

CULTURE TO THE CORE



ARTS IMPACT SUMMARY REPORT: ARTISTS, ARTS ORGANIZATIONS AND THE GENERAL POPULATION OF MANITOBA

JAN. 2020

WINNIPEG ARTS COUNCIL



WINNIPEG
ARTS COUNCIL

PROBE RESEARCH INC.

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FOR MORE
INFORMATION:

PROBE RESEARCH INC.

603 – 191 Lombard Ave.
Winnipeg, MB
R3B OX1

(204) 926-6565
probe@probe-research.com

www.probe-research.com







ABOUT THIS REPORT

Probe Research was commissioned by the Winnipeg Arts Council to study the economic and social impacts of Winnipeg's arts and culture industry.

As part of this multi-phase research project, Probe conducted three separate surveys of key populations – Winnipeg artists, Winnipeg arts and cultural organizations and the general population of Manitoba – in the fall of 2019. These surveys helped to establish spending patterns for economic impact modelling and to understand experiences with the arts and views on arts funding.

This report combines the findings from all three surveys. The results from the surveys are colour coded as follows:

-  Summary of comparative findings
-  General population of Manitoba adults (N=1,038)
-  WAC-supported artists (N=212)
-  WAC-supported arts and cultural organizations (N=40)

General Population of Manitobans

- A 15-minute online survey of 1,038 Manitoba adults was conducted between Oct. 4th and 17th, 2019, including 828 respondents from Winnipeg and 210 from outside Winnipeg.
- The sample for this online survey was provided by Probe's probability-based proprietary panel as well as a reputable national panel provider. The sample was skewed towards Winnipeg adults due to the nature of the project.
- A province-wide probability sample of 1,038 would result in a margin of error of +/-3.0 percentage points, while Winnipeg's sample of 828 is +/-3.4 percentage points, 19 times out of 20. Minor statistical weighting was applied to ensure the survey sample is broadly representative of the actual Winnipeg and rural populations for age and gender.

Artists

- A 15-minute online survey of 212 Winnipeg artists was conducted between Oct. 25th and Nov. 11th, 2019.
- The total sample of approximately 1,665 Winnipeg artists was provided by the Winnipeg Arts Council. This contact data is subject to the strict privacy provisions of the *Personal Information Protection and Electronic Documents Act* (PIPEDA). This sample represents a collection of artists who have worked with WAC or benefited, at least indirectly, from WAC grants and funding. It does not represent all arts and culture workers in Winnipeg.

Arts and Culture Organizations

- A 30-minute average online survey of 40 Winnipeg arts organizations was conducted between Oct. 25th and Nov. 15th, 2019.
- The total sample of 139 arts organizations for this online survey was provided by the Winnipeg Arts Council. This contact data is subject to the strict privacy provisions of the *Personal Information Protection and Electronic Documents Act* (PIPEDA). This sample represents organizations who have worked with WAC or benefited, at least indirectly, from WAC grants and funding. It does not represent all arts and culture organizations in Winnipeg.
- All respondents were eligible to win one of several \$150 prizes or a donation to an arts organization of their choice. Moreover, artists and organizations completing the survey were offered a copy of the final report to emerge from this research.
- Data analysis was performed using SPSS statistical analysis software.

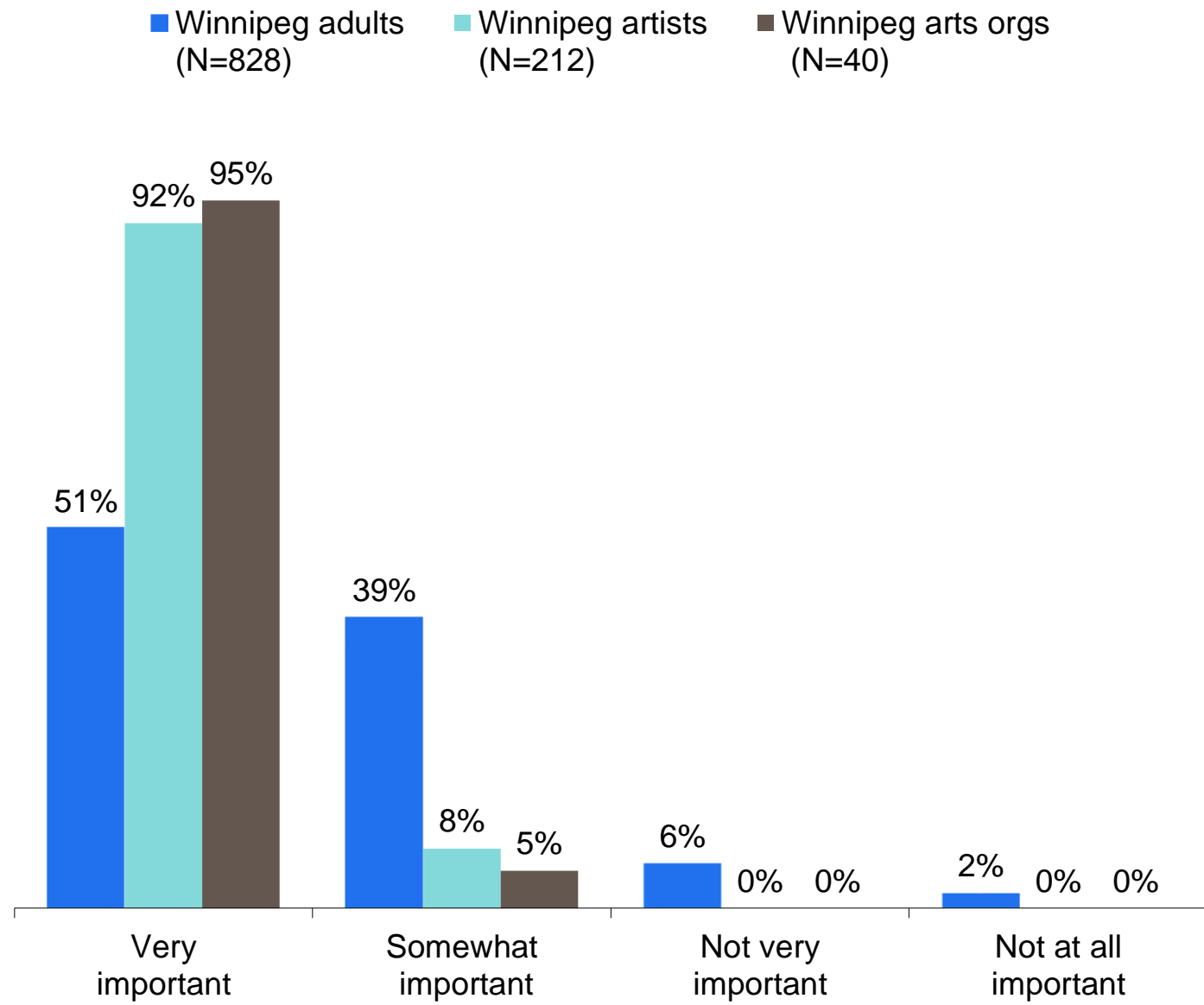


KEY COMPARATIVE HIGHLIGHTS

PROBE RESEARCH INC.

MAJORITY SAY THE ARTS ARE VERY IMPORTANT FOR A GOOD QUALITY OF LIFE

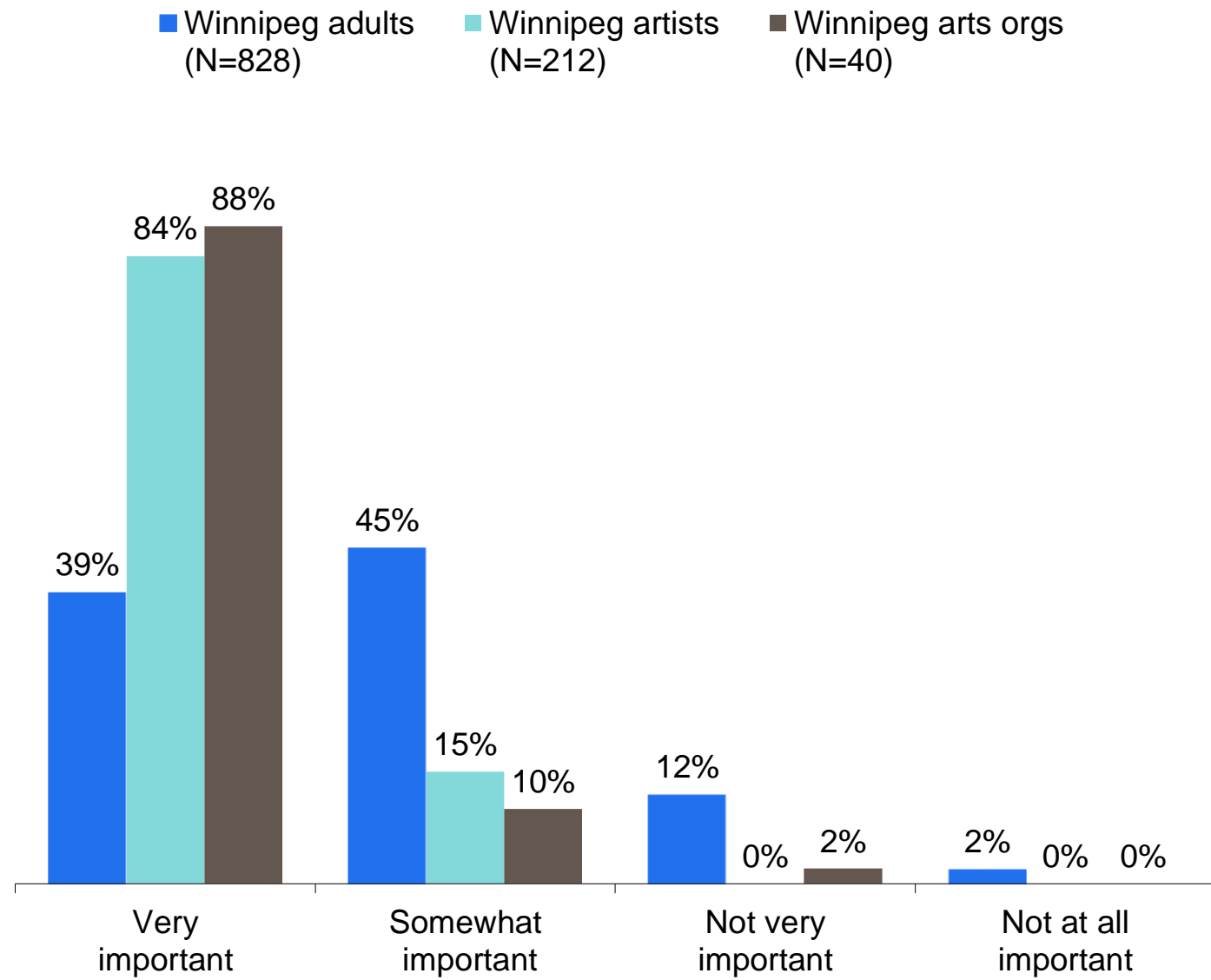
Q. "How important, if at all, are things like museums, theatres and art galleries to the quality of life in Winnipeg?"



Base: All respondents

EIGHT-IN-TEN FEEL THE ARTS ARE IMPORTANT TO THE CITY'S ECONOMY

Q. "How important, if at all, are arts and culture to Winnipeg's economy?"



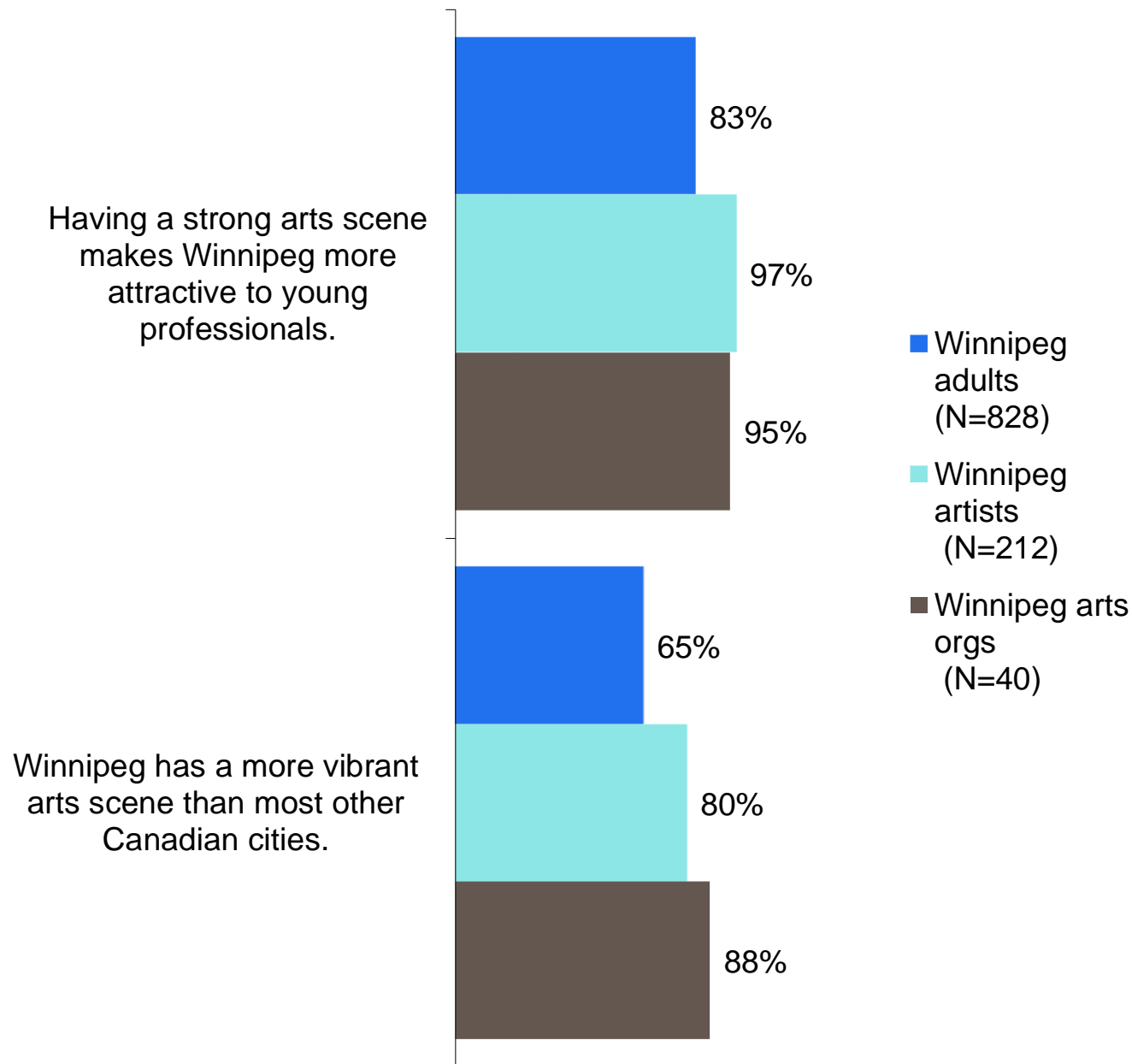
Base: All respondents

STRONG VIEWS ON THE IMPACT OF THE ARTS ON WINNIPEG'S ECONOMIC DEVELOPMENT

Q. "Now, please read the following statements and indicate if you agree or disagree."

Base: All respondents

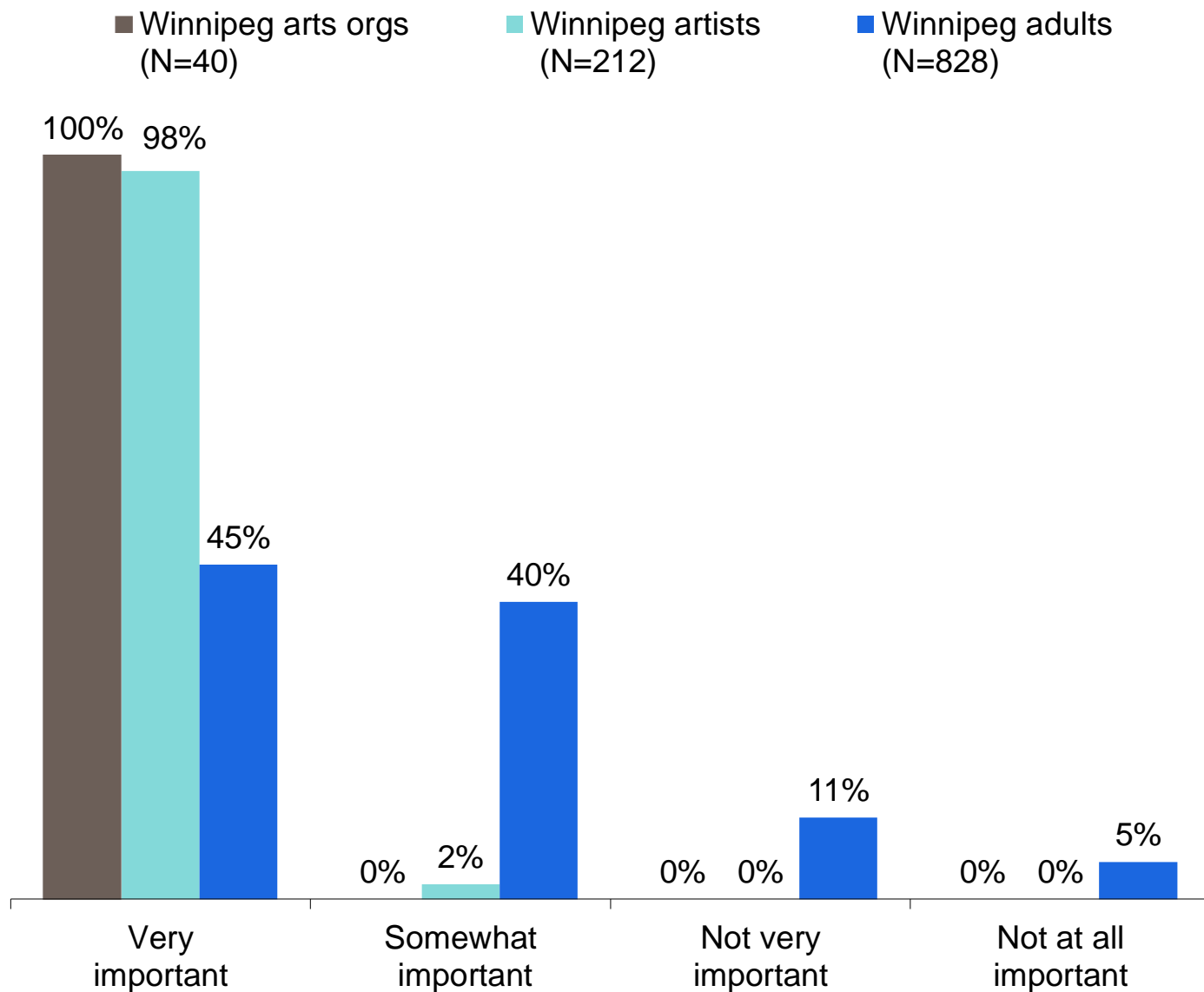
% who agree (strongly and somewhat)



ARTS PRACTITIONERS UNANIMOUSLY FEEL CITY ARTS FUNDING IS IMPORTANT

Q. "How important or unimportant is it for the City of Winnipeg to provide public funding for arts and culture – things like theatres and art galleries, museums, cultural festivals and public artwork? Would you say it is...?"

% who agree (strongly and somewhat)



Base: All respondents

SOMEWHAT DIFFERING VIEWS ON WHO BENEFITS FROM THE ARTS

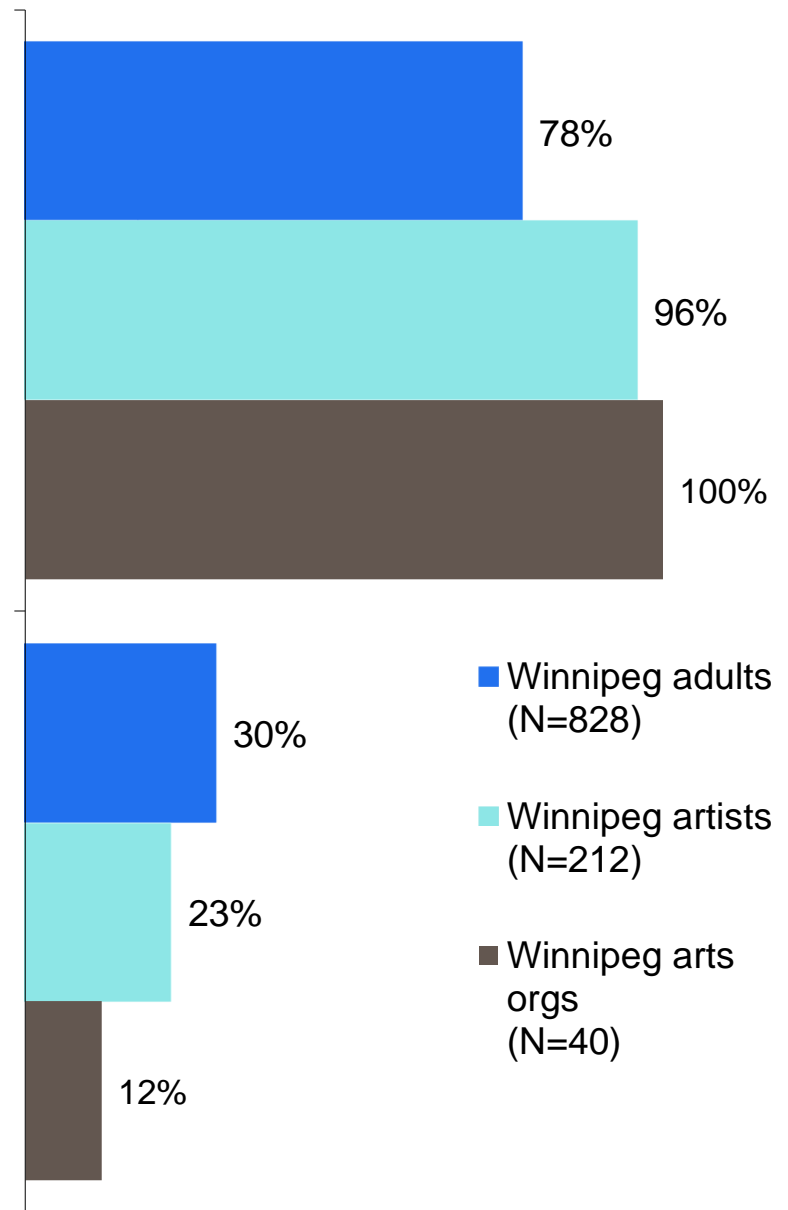
Q. "Now, please read the following statements and indicate if you agree or disagree."

Base: All respondents

% who agree (strongly and somewhat)

Arts and culture have a role to play in reconciliation between Indigenous and non-Indigenous Winnipeggers.

The arts are mostly for wealthy elites.

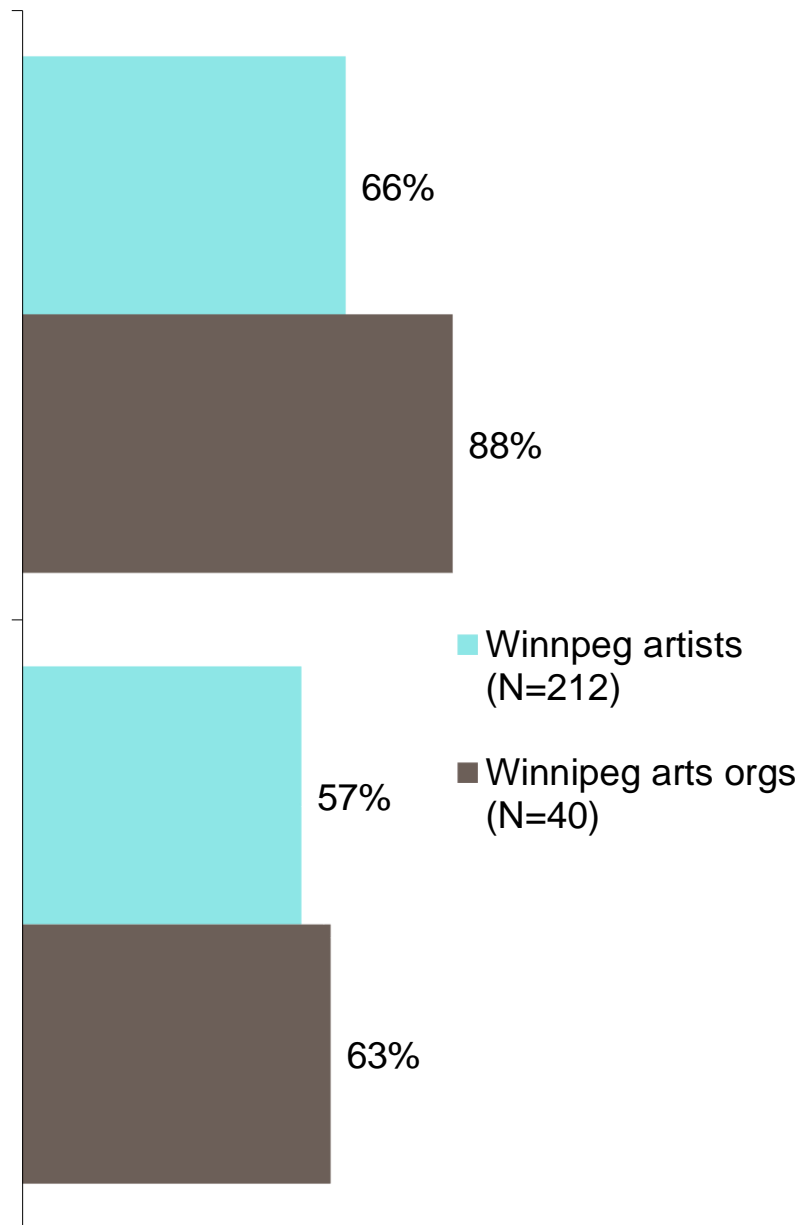


MODEST OPTIMISM AMONG ARTISTS ON THEIR FUTURE

Q. "Now, please read the following statements and indicate if you agree or disagree."

% who agree (strongly and somewhat)

I'm optimistic about my future as an artist (or as a cultural worker)/my arts organization in Winnipeg.



