

Content and products offered are most important part of relationship culture-goers have with arts and culture organizations - personal or cultural connection is most likely to influence attendance.



The Arts Response Tracking Study 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 Canadian culture-goers on their expected frequency of attendance to art and culture performances in the upcoming year as well as importance of arts and culture organizations, engagement with arts and culture organizations and ticket purchasing personas.

Nanos conducted an RDD dual frame (land and cell-lines) hybrid telephone and online random survey of 1,086 Canadians, 18 years of age or older, between April 28th to May 1st, 2024 as part of an omnibus survey. The margin of error for a random survey of 1,086 Canadians 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 Partner for this project.

Key Findings



RELATIONSHIP WITH ARTS AND CULTURE ORGANIZATIONS

Asked to rank the most important parts of the relationship they might have with an arts or cultural organization, culture-goers most frequently rank first the content/products they offer (32%). This was followed by them being essential to their life and/or community (15%) and consistent quality of offerings (14%). Just under one in ten rank the alignment of social values and the reputations of the organization first (nine per cent each).



INFLUENCES ON ATTENDANCE

Culture-goers overall are most likely to say feeling a personal or cultural connection to the event or exhibit (34%) is most likely to influence which arts and cultural events they attend. This was followed by the things they can potentially learn (24%) and the convenience of attending (24%). Younger culture-goers (18-34) (29%) were more likely to prioritize convenience (29%) than middle-aged culture-goers (18%: 35-54) and less likely to prioritize feeling a personal or cultural connection to the event or exhibit (26% vs. 37%).



IMPORTANCE OF ARTS AND CULTURAL ORGANIZATIONS

Nearly one in two culture-goers say that arts and culture organizations are important to them personally (48%), which is on par with retail organizations (47%), but lower than food and beverage organizations (64%), media and credit cards/banks (58% each) and non-profit charities (53%), and higher than sports teams (37%) and faith groups (18%). In terms of overall importance out of 10, culture-goers give an importance rating of 6.5 out of 10. Women gave a higher importance rating (mean of 7.0) than men (mean of 6.0).

Key Findings - Continued



PAST ENGAGEMENT WITH ARTS AND CULTURAL ORGANIZATIONS

Asked how they have engaged with arts and cultural organizations in the past year, if at all, culture-goers report most frequently having purchased single tickets (50%) and receiving emails or e-newsletters (45%). Over one in three report attending a free event or exhibit (39%), while one in four say they have bought items from the gift shop or souvenirs (24%). About one in four say they haven't engaged with arts or cultural organizations in the past year.



FUTURE ENGAGEMENT WITH ARTS AND CULTURAL ORGANIZATIONS

Compared to their reported behavior in the past year, culture-goers are more likely to report being interested in purchasing single tickets (60%, 50% report doing so in the past year) and attending a free event or exhibit (59%, 39% report doing so in past year) and report being less interested in receiving emails or e-newsletters (32%, 45% report doing so in past year). Interest in purchasing a membership or subscription at arts or cultural organizations, engaging on social media, buying souvenir items and learning more about arts and culture are consistent with their reported behavior in the past year.



PLANNED ATTENDANCE IN NEXT 12 MONTHS

Among culture-goers, the frequency of planned attendance has slightly decreased compared to the last wave conducted in January 2024 with now under half of culture-goers (44%) who say they will attend indoor events at least once every 2-3 months (53% in January 2024) and just over one in four (28%) who say the same for outdoor events (39% in January 2024). Expected attendance is consistent for museums and galleries (28% say they will attend at least once every 2-3 months; 29% in January 2024).

Personas – Perceived personal importance of arts and culture organizations for culture-goers

Culture-goers who attribute high importance to arts/culture organizations (7-10)

- They are more likely than the other profile to say non-profit charities are important to them (63%).
- Nearly one in four say the most important part of the relationship they have with arts and cultural organizations is that they are essential to their life and/or community (24%).
- Close to one in two usually purchase many tickets for events and exhibits that interest them throughout the year (45%).
- Over one in ten say they usually purchase yearly tickets and memberships (14%).
- Over one in three (38%) say a personal connection to the event is most likely to influence which arts and cultural event they attend.

Culture-goers who attribute average importance to arts/culture organizations (4-6)

- Over one in five say arts and cultural organizations are important to them (22%). The top important organizations include food and beverage (67%) and credit cards/banks (60%).
- The content/products offered are the most important part of the relationship they have with arts and cultural organizations (40%).
- They are more likely to only purchase tickets for events if someone else invites them (25%) than other profiles.
- In the past year, about one in three say they have purchased single tickets (39%) or attended free events/exhibits (31%). Over one in four received emails or e-newsletters from arts and cultural organization (28%).

Culture-goers who attribute low importance to arts/culture organizations (0-3)

- They report more frequently that credit card/banks (69%), and food and beverage (60%) organizations are important to them. Less than one in twenty (four per cent) say arts and culture organizations are important to them.
- The content/products offered are the most important part of the relationship they have with arts and cultural organizations (23%).
- They are more likely to say they do not purchase tickets or attend arts and cultural performances (45%).
- Over one in two report not having engaged with arts and cultural organizations in the past year (59%). They are most interested in attending free events/exhibits (34%) or purchasing single tickets (32%) in the next year.

Difference based on ticket purchasing personas

Familiar friends



They are most likely to rank the content/products offered as the most important part of the relationship they have with arts and cultural organizations (42%). Nearly one quarter (23%) are interested in engaging on social media with others on the topic of arts and culture.

Social attendees



The content/products offered is the most important part of the relationship they have with arts and cultural organizations (36%). Feeling a personal or cultural connection to the event or exhibit is most important to them when it comes to choosing which arts and cultural events and exhibits to attend (32%).

