


Canadians widely credit arts and culture
with bringing people together and
enriching civic life.



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 past and future attendance, Canadian arts and culture and cultural profiles.


Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between May 3rd and 6th, 2026, as part of an omnibus survey. The margin of error for a random survey of 1,003 Canadians is ± 3.1 percentage points, 19 times out of 20. Tables within the report that have significant differences are highlighted in yellow.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed:

- [By culture-goer profile](#)
- [By region, age and gender \(Culture-goers only\)](#)

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

Personas based on arts and culture attendance



Vociferous culture-goers

Culture-goers who reported attending 4-8 different types of arts and culture events in the past 3 years.

- **Arts and culture play a big role in their social life:** Going to different arts and culture events is an important part of their social life (81%).
- **High importance of Canadian arts and culture on national and community pride:** Nine in ten believe Canadian arts and culture play a positive role on people feeling proud of Canada (90%) and their community (95%) and representing Canada to the world (91%).
- **Many vociferous culture-goers are loyal followers:** Six in ten (60%) say they follow specific artists, directors or companies across their careers.

Occasional culture-goers

Culture-goers who reported attending 1-3 different types of arts and culture events in the past 3 years.

- **Expected attendance to arts and culture events in the near future is high:** Seven in ten (71%) expect to attend at least one arts or culture event in the next three months.
- **Occasional culture-goers are selective about their attendance:** About one third self-identify as focused mostly on one art form or cultural activity (35%).
- **Importance of attending Canadian arts and culture events is high:** Two in five (19%) say it will be more important for them to attend arts and culture events that include or promote Canadian artists or content this year compared to a year ago. An additional six in ten (61%) say it is as important.

Non-culture-goers

Did not report attending any type of arts or culture event in the past 3 years.

- **Outright agreement about the importance of Canadian arts and culture to national and community pride is lower:** Although still a majority opinion, non-culture-goers are less likely to outright believe Canadian arts and culture play a positive role in people feeling proud of Canada (35%), their community (31%), bringing people together (29%) and representing Canada to the world (32%).
- **Less likely to be loyal followers:** Non-culture-goers are less likely to say they follow specific artists, directors or companies across their careers (29%).

Key findings

- **Majority of Canadians see the role of Canadian arts and culture as positive on a variety of social aspects:** Regardless of whether or not they are culture-goers, a majority of Canadians rate the role of Canadian arts and culture as positive or somewhat positive. This includes: their impact on feeling proud of Canada and their community; bringing people together and reducing social isolation; and representing Canada to the world. People who attend a broader range of arts and culture events tend to hold more positive views about the role of Canadian arts and culture.
- **Importance to attend arts and culture events that include Canadian content this year is high:** In terms of importance to attend arts and culture events and performances or visit museums and galleries that include or promote Canadian artists or content, one in four (24%) say it will be more or somewhat more important and an additional six in ten (60%) say it will be as important as last year.
- **Attending arts and culture events is an important part of social life for a majority of vociferous culture-goers:** Four in five (81%) vociferous culture-goers agree or somewhat agree that going to different arts and culture events is an important part of their social life. Nearly half (46%) of occasional culture-goers agree with this.
- **About one third of culture-goers feel like an outsider when attending certain types of arts events:** Close to one third of vociferous culture-goers (31%) and occasional culture-goers (33%) agree or somewhat agree that they feel like an outsider when they attend certain types of arts events. Close to four in ten non-culture-goers (38%) say the same.