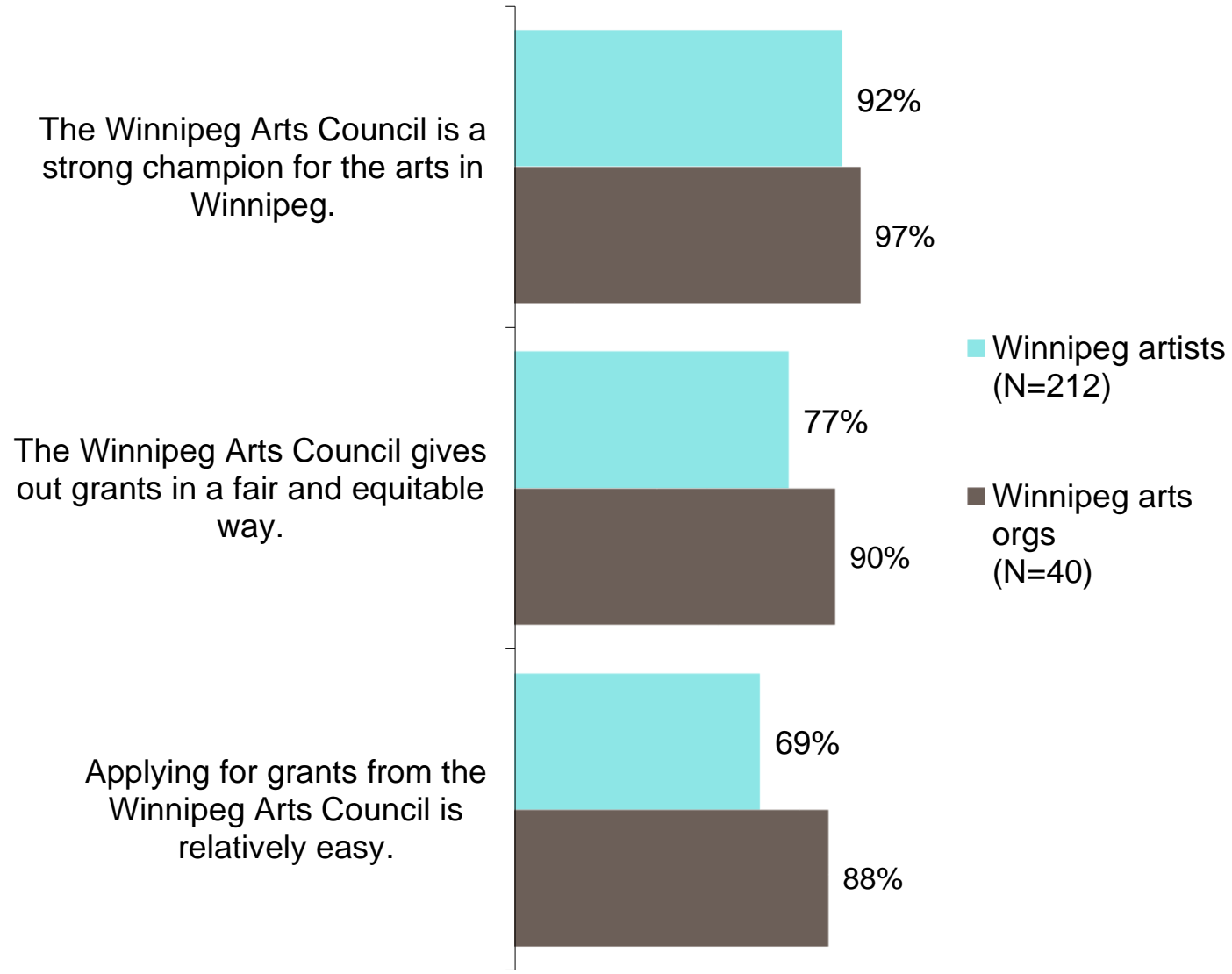
It's easier to be an artist/run an arts organization in Winnipeg than in most other Canadian cities.

Base: All respondents

WAC VIEWED AS A STRONG ARTS CHAMPION

Q. "Now, please read the following statements and indicate if you agree or disagree."

% who agree (strongly and somewhat)



Base: All respondents



GENERAL POPULATION SURVEY: DETAILED RESULTS

KEY FINDINGS

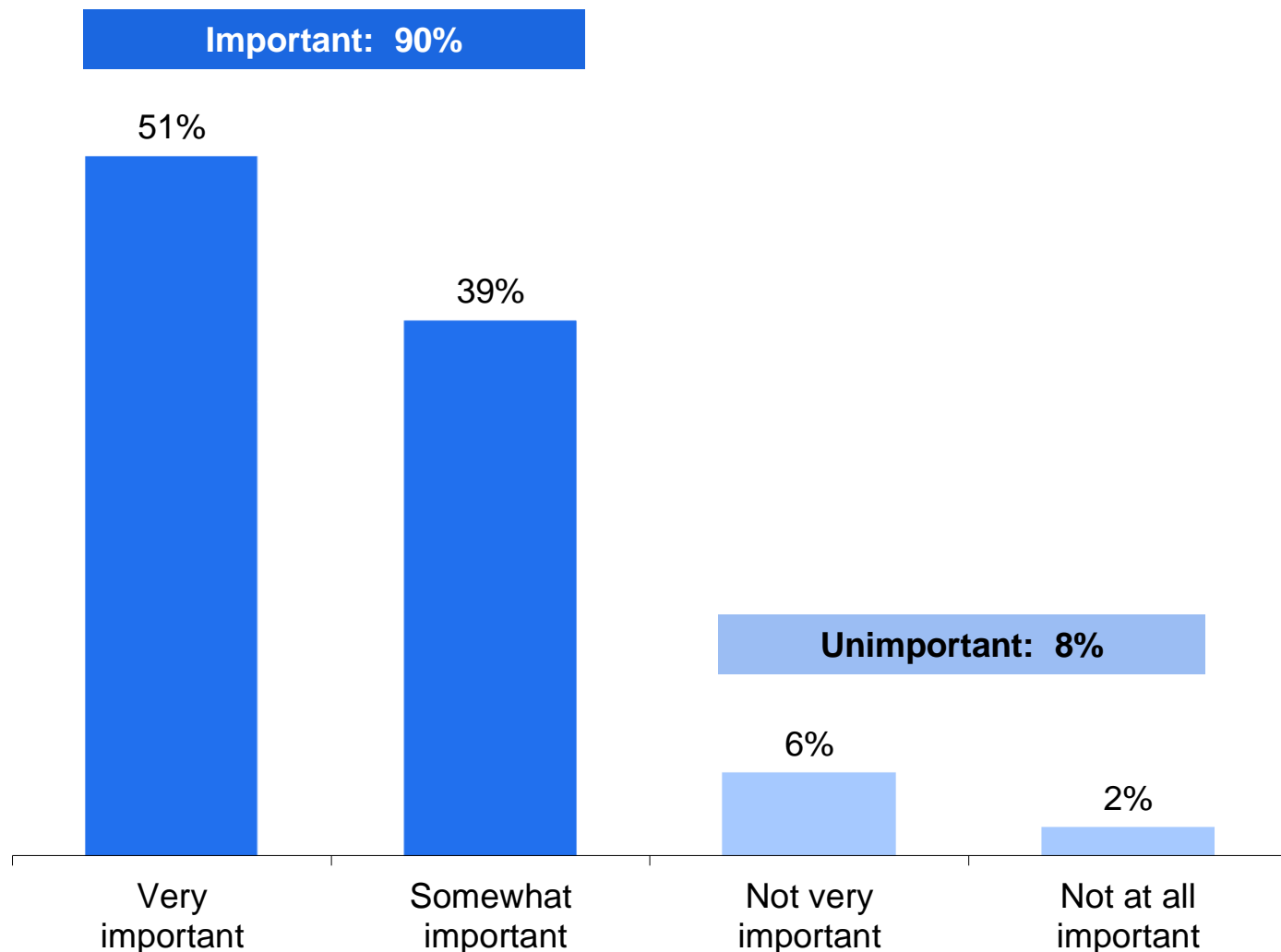
- Winnipeggers attend cultural events and create art themselves. Eight-in-ten Winnipeggers attended at least one major arts event in 2019, and more than one-half made music, painted, wrote or created some other kind of art as a hobby or as a profession.
- The vast majority of Winnipeggers - nine-in-ten - say the arts are important for a good quality of life. A similar strong majority say the arts make everyday life more fun and keep kids out of trouble. Three-quarters call arts and culture a good stress reliever.
- Almost as strong is the public's view that the city's arts industry is an economic driver. Eight-in-ten say the city's arts and cultural industry is important to the city's economy, with a similar proportion agreeing a vibrant cultural scene helps woo young professionals to the city.
- Three-quarters of Winnipeg children take art classes at school, after school or both, and parents typically spent \$900 on these classes, which a majority of parents view as important as math or English.
- Despite these positive views, only one-half of Winnipeggers consider themselves “arts people”, despite strong attendance at arts events, a strong belief in municipal funding for the arts and other key markers of arts engagement. This group represents a latent and untapped source of support that has not been activated or helped to see themselves as part of the city's arts and culture industry.
- There is considerable support for municipal arts funding, and only a small minority – 9% – say the city's budget allocation for the arts is too high. The most effective arguments in favour of municipal funding are that the city gets good value for money earmarked for the arts and that a vibrant cultural scene gives Winnipeg a unique identity. The most effective counter-argument the Winnipeg Arts Council must rebut is that the arts are not a core city service.

ROLE OF THE ARTS IN WINNIPEG



NINE-IN-TEN WINNIPEGGERS SAY THE ARTS ARE IMPORTANT FOR A GOOD QUALITY OF LIFE

A2. "How important, if at all, are things like museums, theatres and art galleries to the quality of life in Winnipeg?"

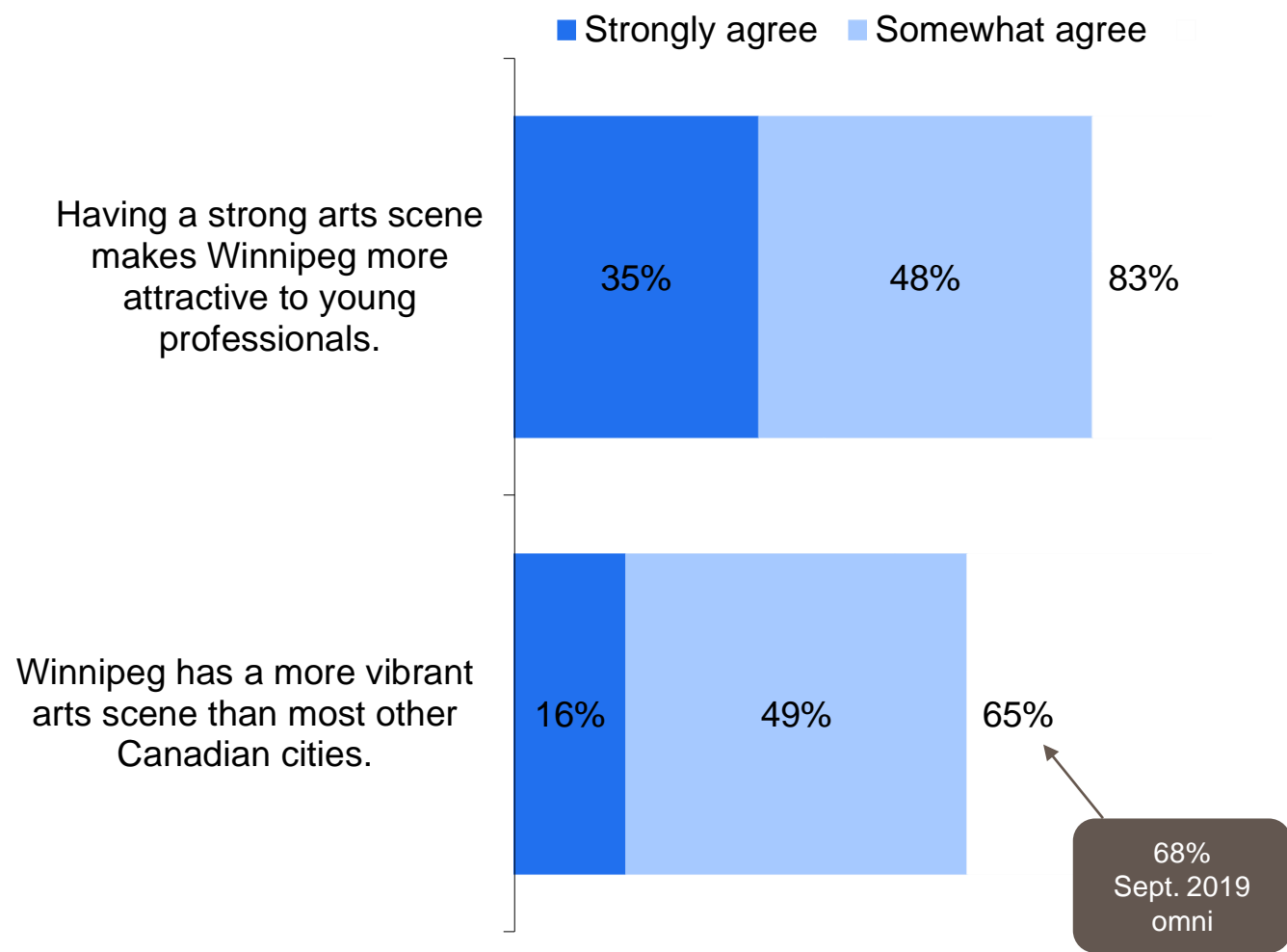


Base: All Winnipeg respondents (n=828)

- Older women and middle-aged women, those 35+, are most likely to say the arts are *very important* to quality of life (57% vs. 44% among women <35 and 46% among men 55+).
- Similarly, Winnipeggers with higher levels of education and New Canadians are more likely to say the arts are *very important* to quality of life.
- Even one-third of those who do not consider themselves an "arts person" say the arts are *very important* to quality of life (33% vs. 69% among "arts people").

EFFECT OF THE ARTS ON ECONOMIC DEVELOPMENT

A1. "Now, please read the following statements and indicate if you agree or disagree."

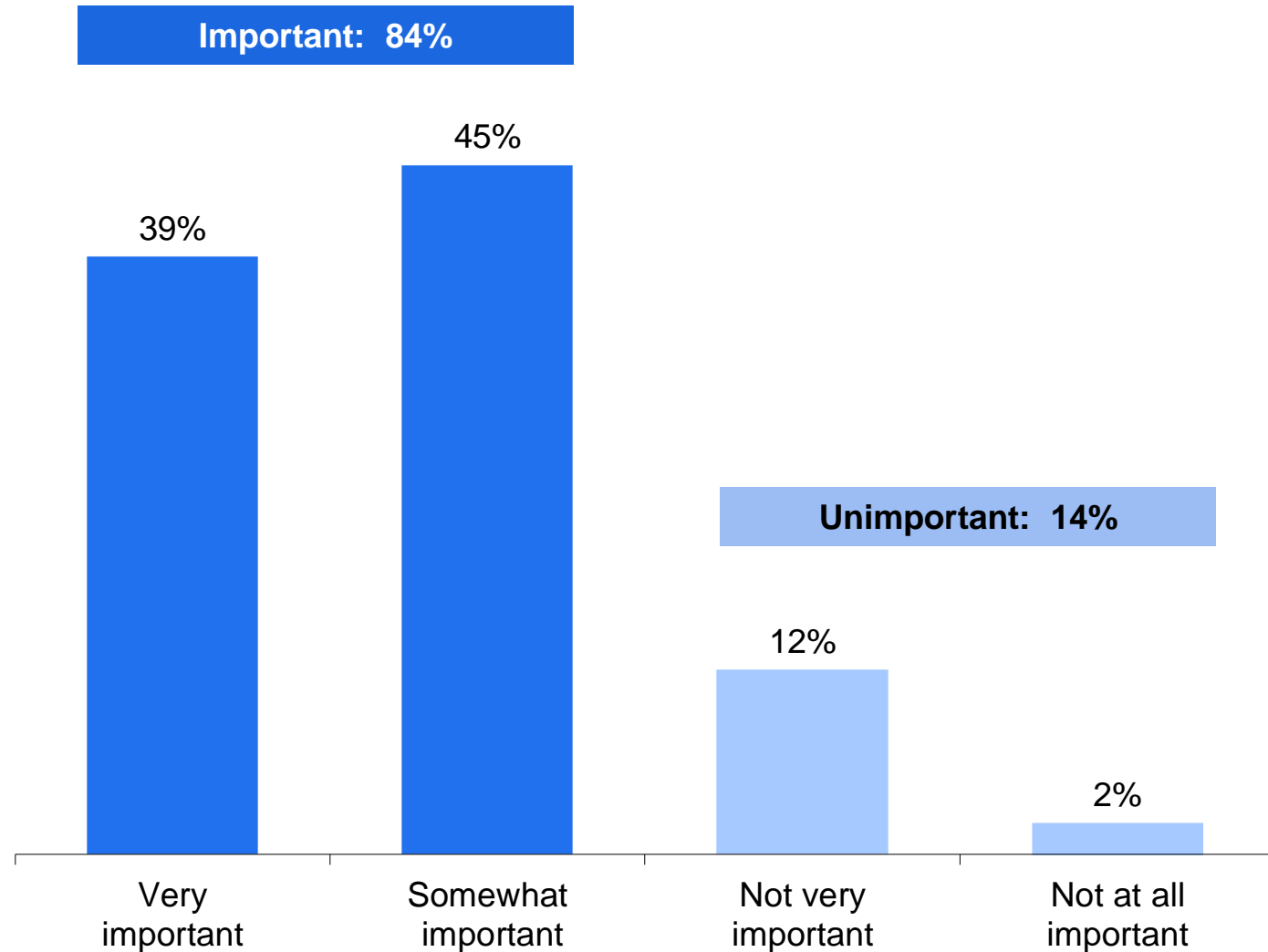


Base: All Winnipeg respondents (n=828)

- Most likely to feel Winnipeg has a more vibrant arts scene than other cities are Winnipeggers with higher levels of education (72% agree among those with post-grad degrees vs. 55% among those with high school or less), Winnipeggers born in Canada (67% vs. 55% among New Canadians) and older women, those 55+ (74%).
- More than one-half (56%) of those who don't consider themselves "arts people" say Winnipeg's arts scene is more vibrant than other Canadian cities.

EIGHT-IN-TEN FEEL THE ARTS ARE IMPORTANT TO THE CITY'S ECONOMY

A3. "How important, if at all, are arts and culture to Winnipeg's economy?"

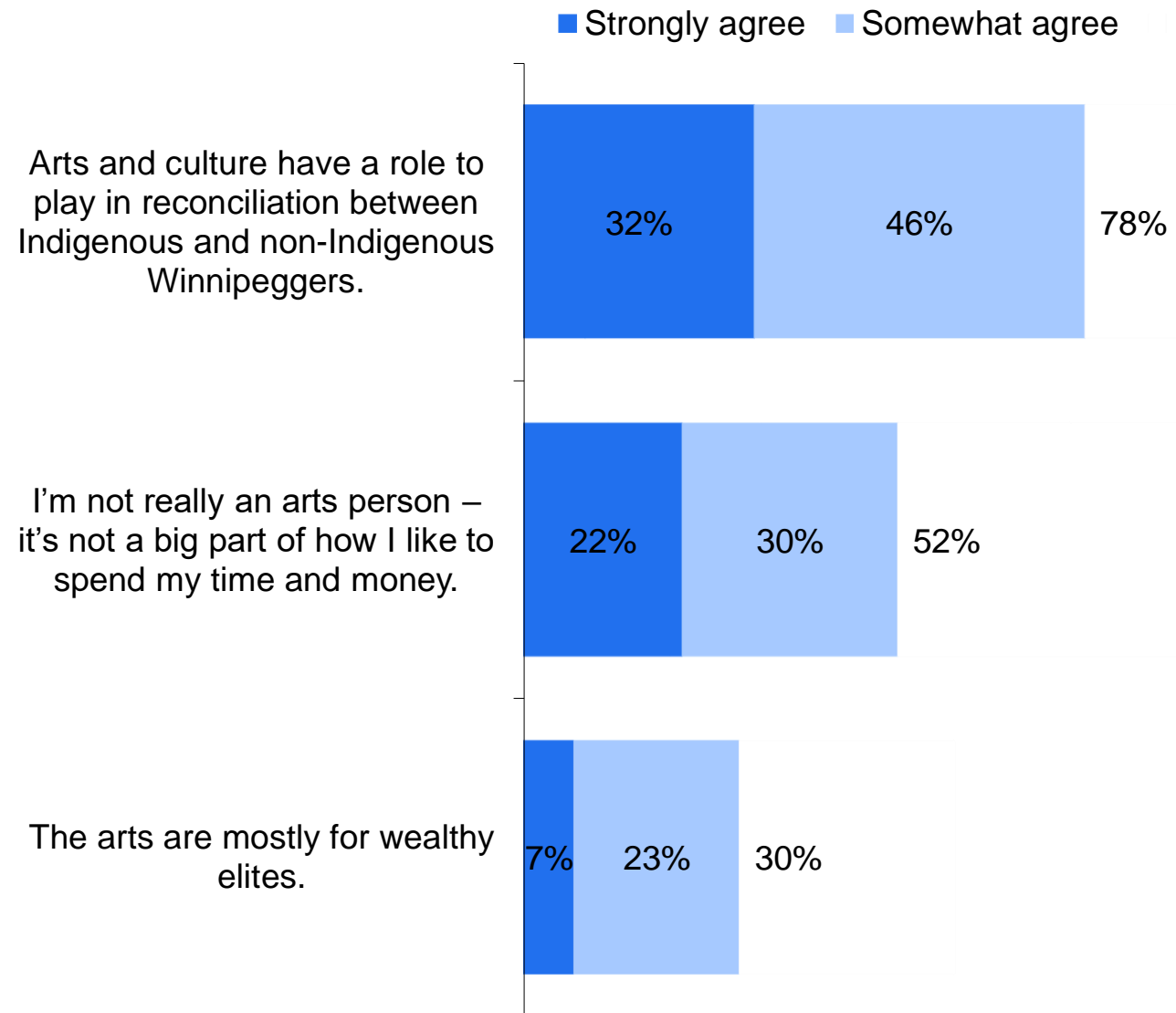


Base: All Winnipeg respondents (n=828)

- Most likely to feel the arts are *very important* to Winnipeg's economy are older women (51%), Winnipeggers with post-grad degrees (49%) and New Canadians (48%).

WHO ARE THE ARTS FOR?

A1. "Now, please read the following statements and indicate if you agree or disagree."



Base: All Winnipeg respondents (n=828)

- Most likely to say the arts are for wealthy elites are younger adults, those under 35 (37%), people with high school or less (43%), new Canadians (39%) and "non-arts people" (44%).

WHAT DO WE KNOW ABOUT “NON-ARTS PEOPLE”?

