Generous but unasked: Two in three Canadian culture-goers say they haven’t been asked to donate by arts and cultural organizations, even as average expected gifts rise 10%.

National Survey | Summary
Conducted by Nanos for Business / Arts and the NAC, November 2026
Field: October 31 to November 2, 2026
Submission 2026-3142

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 and donations, the proportion arts and cultural organizations receive compared to other causes, motivators to donate to arts and cultural organizations, why they donate to other causes, likeliness to donate to an organization because it is Canadian and the types of donations they are interested in making.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1058 Canadians, 18 years of age or older, from October 31 to November 2, 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:

- All Canadians
- Culture Goers Only

Cells within the tabulations that have statistically significant differences are highlighted in yellow.

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

Key findings

- **Belief in the cause, purpose or mission is now the top motivator for donating to arts and cultural organizations -** Belief in an arts or cultural organization's cause, purpose, or mission is now the top motivator for culture-goers when it comes to donations (69%, up from 47% in 2025), while valuing the impact it makes on the local community has increased (63%, up from 55%). Importance of Canadian content as a motivator for donation has decreased as a motivator to donate (43%, down from 53% in 2025).
- **Proportion of culture-goers who donate to arts and culture is consistent, average donations expected to increase by 10% over the next year:** Over one in three culture-goers (37%, consistent with 35% in 2024, 36% in 2023) reported donating to arts and culture organizations in 2025. Among those who donated to arts and culture, the average reported donation in 2025 was $645*, with a median of $200. For 2026, similar proportions expect to donate (35%, average of $713, median of $200), which represents an approximate ten per cent increase in the expected average donation amount.
- **Recollection of being asked to donate continues to be low:** Consistent with the previous waves, about two in three culture-goers (68%, 66% in 2025, 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 (32%, 34% in 2025, 32% in 2024).

*Readers should note that in this wave of research, one respondent reported donating $30,000, which impacts the mean.

Key findings – Continued

- **Local organizations continue to receive the largest share of total donations to arts and cultural organizations:** Among culture-goers who donate to arts and culture, a majority of the reported donations continue to go to arts and cultural organizations that do work in their local community (64%) rather than arts and cultural organizations that do work across a broader region (19%) or national arts and cultural organizations (12%). This is consistent with results from the previous wave of research conducted in 2025.
- **Culture-goers allocated nearly one quarter of their arts and culture donations to new organizations they have never donated to before:** Culture-goers who donate report that on average, about one quarter (23%) of their donations are first time gifts to an organization that they had not previously donated to, while the rest (77%) goes to arts and cultural organizations they had already donated to before.
- **Proportion of donation wallet that goes to arts and culture is consistent with previous waves:** About $13 out of every $100 donated by culture-goers is reported to go to arts and culture, while the remaining $87 goes to other types of charitable organizations. This is consistent with previous waves from 2023 to 2025 (ranging from $11 to $12).

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Donations to Arts and Culture - Demographics

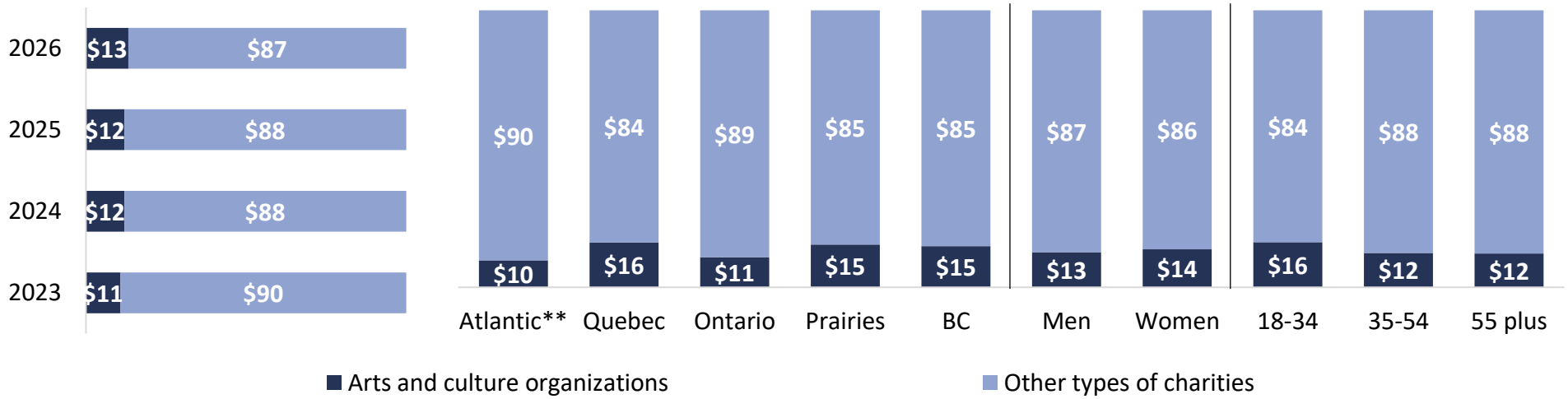


Although culture-goers from Quebec plan to donate a smaller amount to arts and culture, a higher proportion of them plan on donating and they report a higher wallet share for arts and culture than those from Ontario or the Atlantic region.

Reported expected donations for 2026

	Canada	Atlantic*	Quebec	Ontario	Prairies	BC	Men	Women	18-34	35-54	55 plus
Median expected donations for 2026***	$200		$150	$200	$200	$200	$200	$150	$100	$200	$150
Proportion who plan on donating in 2026	34.8%	32.6%	41.9%	32.1%	34.6%	31.7%	32.7%	36.7%	27.0%	32.1%	42.8%

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



*Shaded due to small sample size (n=25 Atlantic culture-goers, excludes those who did not donate).
**Atlantic (n=43 Atlantic culture-goers) should be interpreted with caution due to small sample size.
***Median calculated based on culture-goers who reported donating, excludes those who said $0.

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Recall of donation requests from arts/culture organizations is consistent since 2025

Recalls being asked					
	Atlantic (n=78)	Quebec (n=173)	Ontario (n=306)	Prairies (n=166)	BC (n=123)
	22.8%	**29.1%**	**33.0%**	**35.9%**	**36.9%**
	Men (n=438)	Women (n=408)	18 to 34 (n=181)	35 to 54 (n=305)	55 plus (n=360)
	28.9%	**35.8%**	**32.0%**	**29.0%**	**35.7%**
	Did not donate (n=492)	Donated $100 or less (n=118)	Donated $101 to $499 (n=89)	Donated $500 or more (n=82)	
	16.3%	**53.3%**	**64.7%**	**72.0%**	

31 per cent of culture-goers who donate to other types of organizations but not arts and culture say it's because they haven't been asked.

32%

recall being asked by an arts and cultural organization to donate to them (34% in 2025)

68%

do not recall being asked by an arts and cultural organization to donate to them (66% in 2025)

Q – In the past year, do you recall or not being asked by an arts or cultural organization to donate to them?
Q – Why do you donate money to other causes, but not to arts and cultural organizations? (Select all that apply) [RANDOMIZE]

Proportion donated – Types of organizations

Among culture-goers who donate to arts and culture, the majority of their donations continue to go to local arts and cultural organizations that do work in their community.

