

Arts Value Survey Technical Report



CONSEIL DES
ARTS DU
MANITOBA
ARTS COUNCIL

Manitoba Arts Council

September 2025

PROBE RESEARCH



Contact:

Mary Agnes Welch, Partner

204-470-8862

maryagnes@probe-research.com

Probe Research is working to ensure its documents exceed modern accessibility and screen-readability standards. If you encounter any barriers to accessing this content or if you require this document in an alternative format, please contact probe@probe-research.com or 204-926-6565.

PROBE RESEARCH

603 – 191 Lombard Ave.
Winnipeg, MB R3B 0X1

204-926-6565

www.probe-research.com

Contents

Key Findings	4	Participation	19	Drivers of Value	41
About this Project	8	The Value of Culture	35	Appendices	45
Setting the Stage	12	Views on Arts Funding	38		

Key Findings

Geo Chart



Scatter Chart



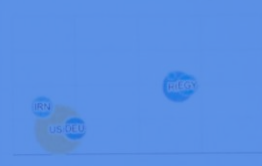
Column Chart



Pie Chart



Bubble Chart



Donut Chart



Histogram



Bar Chart



Combo Chart



Org Chart



Treemap



Table

	Name	Salary	Full Time
1	Marie	\$24,700	✓
2	Albert	\$25,200	✗
3	Enrico	\$25,700	✓
4	Lise	\$26,600	✓

Area Chart



Stepped Area Chart



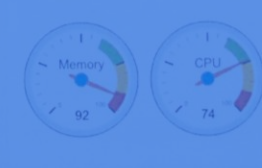
Line Chart



Timeline



Gauge



Candlestick Chart



Key Findings

The arts help Manitoba stay “elbows up” by celebrating our unique cultural identity.

- The arts help foster community connection and inclusivity, but a surprising majority of Manitobans say the arts really help celebrate what makes the province special (at a time when Canadian culture is particularly important).
- When asked what sets their community apart, Manitobans are most likely to mention cultural events, especially festivals. As for community attributes they're proud of, arts and culture are equally as important as outdoor amenities and beautiful natural spaces.
- More than 80 per cent of Manitobans agree it's vital to support homegrown artists and cultural groups. In fact, the view that the arts strengthen communities and change things for the better is a driver of support for additional arts funding in Manitoba.

Live music, museums and festivals (especially Folklorama), top the list of most memorable and most valued cultural experiences.

- In the last year alone, about one-half of Manitobans have been to see a live music performance.
- Another one-half of Manitobans have visited a museum or historic site in the last year. These cultural amenities are particularly valued by rural residents.
- One-half have also been to a festival in the last year. Indeed, Folklorama tops the list of favourite cultural experiences Manitobans tend to recommend to friends. And, cultural festivals and multi-ethnic events are also where most Manitobans want to see more investment.

Key Findings

One-half of Manitobans are regular, reliable arts-goers.

- About 14 per cent of Manitobans are hardcore arts-lovers, those who actively seek out and frequently attend cultural events. These tend to be women, newcomers and those with higher levels of education. In fact, arts and culture are most important to a good quality of life for newcomers and people of colour – about 80 per cent of whom say the arts are critical to their personal well-being.
- Another 38 per cent are occasional but reliable patrons, while about one in five Manitobans don't attend the arts often, but wish they did.
- About one in four Manitobans are just not “arts people”. They attend events or visit museums rarely.

Men and Manitobans with lower-levels of education appear left out of the arts.

- Men are nearly twice as likely as women to say the arts aren't really their thing. Similarly, those with high school or less are more than twice as likely as university grads to say they rarely attend arts and culture events.
- Men are also much less likely to make art or pursue creative hobbies themselves. Only 44 per cent of men do things like play music, write, dance or pursue photography (compared to 69 per cent of women).

Rural Manitobans are missing a local connection to the arts.

- Only four per cent of non-Winnepeggers point to arts and cultural amenities as a unique local attribute (compared to 31% of Winnipeggers).
- Rural residents are much less likely to say they have good access to plentiful, high-quality arts experiences in their communities. Only about one-half of rural residents say they have this kind of access, compared to three-quarters of Winnipeggers.
- Though one-third of rural residents say the arts just aren't their thing, about 20 per cent say they rarely attend local arts and culture events but wish they did more, which suggests a potential market that is underserved.

Key Findings

There is room to dial up the perceived importance of arts and culture to quality of life

- Though 63 per cent of Manitobans say the arts are important to their quality of life, only 24 per cent say the arts are very important. A plurality of Manitobans – 40 per cent – have a somewhat tepid view of the arts as part of their day-to-day lives, saying culture is only somewhat important.
- Manitobans value arts and culture as a way to spend time with friends and family and to experience something new that stimulates their minds. They tend to see the arts less as a way to relax or feel connected to community.

Similarly, though they value the arts, Manitobans are somewhat unconvinced about the quality of Manitoba's arts experiences.

- Two-thirds of Manitobans say the quality of arts and culture in their community is good, but this view is somewhat lukewarm. Only 30 per cent say local arts experiences are very good. Winnipeggers are more likely to say the quality of the arts is good, but only 39 per cent go so far as to call the quality very good.

About this Project



Methodology

Research Objectives

The Manitoba Arts Council asked Probe Research to survey Manitobans to better understand participation rates as well as the value residents place on arts and culture.

Methodology

Working closely with MAC, Probe designed the questionnaire and managed all sampling and survey deployment. The 14-minute (average) survey was in field between Sept. 9 and 23, 2025 with 1,500 Manitobans responding.

Sample

Survey respondents came from Probe's proprietary panel of Manitobans, supplemented by respondents from Leo's panel.

Because a panel survey is a sample of convenience, no margin-of-error can be ascribed. However, a random and representative non-convenience sample of 1,500 Manitoba adults would have a margin of error of ± 2.53 percentage points, 19 times out of 20, Finite Population Correction.

Data Analysis

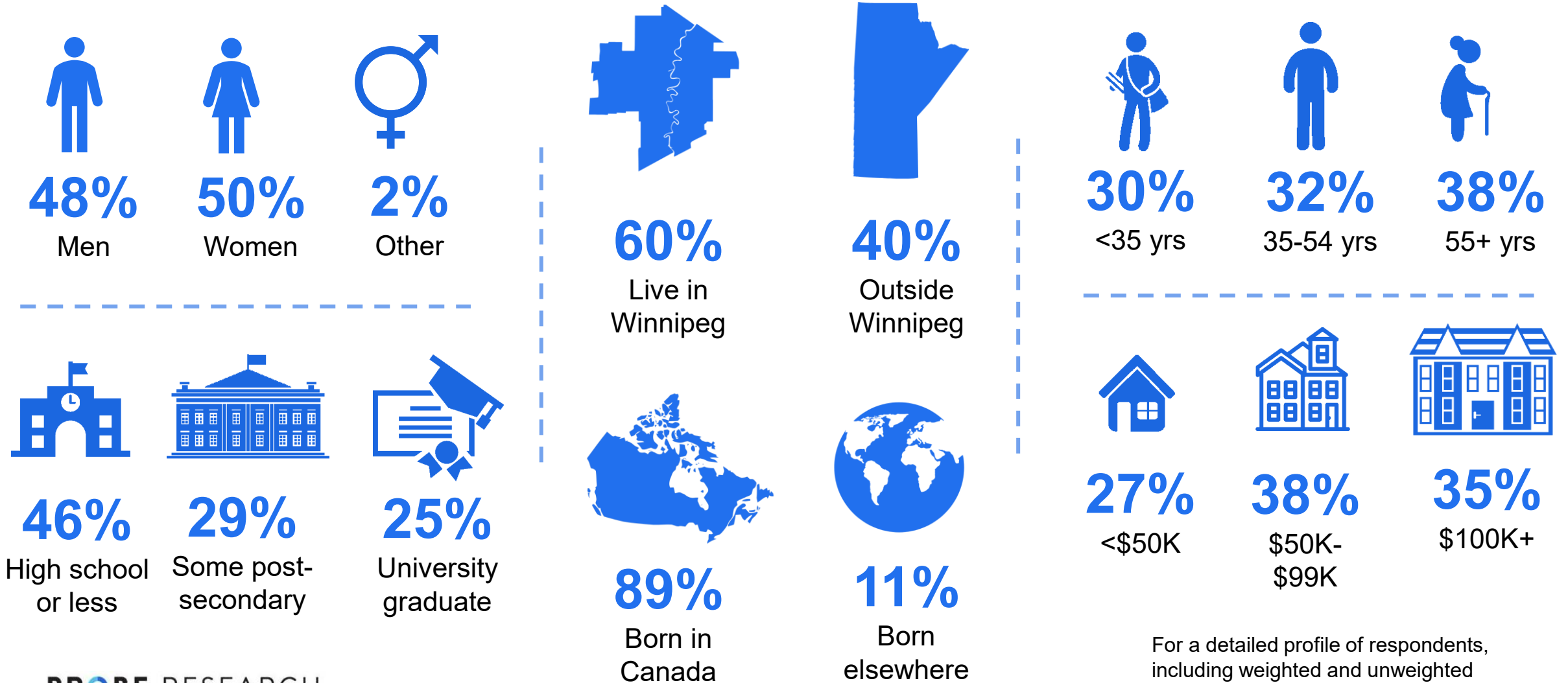
Probe used SPSS software for all data analysis. Probe applied minor statistical weighting to the sample so that age, gender and regional characteristics properly reflect the province's population.

Probe used the MQO A.I. Hub for initial coding/analysis of open-ended responses. This is a Canadian-hosted platform that uses OpenAI's technology through a zero data retention workflow, which means that data entered into the platform are never stored on data servers nor used to train AI models. All coding was tested and verified with experienced human coders.

Compliance

Probe Research is a member of the Canadian Research Insights Council (CRIC). Readers can have confidence in the results because this survey was completed in compliance with CRIC standards.

Profile of Respondents



For a detailed profile of respondents, including weighted and unweighted figures, see the full data tables.

Profile of Respondents



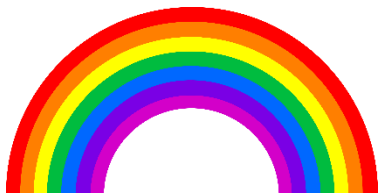
13%

Indigenous



25%

Racialized



10%

2SLGBTQ+



17%

With
disability



49%

Employed
full-time



19%

Part-time/
student/
unemployed



29%

Retired



60%

White collar
worker



22%

Blue collar
worker



18%

Service
worker

Setting the Stage

A photograph of a person singing passionately into two microphones on a stage. The person is wearing a blue and white patterned garment. The entire image is covered with a semi-transparent blue overlay. The text "Setting the Stage" is written in white, bold, sans-serif font on the left side of the image.

Positive Community Attributes

Arts and culture tops the list of positive things Manitobans say about their community

Q1. When you describe your city/community to non-residents, what are some of the positive things you mention? (Base: All respondents, N=1,500. Multiple mentions accepted and coded so total will sum to more than 100%.)



“Thriving cultural and arts scene. Friendly, affordable, down-to-earth, not arrogant.”

“Fantastic arts scene - theatre, music, festivals.”

“I feel as though we have really great artists that help people connect with around them. Making them want to contribute to the local community.”

“Wonderful festivals: French winter festival, comedy, jazz, folk. Autumn/winter season is art-theatre-ballet season.”

“The many different summer festivals, the arts scene, and the diversity of the friendly people.”