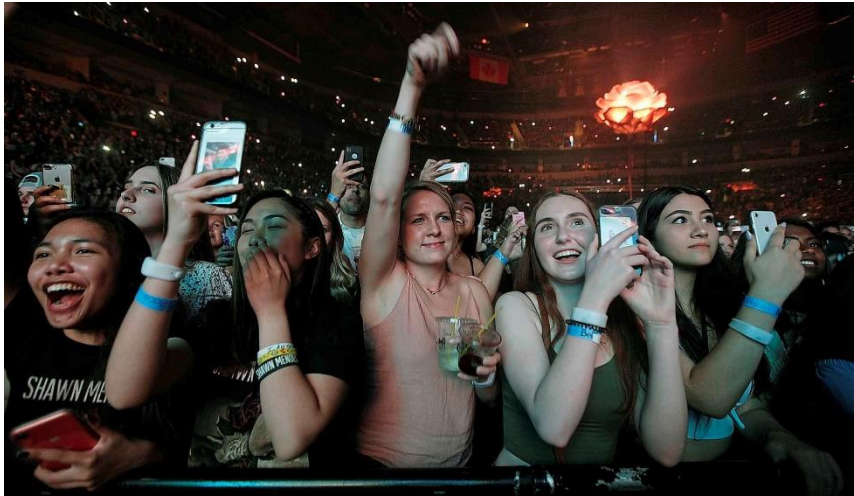
There is a significant gap between how non-arts people describe themselves and what they actually do. In other words, even Manitobans who do not consider themselves “arts people” engage in arts-related activities quite frequently and have positive views about the arts. For example:

- 70% of “non-arts people” attended an arts event in 2019 – a concert, festival, gallery show, etc. They typically did these things multiple times.
- The vast majority – 83% – say the arts are important to the city’s quality of life and three-quarters say the arts are important to the local economy.
- Even “non-arts people” feel the arts have social benefits – 86% say the arts are a good way to keep kids out of trouble and 76% say the arts make everyday life more fun. (“Non-arts people” are, however, much less likely to say the arts help them connect with their fellow Winnipeggers or act as a good stress reliever. And, “non-arts people” are twice as likely to say the arts are really just for the wealthy elite.
- Nearly three-quarters (74%) say municipal arts funding is important.
- Their children are involved in the arts – 70% of “non-arts” parents have children in art classes in school or after-school (though they tend to view these classes as valuable, not critical.)
- Nearly one-half (45%) of “non-arts people” created art themselves, such as painting, writing or playing music.

A1. “Now, please read the following statements and indicate if you agree or disagree...I’m not really an arts person – it’s not a big part of how I like to spend my time and money.”

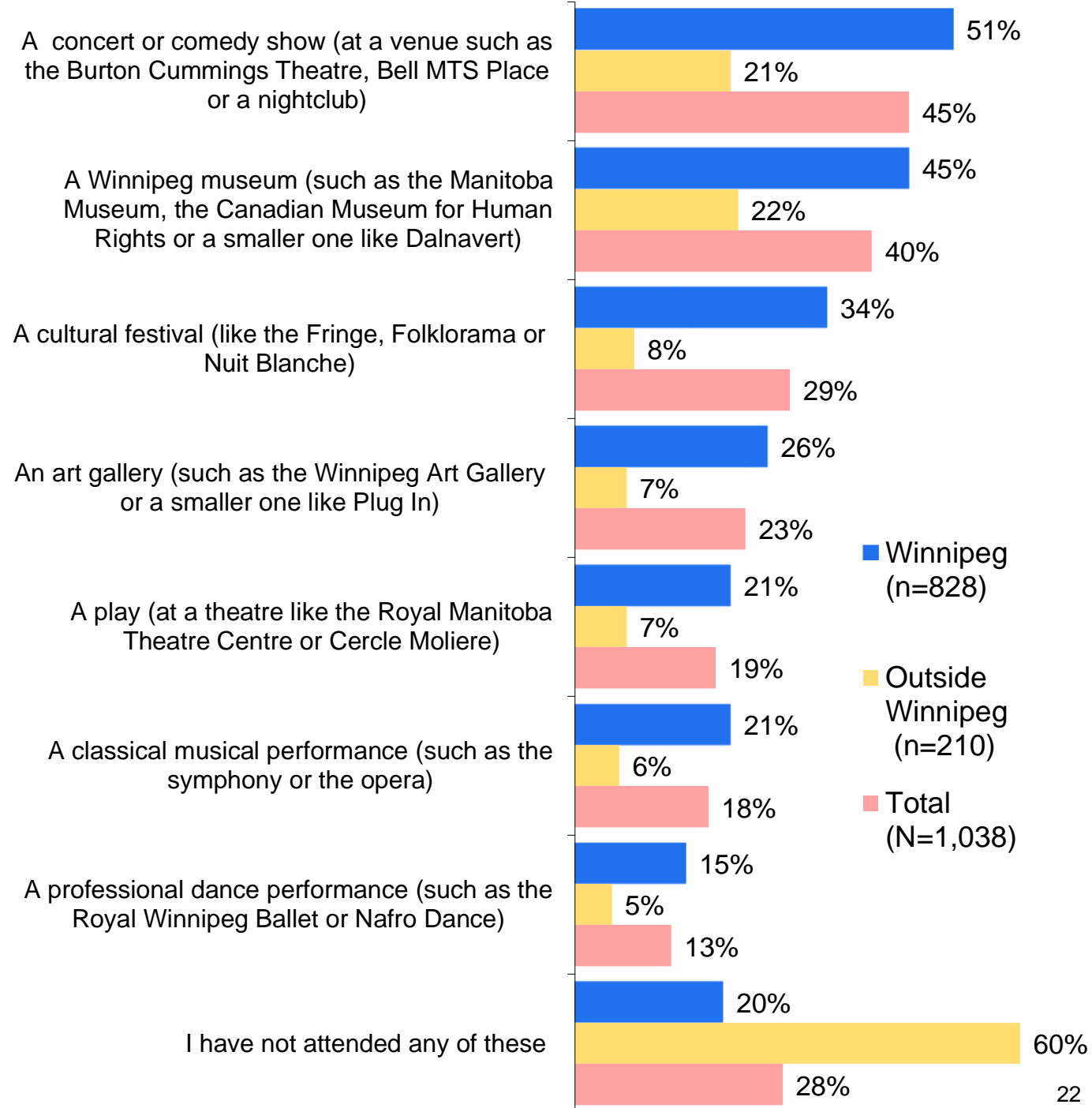
Base: All Manitoba respondents (N=1,038)

ENJOYMENT OF THE ARTS



EIGHT-IN-TEN WINNIPEGGERS HAVE ATTENDED AN ARTS AND CULTURAL OFFERING IN THE LAST YEAR

S1. "Since January 2019, have you personally visited or attended any of the following?"



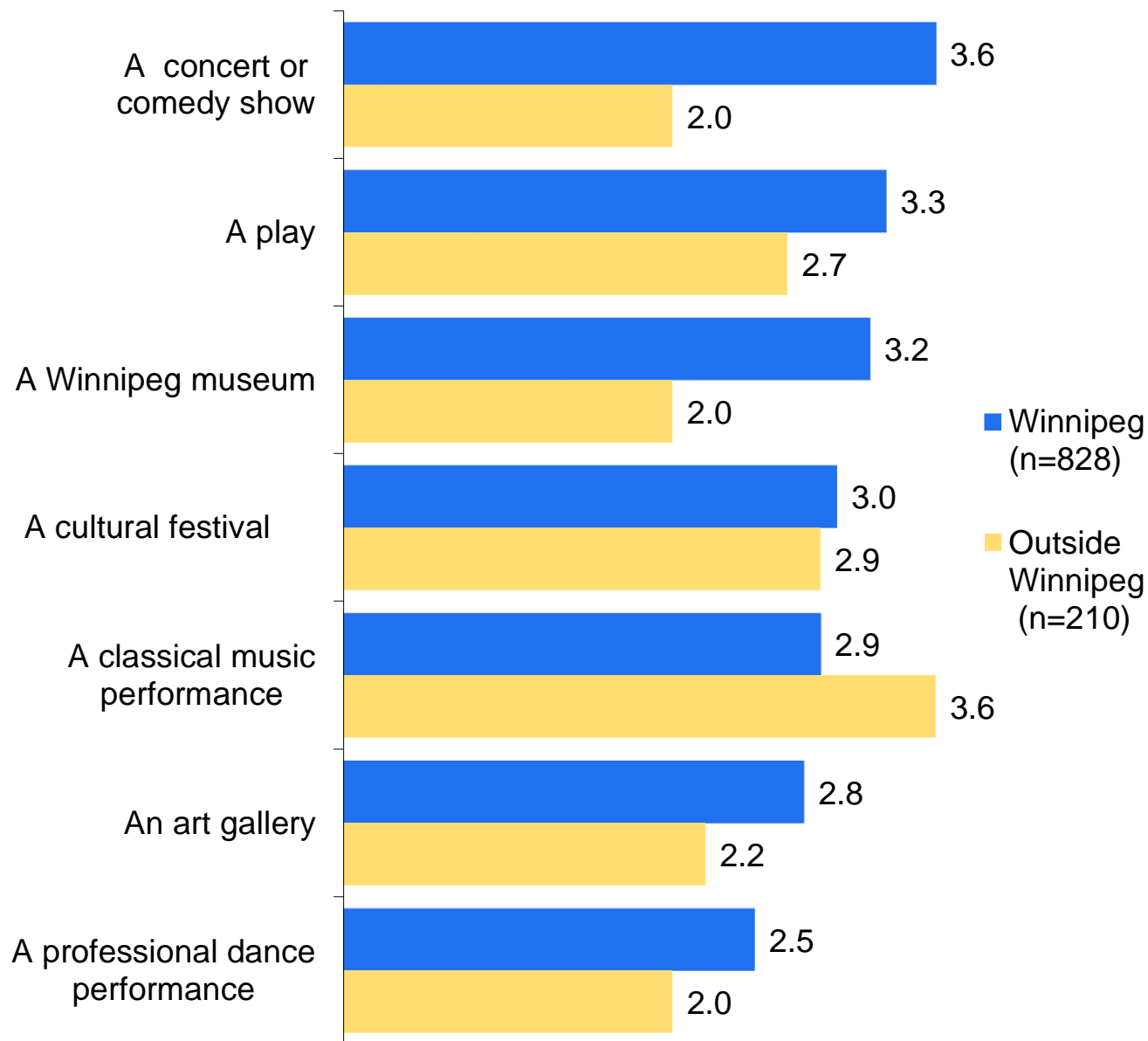
Base: All Manitoba respondents (N=1,038)

CONCERTS, PLAYS AND MUSEUMS ARE MOST POPULAR CULTURAL EVENTS FOR WINNIPEGGERS

S2. "How often have you personally attended [this arts event] since January 2019?"

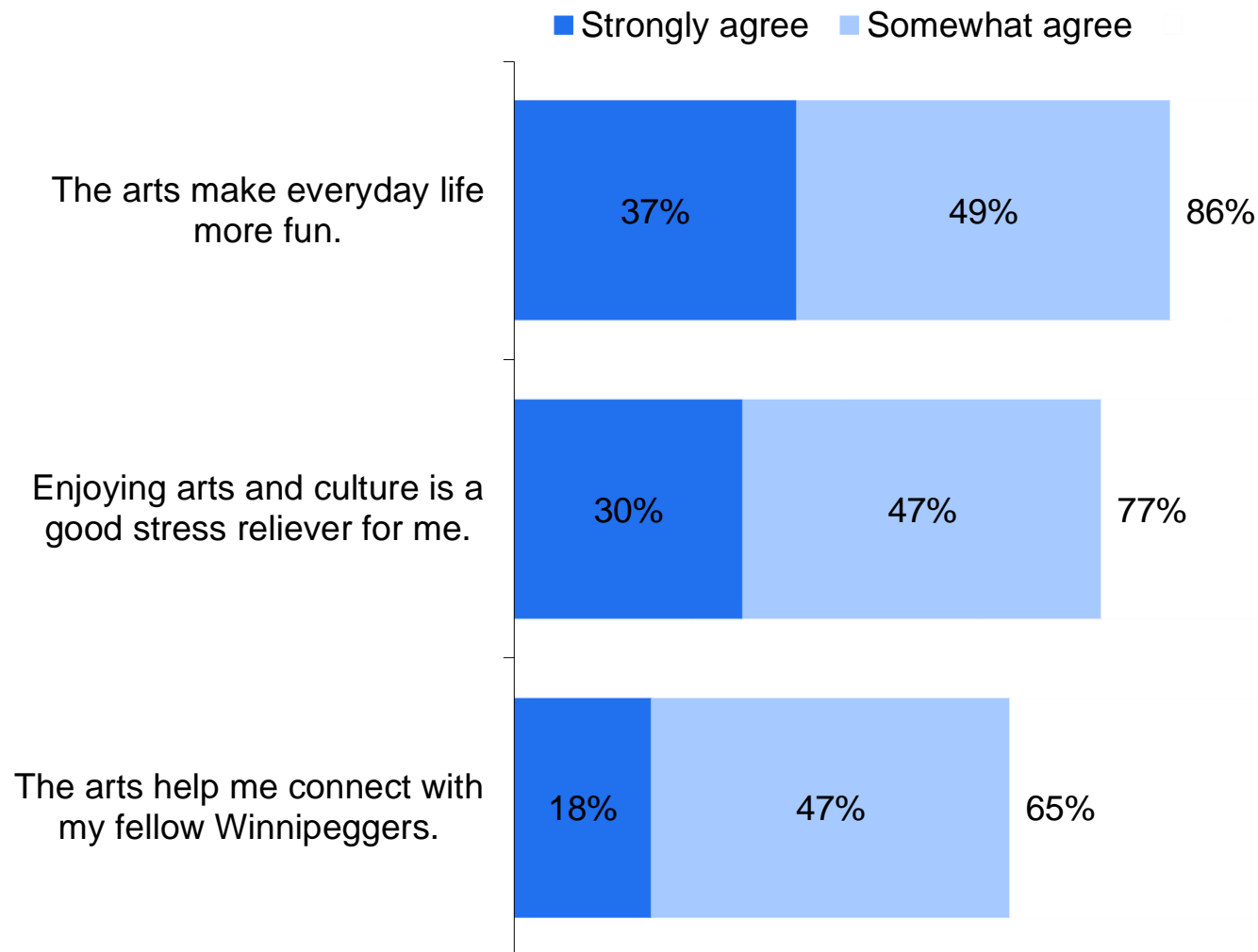
Base: All Manitoba respondents (N=1,038)

Average number of times respondents attended this arts offering in 2019



EFFECT OF THE ARTS ON QUALITY OF LIFE

A1. "Now, please read the following statements and indicate if you agree or disagree."



Base: All Winnipeg respondents (n=828)

- Women and younger adults are more likely to feel arts and culture improves overall quality of life. For example, 81% of women agree the arts act as a good stress reliever (vs. 72% among men). Another example: 90% of those 35 and under agree the arts make everyday life more fun (vs. 82% among older adults, those 55+).
- New Canadians are also slightly more likely to link the arts with quality of life. For example, 93% of new Canadians agree the arts make everyday life more fun (vs. 84% among those born in Canada).

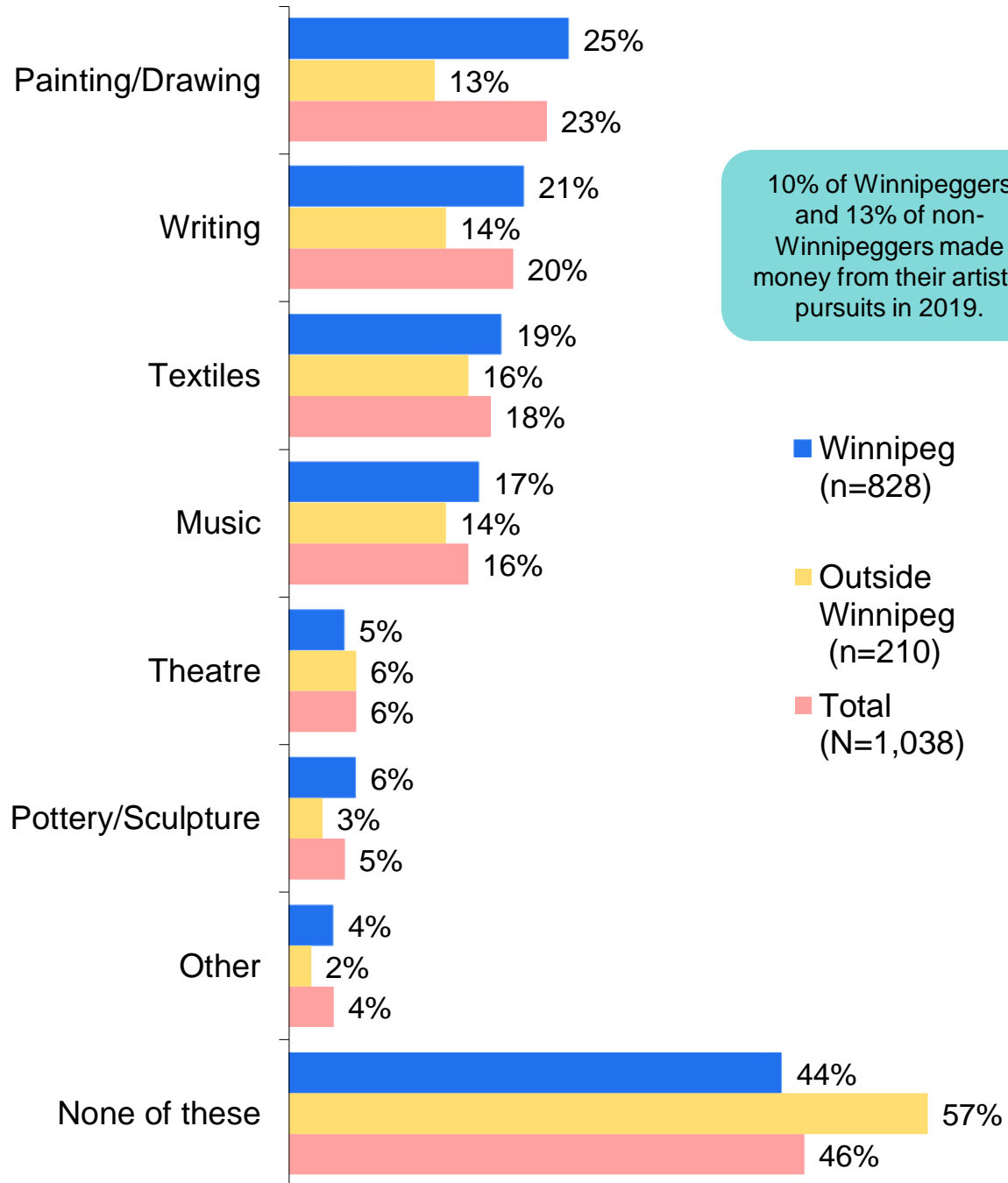
PERSONAL ART PRACTICE



MORE THAN ONE-HALF OF WINNIPEGGERS MAKE ART THEMSELVES

P1. "And, what about you, personally? Thinking of 2019 so far, please indicate which of these kinds of artistic pursuits you personally have done – as a hobby or professionally."

Base: All Manitoba respondents (N=1,038)

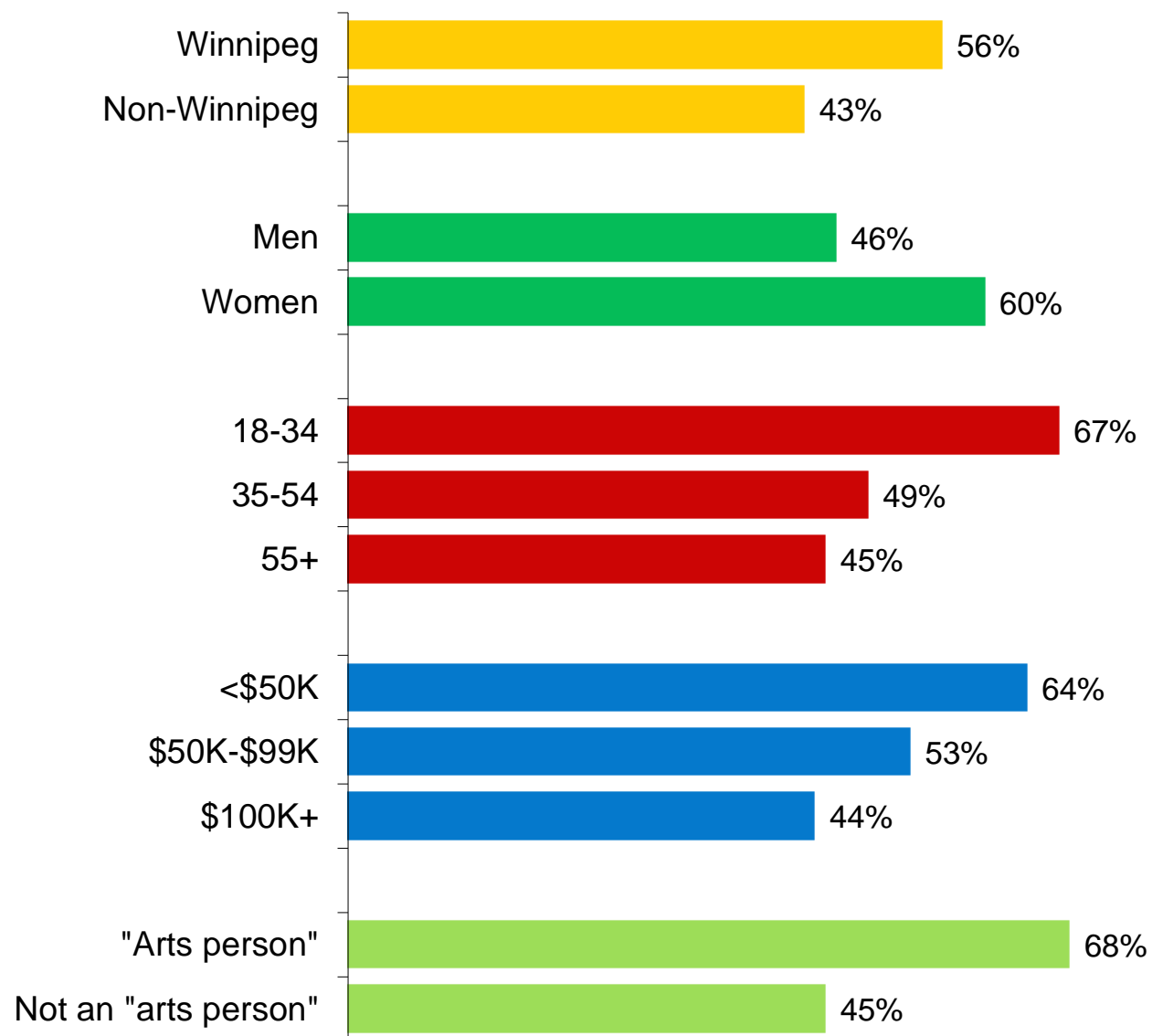


YOUNG ADULTS, WOMEN, LOWER-INCOME PEOPLE MOST LIKELY TO MAKE ART THEMSELVES

P1. "And, what about you, personally? Thinking of 2019 so far, please indicate which of these kinds of artistic pursuits you personally have done – as a hobby or professionally."