Differences based on gender

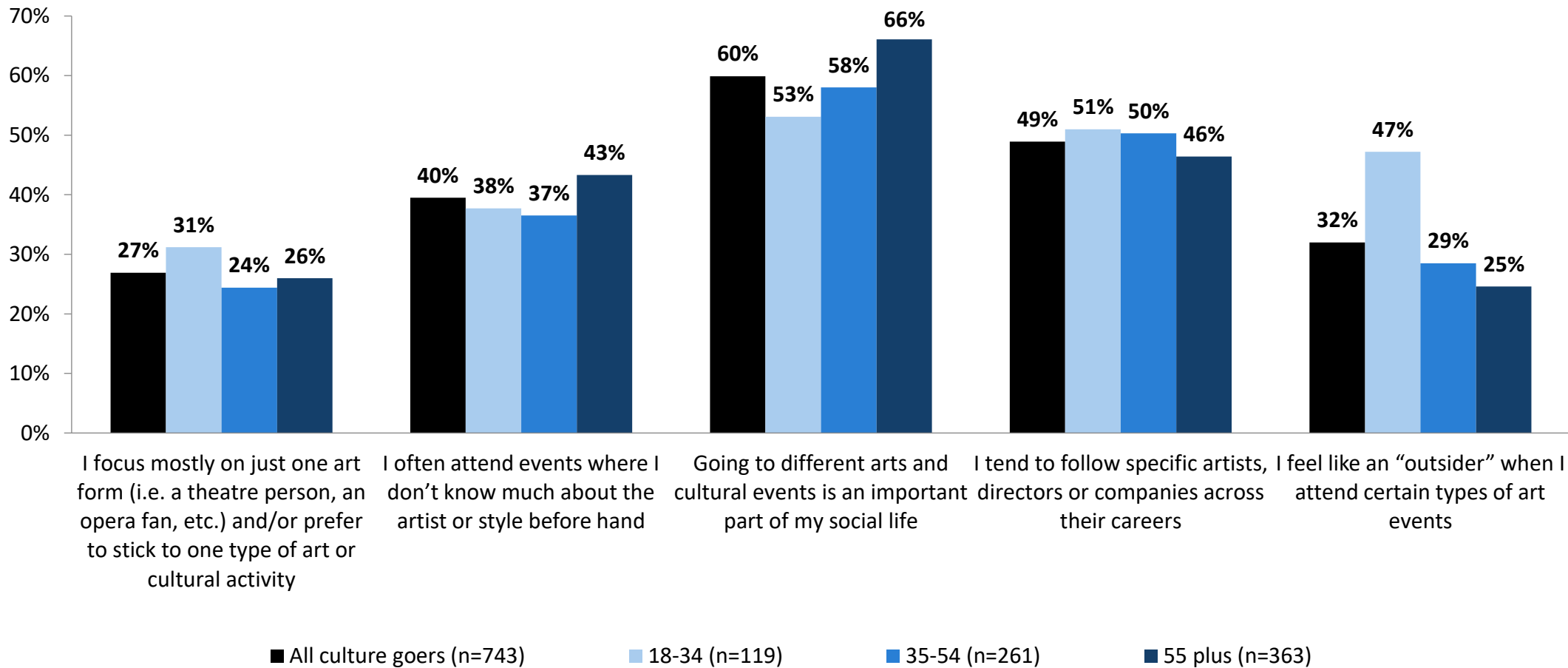
- **Arts and culture play a bigger role in the social life of women:** Women (63%) are more likely than men (56%) to agree that going to different arts and culture events is an important part of their social life.
- **Arts and culture play a bigger role in Canadian and local pride for women:** Women are more likely than men to say Canadian arts and culture play a positive role on people feeling proud of Canada (56% vs. 43%) and their community (57% vs. 44%).
- **Men are more selective about the events they attend:** Men (32%) are more likely than women (22%) to focus mostly on one art form or stick to one cultural activity.
- **Feeling out of place more frequent among men:** Men (35%) are slightly more likely to feel like outsiders when they attend certain types of arts events, compared to women (29%).

Differences based on region

- **Canadian content is more important in Atlantic Canada:** Culture-goers in Atlantic Canada (32%) are more likely than culture-goers overall (24%) to value Canadian artists or content as more important when choosing to attend arts and culture events compared to a year ago.
- **Arts and culture is a bigger factor in community pride for Atlantic Canadians:** Culture-goers from the Atlantic region are more likely to say Canadian arts and culture contributes to feelings of pride in their community (70%, compared to 51% of culture-goers overall).
- **Atlantic culture-goers are more likely to feel like outsiders:** Culture-goers from the Atlantic region are more likely to agree they feel like an outsider when they attend certain types of arts events (44%, compared to 32% of culture-goers overall).
- **Arts and culture events are important to Quebecers social life:** Quebec culture-goers are more likely to agree that attending arts and culture events is an important part of their social life (69%, compared to 60% of culture-goers overall). They are more likely to follow specific artists, directors or companies across their careers (60%, compared to 49% of culture-goers overall) .
- **Prairies culture-goers are more selective:** Culture-goers from the Prairies are more likely to focus on just one art form or cultural activity (33%, compared to 27% of culture-goers overall).
- **British Columbia culture-goers are more varied in their arts and culture choices:** Culture-goers from British Columbia are less likely to focus mostly on one art form (16% agree, compared to 27% of culture-goers overall) or to follow artists, directors or companies (42%, compared to 49% of culture-goers overall).

Cultural personas – By age groups

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements:
[RANDOMIZE]




*Data shown in chart represents the proportion who are in agreement (agree or somewhat agree) with each statement.

Past and future attendance of culture-goers



	Reported engaging in past three years	Expected to engage in next three months
Theatre (drama, musical, dinner, comedy)	64.6%	42.1%
Popular music performance	63.4%	46.2%
A museum other than an art museum	59.3%	32.5%
An art museum or public art gallery (including attendance at special art exhibits)	52.3%	31.1%
Classical music performance	28.1%	14.5%
Cultural or heritage music, theatre, or dance performance	26.1%	16.5%
Ballet and dance	16.3%	8.8%
Opera	9.1%	4.5%



Past and expected future
attendance and visits to arts
and culture events

Arts and culture attendance in the past 3 years

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

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Theatre (drama, musical, dinner, comedy)	48.4%	-	48.9%	88.0%
Popular music performance	47.5%	-	51.0%	82.0%
A museum other than an art museum	44.4%	-	39.6%	88.6%
An art museum or public art gallery (including attendance at special art exhibits)	39.2%	-	31.0%	84.1%
Classical music performance	21.1%	-	10.6%	54.2%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous People's, Chinese, Ukrainian)	19.5%	-	12.0%	47.0%
Did not attend in the past three years	18.1%	71.9%	0.0%	0.0%
Ballet and dance	12.2%	-	7.3%	29.7%
Opera	6.8%	-	1.9%	19.8%
Do not recall	7.1%	28.1%	0.0%	0.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 3rd to 6th, n=1003, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Arts and culture attendance in the past 3 years – Culture-goers only

