



Over one in ten younger culture-goers turn to AI when searching for ideas for arts and cultural events.

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 searches for arts and cultural events to attend and the use of AI when looking for events to attend.

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between February 8th to 16th, 2026, as part of an omnibus survey. The margin of error for a random survey of 1,007 Canadians is ± 3.1 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

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



KEY FINDINGS

1

AI usage is currently low, but data suggests potential rapid growth in the next year

When searching for arts and cultural events to attend, under one in ten (6% for local events, 8% for out of town) report using AI to do so in the past year. However, there is likely to be rapid growth when looking at the next twelve months as four times more culture-goers (26%) say they are likely to do so within the next year. Younger culture-goers (18-34) are more likely to report using AI than older culture-goers (55 plus) for both local events (11% vs. 3%) and out-of-town events (16% vs. 4%). Younger culture-goers are also more likely to use AI in the next year to find art or cultural events to attend (33%) than older culture-goers (19%).

3

Information sources for arts and culture events are similar for culture-goers 18-34 and 35-54, but those 55 and older report using different sources

Younger and middle-aged culture-goers are more likely than older culture-goers to turn to social media for ideas and recommendations for arts and culture events while older culture-goers (55+) are more likely to turn to arts or cultural organizations' websites and newspapers than younger culture-goers.

4

Those who use AI for arts and cultural event searches are satisfied with its usefulness and would recommend it to others

Over seven in ten culture-goers (72%) who use AI when searching for arts and cultural events to attend say they are likely (score of 7-10 out of 10) to recommend it to others. A large proportion (92%) also view it as useful to one extent or another when searching for arts and cultural events to attend.

2

Traditional search engines such as Google or Bing are the top method for finding ideas and recommendations to attend cultural events

Doing a Google/Bing search is the top way culture-goers report searching for ideas or recommendations for art and cultural events, whether it is for events in their community (62%) or for out of town (64%), and this is consistent across age groups. Asking friends and family, looking on social media and visiting organizations' websites are also important ways of finding ideas on arts and cultural event.

Top search methods to find ideas/recommendations for events

18-34 years old (n=128)

| Top search methods | Local | Out of town |
|--|-------|-------------|
| Search engine (Google, Bing, etc.) | 69% | 73% |
| Looked on social media | 59% | 46% |
| Asked friends or family | 48% | 38% |
| Visited arts or cultural organizations' websites | 43% | 40% |
| Newspapers | 11% | - |
| Ticketmaster | 1% | 5% |

11% use AI for local events

16% use AI for out-of-town events

35-54 years old (n=317)

| Top search methods | Local | Out of town |
|--|-------|-------------|
| Search engine (Google, Bing, etc.) | 67% | 68% |
| Looked on social media | 49% | 36% |
| Asked friends or family | 46% | 30% |
| Visited arts or cultural organizations' websites | 42% | 34% |
| Newspapers | 17% | - |
| Ticketmaster | 1% | 9% |

6% use AI for local events

7% use AI for out-of-town events

55 and older (n=387)

| Top search methods | Local | Out of town |
|--|-------|-------------|
| Search engine (Google, Bing, etc.) | 53% | 55% |
| Visited arts or cultural organizations' websites | 47% | 37% |
| Asked friends or family | 44% | 34% |
| Newspapers | 41% | <1% |
| Social media | 32% | 24% |
| Ticketmaster | <1% | 22% |

3% use AI for local events

4% use AI for out-of-town events

The top reason culture-goers find AI to be useful is that it speeds-up the search process for arts and culture events (20%). About one in ten who view AI as useful are still concerned about its accuracy (13%) and report reluctance to be dependent on AI (12%).

Usefulness of AI when searching for arts and cultural events to attend

92%

Useful/somewhat useful

4%

Somewhat not useful*

4%

Unsure

*There were zero culture-goers, who reported using AI, that described it as not useful.

Top AI platforms used to search for arts and culture events to attend

76% ChatGPT

51% Gemini

25% CoPilot

9% Grok

8% Claude

Likelihood to recommend and to use AI



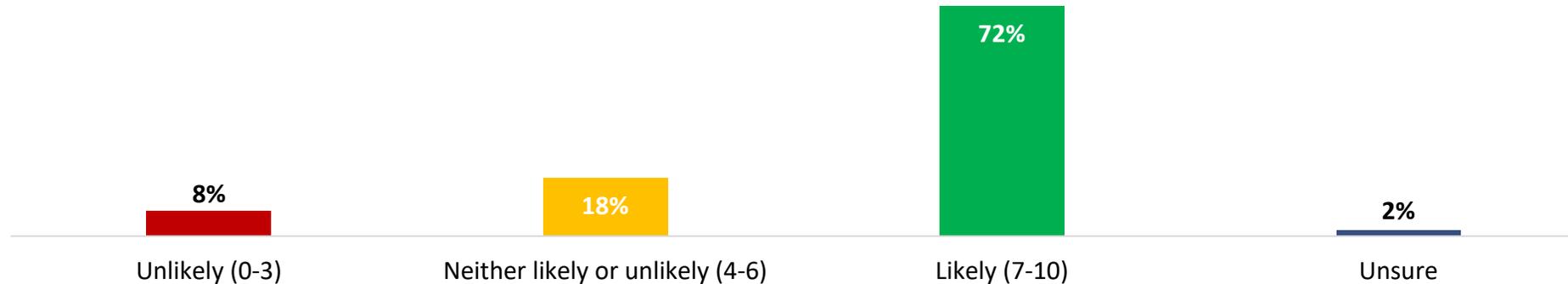
Younger culture-goers are more likely to say they will use AI in the future for arts and culture searches.

Culture-goers who have used AI in the past are nine times more likely to say they would recommend it to others rather than not.

Likelihood to use AI in the future for searches

| | Canada | Atlantic | Quebec | Ontario | Prairies | BC | Men | Women | 18-34 | 35-54 | 55 plus |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Mean score | 3.8 | 4.4 | 3.9 | 3.7 | 3.7 | 3.7 | 4.0 | 3.6 | 4.2 | 3.9 | 3.3 |
| Likely (7-10) | 26% | 31% | 24% | 27% | 27% | 26% | 28% | 24% | 33% | 29% | 19% |
| Neither likely nor unlikely (4-6) | 18% | 21% | 22% | 16% | 14% | 18% | 18% | 18% | 17% | 16% | 20% |
| Not likely (0-3) | 51% | 41% | 50% | 52% | 54% | 53% | 48% | 54% | 48% | 50% | 54% |
| Unsure | 5% | 7% | 4% | 5% | 6% | 2% | 6% | 4% | 2% | 5% | 6% |

Likelihood to recommend AI to others (culture-goers who report using AI (n=68))



*

Expected frequency of attendance in next 12 months for culture-goers – February 2026

| | Indoor events | Outdoor events | Museums/galleries |
|-----------------------------|----------------------|-----------------------|-----------------------|
| At least once a month | [17%] ▲ 1 point | [8%] - | [9%] ▲ 1 point |
| Every 2-3 months | [29%] - | [22%] ▲ 3 points | [17%] ▼ 2 points |
| Once every 6 months or less | [49%] - | [60%] ▼ 3 points | [65%] ▲ 2 points |
| Unsure | [6%] - | [10%] - | [9%] ▼ 1 point |

