Accessibility needs are being mostly met, but distance remains a barrier to arts participation.

National Survey | Summary
Conducted by Nanos for Business / Arts and the NAC, July 2026
Field: July 28th to 30th, 2026
Submission 2026-3105

Business/Arts

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METHODOLOGY

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, accessibility and accommodations, cancelling attendance, barriers and sense of belonging.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,104 Canadians, 18 years of age or older, from July 28th to 30th, 2026 as part of an omnibus survey. The sample included both land- and cell-lines across Canada. 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 this survey is ±3.0 percentage points, 19 times out of 20.

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

Full data tables with weighted and unweighted number of interviews are here [LINK]. Tables within the report that have statistically significant differences are highlighted in yellow.

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

Key findings

- **Accessibility is working for most culture-goers, but improvement opportunities remain:** One in five culture-goers report having accessibility or accommodation needs (12%) or attending with someone who does (10%). Accessibility needs are reported as being met by two in three culture-goers (66% score 7-10 out of 10). However, nearly one third say their needs are somewhat met (24% rate it 4-6 out of 10) or not met (seven per cent rate it a 0-3 out of 10), highlighting opportunities for continued improvement.
- **Distance remains the biggest barrier to participation:** One third of culture-goers (32%) say a location being too far for them is the top barrier to attending arts and cultural events that interest them, which is consistent with previous waves of research. Safety concerns (15%) and standing in line (14%) are statistically tied as the 2nd most important barrier.
- **Safety is tied to visible security measures, especially among younger audiences:** Nearly one quarter of culture-goers (23%) say visible security and police presence are what makes them feel safe at an arts and culture venue or at a gathering. The importance of visible security is particularly pronounced among younger culture-goers (31% of those 18 to 34), more so than older culture-goers (17% of those 55 plus).

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Key findings – Continued

- **Cancellations are largely driven by circumstances beyond organizational control:** Among culture-goers who cancelled attendance at an arts or cultural event, illness or medical recovery is the top reason (30%). This is followed by weather (16%) and scheduling (13%). Factors that organizations can influence more directly such as safety/security (10%) and accessibility or mobility (eight per cent) are secondary barriers and play a smaller role in cancellation decisions.
- **Ticket recovery policies represent an opportunity to improve audience experience:** Among culture-goers who've had to cancel attending arts or cultural events, half either lost the value of their ticket (26%) or gave their ticket to someone else (25%). One in five say no loss was incurred as the event was free, and under one in ten (eight per cent) obtained a refund. With the average cancelled ticket valued at $76, organizations may have opportunities to strengthen goodwill and audience retention through more flexible exchange, resale or refund options.
- **Impact of attending arts and cultural events remains positive on culture-goers' sense of belonging to Canada:** Two thirds of culture-goers report that attending arts and cultural events has a positive (40%, 42% in 2025) or somewhat positive (27%, 33% in 2025) impact on their sense of belonging to Canada. Positive impacts are most often linked to fostering Canadian pride and identity and creating opportunities for community connection and togetherness (18% each), reinforcing the sector's broader social value.

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Past and expected future attendance of culture-goers

	Reported engaging in past three years	Expected to engage in next three months
Theatre (drama, musical, comedy)	**59.3%**	**41.2%**
Festival (e.g., film, literary, community arts, street fair or cultural festival)	**55.9%**	**43.7%**
Popular music performance	**55.9%**	**39.1%**
A museum other than an art museum	**50.2%**	**30.6%**
An art museum or public art gallery (including attendance at special art exhibits)	**47.8%**	**28.4%**
Classical music performance	**25.2%**	**15.0%**
Cultural or heritage music, theatre, or dance performance	**22.9%**	**16.8%**
Ballet and dance	**13.0%**	**5.8%**
Opera	**7.9%**	**4.5%**

Cancelling recent attendance to arts and cultural gatherings

Outdoor events

Top three types of events cancelled:

- Festivals (43%)
- Popular music performance (17%)
- Cultural or heritage dance (16%)

Actions taken following cancellation:

- Nothing/event was free (29%)
- Did nothing and lost the value of the ticket (28%)
- Gave the ticket to someone else (11%)

Amount of monetary loss:

- Average of $64
- Median of $30

Indoor events

Top three types of events cancelled:

- Theatre (30%)
- Popular music performance (25%)
- Festival (22%)

Actions taken following cancellation:

- Gave the ticket to someone else (37%)
- Did nothing and lost the value of the ticket (24%)
- Nothing/event was free (8%)

Amount of monetary loss:

- Average of $88
- Median of $75

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

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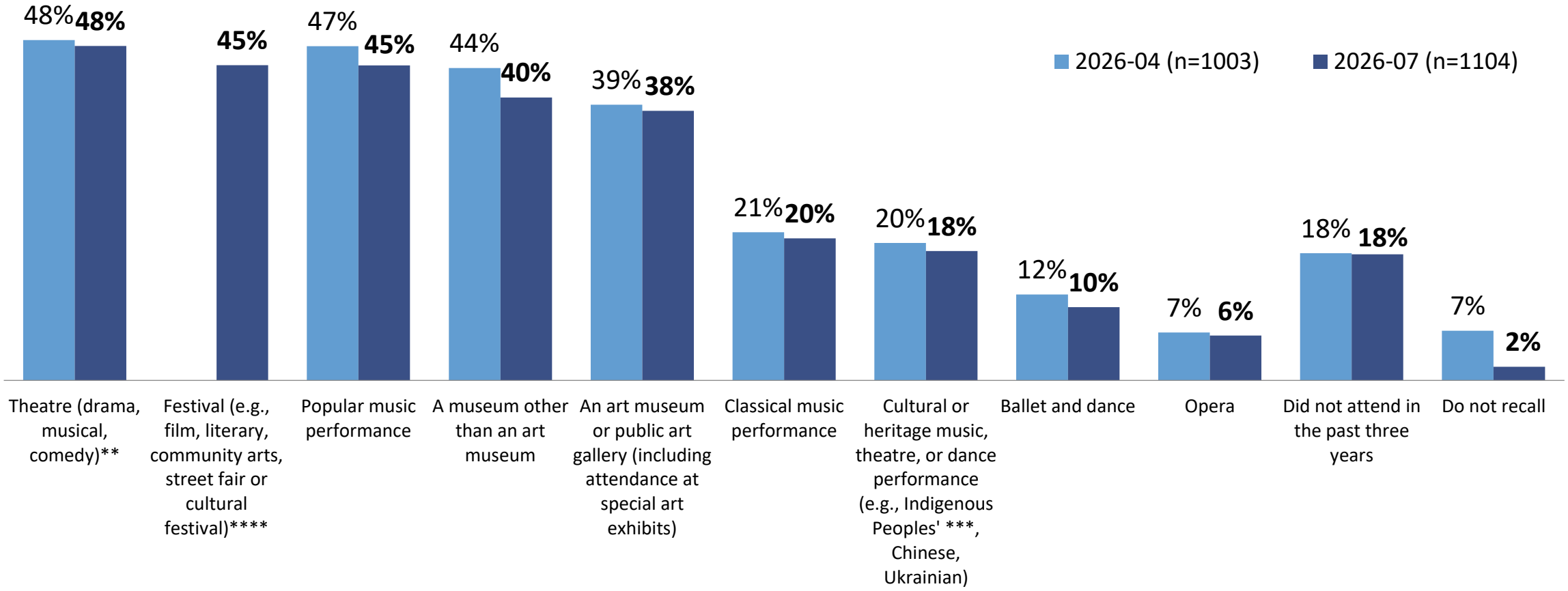
Arts and culture attendance in the past 3 years – All Canadians – Tracking

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



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*Multifrequency tabs based on multiple responses.