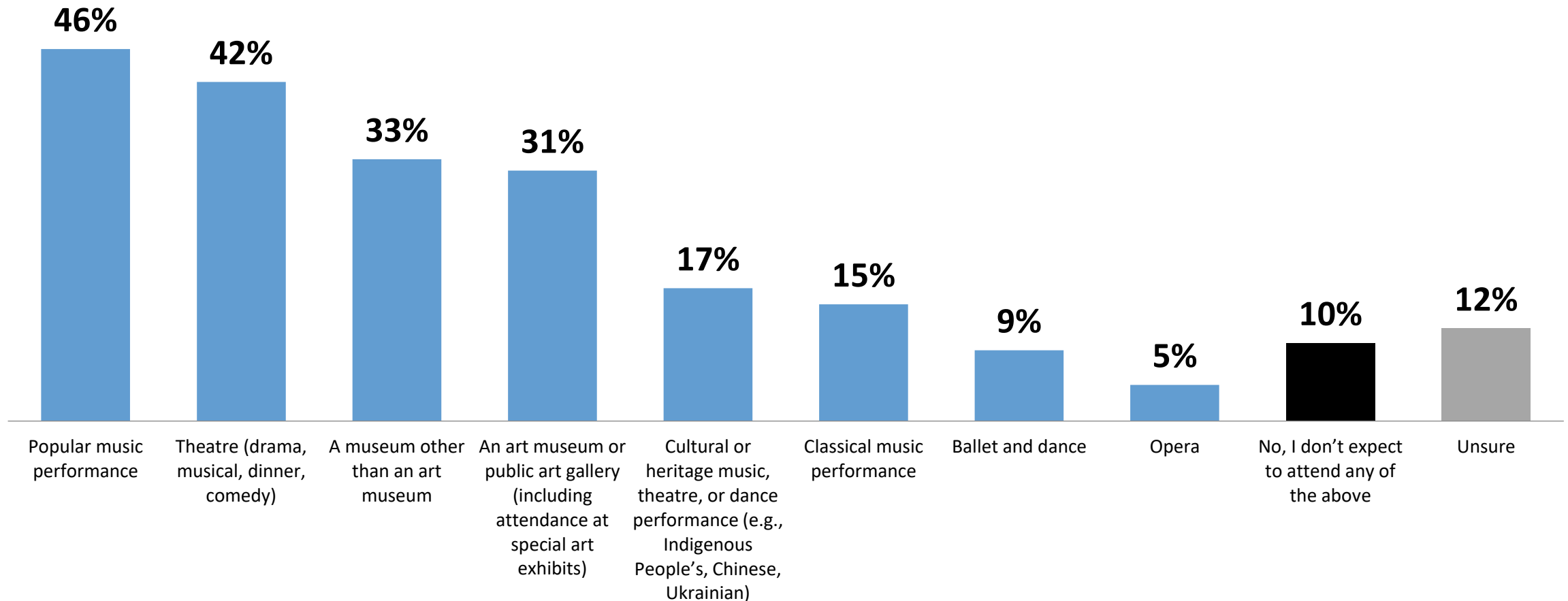
Q – Did you attend any of the following cultural gatherings in the past three years? [RANDOMIZE] (select all that apply)

	Culture-goers 2026-05 (n=743)	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)	Male (n=375)	Female (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
Theatre (drama, musical, dinner, comedy)	64.6%	54.5%	58.5%	66.1%	68.3%	69.9%	59.9%	68.9%	61.0%	63.1%	68.4%
Popular music performance	63.4%	64.5%	64.6%	61.3%	62.0%	68.1%	60.8%	65.8%	62.4%	69.7%	58.9%
A museum other than an art museum	59.3%	54.1%	46.4%	64.6%	59.6%	66.6%	57.5%	61.0%	72.1%	56.1%	53.2%
An art museum or public art gallery (including attendance at special art exhibits)	52.3%	41.1%	46.5%	55.0%	46.5%	65.7%	48.4%	56.0%	57.5%	48.7%	51.9%
Classical music performance	28.1%	30.0%	28.1%	27.0%	21.0%	38.2%	26.5%	29.6%	31.1%	24.6%	29.1%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous People's, Chinese, Ukrainian)	26.1%	26.4%	19.4%	22.0%	30.8%	39.9%	22.6%	29.3%	25.9%	27.5%	25.0%
Ballet and dance	16.3%	12.2%	14.1%	14.8%	23.9%	16.4%	10.5%	21.6%	15.6%	17.4%	15.9%
Opera	9.1%	1.3%	11.2%	10.4%	5.0%	10.9%	7.8%	10.3%	10.0%	7.5%	9.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 3rd to 6th, n=743 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Expected arts and culture attendance in next 3 months – Culture-goers only

Q - Do you expect to attend any of the following arts and cultural gatherings in the next three months? [RANDOMIZE](select all that apply)



*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 3rd to 6th, n=743 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Expected arts and culture attendance in next 3 months – Culture-goers only

Q – Do you expect to attend any of the following arts and cultural gatherings in the next three months? [RANDOMIZE](select all that apply)