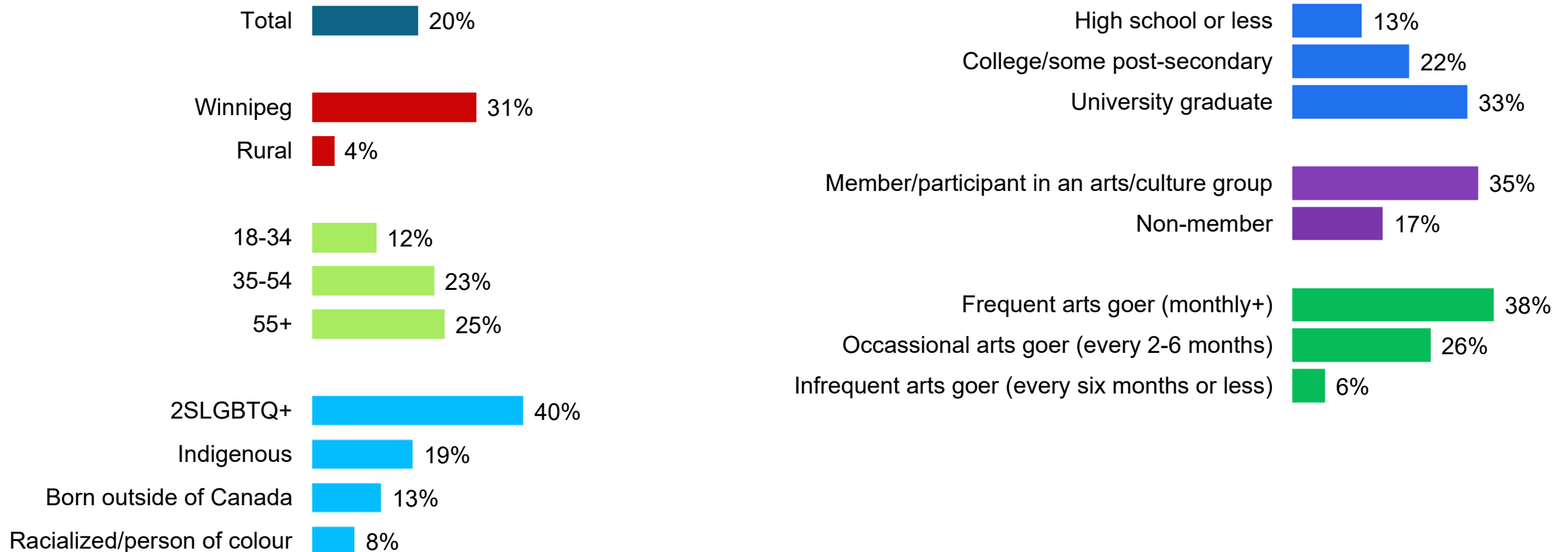
“Good art scene, great restaurants, nice parks.”

The Arts as a Positive Community Attribute: By Subgroup

The arts are not a major community attribute for rural Manitobans

Q1. When you describe your city/community to non-residents, what are some of the positive things you mention? (Base: All respondents, N=1,500)

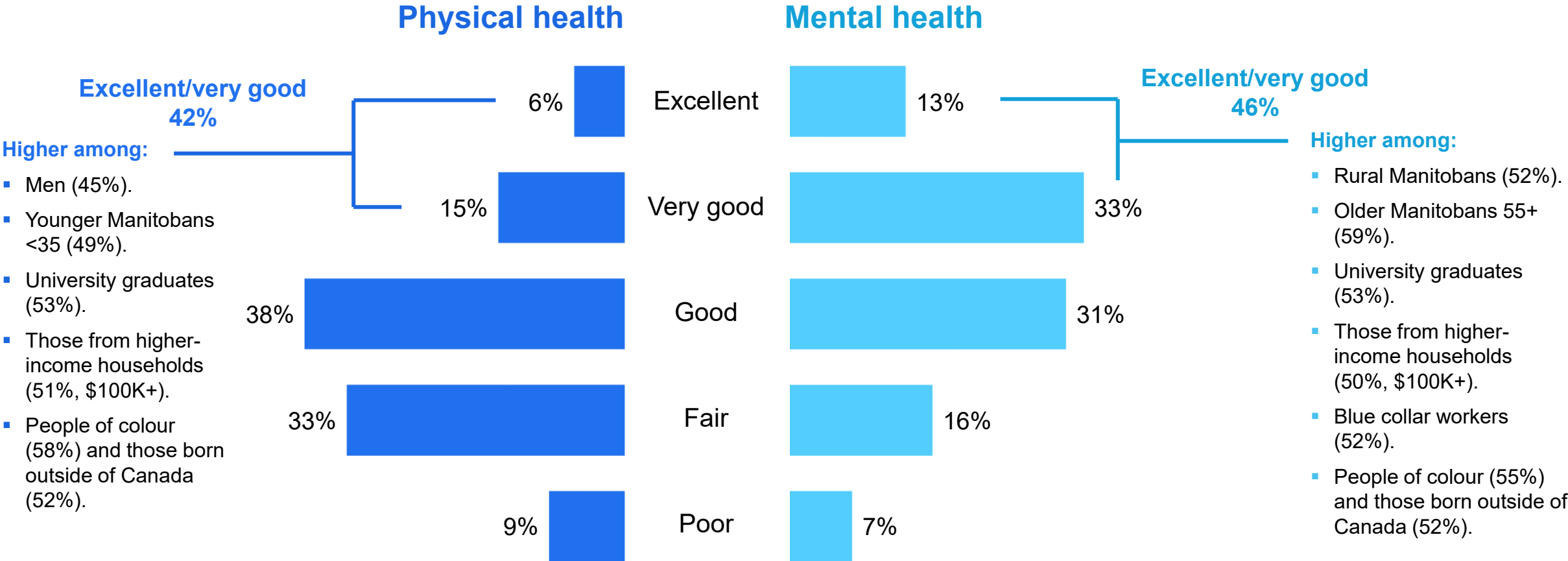
% who mention arts and culture as a positive, top-of-mind attribute of their community



Mental and Physical Health

Overall, most Manitobans rate both their physical and mental health positively

Q2. How would you describe your overall physical health? (Base: All respondents, N=1,500)
Q3. How would you describe your overall mental health? (Base: All respondents, N=1,500)



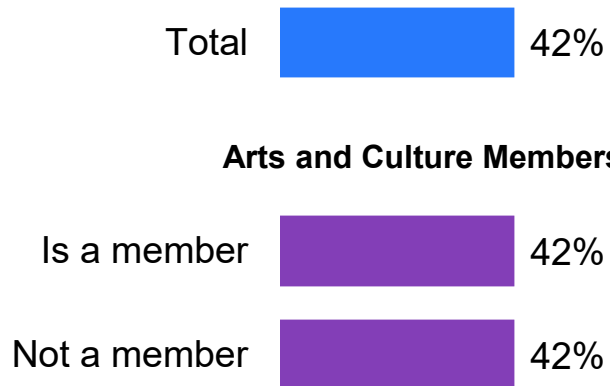
Arts Involvement and Health

Manitobans attending arts and culture events more frequently report better physical and mental health

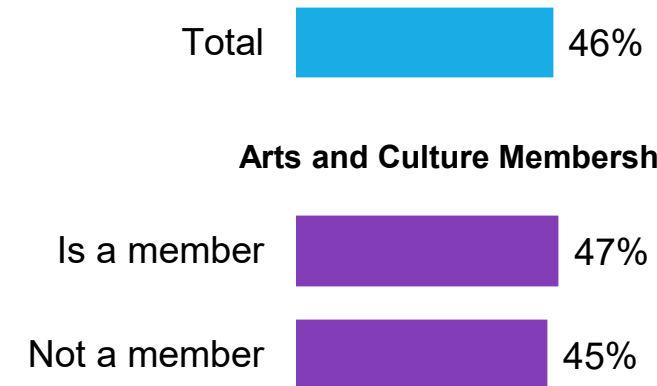
Q2. How would you describe your overall physical health? (Base: All respondents, N=1,500)

Q3. How would you describe your overall mental health? (Base: All respondents, N=1,500)

% with excellent/very good **physical health**



% with excellent/very good **mental health**



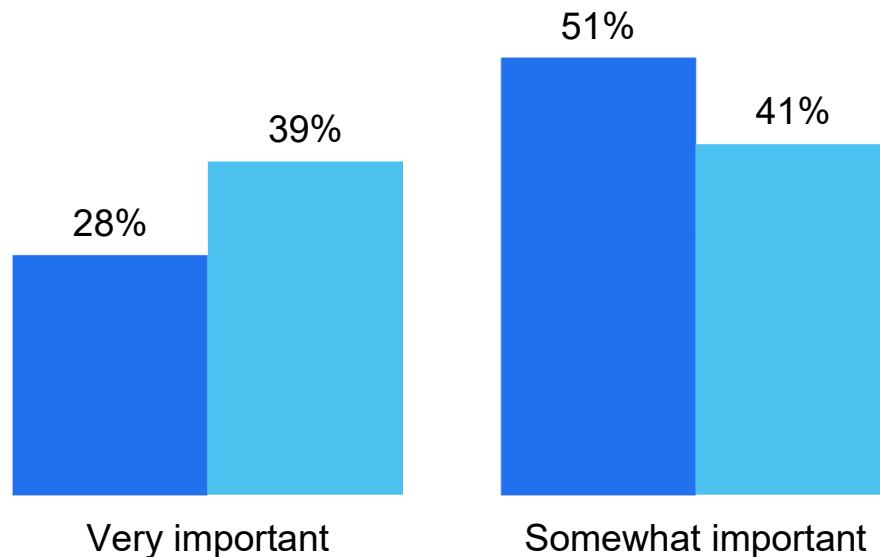
Importance of Diversity

Manitobans value learning about other cultures and believe society should celebrate diversity

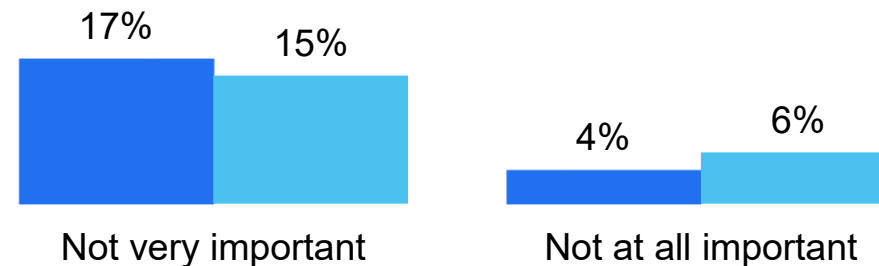
Q4. Personally, how important is it for you to learn about and experience other cultures? (Base: All respondents, N=1,500)

Q5. And generally, how important is it for society to celebrate cultural diversity? (Base: All respondents, N=1,500)

Personally learning about other cultures



Society celebrating cultural diversity



Personally learning about other cultures and society celebrating diversity is generally more important for:

- Winnipeggers.
- Women.
- University graduates.
- People of colour.
- White collar and service workers.

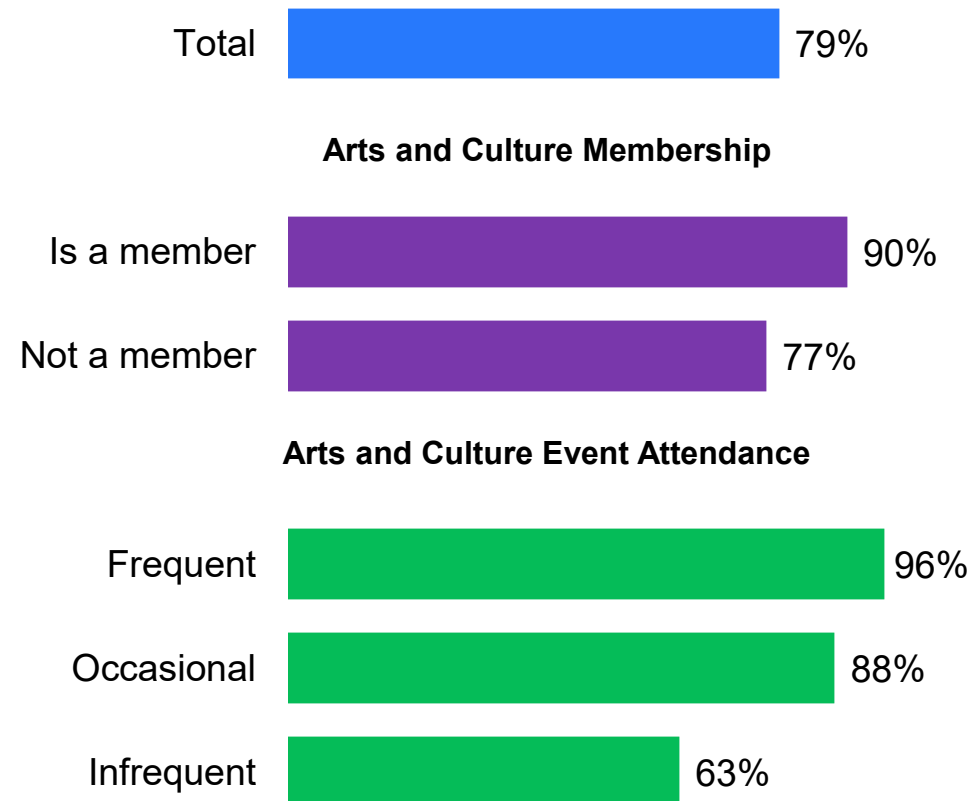
Arts Involvement and Importance of Diversity

