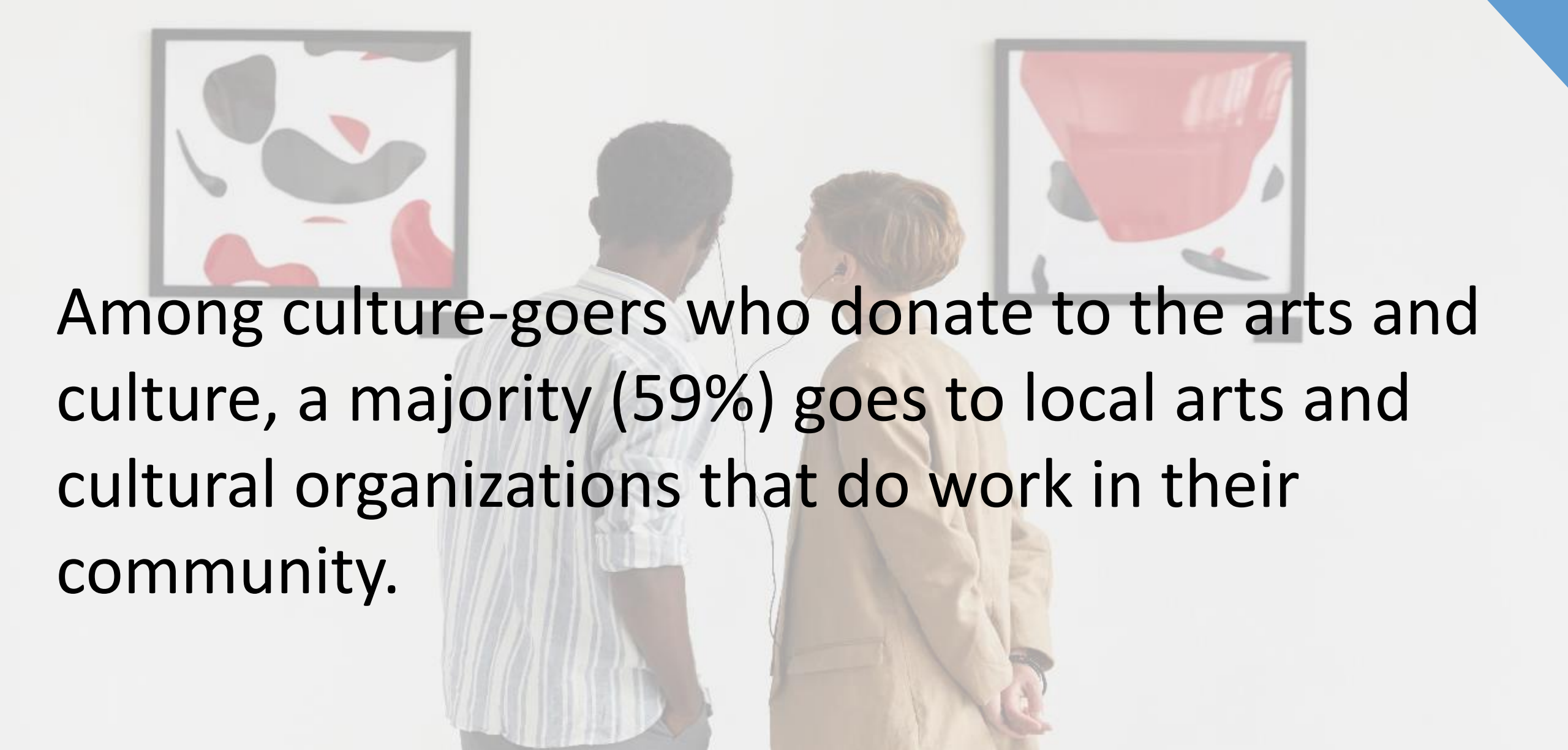


A man and a woman are seen from the back, looking at two framed abstract artworks on a white wall. The man is wearing a striped shirt and the woman is wearing a tan jacket. The artworks feature bold, organic shapes in red, grey, and white. The text is overlaid on the image.

Among culture-goers who donate to the arts and culture, a majority (59%) goes to local arts and cultural organizations that do work in their community.

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 donations made and intentions to donate to arts and cultural organizations.

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between October 27th to October 30th, 2025, as part of an omnibus survey. The margin of error for a random survey of 1,045 Canadians is ± 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 Partners for this project.



KEY FINDINGS

1

EMPLOYERS' SUPPORT FOR THE ARTS AND CULTURE IS LOW

One in four ([25%](#)) employed culture-goers report that their employer supports the arts. Asked how their employer supports the arts and culture, [12%](#) say by sponsoring an arts and culture experience or event, [9%](#) say by buying tickets for an arts and culture experience and sharing with employees and [8%](#) say making a company/corporate donation to arts and culture organizations. Of note, [51%](#) of culture-goers say their employer does not support the arts and [24%](#) are unsure.

2

MOST CULTURE-GOERS DON'T RECALL BEING ASKED TO DONATE TO ARTS AND CULTURE IN THE PAST YEAR

Consistent with the past year, about two in three culture-goers ([66%](#), [68% in 2024](#)) do not recall being asked by an arts or cultural organization to donate to them in the past year. About one third recall being asked ([34%](#), [32% in 2024](#)).

3

5% INCREASE OF EXPECTED AVERAGE DONATION OVER THE NEXT YEAR

Over one in three culture-goers ([35%](#), consistent with [36% in 2023](#)) report donating to arts and culture organizations in the year 2024. Among those who donate to arts and culture, the average reported donation in 2024 was [\\$506](#), with a median of [\\$200](#). For 2025, similar proportions expect to donate ([35%](#), average of [533\\$](#), median of [\\$200](#)), which represents a five per cent increase in the average donation.

4

DONATIONS TO ARTS AND CULTURE VS. OTHER CAUSES

Culture-goers who report donating say that arts and culture organizations give about an average of [\\$12](#) out of \$100 of their charitable giving to arts and culture, consistent with past waves ([\\$11](#) in October 2023 ; [\\$12](#) in November 2024). While on average, [\\$88](#) out of \$100 of charitable giving goes to other causes and events such as health, social and community services, etc. Among those donations to arts and culture, a majority goes to local organizations ([59%](#)), while [21%](#) go to organizations that do work across a broader region like a whole province and an additional [15%](#) goes to national arts and cultural organizations across Canada.

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

	Indoor events	Outdoor events	Museums/galleries
At least once a month	[16%] ▲ 2 points	[8%] ▲ 1 point	[8%] -
Every 2-3 months	[29%] ▼ 2 points	[19%] ▼ 2 points	[19%] ▼ 1 point
Once every 6 months or less	[49%] ▲ 4 points	[63%] ▲ 1 point	[63%] ▲ 1 point
Unsure	[6%] ▼ 4 points	[10%] -	[10%] ▼ 1 point

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

Donations to Arts and Culture - Demographics



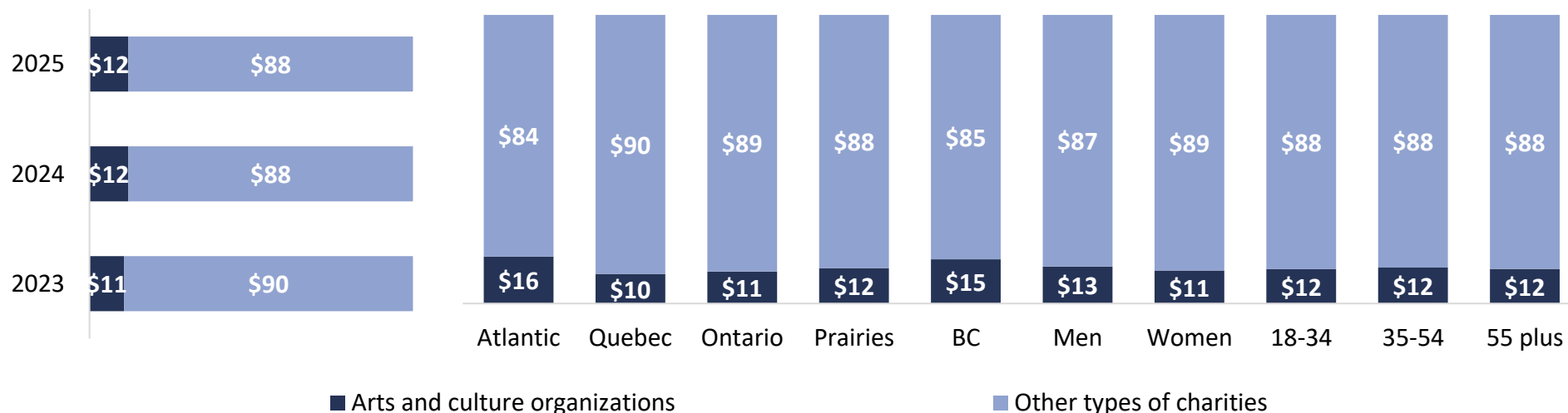
The proportion of **younger** culture-goers who plan on donating has dropped to 24% compared to 32% in 2024.