Base: All Manitoba respondents (N=1,038)

% who personally engaged in an artistic pursuit in 2019



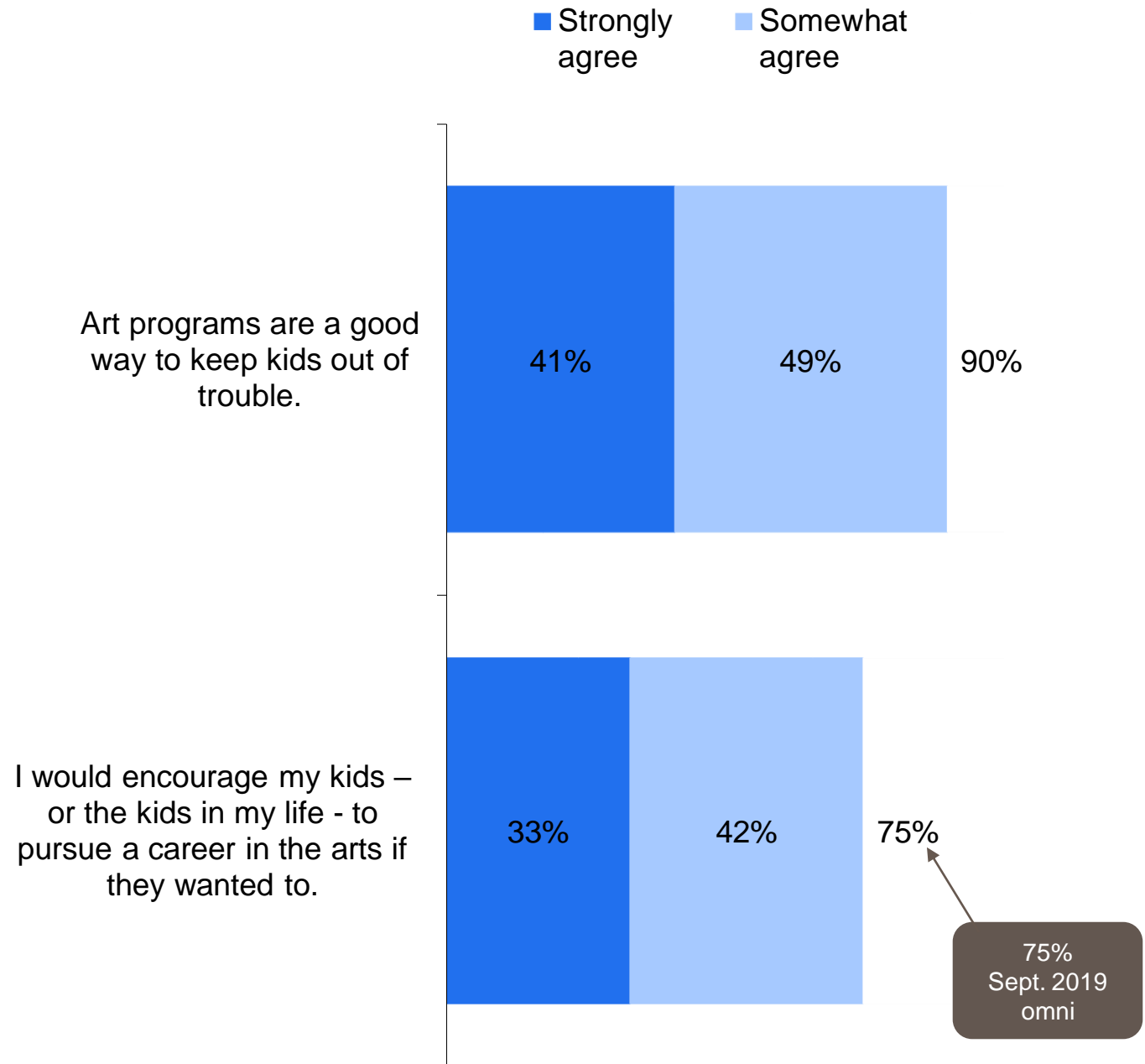
ARTS EDUCATION



EFFECT OF THE ARTS ON CHILDREN AND YOUTH

A1. "Now, please read the following statements and indicate if you agree or disagree."

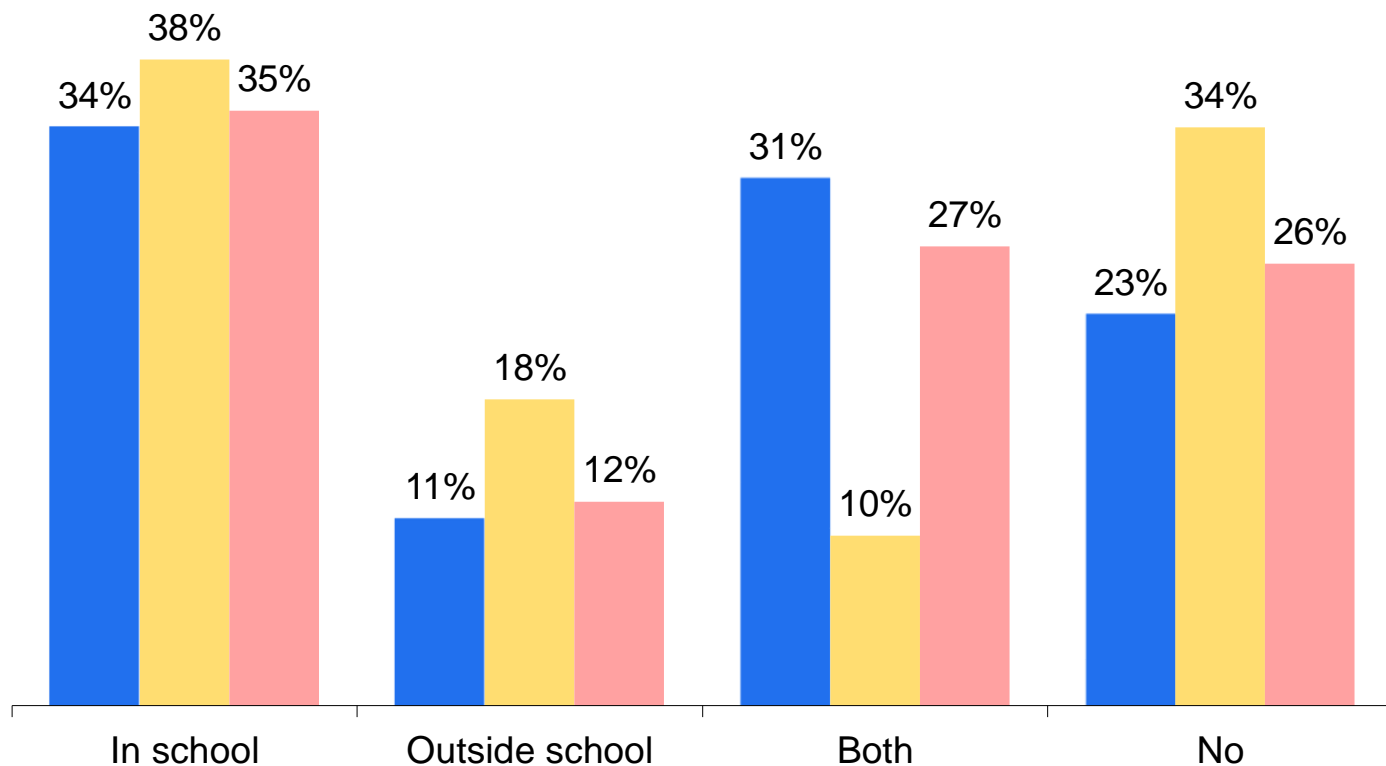
Base: All Winnipeg respondents (n=828)



THREE- QUARTERS OF WINNIPEG CHILDREN INVOLVED IN ARTS

E2. “And, has the child – or children – in your household taken any arts and culture-related classes so far this year? These could be in-school such as band or art, or private, after-school classes such as theatre classes, music lessons or dance classes.”

■ Winnipeg (n=266) ■ Outside Winnipeg (n=68*) ■ Total (n=334)



- Most likely to have children in arts and culture classes are Winnipeggers (77% vs. 66% among non-Winnepeggers), those with post-graduate degrees (82% vs. 57% among those with high school or less) and higher-income households (80% among those earning \$100K+ vs. 63% among those earning <\$50K).

Base: All respondents with children under 18 at home

*Caution: Small base

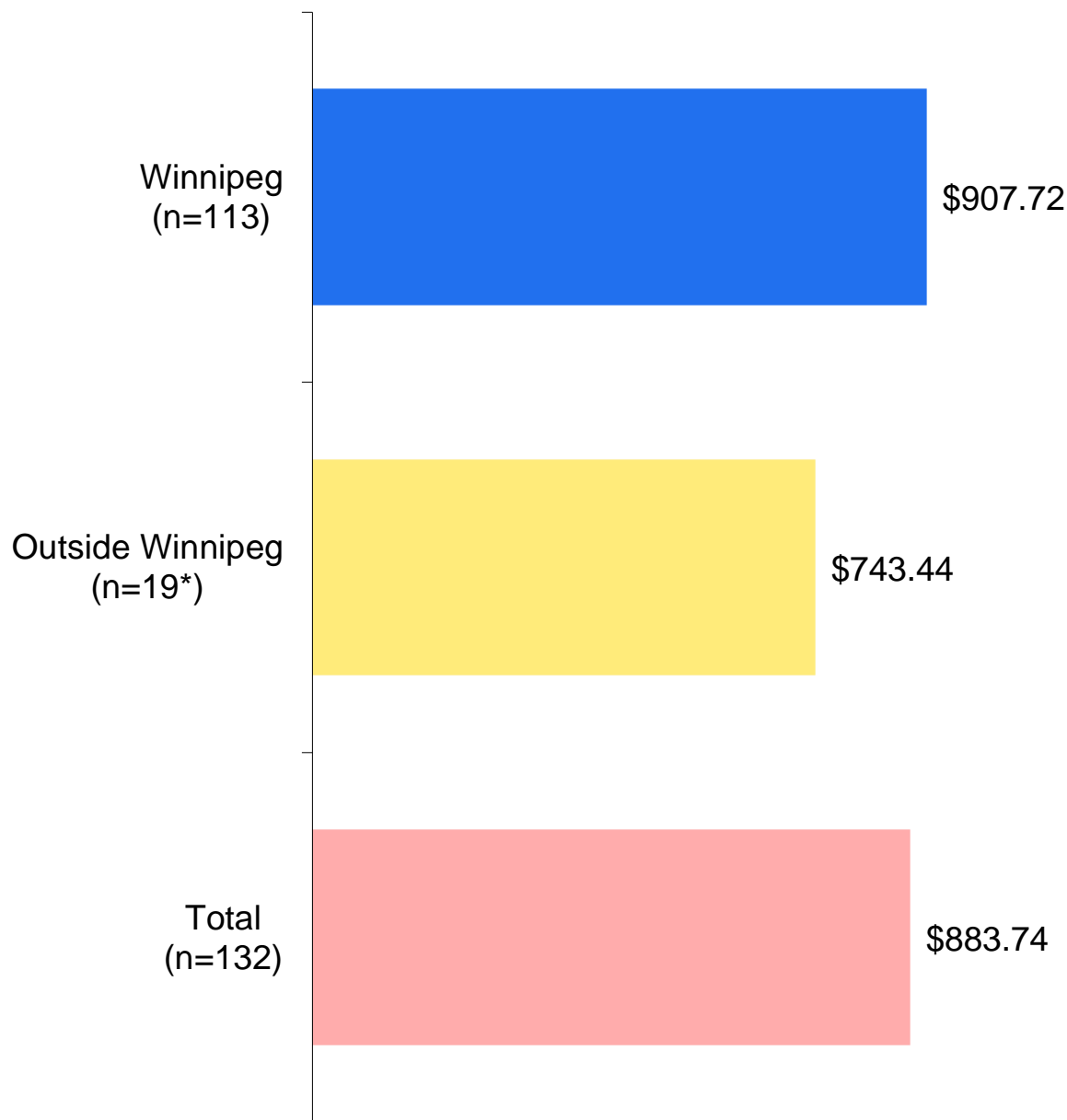
WINNIPEG PARENTS SPEND \$900 ON ARTS AND CULTURE-RELATED CLASSES FOR CHILDREN

E2a. "How much have you spent so far this year on arts and culture-related classes for the children in your household?"

Base: Those with children under 18 at home taking arts and culture classes

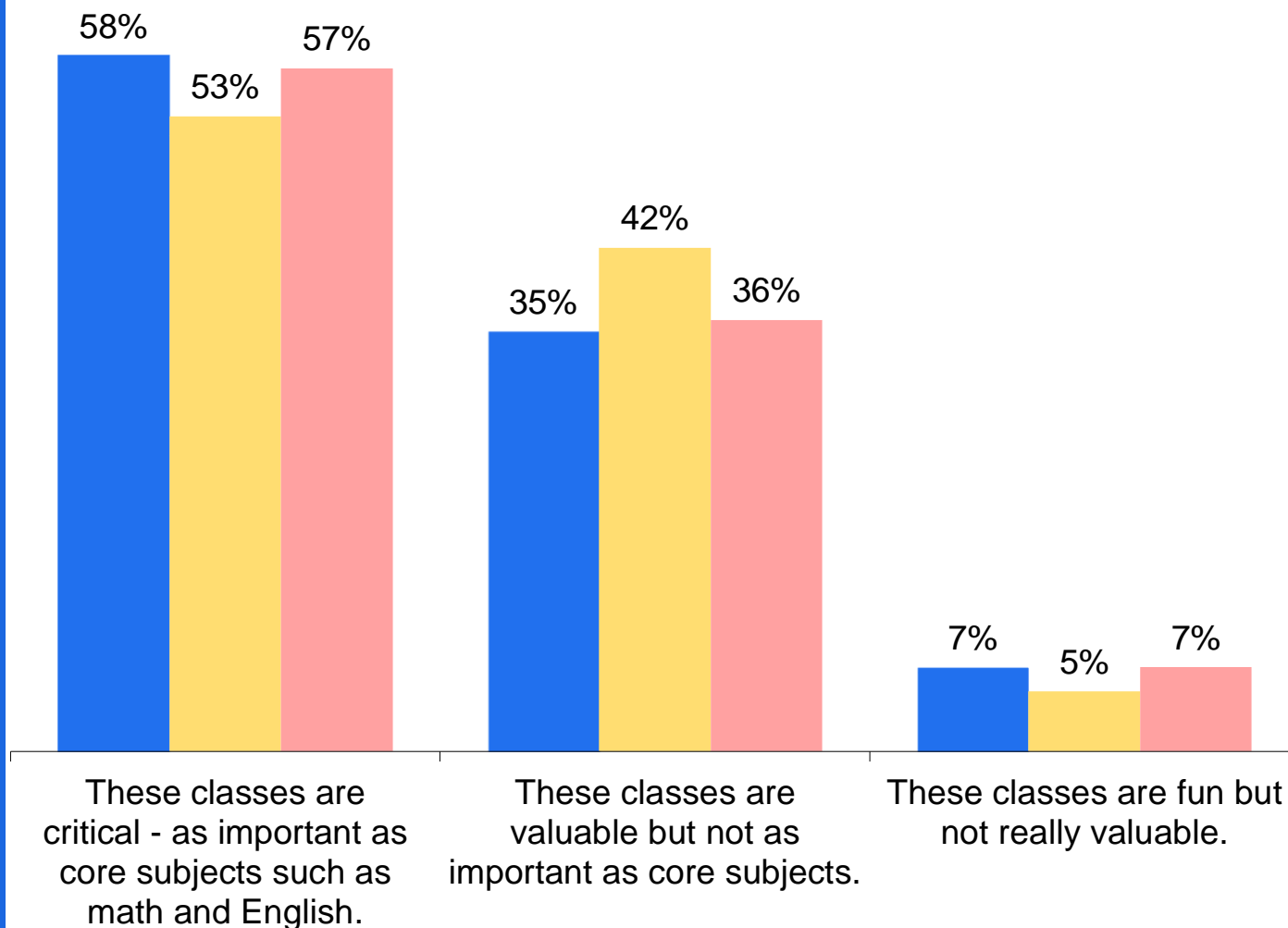
*Caution: Small base

Average household spending on children's arts and culture classes in 2019



MORE THAN ONE-HALF OF WINNIPEG PARENTS VIEW ART CLASSES AS CRITICAL

■ Winnipeg (n=266) ■ Outside Winnipeg (n=68*) ■ Total (n=334)



E3. "All things considered, thinking of these arts-related classes your child or children take, which one best describes your view on these?"

Base: All respondents with children under 18 at home

*Caution: Small base

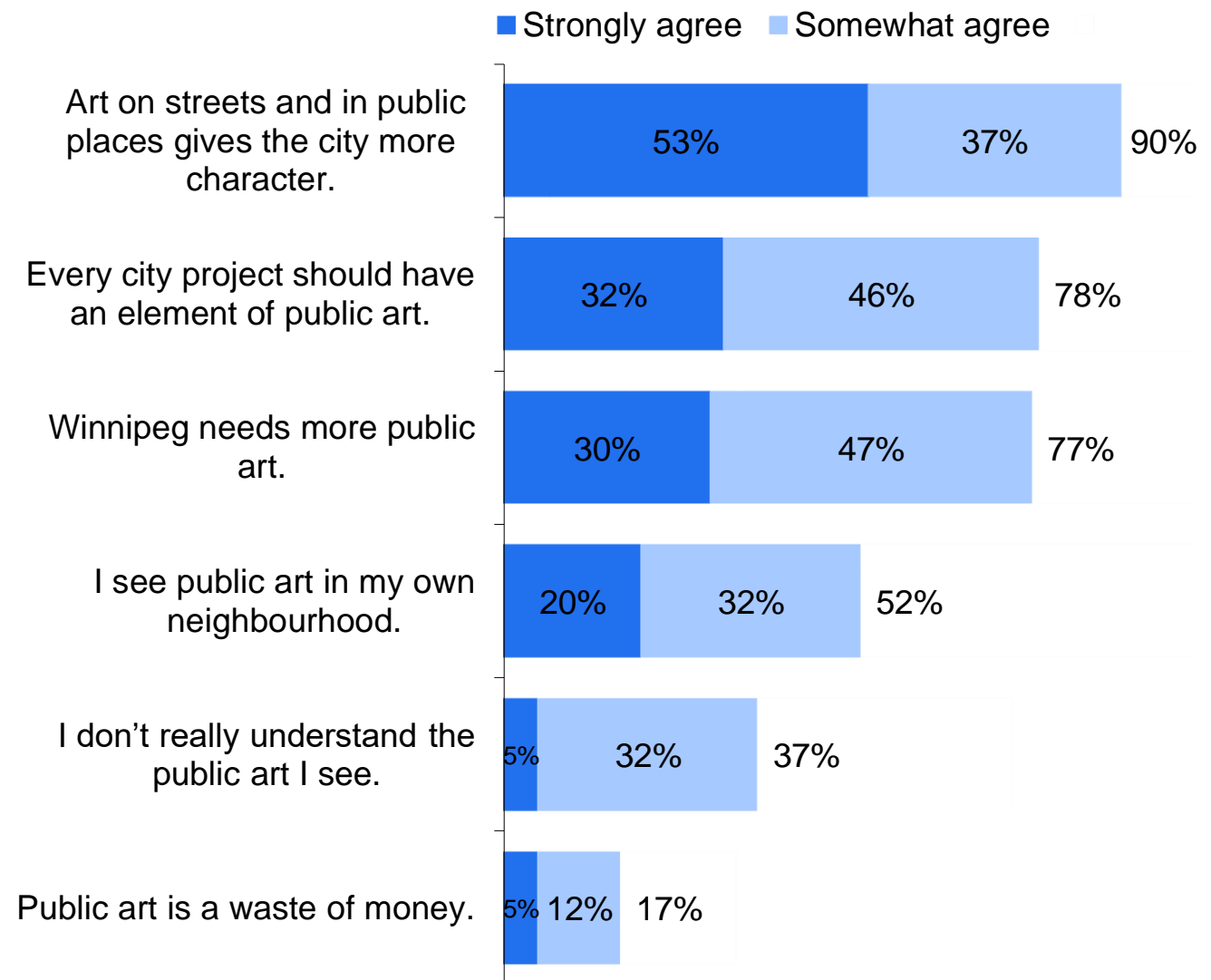
- Most likely to view art classes as critical are women (64%), middle-income earners (68% among those earning \$50K-\$99K) and respondents who consider themselves an "arts person" (74%).

PERCEPTIONS OF PUBLIC ART



VIEWS ON PUBLIC ART

PUB1. "Now, please read the following statements and indicate if you agree or disagree."



- Most likely to say public art is a waste of money are men (23% vs. 10% among women) and especially young men (31% among men <35) and "non-arts people" (26%).
- Residents of the core are nearly twice as likely as those in the suburbs to say they see public art in their own neighbourhood (82% vs. 45% in the suburbs).
- Residents of Northeast Winnipeg are typically slightly less supportive of public art. Still, 69% of those residents agree Winnipeg needs more public art and 89% say public art gives the city more character.

Base: All Winnipeg respondents (n=828)

SEVEN-IN-TEN MANITOBANS OVERALL FAMILIAR WITH KEY PUBLIC ART INSTALLATIONS

PUB2. "Are you familiar with each of the following pieces of public art in Winnipeg?"



Emptyful at the Millennium Library park

- 60% of Winnipeggers are familiar with Emptyful. Also more familiar are younger respondents and those with higher levels of income and education.



Agassiz Ice at the Assiniboine Park entrance on Portage Avenue

- 50% of Winnipeggers are familiar with Agassiz Ice.



Bokeh at Kildonan Park

- 30% of Winnipeggers are familiar with Bokeh.

29% overall not familiar with any of these public art pieces

Especially those outside Winnipeg (57% not familiar), those 55+ (37%), and respondents who haven't attended an arts event in 2019 (54%).

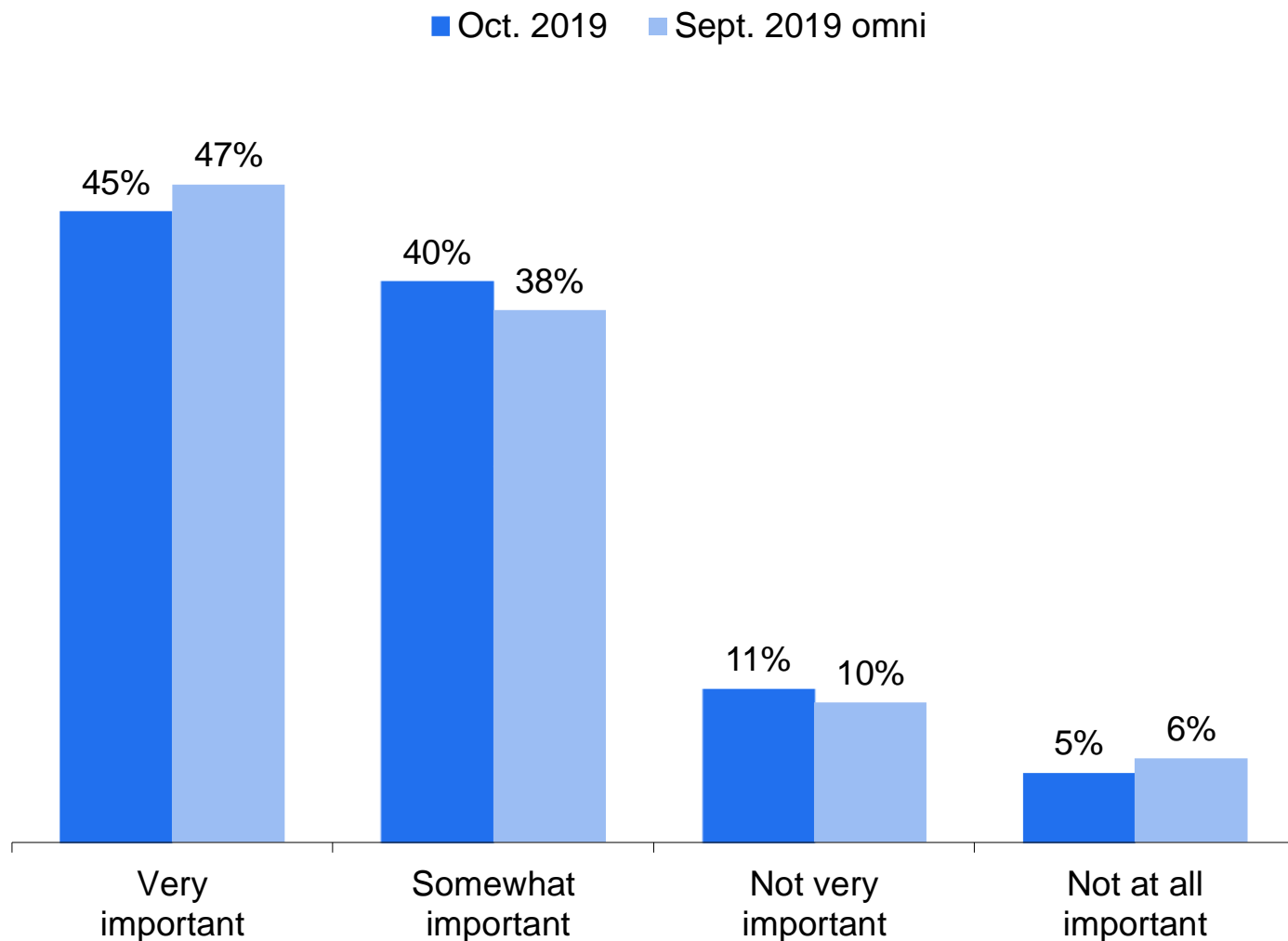
Base: All Manitoba respondents (n=1,038)

VIEWS ON ARTS FUNDING



A MAJORITY FEEL CITY ARTS FUNDING IS IMPORTANT

F1. “How important or unimportant is it for the City of Winnipeg to provide public funding for arts and culture – things like theatres and art galleries, museums, cultural festivals and public artwork? Would you say it is...?”