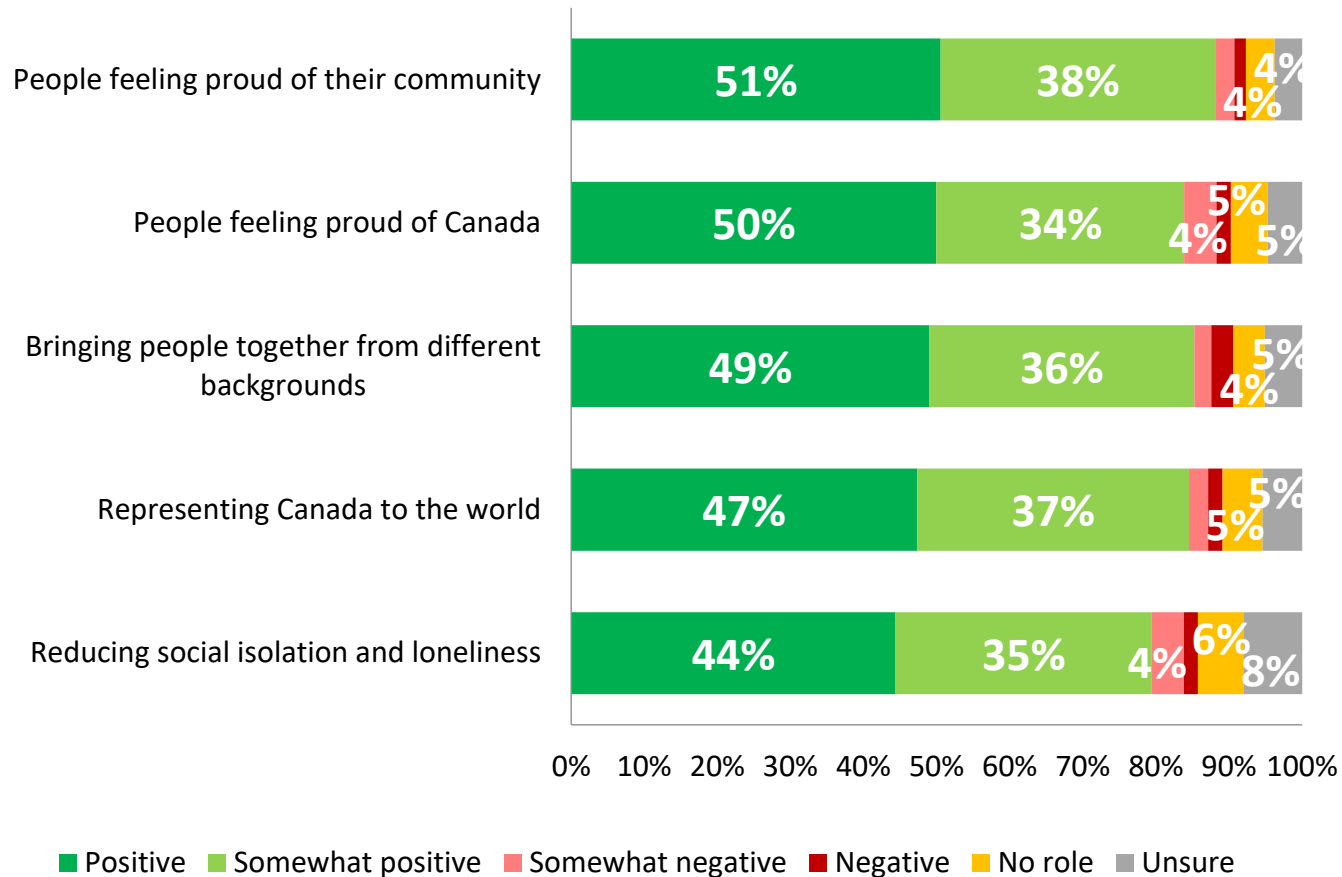
	Culture-goers 2026-05 (n=743)	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)	Male (n=375)	Female (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
Popular music performance	46.2%	56.8%	50.7%	42.5%	47.4%	42.8%	48.0%	44.5%	45.0%	49.0%	44.7%
Theatre (drama, musical, dinner, comedy)	42.1%	31.4%	40.3%	44.5%	47.6%	37.6%	41.3%	42.9%	31.7%	41.3%	50.0%
A museum other than an art museum	32.5%	37.6%	24.7%	36.1%	38.9%	25.6%	34.4%	30.8%	42.7%	27.8%	29.5%
An art museum or public art gallery (including attendance at special art exhibits)	31.1%	16.8%	28.6%	35.2%	33.8%	28.0%	28.6%	33.4%	34.0%	29.2%	30.7%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous People's, Chinese, Ukrainian)	16.5%	15.6%	14.3%	12.5%	23.5%	22.0%	14.9%	18.0%	9.1%	18.7%	19.8%
Classical music performance	14.5%	12.6%	18.8%	12.3%	12.0%	17.2%	14.9%	14.1%	9.6%	14.1%	18.1%
No, I don't expect to attend any of the above	9.7%	10.3%	3.2%	10.0%	12.1%	15.0%	7.7%	11.5%	11.8%	10.8%	7.3%
Ballet and dance	8.8%	6.9%	7.7%	7.5%	14.4%	8.2%	5.5%	11.9%	6.3%	9.6%	10.0%
Opera	4.5%	-	6.4%	4.7%	5.0%	2.6%	3.2%	5.7%	1.9%	4.4%	6.3%
Unsure	11.5%	13.5%	16.4%	6.4%	9.1%	18.8%	11.0%	12.1%	9.6%	12.2%	12.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 3rd to 6th, n=743 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.



Canadian arts and culture content

Q - Would you say that Canadian arts and culture plays a positive, a somewhat positive, a somewhat negative, a negative or no role in the following: [RANDOMIZE]



*Weighted to the true population proportion.