Those involved in the arts and who attend the arts are more likely to say diversity is important

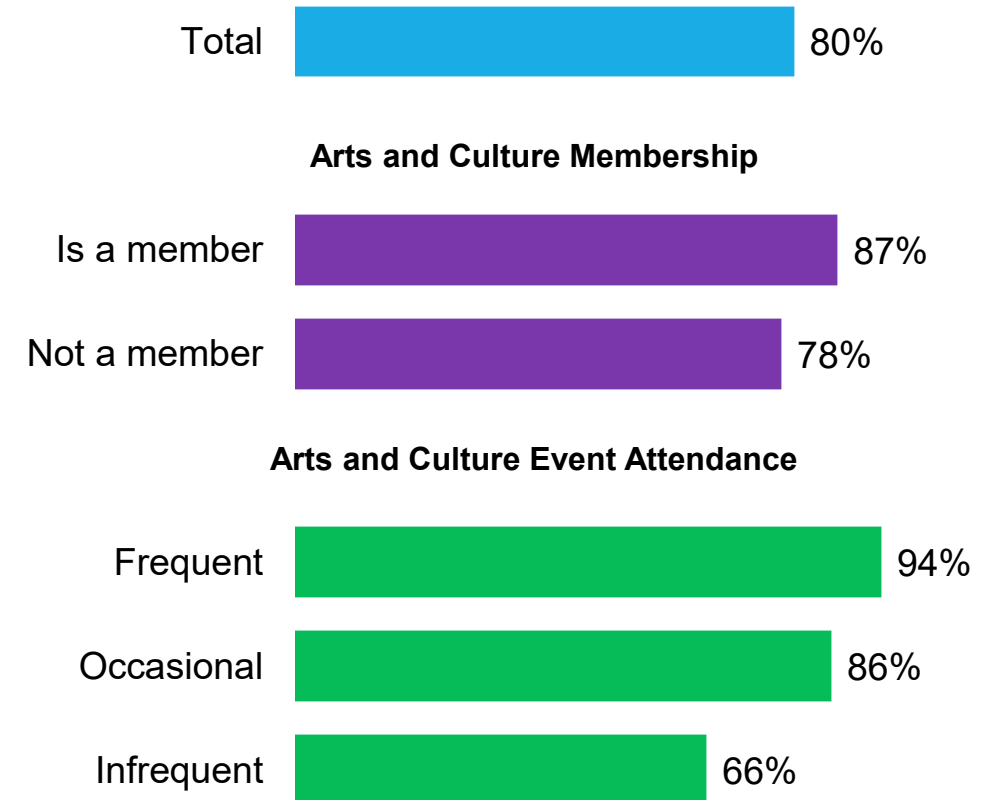
Q4. Personally, how important is it for you to learn about and experience other cultures? (Base: All respondents, N=1,500)

Q5. And generally, how important is it for society to celebrate cultural diversity? (Base: All respondents, N=1,500)

% who **personally** find diversity important



% who find diversity important for **society**



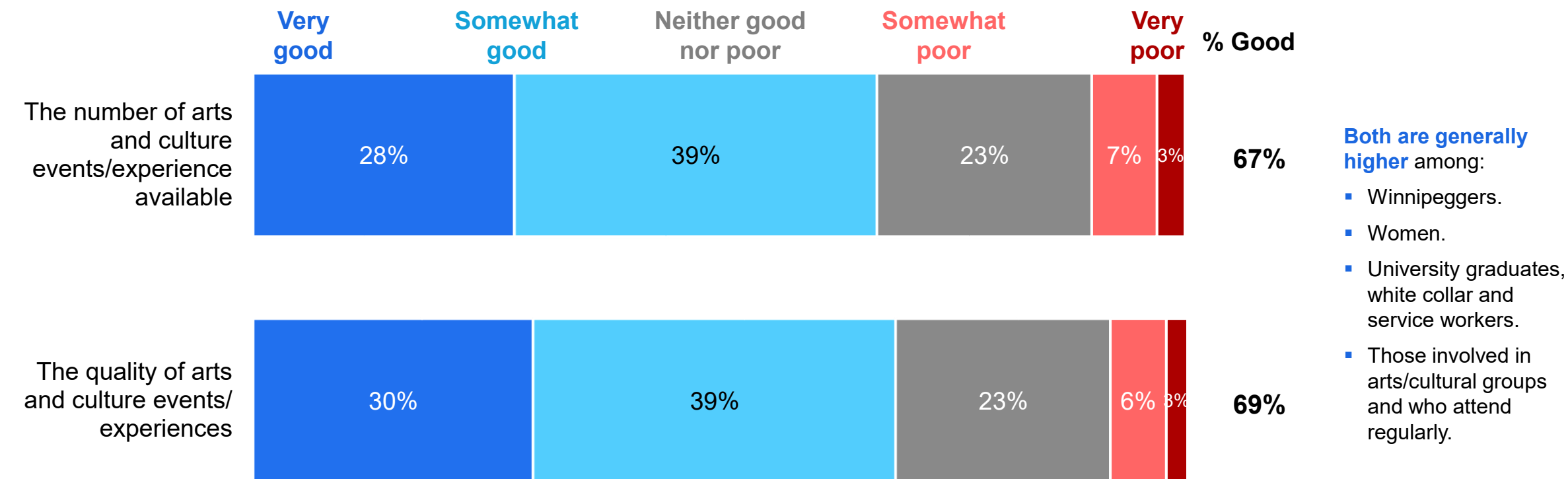


Participation

Quality and Quantity of Arts and Culture

Most Manitobans are modestly satisfied with the number and quality of local arts and culture events

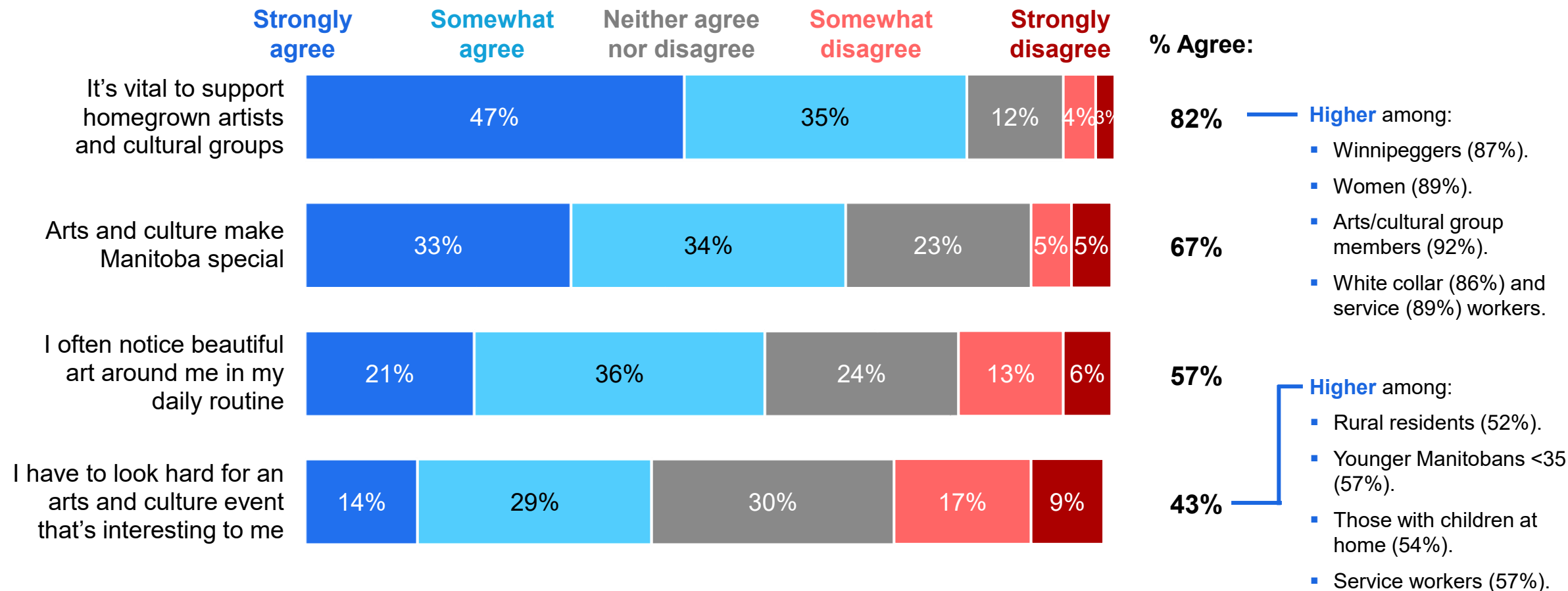
Q7. Thinking about arts and culture in your community, how would you rate each of the following? (Base: All respondents, N=1,500)



Attitudes Toward Arts, Culture and Local Artists in Manitoba

Most value homegrown arts and culture, seeing them as an important and visible part of daily life

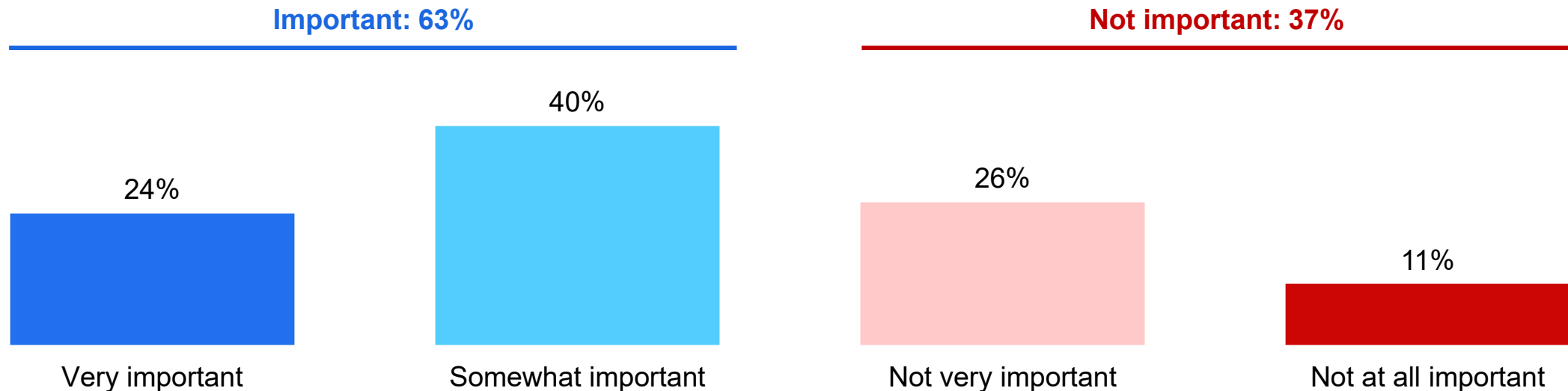
Q8. Do you agree or disagree with the following statements? (Base: All respondents, N=1,500)



Importance of Arts and Culture to Quality of Life

Manitobans see arts and cultural events as an important part of their personal well-being

Q9. How important, if at all, are arts and cultural events/experiences to your personal quality of life? (Base: All respondents, N=1,500)