Culture-goers from British Columbia are more likely to plan on donating to the arts in 2025, and report a higher wallet share for arts and culture than those from Quebec and Ontario.

Reported expected donations for 2025

	Canada	Atlantic*	Quebec	Ontario	Prairies	BC	Men	Women	18-34	35-54	55 plus
Median expected donations for 2025**	\$200		\$100	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Proportion who plan on donating in 2025	34.9%	31.8%	27.5%	37.9%	34.3%	40.3%	34.2%	35.6%	23.8%	36.7%	41.5%

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



*Shaded due to small sample size (n=26).

**Atlantic (n=41) should be interpreted with caution due to small sample size.

**Median calculated based on culture-goers who reported donating, excludes those who said \$0.

Total might not add up to 100 due to rounding.

Proportion donated to each organizations

Among culture-goers who donate to the arts and culture, a majority goes to local arts and cultural organizations that do work in their local community.

59%

Local arts and cultural organizations that do work in your local community

21%

Arts and cultural organizations that do work across a broader region (i.e. tours or serves more than one community or the whole province)

15%

National arts and cultural organizations that do work across Canada

5%

Other

Top motivators for donating to the arts and culture

55%

52% in 2024

Value the
impact it makes
on the local
community

53%

*Response option
added in 2025

Want to support
Canadian culture

54%

53% in 2024

Want to support
artists, creators,