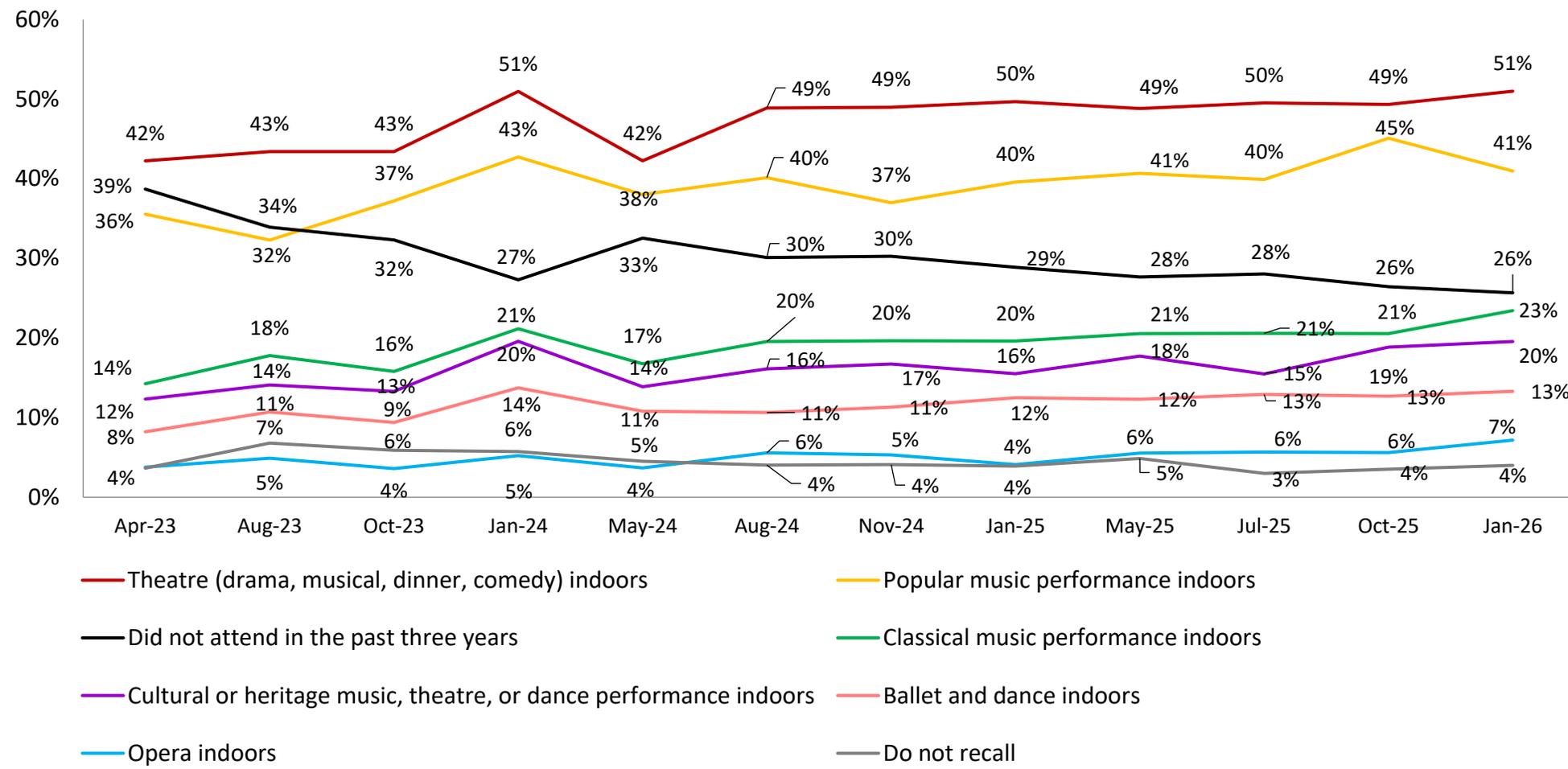
*Comparison done between this wave of data (February 2026) and previous wave (October 2025).

A group of five people are gathered in an art gallery, looking at a large painting on the wall. The scene is dimly lit, with the primary light source coming from the gallery's track lighting. The people are dressed in contemporary, casual-to-business-casual attire. One man in the foreground is pointing towards the artwork. The overall atmosphere is one of quiet observation and intellectual engagement.

Past and future attendance
and visits to arts and culture

Attendance at indoor cultural gatherings – All Canadians – Tracking

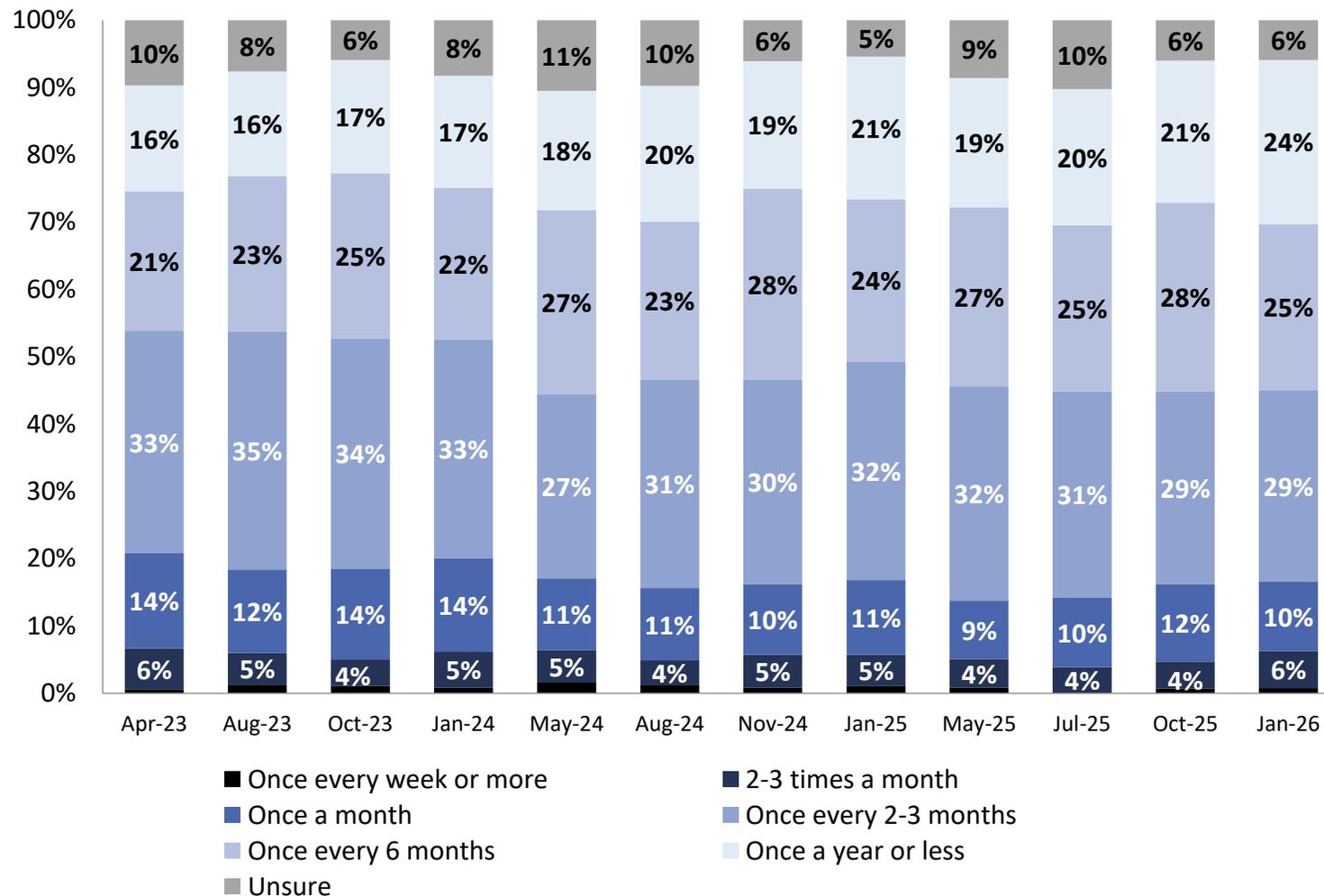
Q – [TRACKING] Did you attend any of the following INDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=1007 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Planned frequency of attendance for indoor events remains consistent with the previous waves with under one in five who say they plan on attending at least once a month.