64%

Local arts and cultural organizations that do work in your local community (59% in 2025)

19%

Arts and cultural organizations that do work across a broader region (21% in 2025)

12%

National arts and cultural organizations that do work across Canada (15% in 2025)

5%

Other (5% in 2025)

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]

Donor profiles

Smaller donors ($100 or less yearly donation)

Median donations
2025 (reported): **$100**
2026 (expected): **$100**

- **53%** recall being asked to donate

Their top motivators for donating are:

- **Believe in its cause, purpose, or mission** (66%)
- **Valuing the impact it makes on the local community** (62%)

Canadian content is more likely to increase their donations to arts and culture than medium donors (63% likely compared to 44% of medium donors).

More likely to be interested in giving as an **add-on when purchasing a ticket** (40% compared to 21% of larger donors).

Medium donors ($101 to $499 yearly donation)

Median donations
2025 (reported): **$200**
2026 (expected): **$225**

- **65%** recall being asked to donate

Their top motivators for donating are:

- **Believe in its cause, purpose, or mission** (75%)
- **Valuing the impact it makes on the local community** (63%)

More likely to be interested **in recurring automatic payments** (20% compared to two per cent of smaller donors.

Larger donors ($500 or more yearly donation)

Median donations
2025 (reported): **$500***
2026 (expected): **$600**

- **72%** recall being asked to donate

Their top motivators for donating are:

- **Believe in its cause, purpose, or mission** (72%)
- **Valuing the impact it makes on the local community** (65%)

More likely than medium donors to be motivated to donate if they **personally benefitted from the organization** (41%)

More likely to be interested in making **year-end donations** (36% compared to 26% of smaller donors

*Readers should note that in this wave of research, one respondent reported donating $30,000, which impacts the mean.

Changes in top motivators for donating to arts and culture

69%

47% in 2025
52% in 2024

Believe in its cause, purpose, or mission

63%

55% in 2025
52% in 2024

Value the impact it makes on the local community

54%

49% in 2025
42% in 2024

Want to give back to the community

43%

53% in 2025

Want to support Canadian culture

Q – What motivates you to donate to a cultural organization? (Select all that apply) [RANDOMIZE]

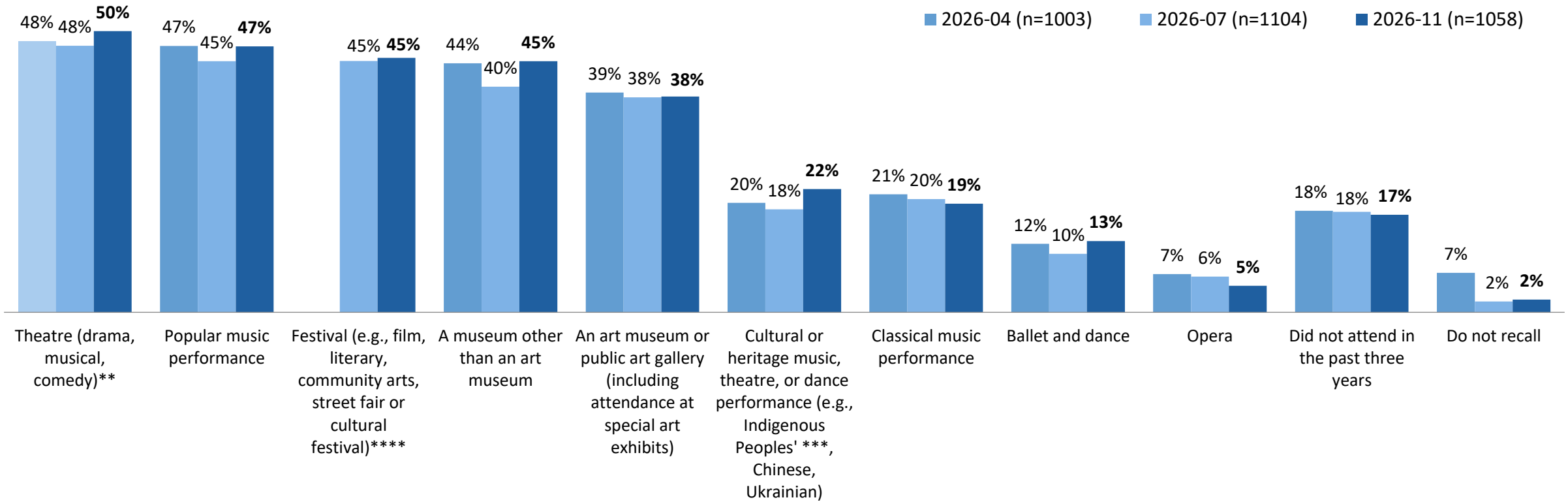


Past and expected future attendance and visits to arts and culture events

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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, October 31 to November 2, 2026, n=1058 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 2026-11 (n=1058)	Non-culture-goers* (n=212)	Occasional culture-goers* (n=464)	Vociferous culture-goers* (n=382)
Theatre (drama, musical, comedy)	50.1%	-	41.9%	86.5%
Popular music performance	47.4%	-	42.4%	78.5%
Festival (e.g., film, literary, community arts, street fair or cultural festival)	45.4%	-	34.2%	82.6%
A museum other than an art museum	44.8%	-	33.0%	82.4%
An art museum or public art gallery (including attendance at special art exhibits)	38.5%	-	21.2%	79.2%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous Peoples', Chinese, Ukrainian)	22.0%	-	12.3%	45.0%
Classical music performance	19.3%	-	8.7%	42.1%
Ballet and dance	12.7%	-	4.7%	28.8%
Opera	4.7%	-	2.3%	10.1%
Did not attend in the past three years	17.4%	88.5%	-	-
Do not recall	2.3%	11.5%	-	-

*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 2026-11 (n=1058)	Atlantic (n=102)	Quebec (n=216)	Ontario (n=371)	Prairies (n=216)	BC (n=153)	Men (n=552)	Women (n=506)	18 to 34 (n=213)	35 to 54 (n=371)	55 plus (n=474)
Theatre (drama, musical, comedy)	50.1%	49.1%	40.4%	57.8%	50.2%	45.4%	45.4%	54.7%	50.7%	51.2%	49.0%
Popular music performance	47.4%	42.8%	54.2%	44.2%	42.7%	53.0%	48.2%	46.6%	51.2%	49.0%	43.6%
Festival (e.g., film, literary, community arts, street fair or cultural festival)	45.4%	41.4%	40.0%	48.1%	45.4%	48.6%	41.6%	49.0%	55.6%	47.3%	37.2%
A museum other than an art museum	44.8%	33.9%	39.7%	47.5%	49.9%	44.2%	44.2%	45.3%	54.5%	42.6%	40.1%
An art museum or public art gallery (including attendance at special art exhibits)	38.5%	29.7%	32.5%	42.7%	37.8%	41.3%	35.1%	41.6%	46.9%	37.1%	34.1%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous Peoples', Chinese, Ukrainian)	22.0%	23.2%	13.5%	21.6%	27.7%	29.2%	21.2%	22.7%	33.5%	19.3%	16.5%
Classical music performance	19.3%	12.0%	23.2%	21.4%	15.5%	15.5%	16.7%	21.9%	16.0%	17.7%	22.8%
Ballet and dance	12.7%	12.2%	16.3%	12.6%	8.9%	12.1%	9.0%	16.3%	14.1%	10.3%	13.7%
Opera	4.7%	-	6.4%	4.2%	5.2%	5.2%	3.1%	6.4%	6.0%	4.6%	4.0%
Did not attend in the past three years	17.4%	19.3%	19.4%	15.2%	19.7%	16.5%	18.5%	16.3%	14.0%	15.7%	20.9%
Do not recall	2.3%	2.6%	2.3%	2.1%	2.5%	2.2%	2.1%	2.4%	1.3%	2.3%	2.9%

*Multifrequency tabs based on multiple responses.