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

**Data labels under 4% have been removed for clarity.

Impact of Canadian arts and culture on culture-goers

9 in 10 culture-goers

believe Canadian arts and culture plays a positive or somewhat positive role in people feeling proud of their community and of Canada.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 3rd to 6th, n=743 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Impact of Canadian arts and culture on people feeling proud of Canada

Q – Would you say that Canadian arts and culture plays a positive, a somewhat positive, a somewhat negative, a negative or no role in the following: [RANDOMIZE] **People feeling proud of Canada**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Positive	46.1%	34.8%	44.6%	58.0%
Somewhat positive	36.0%	42.1%	35.6%	31.5%
Somewhat negative	4.0%	2.6%	5.8%	2.3%
Negative	2.2%	2.7%	3.3%	-
No role	5.6%	7.3%	5.6%	4.1%
Unsure	6.1%	10.4%	5.1%	4.1%

Vociferous culture-goers are more likely to believe Canadian arts and culture plays a positive role in people feeling proud of Canada than non-culture-goers.

Impact of Canadian arts and culture on people feeling proud of Canada – Culture-goers only

Q – Would you say that Canadian arts and culture plays a positive, a somewhat positive, a somewhat negative, a negative or no role in the following: [RANDOMIZE] **People feeling proud of Canada**

	Culture-goers 2026-05 (n=743)	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)	Male (n=375)	Female (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
Positive	49.9%	61.2%	43.3%	55.2%	43.8%	48.9%	43.1%	56.2%	46.8%	48.9%	53.0%
Somewhat positive	33.9%	27.2%	39.2%	29.6%	35.8%	37.8%	36.7%	31.4%	34.0%	33.3%	34.4%
Somewhat negative	4.4%	7.5%	4.0%	5.9%	3.5%	0.9%	6.9%	2.1%	8.4%	2.8%	2.9%
Negative	2.0%	-	1.1%	2.1%	4.1%	1.3%	2.3%	1.7%	3.8%	1.5%	1.1%
No role	5.0%	1.9%	7.6%	4.7%	4.4%	4.4%	6.5%	3.7%	2.8%	7.5%	4.5%
Unsure	4.7%	2.3%	4.8%	2.5%	8.5%	6.7%	4.4%	5.0%	4.2%	6.0%	4.0%

Women are more likely to believe Canadian arts and culture plays a positive role in people feeling proud of Canada than men.

Impact of Canadian arts and culture on people feeling proud of their community

Q – Would you say that Canadian arts and culture plays a positive, a somewhat positive, a somewhat negative, a negative or no role in the following: [RANDOMIZE] **People feeling proud of their community**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Positive	45.7%	31.1%	44.0%	60.3%
Somewhat positive	39.2%	44.3%	39.5%	34.6%
Somewhat negative	2.2%	1.0%	3.7%	1.0%
Negative	2.1%	3.5%	2.6%	-
No role	4.8%	7.5%	5.6%	1.5%
Unsure	6.0%	12.6%	4.6%	2.5%

Vociferous culture-goers are more likely to believe Canadian arts and culture plays a positive role in people feeling proud of their community than non-culture-goers.

Impact of Canadian arts and culture on people feeling proud of their community – Culture-goers only

Q – Would you say that Canadian arts and culture plays a positive, a somewhat positive, a somewhat negative, a negative or no role in the following: [RANDOMIZE] **People feeling proud of their community**

	Culture-goers 2026-05 (n=743)	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)	Male (n=375)	Female (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
Positive	50.5%	69.8%	42.6%	53.3%	44.9%	53.2%	43.8%	56.8%	52.7%	48.8%	50.5%
Somewhat positive	37.5%	27.2%	44.1%	34.5%	41.6%	35.5%	39.9%	35.4%	33.6%	37.8%	40.1%
Somewhat negative	2.6%	1.7%	3.2%	2.9%	2.7%	1.5%	4.8%	0.6%	4.1%	1.6%	2.5%
Negative	1.6%	-	1.3%	2.6%	0.3%	1.7%	1.8%	1.4%	2.9%	1.8%	0.5%
No role	3.9%	-	3.4%	4.5%	4.2%	4.8%	5.9%	2.2%	3.2%	5.2%	3.4%
Unsure	3.8%	1.3%	5.3%	2.3%	6.3%	3.4%	3.8%	3.7%	3.4%	4.9%	3.0%

Women are more likely to believe Canadian arts and culture plays a positive role in people feeling proud of their community than men.

Impact of Canadian arts and culture on bringing people together

Q – Would you say that Canadian arts and culture plays a positive, a somewhat positive, a somewhat negative, a negative or no role in the following: [RANDOMIZE] **Bringing people together from different backgrounds**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Positive	44.1%	29.3%	43.6%	57.1%
Somewhat positive	39.0%	47.1%	37.5%	34.3%
Somewhat negative	2.5%	2.9%	2.6%	1.9%
Negative	3.3%	3.9%	4.4%	1.0%
No role	4.5%	5.1%	5.4%	2.6%
Unsure	6.8%	11.8%	6.4%	3.1%

Vociferous culture-goers are more likely to believe Canadian arts and culture plays a positive role in bringing people together from different backgrounds than non-culture-goers.