Bed rock subscribers

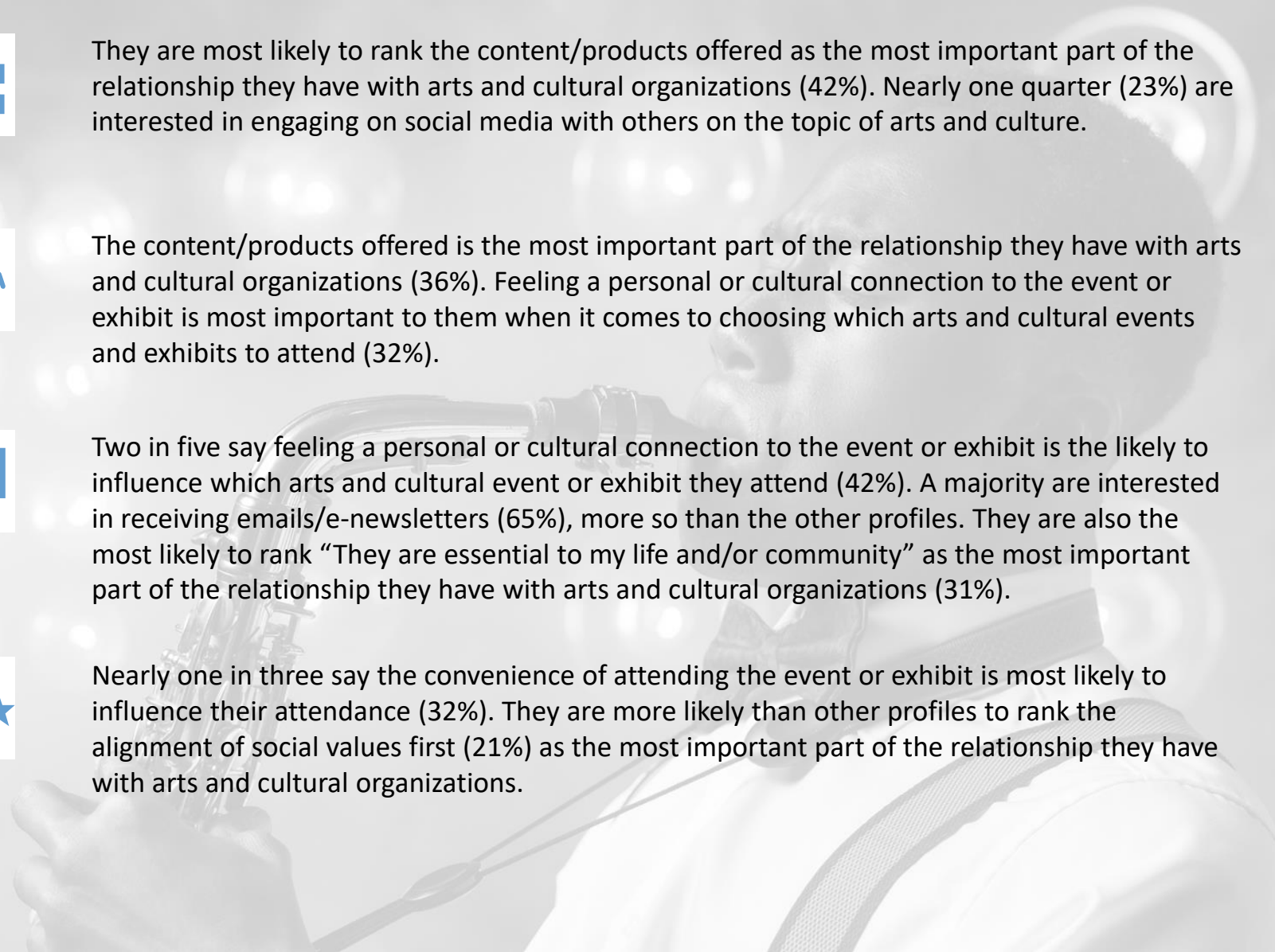


Two in five say feeling a personal or cultural connection to the event or exhibit is the likely to influence which arts and cultural event or exhibit they attend (42%). A majority are interested in receiving emails/e-newsletters (65%), more so than the other profiles. They are also the most likely to rank “They are essential to my life and/or community” as the most important part of the relationship they have with arts and cultural organizations (31%).

Special scene

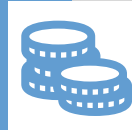


Nearly one in three say the convenience of attending the event or exhibit is most likely to influence their attendance (32%). They are more likely than other profiles to rank the alignment of social values first (21%) as the most important part of the relationship they have with arts and cultural organizations.



Difference based on ticket purchasing personas - Continued

Discount hunters



The content/products being offered and subsequently the essential role those play in the life and/or community are the top two most important parts of the relationship that discount hunters have with arts and cultural organizations. The rewards or price of the event/exhibit is more important to them as a factor when deciding which events/exhibits to attend than other profiles.

Free attendees



The convenience of attending (29%), and the things they can learn (25%) are most likely to influence which arts and cultural events or exhibit they attend. Two in three are interested in attending a free event/exhibit in the next year (67%) and just over one in three are interested in purchasing tickets (38%).

Rare attendees



Just over one in ten say arts and cultural organizations are important to them (12%), the lowest of any of the profiles. Nearly three in four (73%) say they haven't engaged with arts or cultural organizations in the past year, however, over one in three (38%) report being interested in doing so in the next year.

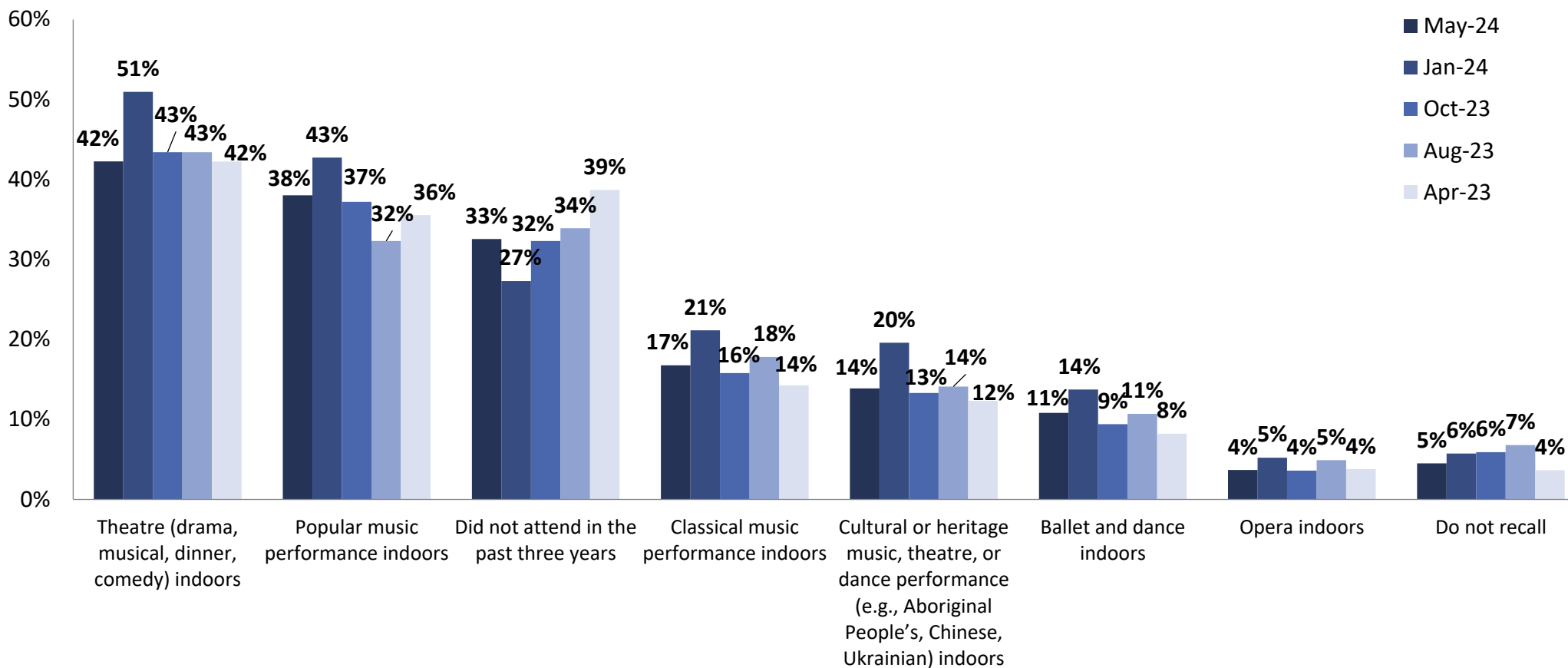
Expected frequency of attendance in next 12 months for culture-goers

Frequency of planned attendance has slightly decreased since the last wave with under half of culture-goers (44%) who say they will attend indoor events at least once every 2-3 months (53% in January) and just over one in four (28%) who say the same for outdoor events (39% in January).