Base: All Winnipeg respondents (n=828)

- Most likely to say city arts funding is *very important* are those with higher levels of education (60% among those with post-grad degrees), people who spent more than \$500 attending arts events in 2019 (64%) and people who consider themselves “arts people” (65%).

DRIVER ANALYSIS EXPLANATION

The driver analysis on the following page measures the relationship between attitudinal statements regarding arts and culture in Winnipeg and citizens' views on how important it is for the City of Winnipeg to provide public funding to arts and culture.

The results of this analysis show that the two strongest arguments most closely connected to residents' views in support of public arts funding are

- that the City of Winnipeg gets good value for the funding it provides
- and that Winnipeg's arts and cultural industries provide the city with a unique identity.

The idea that smaller and experimental arts groups would suffer without municipal funding is a secondary driver and thus less important or effective in terms of messaging. Other arguments in favour of funding to the arts - keeping ticket prices affordable or that a lack of funding would cause the cultural sector to shrink - had less resonance and should perhaps not be used as key messaging. In other words, there is no statistically significant relationship between these variables and the likelihood of viewing public arts funding as important.

The two arguments against public funding that most resonate with those opposed to city funding are

- the idea that the arts are not a core City of Winnipeg service
- and a secondary, less powerful argument that private donors should be the ones responsible for providing money to artistic ventures.

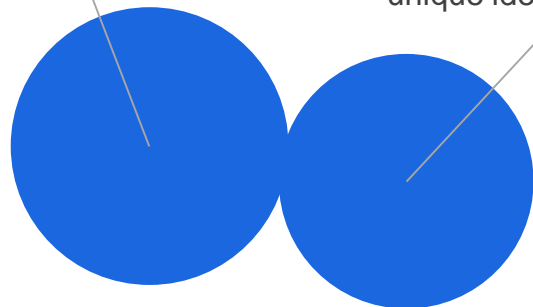
These are the two arguments WAC may wish to consider countering as part of its messaging.

GOOD VALUE, UNIQUE IDENTITY ARE EFFECTIVE ARGUMENTS IN FAVOUR OF CITY ARTS FUNDING

Primary drivers for the importance of arts funding

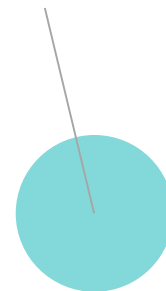
City gets good
value for what it
spends on the arts,
0.252

Arts/cultural
industries give city
unique identity, 0.210

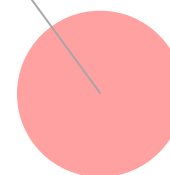


Secondary driver for the importance of arts funding

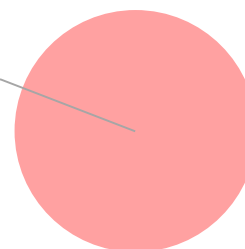
Smaller/experimental
groups would suffer if
no City funding, 0.080



Private donors
should fund arts
and culture, -0.088



Arts are important,
but not a core city
service, -0.190



Strongest drivers against the importance of arts funding

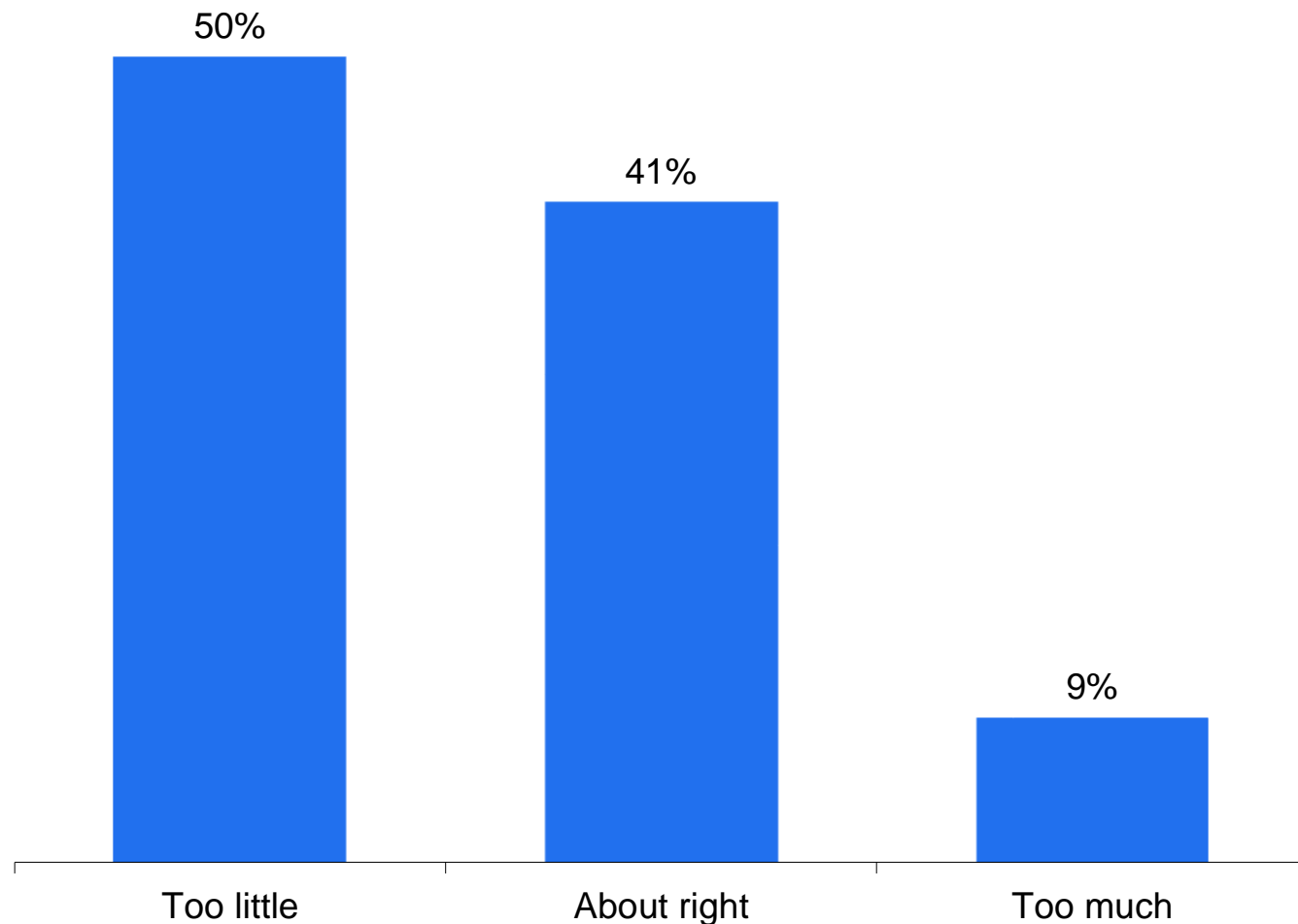
Non-drivers*:

- If we stopped funding the arts, the City could balance the budget more easily
- City funding keeps ticket prices affordable for everyone
- Lots of funding is probably wasted on things nobody goes to
- Without City funding, the arts and culture scene would shrink

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

ONE-HALF OF WINNIPEGGERS SAY 1% BUDGET ALLOCATION IS TOO LITTLE

F2. “Right now, the City of Winnipeg earmarks about one per cent of its overall budget for arts and culture in Winnipeg. Is this...”



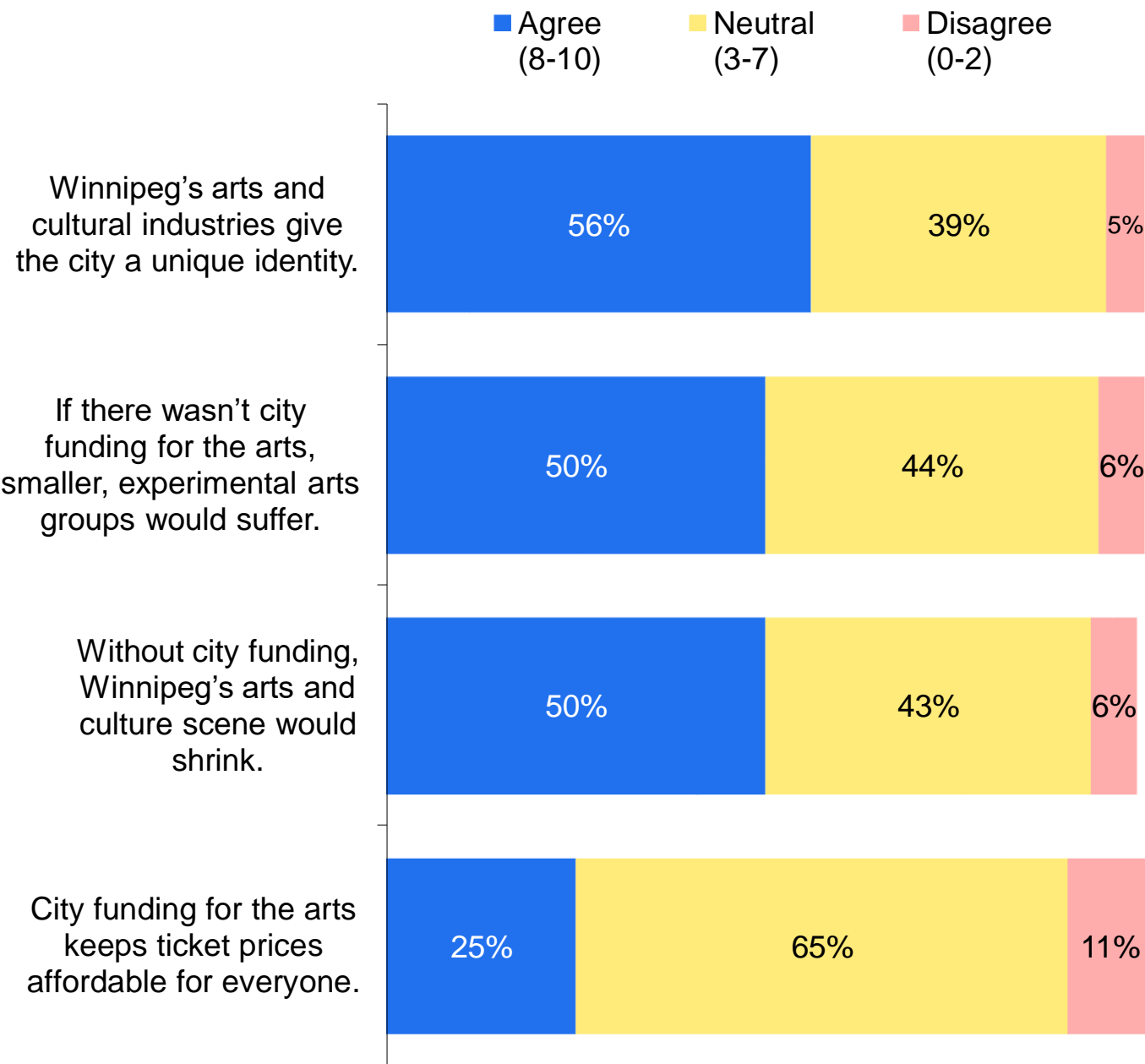
Base: All Winnipeg respondents (n=828)

- Most likely to say a 1% allocation is *too much* are younger men (18% among men <35) and those who did not attend an arts event in 2019 (18%).

EFFECT OF FUNDING ON WINNIPEG'S ARTS AND CULTURE INDUSTRY

F3. "Now, please read the following statements and indicate if you agree or disagree. Here, let's use a ten-point scale, where 0 means you strongly disagree and ten means you strongly agree."

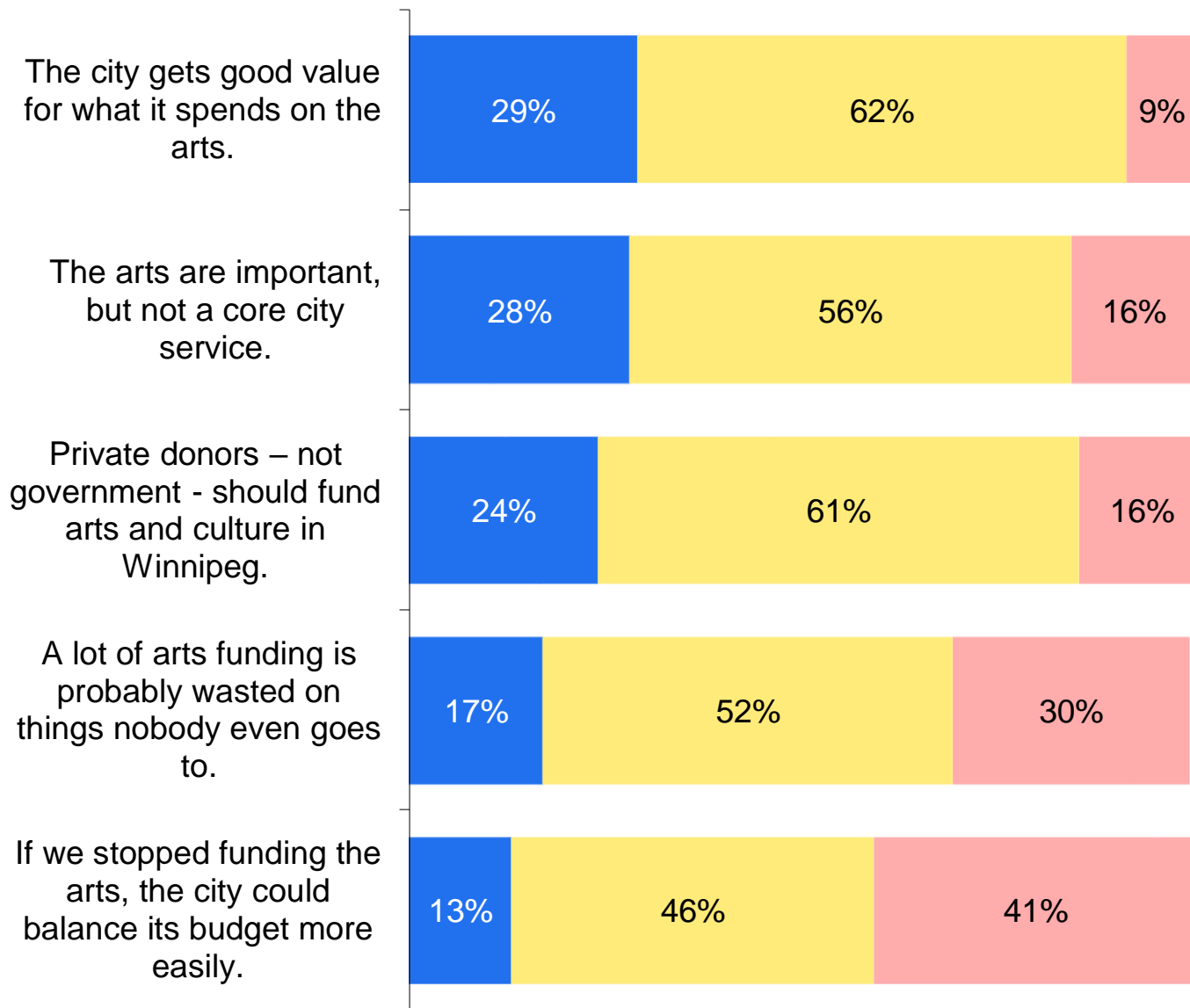
Base: All Winnipeg respondents (n=828)



ADDITIONAL VIEWS ON CITY ARTS FUNDING

F3. "Now, please read the following statements and indicate if you agree or disagree. Here, let's use a ten-point scale, where 0 means you strongly disagree and ten means you strongly agree."

■ Agree (8-10)
 ■ Neutral (3-7)
 ■ Disagree (0-2)



Base: All Winnipeg respondents (n=828)

PROFILE OF RESPONDENTS

	Total (N=1,038) (%)	Winnipeg (n=828) (%)	Outside Winnipeg (n=210) (%)	New Canadian (n=159) (%)	Born in Canada (n=873) (%)
Gender					
Male	48	48	49	52	47
Female	52	52	51	47	53
Age					
18-34	32	31	37	55	27
35-54	39	40	33	29	41
55+	29	29	30	16	32
Household Income					
<\$30K	13	13	11	17	12
\$30K-\$49K	15	14	19	17	15
\$50K-\$99K	37	37	43	32	38
\$100K+	35	37	27	33	35
Education					
High school or less	19	18	21	15	19
Some post-secondary	18	18	17	19	18
University/college grad	48	48	49	48	48
Postgrad degree	15	16	12	17	15



WAC-SUPPORTED ARTISTS: DETAILED RESULTS

PROBE RESEARCH INC.

KEY FINDINGS

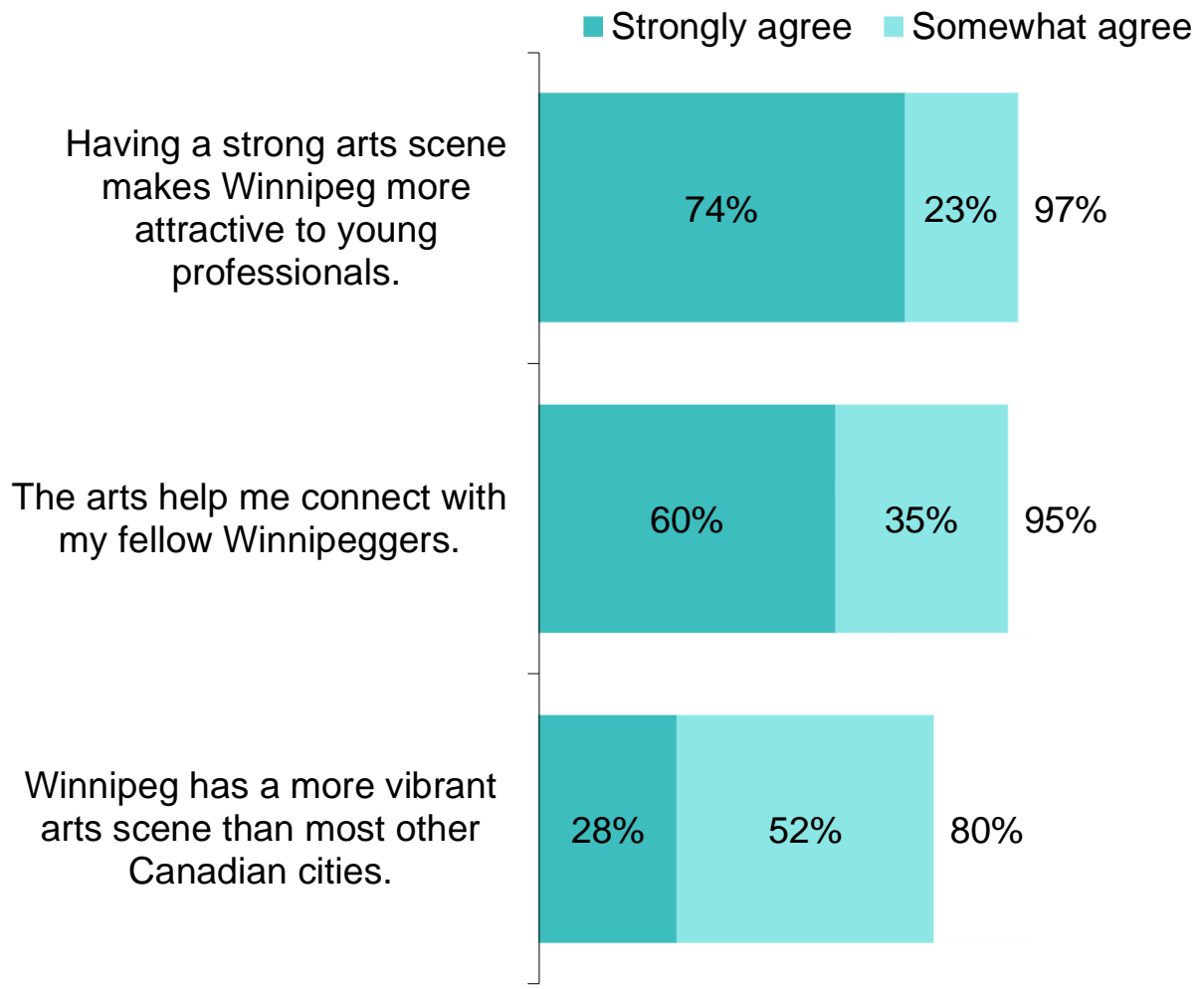
- Artists and cultural workers are generally more bullish than the general public about the importance of the arts in Winnipeg. They are overwhelmingly likely to feel Winnipeg's arts scene is better than that of other cities and makes Winnipeg more attractive to young professionals. They also feel strongly the arts aids in reconciliation and helps keep kids out of trouble. And, not surprisingly, artists and cultural workers are almost unanimous in their view that the arts are vital to the city's economy and quality of life.
- However, artists and cultural workers are somewhat less bullish about their own work. Just one-half feel they have enough chance for professional development, and only two-thirds are optimistic about their future as artists. As well, one-half have difficulty finding studio space they can afford, and only one-third feel they have enough patrons to sustain their art practice.
- There is deep concern about the state of arts funding in Winnipeg. Artists and cultural workers feel intensely and unanimously that municipal arts funding is vital to their work, and more than nine-in-ten are fearful about the future of this funding.
- The Winnipeg Arts Council is seen as a very strong champion for the arts and a fair and equitable grantor. However, only four-in-ten rate their experience with WAC as excellent.

ROLE OF THE ARTS IN WINNIPEG



EFFECT OF THE ARTS ON WINNIPEG'S ECONOMY, IDENTITY

A2. "Now, please read the following statements and indicate if you agree or disagree."

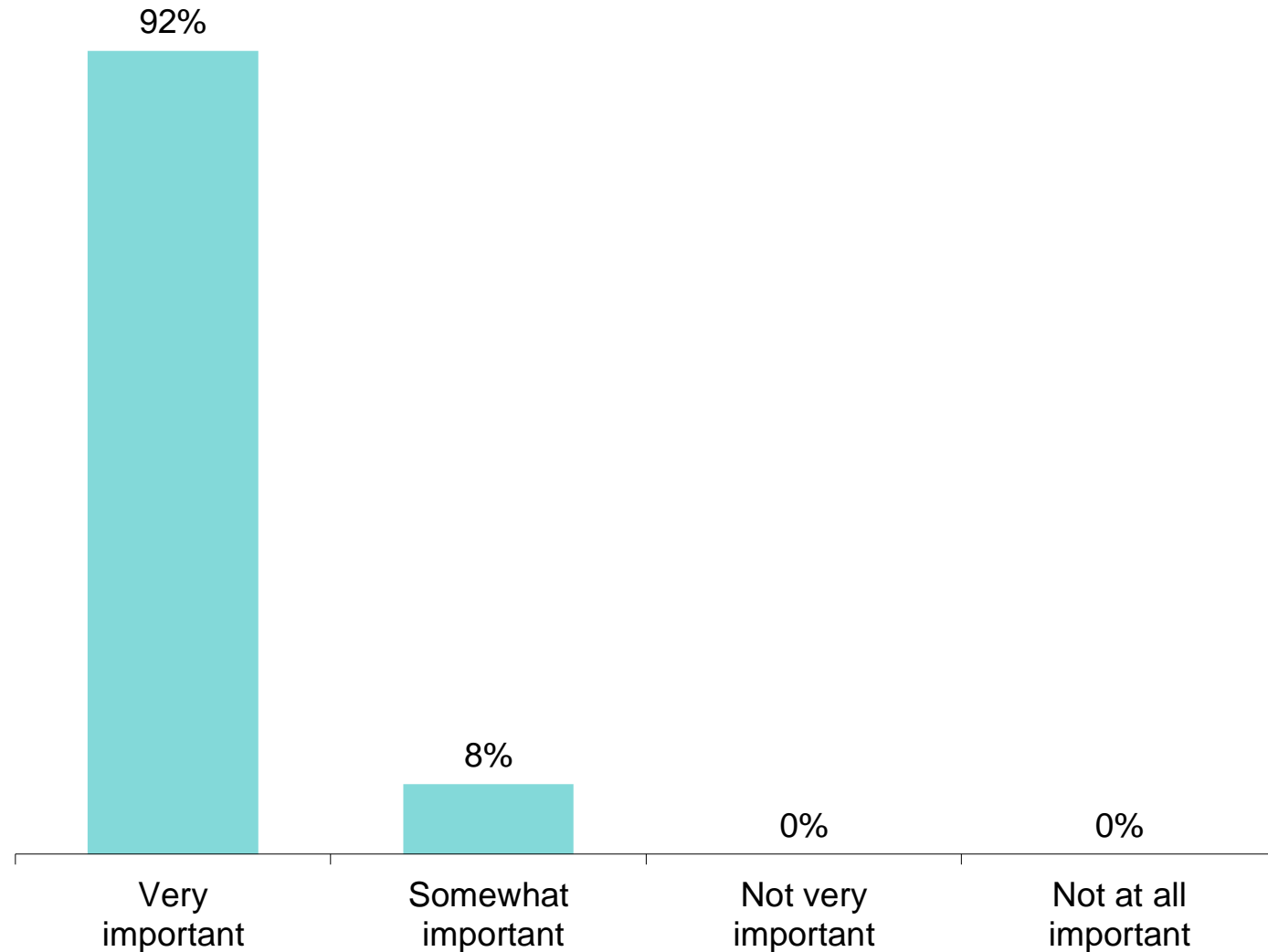


Base: Winnipeg artists (N=212)

- Those most likely to *strongly agree* that Winnipeg has a more vibrant arts scene include:
- Artists aged 50+ (40%).
 - Artists from wealthier households, those earning \$100K+ (44%).