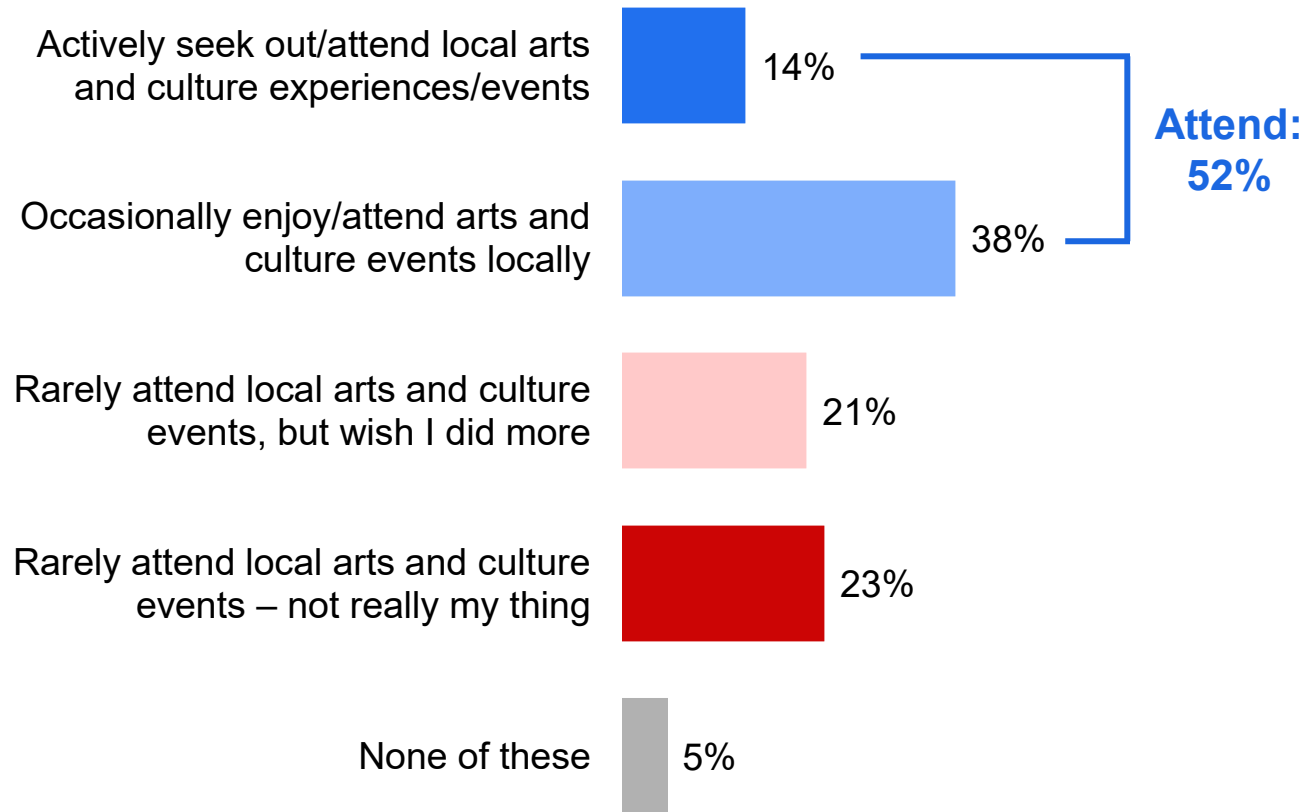
Those most likely to find arts and culture **important** are:

- Winnipeggers (72%).
- Women (69%).
- University graduates (81%).
- Those with children at home (73%).
- People of colour (83%) and those born outside of Canada (78%).
- White collar workers (69%).

Participation in Local Arts and Culture Events

About one-half of Manitobans attend local arts and culture events at least occasionally

Q10. When it comes to local arts and culture experiences/events, would you say you...? (Base: All respondents, N=1,500)



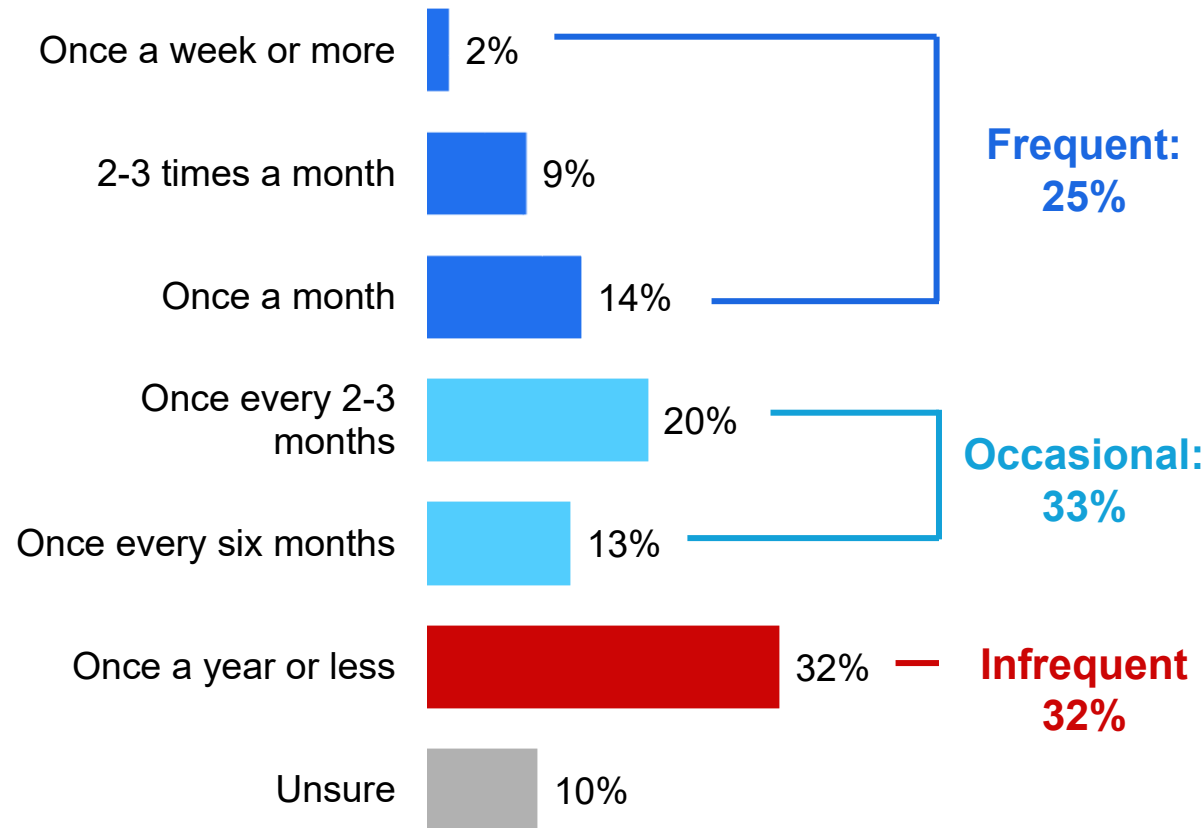
Attendance is **higher** among:

- Winnipeggers (60%).
- Women (58%).
- University graduates (71%).
- White collar (59%) and service (53%) workers.
- People of colour (71%) and those born outside of Canada (67%).

Frequency of Arts Attendance

One-quarter of Manitobans attend arts and culture events frequently

Q11. How often, if at all, do you attend arts and culture events in your community? (Base: All respondents, N=1,500)



Those most likely to **be frequent arts goers** include:

- Winnipeggers (32%).
- University graduates (38%).
- People of colour (36%).
- Arts/cultural group members (57%).

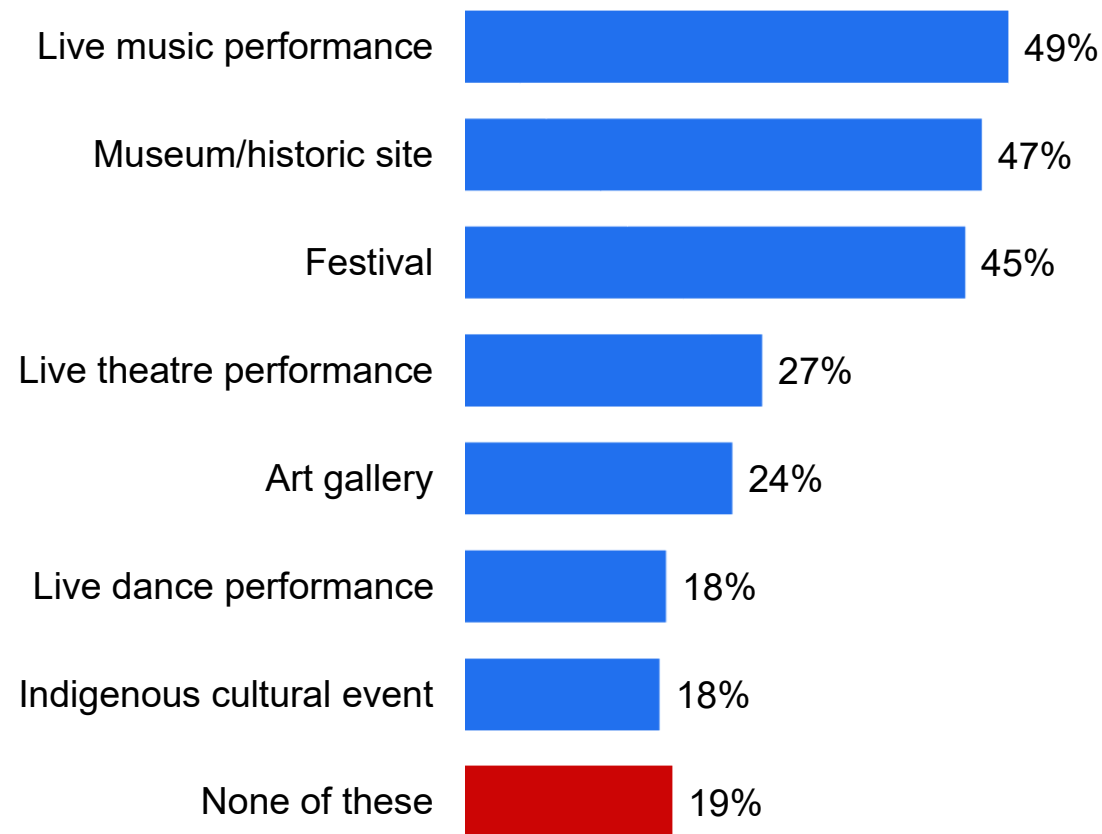
Those most likely to **be infrequent arts goers** include:

- Rural Manitobans (43%).
- Those with some high school (41%) or some post-secondary education (31%).
- Indigenous people (39%).
- People with a disability (36%).
- Blue collar and service workers (40% each).
- Those who don't have a membership with any arts/cultural groups (38%).

Type of Arts Attendance

Live music, museums and festivals are the most popular cultural experiences for Manitobans

Q12. In the last year – say, since the fall of 2024 – which of the following have you attended or visited in Manitoba? Select all that apply. (Base: All respondents, N=1,500)

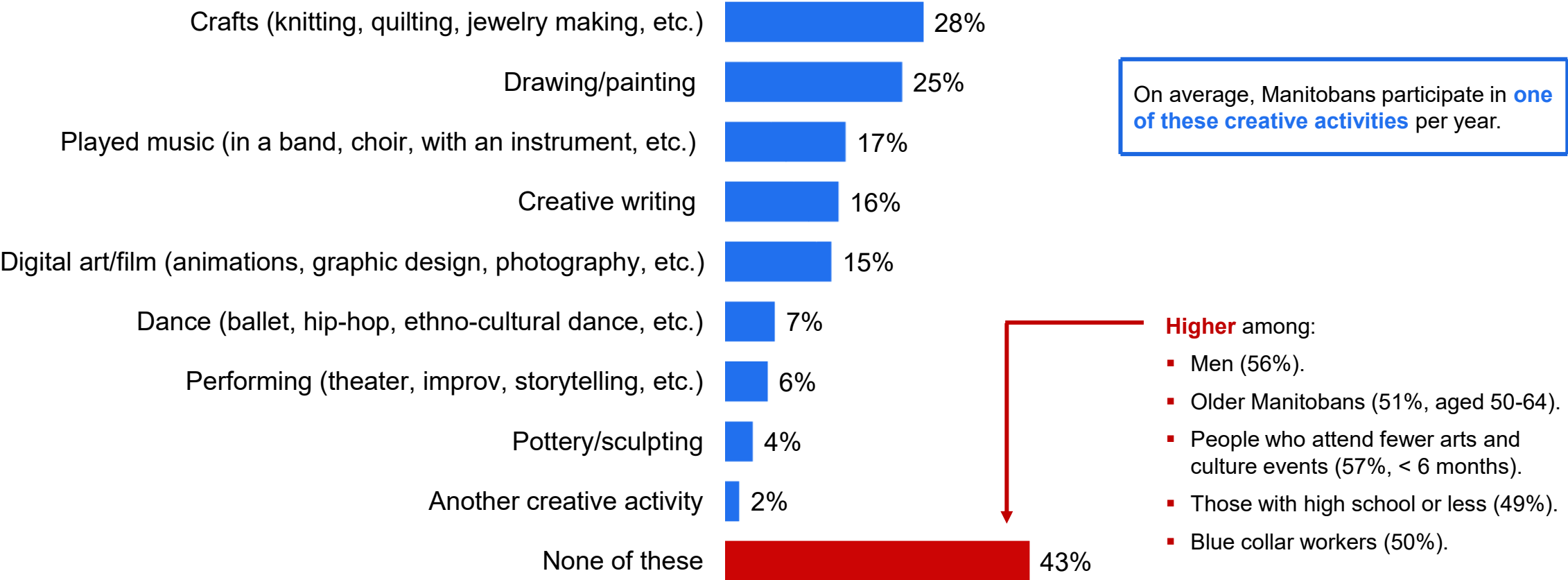


On average, Manitobans attend **2.3 different arts and culture events** per year.