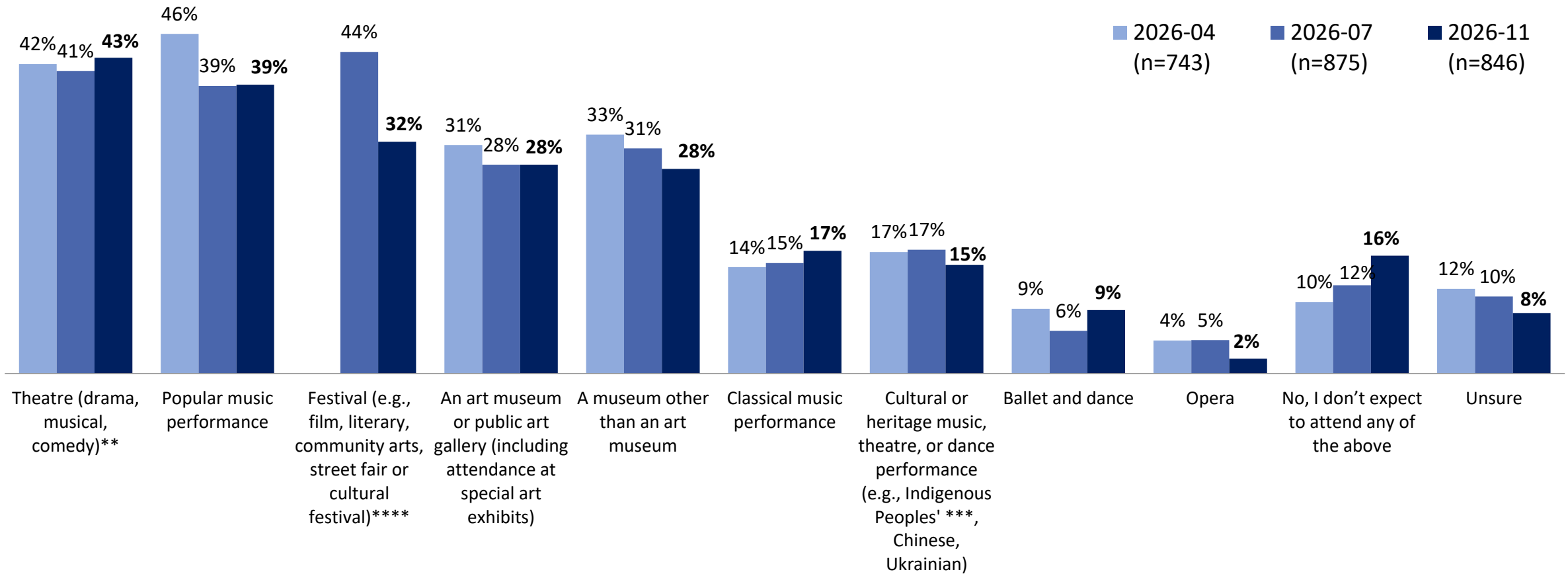
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=1058 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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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, October 31 to November 2, 2026, n=846 culture-goers, accurate 3.4 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 2026-11 (n=846)	Atlantic (n=78)	Quebec (n=173)	Ontario (n=306)	Prairies (n=166)	BC (n=123)	Men (n=438)	Women (n=408)	18 to 34 (n=181)	35 to 54 (n=305)	55 plus (n=360)
Theatre (drama, musical, comedy)	43.0%	34.8%	39.2%	44.9%	47.1%	42.1%	39.5%	46.2%	39.2%	44.0%	44.8%
Popular music performance	39.3%	34.6%	43.0%	40.1%	30.9%	43.5%	41.3%	37.5%	37.6%	40.7%	39.4%
Festival (e.g., film, literary, community arts, street fair or cultural festival)	31.5%	33.0%	26.1%	32.8%	29.8%	38.0%	29.4%	33.5%	33.6%	35.3%	26.9%
An art museum or public art gallery (including attendance at special art exhibits)	28.4%	19.3%	31.5%	28.0%	26.8%	30.9%	22.8%	33.7%	29.3%	30.9%	25.7%
A museum other than an art museum	27.9%	21.1%	26.8%	27.8%	34.8%	24.4%	26.2%	29.4%	30.4%	24.7%	28.6%
Classical music performance	16.7%	14.5%	16.6%	18.6%	14.9%	14.8%	14.1%	19.2%	16.1%	15.3%	18.4%
Cultural or heritage music, theatre, or dance performance (e.g., Indigenous Peoples', Chinese, Ukrainian)	14.8%	22.0%	10.0%	16.0%	13.0%	17.8%	13.6%	15.9%	15.3%	13.6%	15.4%
Ballet and dance	8.6%	17.3%	8.3%	8.6%	6.5%	7.8%	5.5%	11.6%	12.4%	7.2%	7.1%
Opera	2.0%	1.3%	3.5%	2.4%	0.5%	0.6%	1.9%	2.1%	1.7%	2.6%	1.8%
No, I don't expect to attend any of the above	16.0%	15.3%	17.3%	15.6%	13.6%	18.4%	17.9%	14.3%	18.6%	15.5%	14.6%
Unsure	8.2%	17.5%	6.4%	7.8%	8.0%	8.1%	6.9%	9.4%	6.0%	5.9%	11.7%

*Multifrequency tabs based on multiple responses.


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Donations

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2025 donations to arts/cultural organizations

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

Reported donations for the year…

TOP RESPONSES

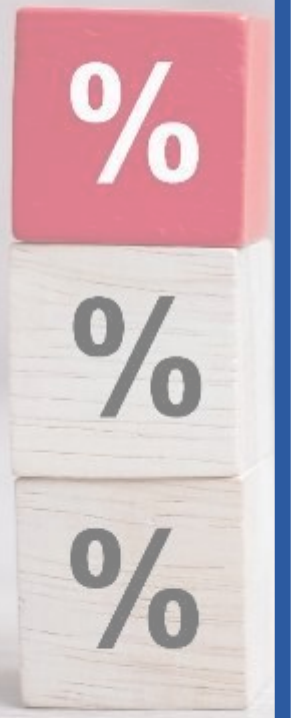
	2025 (n=781)	2024 (n=820)	2023 (n=815)	2022 (n=771)
Mean*	**$645.16**	**$506.36**	**$363.40**	**$315.00**
Median*	**$200.00**	**$200.00**	**$120.00**	**$100.00**
$0	63.5%	64.8%	64.4%	69.1%
$100	8.7%	8.9%	9.8%	8.3%
$500	5.6%	2.8%	3.0%	3.0%
$200	3.6%	5.0%	4.5%	3.0%
$50	2.8%	4.7%	3.8%	4.5%

*Mean and median calculated based on sample who report donating, excludes those who said $0.
*Readers should note that in this wave of research, one respondent reported donating $30,000, which impacts the mean.