** Changed from 'Theatre (drama, musical, dinner, comedy)' starting in the July 2026 wave.
***Text displayed as 'Indigenous People's' in the April 2026 wave.
****Response option added in the July 2026 wave.

Note: Bars with identical data labels may not line up perfectly due to rounding. Data labels are rounded to the nearest whole number.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026, n=1,104 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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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 2026-07 (n=1104)	Non-culture-goers* (n=229)	Occasional culture-goers* (n=527)	Vociferous culture-goers* (n=348)
Theatre (drama, musical, comedy)	47.5%	-	41.0%	85.7%
Festival (e.g., film, literary, community arts, street fair or cultural festival)	44.8%	-	38.5%	81.1%
Popular music performance	44.8%	-	39.6%	79.4%
A museum other than an art museum	40.2%	-	30.4%	78.8%
An art museum or public art gallery (including attendance at special art exhibits)	38.3%	-	25.2%	80.6%
Classical music performance	20.2%	-	10.0%	47.2%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous Peoples', Chinese, Ukrainian)	18.4%	-	7.5%	45.3%
Did not attend in the past three years	17.9%	90.2%	-	-
Ballet and dance	10.4%	-	5.0%	24.5%
Opera	6.4%	-	1.4%	17.4%
Do not recall	1.9%	9.8%	-	-

*Note: Vociferous culture-goers are those who have attended four or more different types of arts and cultural gatherings in the past three years, occasional culture-goers are those who have attended between one and three different types of arts and cultural gatherings in the past three years, and non-culture-goers are those who have not attended any arts or cultural gatherings in the past three years.

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Arts and culture attendance in the past 3 years – All Canadians

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

	Canada 2026-07 (n=1104)	Atlantic (n=109)	Quebec (n=222)	Ontario (n=388)	Prairies (n=219)	BC (n=166)	Men (n=587)	Women (n=517)	18 to 34 (n=151)	35 to 54 (n=393)	55 plus (n=560)
Theatre (drama, musical, comedy)	47.5%	50.4%	37.3%	51.6%	47.3%	51.7%	42.5%	52.3%	50.1%	45.8%	47.1%
Festival (e.g., film, literary, community arts, street fair or cultural festival)	44.8%	42.8%	42.9%	47.2%	42.7%	44.6%	40.2%	49.2%	51.8%	51.5%	35.0%
Popular music performance	44.8%	42.0%	45.8%	44.6%	43.6%	46.3%	42.7%	46.8%	52.2%	47.0%	38.2%
A museum other than an art museum	40.2%	42.7%	34.4%	41.4%	39.5%	46.3%	38.6%	41.7%	41.0%	42.3%	38.1%
An art museum or public art gallery (including attendance at special art exhibits)	38.3%	31.2%	37.6%	38.6%	30.6%	51.7%	32.5%	43.8%	41.9%	38.7%	35.7%
Classical music performance	20.2%	10.3%	18.6%	21.8%	20.0%	23.2%	17.4%	22.9%	22.0%	17.7%	21.0%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous Peoples', Chinese, Ukrainian)	18.4%	25.4%	15.1%	16.2%	19.2%	25.4%	16.2%	20.5%	22.3%	18.4%	15.9%
Ballet and dance	10.4%	5.1%	11.8%	9.5%	10.6%	13.2%	8.1%	12.6%	10.9%	10.9%	9.7%
Opera	6.4%	3.3%	6.0%	7.0%	6.0%	7.2%	5.4%	7.3%	7.1%	6.0%	6.2%
Did not attend in the past three years	17.9%	26.3%	17.4%	16.1%	21.3%	15.8%	21.8%	14.2%	15.5%	15.8%	21.2%
Do not recall	1.9%	1.4%	2.2%	2.3%	1.3%	1.6%	2.4%	1.5%	1.2%	2.7%	1.8%

*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026, n=1,104 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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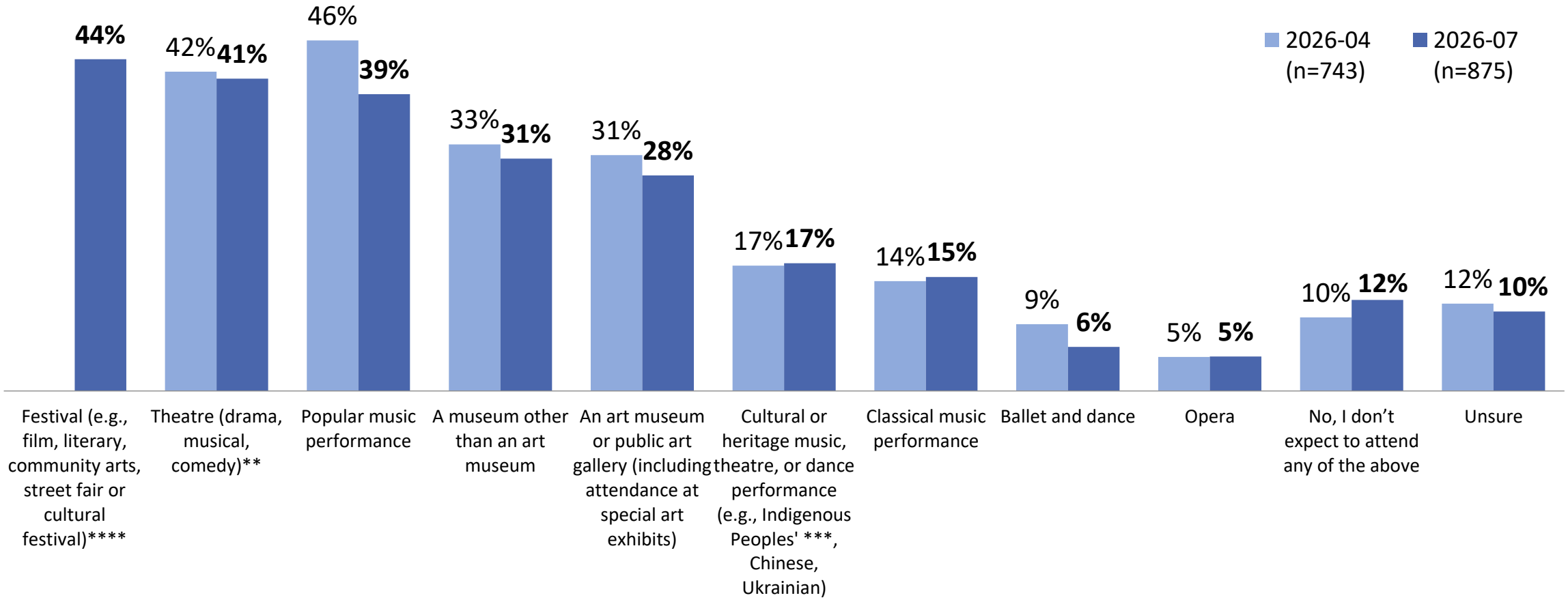
Expected arts and culture attendance in next 3 months – Culture-goers only