Prevalence of Creating Art

Crafts, drawing or painting, and playing music topped Manitobans' creative activities last year

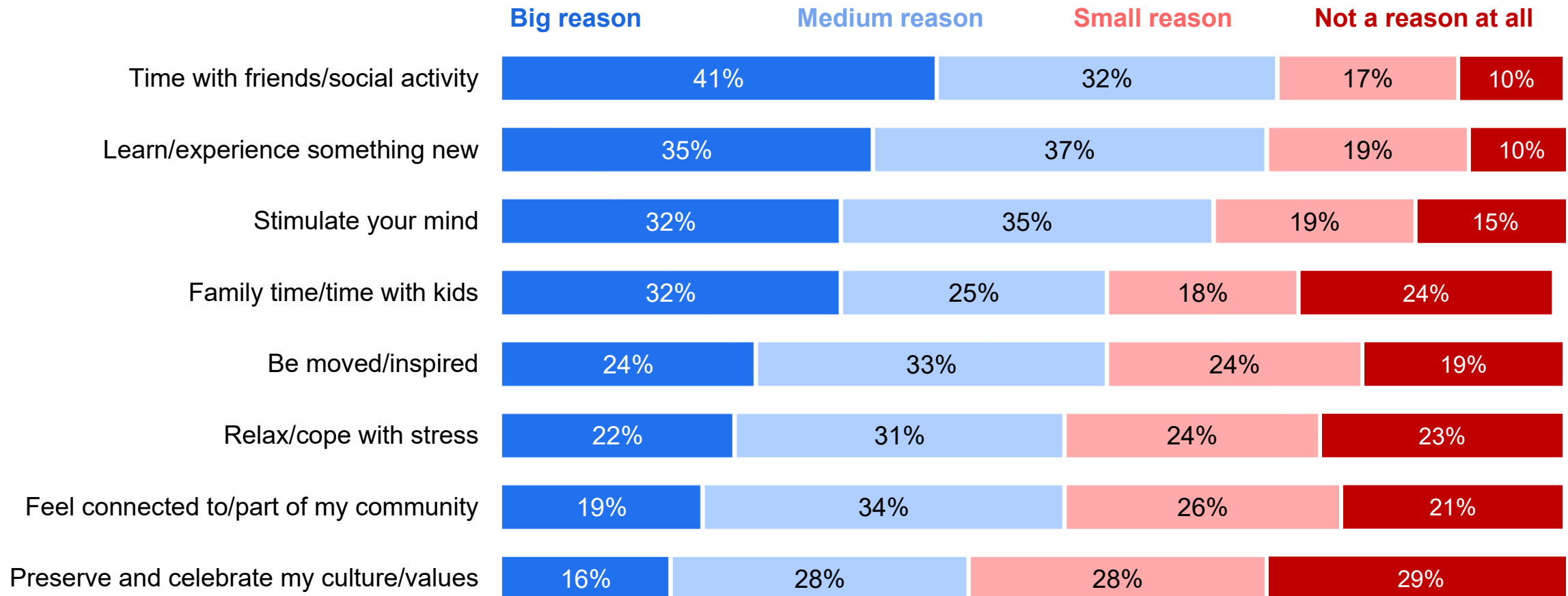
Q13. And, in the last year – say, since the fall of 2024 – which of the following have you personally done (professionally, as a hobby or enjoyable activity)? Select all that apply. (Base: All respondents, N=1,500)



Main Reasons for Attending Arts and Culture Events

Arts participation is most motivated by socializing, learning, mental stimulation and family time

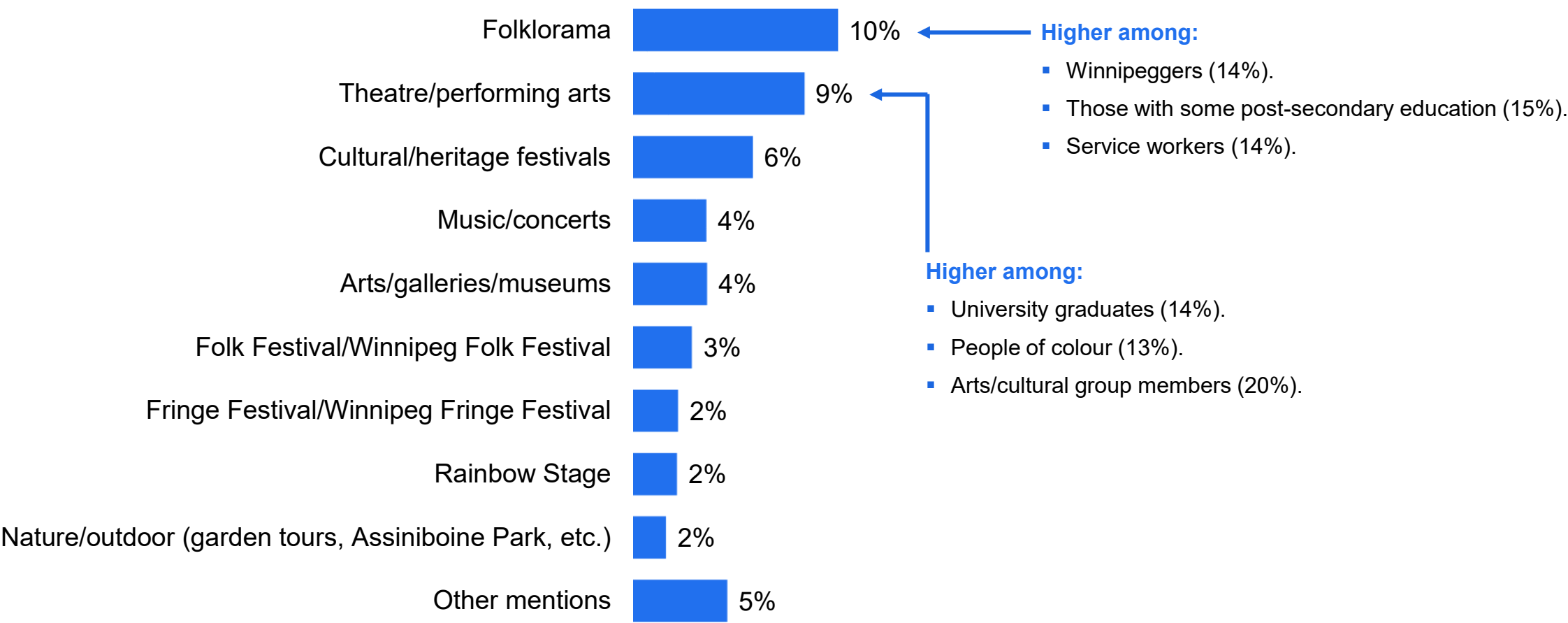
Q14. Besides fun, what are the main reasons you might seek out an arts and culture event or experience? Please read this list of reasons and indicate if this is a big, medium or small reason for you, or not a reason at all. (Base: All respondents, N=1,500)



Most Loved Arts and Culture Experiences in Manitoba

Folklorama and performing arts are the experiences Manitobans recommend the most

Q15. Is there one arts and culture event or experience in Manitoba you love – something you do often or that you recommend to friends and family? (Base: All respondents, N=1,500)



What Makes Creative Experiences Special

Manitobans value world-class performances, cultural diversity and a sense of community at events

Q16. Why is that experience so great? (Base: Those who mentioned an event, n=705)



Quality, Immersion and Diversity

Manitobans value and appreciate world-class local and visiting live performances in music, theatre, dance, art, etc. They want to be transported somewhere new.



Culture, Heritage and Tradition

Manitobans love celebrating a variety of traditions in one place – especially when sampling diverse cuisines, watching cultural performances and exploring global arts.



Strong Community Spirit

Manitobans think events foster a sense of belonging by encouraging social interaction, bringing people together and creating opportunities to meet new and old friends.



Positive and Welcoming Atmosphere

Manitobans seek out vibrant, fun, safe and welcoming environments. They want experiences that make them feel joy, relaxation and fulfilment.

“

The immediacy and immersive experience of live theatre (inclusive of drama, ballet, opera) is like no other art form.

”

“

So many different cultures and displays of those cultures, whether it be dance, music, costumes, food, at a low price within the city of Winnipeg.

”

“

You get to know different parts of the world without expensive travel and taste their foods which are mostly great.

”

“

Being there relaxes your mind and calms you down.

”

“

Going to the Fringe is like visiting family. I love it.

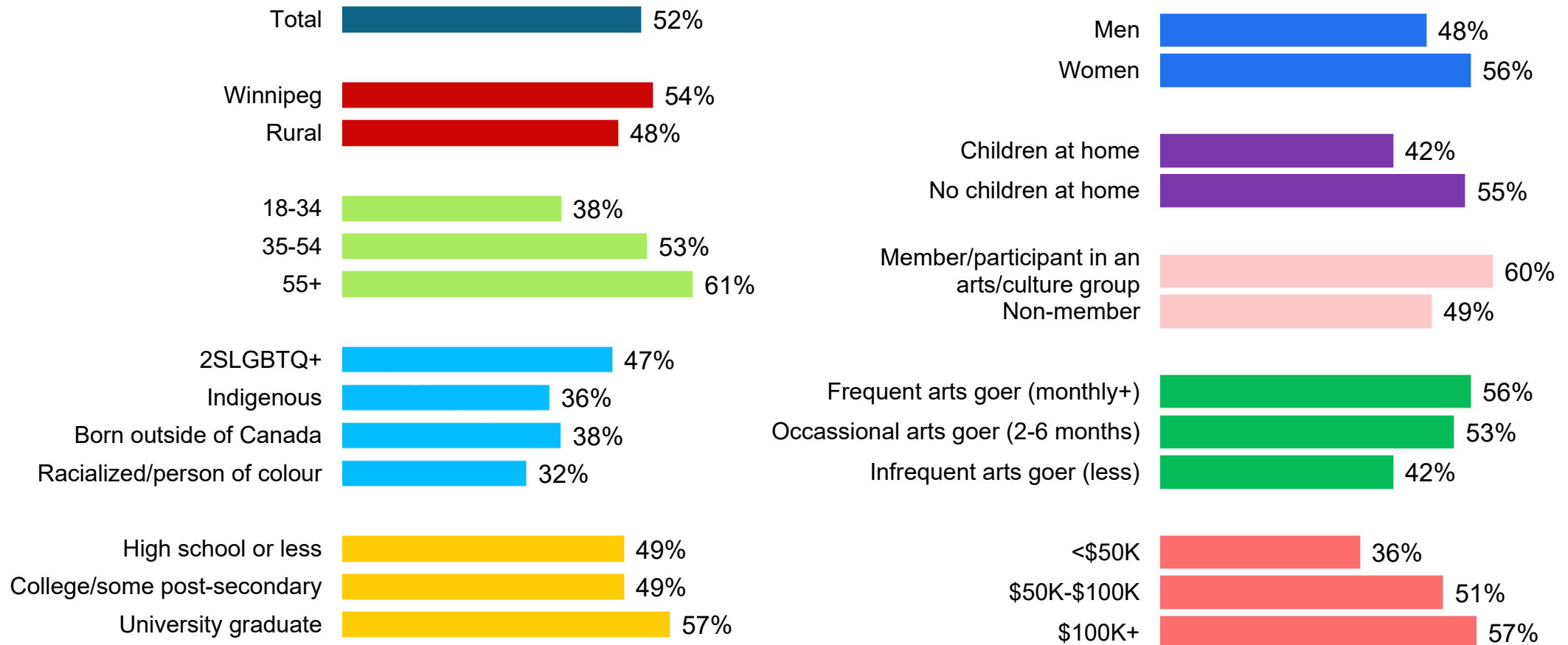
”