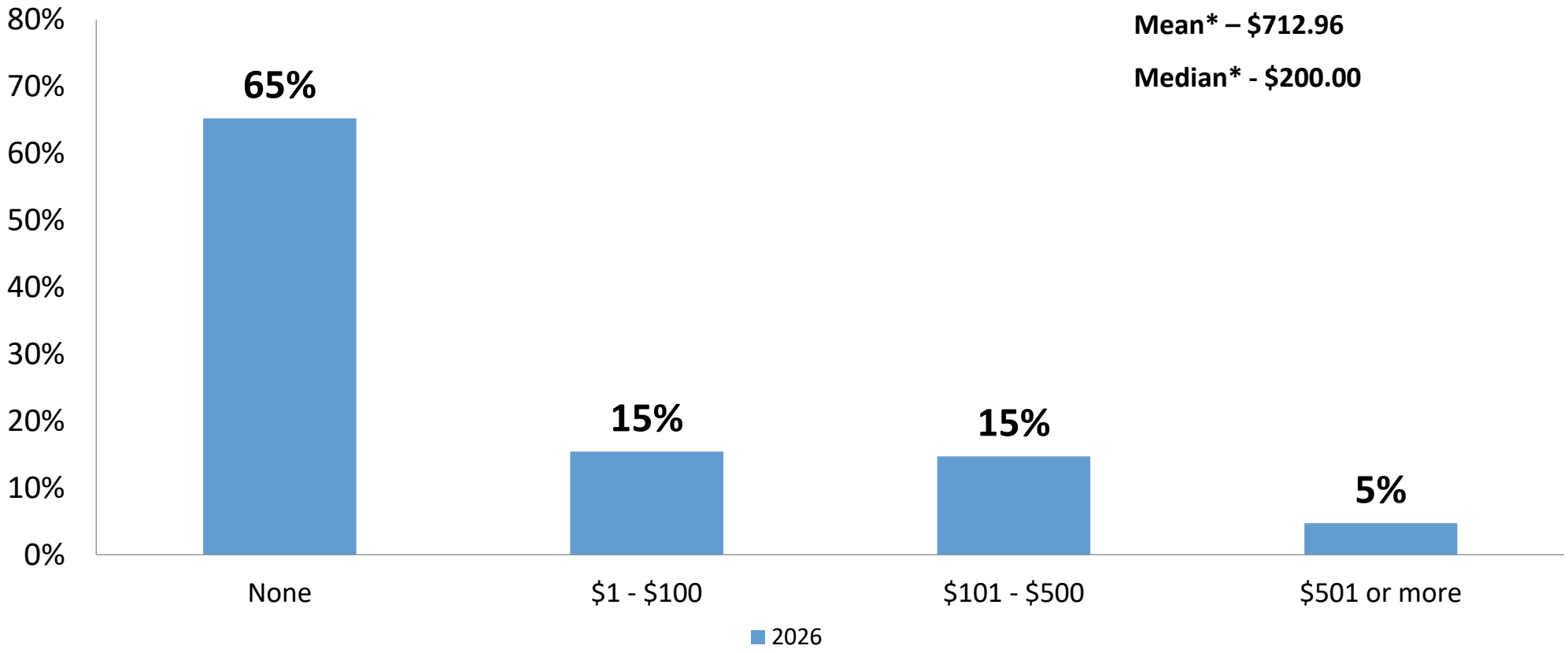
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=781 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

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2026 intended donations to arts/cultural organizations



Q – In 2026, how much do you intend to donate, if anything, to arts/cultural organizations? $____



Mean* – $712.96

Median* - $200.00

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

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

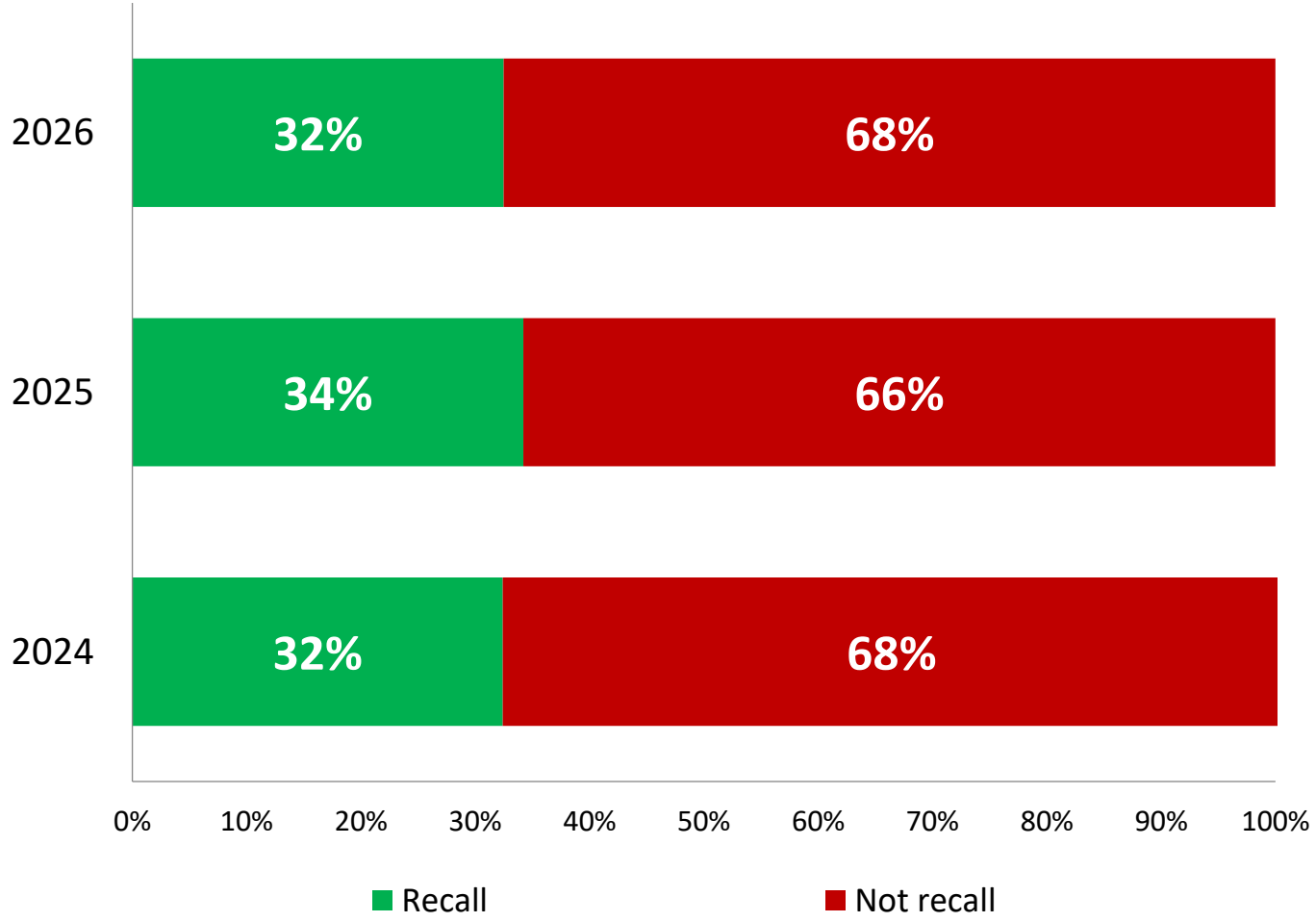
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=775 culture-goers, accurate 3.5 percentage points plus or minus, 19 times out of 20.

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Donation requests from arts & culture organizations – Tracking

About one in three culture-goers (32%) say they recall being asked by an arts or cultural organization to donate, meanwhile over two in three (68%) say they do not recall it. This remains consistent with the previous waves.