and/or makers

49%

42% in 2024

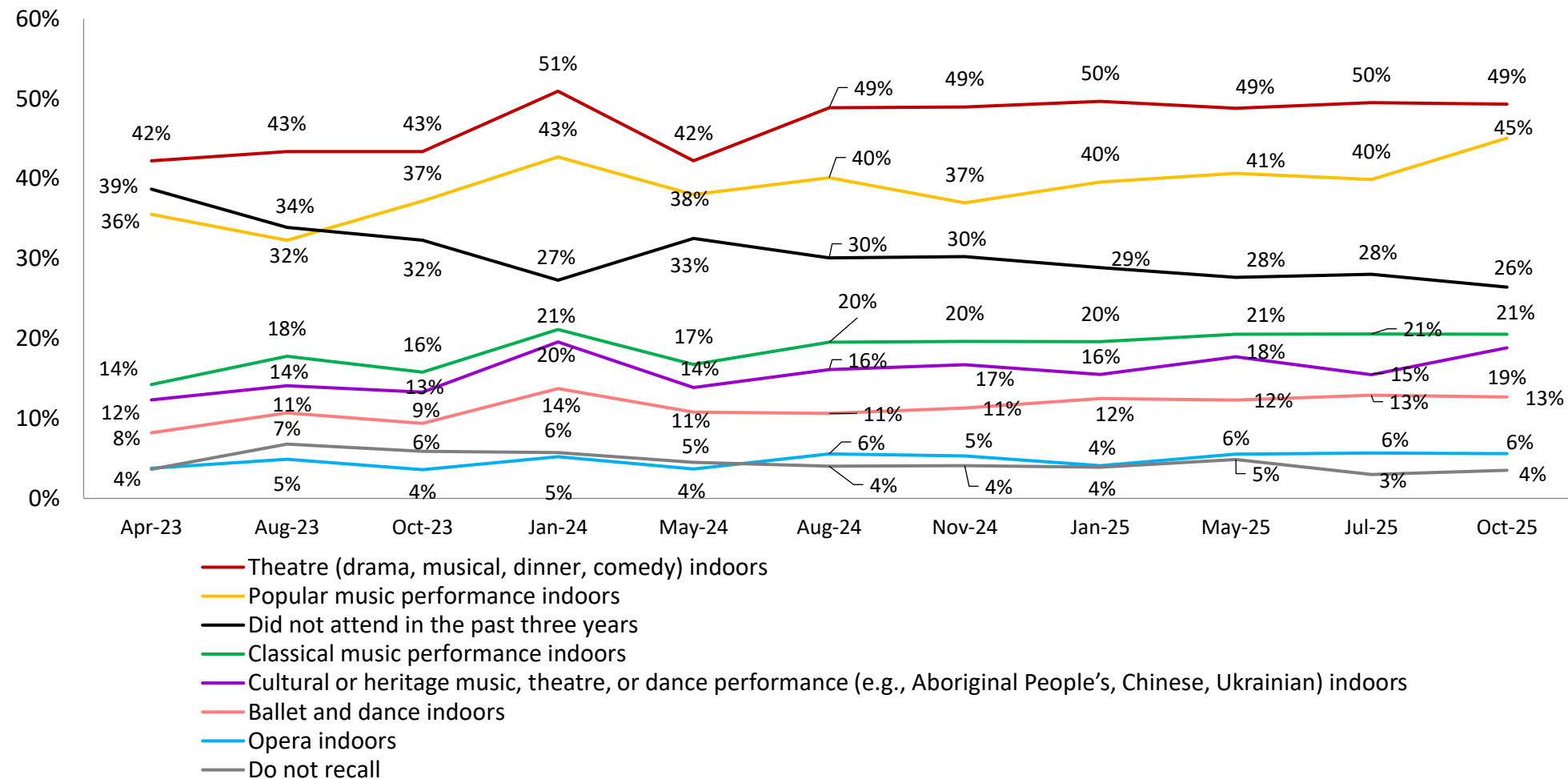
Want to give back
to the community

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

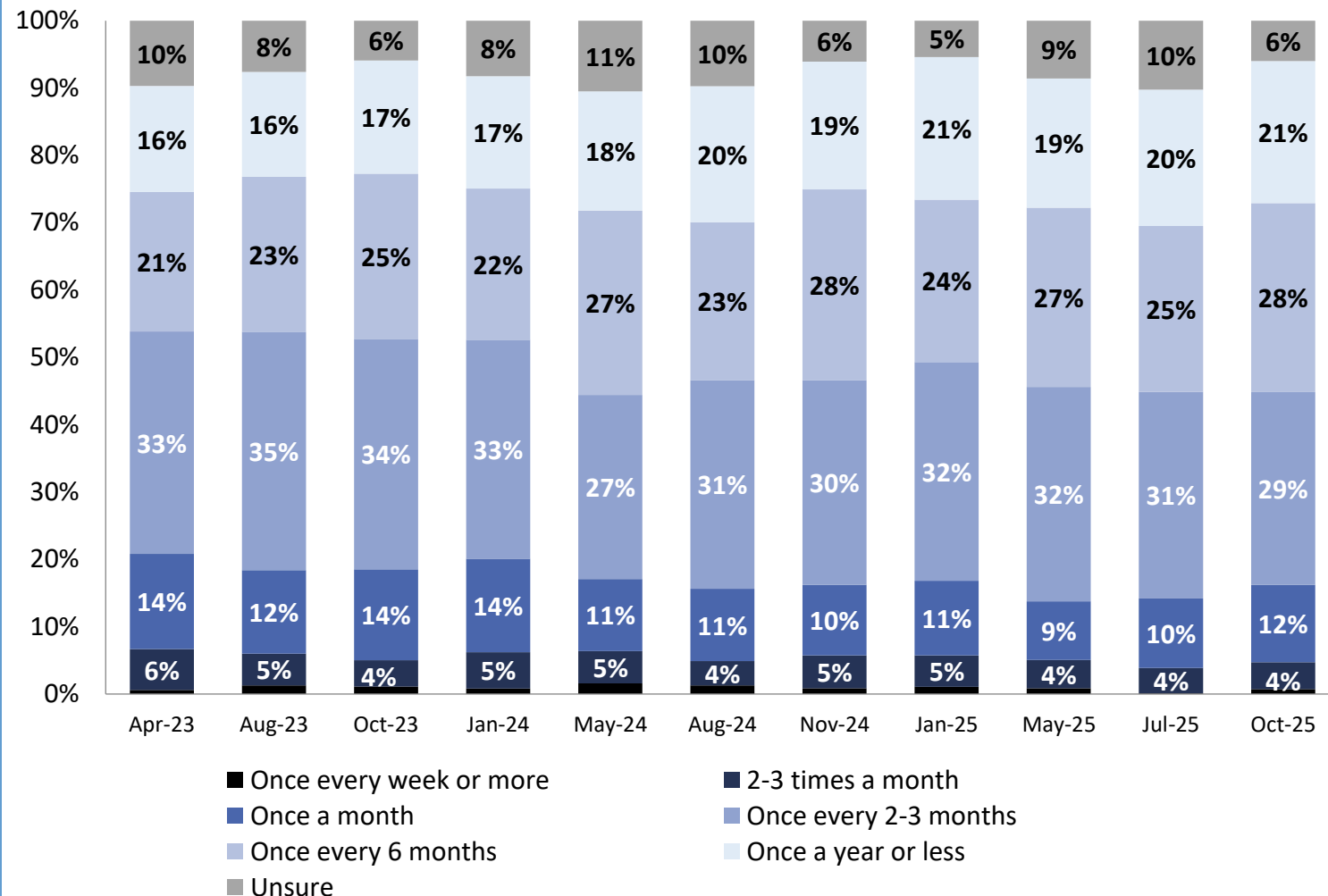
Q – [TRACKING] Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to 30th, 2025, n=1,045 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Over 7 in 10 culture-goers (73%) 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, October 27th to 30th, 2025, n=724 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

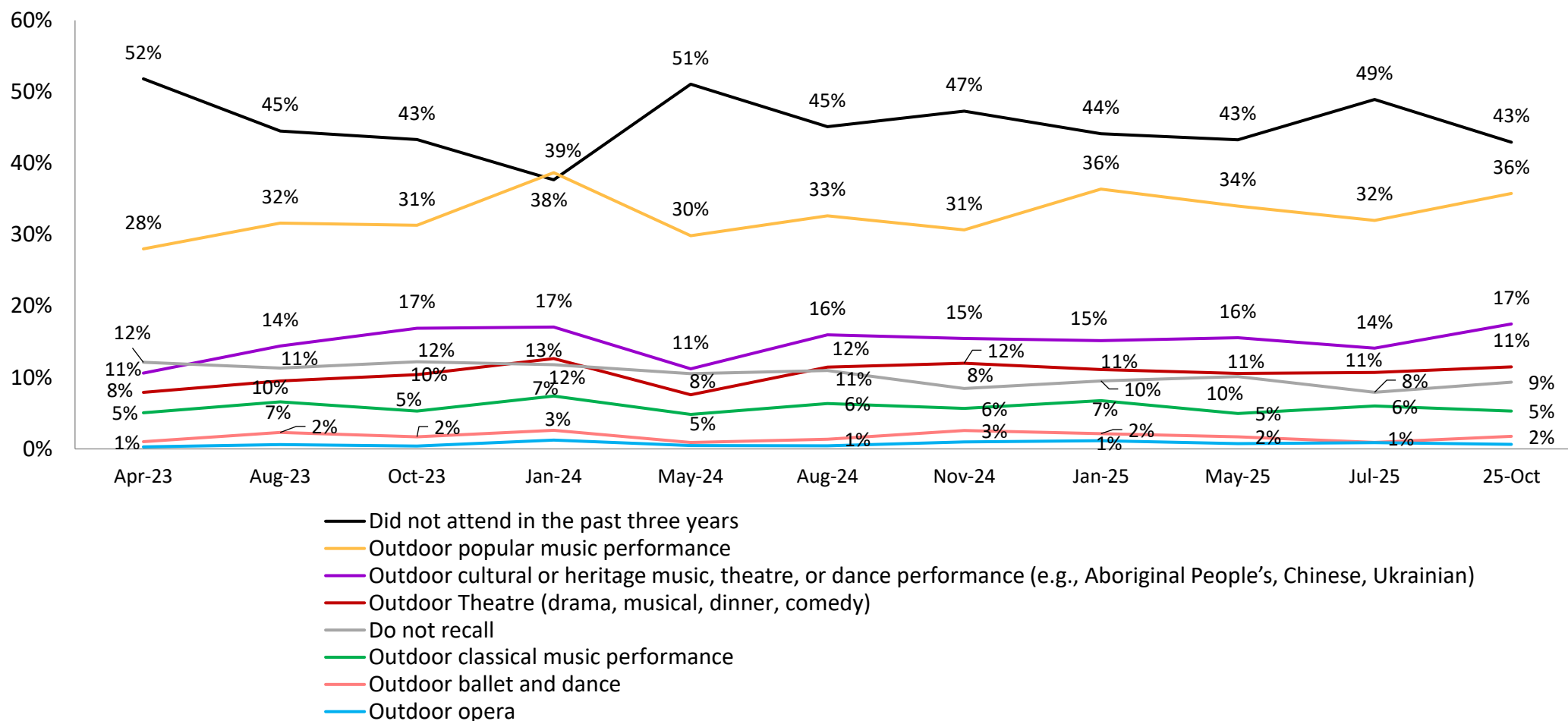
Q – How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?

	Indoor culture-goers (n=724)	Atlantic (n=65)	Quebec (n=171)	Ontario (n=217)	Prairies (n=157)	BC (n=114)	Men (n=366)	Women (n=358)	18 to 34 (n=150)	35 to 54 (n=224)	55 plus (n=350)
Once every week or more	0.7%	-	1.1%	-	2.0%	0.8%	0.8%	0.7%	1.2%	-	1.0%
2-3 times a month	4.0%	2.9%	4.1%	3.5%	3.9%	5.6%	3.7%	4.3%	2.7%	5.4%	3.9%
Once a month	11.5%	13.8%	4.2%	14.0%	12.4%	14.5%	13.2%	10.0%	9.8%	9.9%	14.1%
Once every 2-3 months	28.6%	20.7%	26.1%	30.7%	27.1%	32.4%	25.9%	31.0%	26.7%	30.7%	28.5%
Once every 6 months	28.1%	32.1%	34.9%	27.3%	27.0%	18.8%	30.3%	26.0%	31.9%	27.2%	25.8%
Once a year or less	21.1%	17.2%	23.6%	18.7%	23.1%	22.6%	21.3%	21.0%	23.3%	21.2%	19.3%
Unsure	6.0%	13.3%	6.1%	5.8%	4.4%	5.3%	4.9%	7.0%	4.5%	5.7%	7.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey October 27th to 30th, 2025, n=724 indoor culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Attendance at outdoor cultural gatherings – All Canadians