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.
*Multifrequency tabs based on multiple responses.

** Changed from 'Theatre (drama, musical, dinner, comedy)' starting in the July 2026 wave.
***Text displayed as 'Indigenous People's' in the April 2026 wave.
****Response option added in the July 2026 wave.

Note: Bars with identical data labels may not line up perfectly due to rounding. Data labels are rounded to the nearest whole number.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026, n=875 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

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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 2026-07 (n=875)	Atlantic (n=83)	Quebec (n=177)	Ontario (n=310)	Prairies (n=170)	BC (n=135)	Men (n=447)	Women (n=428)	18 to 34 (n=126)	35 to 54 (n=319)	55 plus (n=430)
Festival (e.g., film, literary, community arts, street fair or cultural festival)	43.7%	47.6%	38.8%	47.5%	40.6%	43.3%	41.8%	45.4%	51.6%	47.2%	35.3%
Theatre (drama, musical, comedy)	41.2%	43.6%	32.0%	47.3%	41.2%	37.9%	35.6%	45.9%	38.1%	39.0%	45.1%
Popular music performance	39.1%	42.3%	35.5%	39.1%	41.1%	41.3%	41.5%	37.1%	38.5%	44.5%	35.1%
A museum other than an art museum	30.6%	37.0%	26.4%	33.0%	30.2%	28.9%	29.4%	31.7%	35.4%	31.0%	26.9%
An art museum or public art gallery (including attendance at special art exhibits)	28.4%	23.7%	25.1%	33.4%	23.1%	28.2%	24.8%	31.5%	30.2%	25.7%	29.3%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous Peoples', Chinese, Ukrainian)	16.8%	19.9%	13.0%	16.2%	17.2%	23.2%	13.4%	19.8%	19.1%	17.8%	14.5%
Classical music performance	15.0%	15.8%	13.3%	12.9%	17.1%	21.0%	15.2%	14.9%	12.1%	13.2%	18.6%
Ballet and dance	5.8%	5.7%	3.0%	6.9%	6.2%	7.1%	3.6%	7.7%	7.7%	5.1%	5.1%
Opera	4.5%	4.3%	5.0%	5.5%	2.6%	3.7%	3.0%	5.8%	6.1%	2.9%	4.8%
No, I don't expect to attend any of the above	12.0%	7.2%	15.1%	9.6%	13.7%	13.5%	12.4%	11.6%	12.8%	11.4%	11.9%
Unsure	10.5%	16.4%	11.3%	8.9%	13.3%	7.7%	9.6%	11.2%	11.4%	9.2%	10.8%

*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026, n=875 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

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Accessibility and accommodations

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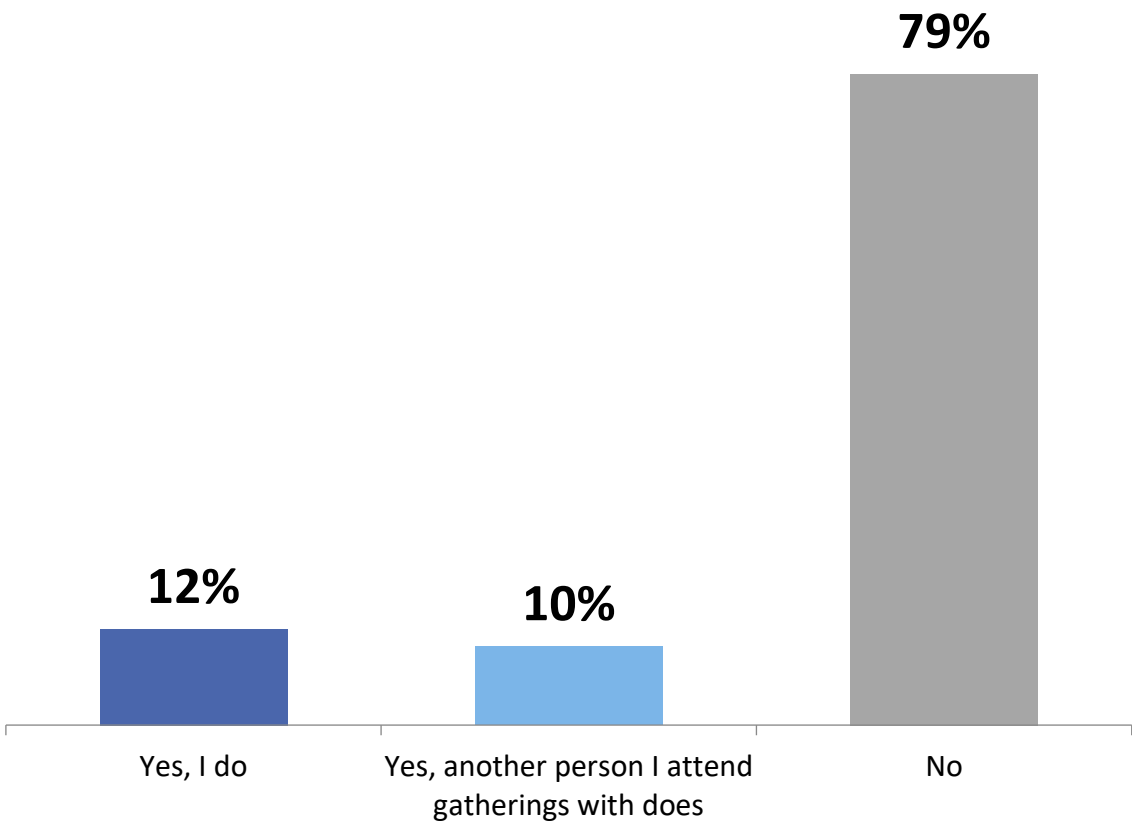
Accessibility needs among culture-goers

Q – [CULTURE-GOERS ONLY] Do you, or your family/friends who you regularly attend arts or cultural gatherings with, have any accessibility needs, accommodations or requirements that can affect your participation in arts or cultural gatherings? [SELECT ALL THAT APPLY]



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
**Based on multiselect questions where respondents were able to select more than one answer.