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

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

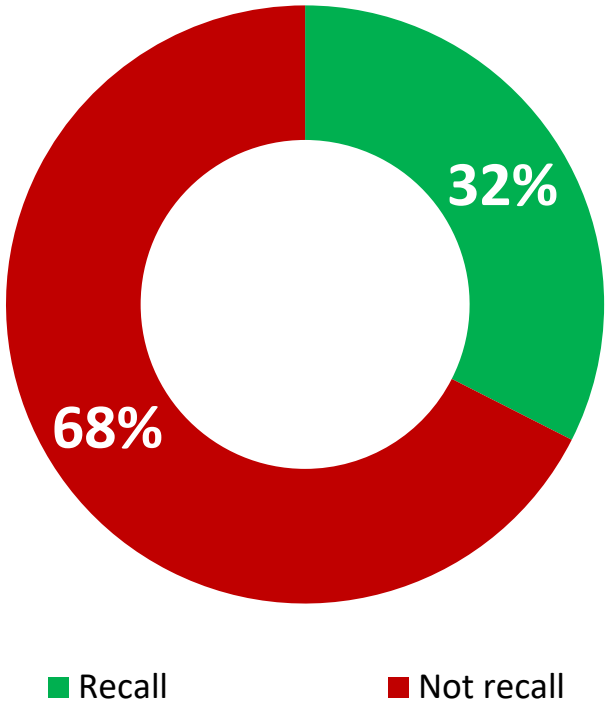
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=846 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

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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=78)	Quebec (n=173)	Ontario (n=306)	Prairies (n=166)	BC (n=123)
22.8%	**29.1%**	**33.0%**	**35.9%**	**36.9%**

Men (n=438)	Women (n=408)	18 to 34 (n=181)	35 to 54 (n=305)	55 plus (n=360)
28.9%	**35.8%**	**32.0%**	**29.0%**	**35.7%**

Not recall

Atlantic (n=78)	Quebec (n=173)	Ontario (n=306)	Prairies (n=166)	BC (n=123)
77.2%	**70.9%**	**67.0%**	**64.1%**	**63.1%**

Men (n=438)	Women (n=408)	18 to 34 (n=181)	35 to 54 (n=305)	55 plus (n=360)
71.1%	**64.2%**	**68.0%**	**71.0%**	**64.3%**

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

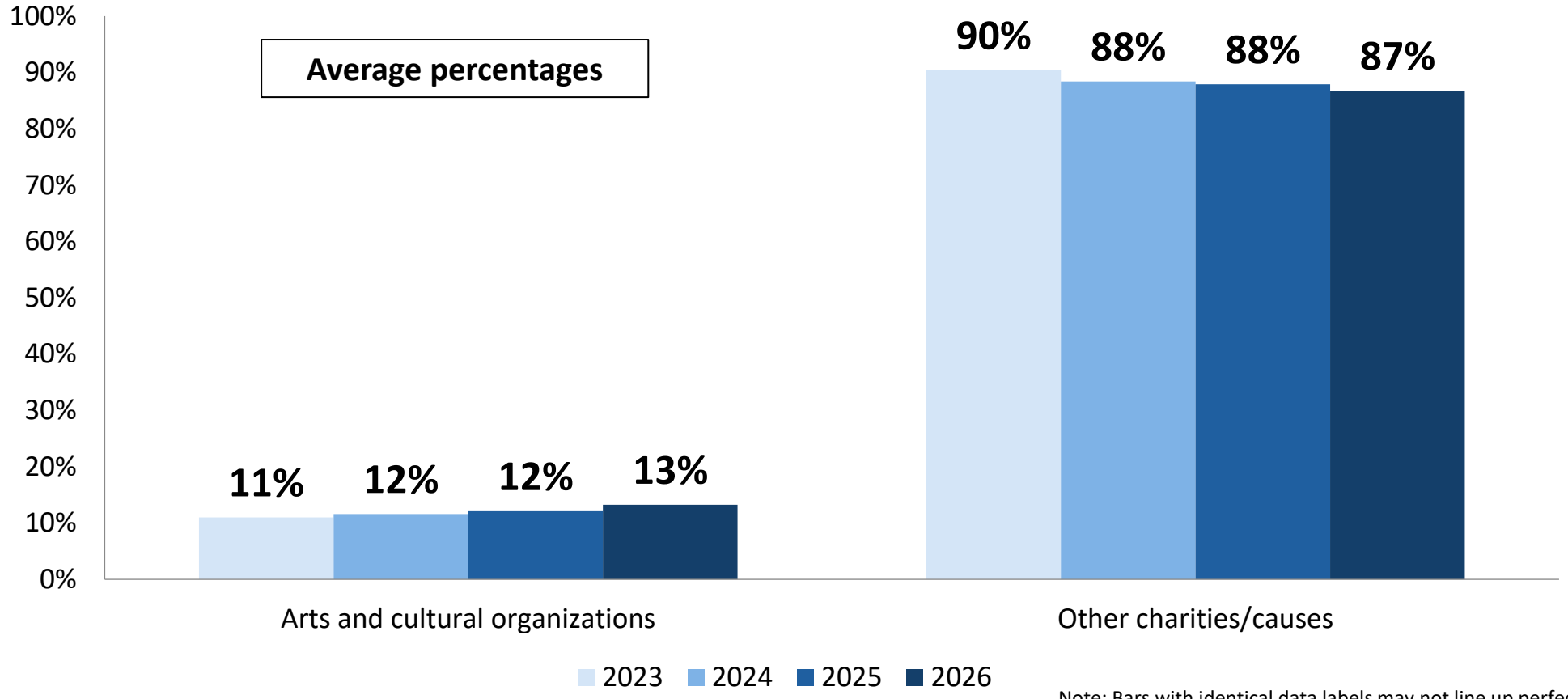
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=846 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

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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.).



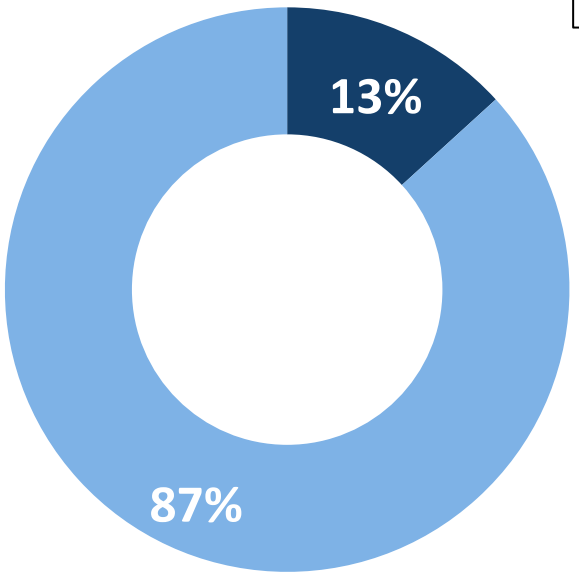
Note: Bars with identical data labels may not line up perfectly due to rounding. Data labels are rounded to the nearest whole number.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=590 culture-goers who report donating, accurate 4.1 percentage points plus or minus, 19 times out of 20.

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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.)