NINE-IN-TEN ARTISTS SAY THE ARTS ARE VERY IMPORTANT FOR A GOOD QUALITY OF LIFE

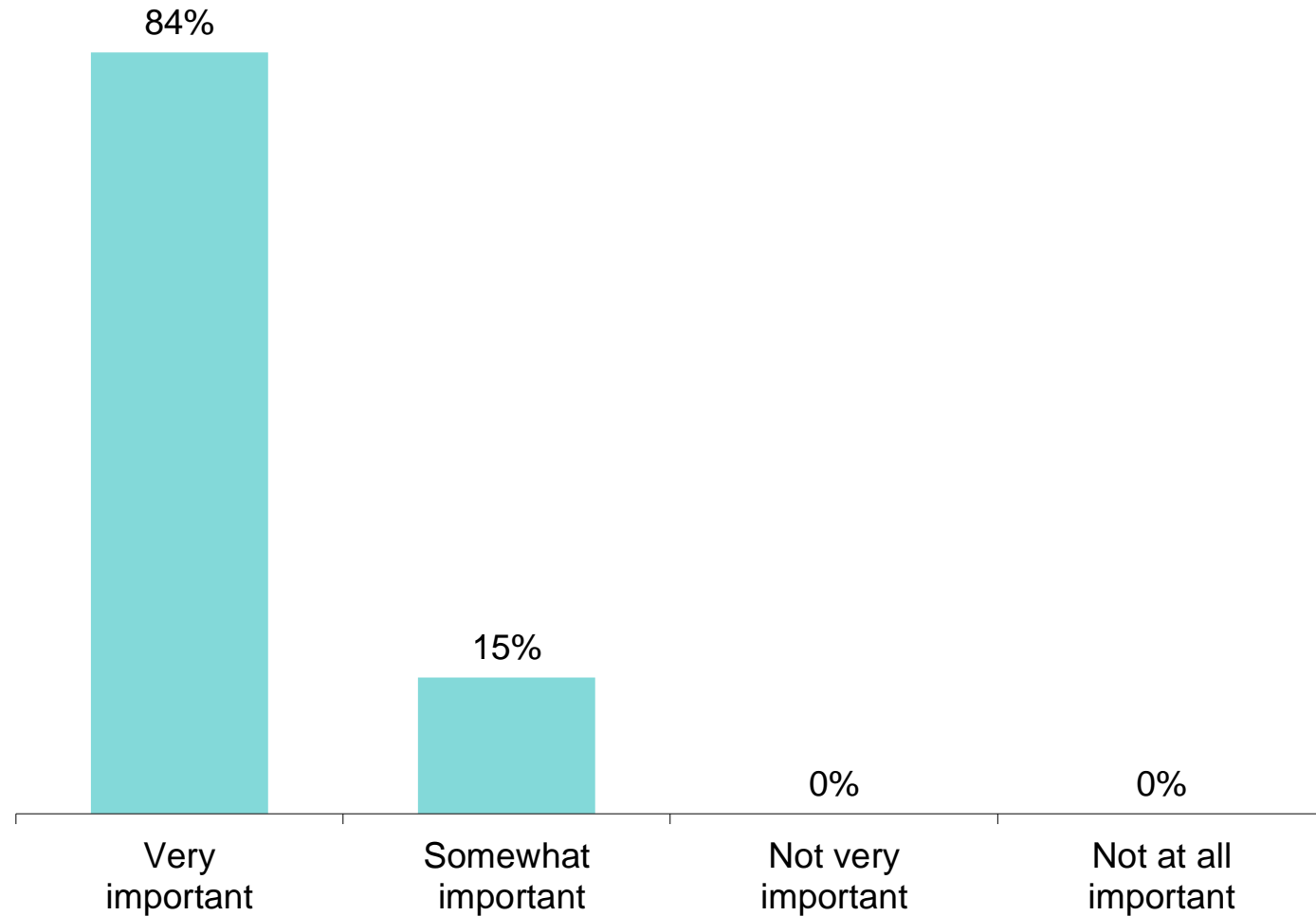
A2. "How important, if at all, are things like museums, theatres and art galleries to the quality of life in Winnipeg?"



Base: Winnipeg artists (N=212)

EIGHT-IN-TEN ARTISTS FEEL THE ARTS ARE VERY IMPORTANT TO THE CITY'S ECONOMY

A3. "How important, if at all, are arts and culture to Winnipeg's economy?"

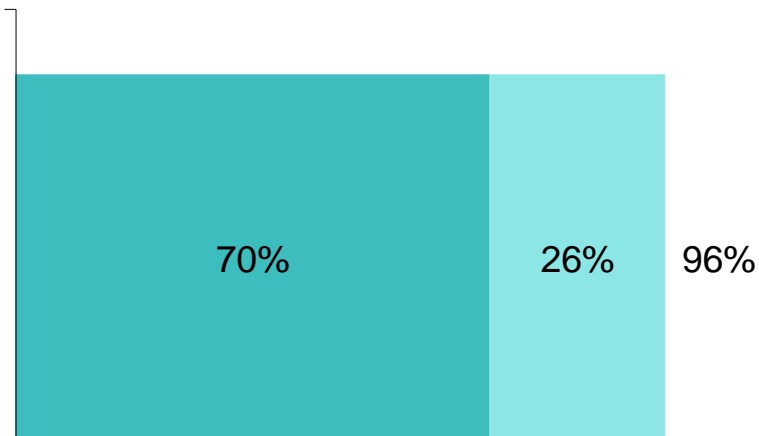


Base: Winnipeg artists (N=212)

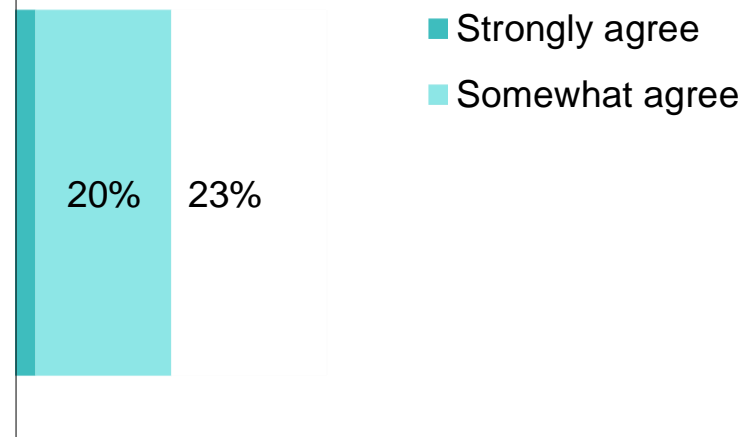
WHO ARE THE ARTS FOR?

A1. "Now, please read the following statements and indicate if you agree or disagree."

Arts and culture have a role to play in reconciliation between Indigenous and non-Indigenous Winnipeggers.



The arts are mostly for wealthy elites.



- Cultural workers are most likely to *strongly agree* arts and culture have a role to play in reconciliation (84% vs. 66% among practicing artists).
- Cultural workers are most likely to *strongly disagree* the arts are mostly for wealthy elites (73% vs. 51% among practicing artists).

Base: Winnipeg artists (N=212)

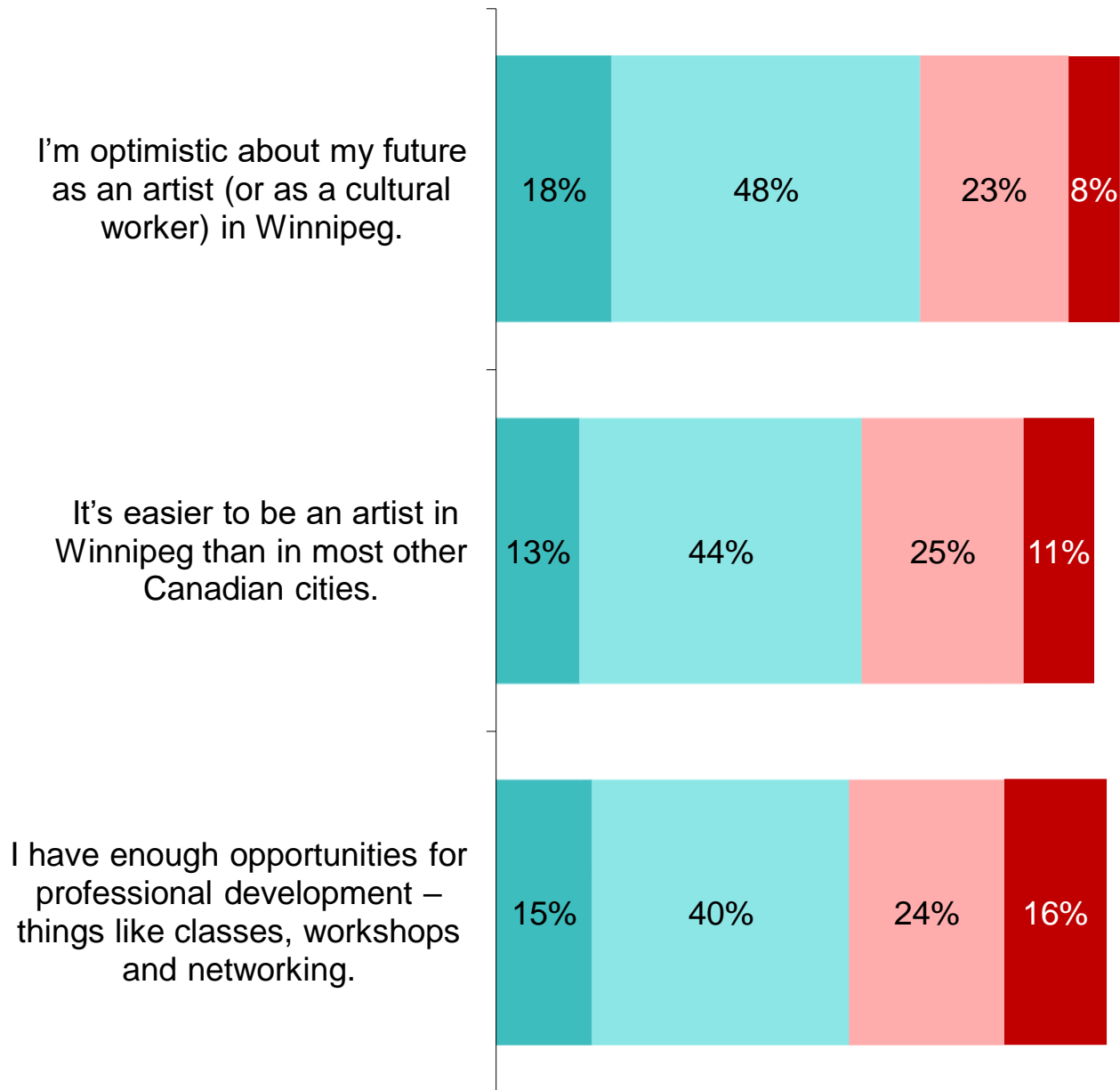
STATE OF ARTISTS' PERSONAL PRACTICE



TEPID VIEWS ABOUT LIFE AS AN ARTIST IN WINNIPEG

F2. "Now, please read the following statements and indicate if you agree or disagree."

Strongly agree Somewhat agree Somewhat disagree Strongly disagree



Base: Winnipeg artists (N=212)

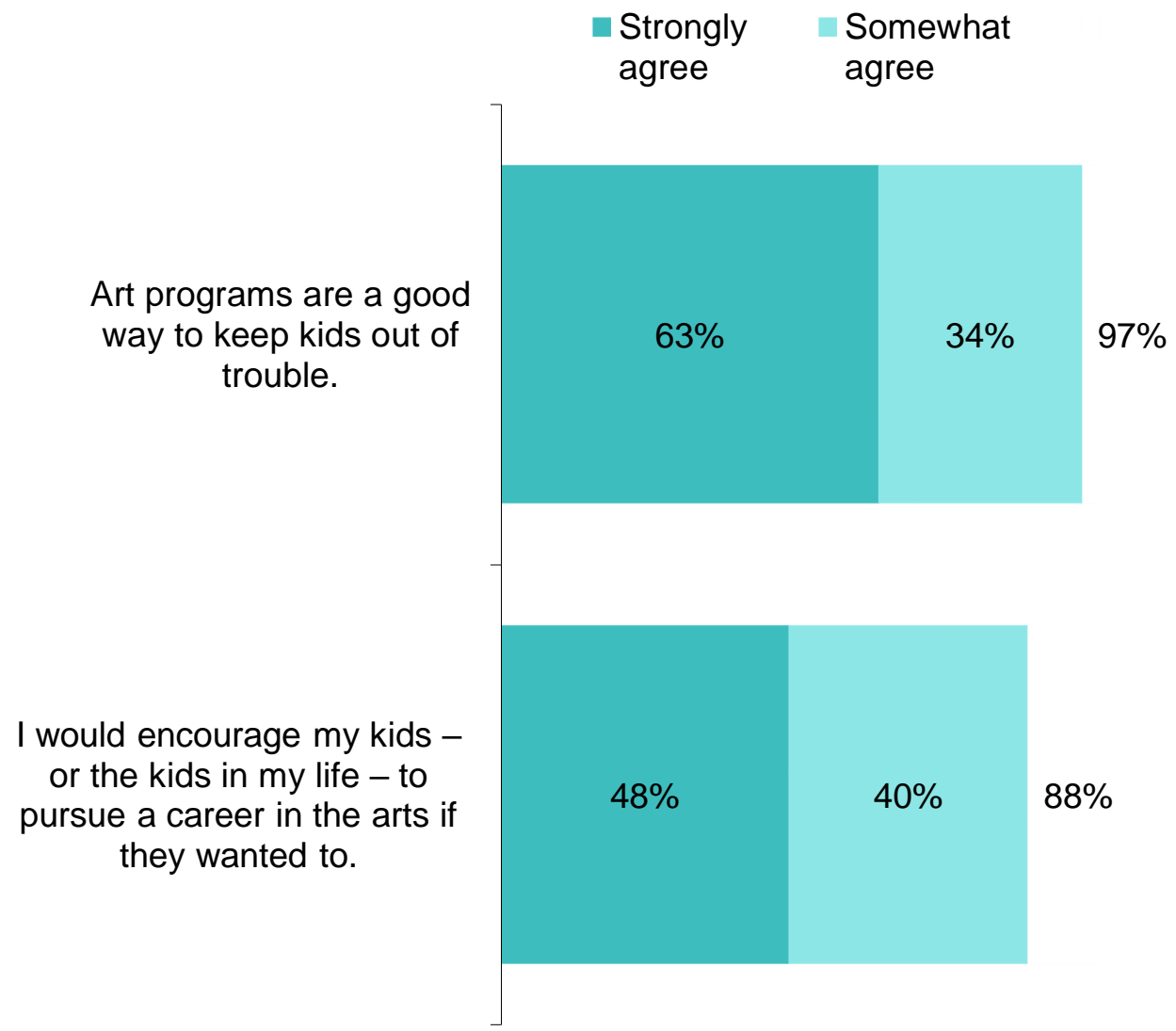
Unsure/not applicable not shown

ARTS EDUCATION



POSITIVE EFFECT OF THE ARTS ON CHILDREN AND YOUTH

A1. "Now, please read the following statements and indicate if you agree or disagree."



Base: Winnipeg artists (N=212)

- Those who have been a professional artist for 10 years or less are more likely than more established artists to *strongly agree* art programs are a good way to keep kids out of trouble (71% vs. 47% among those with 11-20 years as an artist).

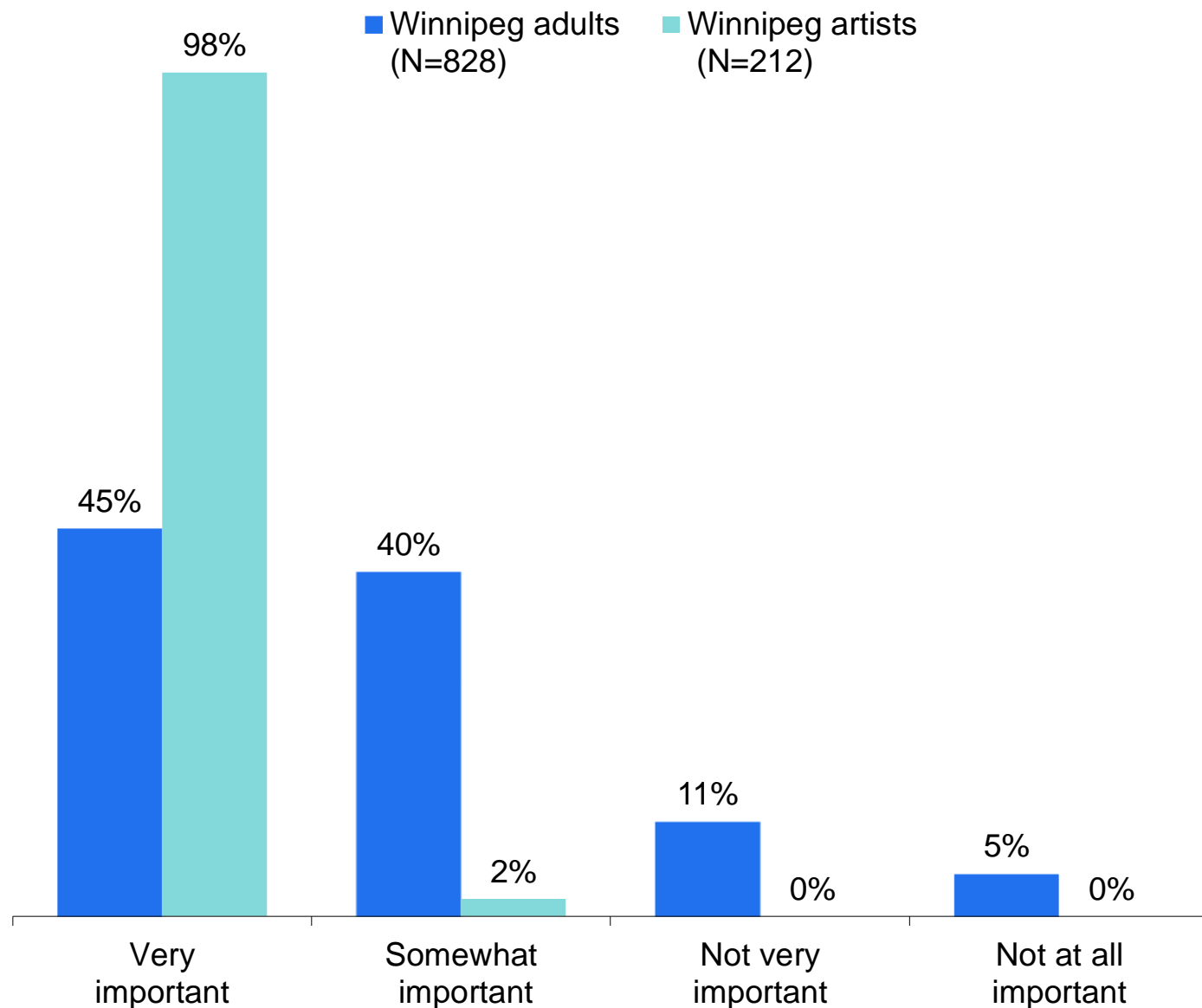
VIEWS ON ARTS FUNDING



ARTISTS UNANIMOUS THAT CITY ARTS FUNDING IS VERY IMPORTANT

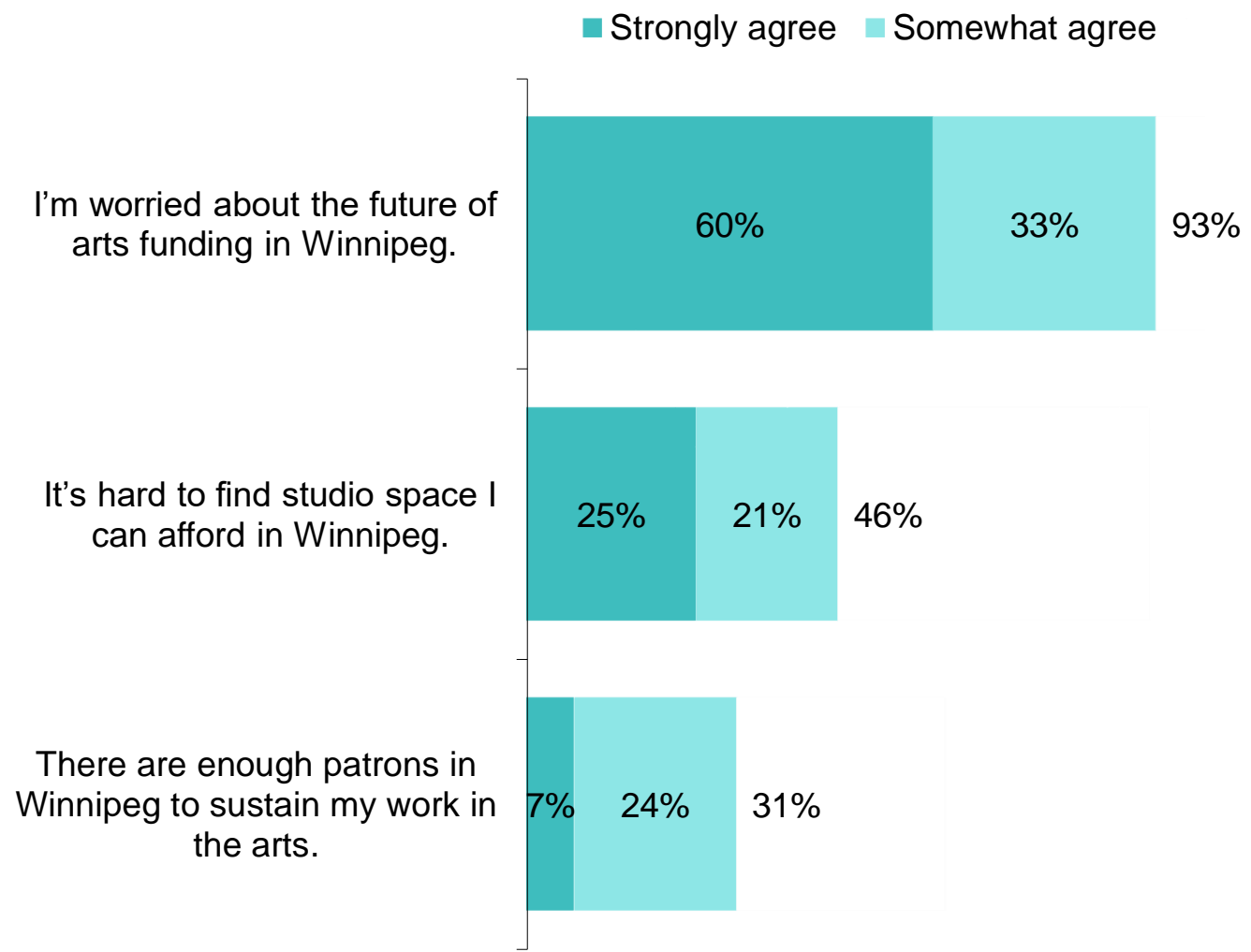
COMPARATIVE RESULTS

F1. “How important or unimportant is it for the City of Winnipeg to provide public funding for arts and culture – things like theatres and art galleries, museums, cultural festivals and public artwork? Would you say it is...?”



DEEP CONCERN ABOUT FUNDING, SPACE AND PATRONS

F2. "Now, please read the following statements and indicate if you agree or disagree."