	Indoor events	Outdoor events	Museums and galleries
At least once a month	[17%]	[11%]	[9%]
Every 2-3 months	[27%]	[17%]	[19%]
Once every 6 months or less	[45%]	[62%]	[59%]

Attendance at indoor cultural gatherings – All Canadians

Q – 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, April 28th to May 1st, 2024, n=1086 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Expected frequency of return for indoor performances

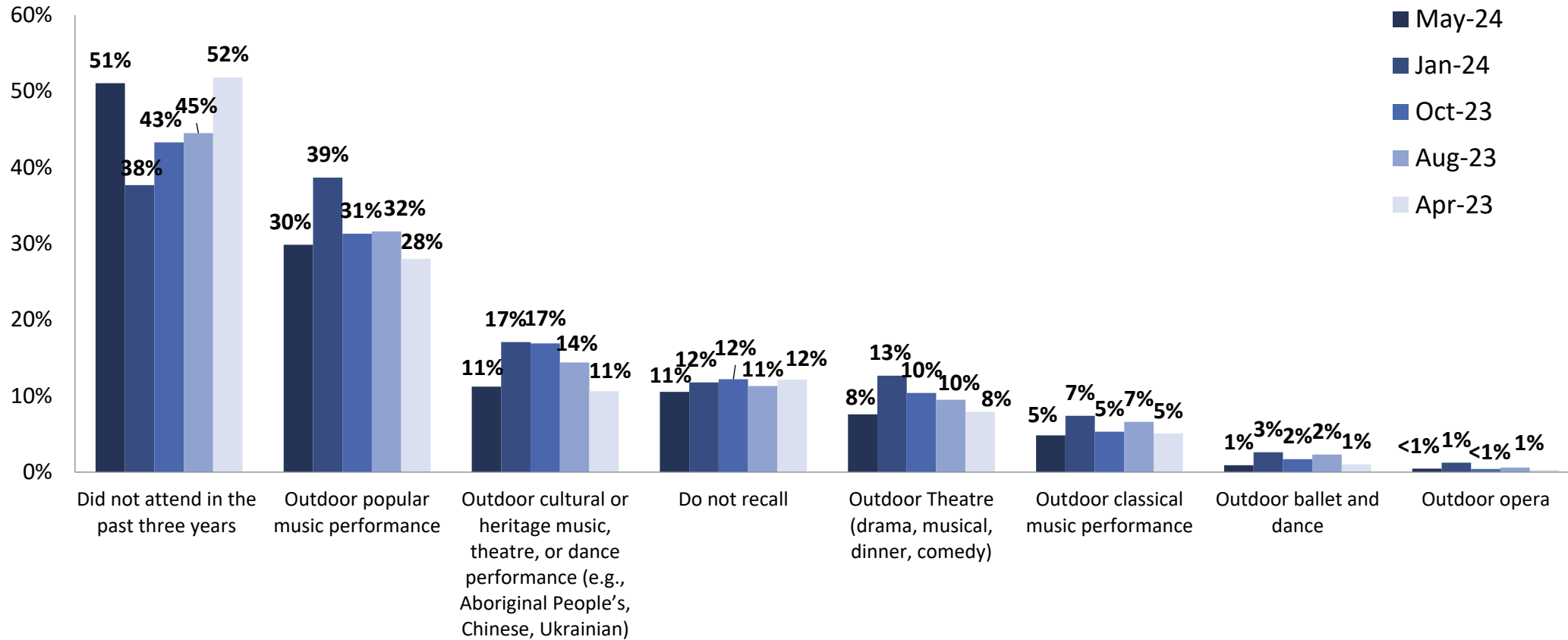
Q – How often do you plan on attending an INDOOR arts or cultural performance in the next 12 months?

	Indoor culture-goers (n=679)	Atlantic (n=62)	Quebec (n=161)	Ontario (n=236)	Prairies (n=134)	BC (n=86)	Men (n=359)	Women (n=319)	18 to 34 (n=143)	35 to 54 (n=233)	55 plus (n=303)
Once every week or more	1.6%	-	2.2%	1.6%	0.8%	2.3%	1.5%	1.7%	1.5%	1.3%	1.9%
2-3 times a month	4.8%	3.9%	2.8%	5.3%	5.0%	7.2%	4.0%	5.6%	5.9%	3.6%	5.1%
Once a month	10.7%	11.9%	12.1%	10.6%	9.8%	9.3%	9.3%	12.1%	10.3%	6.3%	14.6%
Once every 2-3 months	27.3%	33.1%	26.9%	26.7%	28.0%	25.8%	25.8%	28.8%	22.3%	27.2%	30.6%
Once every 6 months	27.4%	28.4%	25.6%	26.6%	27.6%	32.2%	28.6%	26.3%	28.4%	29.4%	25.0%
Once a year or less	17.7%	16.1%	21.7%	17.3%	19.4%	10.4%	19.1%	16.2%	18.7%	22.7%	13.0%
Unsure	10.5%	6.7%	8.6%	11.9%	9.3%	12.9%	11.7%	9.3%	12.8%	9.5%	9.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=679 indoor culture-goers Canadians, accurate 3.8 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, April 28th to May 1st, 2024, n=1086 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Expected frequency of return for outdoor performances

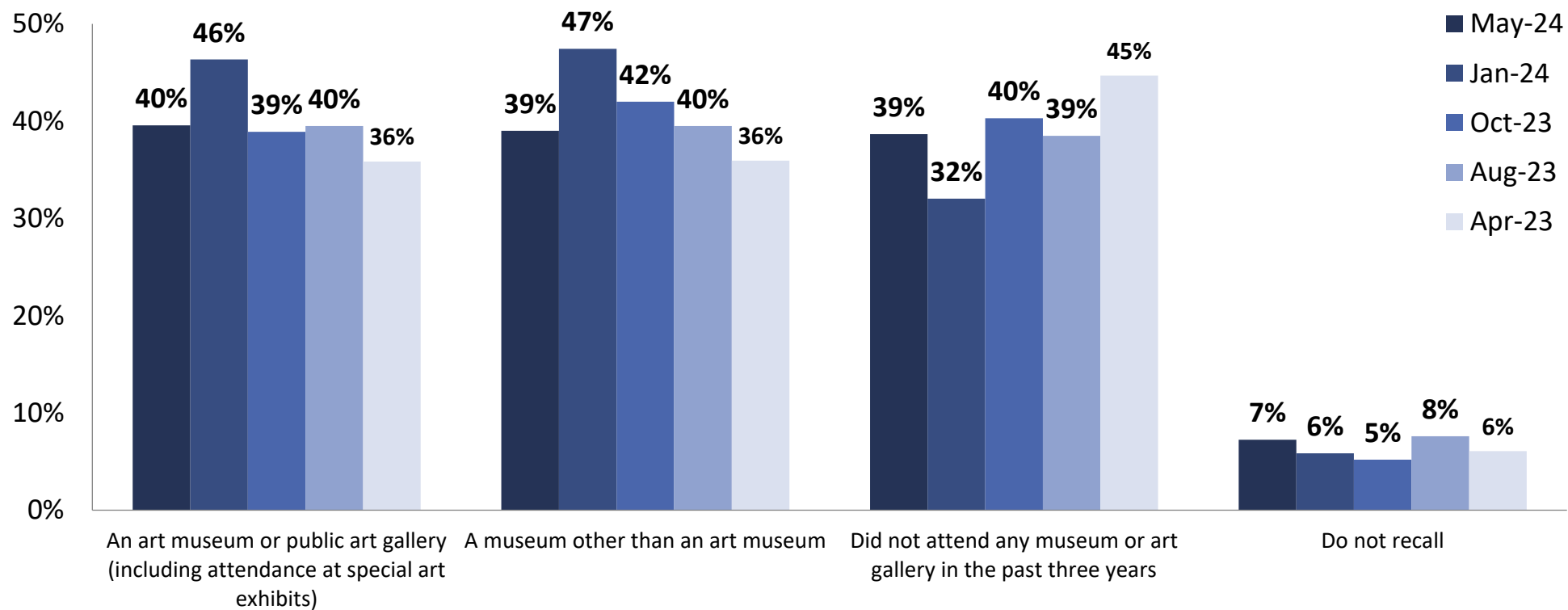
Q – How often do you plan on attending an OUTDOOR arts or cultural performance in the next 12 months?