Average percentages

Average going to arts and culture	Atlantic (n=43)	Quebec (n=116)	Ontario (n=240)	Prairies (n=115)	BC (n=76)
	9.7%	**16.2%**	**10.9%**	**15.4%**	**14.8%**
	Men (n=273)	Women (n=317)	18 to 34 (n=143)	35 to 54 (n=191)	55 plus (n=257)
	12.6%	**13.7%**	**16.3%**	**12.4%**	**12.2%**

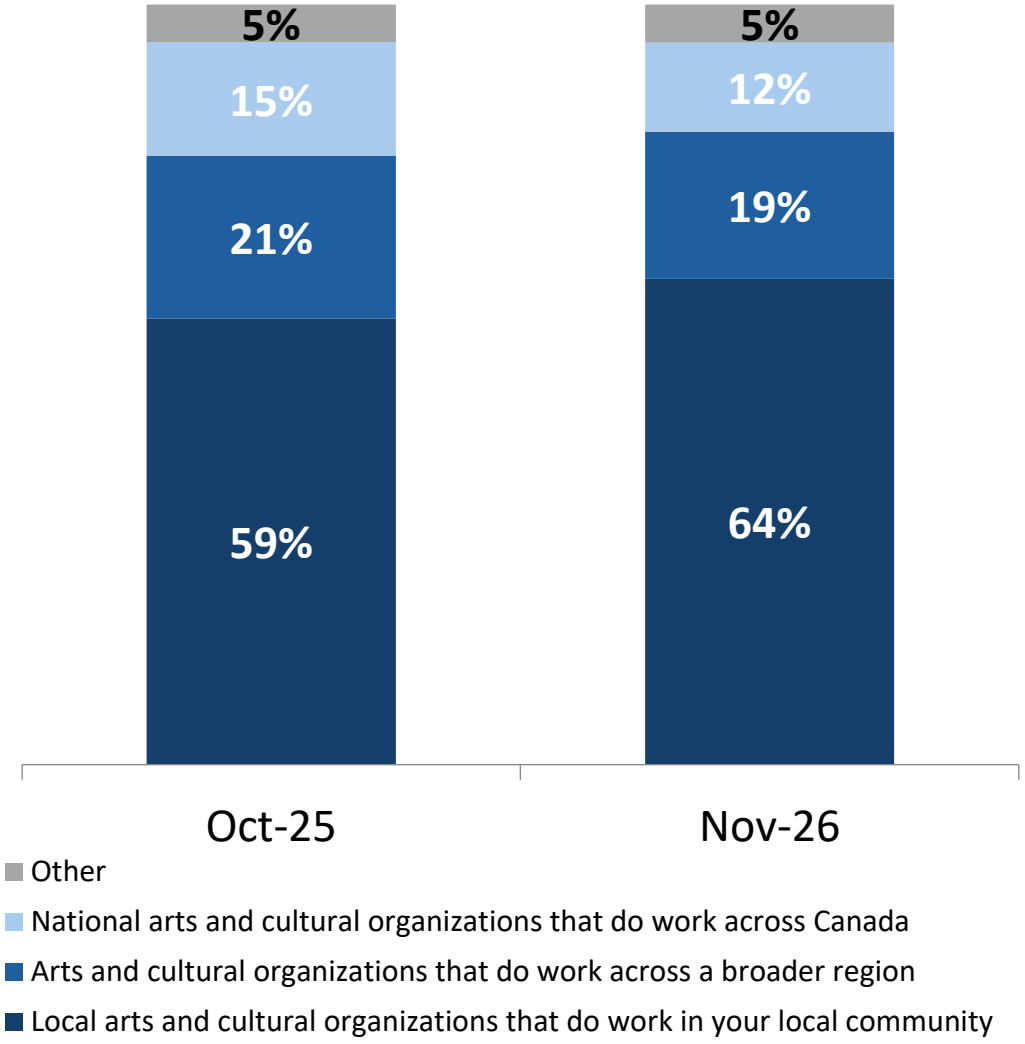
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=590 culture-goers who report donating, accurate 4.1 percentage points plus or minus, 19 times out of 20.

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Donation to different types of arts and culture organizations



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

Local arts and cultural organizations

Atlantic (n=17)*	Quebec (n=55)	Ontario (n=106)	Prairies (n=46)	BC (n=36)
	56.7%	56.3%	71.2%	82.8%

Men (n=114)	Women (n=147)	18 to 34 (n=63)	35 to 54 (n=74)	55 plus (n=124)
61.3%	65.9%	58.9%	68.3%	63.8%

Arts and cultural organizations that do work across a broader region

Atlantic (n=17)*	Quebec (n=55)	Ontario (n=106)	Prairies (n=46)	BC (n=36)
	27.6%	20.3%	15.9%	10.4%

Men (n=114)	Women (n=147)	18 to 34 (n=63)	35 to 54 (n=74)	55 plus (n=124)
20.1%	18.8%	25.1%	14.7%	19.3%

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]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=261 culture-goers who report donating to arts and culture, accurate 6.1 percentage points plus or minus, 19 times out of 20.

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First-time versus repeated donation to arts and culture organizations

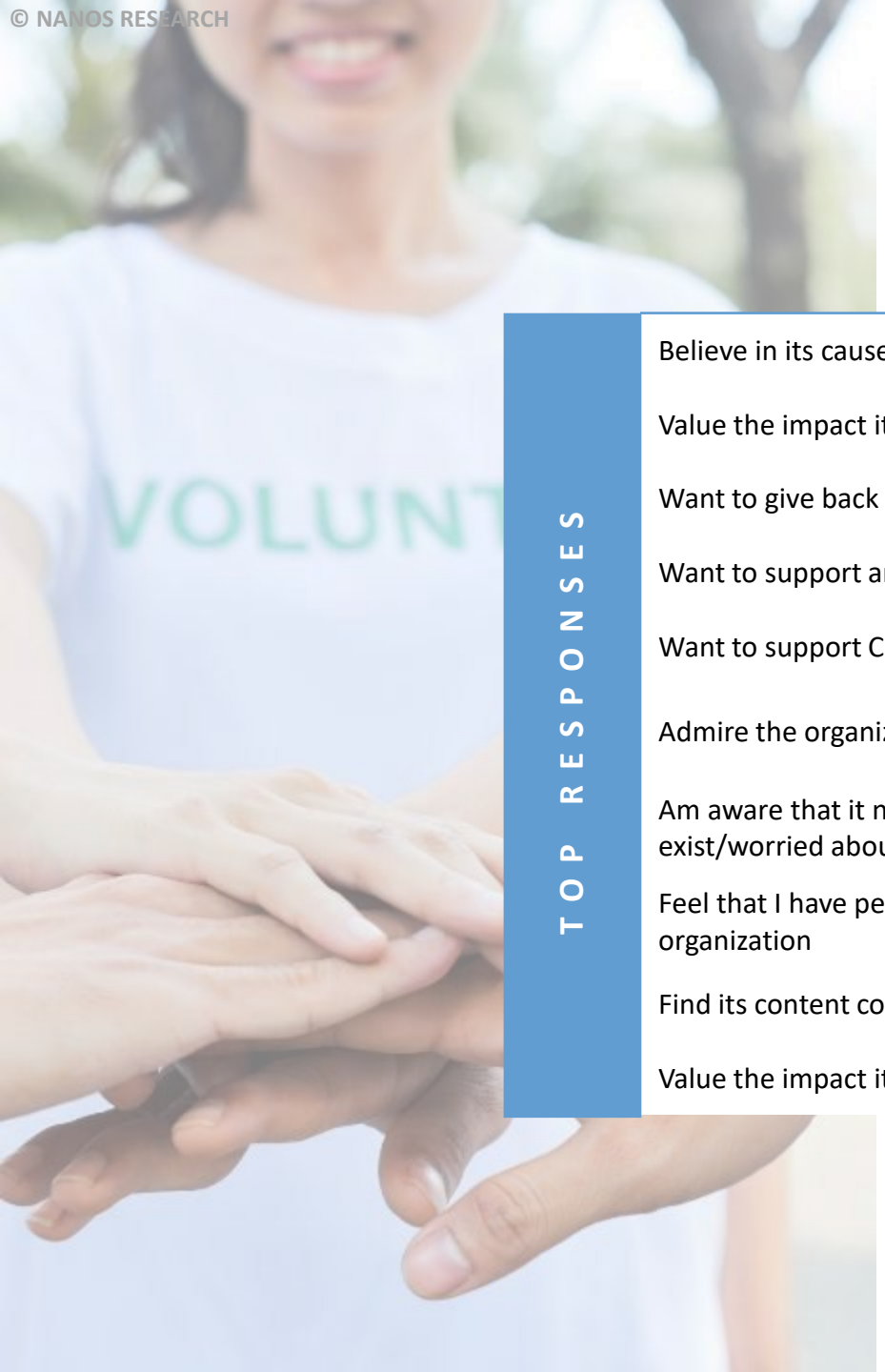
Q – Thinking of your total donations to arts and cultural organizations in the past 12 months, what proportion was donated to each of the following types of organizations? [RANDOMIZE]