1 in 5 culture-goers

report either having an accessibility need, accommodation or requirement that affects their participation in arts or cultural gatherings (12%), or regularly attending arts and cultural gatherings with someone who does (10%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey July 28th to 30th, 2026, n=870 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

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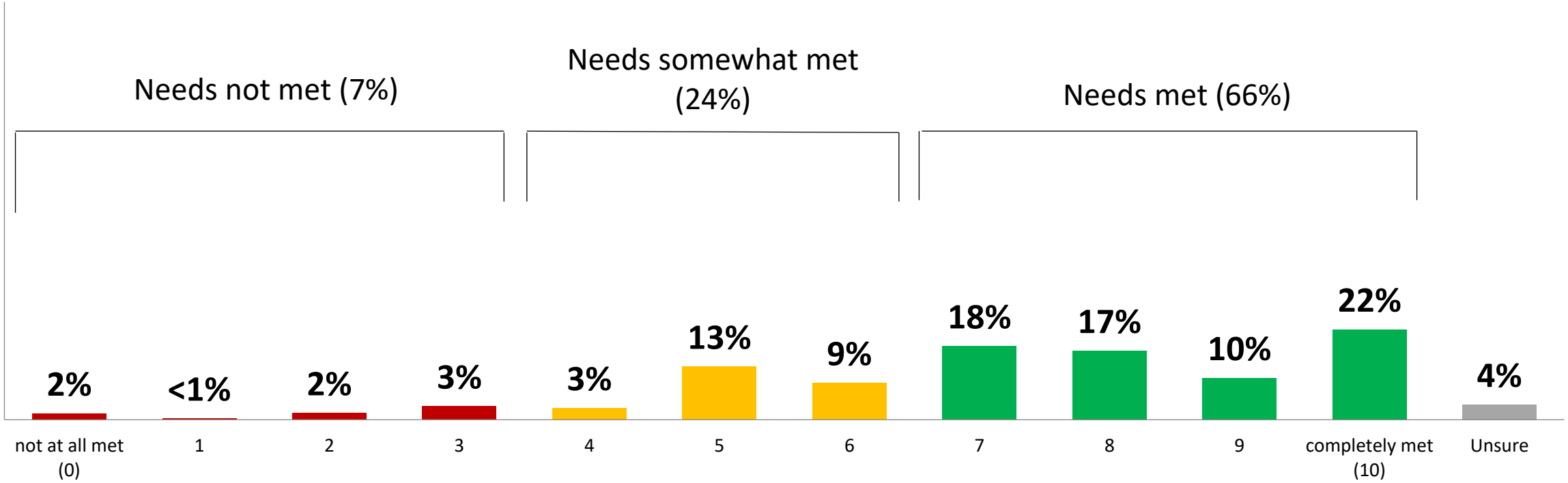
Meeting accessibility or accommodation needs of culture-goers

Q – [CULTURE-GOERS ONLY] [IF HAS ACCESSIBILITY NEEDS OR ATTENDS WITH SOMEONE WHO DOES] Thinking about the most recent arts or cultural gathering you attended, please rate how well your accessibility or accommodation needs were met on a scale from 0 to 10, where 0 is not at all met and 10 is completely met.



Two in three culture-goers with accessibility or accommodation needs report that their needs were met at the most recent arts or cultural gathering they attended. One in four mentions that their needs were only somewhat met.

*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 28th to 30th, 2026, n=180 culture-goers with accessibility needs or who attend with someone who does, accurate 7.4 percentage points plus or minus, 19 times out of 20.

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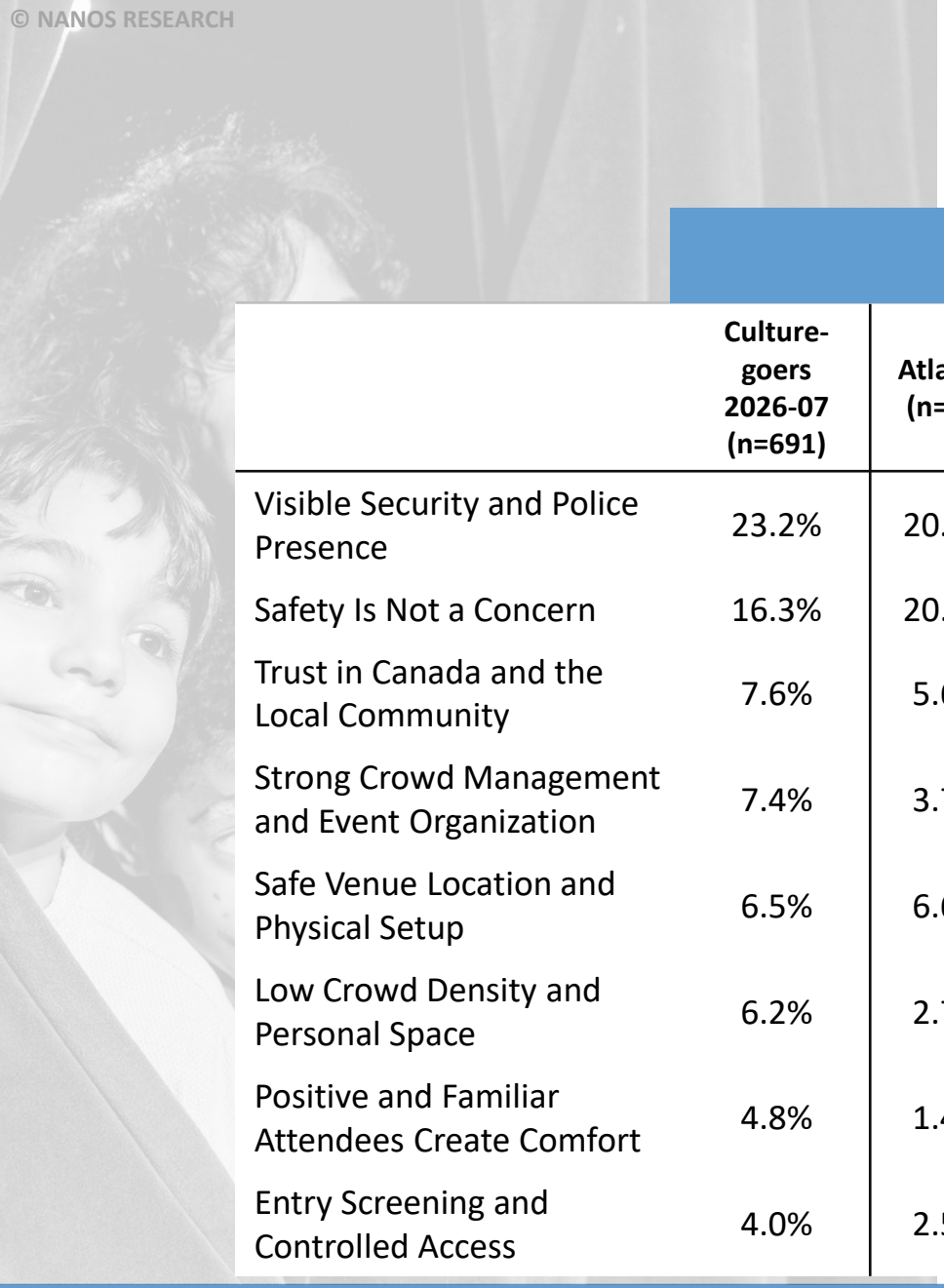
Feeling safe at arts and culture venues and gatherings