What Makes Arts and Culture Experiences Special

Those who chose “live performance/artistry/music/theatre/dance”: By Subgroup

Q16. Why is that experience so great? (Base: Those who mentioned an event, n=705)

% who describe a great live performance/artistry/music/theatre/dance

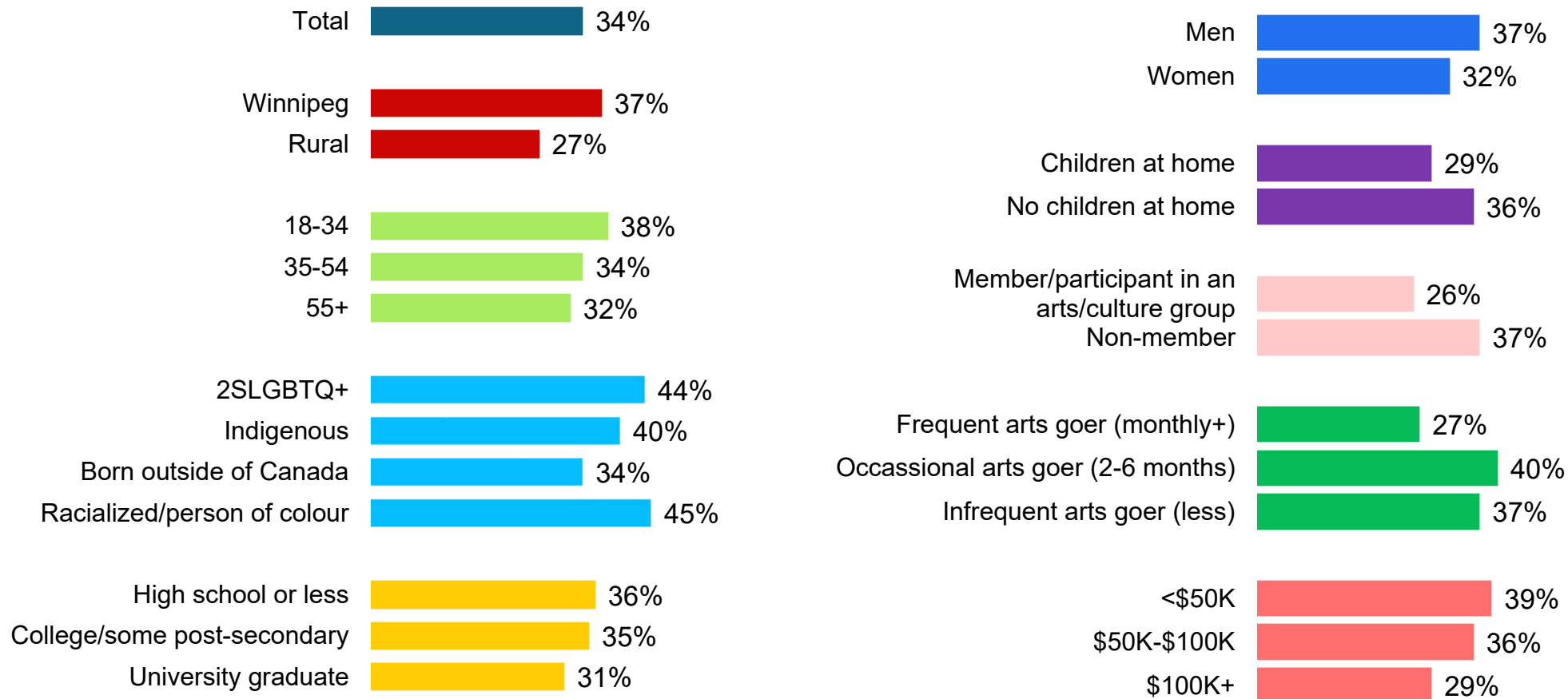


What Makes Arts and Culture Experiences Special

Those who chose “celebrating cultural diversity”: By Subgroup

Q16. Why is that experience so great? (Base: Those who mentioned an event, n=705)

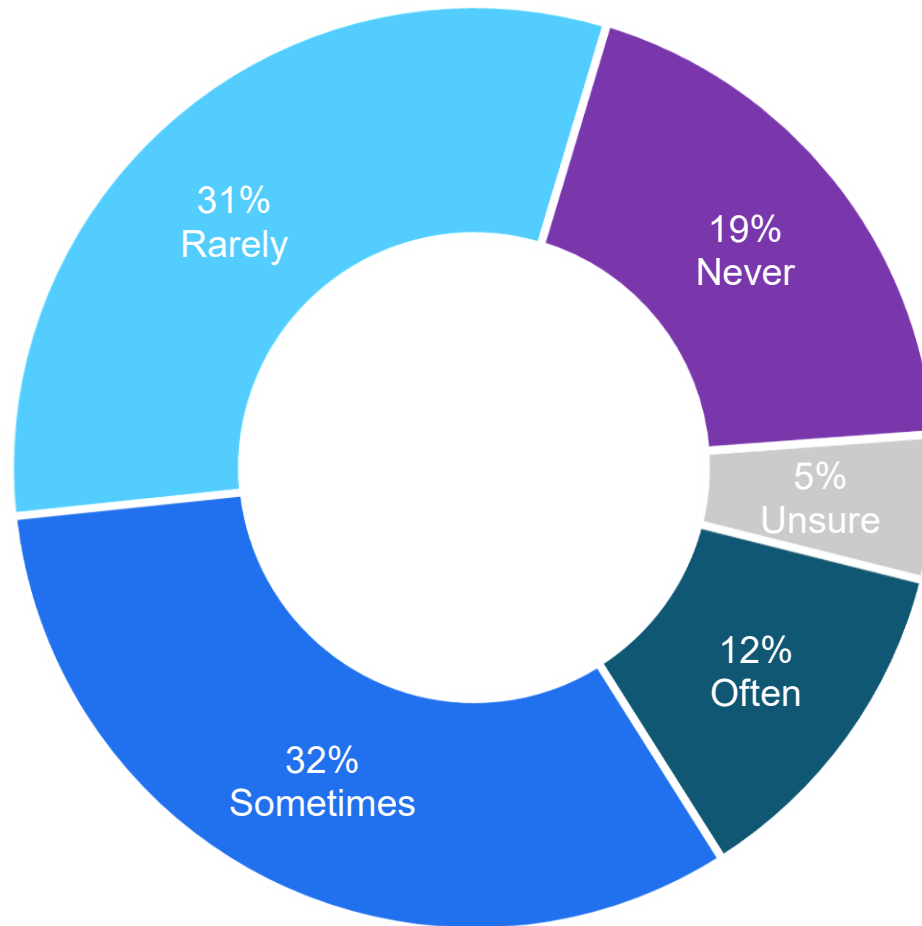
% who describe a great event celebrating cultural diversity



Childhood Exposure to Arts and Culture

Nearly one-half of Manitobans have experienced creative events in childhood

Q17. When you were a child, how often, if at all, did you attend or participate in arts and culture events with your family growing up? (Base: All respondents, N=1,500)



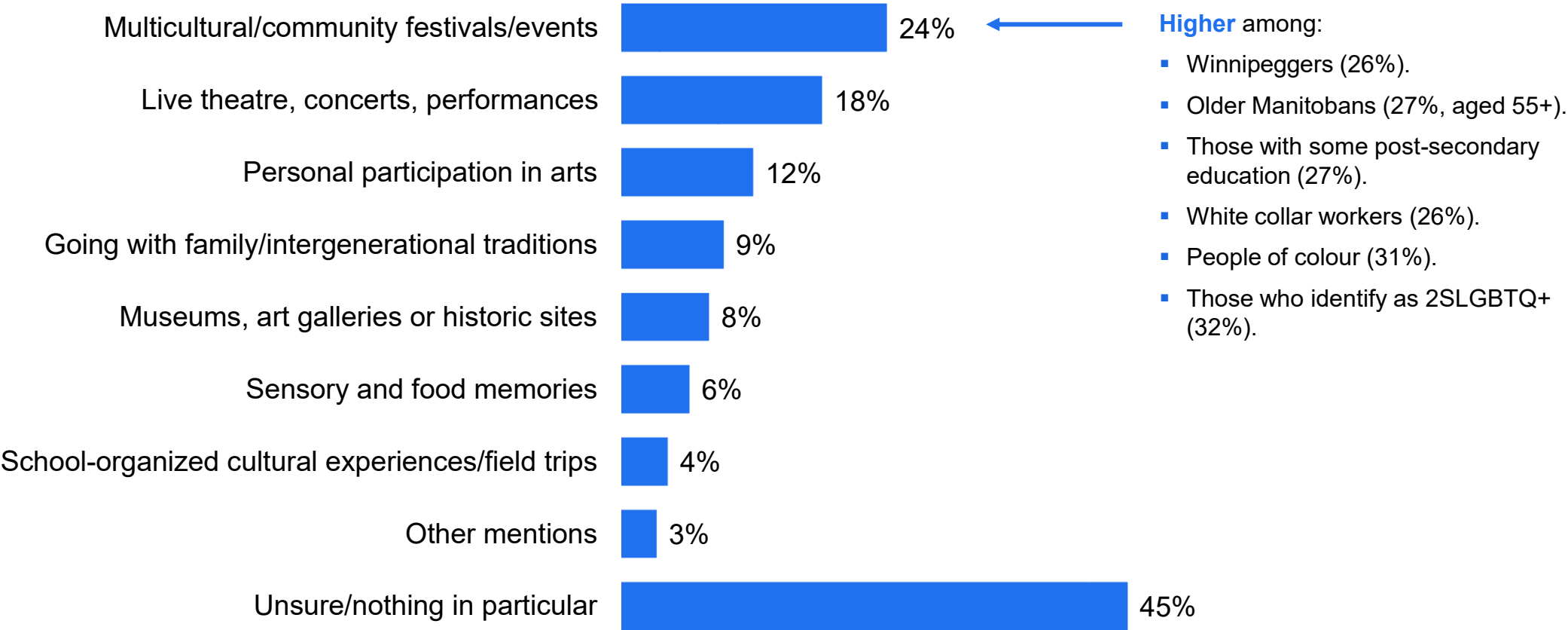
Those most likely to **have attended arts and culture events often/sometimes in childhood** include:

- Winnipeggers (49%).
- Manitobans under 54 years of age (51%, < 35 and 47%, 35-54).
- University graduates (59%).
- People of colour (59%) and those born outside of Canada (60%).
- White collar workers (52%).
- Arts/cultural group members (64%).

Formative Memories of Arts Experiences

Many Manitobans recall community festivals fondly

Q18. Can you share a favourite memory from attending or participating in an arts and culture event or experience as a kid? Tell us a little about the first one to come to mind... (if you wish). (Base: Those who often/sometimes attended events with family growing up, N=1,140)



Formative Memories of Arts Experiences

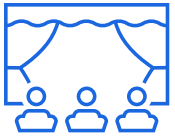
Manitobans remember festivals, shows and arts activities – often enjoyed with family

Q18. Can you share a favourite memory from attending or participating in an arts and culture event or experience as a kid? Tell us a little about the first one to come to mind... (if you wish). (Base: Those who often/sometimes attended events with family growing up, N=1,140)



Multicultural experiences, community festivals and events

This is by far the most frequently cited theme. Many Manitobans recall going to multi-cultural, ethnic, seasonal or local community festivals. Respondents remember these as joyful, inclusive and often eye-opening experiences.