Frequency of planned attendance – Indoor events – Indoor culture-goers - Tracking



*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=694 Indoor culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Q – How often do you plan on attending an INDOOR ARTS OR CULTURAL PERFORMANCE in the next 12 months?

Frequency of planned attendance – Indoor events – Indoor culture-goers - Demographics

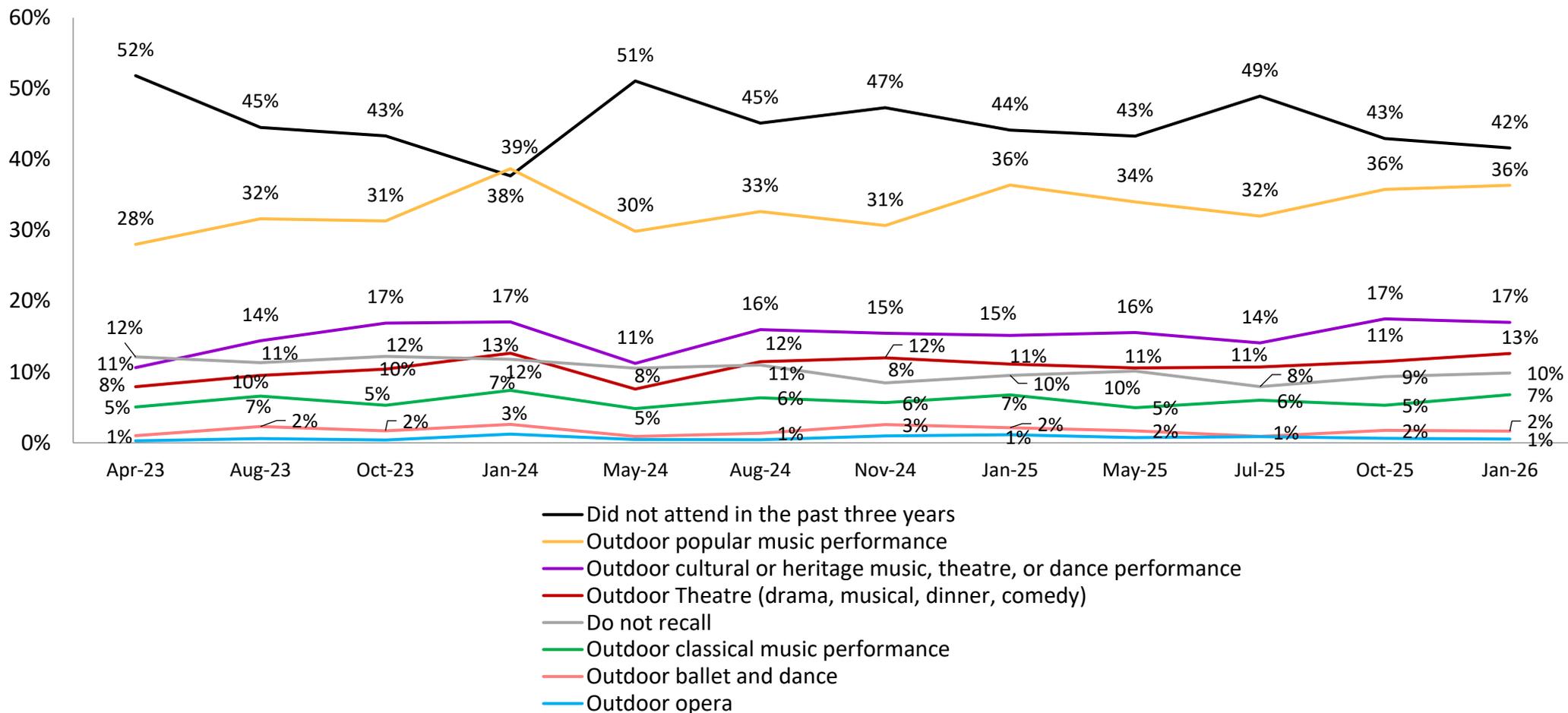
Q – How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?

| | Indoor culture-goers (n=694) | Atlantic (n=60) | Quebec (n=147) | Ontario (n=228) | Prairies (n=149) | BC (n=110) | Men (n=356) | Women (n=338) | 18 to 34 (n=111) | 35 to 54 (n=274) | 55 plus (n=309) |
|-------------------------|------------------------------|-----------------|----------------|-----------------|------------------|------------|-------------|---------------|------------------|------------------|-----------------|
| Once every week or more | 0.8% | - | - | 0.4% | 3.7% | - | 1.3% | 0.3% | 1.6% | 0.5% | 0.4% |
| 2-3 times a month | 5.5% | 7.3% | 4.2% | 7.9% | 4.0% | 2.4% | 4.4% | 6.6% | 6.3% | 5.3% | 5.1% |
| Once a month | 10.3% | 9.2% | 9.4% | 8.9% | 8.5% | 17.5% | 11.9% | 8.8% | 6.2% | 11.9% | 12.1% |
| Once every 2-3 months | 28.5% | 31.5% | 30.3% | 25.4% | 35.5% | 24.4% | 29.1% | 28.0% | 28.4% | 26.3% | 30.5% |
| Once every 6 months | 24.7% | 23.2% | 21.2% | 29.0% | 19.8% | 25.2% | 24.1% | 25.2% | 26.4% | 25.4% | 22.6% |
| Once a year or less | 24.4% | 20.6% | 30.8% | 22.5% | 21.7% | 24.2% | 23.2% | 25.4% | 28.6% | 26.5% | 19.1% |
| Unsure | 5.9% | 8.2% | 4.1% | 6.0% | 6.9% | 6.3% | 6.0% | 5.7% | 2.5% | 4.1% | 10.3% |

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=694 Indoor culture-goers, accurate 3.7 percentage points plus or minus, 19 times out of 20.