Impact of Canadian arts and culture on reducing isolation

Q – Would you say that Canadian arts and culture plays a positive, a somewhat positive, a somewhat negative, a negative or no role in the following: [RANDOMIZE] **Reducing social isolation and loneliness**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Positive	39.3%	24.1%	37.3%	55.0%
Somewhat positive	37.1%	43.1%	35.7%	34.1%
Somewhat negative	4.0%	2.9%	5.9%	2.0%
Negative	2.5%	4.1%	3.3%	-
No role	7.3%	10.3%	7.5%	4.5%
Unsure	9.8%	15.5%	10.3%	4.3%

Vociferous culture-goers are more likely to believe Canadian arts and culture plays a positive role in reducing social isolation and loneliness than non-culture-goers, although a majority of all Canadians still see a positive or somewhat positive role of Canadian arts and culture in reducing social isolation and loneliness.

Impact of Canadian arts and culture on representing Canada to the world

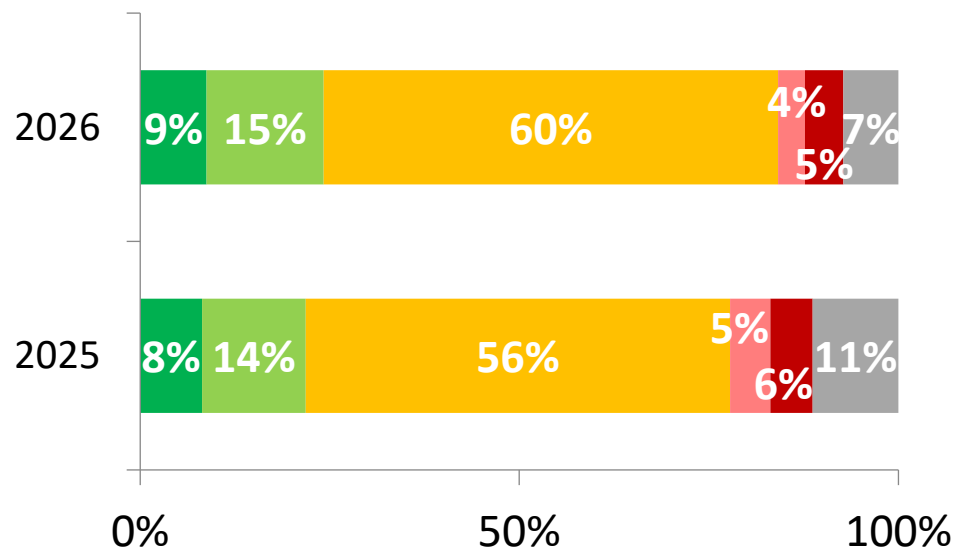
Q – Would you say that Canadian arts and culture plays a positive, a somewhat positive, a somewhat negative, a negative or no role in the following: [RANDOMIZE] **Representing Canada to the world**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Positive	43.5%	31.9%	41.2%	56.6%
Somewhat positive	39.4%	46.1%	38.9%	34.6%
Somewhat negative	2.8%	3.2%	3.3%	1.6%
Negative	2.1%	2.5%	3.3%	-
No role	5.5%	5.4%	6.8%	3.5%
Unsure	6.8%	10.9%	6.6%	3.6%

Vociferous culture-goers are more likely to believe Canadian arts and culture plays a positive role in representing Canada to the world than non-culture-goers, although a majority of all Canadians still see a positive or somewhat positive role of Canadian arts and culture in representing Canada to the world.

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?

Changes in the level of importance to attend arts and culture events - Tracking



- 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

	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)
Much more important/Somewhat more important	31.8%	26.2%	23.6%	26.7%	16.6%
	Men (n=375)	Women (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
As important	48.5%	64.8%	58.6%	51.2%	71.2%
	Men (n=375)	Women (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
	60.3%	59.5%	57.3%	58.8%	62.6%

*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 3rd to 6th, 2026, n=743 culture-goers, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Changes in the level of importance to attend arts and culture events

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?