Live theatre, concerts, and performances

Another common theme is memories of being an audience member at live theatre, musicals, ballet, symphony, opera, circus, etc. These experiences are described as magical or inspiring.



Personal participation in arts

A significant portion of responses include first-hand participation – singing, dancing, acting, instrumental music, art/craft competitions. Manitobans often mention the thrill of being on stage or a sense of pride in performing. For many, such moments were formative for self-esteem and social bonds.



Going with family and intergenerational traditions

This theme overlaps heavily with others but is distinct in the focus on family tradition. Many memories mention “my mom took me...” or “went with grandparents...” or “annual family outing.” Familial context gives these events extra emotional resonance.

“Folklorama. Loved all the different pavilions. Cultures I had no previous experience with.”

“I remember seeing the RWB’s The Nutcracker for the first time as a kid and the costumes, dancing and music amazed me.”

“I belonged to a drama club and sang in a choir.”

“Folklorama with my parents every year, and I continued the tradition with my own son.”

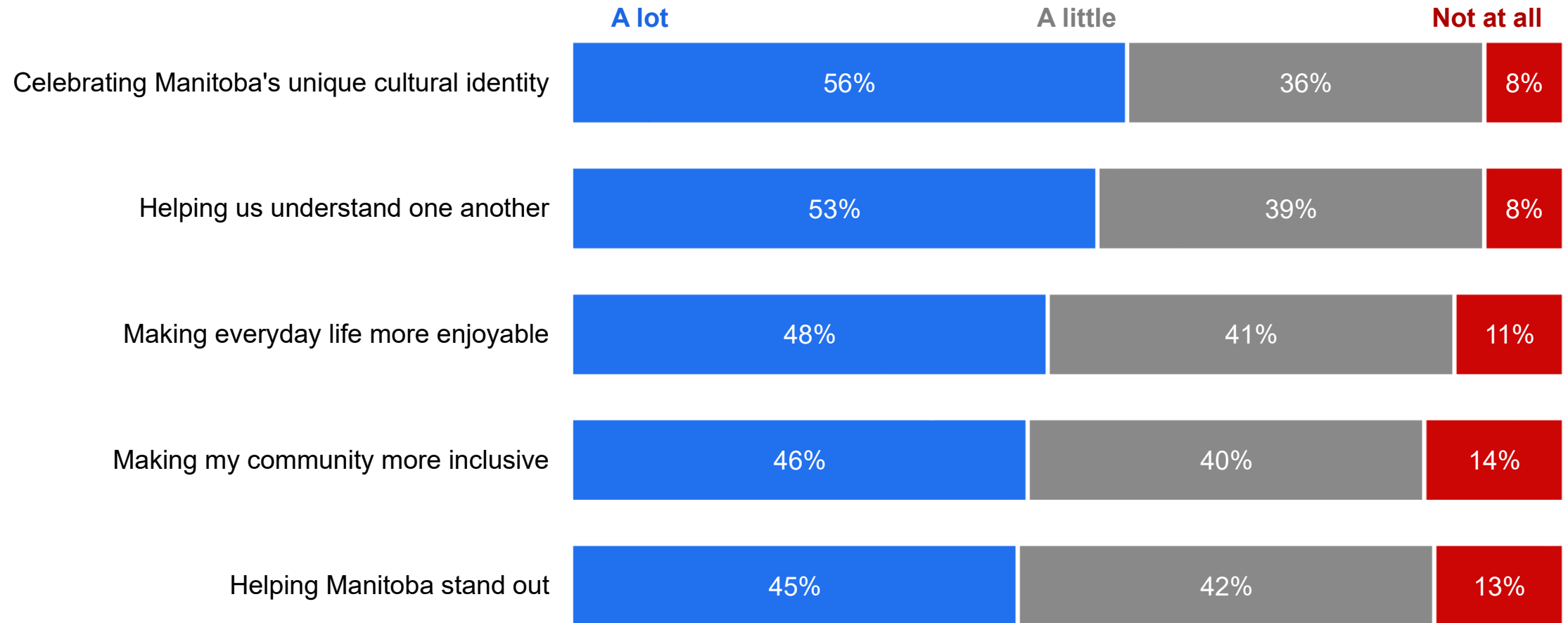
A group of young women in traditional Vietnamese folk costumes are performing a dance. They are wearing red and black patterned tops with white tassels and holding up conical hats. The background shows a wooden structure and greenery. The entire image has a blue overlay.

The Value of Culture

Major Contributions of Arts and Culture

Manitobans view arts and culture as essential for identity, enjoyment and community inclusion

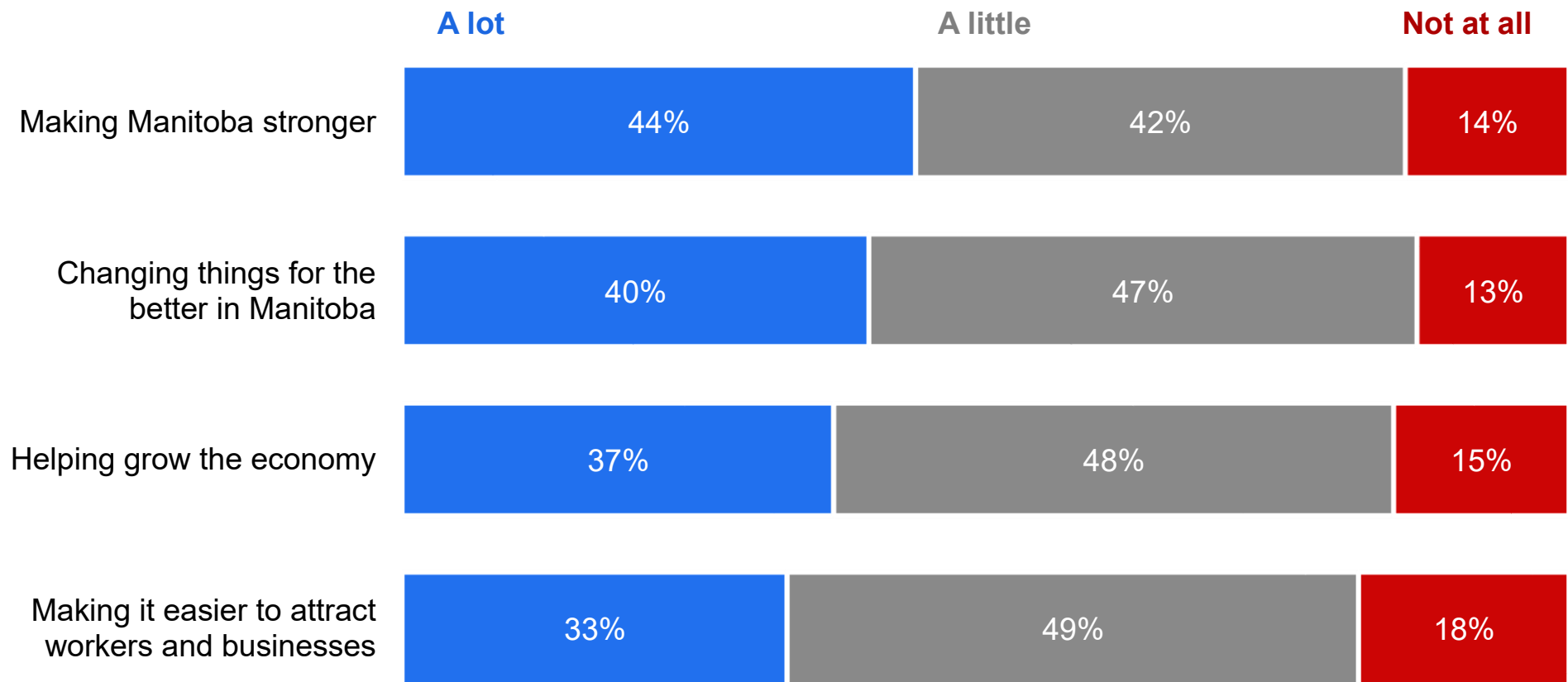
Q6. How much, if at all, do arts and culture contribute to...? (Base: All respondents, N=1,500)



Minor Contributions of Arts and Culture

Fewer believe arts and culture drive economic growth or broader societal change

Q6. How much, if at all, do arts and culture contribute to...? (Base: All respondents, N=1,500)



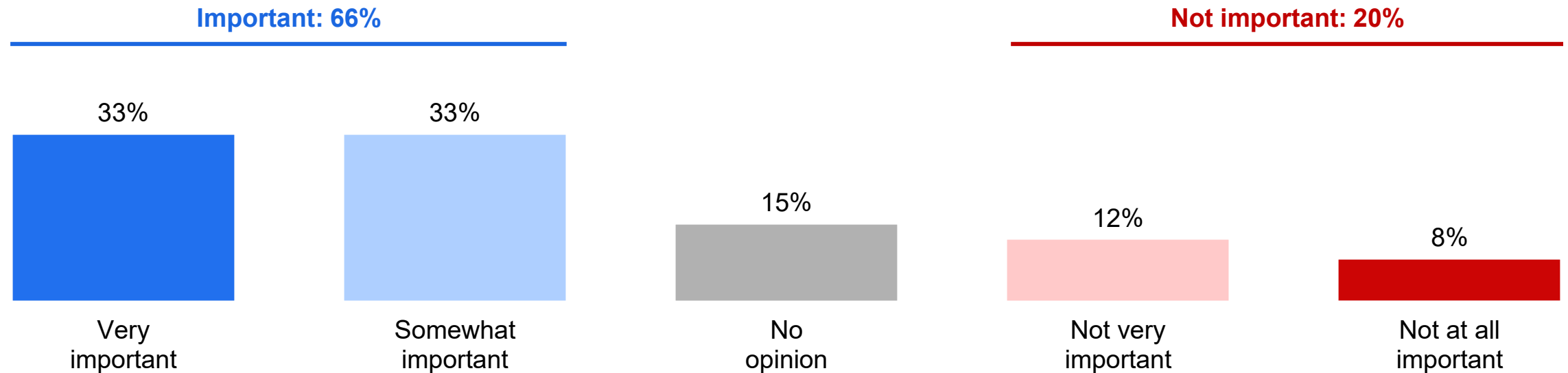
Views on Arts Funding



Support for Government Funding for the Arts

Two-thirds of Manitobans think government funding for the arts is important (at least somewhat)

Q19. Knowing all the issues we have in Manitoba, how important is it for governments to fund the arts and culture sector? (Base: All respondents, N=1,500)



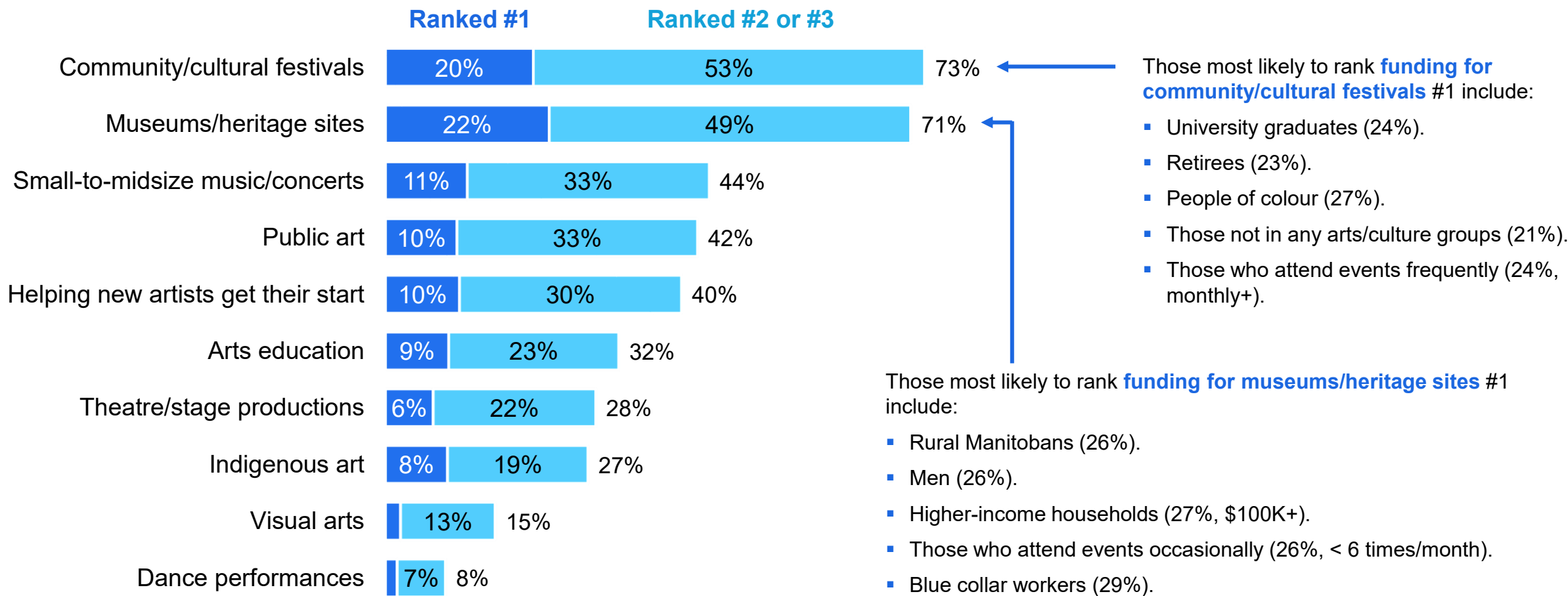
Those most likely to think government funding **is important** include:

- Winnipeggers (72%).
- Women (71%).
- University graduates (82%).
- Those who identify as 2SLGBTQ+ (82%).
- People of colour (81%).
- Arts/cultural group members (83%).
- Those who attend events frequently (94%, monthly+).