	Outdoor culture-goers (n=422)	Atlantic (n=37)	Quebec (n=100)	Ontario (n=127)	Prairies (n=91)	BC (n=67)	Men (n=228)	Women (n=193)	18 to 34 (n=91)	35 to 54 (n=143)	55 plus (n=188)
Once every week or more	0.9%	-	2.2%	0.6%	-	1.1%	1.2%	0.6%	-	0.6%	1.7%
2-3 times a month	3.6%	4.5%	4.5%	3.1%	1.9%	4.9%	0.8%	6.4%	1.1%	4.0%	4.9%
Once a month	6.6%	4.1%	7.6%	5.3%	6.9%	8.7%	5.2%	8.0%	9.0%	6.5%	5.1%
Once every 2-3 months	18.6%	22.8%	15.1%	21.6%	17.5%	17.0%	17.6%	19.8%	18.2%	16.7%	20.5%
Once every 6 months	36.9%	29.0%	41.4%	37.5%	37.9%	31.1%	35.9%	38.1%	35.4%	37.4%	37.5%
Once a year or less	25.5%	25.9%	24.1%	22.9%	32.4%	24.6%	30.6%	20.0%	31.4%	28.6%	19.0%
Unsure	7.9%	13.7%	5.0%	9.0%	3.5%	12.6%	8.6%	7.2%	4.9%	6.1%	11.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=422 outdoor culture-goers Canadians, accurate 4.9 percentage points plus or minus, 19 times out of 20.

Attendance at museums or galleries – 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, April 28th to May 1st, 2024, n=1086 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Expected frequency of return for galleries and museums

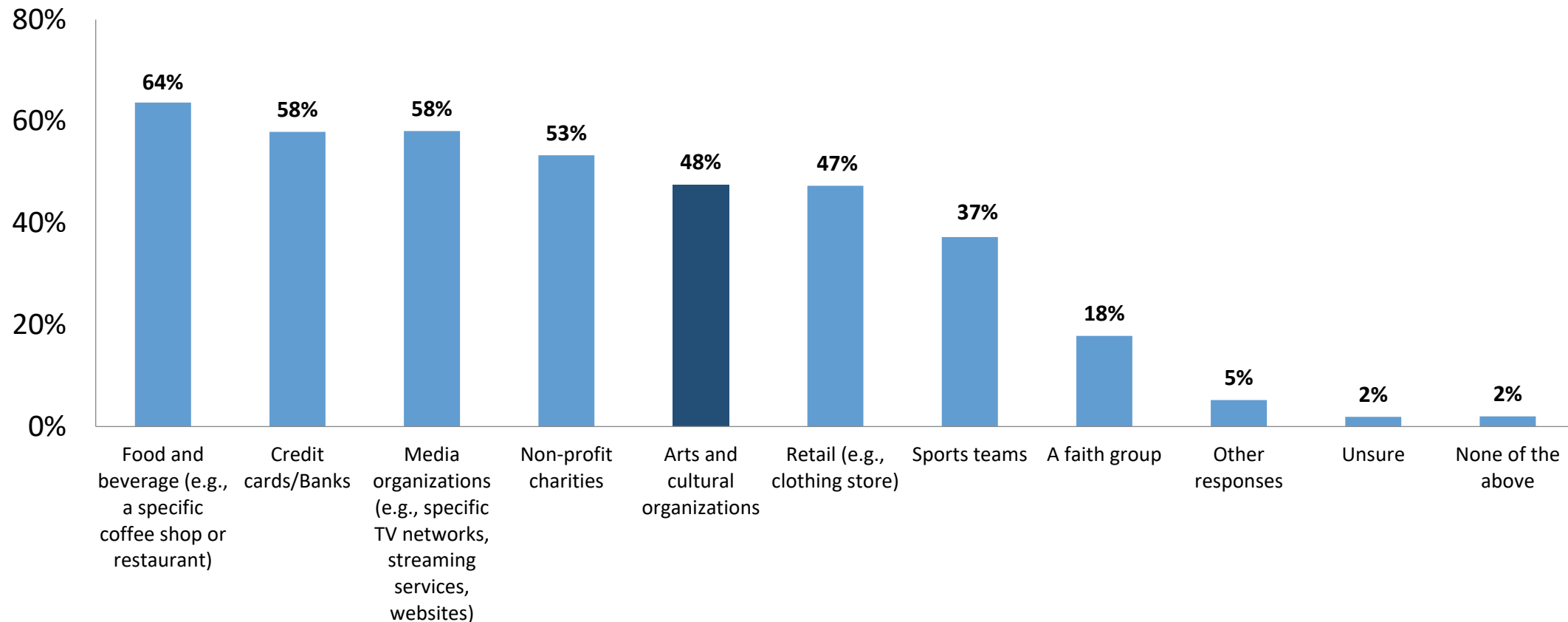
Q – How often do you plan on attending an ART GALLERY OR MUSEUM in the next 12 months?

	Museum-goers (n=583)	Atlantic (n=44)	Quebec (n=129)	Ontario (n=200)	Prairies (n=128)	BC (n=82)	Men (n=299)	Women (n=284)	18 to 34 (n=125)	35 to 54 (n=202)	55 plus (n=256)
Once every week of more	0.5%	-	0.9%	-	-	2.2%	0.7%	0.3%	0.7%	0.5%	0.3%
2-3 times a month	1.5%	2.2%	0.7%	2.3%	0.7%	1.3%	1.1%	1.9%	2.3%	1.0%	1.4%
Once a month	6.5%	11.5%	5.5%	6.5%	3.8%	9.8%	4.8%	8.0%	7.0%	3.2%	8.9%
Once every 2-3 months	18.7%	15.4%	27.9%	16.6%	15.3%	16.8%	18.5%	19.0%	19.1%	14.2%	22.4%
Once every 6 months	25.9%	28.5%	30.6%	29.5%	21.9%	12.6%	26.5%	25.3%	20.8%	30.2%	25.8%
Once a year or less	32.8%	21.2%	23.8%	30.9%	44.1%	40.7%	32.1%	33.4%	34.1%	35.1%	29.8%
Unsure	14.1%	21.2%	10.5%	14.2%	14.2%	16.6%	16.4%	12.1%	16.0%	15.8%	11.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=583 museum-goers Canadians, accurate 4.1 percentage points plus or minus, 19 times out of 20.

Important types of organizations

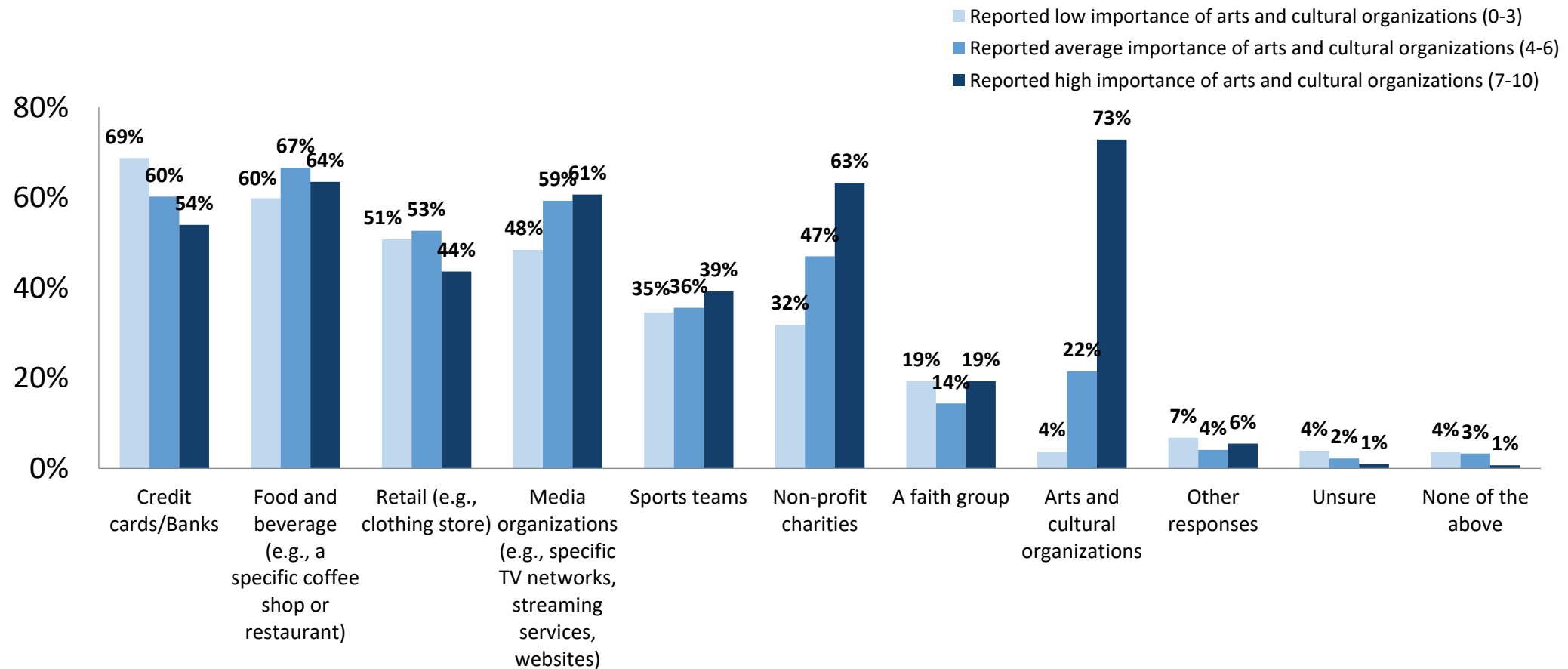
Q – Which of the following types of organizations or companies do you feel are important to you?
[RANDOMIZE] (Select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=844 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