Base: Winnipeg artists (N=212)

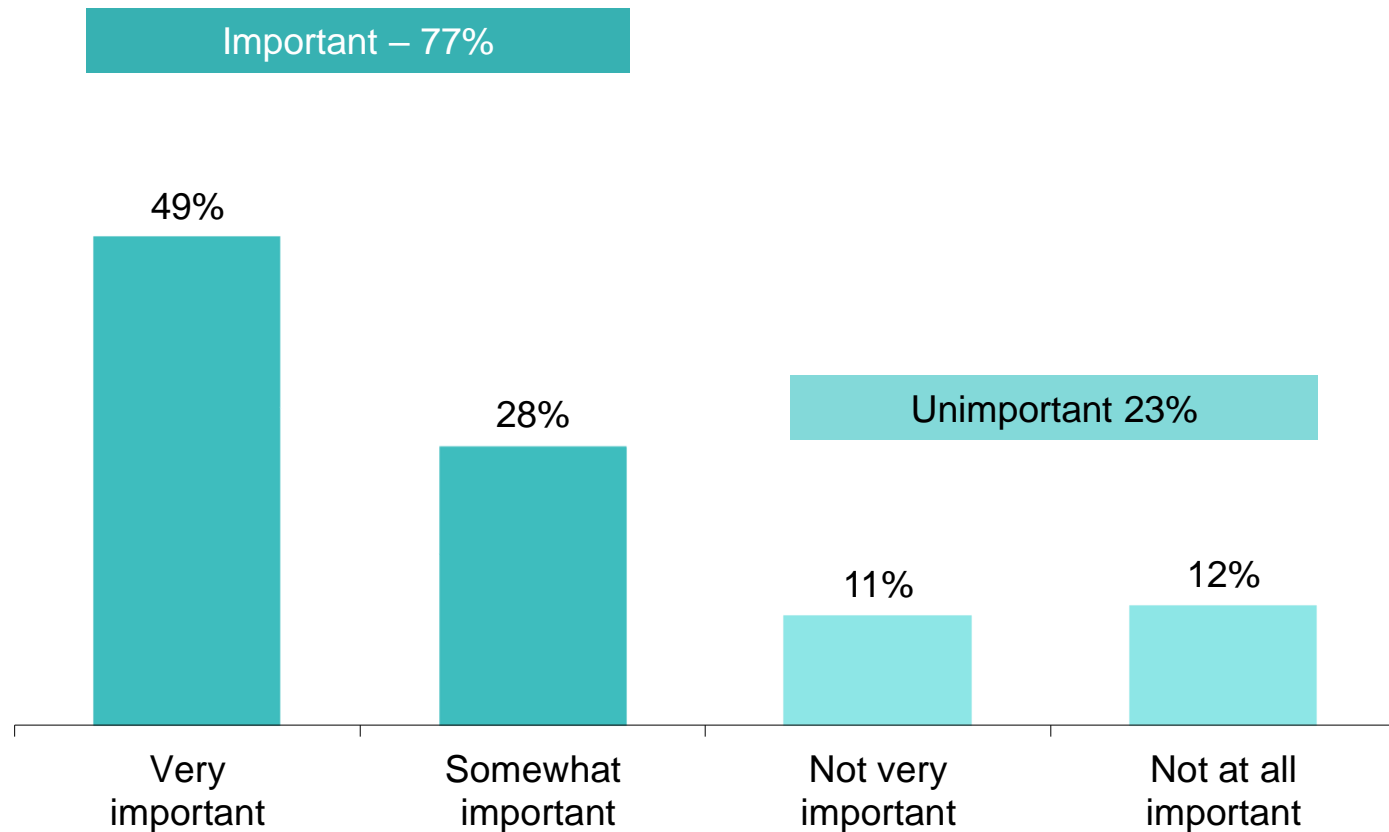
- Visual artists are most likely to *strongly disagree* there are enough patrons in Winnipeg (40% vs. 16% among performing artists).
- Newer and younger artists are more likely to say they have trouble finding affordable studio space (77% agree among artists <30 vs. 33% among artists 50+, for example).

VIEWS ON THE WINNIPEG ARTS COUNCIL



NEARLY EIGHT-IN-TEN ARTISTS SAY WAC FUNDING IS IMPORTANT

F1. “How important has funding from the Winnipeg Arts Council been to your own art practice or to the cultural work you do?”



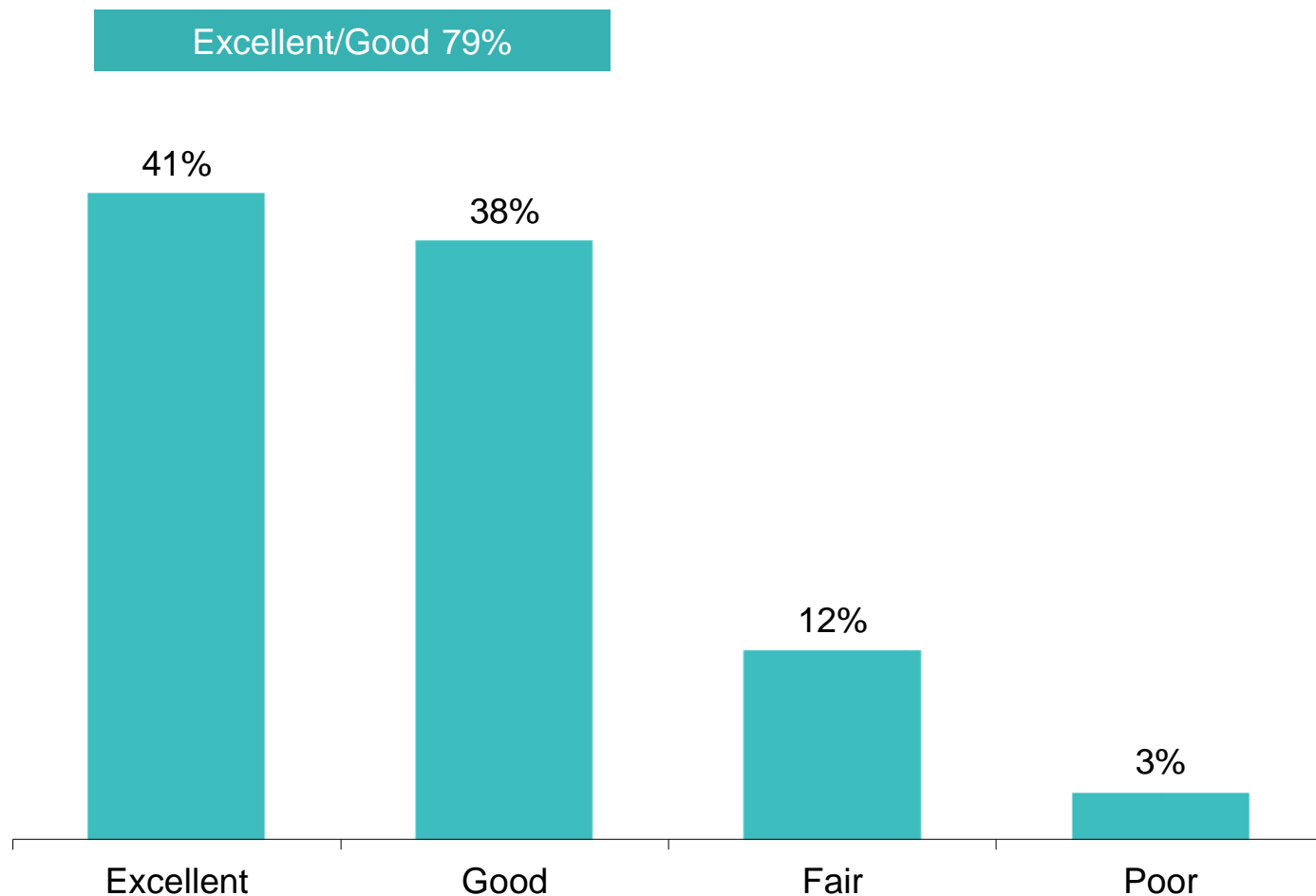
Base: Winnipeg artists (N=212)

Those more likely to say WAC funding has been *very important* are:

- Women (54% vs. 44% among male respondents).
- Cultural workers (60% vs. 45% among individual artists).
- Visual and performing artists (52% and 57% respectively vs. 34% among literary artists).

FOUR-IN-TEN ARTISTS RATE WAC EXPERIENCE EXCELLENT

F3. "Thinking of your overall experience with the Winnipeg Arts Council, how would you rate it?"



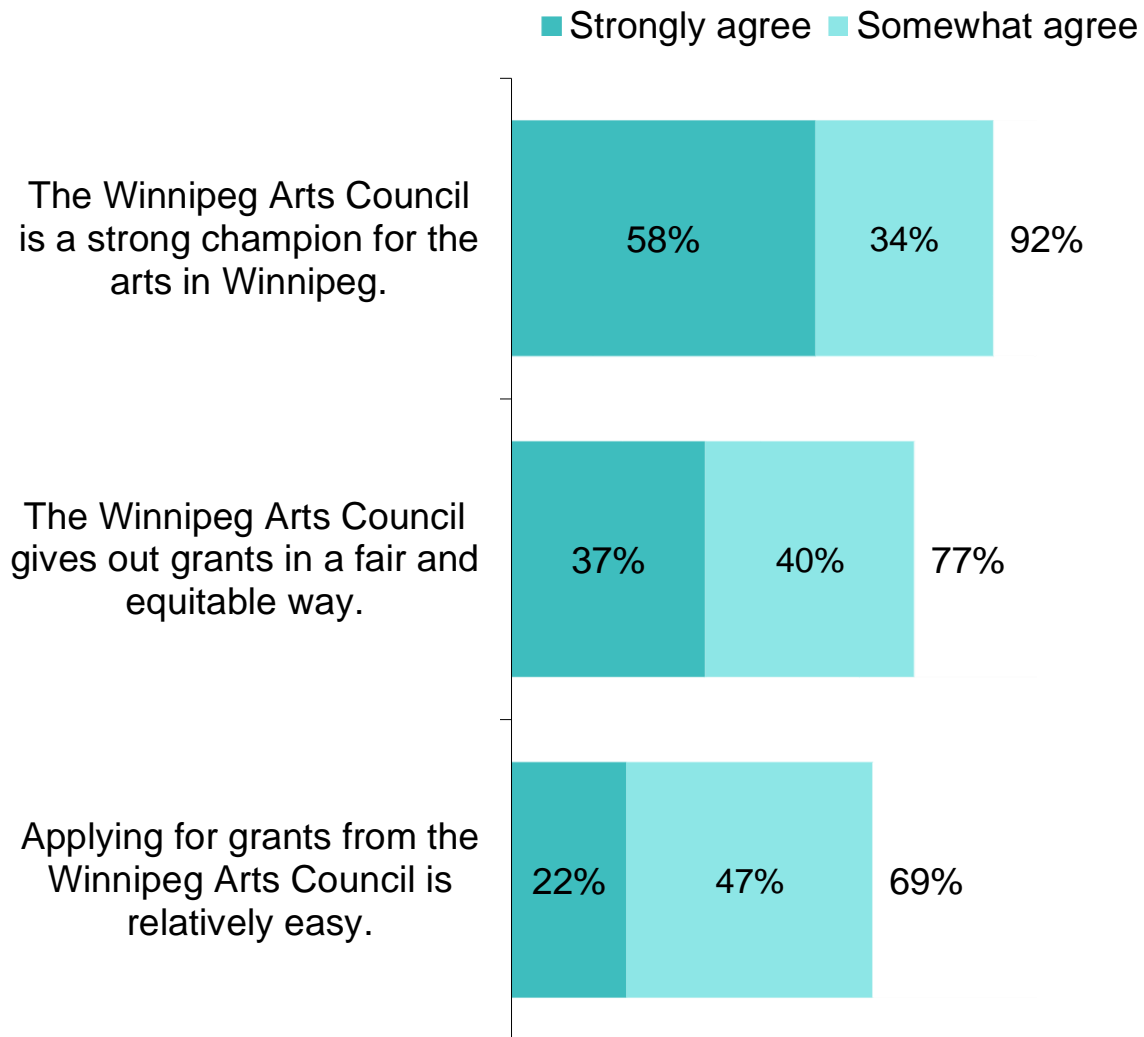
Base: Winnipeg artists (N=212)

Those *least likely* to rate their WAC experience as *excellent* are:

- Men (37% vs. 46% among female respondents).
- Artists (37% vs. 53% among cultural workers).
- Visual artists (32% vs. 47% among performing artists and 51% among literary artists).

NINE-IN-TEN ARTISTS VIEW WAC AS A STRONG ARTS CHAMPION

F2. "Now, please read the following statements and indicate if you agree or disagree."



Base: Winnipeg artists (N=212)

- Those most likely to *strongly agree* WAC gives out grants fairly and equitably include:
- Cultural workers (53% vs. 31% among practicing artists).

WHAT COULD WAC OFFER?

F4. "If there is one thing the Winnipeg Arts Council could offer you as someone who works in the arts and culture sector, what would that be?"

"I feel we are lacking in our capacity to direct attention from outside the city to the rather incredible creative output we produce. We aren't large or affluent enough to sustain our existing creative community from within. We must broaden our collective reach. Assistance with regards to addressing this challenge would be something I would most welcome."

"Better one-on-one communication opportunities to help guide grant applications and feedback for refusals."

"More money, darling."

"More clarity on decision making with regards to how grants are handed out"

"More opportunities for networking."

"More opportunities for emerging artists. Where to find help, workshops, etc."

"They are great - we could always use more funding support - but WAC does amazing work supporting the local arts community with the resources it has!"

"A more streamlined grant application process. I have not applied for a grant from WAC in the last two years, but last time I tried with the new online process, I found it very cumbersome, compared to the online systems at MAC and Canada Council."

"Accounting experience as a business. I find a lot of other artists have this knowledge lacking and the only reason I know about it is because I have a background in accounting through my day job."

"More funding. This is of course not within the control of the admin / board of WAC, but this is why most successful artists leave Winnipeg/Manitoba."

"More funding to support the development of a critical discourse about Winnipeg arts, i.e. funding for exhibition spaces, funding for art writing and discussions in public forums."

"Help promoting our talents outside of Manitoba. This would help us grow our audiences and careers."

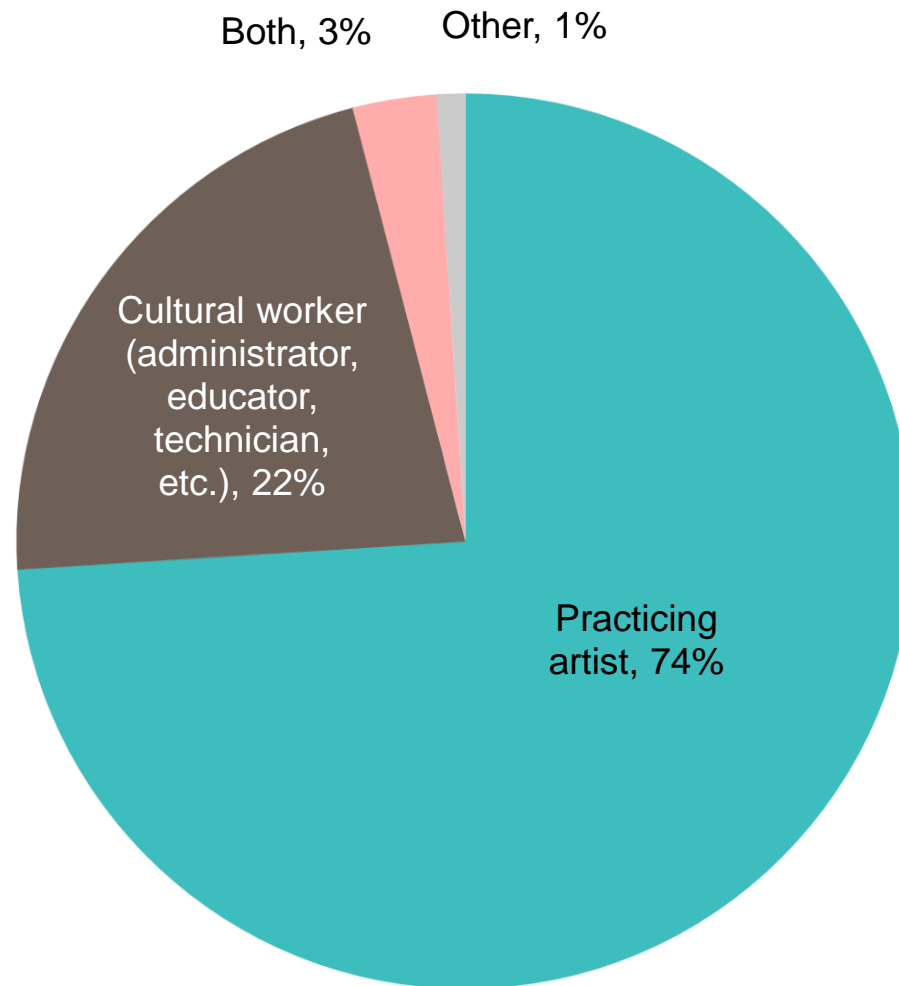
Base: Winnipeg artists (N=212)

PROFILE OF RESPONDENTS



PROFILE OF RESPONDENTS

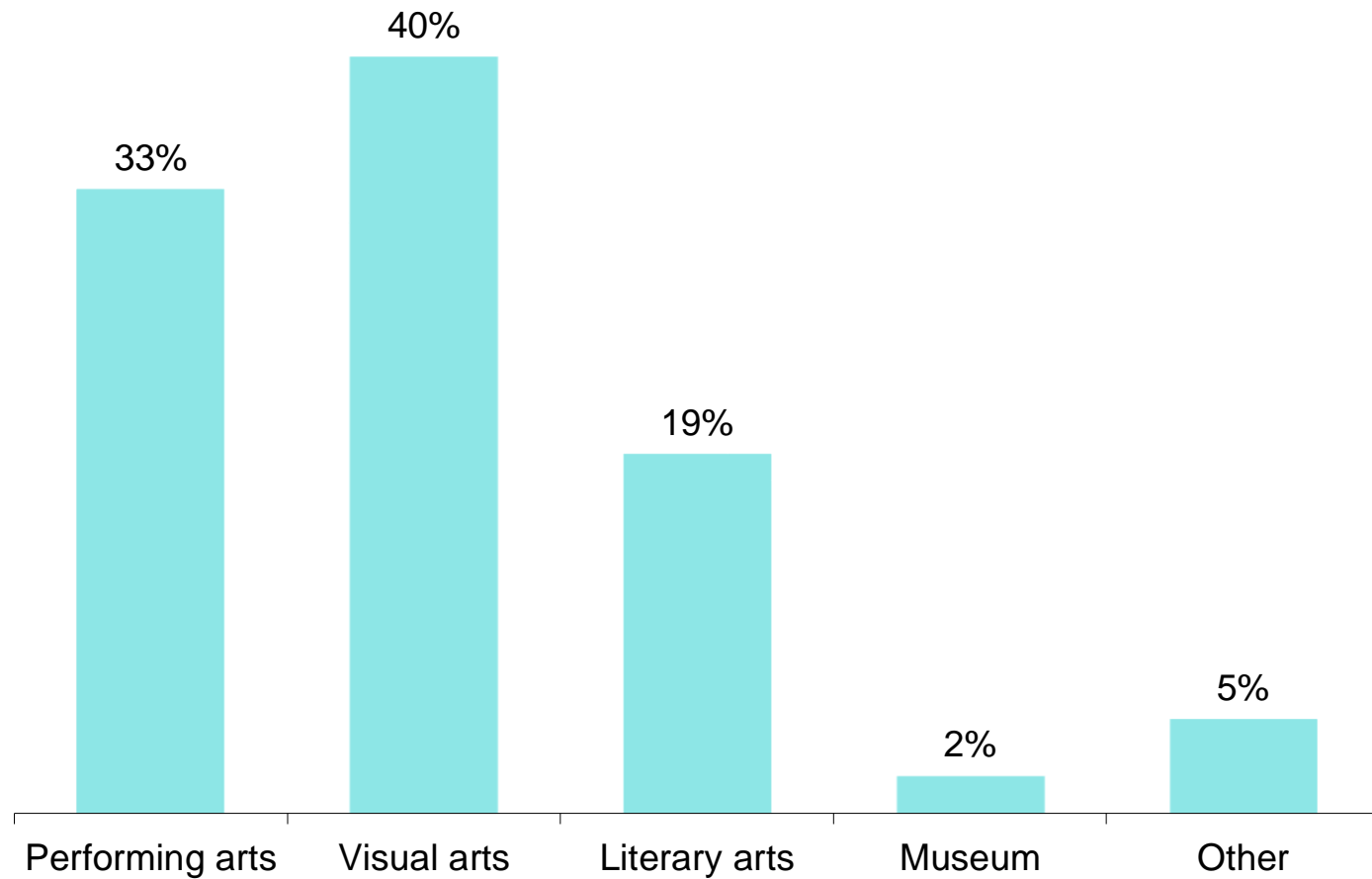
TYPE OF ARTS WORKER



Base: Winnipeg artists (N=212)

PROFILE OF RESPONDENTS

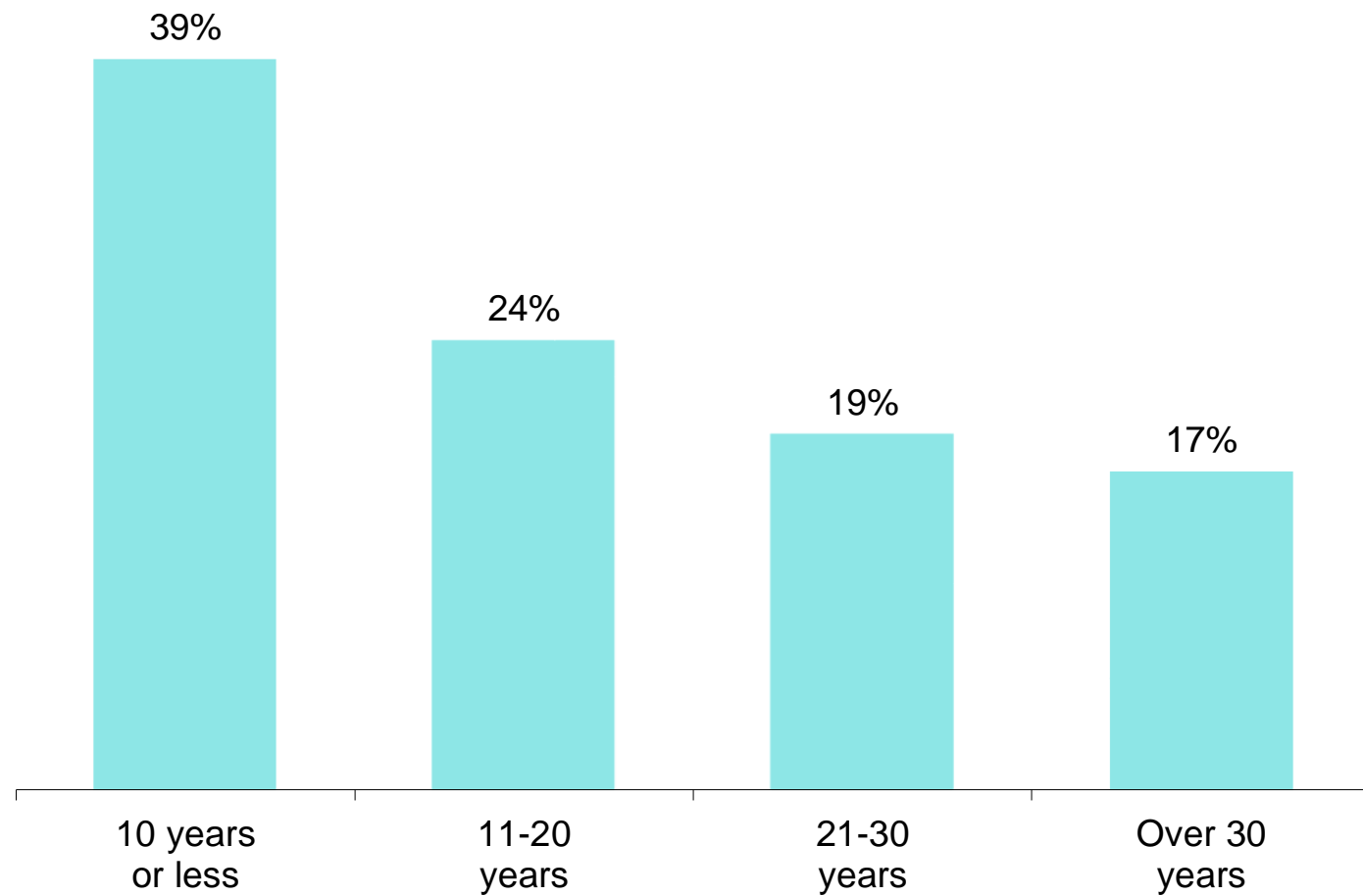
ARTS CLASSIFICATION



Base: Winnipeg artists (N=212)