Priorities for Additional Arts Funding

About three in four believe government funding should go to community and cultural festivals

Q20. If the government increased funding to the arts, where do you think it should be spent? You can rank up to three out of the 10 items below, with 1 being your biggest priority. (Base: All respondents, N=1,500)



A person with long, dark dreadlocks is shown in profile, singing into a microphone. The image is heavily overlaid with a solid blue color. The text "Drivers of Value" is written in white, bold, sans-serif font on the left side. A tattoo of a laurel wreath with the word "STAY" underneath is visible on the person's upper arm.

Drivers of Value

Understanding a Driver Analysis

To better understand what drives or nudges Manitobans to broadly value the arts and to see culture as a critical part of their own quality of life, we conducted several driver analyses.

A driver analysis tells us whether certain attitudes predict or drive another attitude. These kinds of analyses are useful in understanding what attitudes underpin positive views of the arts and what messages, policies and approaches MAC may want to emphasize or activate to grow support for arts and culture.

We used a type of driver analysis called multiple linear regression. This analysis allows us to see, from a group of attitudes, which ones predict an outcome. An advantage of this approach is it accounts for all possible drivers at once, which is more powerful and accurate than running individual driver analyses with one potential predictor at a time.

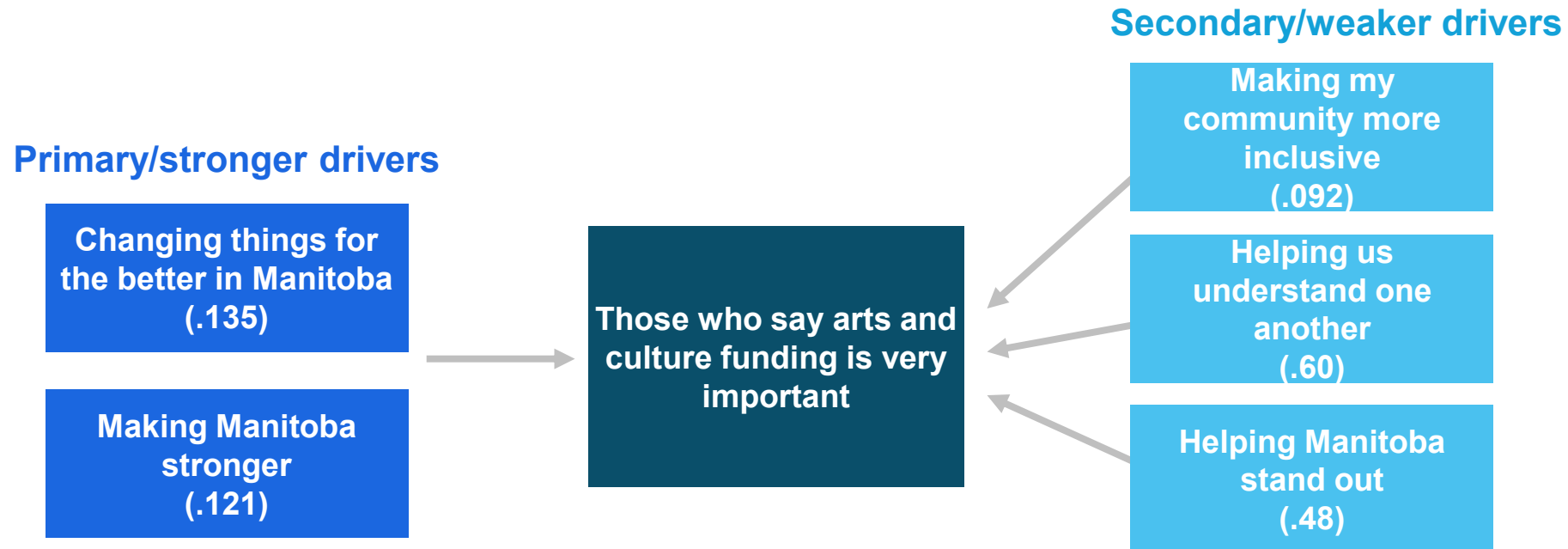
We ran driver analyses to learn more about the views and impressions that underpin responses to two questions – one personal and one about Manitoba more broadly:

- Q9. How important, if at all, are arts and cultural events/experiences to your personal quality of life?
- Q19. Knowing all the issues we have in Manitoba, how important is it for governments to fund the arts and culture sector?

These questions were the dependent variable in two separate waves of statistical analysis.

It's worth noting that, though some values and attitudes did surface as more important, the beta value is relatively low, meaning the correlation is relatively weak. In other words, many different values and attitudes combine to drive support for arts funding and views on the importance of culture to quality of life. Having said that, there are still one or two levers MAC could pull to increase public support for the arts.

What Drives Support for Arts and Culture Funding

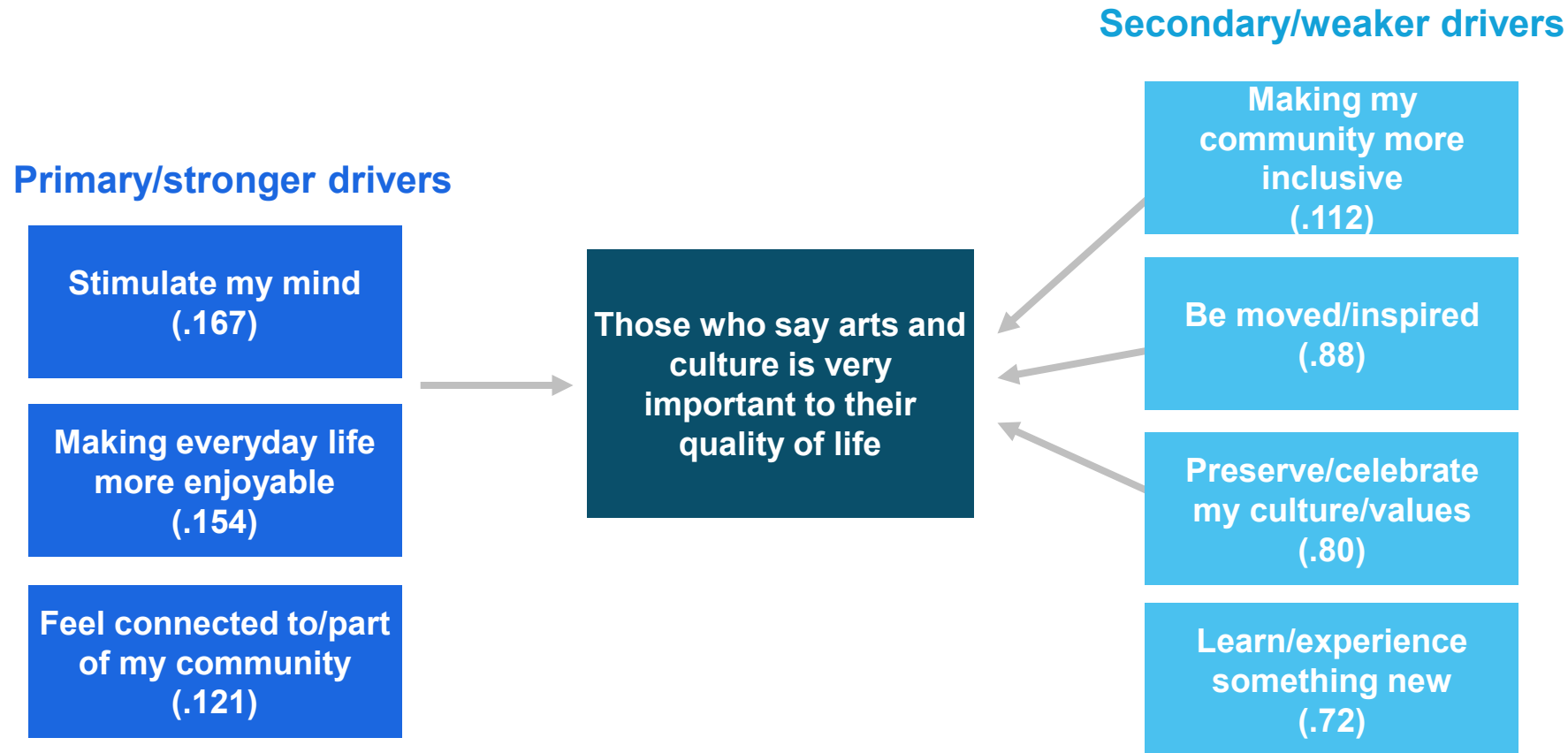


Non-drivers (variables that are not significant at the $p > 0.05$ (95%) confidence interval)

- Helping grow the economy
- Making it easier to attract workers/businesses

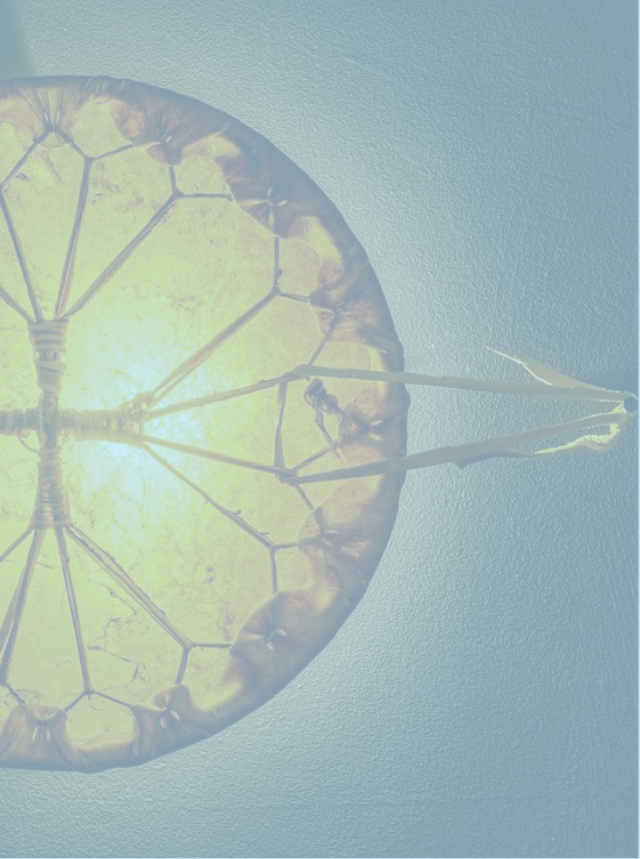
Linear regression, $R^2=0.554$, which is moderate
Beta score in parentheses for each variable, and generally indicate a weak effect 43

What Drives the Value of the Arts for Quality of Life



Appendices

- Data tables
- Questionnaire



PROBE RESEARCH

MANITOBA
ARTS COUNCIL



CONSEIL DES ARTS
DU MANITOBA