Q – [CULTURE-GOERS ONLY] What makes you feel safe at an arts and culture venue or at a gathering? [OPEN]



Top mentions

	Culture-goers 2026-07 (n=691)	Atlantic (n=70)	Quebec (n=135)	Ontario (n=241)	Prairies (n=135)	BC (n=110)	Men (n=340)	Women (n=351)	18 to 34 (n=99)	35 to 54 (n=242)	55 plus (n=350)
Visible Security and Police Presence	23.2%	20.9%	27.9%	23.8%	17.5%	21.7%	23.4%	22.9%	30.9%	24.1%	17.2%
Safety Is Not a Concern	16.3%	20.5%	8.8%	23.3%	10.9%	13.4%	16.4%	16.2%	12.9%	18.2%	17.2%
Trust in Canada and the Local Community	7.6%	5.6%	8.7%	8.0%	5.7%	7.8%	7.7%	7.5%	3.8%	7.7%	10.1%
Strong Crowd Management and Event Organization	7.4%	3.7%	8.4%	6.7%	6.1%	10.6%	6.6%	8.1%	11.3%	7.2%	5.0%
Safe Venue Location and Physical Setup	6.5%	6.6%	4.2%	7.1%	9.4%	5.2%	7.2%	6.0%	7.3%	4.4%	7.7%
Low Crowd Density and Personal Space	6.2%	2.7%	11.6%	4.6%	3.0%	7.5%	5.0%	7.2%	4.9%	5.0%	8.1%
Positive and Familiar Attendees Create Comfort	4.8%	1.4%	3.8%	4.5%	7.8%	5.3%	5.5%	4.3%	4.2%	3.5%	6.2%
Entry Screening and Controlled Access	4.0%	2.5%	5.8%	1.4%	4.8%	7.5%	3.8%	4.1%	4.2%	4.9%	3.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026, n=691 culture-goers, accurate 3.8 percentage points plus or minus, 19 times out of 20.

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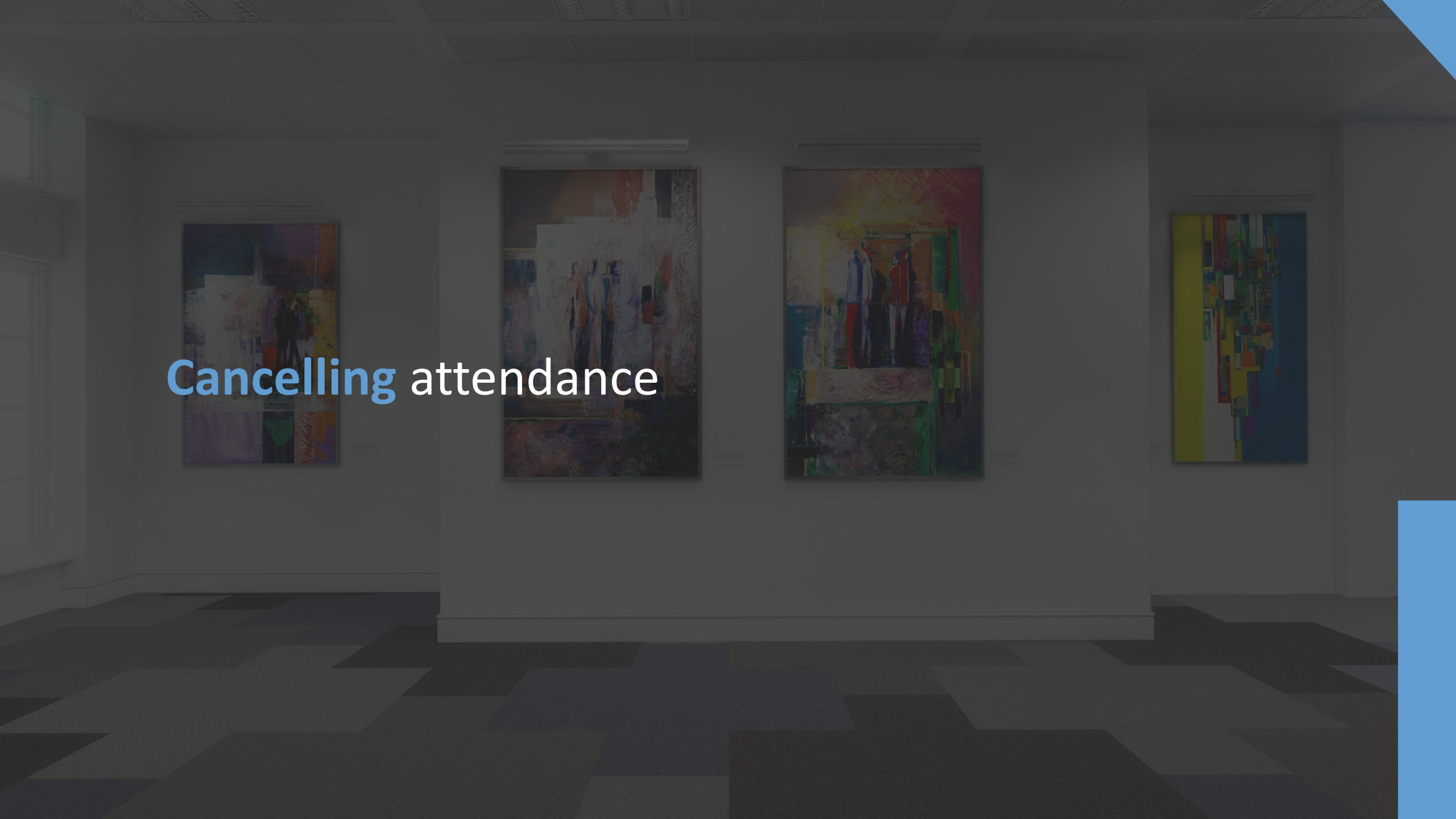