Attendance at outdoor cultural gatherings – All Canadians

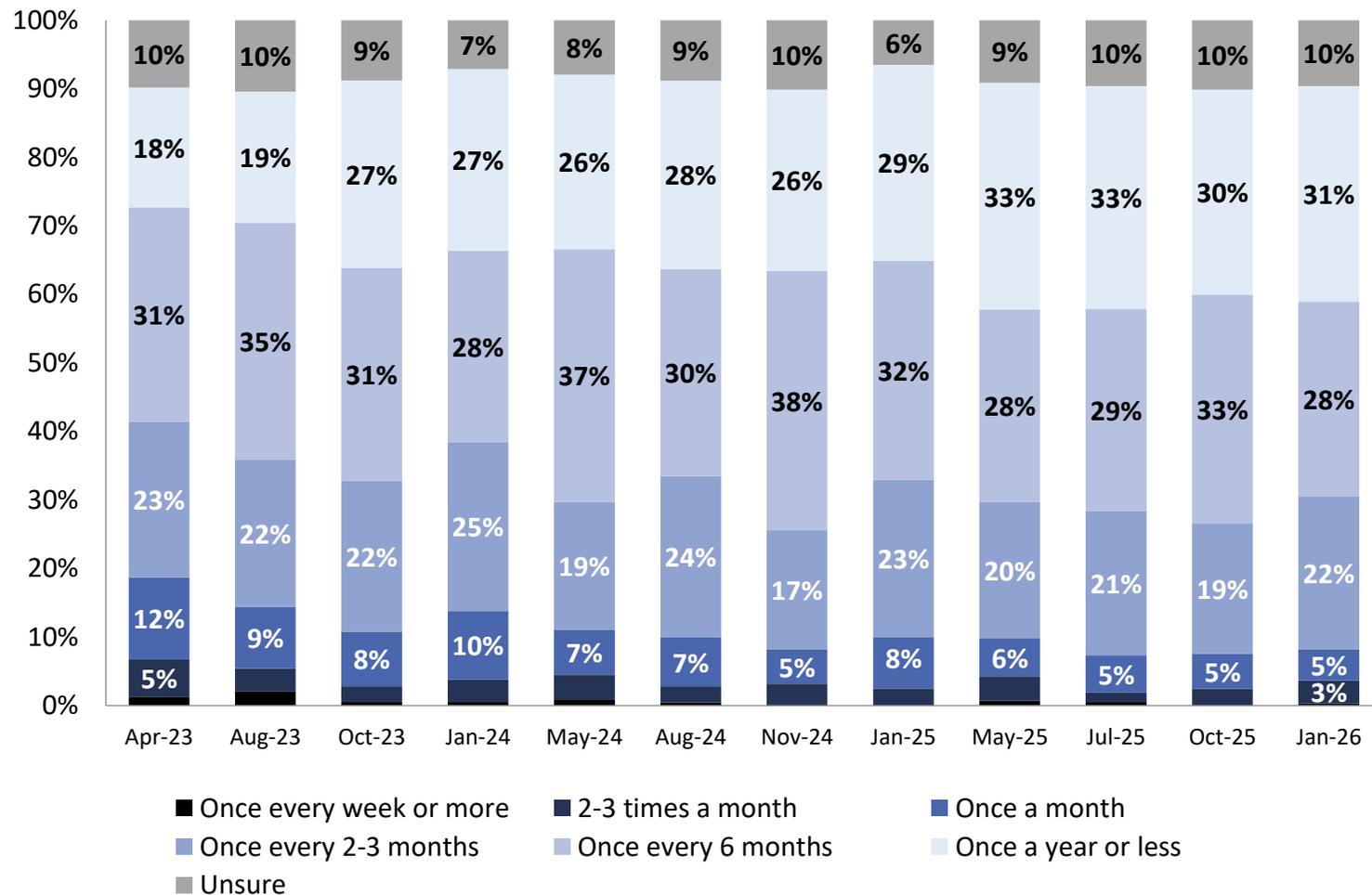
Q – Did you attend any of the following OUTDOOR cultural gatherings in the past three years? [RANDOMIZE](select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=1007 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Planned outdoor attendance is more likely to be subject to seasonal variations but is relatively steady when comparing to the previous wave or the wave conducted in the first quarter of 2025.

Frequency of planned attendance – Outdoor events – Outdoor culture-goers - Tracking



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *Data labels under 5% have been removed for clarity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=481 outdoor culture-goers, accurate 4.5 percentage points plus or minus, 19 times out of 20.

Q – How often do you plan on attending an OUTDOOR ARTS OR CULTURAL PERFORMANCE in the next 12 months?

Frequency of planned attendance – Outdoor events – Outdoor culture-goers - Demographics

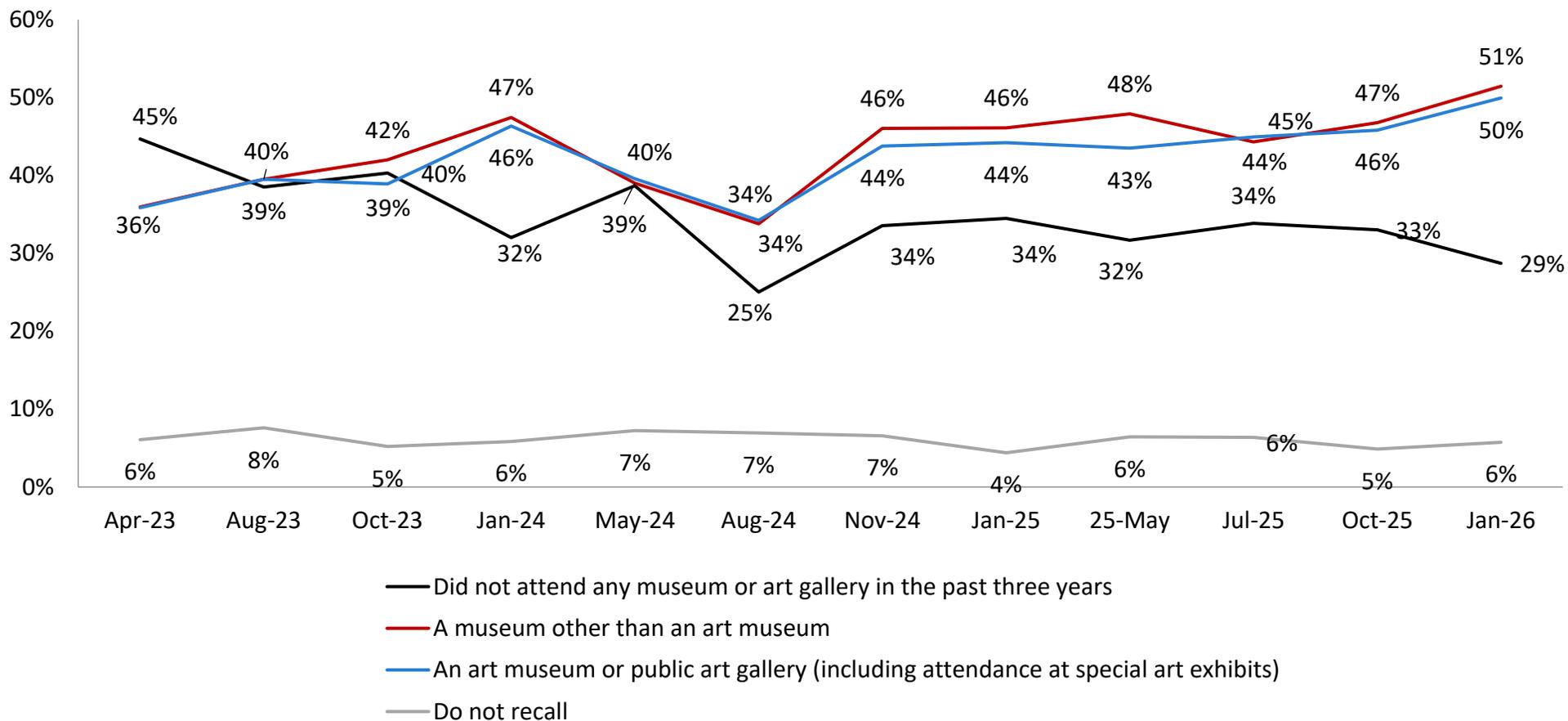
Q – How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?