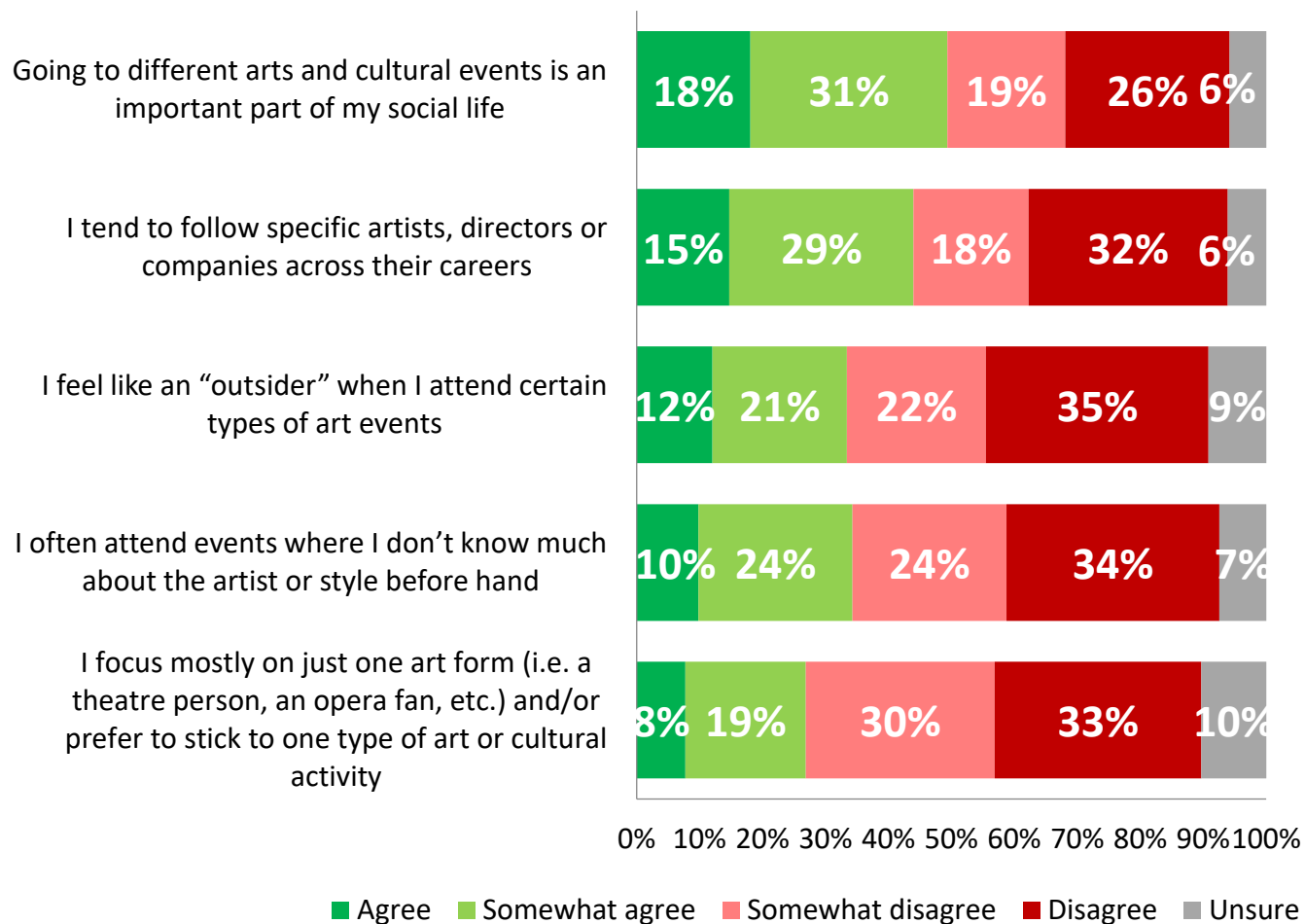
	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Much more important than a year ago	7.3%	3.0%	6.2%	12.6%
Somewhat more important than a year ago	14.4%	11.4%	12.4%	20.0%
As important as a year ago	55.2%	41.0%	61.3%	57.8%
Somewhat less important than a year ago	4.5%	7.2%	3.9%	3.0%
Much less important than a year ago	6.4%	10.4%	6.3%	3.3%
Unsure	12.2%	27.1%	9.9%	3.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 3rd to 6th, n=1003, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Cultural profiles



Q - Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE]



*Weighted to the true population proportion.

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

**Data labels under 4% have been removed for clarity.

Cultural profiles

1 in 2 culture-goers

agree or somewhat agree that going to different arts and culture events is an important part of their social life.

Focusing on one art form or cultural activity

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] **I focus mostly on just one art form (i.e. a theatre person, an opera fan, etc.) and/or prefer to stick to one type of art or cultural activity**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Agree	7.8%	7.6%	11.7%	2.0%
Somewhat agree	19.1%	19.2%	23.7%	12.3%
Somewhat disagree	30.0%	12.8%	32.2%	41.1%
Disagree	32.8%	35.1%	24.1%	43.8%
Unsure	10.3%	25.3%	8.3%	0.8%

Vociferous culture-goers are more likely to disagree to one extent or another that they focus mostly on just one art form and/or prefer to stick to one type of art or cultural activity compared to occasional culture-goers or non-culture-goers.

Focusing on one art form or cultural activity – Culture-goers only

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] I focus mostly on just one art form (i.e. a theatre person, an opera fan, etc.) and/or prefer to stick to one type of art or cultural activity

	Culture-goers 2026-05 (n=743)	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)	Male (n=375)	Female (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
Agree	7.8%	11.8%	7.9%	9.5%	6.6%	3.3%	10.5%	5.3%	8.3%	7.5%	7.7%
Somewhat agree	19.1%	11.2%	18.5%	20.0%	26.5%	12.6%	21.4%	17.0%	22.9%	16.9%	18.3%
Somewhat disagree	35.8%	38.1%	41.0%	36.8%	29.9%	31.6%	32.1%	39.1%	36.5%	34.0%	36.8%
Disagree	32.0%	28.3%	31.1%	27.8%	31.5%	45.8%	29.9%	34.0%	22.6%	37.9%	33.5%
Unsure	5.3%	10.4%	1.5%	5.9%	5.5%	6.7%	6.1%	4.6%	9.8%	3.6%	3.7%

Culture-goers from British Columbia are more likely to disagree that they focus on one art form or cultural activity.

Attending events without knowing about the artist or style beforehand

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] I often attend events where I don't know much about the artist or style beforehand

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Agree	9.8%	3.9%	9.7%	15.0%
Somewhat agree	24.5%	14.7%	21.1%	37.7%
Somewhat disagree	24.5%	11.0%	28.2%	30.2%
Disagree	33.8%	51.4%	35.8%	16.3%
Unsure	7.4%	19.0%	5.2%	1.0%

Vociferous culture-goers are more likely to somewhat agree to that they often attend events where they don't know much about the artist or style before hand compared to non-culture-goers.