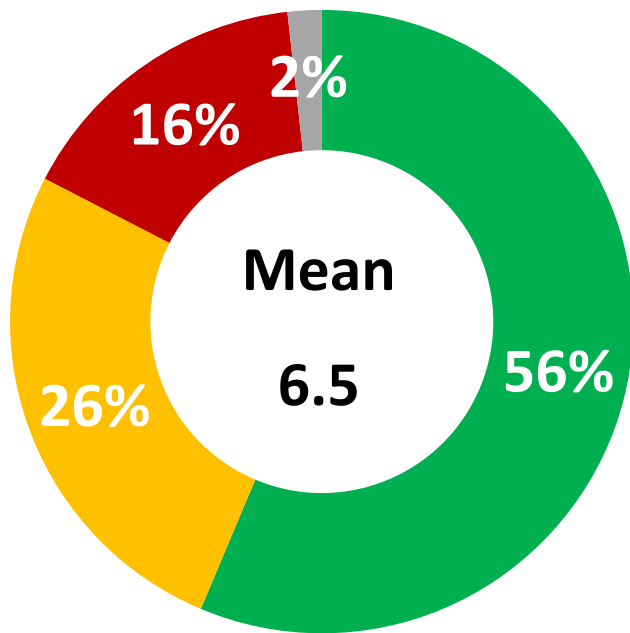
Important types of organizations – By profile

Q – Which of the following types of organizations or companies do you feel are important to you?
[RANDOMIZE] (Select all that apply)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=844 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Level of importance of arts and cultural organizations



■ Important (7-10)

■ Average (4-6)

■ Not important (0-3)

■ Unsure

Over **1 in 2** culture-goers

say arts and cultural organizations are important to them, with over one in ten (16%) who gave them a 10 out of 10 in terms of importance.

Women score the importance of art and cultural organizations higher (mean of 7.0) than men (mean of 6.0).

*Weighted to the true population proportion.

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

Q – On a scale of 0 to 10 where 0 is not at all important and 10 is very important, how would you rate the importance of arts and cultural organizations to you?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=845 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Business/Arts

NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS
Canada is our stage. Le Canada en scène.

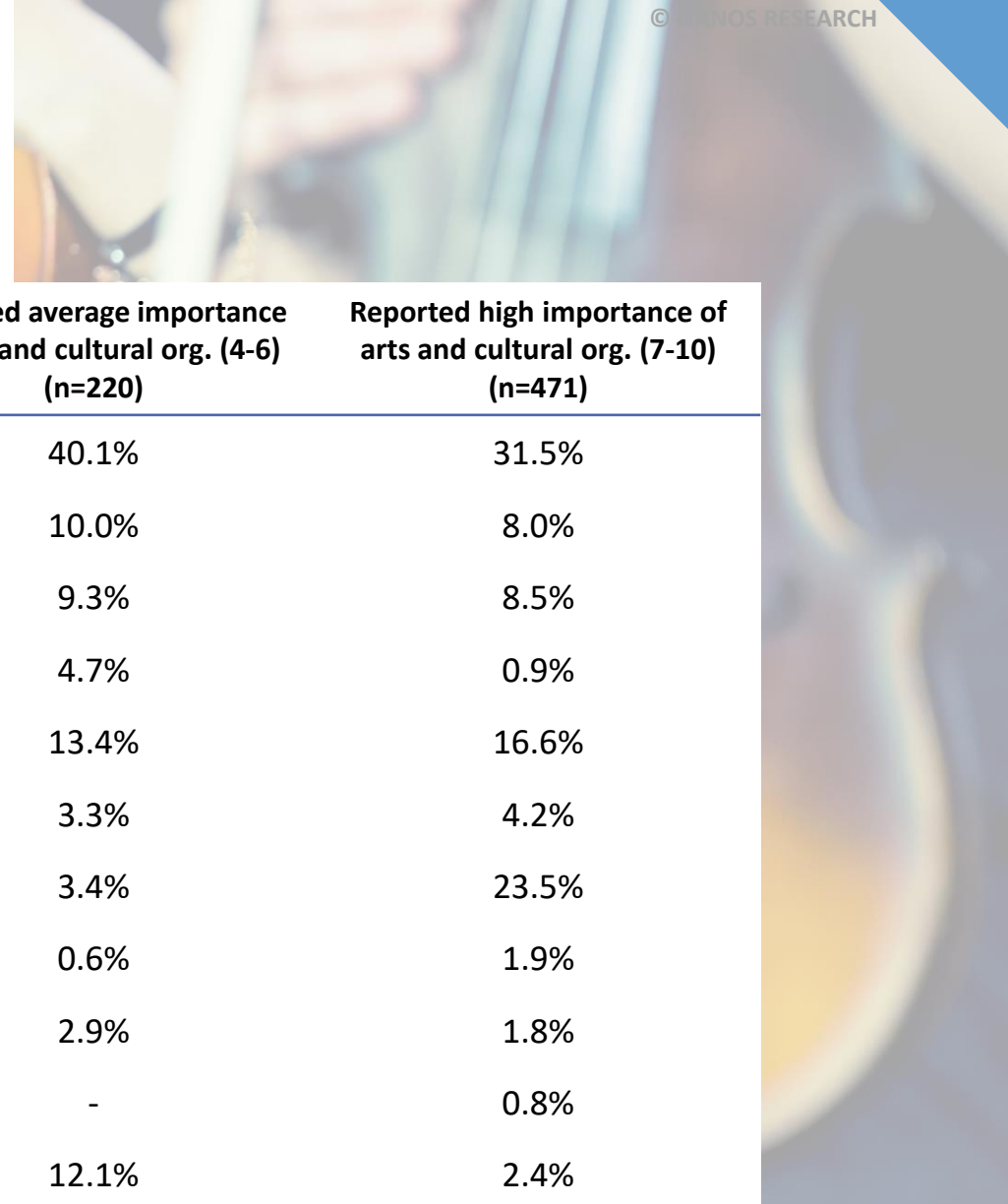
NANOS

Top three most important parts of the relationship with an arts and cultural organization

Q – Please rank the top three most important parts of the relationship you might have with an arts and cultural organization where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE]

	Rank 1 (n=838)	Rank 2 (n=737)	Rank 3 (n=657)
Content/products they offer	32.0%	20.5%	12.2%
They are essential to my life and/or community	14.6%	7.1%	11.4%
Consistent quality of offerings	14.4%	23.7%	16.9%
Alignment of social values	9.2%	12.5%	14.4%
Reputation of the organization or company	9.0%	15.5%	16.4%
Quality of customer service	4.1%	11.1%	13.3%
Discounts	3.6%	2.9%	6.3%
Social media interactions	1.9%	2.1%	2.4%
Unique benefits or rewards	1.7%	4.5%	5.6%
Other	0.7%	0.2%	1.0%
Unsure	8.8%	-	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=838 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.