| | Outdoor culture-goers (n=481) | Atlantic (n=45) | Quebec (n=107) | Ontario (n=154) | Prairies (n=99) | BC (n=76) | Men (n=251) | Women (n=230) | 18 to 34 (n=85) | 35 to 54 (n=194) | 55 plus (n=202) |
|-------------------------|-------------------------------|-----------------|----------------|-----------------|-----------------|-----------|-------------|---------------|-----------------|------------------|-----------------|
| Once every week or more | 0.3% | - | 1.2% | - | - | - | 0.6% | - | - | 0.9% | - |
| 2-3 times a month | 3.3% | 2.0% | 1.4% | 3.6% | 5.1% | 4.5% | 2.2% | 4.4% | 4.9% | 3.3% | 1.9% |
| Once a month | 4.6% | 8.8% | 1.4% | 5.0% | 7.4% | 3.6% | 4.0% | 5.1% | 1.5% | 5.6% | 6.4% |
| Once every 2-3 months | 22.3% | 16.6% | 21.1% | 26.8% | 12.7% | 26.9% | 22.9% | 21.7% | 31.5% | 19.6% | 16.3% |
| Once every 6 months | 28.5% | 21.1% | 29.4% | 24.2% | 33.6% | 35.0% | 27.5% | 29.4% | 24.3% | 30.3% | 30.5% |
| Once a year or less | 31.5% | 41.4% | 37.7% | 27.0% | 34.9% | 23.5% | 33.0% | 30.0% | 33.4% | 29.3% | 31.8% |
| Unsure | 9.6% | 10.1% | 7.7% | 13.5% | 6.3% | 6.6% | 9.8% | 9.4% | 4.3% | 11.0% | 13.1% |

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=481 outdoor culture-goers, accurate 4.5 percentage points plus or minus, 19 times out of 20.

Attendance at art gallery/museum – All Canadians

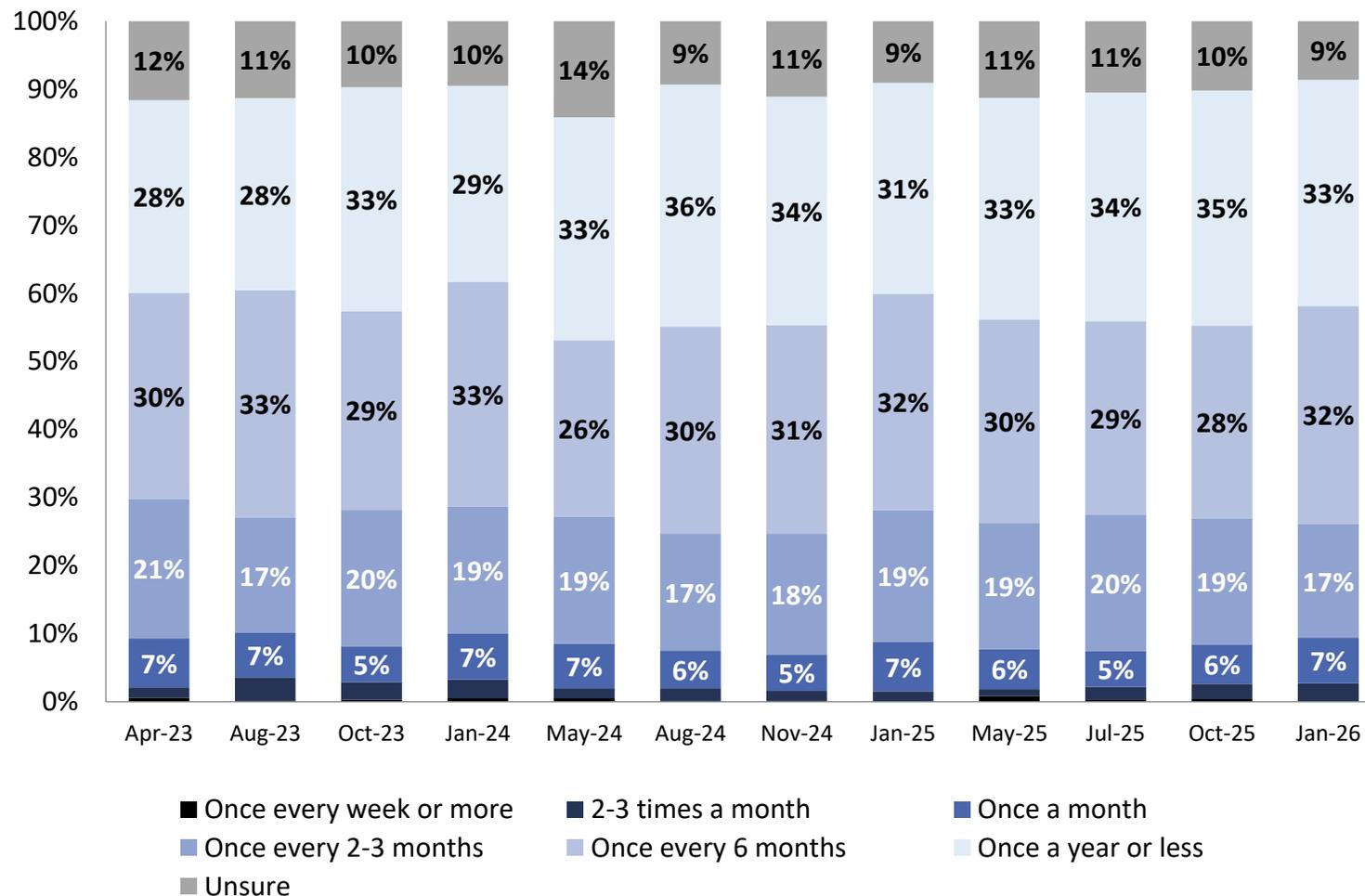
Q – Did you attend any of the following in the past three years? [RANDOMIZE] (select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=1007 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Frequency of planned attendance – Art Gallery/Museum-goers - Tracking

Planned frequency of attendance for art galleries and museums remains consistent with the previous waves with one in four who say they plan on attending at least once every 2-3 months.



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *Data labels under 5% have been removed for clarity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=646 museum-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20.

Q – How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?

Frequency of planned attendance – Art Gallery/Museum – Museum-goers – Demographics

Q – How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?

| | Art gallery/ Museum- goers (n=646) | Atlantic (n=53) | Quebec (n=125) | Ontario (n=223) | Prairies (n=133) | BC (n=112) | Men (n=319) | Women (n=327) | 18 to 34 (n=104) | 35 to 54 (n=238) | 55 plus (n=304) |
|-------------------------|---|--------------------|-------------------|--------------------|---------------------|---------------|----------------|------------------|---------------------|---------------------|--------------------|
| Once every week or more | - | - | - | - | - | - | - | - | - | - | - |
| 2-3 times a month | 2.7% | 3.1% | 0.9% | 3.3% | 1.4% | 5.0% | 3.4% | 2.2% | 2.7% | 2.6% | 2.9% |
| Once a month | 6.7% | 6.1% | 4.3% | 9.3% | 2.7% | 7.8% | 5.3% | 7.9% | 5.8% | 5.9% | 8.0% |
| Once every 2-3 months | 16.7% | 8.8% | 20.5% | 13.5% | 17.5% | 21.2% | 21.6% | 12.5% | 19.5% | 16.0% | 15.1% |
| Once every 6 months | 32.0% | 37.9% | 34.8% | 32.5% | 32.5% | 25.0% | 28.4% | 35.0% | 32.1% | 33.6% | 30.7% |
| Once a year or less | 33.2% | 35.8% | 33.7% | 30.2% | 39.8% | 32.4% | 35.2% | 31.6% | 34.6% | 31.6% | 33.5% |
| Unsure | 8.6% | 8.3% | 5.8% | 11.2% | 6.2% | 8.6% | 6.1% | 10.7% | 5.4% | 10.3% | 9.8% |

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=646 museum-goers, accurate 3.9 percentage points plus or minus, 19 times out of 20.