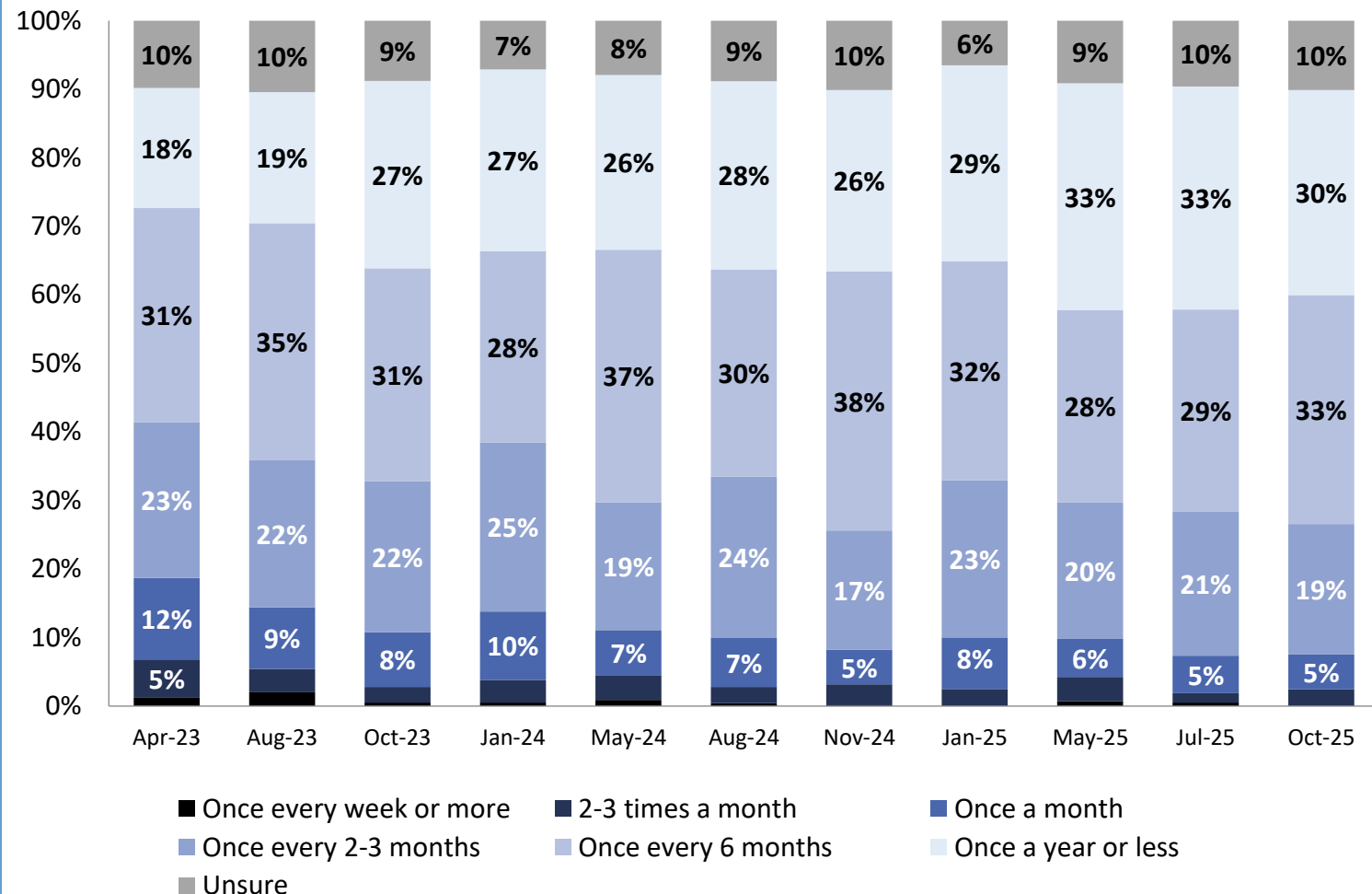
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to 30th, 2025, n=1,045 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Six in ten outdoor culture-goers (60%) 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, October 27th to 30th, 2025, n=487 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

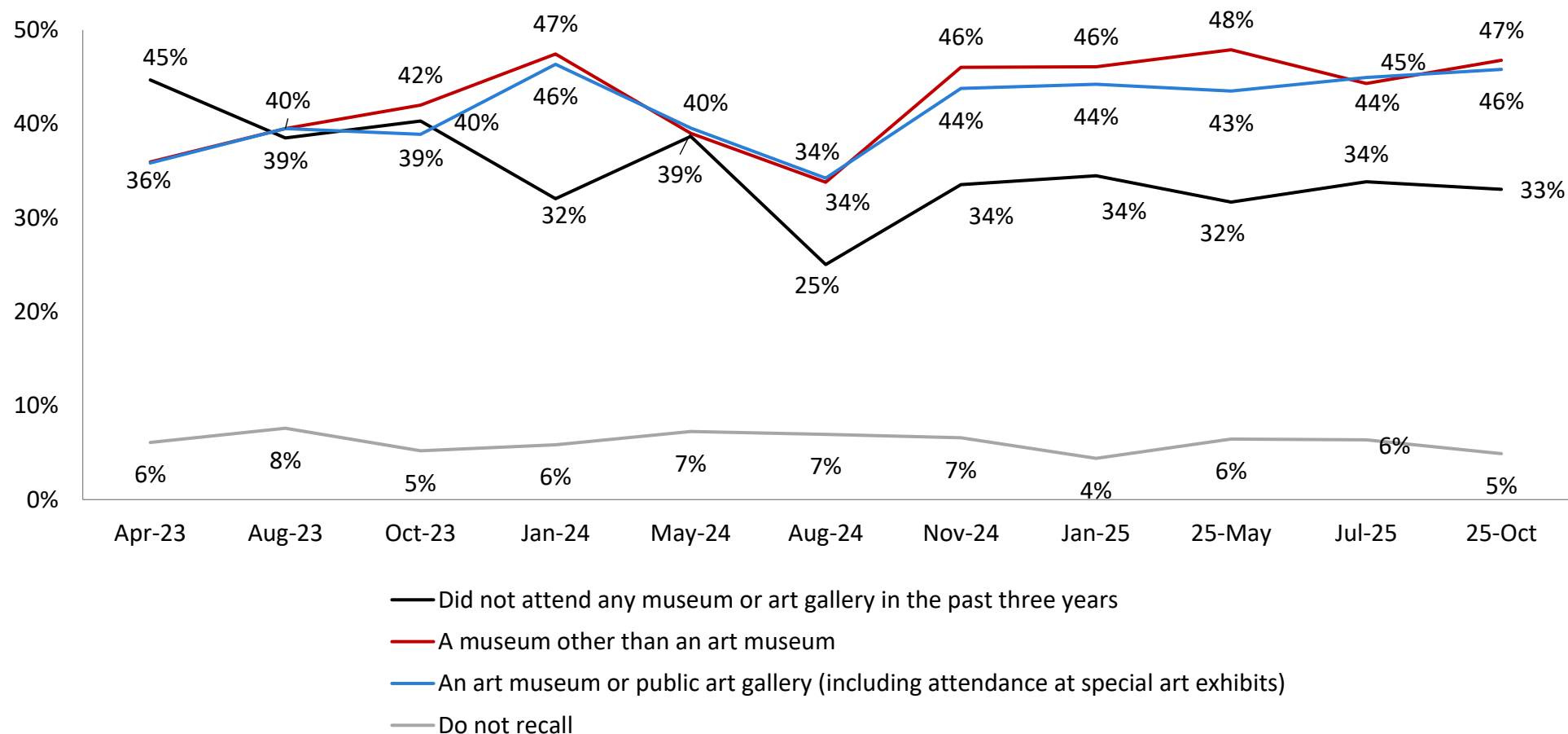
Q – How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?

	Outdoor culture-goers (n=487)	Atlantic (n=43)	Quebec (n=104)	Ontario (n=154)	Prairies (n=107)	BC (n=79)	Men (n=249)	Women (n=238)	18 to 34 (n=103)	35 to 54 (n=152)	55 plus (n=232)
2-3 times a month	2.4%	-	1.8%	1.5%	5.3%	3.0%	3.4%	1.5%	1.7%	2.6%	2.9%
Once a month	5.1%	7.5%	3.9%	5.5%	3.6%	6.3%	3.5%	6.5%	3.5%	4.9%	6.6%
Once every 2-3 months	19.1%	12.0%	20.2%	18.9%	15.3%	25.2%	19.5%	18.6%	18.3%	19.6%	19.2%
Once every 6 months	33.4%	32.6%	34.2%	35.9%	35.2%	24.2%	34.8%	32.0%	29.8%	35.6%	34.5%
Once a year or less	29.9%	32.0%	31.9%	27.3%	30.8%	32.3%	30.7%	29.2%	37.4%	26.6%	26.6%
Unsure	10.1%	15.9%	7.9%	10.9%	9.8%	9.1%	8.0%	12.1%	9.4%	10.7%	10.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to 30th, 2025, n=487 outdoor culture-goers, accurate 4.5 percentage points plus or minus, 19 times out of 20.