Cancelling attendance

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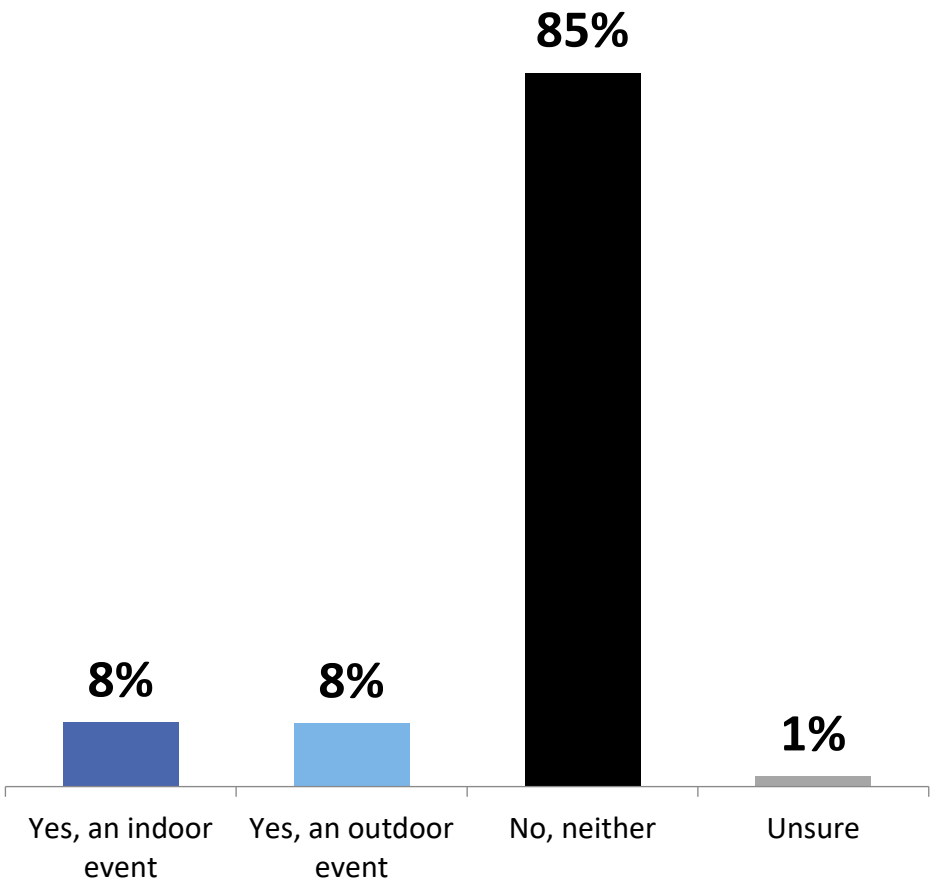
Q – [CULTURE-GOERS ONLY] In the past 12 months, did you cancel or not attend an indoor or an outdoor arts or cultural gathering that you were planning to participate in?



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

Cancelling attendance at arts and cultural gatherings

> Top three types of gatherings culture-goers cancelled attendance at

32% Festival (film, literary, community arts, street fair or cultural festival)

22% Popular music performance

18% Theatre (drama, musical, comedy)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey July 28th to 30th, 2026, n=875 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

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Reason for cancelling planned attendance

Q – [IF HAS CANCELLED] Thinking of the most recent time you cancelled or did not attend an arts or cultural gathering that you had planned to participate in, why did you cancel or not attend? [OPEN]

Reasons for culture-goers cancelling planned attendance at arts and cultural gatherings revolve around medical issues (30%), weather (16%) and scheduling (13%) as opposed to factors arts and cultural organizations can more directly control such as safety and security concerns and accessibility or mobility barriers.

TOP RESPONSES

	Culture-goers 2026-07 (n=112)
Illness or Medical Recovery	30.4%
Bad Weather or Environmental Conditions	16.1%
Schedule or Timing Conflict	12.6%
Safety or Security Concerns	9.8%
Accessibility or Mobility Barriers	7.9%
Travel or Being Away	4.7%
Family or Personal Obligations	4.2%
High Cost or Parking Hassles	3.0%
Crowding or Close-Contact Discomfort	2.9%
Disapproval of Organizers or Performers	2.7%
Other	5.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026, n=112 culture-goers who have recently cancelled attendance, accurate 9.4 percentage points plus or minus, 19 times out of 20.

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Course of action taken after cancelling attendance

Culture-goers who had to cancel attendance most frequently say they either lost the value of their ticket (26%), or they gave their ticket to someone else (25%). Less than one in ten obtained a refund (eight per cent). Those who cancelled attendance at an outdoor event were less likely to give their ticket to someone else and more like to take no action because the event was free.

Q – [IF HAS CANCELLED] Thinking of the most recent time you cancelled or did not attend an arts or cultural gathering that you were planning to participate in, which of the following courses of action did you take? [RANDOMIZE] (Select one)

TOP RESPONSES

	Culture-goers 2026-07 (n=125)	Cancelled attendance at an outdoor event (n=63)	Cancelled attendance at an indoor event (n=73)
Lost the value of my ticket (did nothing)	26.0%	27.8%	24.3%
Gave my ticket to someone else	25.1%	11.0%	36.6%
No need to take any action as the event was free	19.7%	28.7%	8.5%
Obtained a refund	7.9%	10.1%	5.7%
Exchanged my ticket for another date	4.8%	5.0%	5.6%
Attended a different arts or cultural gathering instead	4.1%	3.3%	5.9%
Participated online or virtually instead	1.5%	1.1%	1.7%
Received a credit for a future gathering	1.3%	-	2.5%
Other	7.8%	11.9%	6.1%
Unsure	1.8%	1.1%	3.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026, n=125 culture-goers who have recently cancelled attendance, accurate 8.9 percentage points plus or minus, 19 times out of 20.

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Amount originally paid for admission to arts and cultural gathering that was cancelled

On average, culture-goers who cancelled attendance to an arts or cultural gathering reported paying $76 for admission. About one quarter say they had not paid anything for admission (it was free). Those who cancelled attending an indoor event reported paying more on average for admission (mean of $88, median of $75) than those who cancelled attendance to an outdoor event (mean of $64, median of $30).

Q – [IF HAS CANCELLED] Thinking of the most recent time you cancelled or did not attend an arts or cultural gathering that you had originally planned to participate in, what was the amount you originally paid for admission (including taxes) if anything? Please enter '0' if the event was free.

TOP RESPONSES

	Culture-goers 2026-07 (n=125)	Cancelled attendance at an outdoor event (n=63)	Cancelled attendance at an indoor event (n=73)
Mean	**$76**	**$64**	**$88**
Median	**$50**	**$30**	**$75**
$0 - Free	23.8%	35.4%	9.5%
$1 to $25	5.6%	4.9%	7.2%
$26 to $50	13.3%	8.9%	19.4%
$51 to $75	8.1%	7.8%	7.4%
$76 to $100	13.1%	12.6%	15.0%
Over $100	20.7%	15.7%	23.9%
Unsure	15.5%	14.8%	17.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026 n=125 culture-goers who have recently cancelled attendance, accurate 8.9 percentage points plus or minus, 19 times out of 20.