A person is shown from the side, typing on a laptop keyboard. The scene is dimly lit, with the primary light source being the laptop screen and keyboard. The person is wearing a blue and white patterned shirt. The background is dark and out of focus, suggesting an office or home workspace. The text "Searching for arts and cultural events to attend" is overlaid on the image in a white, sans-serif font. The word "Searching" is highlighted in a light blue color. The overall mood is focused and quiet.

Searching for arts and cultural events to attend

Searching for arts and cultural events to attend – Events in their community

Q – Thinking about when you have searched for arts and cultural events to attend in your community in the past year, where have you gone to search for ideas or recommendations? [RANDOMIZE] (Select all that apply)

| | Canada 2026-02 (n=831) | Atlantic (n=73) | Quebec (n=178) | Ontario (n=279) | Prairies (n=170) | British Columbia (n=131) | Male (n=428) | Female (n=403) | 18 to 34 (n=128) | 35 to 54 (n=317) | 55 plus (n=386) |
|--|------------------------------|--------------------|-------------------|--------------------|---------------------|--------------------------------|-----------------|-------------------|---------------------|---------------------|--------------------|
| Search engine (Google, Bing, etc.) | 62.2% | 58.1% | 53.0% | 65.4% | 66.7% | 64.9% | 65.1% | 59.6% | 69.4% | 66.9% | 53.2% |
| Asked friends or family | 45.9% | 42.2% | 42.0% | 46.8% | 50.2% | 46.6% | 44.6% | 47.1% | 47.8% | 46.4% | 44.2% |
| Looked on social media | 45.0% | 55.5% | 41.8% | 42.8% | 47.1% | 49.3% | 38.7% | 50.8% | 59.3% | 48.9% | 31.5% |
| Visited arts or cultural organizations' websites | 44.4% | 39.2% | 50.6% | 43.0% | 46.0% | 39.0% | 42.2% | 46.5% | 43.4% | 42.0% | 47.2% |
| Newspapers | 24.5% | 16.5% | 25.2% | 24.8% | 23.1% | 27.3% | 22.1% | 26.6% | 10.6% | 16.6% | 40.9% |
| Asked artificial intelligence (AI) | 6.1% | 4.3% | 6.5% | 6.4% | 5.0% | 6.8% | 7.7% | 4.7% | 10.6% | 5.8% | 3.2% |
| TV/Media/Flyers | 1.8% | 1.3% | 1.0% | 1.0% | 5.3% | 1.7% | 1.0% | 2.6% | 1.6% | 2.0% | 1.9% |
| Tourist information | 1.3% | - | 3.8% | 0.9% | 0.6% | - | 1.7% | 1.0% | 2.2% | 1.1% | 0.9% |
| Ticketmaster | 0.8% | - | 0.6% | 0.6% | - | 2.8% | 0.4% | 1.1% | 1.1% | 1.0% | 0.4% |
| Other | 0.7% | - | 2.0% | 0.3% | 0.5% | - | 0.4% | 1.0% | - | 1.0% | 0.9% |
| Unsure | 1.7% | 2.5% | 1.5% | 2.1% | 0.6% | 1.7% | 2.7% | 0.7% | 1.3% | 2.4% | 1.3% |
| None of the above | 3.3% | 3.8% | 4.3% | 2.4% | 5.0% | 1.5% | 3.5% | 3.0% | 1.3% | 4.1% | 3.9% |

*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=831 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Searching for arts and cultural events to attend – Out-of-town events

Q – Thinking about when you have searched for arts and cultural events to attend when visiting out of town in the past year, where have you gone to search for ideas or recommendations? [RANDOMIZE] (Select all that apply)

| | Canada 2026-02 (n=832) | Atlantic (n=73) | Quebec (n=179) | Ontario (n=279) | Prairies (n=170) | British Columbia (n=131) | Male (n=428) | Female (n=404) | 18 to 34 (n=128) | 35 to 54 (n=317) | 55 plus (n=387) |
|--|------------------------------|--------------------|-------------------|--------------------|---------------------|--------------------------------|-----------------|-------------------|---------------------|---------------------|--------------------|
| Search engine (Google, Bing, etc.) | 64.3% | 63.0% | 58.2% | 64.3% | 69.3% | 68.9% | 62.5% | 66.0% | 73.5% | 68.2% | 54.5% |
| Visited arts or cultural organizations' websites | 36.8% | 26.8% | 42.0% | 36.4% | 38.2% | 32.3% | 35.9% | 37.7% | 39.9% | 34.0% | 36.8% |
| Looked on social media | 34.4% | 49.2% | 31.2% | 34.1% | 35.0% | 32.9% | 30.3% | 38.0% | 45.7% | 36.4% | 24.5% |
| Asked friends or family | 33.8% | 22.2% | 35.6% | 36.7% | 34.6% | 26.8% | 36.2% | 31.5% | 37.8% | 29.7% | 34.0% |
| Ticketmaster | 13.0% | 12.0% | 12.5% | 16.7% | 8.7% | 9.2% | 15.5% | 10.7% | 5.0% | 9.1% | 21.8% |
| Asked artificial intelligence (AI) | 8.4% | 8.3% | 7.7% | 8.0% | 9.6% | 8.7% | 11.0% | 6.0% | 15.5% | 6.8% | 4.4% |
| Tourist information | 0.6% | - | 1.0% | 0.3% | 0.4% | 1.0% | 0.6% | 0.5% | - | - | 1.5% |
| TV/Media/Flyers | 0.3% | - | - | 0.3% | 1.1% | - | 0.4% | 0.2% | 0.7% | - | 0.3% |
| Newspapers | 0.1% | - | - | 0.3% | - | - | 0.3% | - | - | - | 0.3% |
| Other | 0.4% | 1.3% | - | 0.5% | 0.6% | 0.5% | 0.8% | 0.1% | - | 1.2% | 0.2% |
| Unsure | 2.4% | 4.2% | 2.0% | 3.1% | 0.4% | 2.4% | 2.9% | 1.8% | 1.8% | 3.0% | 2.3% |
| None of the above | 12.0% | 14.2% | 11.6% | 11.0% | 13.2% | 12.8% | 11.1% | 12.8% | 7.2% | 11.1% | 16.2% |

*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=831 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

A photograph of a theater interior, viewed from the audience's perspective. The stage is lit up, and two dancers in blue outfits are performing. The audience is seated in the foreground, mostly in shadow. The text "Using AI for finding arts and cultural events to attend" is overlaid on the image.