Attendance at art gallery/museum – All Canadians

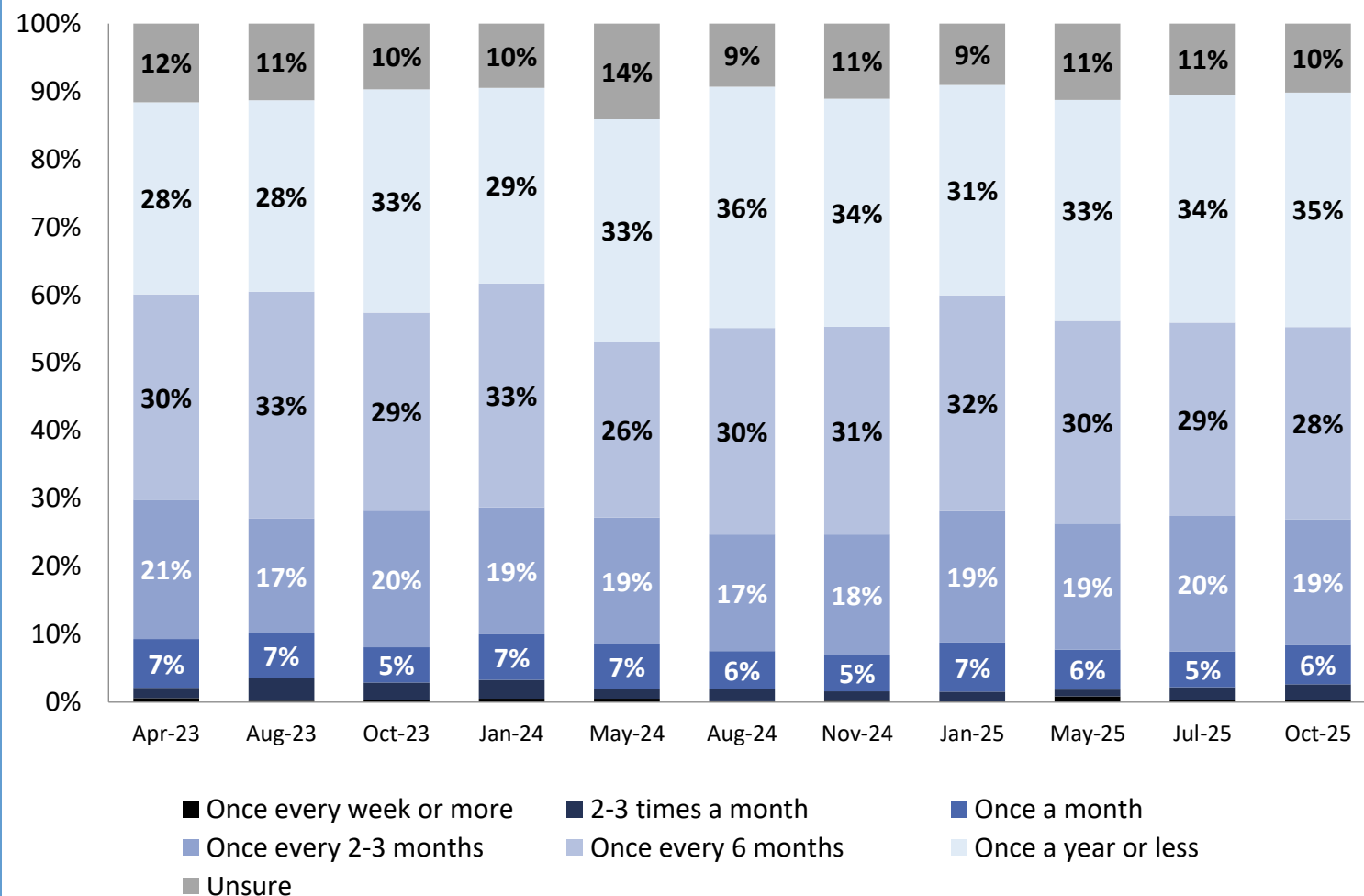
Q – Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1,045
 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

More than half (55%) of museum-goers 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, October 27th to 30th, 2025, n=643 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=643)	Atlantic (n=67)	Quebec (n=130)	Ontario (n=201)	Prairies (n=135)	BC (n=110)	Men (n=316)	Women (n=327)	18 to 34 (n=130)	35 to 54 (n=195)	55 plus (n=318)
Once every week or more	0.4%	-	0.9%	-	-	1.2%	-	0.7%	1.3%	-	-
2-3 times a month	2.3%	-	4.7%	1.5%	1.3%	3.2%	1.7%	2.8%	1.9%	2.2%	2.6%
Once a month	5.8%	8.4%	3.8%	6.1%	3.8%	8.7%	6.0%	5.6%	5.3%	4.6%	7.0%
Once every 2-3 months	18.5%	13.7%	17.3%	22.5%	12.2%	19.4%	14.7%	21.9%	16.6%	18.4%	20.0%
Once every 6 months	28.3%	30.6%	30.0%	23.7%	33.8%	30.6%	29.4%	27.4%	21.5%	31.2%	31.2%
Once a year or less	34.6%	28.2%	35.3%	34.8%	38.5%	31.4%	40.3%	29.5%	45.1%	33.9%	27.4%
Unsure	10.2%	19.1%	8.1%	11.4%	10.4%	5.6%	7.9%	12.2%	8.5%	9.7%	11.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to 30th, 2025, n=643 art gallery/museum-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20.

The background of the slide is a collage of Canadian banknotes, including a prominent 100-dollar bill featuring Sir Robert L. Borden. The notes are slightly blurred and overlaid with a semi-transparent dark blue filter. A solid light blue triangle is positioned in the top right corner, and another solid light blue rectangle is in the bottom right corner.

Donations

2024 donations to arts/cultural organizations

Q – In 2024, how much did you donate, if anything, to arts/cultural organizations? \$ _____