	Reported donations for the year…	
2026-11 (n=269)	**First time gift to an organization that you had not previously donated to**	**Arts and cultural organizations that you have already donated to**
Mean*	**$22.53**	**$77.47**
Median*	**$0.0**	**$100.00**
$0	59.7%	11.9%
$10 to $25	13.2%	2.8%
$30 to $40	1.6%	1.3%
$50	9.4%	9.4%
$60 to $90	4.1%	14.8%
$100	11.9%	59.7%

*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 31 to November 2, 2026, n=269 culture-goers who report donating to arts and culture, accurate 6.0 percentage points plus or minus, 19 times out of 20.

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Motivators to donate to an arts and cultural organization

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

TOP RESPONSES

	2026-11 (n=285)*	2025-11 (n=306)*	2024-11 (n=275)*
Believe in its cause, purpose, or mission	**68.9%**	**47.0%**	**52.5%**
Value the impact it makes on the local community	**63.3%**	**55.3%**	**51.9%**
Want to give back to the community	**53.7%**	**48.8%**	**42.3%**
Want to support artists, creators, and/or makers	**53.3%**	**53.9%**	**53.0%**
Want to support Canadian culture***	**43.4%**	**52.7%**	**N/A**
Admire the organization	**39.3%**	**33.2%**	**37.0%**
Am aware that it needs my financial support to exist/worried about its funding decreasing**	**37.0%**	**41.5%**	**41.6%**
Feel that I have personally benefitted from the organization	**31.7%**	**32.7%**	**32.9%**
Find its content compelling	**26.5%**	**30.5%**	**23.2%**
Value the impact it makes on the world	**19.1%**	**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 31 to November 2, 2026, n=285 culture-goers who report donating to arts and culture, accurate 6.1 percentage points plus or minus, 19 times out of 20.

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Reasons for donating to organizations other than arts and culture

Q – [IF 0 FOR ARTS AND CULTURAL ORGANIZATIONS] Why do you donate money to other causes, but not to arts and cultural organizations? (Select all that apply) [RANDOMIZE]

TOP RESPONSES

	Frequency 2026-11 (n=413)	2023-10 (n=365)
I haven't been asked	31.0%	23.4%
The taxes I pay already support arts and cultural organizations	27.7%	32.4%
I only give to one cause (not arts and culture)	21.2%	19.2%
Arts and cultural organizations don't have personal importance to me	20.5%	33.3%
Arts and cultural organizations don't have the same level of impact on the community or world	15.9%	21.6%
Arts and cultural organizations don't need the funding	1.9%	5.7%
Other	22.0%	1.3%

*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=413 culture-goers who do not report donating to cultural organizations, accurate 4.9 percentage points plus or minus, 19 times out of 20.

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Reasons for donating to organizations other than arts and culture - Demographics

Q – [IF 0 FOR ARTS AND CULTURAL ORGANIZATIONS] Why do you donate money to other causes, but not to arts and cultural organizations? (Select all that apply) [RANDOMIZE]

	2026-11 (n=413)	Atlantic (n=41)	Quebec (n=71)	Ontario (n=152)	Prairies (n=87)	BC (n=62)	Men (n=217)	Women (n=196)	18 to 34 (n=79)	35 to 54 (n=155)	55 plus (n=179)
I haven't been asked	31.0%	40.9%	39.4%	34.1%	16.9%	24.6%	33.5%	28.5%	34.7%	26.7%	32.5%
The taxes I pay already support arts and cultural organizations	27.7%	26.1%	26.2%	22.4%	40.3%	29.0%	33.6%	21.8%	24.7%	29.4%	28.1%
I only give to one cause (not arts and culture)	21.2%	18.2%	39.4%	19.1%	14.0%	14.0%	21.0%	21.5%	19.6%	19.4%	23.9%
Arts and cultural organizations don't have personal importance to me	20.5%	35.8%	8.5%	19.4%	29.0%	20.7%	22.2%	18.8%	16.0%	22.3%	21.8%
Arts and cultural organizations don't have the same level of impact on the community or world	15.9%	19.2%	12.9%	14.0%	25.2%	11.7%	19.7%	12.1%	20.0%	12.8%	16.1%
Arts and cultural organizations don't need the funding	1.9%	-	2.2%	2.0%	0.9%	3.4%	1.8%	2.0%	-	1.8%	3.2%
Other	22.0%	10.5%	11.6%	25.1%	26.4%	27.3%	18.6%	25.4%	26.1%	25.5%	16.4%

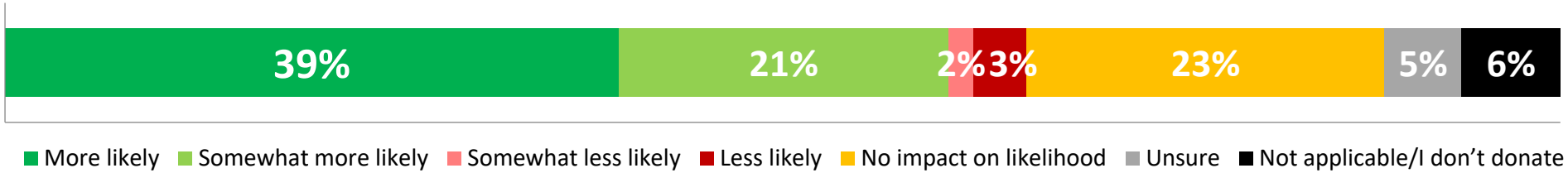
*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=413 culture-goers who do not report donating to cultural organizations, accurate 4.9 percentage points plus or minus, 19 times out of 20.

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Likeliness to donate to an arts or culture organization because it is Canadian and/or produces Canadian content

Q – Are you more likely, somewhat more likely, somewhat less likely, less likely to donate to an arts or culture organization because it is Canadian and/or produces Canadian content or does that have no impact on your likelihood to donate?



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

3 in 5 culture-goers

say they are more likely or somewhat more likely to donate to an arts or cultural organization because it is Canadian and/or produces Canadian content. Meanwhile, five per cent say they are less likely to one extent or another. Just below one in four say this will have no impact on their likelihood to donate.