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Barriers to attendance – Tracking

Location remains the most prominent barrier to attendance among culture-goers, consistent with the past two waves of research. Safety concerns (15%) and standing in line (13%) are statistically tied for the 2nd most important barrier.

Q – Please rank the following potential barriers to attending live arts and cultural events that would likely stop you from attending an event that interests you and that you could afford, where 1 is the most likely to stop you from attending and 2 the second most likely. [RANDOMIZE]

TOP RESPONSES

	Rank 1			Rank 2		
	2026-07 (n=862)	2024-08 (n=811)	2024-01 (n=891)	2026-07 (n=555)	2024-08 (n=512)	2024-01 (n=521)
Location is too far	32.0%	35.2%	33.1%	26.6%	25.4%	24.2%
***Safety concerns	15.2%	-	-	14.4%	-	-
Standing in line	13.5%	21.1%	12.2%	24.4%	22.4%	19.8%
Not knowing if I will enjoy it	5.9%	11.2%	12.0%	13.5%	17.7%	21.1%
***Accessibility barriers	4.2%	-	-	4.3%	-	-
Not knowing how long it will be and/or if there will be breaks	2.5%	2.1%	2.0%	5.3%	8.7%	7.2%
*Not being able to bring my child(ren)/Lack of childcare	1.4%	4.4%	7.2%	1.3%	3.5%	8.9%
Not understanding etiquette /rules for attendance	0.7%	1.1%	1.0%	2.7%	2.1%	3.1%
Having to turn off my phone	0.7%	0.2%	0.3%	2.4%	0.7%	0.2%
None of the above	18.9%	11.9%	20.0%	1.6%	-	5.5%
Unsure	2.4%	1.8%	1.7%	-	-	-

*Combined into one response option from 'Lack of childcare' and 'Not being able to bring my kid' for the 2024 wave.
***Response options added in the 2026 wave.

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Barriers to attendance – Demographics

Q – Please rank the following potential barriers to attending live arts and cultural events that would likely stop you from attending an event that interests you and that you could afford, where 1 is the most likely to stop you from attending and 2 the second most likely. [RANDOMIZE]

	FIRST RANKED										
	Culture-goers 2026-07 (n=862)	Atlantic (n=83)	Quebec (n=174)	Ontario (n=304)	Prairies (n=168)	BC (n=133)	Men (n=439)	Women (n=423)	18 to 34 (n=124)	35 to 54 (n=313)	55 plus (n=425)
Location is too far	32.0%	26.6%	28.1%	37.1%	33.5%	24.7%	31.0%	32.9%	37.0%	31.6%	28.9%
Safety concerns	15.2%	19.6%	11.1%	15.8%	16.5%	16.5%	11.6%	18.2%	17.2%	14.6%	14.2%
Standing in line	13.5%	11.6%	15.1%	12.9%	10.7%	16.4%	16.4%	11.0%	12.2%	13.0%	14.7%
Not knowing if I will enjoy it	5.9%	12.3%	6.0%	3.6%	8.4%	6.7%	9.0%	3.3%	7.8%	4.8%	5.5%
Accessibility barriers	4.2%	4.0%	5.7%	3.6%	3.8%	3.6%	3.4%	4.8%	2.2%	3.5%	6.1%
Not knowing how long it will be and/or if there will be breaks	2.5%	5.5%	3.6%	1.0%	2.4%	3.6%	4.0%	1.3%	2.4%	2.8%	2.4%
Not being able to bring my child(ren)/Lack of childcare	1.4%	-	3.7%	1.0%	0.9%	-	0.4%	2.2%	3.8%	0.3%	0.6%
Not understanding etiquette /rules for attendance	0.7%	-	1.1%	1.0%	-	-	0.2%	1.0%	1.1%	0.3%	0.6%
Having to turn off my phone	0.7%	-	0.6%	0.8%	1.4%	-	0.6%	0.7%	-	1.9%	0.2%
None of the above	18.9%	16.4%	20.3%	16.7%	17.9%	25.0%	18.9%	18.9%	12.8%	21.9%	20.7%
Unsure	2.4%	1.9%	1.1%	3.7%	2.2%	1.7%	2.5%	2.4%	1.1%	2.3%	3.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026 n=862 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

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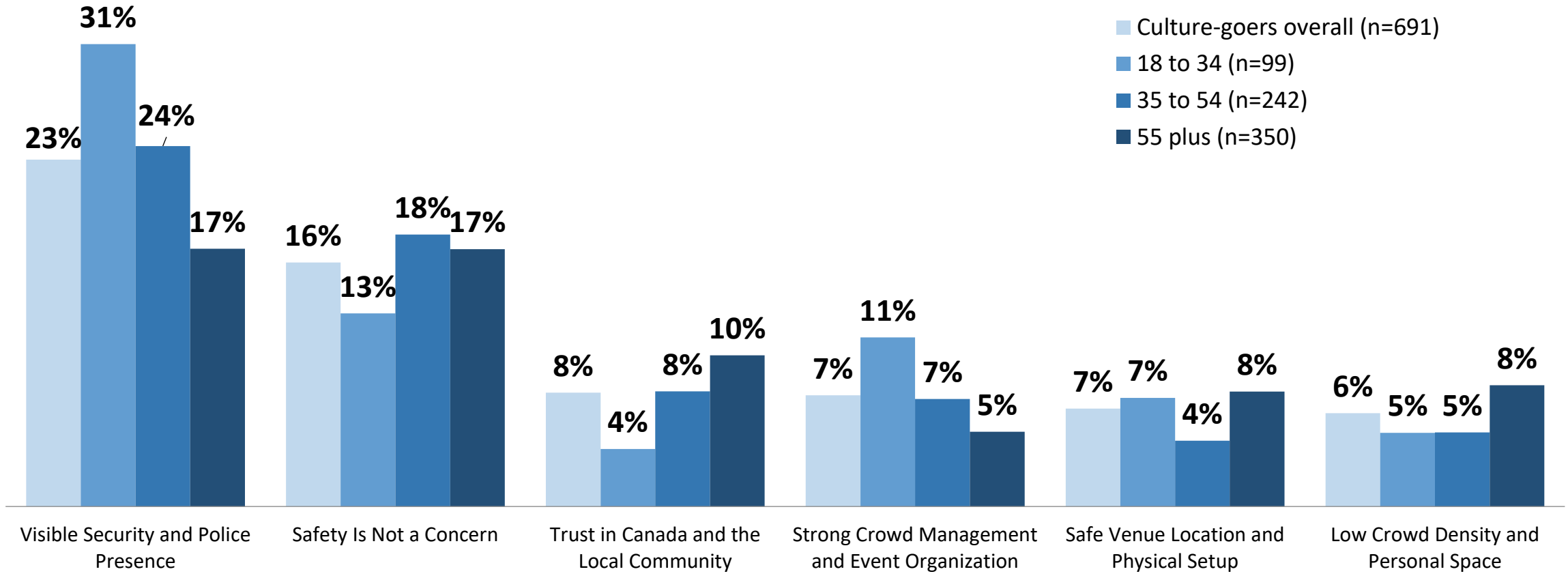
Contributors to feeling safe at arts and culture venues/gatherings – Top responses

Q – [CULTURE-GOERS ONLY] What makes you feel safe at an arts and culture venue or at a gathering? [OPEN]



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

Note: Bars with identical data labels may not line up perfectly due to rounding. Data labels are rounded to the nearest whole number.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2026, n=691 culture-goers, accurate 3.8 percentage points plus or minus, 19 times out of 20.