Importance of art and culture events in social life

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] **Going to different arts and cultural events is an important part of my social life**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Agree	18.0%	3.8%	14.0%	35.9%
Somewhat agree	31.3%	14.2%	31.8%	44.9%
Somewhat disagree	18.7%	15.9%	25.5%	11.0%
Disagree	26.1%	52.1%	25.0%	6.0%
Unsure	5.8%	14.0%	3.6%	2.2%

Vociferous culture-goers are more likely to agree to one extent or another that going to different arts and culture events is an important part of their social life compared to occasional culture-goers or non-culture-goers.

Importance of art and culture events in social life – Culture-goers only

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] **Going to different arts and cultural events is an important part of my social life**

	Culture-goers 2026-05 (n=743)	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)	Male (n=375)	Female (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
Agree	22.8%	13.3%	30.9%	24.3%	19.4%	15.8%	19.5%	25.8%	23.9%	23.4%	21.6%
Somewhat agree	37.1%	32.8%	38.3%	32.5%	40.4%	44.4%	36.5%	37.5%	29.2%	34.7%	44.4%
Somewhat disagree	19.7%	23.4%	16.9%	22.3%	19.1%	16.0%	21.0%	18.5%	21.7%	20.9%	17.2%
Disagree	17.4%	26.9%	13.9%	16.4%	18.8%	18.8%	20.4%	14.6%	23.7%	18.0%	12.6%
Unsure	3.1%	3.6%	-	4.4%	2.3%	5.0%	2.6%	3.6%	1.4%	3.1%	4.2%

Older culture-goers are more likely to somewhat agree that going to different arts and culture events is an important part of their social life.

Following artists, directors and companies across their careers

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] **I tend to follow specific artists, directors or companies across their careers**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Agree	14.7%	9.5%	15.3%	18.1%
Somewhat agree	29.3%	19.7%	26.3%	41.7%
Somewhat disagree	18.3%	10.5%	22.0%	19.2%
Disagree	31.7%	47.8%	30.4%	20.1%
Unsure	6.1%	12.6%	6.0%	0.8%

Vociferous culture-goers are more likely to be in agreement that they follow specific artists, directors or companies across their careers compared to occasional culture-goers or non-culture-goers.

Following artists, directors and companies across their careers – Culture-goers only

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] I tend to follow specific artists, directors or companies across their careers

	Culture-goers 2026-05 (n=743)	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)	Male (n=375)	Female (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
Agree	16.5%	20.3%	18.1%	19.2%	10.0%	13.1%	15.1%	17.7%	21.9%	15.9%	13.2%
Somewhat agree	32.5%	28.4%	41.4%	27.5%	36.8%	28.9%	32.3%	32.6%	29.2%	34.4%	33.1%
Somewhat disagree	20.9%	19.3%	23.0%	21.2%	22.8%	15.5%	23.0%	18.9%	19.2%	19.3%	23.3%
Disagree	26.3%	28.4%	15.5%	26.9%	26.6%	38.7%	24.7%	27.8%	25.9%	25.1%	27.5%
Unsure	3.9%	3.6%	2.1%	5.1%	3.8%	3.9%	4.9%	3.0%	3.9%	5.3%	2.8%

Culture-goers from Quebec are more likely than those from British Columbia to follow specific artists, directors or companies across their careers.

Feeling like an outsider when attending arts and culture

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] **I feel like an “outsider” when I attend certain types of art events**

	Canada 2026-05 (n=1003)	Non-culture-goers (n=260)	Occasional culture-goers (n=461)	Vociferous culture-goers (n=282)
Agree	12.0%	16.7%	14.0%	5.1%
Somewhat agree	21.4%	20.8%	18.9%	25.7%
Somewhat disagree	22.1%	15.2%	25.8%	22.3%
Disagree	35.3%	24.9%	35.7%	43.5%
Unsure	9.2%	22.4%	5.7%	3.4%

Non-culture-goers are more likely to feel like outsiders when they attend certain types of art events or be unsure about this statement compared to culture-goers.

Feeling like an outsider when attending arts and culture – Culture-goers only

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] I feel like an “outsider” when I attend certain types of art events

	Culture-goers 2026-05 (n=743)	Atlantic (n=73)	Quebec (n=154)	Ontario (n=230)	Prairies (n=159)	BC (n=127)	Male (n=375)	Female (n=368)	18 to 34 (n=119)	35 to 54 (n=261)	55 plus (n=363)
Agree	10.4%	4.9%	9.1%	13.5%	8.5%	9.5%	11.4%	9.5%	17.4%	9.1%	6.8%
Somewhat agree	21.6%	38.8%	18.9%	16.9%	25.8%	24.6%	23.8%	19.6%	29.8%	19.5%	17.8%
Somewhat disagree	24.4%	22.7%	27.0%	23.9%	27.7%	18.9%	27.7%	21.4%	24.1%	27.0%	22.4%
Disagree	38.8%	30.8%	43.5%	39.2%	33.2%	41.1%	31.3%	45.7%	26.3%	39.2%	47.0%
Unsure	4.8%	2.8%	1.5%	6.6%	4.9%	5.9%	5.8%	3.8%	2.4%	5.3%	5.9%

Culture-goers from the Atlantic region, men, and younger culture-goers are more likely to agree they feel like an outsider when attending arts and culture events.

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	1,003 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	11 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, boycotting US goods, NATO, supply management, cost of living, MPs changing political parties, relationships, housing, and healthcare.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, BC; 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 culture-goer profile By region, age and gender (Culture-goers only)
Field Dates	May 3 rd to 6 th , 2026.		
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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