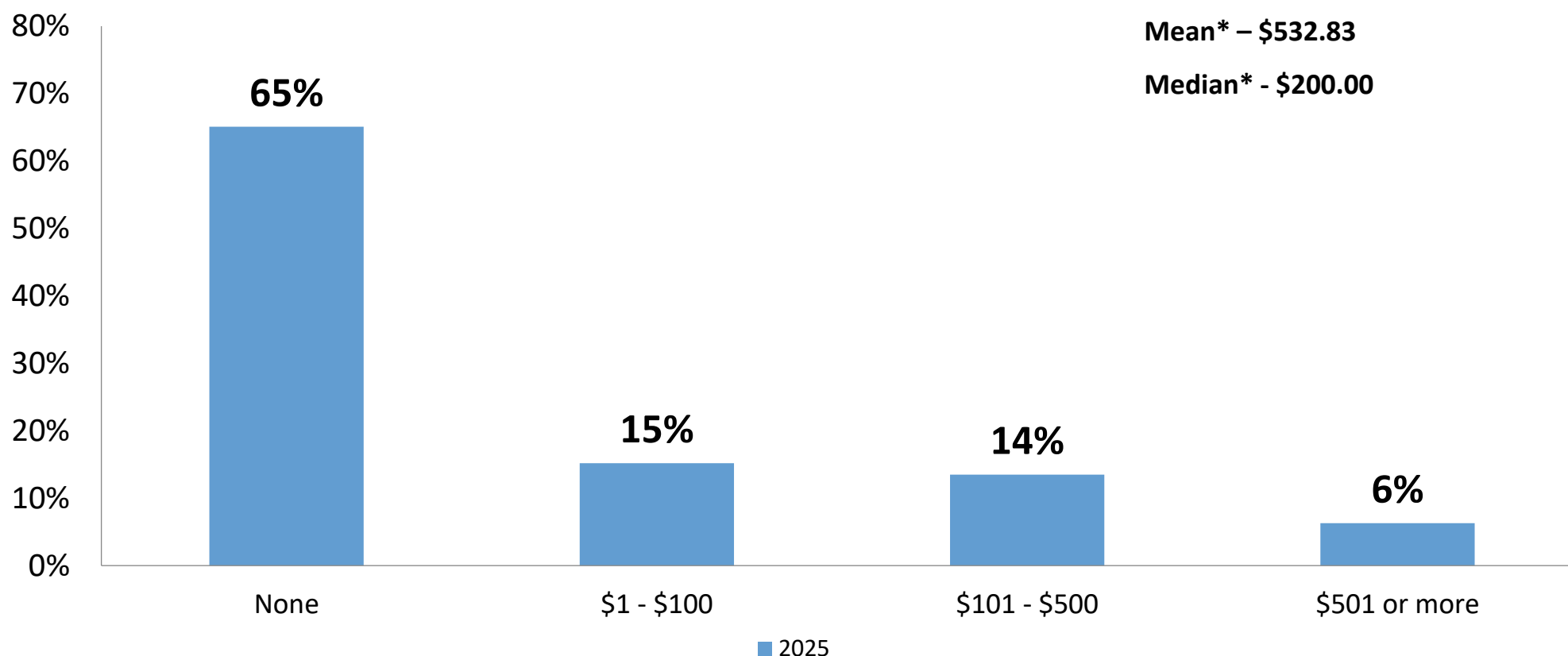
		Reported donations for the year 2024 (n=820)	Reported donations for the year 2023 (n=815)	Reported donations for the year 2022 (n=771)
TOP RESPONSES	Mean*	\$506.36	\$363.40	\$315.00
	Median*	\$200.0	\$120.00	\$100.00
	\$0	64.8%	64.4%	69.1%
	\$100	8.9%	9.8%	8.3%
	\$200	5.0%	4.5%	3.0%
	\$50	4.7%	3.8%	4.5%
	\$500	2.8%	3.0%	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, October 27th to October 30th, 2025, n=820 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

2025 intended donations to arts/cultural organizations

Q – In 2025, how much do you intend to donate, if anything, to arts/cultural organizations? \$_____



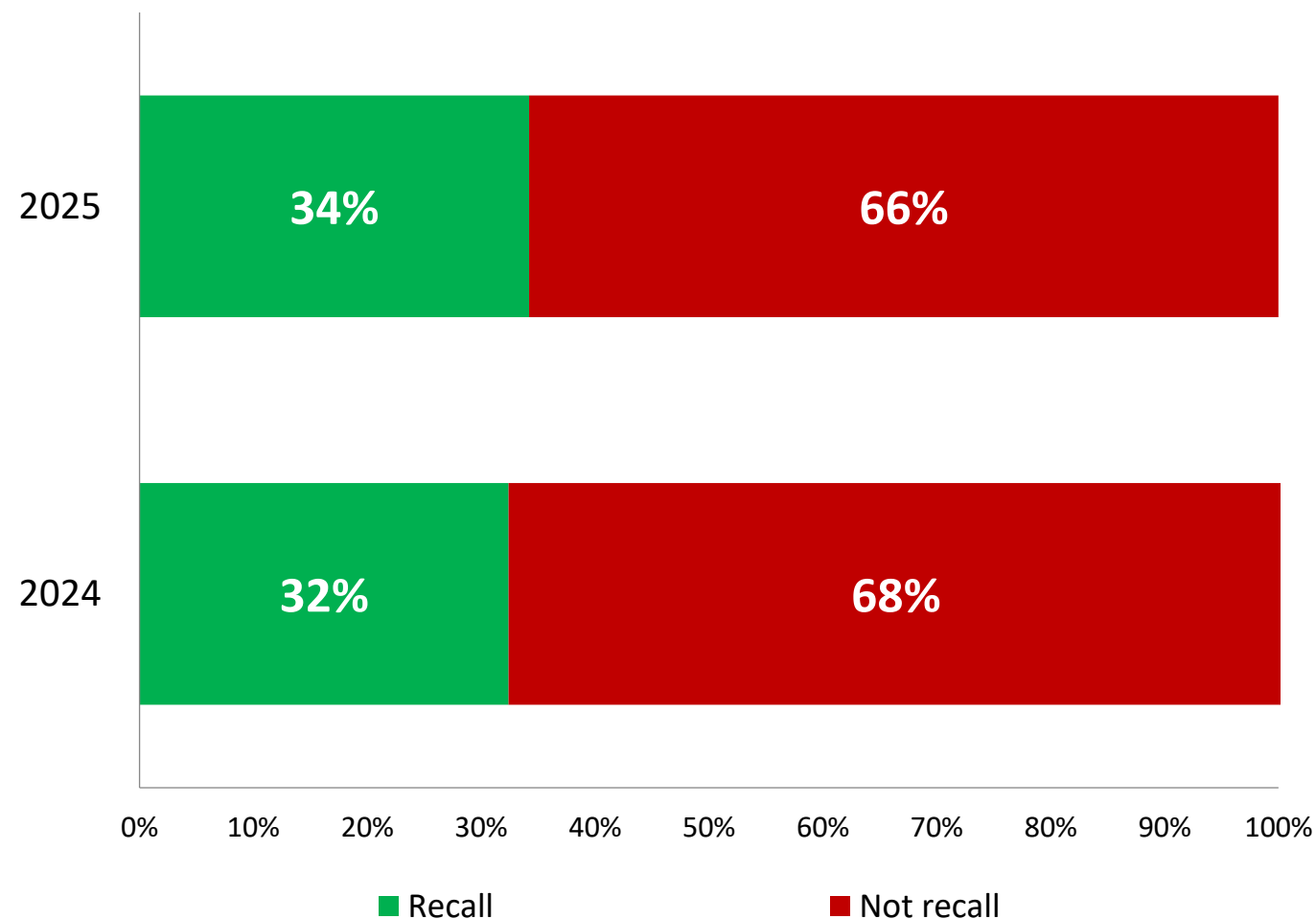
*Mean and median calculated based on sample who report donating, excludes those who said \$0.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=815 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

Just over one in three culture-goers (34%) say they recall being asked by an arts or cultural organization to donate to them, meanwhile over three in five (66%) say they do not recall it. This remains consistent with the previous 2024 wave (32%).

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

Donation requests from arts & culture organizations – Tracking



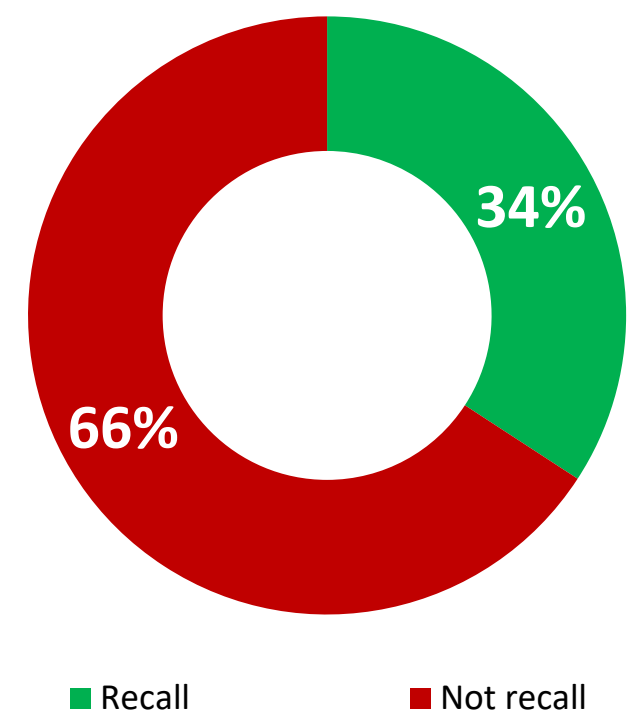
*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to 30th, 2025, n=870 culture-goers, accurate 3.3 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?