Using AI for finding arts and cultural events to attend

AI platforms used for searching arts and cultural events

Q – [IF USED AI FOR ARTS AND CULTURAL EVENT SEARCHES] Which artificial intelligence platform(s) have you used in the past year to search for arts and cultural events to attend? [OPEN]

TOP RESPONSES

Canada 2026-02
(n=67)

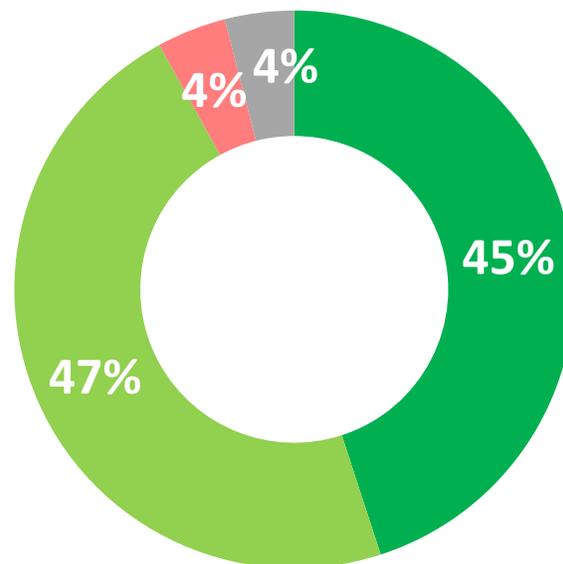
| | |
|-----------------------|-------|
| ChatGPT | 76.3% |
| Gemini | 51.3% |
| CoPilot | 24.7% |
| Grok | 9.4% |
| Claude | 7.6% |
| Siri | 4.2% |
| Perplexity | 4.2% |
| Llama | 2.6% |
| Phone (not specified) | 1.3% |
| Genius | 1.1% |
| Unsure | 1.0% |

*Multifrequency tabs based on multiple responses.

ChatGPT is the most used AI platform for searching for arts and cultural events to attend, surpassing Gemini and CoPilot, although one in two and one in four report using these, respectively.

Usefulness of AI when searching for arts and cultural events to attend

Q – [IF USED AI FOR ARTS AND CULTURAL EVENT SEARCHES] Generally, do you find artificial intelligence useful, somewhat useful, somewhat not useful, or not useful when searching for arts and cultural events to attend?



■ Useful ■ Somewhat useful ■ Somewhat not useful
■ Not Useful ■ Unsure

*Weighted to the true population proportion.

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

Over **9 in 10** culture-goers

who use AI say that it's either useful or somewhat useful when searching for arts and cultural events to attend. The top reasons mentioned for finding AI useful or somewhat useful include:

- It speeds up information search (20%)
- General helpfulness (11%)
- Detailed and concise information (10%)

Of note, 13% are concerned about its accuracy and 12% are reluctant to depend on AI.

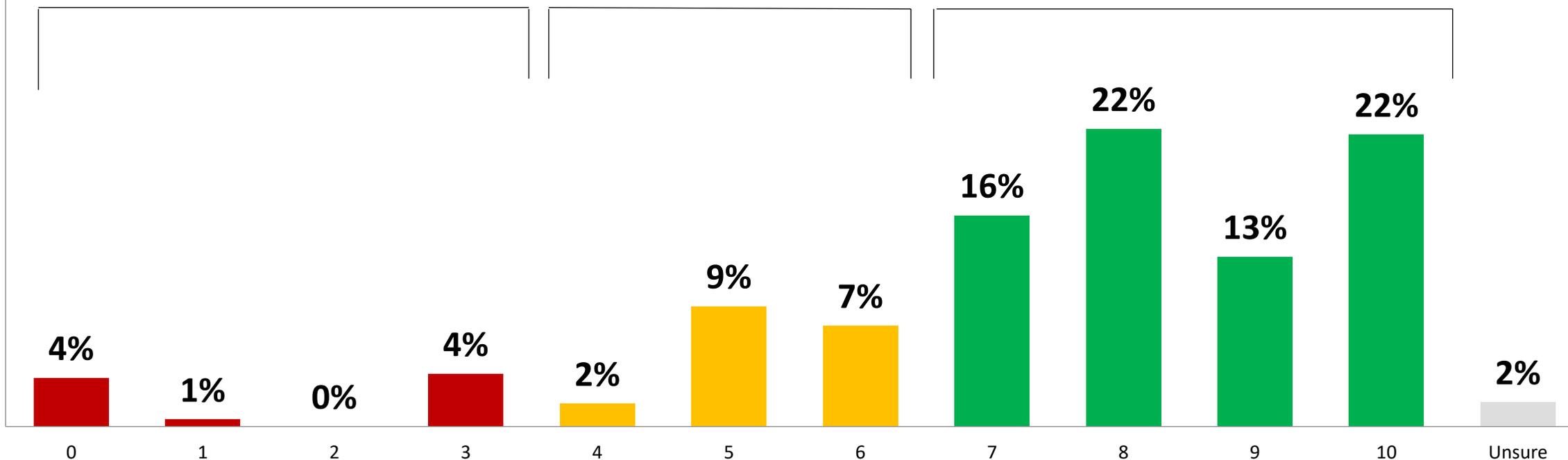
Likelihood to recommend using AI to others for their searches to find arts and cultural events to attend

Q – [IF USED AI FOR ARTS AND CULTURAL EVENT SEARCHES] On a scale from 0 to 10 where 0 is not at all likely and 10 is very likely, how likely or unlikely are you to recommend using artificial intelligence to friends and family for their searches to find arts and cultural events to attend?

Not Likely (0-3)

Neutral (4-6)

Likely (7-10)



*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, February 8th to 16th, 2026, n=68 culture-goers who report using AI for arts and cultural event searches, accurate 12.1 percentage points plus or minus, 19 times out of 20.

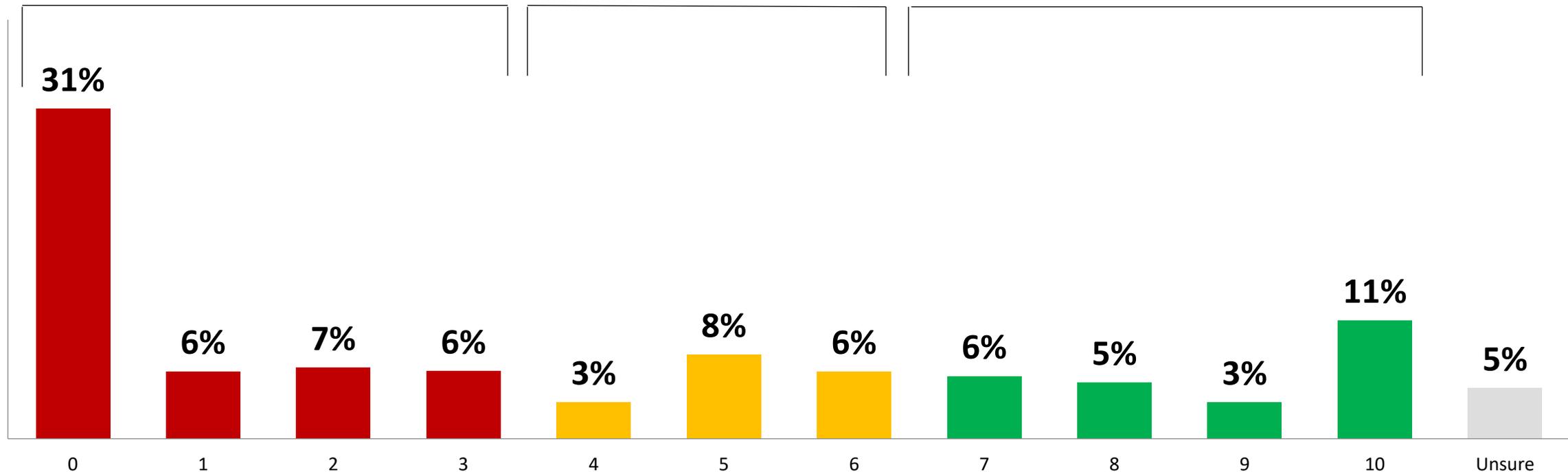
Likelihood to use AI for future searches to find arts and cultural events to attend

Q – On a scale from 0 to 10 where 0 is not at all likely and 10 is very likely, how likely or unlikely are you to use artificial intelligence in the next year when searching for arts and cultural events to attend?