Source: Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=698 culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

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Likeliness to donate to an arts or culture organization because it is Canadian and/or produces Canadian content – By demographics

Q – Are you more likely, somewhat more likely, somewhat less likely, less likely to donate to an arts or culture organization because it is Canadian and/or produces Canadian content or does that have no impact on your likelihood to donate?

	2026-11 (n=698)	Atlantic (n=68)	Quebec (n=119)	Ontario (n=259)	Prairies (n=150)	BC (n=102)	Men (n=355)	Women (n=343)	18-34 (n=131)	35-54 (n=245)	55 plus (n=322)
More likely	39.5%	34.7%	41.5%	39.2%	38.5%	40.8%	33.4%	44.9%	32.4%	36.0%	46.2%
Somewhat more likely	21.2%	25.8%	16.8%	23.4%	20.1%	20.3%	23.3%	19.3%	27.0%	20.7%	18.2%
Somewhat less likely	1.6%	1.1%	2.8%	1.5%	1.9%	0.0%	2.6%	0.7%	3.4%	0.3%	1.4%
Less likely	3.4%	4.1%	6.2%	2.4%	2.0%	4.1%	2.3%	4.4%	1.5%	4.7%	3.6%
No impact on likelihood	23.0%	20.5%	23.8%	21.0%	28.0%	22.4%	23.3%	22.8%	23.7%	28.1%	18.8%
Unsure	4.9%	3.6%	2.6%	7.1%	5.0%	2.7%	7.8%	2.4%	5.9%	5.8%	3.7%
Not applicable/I don't donate	6.4%	10.1%	6.4%	5.4%	4.5%	9.7%	7.4%	5.5%	6.1%	4.4%	8.0%

Source: Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=698 culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

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Factors likely to increase donations to arts & cultural organizations

Q – Which of the following would have the greatest likelihood to increase the amount of money you donate to arts and cultural organizations? Please rank the following statements, with 1 being the most likely to increase the amount you give to arts and cultural organizations and 2 being the second most likely [RANDOMIZE][ALLOW UP TO 2 RANKS]

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

TOP MENTIONS

	2026-11 (n=846)	Did not donate (n=492)	Donated $100 or less (n=118)	Donated $101 to $499 (n=89)	Donated $500 or more (n=82)
If I was aware of an immediate need or crisis of the arts or cultural organization	23.1%	19.5%	24.9%	35.4%	31.5%
If I understood how the donation was used	22.6%	22.6%	26.7%	25.2%	16.7%
If I was more familiar with the arts or cultural organizations and their activities	17.8%	15.2%	25.8%	16.0%	24.8%
Nothing/I already give as much as I can	11.5%	14.2%	3.7%	4.6%	9.7%
If I heard a story or an example of someone who has benefited from the arts or cultural organization	10.1%	10.5%	11.4%	11.0%	10.6%
If I was asked to donate more frequently	1.5%	1.9%	-	1.3%	-
If I had the option to sign up for automatic donations with a set amount that is withdrawn from my bank account every month**	0.9%	-	1.6%	2.4%	2.0%
Other	8.1%	11.0%	4.8%	1.6%	2.3%
Unsure	4.3%	5.1%	1.0%	2.6%	2.2%

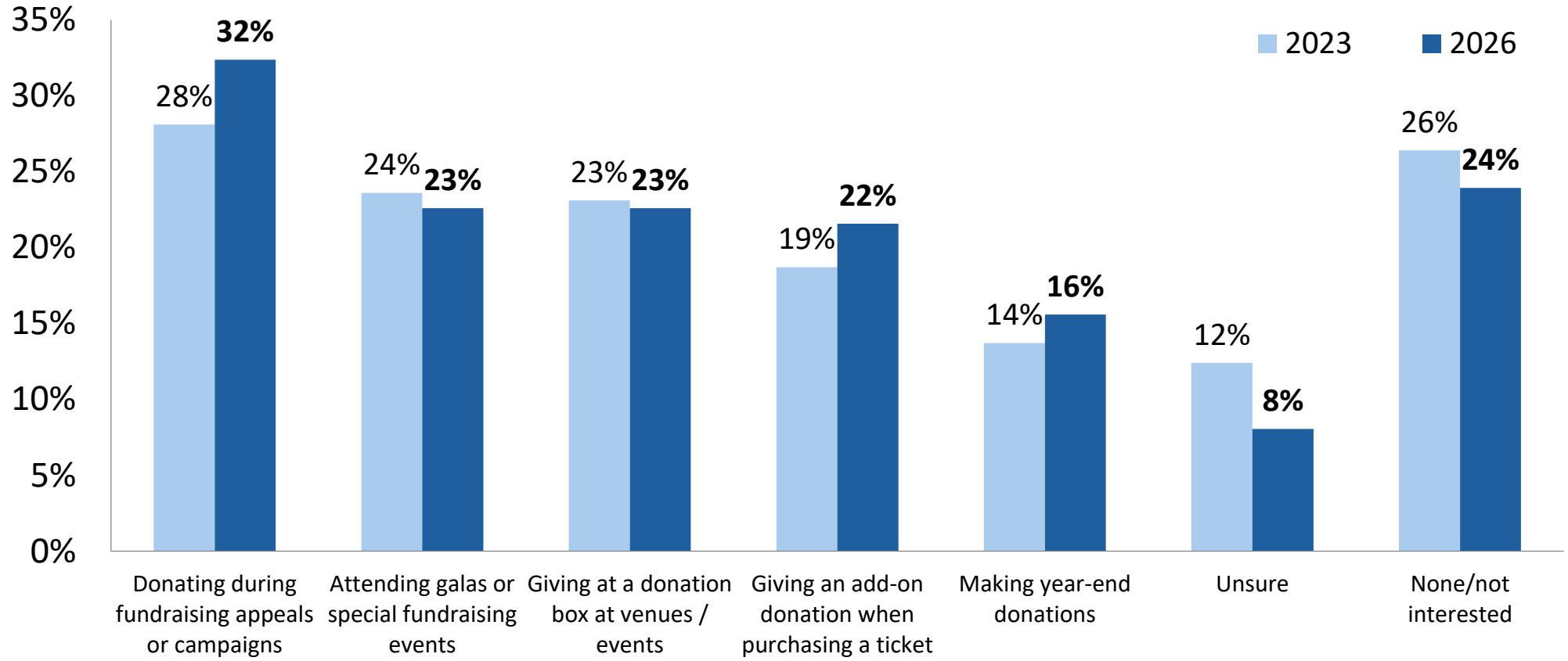
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 31 to November 2, 2026, n=846 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

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Types of donations culture-goers are interested in making

Q – Which of the following types of donations are you interested in making to arts and culture organizations? (Select all that apply) [RANDOMIZE]



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, October 31 to November 2, 2026, n=846 culture-goers who report donating, accurate 3.4 percentage points plus or minus, 19 times out of 20.

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Element	Description
Research sponsor	Business / Arts and the National Arts Centre
Population and Final Sample Size	1058 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	October 31 to November 2, 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	12 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, tariffs, holiday spending, immigration, spending on children's activities, citizenship proof for voting, the Senate, superior court judge appointments, immigrant access to provincially funded programs, gas tax revenue, the CPP, support for a proposed 'wealth tax', climate ambition, energy affordability and decision-making for emissions reductions.
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	All Canadians Culture Goers Only

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Any questions?



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