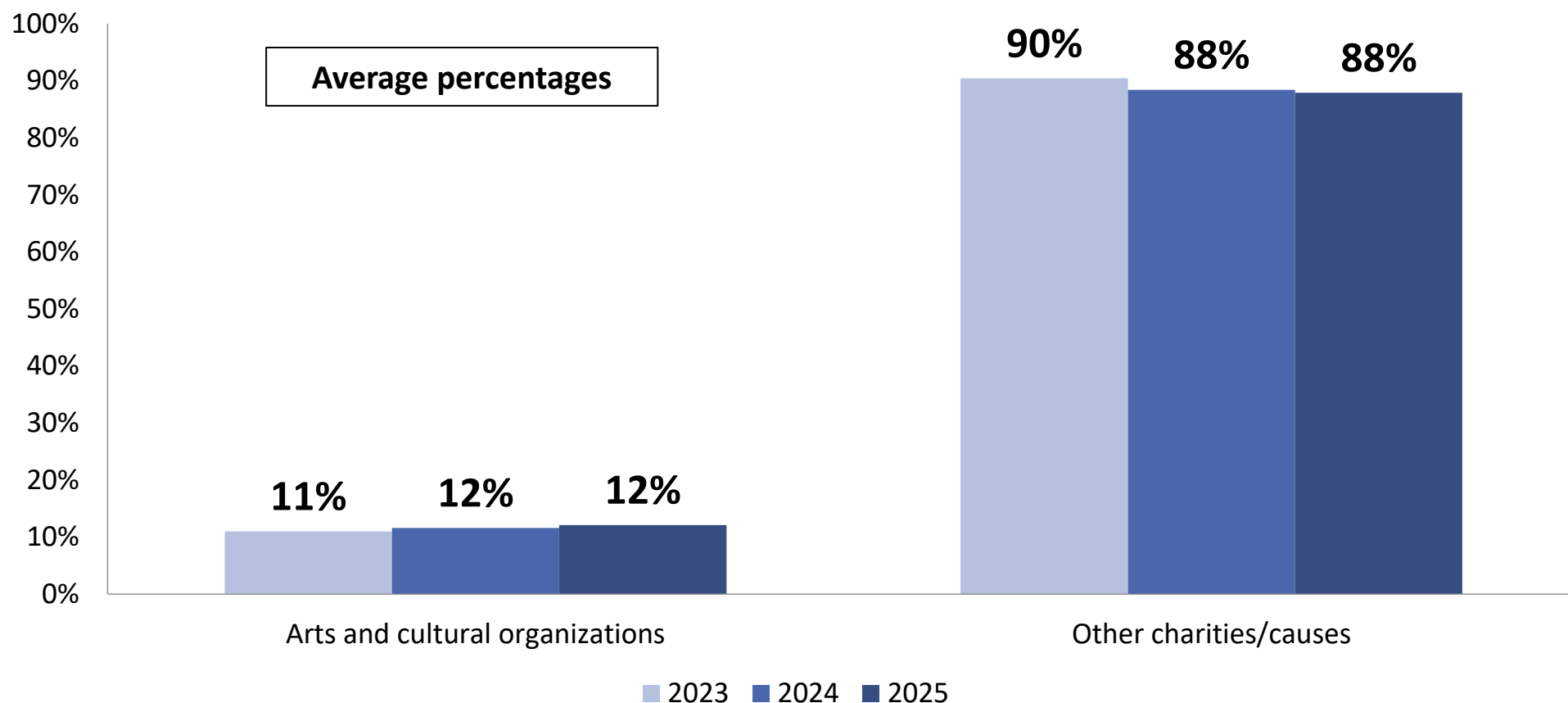


Recall	Atlantic (n=84)	Quebec (n=205)	Ontario (n=264)	Prairies (n=178)	BC (n=139)
	35.9%	27.8%	35.2%	36.8%	37.8%
	Men (n=452)	Women (n=418)	18 to 34 (n=171)	35 to 54 (n=267)	55 plus (n=432)
Not recall	35.1%	33.3%	29.5%	34.9%	37.0%
	Atlantic (n=84)	Quebec (n=205)	Ontario (n=264)	Prairies (n=178)	BC (n=139)
	64.1%	72.2%	64.8%	63.2%	62.2%
	Men (n=452)	Women (n=418)	18 to 34 (n=171)	35 to 54 (n=267)	55 plus (n=432)
	64.9%	66.7%	70.5%	65.1%	63.0%

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

Annual charitable giving breakdown - Tracking

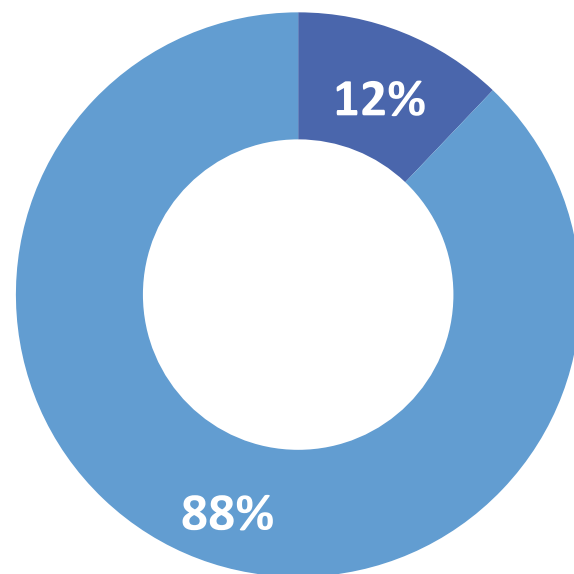
Q – What percentage of your annual charitable giving goes to arts and cultural organizations compared to other causes (i.e. Health, Social and Community Services, Sports, Environmental causes, Food charities, International causes, etc.).



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=635 culture-goers who report donating, accurate 3.9 percentage points plus or minus, 19 times out of 20.

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.)



■ Arts and cultural organizations

■ Other charities/causes

Average percentages

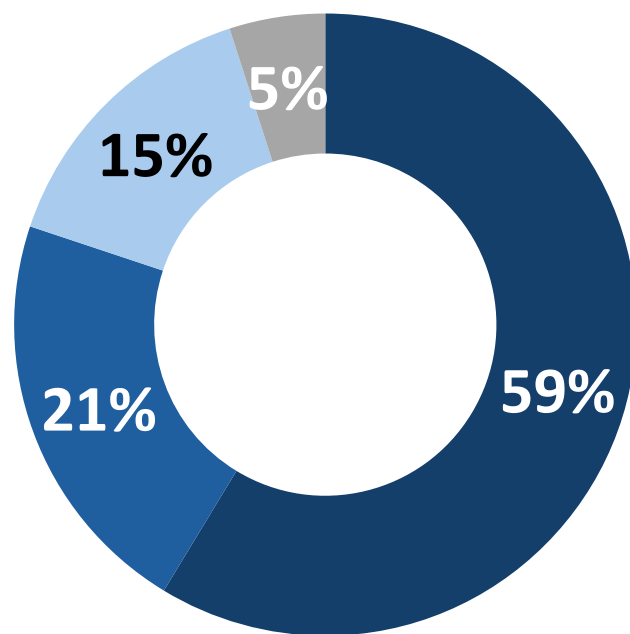
Average going to arts and culture

Atlantic (n=41)	Quebec (n=134)	Ontario (n=251)	Prairies (n=110)	BC (n=99)
16.3%	10.2%	11.1%	12.3%	15.3%
Men (n=298)	Women (n=337)	18 to 34 (n=148)	35 to 54 (n=205)	55 plus (n=281)
12.9%	11.5%	11.9%	12.5%	12.0%

*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, October 27th to October 30th, 2025, n=635 culture-goers who report donating, accurate 3.9 percentage points plus or minus, 19 times out of 20.



- Local arts and cultural organizations that do work in your local community
- Arts and cultural organizations that do work across a broader region (i.e. tours or serves more than one community or the whole province)
- National arts and cultural organizations that do work across Canada
- Other

*Weighted to the true population proportion.