Most important parts of the relationship with an arts and cultural organization – By profile

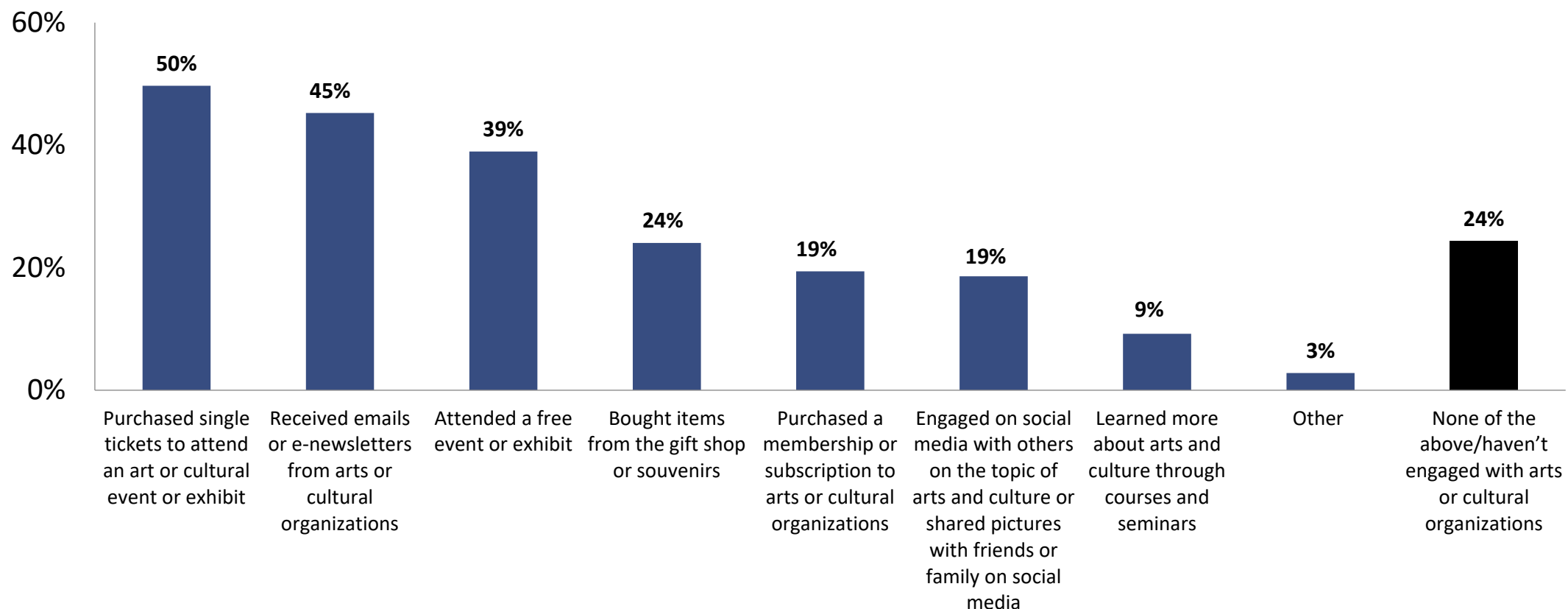
Q – Please rank the top three most important parts of the relationship you might have with an arts and cultural organization where 1 is the most important, 2 the second most important and 3 the third most important. [RANDOMIZE]

	Reported low importance of arts and cultural org. (0-3) (n=133)	Reported average importance of arts and cultural org. (4-6) (n=220)	Reported high importance of arts and cultural org. (7-10) (n=471)
Content/products they offer	22.8%	40.1%	31.5%
Alignment of social values	12.4%	10.0%	8.0%
Reputation of the organization or company	11.0%	9.3%	8.5%
Discounts	9.0%	4.7%	0.9%
Consistent quality of offerings	7.4%	13.4%	16.6%
Quality of customer service	4.9%	3.3%	4.2%
They are essential to my life and/or community	2.9%	3.4%	23.5%
Unique benefits or rewards	2.8%	0.6%	1.9%
Social media interactions	0.7%	2.9%	1.8%
Other	1.2%	-	0.8%
Unsure	25.0%	12.1%	2.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=838 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Ways of engaging with arts and cultural organizations in the past year

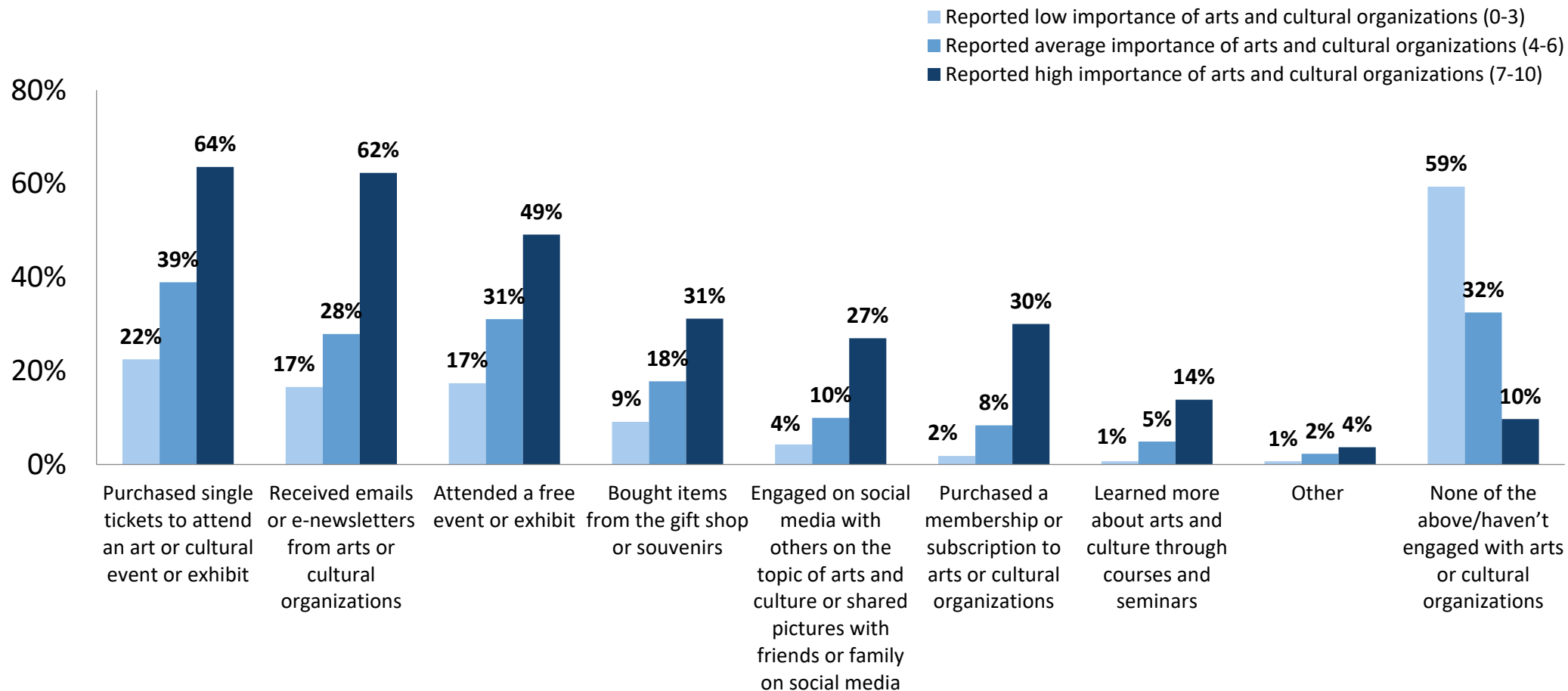
Q – How, if at all, have you engaged with arts and cultural organizations in the past year? (select all that apply) [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=844 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Ways of engaging with arts and cultural organizations in the past year – By profile