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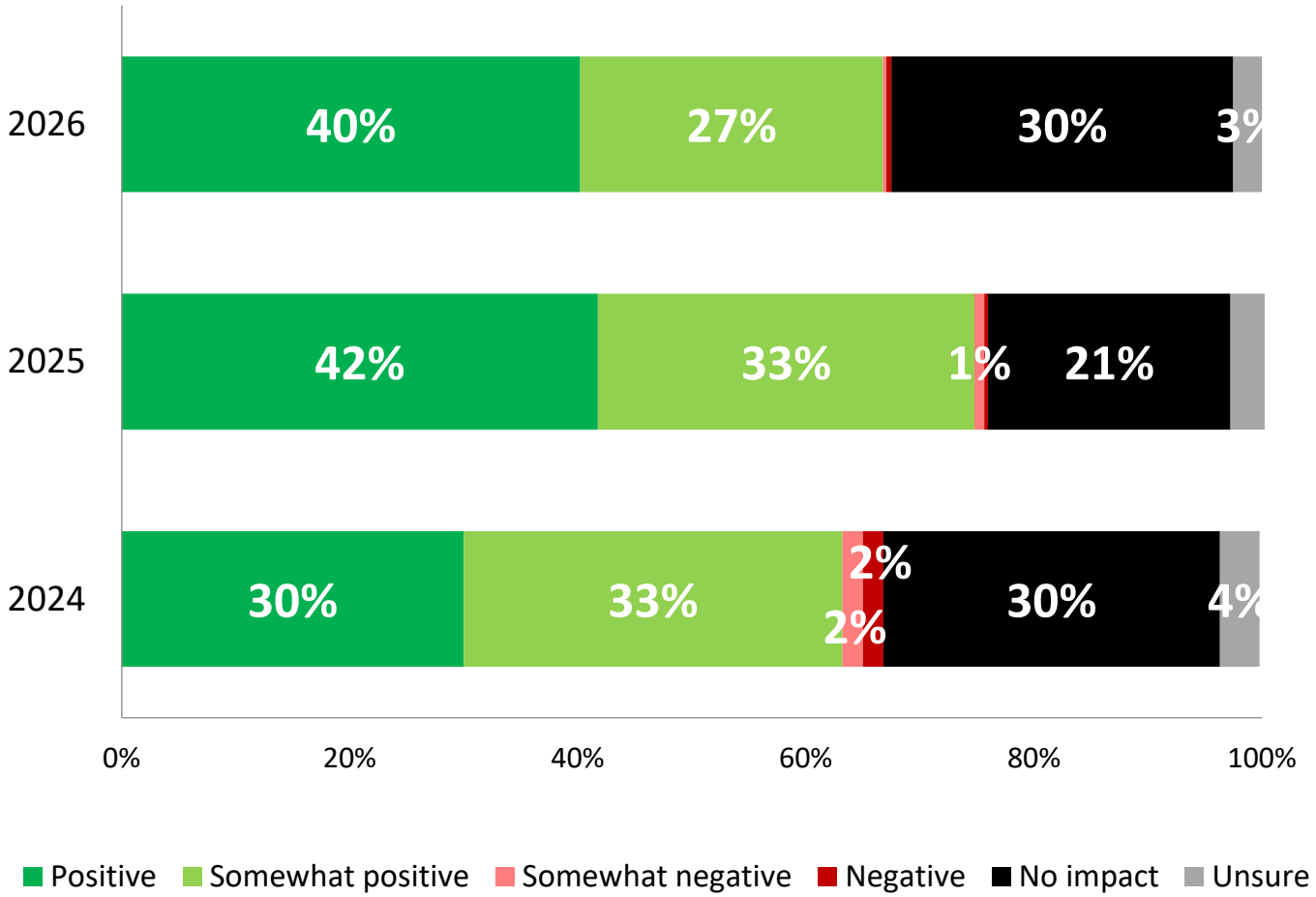
Q - Does attending arts and cultural events have a positive, a somewhat positive, a somewhat negative, a negative or no impact on your sense of belonging to Canada?



*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 – Tracking

2 in 3 culture-goers

say arts and cultural events have a positive or somewhat positive impact on their sense of belonging to Canada. Another three in ten say arts and cultural events have no impact on their sense of belonging, which represents an increase compared to the 2025 wave but is on par with the 2024 baseline. Positive views are mostly driven by feelings of Canadian pride and identity (18%) and community bonding and togetherness (18%). Those who report that Canadian arts and cultural events have no impact on their sense of belonging say there is no link between the two (35%) and that they already feel Canadian without events (16%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey July 28th to 30th, 2026, n=874 culture-goers, accurate 3.3 percentage points plus or minus, 19 times out of 20.

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Reasons for impact on sense of belonging to Canada – Top responses

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

	Culture-goers 2026-07 (n=611)	Positive/ somewhat positive (n=421)	Negative/ somewhat negative (n=5)*	No impact (n=172)	Unsure (n=13)*
Canadian Pride and Identity	13.4%	17.7%		4.4%	
Community Bonding and Togetherness	12.2%	17.7%		-	
No Link to Sense of Belonging	11.3%	1.8%		34.6%	
Personal Enjoyment and Well-Being	10.1%	13.0%		4.2%	
Multicultural Learning and Appreciation	9.2%	13.4%		-	
Learning and Personal Growth	5.4%	7.9%		-	
Already Feel Canadian Without Events	5.3%	0.8%		16.4%	
Arts and Culture as a Fundamental Part of Life and Nationhood	5.0%	7.1%		0.5%	
Culture Beyond National Borders	5.0%	2.0%		11.5%	

*Shaded due to small sample size.

Element	Description
Research sponsor	Business / Arts and the National Arts Centre
Population and Final Sample Size	1,104 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
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 landline and cellphone RDD (Random Digit Dialed) samples 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 callbacks 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	July 28th to 30th, 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/

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	13 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on Canada-US relations including alcohol and trade, views on CUSMA negotiations, views on potential Conservative Party leaders, views on Canadian fisheries, views on energy and views on dairy and supply management.
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.
Tabulations	By region, age and gender

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Any questions?

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