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

Q – Thinking of your total donations to arts and cultural organizations in the past 12 months, what proportion was donated to each of the following types of organizations?
[RANDOMIZE]

Donation to different types of arts and culture organizations

Local arts and cultural organizations that do work in your local community	Atlantic (n=21)	Quebec (n=42)	Ontario (n=116)	Prairies (n=49)	BC (n=47)
	63.3%	46.4%	56.4%	69.1%	62.6%
	Men (n=130)	Women (n=145)	18 to 34 (n=54)	35 to 54 (n=90)	55 plus (n=131)
Arts and cultural organizations that do work across a broader region	59.9%	57.6%	63.2%	59.5%	56.3%
	Atlantic (n=21)	Quebec (n=42)	Ontario (n=116)	Prairies (n=49)	BC (n=47)
	21.0%	36.4%	17.6%	16.6%	22.8%
	Men (n=130)	Women (n=145)	18 to 34 (n=54)	35 to 54 (n=90)	55 plus (n=131)
	20.6%	22.2%	18.2%	22.1%	22.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to 30th, 2025, n=275 culture-goers who report donating to arts and culture, accurate 6.0 percentage points plus or minus, 19 times out of 20.

Motivators to donate to a cultural organization

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

		2025-11 (n=306)*	2024-11 (n=275)*
TOP RESPONSES	Value the impact it makes on the local community	55.3%	51.9%
	Want to support artists, creators, and/or makers	53.9%	53.0%
	Want to support Canadian culture***	52.7%	N/A
	Want to give back to the community	48.8%	42.3%
	Believe in its cause, purpose, or mission	47.0%	52.5%
	Am aware that it needs my financial support to exist/worried about its funding decreasing**	41.5%	41.6%
	Admire the organization	33.2%	37.0%
	Feel that I have personally benefitted from the organization	32.7%	32.9%
	Find its content compelling	30.5%	23.2%
	Value the impact it makes on the world	29.0%	33.3%

*Based on multiple mentions.

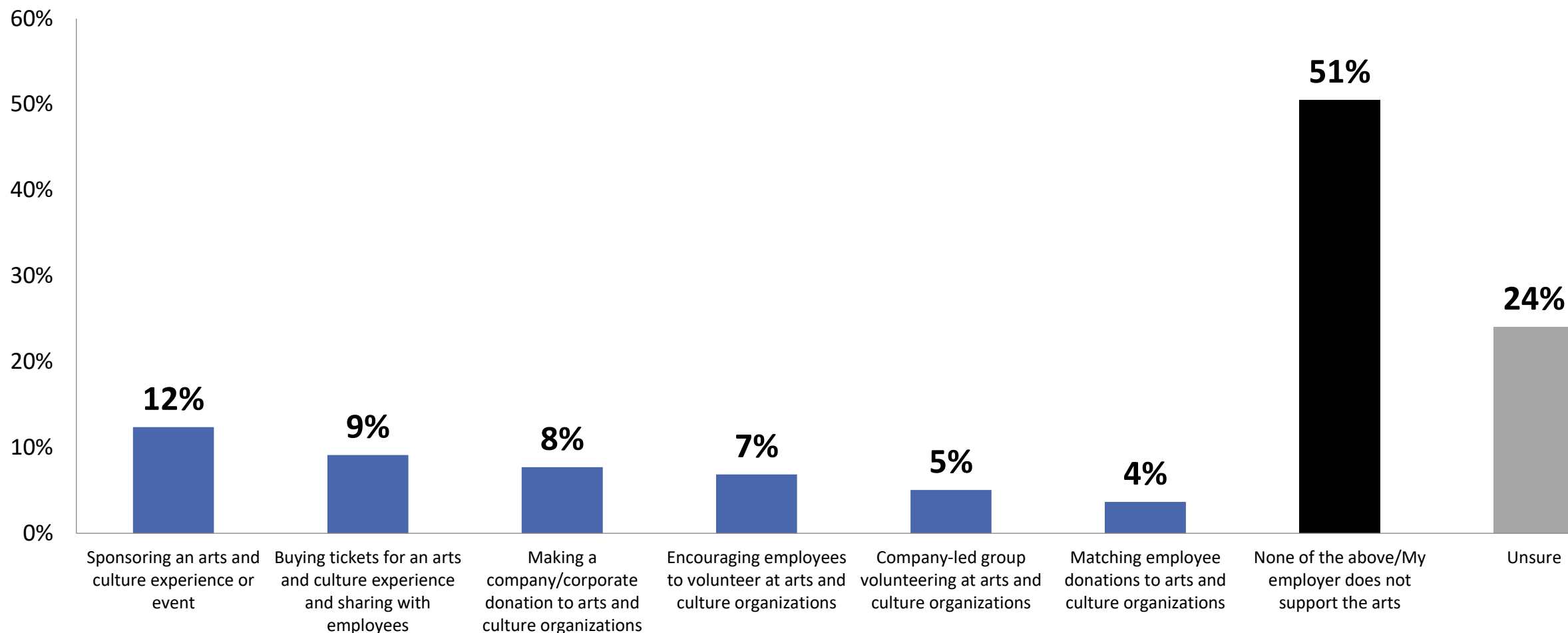
**2024 wave response option only included “Am aware that it needs my financial support to exist”.

***Response option was added in 2025

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to 30th, 2025, n=306 culture-goers who report donating to arts and culture, accurate 5.7 percentage points plus or minus, 19 times out of 20.

Employers supporting arts and culture – Top mentions

Q – Does your employer support the arts and culture in any of the following ways? [RANDOMIZE] (Select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=570 employed culture-goers, accurate 4.1 percentage points plus or minus, 19 times out of 20.

Employers supporting arts and culture by demographics

Q – Does your employer support the arts and culture in any of the following ways? [RANDOMIZE]
(Select all that apply)

TOP RESPONSES		2025-10 (n=570)	Atlantic (n=54)	Quebec (n=143)	Ontario (n=172)	Prairies (n=123)	BC (n=78)	Men (n=303)	Women (n=267)	18-34 (n=157)	35-54 (n=188)	55 plus (n=225)
	Sponsoring an arts and culture experience or event	12.4%	16.6%	13.2%	10.1%	10.2%	18.9%	13.1%	11.7%	16.2%	11.8%	7.9%
	Buying tickets for an arts and culture experience and sharing with employees	9.1%	5.5%	8.4%	7.8%	11.8%	12.4%	11.3%	7.0%	10.2%	10.0%	6.9%
	Making a company/corporate donation to arts and culture organizations	7.7%	9.7%	6.0%	8.1%	6.2%	10.7%	9.7%	5.8%	10.4%	7.8%	4.1%
	Encouraging employees to volunteer at arts and culture organizations	6.9%	9.1%	5.1%	7.5%	6.4%	7.6%	8.6%	5.1%	8.0%	7.6%	4.6%
	Company-led group volunteering at arts and culture organizations	5.0%	7.9%	4.7%	3.1%	6.0%	8.8%	4.6%	5.4%	6.6%	6.2%	1.9%
	Matching employee donations to arts and culture organizations	3.7%	3.8%	2.2%	3.5%	4.3%	5.8%	4.6%	2.7%	6.1%	3.1%	1.1%
	None of the above/My employer does not support the arts	50.5%	50.0%	56.8%	47.5%	55.9%	41.0%	49.2%	51.8%	43.0%	53.8%	57.0%
	Unsure	24.0%	27.9%	20.1%	28.65	20.7%	20.4%	22.4%	25.6%	24.6%	20.2%	27.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=570 employed culture-goers, accurate 4.1 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 1,045 Canadians, 18 years of age or older, between October 27th and October 30th, 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 1,045 Canadians is ± 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
Research sponsor	Business / Arts and the National Arts Centre
Population and Final Sample Size	1,045 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 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	October 27 th to October 30 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/

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	12 percent, consistent with industry norms.
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 shown to respondents.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on tariffs, the federal budget, grocery affordability, the annual operating deficit, innovation and risk of failure, fisheries in Canada, climate ambition, energy affordability and current priorities.
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



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), 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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