Not Likely (0-3)

Neutral (4-6)

Likely (7-10)



*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, February 8th to 16th, 2026, n=833 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Likelihood to use AI for future searches to find arts and cultural events to attend

Q – On a scale from 0 to 10 where 0 is not at all likely and 10 is very likely, how likely or unlikely are you to use artificial intelligence in the next year when searching for arts and cultural events to attend?

| | Canada 2026-02 (n=833) | Atlantic (n=73) | Quebec (n=180) | Ontario (n=279) | Prairies (n=170) | British Columbia (n=131) | Male (n=429) | Female (n=404) | 18 to 34 (n=128) | 35 to 54 (n=318) | 55 plus (n=387) |
|------------------|------------------------------|--------------------|-------------------|--------------------|---------------------|--------------------------------|-----------------|-------------------|---------------------|---------------------|--------------------|
| Mean | 3.8 | 4.4 | 3.9 | 3.7 | 3.7 | 3.7 | 4.0 | 3.6 | 4.2 | 3.9 | 3.3 |
| Likely (7-10) | 26.1% | 31.1% | 23.9% | 26.5% | 26.6% | 25.8% | 28.2% | 24.2% | 32.6% | 28.6% | 19.4% |
| Neutral (4-6) | 17.9% | 21.3% | 22.4% | 16.3% | 13.8% | 18.3% | 17.6% | 18.2% | 17.0% | 16.3% | 19.9% |
| Not likely (0-3) | 51.1% | 41.0% | 49.8% | 51.6% | 53.7% | 53.5% | 48.0% | 54.0% | 48.4% | 49.5% | 54.4% |
| Unsure | 4.8% | 6.6% | 3.9% | 5.5% | 6.0% | 2.4% | 6.2% | 3.6% | 2.1% | 5.5% | 6.3% |

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026, n=833 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between February 8th and 16th, 2026, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

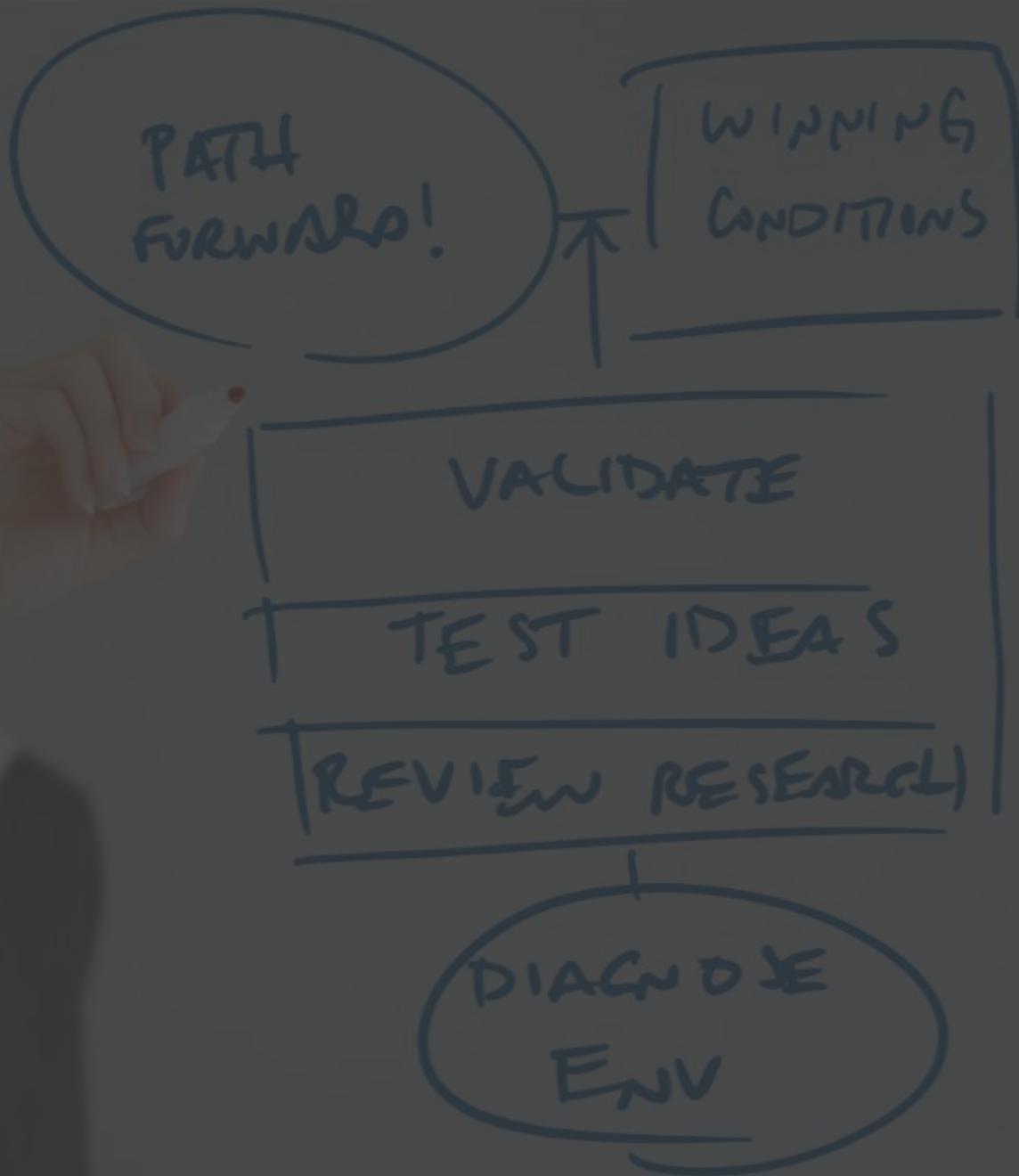
Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,007 Canadians is ± 3.1 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by Business / Arts and the National Arts Centre and was conducted by Nanos Research.

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



| Element | Description |
|----------------------------------|---|
| Research sponsor | Business / Arts and the National Arts Centre |
| Population and Final Sample Size | 1,007 Randomly selected individuals. |
| Source of Sample | Nanos Probability Panel |
| Type of Sample | Probability |
| Margin of Error | ±3.1 percentage points, 19 times out of 20. |
| Mode of Survey | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada. |
| Demographics (Captured) | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography. |
| Fieldwork/Validation | Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online |
| Number of Calls | Maximum of five call backs to those recruited. |
| Time of Calls | Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent. |
| Field Dates | February 8 th to 16 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/ |

| 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 | Nine percent, consistent with industry norms. |
| Question Order | Question order in the preceding report is organized by theme, please refer to the tabulations for the original order of the questions as show to respondents. |
| Question Content | Topics on the omnibus ahead of the survey content included: views on energy, businesses, political issues, and health indicators. |
| Question Wording | The questions in the preceding report are written exactly as they were asked to individuals. |
| Research/Data Collection Supplier | Nanos Research |
| Contact | Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com . |
| Data Tables | By region, age and gender |



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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?



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