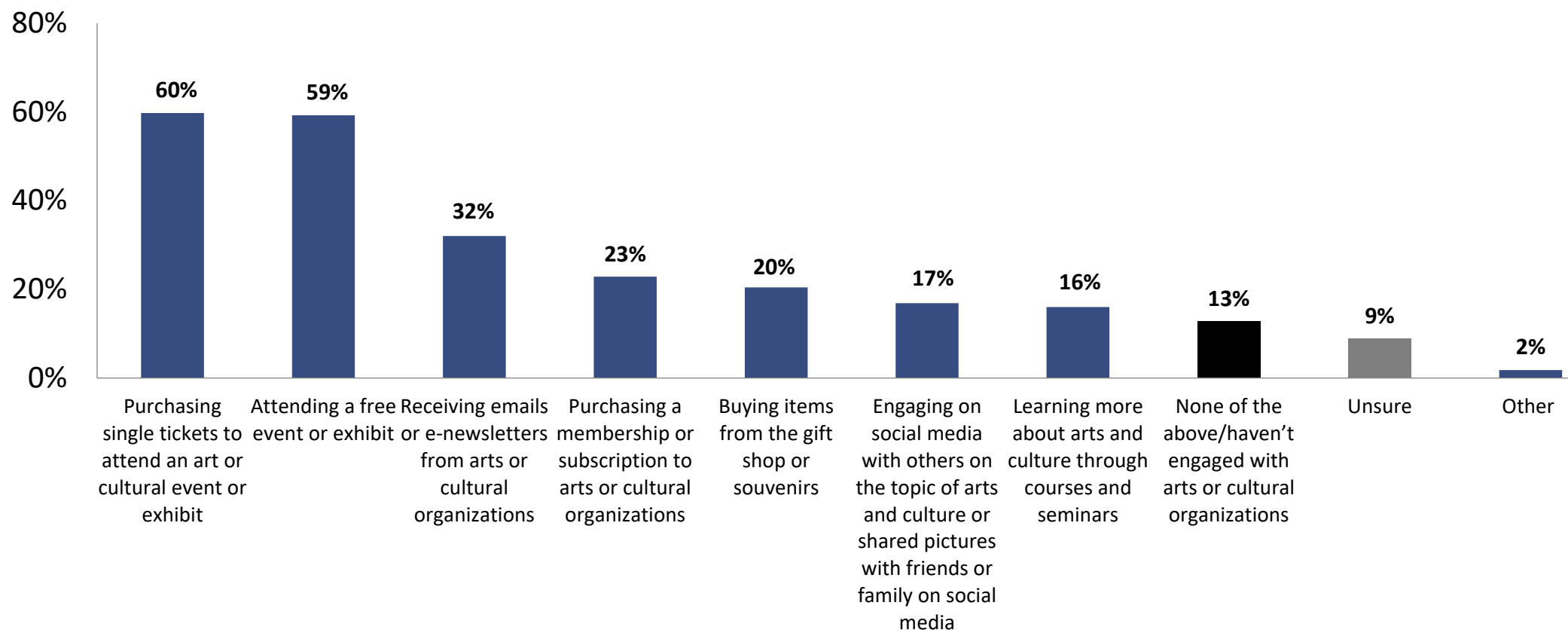
Q – How, if at all, have you engaged with arts and cultural organizations in the past year? (select all that apply) [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=844 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Interest in engaging with arts and cultural organizations

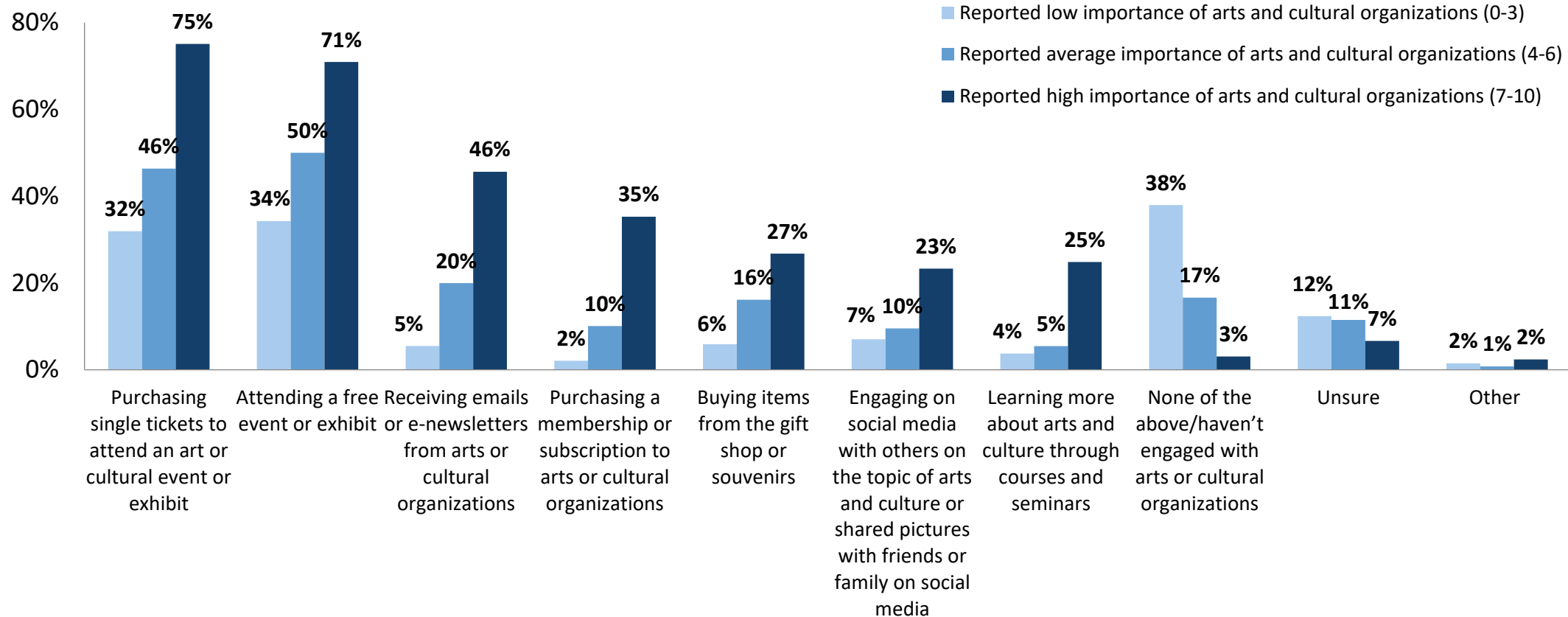
Q – Which of the following would you be interested in doing in the next year when it comes to arts and cultural organizations? (Select all that apply) [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=843 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Interest in engaging with arts and cultural organizations – By profile

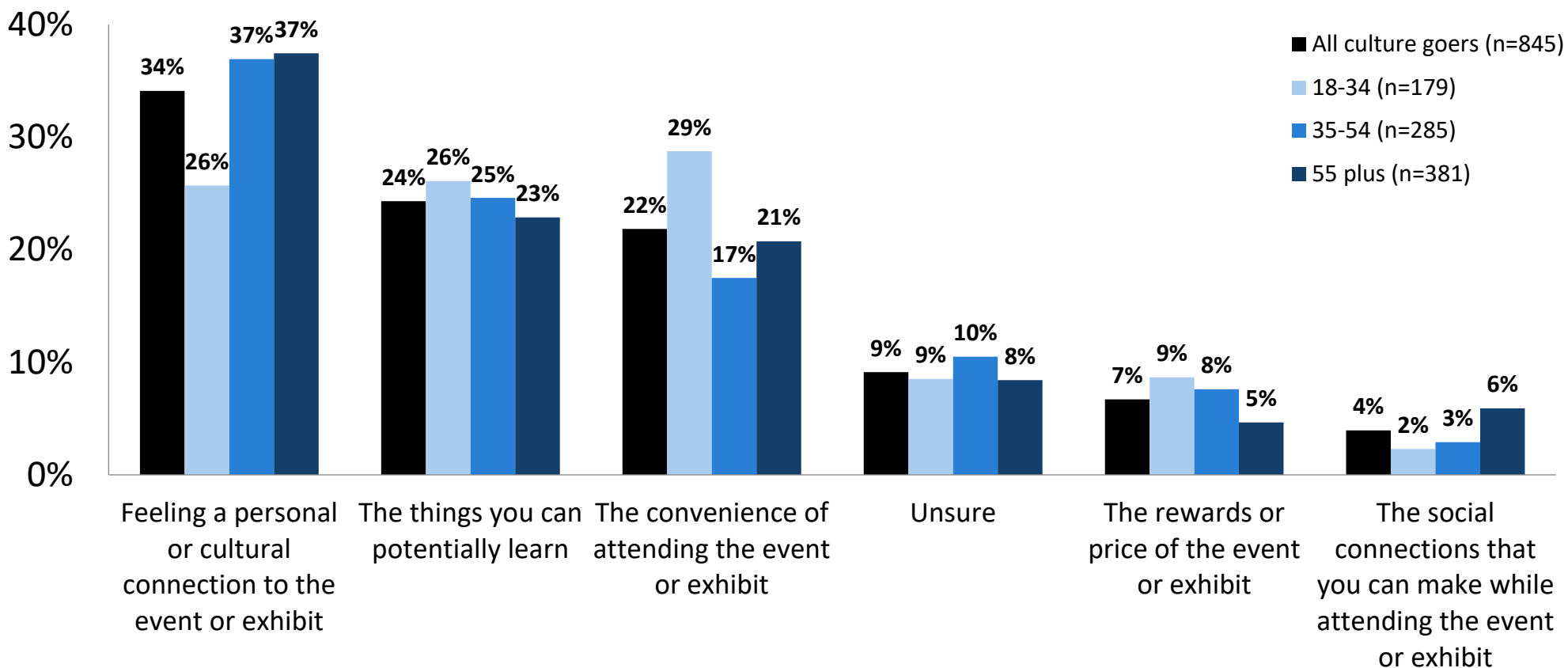
Q – Which of the following would you be interested in doing in the next year when it comes to arts and cultural organizations? (Select all that apply) [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=843 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Influence on which arts and cultural event to attend

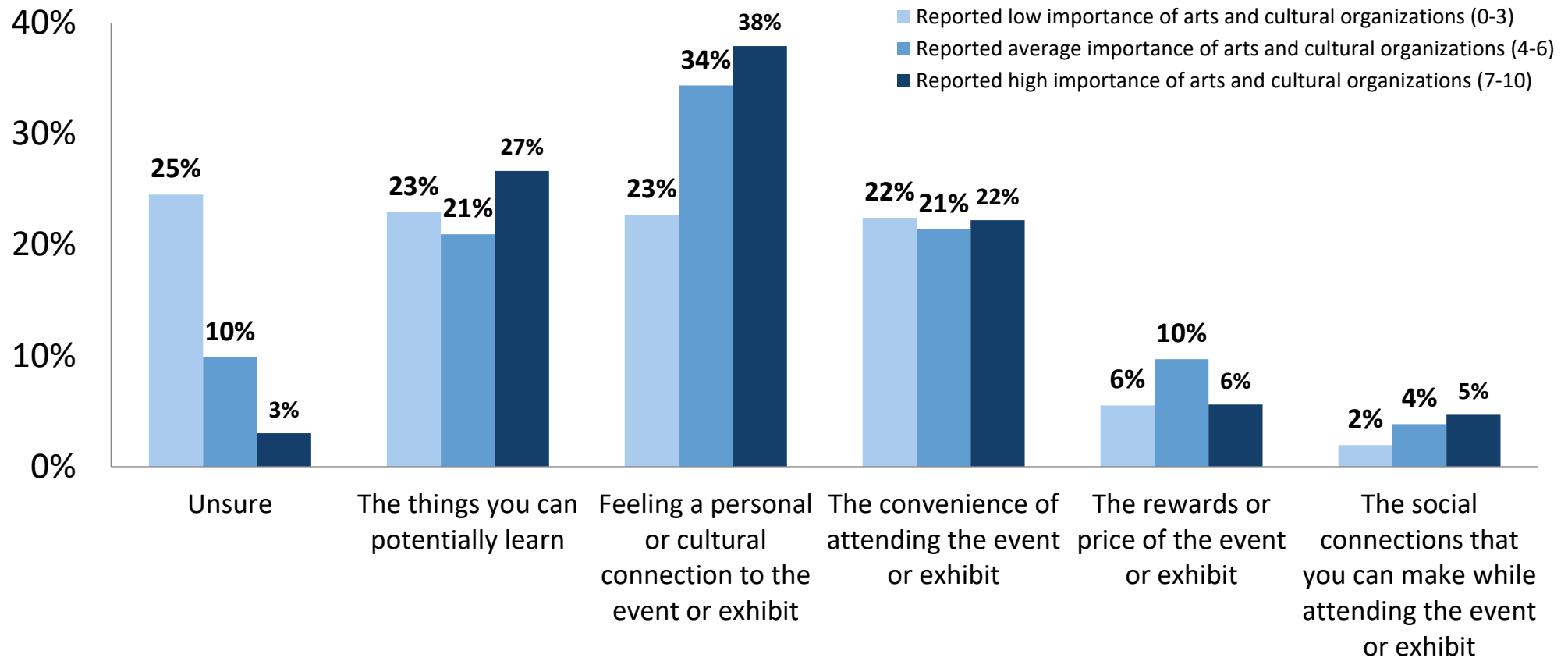
Q – Which of the following is most likely to influence which arts and cultural event or exhibit you attend (Select one)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=845 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Influence on which arts and cultural event to attend – By profile

Q – Which of the following is most likely to influence which arts and cultural event or exhibit you attend (Select one)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=845 culture-goers, accurate 3.4 percentage points plus or minus, 19 times out of 20.

Ticket Purchasing Persona

Q – Which of the following statements best describes how you decide which art and cultural events and exhibits to attend? [RANDOMIZE][SELECT ONE]

	Culture-goers (n=845)
I usually purchase many tickets for events and exhibits that interest me throughout the year (Familiar friends)	33.4%
I will usually only purchase tickets for events and exhibits if someone else invites me to go with them (Social attendees)	17.2%
I do not purchase tickets for or attend arts and cultural performances (Rare attendees)	14.2%
I will usually only attend free events and exhibits (Free attendees)	11.8%
I usually purchase yearly ticket memberships, subscriptions, and packages (Bed rock subscribers)	8.9%
I usually purchase tickets for events and exhibits that are big blockbusters only (Special scene)	8.3%
I will usually only purchase tickets for events and exhibits if I can get a discount or a rebate (Discount hunters)	6.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=845 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 1,086 Canadians, 18 years of age or older, between April 28th to May 1st, 2024, 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 dialling with a maximum of five call backs.

The margin of error for a random survey of 1,086 Canadians is ± 3.0 percentage points, 19 times out of 20.

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	Element	Description
Research sponsor	Business / Arts and the National Arts Centre	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1086 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report are grouped by theme. Please refer to the appended tabulations for the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, EVs, healthcare, employers, IT services, mental health, a non-profit and postal services.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Data Tables	By region, age and gender: [TABULATIONS] By importance of arts and culture: [TABULATIONS] By ticket purchasing persona: [TABULATIONS]
Field Dates	April 28 th to May 1 st , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



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