PROFILE OF RESPONDENTS

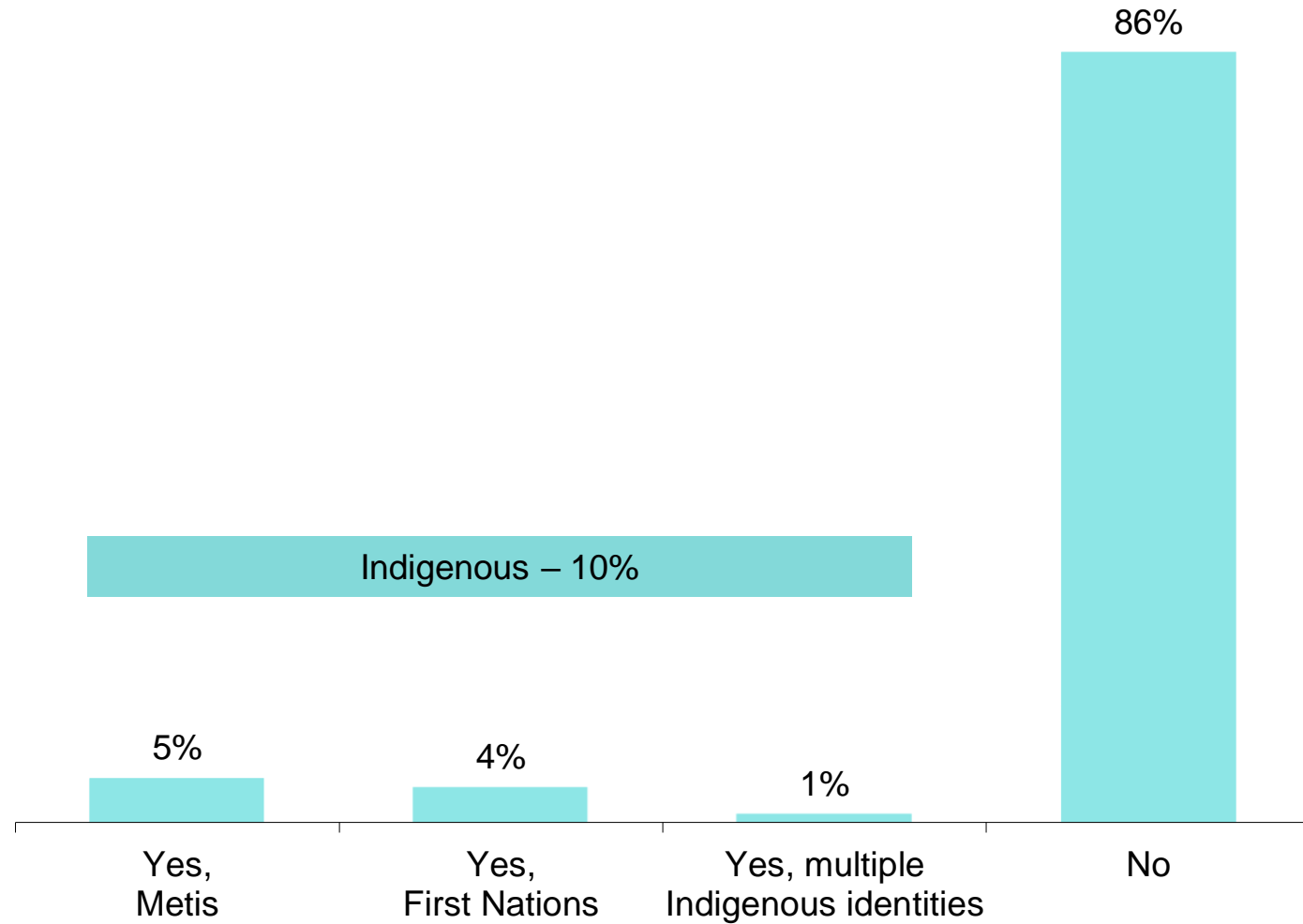
YEARS AS A PROFESSIONAL ARTIST



Base: Winnipeg artists (N=212)

PROFILE OF RESPONDENTS

INDIGENOUS IDENTITY



Base: Winnipeg artists (N=212)



WAC-SUPPORTED ARTS & CULTURAL ORGANIZATIONS: DETAILED RESULTS

KEY FINDINGS

- Just like artists and members of the general public, arts administrators feel intensely and almost unanimously that Winnipeg's arts scene is more vibrant than other Canadian cities and helps to lure young professionals to the city. They also generally feel – though somewhat less strongly – that it's easier to run an arts organization in Winnipeg than other cities. There is strong optimism for the future and a sense that the arts are integral to Winnipeg's quality of life and economy.
- However, there is deep worry over the future of arts funding in Winnipeg. There is almost universal agreement that WAC funding is critical to the success of their organization, and more than one-half of administrators are deeply fearful for the future of City of Winnipeg funding. When asked about their biggest challenge in the next five years, all respondents pointed to financial stability. Indeed, most arts organizations estimated that, should public sources of funding disappear, they could recoup less than a quarter of that funding from private donors.
- Arts administrators are specifically concerned about physical space and venues. More than one-half express significant worry that their own building or facility needs major repairs in the coming years. Similarly, more than one-half say they have trouble finding a venue that fits their needs and budget.
- Views on the day-to-day relationship with WAC are very positive – somewhat more so than among individual artists. WAC is viewed as a strong advocate and a fair and relatively painless granting agency.

ROLE OF THE ARTS IN WINNIPEG



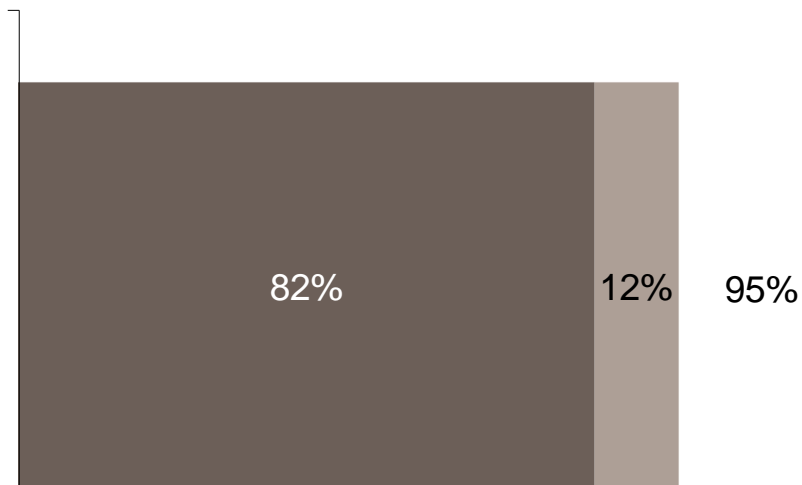
VAST MAJORITY SAY THE ARTS ATTRACT YOUNG PROFESSIONALS TO WINNIPEG

A1. "Now, please read the following statements and indicate if you agree or disagree."

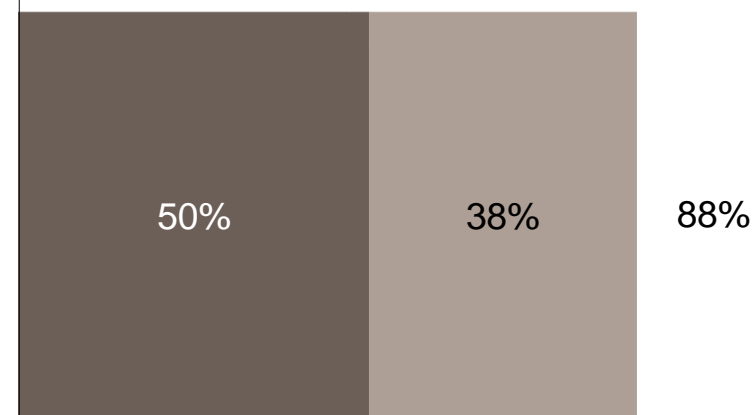
Base: Winnipeg arts organizations (N=40)

■ Strongly agree ■ Somewhat agree

Having a strong arts scene makes Winnipeg more attractive to young professionals.



Winnipeg has a more vibrant arts scene than most other Canadian cities.

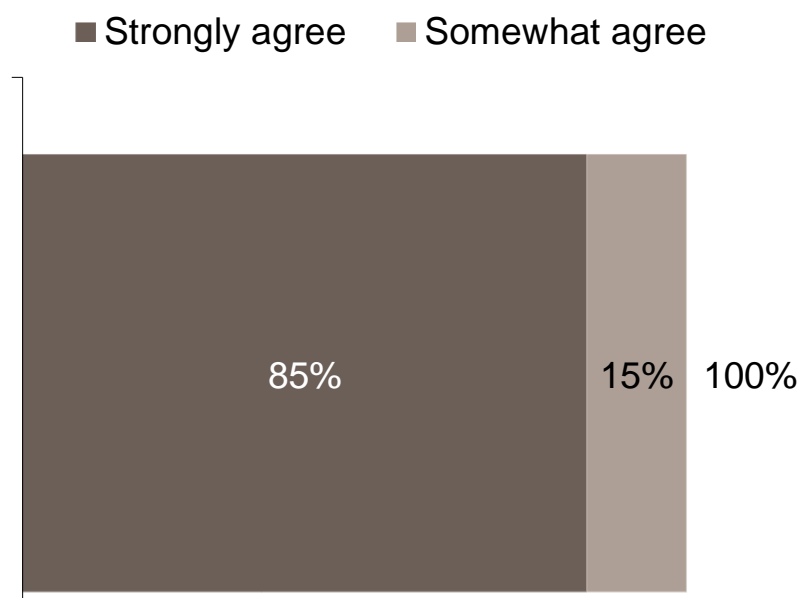


UNIVERSAL AGREEMENT THAT THE ARTS PLAY A ROLE IN RECONCILIATION

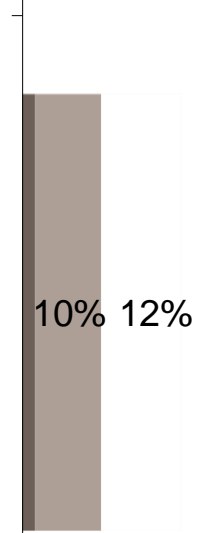
A1. "Now, please read the following statements and indicate if you agree or disagree."

Base: Winnipeg arts organizations (N=40)

Arts and culture have a role to play in reconciliation between Indigenous and non-Indigenous Winnipeggers.



The arts are mostly for wealthy elites.



ORGANIZATIONAL ASSESSMENT

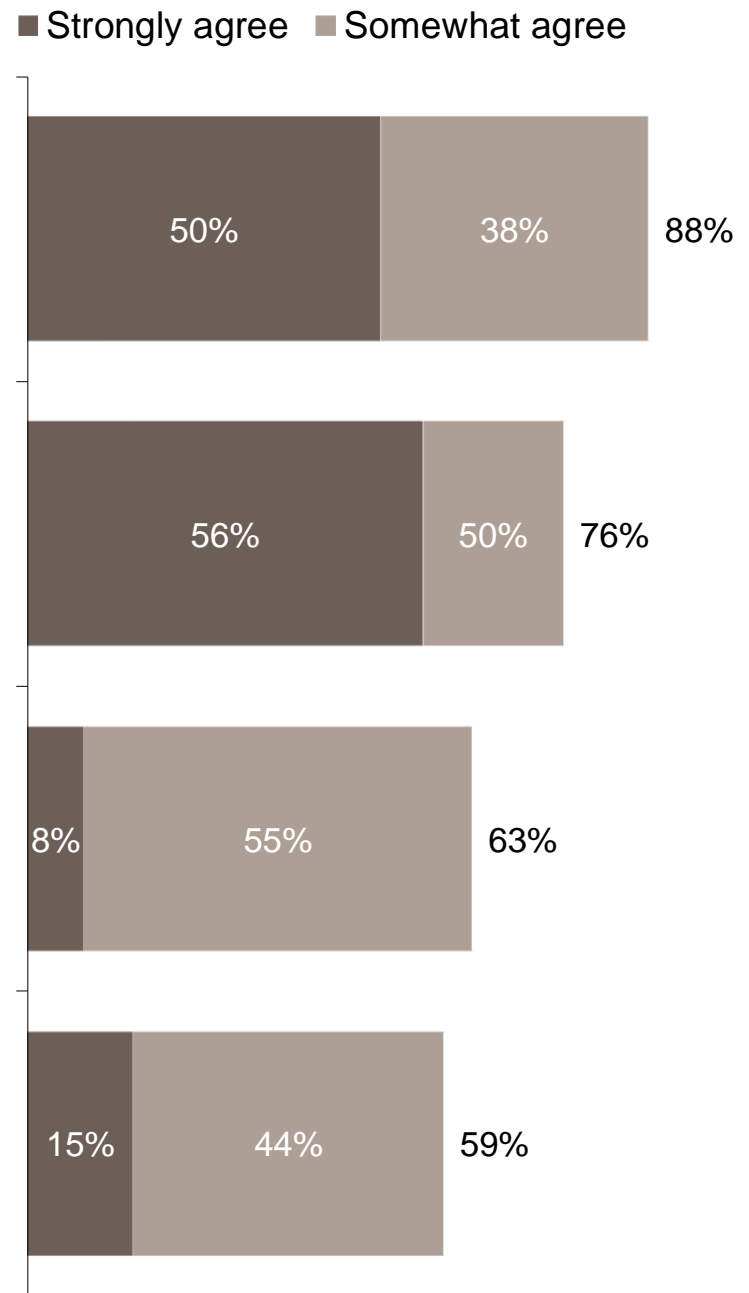


OPTIMISM, BUT REPAIR AND VENUE CHALLENGES

F2. "Now, please read the following statements and indicate if you agree or disagree."

Base: Winnipeg arts organizations (N=40)

* N/A removed from results



FINANCIAL STABILITY IS THE BIGGEST CHALLENGE FOR THE COMING YEARS

F4. "Thinking of your arts organization, what is your single biggest concern for the next five years?"

"Funding work that takes artistic risk."

"Funding will continue to decrease."

"Artistic and audience turnover and the long-term viability of the organization."

"The uncertainty of relying on project grants. The uncertainty and instability of a "company" with zero employees, going project to project."

"Maintaining funding levels is definitely the single biggest concern."

"Restructuring for long-term viability/vitality."

"Continued overreliance on fundraising to balance the budget. The corporate sector, particularly financial institutions, are changing the way they give, and in most cases reducing gifts to the cultural sector. When combined with an increased focus in funding initiatives that are focused on community engagement, it is becoming increasingly difficult to actually pay for the art."

"Increases in operating funding as operating costs rise."

Base: Winnipeg arts organizations (N=40)

ARTS EDUCATION

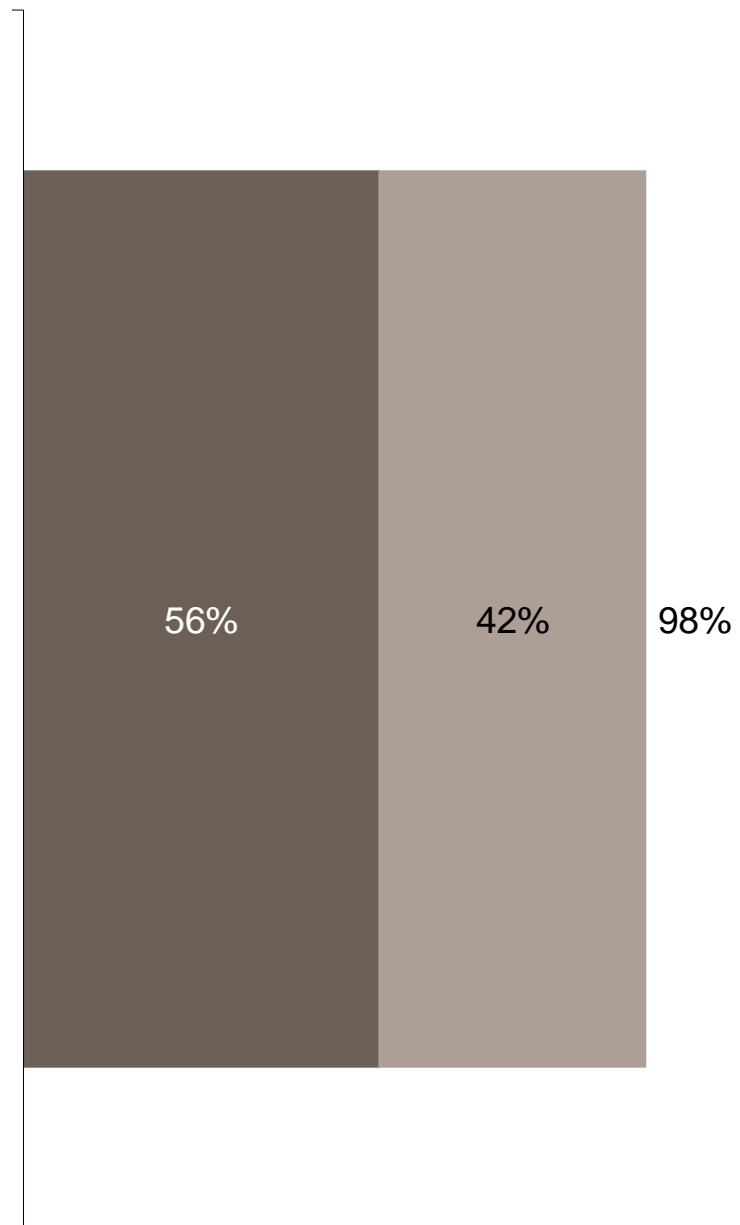


EFFECT OF THE ARTS ON CHILDREN AND YOUTH

A1. "Now, please read the following statements and indicate if you agree or disagree."

Art programs are a good way to keep kids out of trouble.

■ Strongly agree ■ Moderately agree



Base: Winnipeg arts organizations (N=40)

VIEWS ON ARTS FUNDING



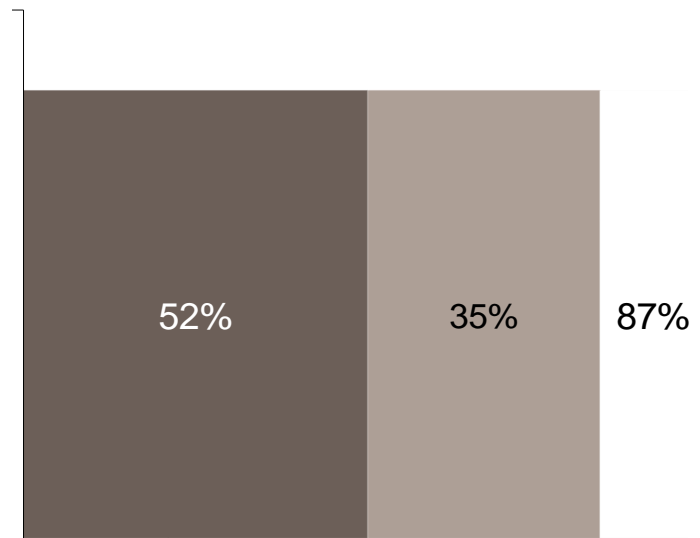
SIGNIFICANT WORRY ABOUT ARTS FUNDING IN WINNIPEG

F2. "Now, please read the following statements and indicate if you agree or disagree."

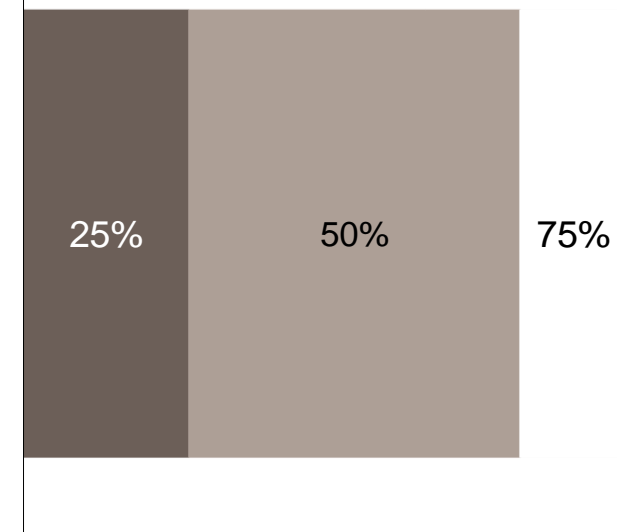
Base: Winnipeg arts organizations (N=40)

■ Strongly agree ■ Somewhat agree

I'm worried about the future of arts funding in Winnipeg.



There are enough patrons in Winnipeg to sustain my organization.

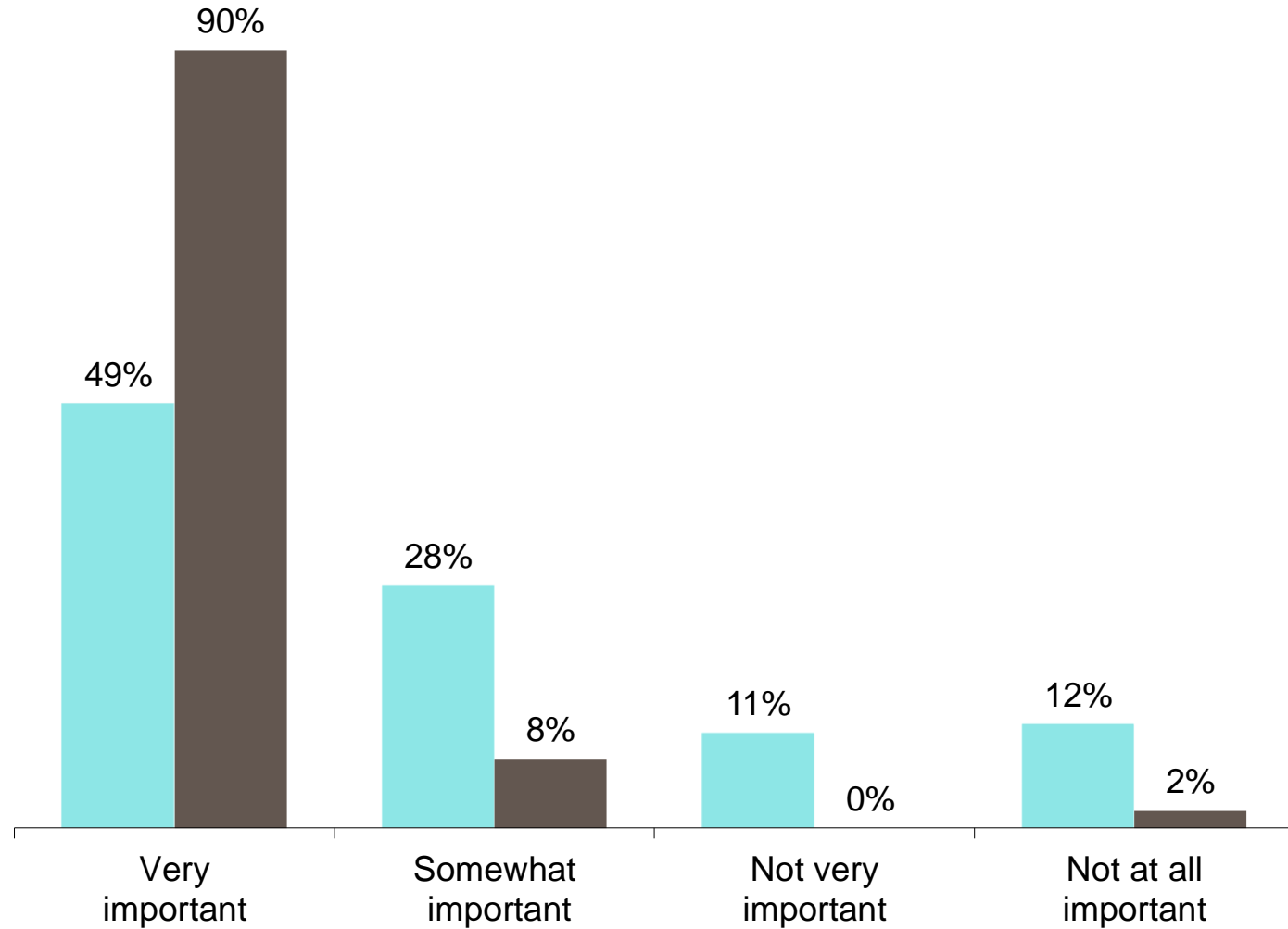


IMPORTANCE OF WAC FUNDING

COMPARATIVE RESULTS

F1. "How important has funding from the Winnipeg Arts Council been to your own art practice or to the cultural work you do?"

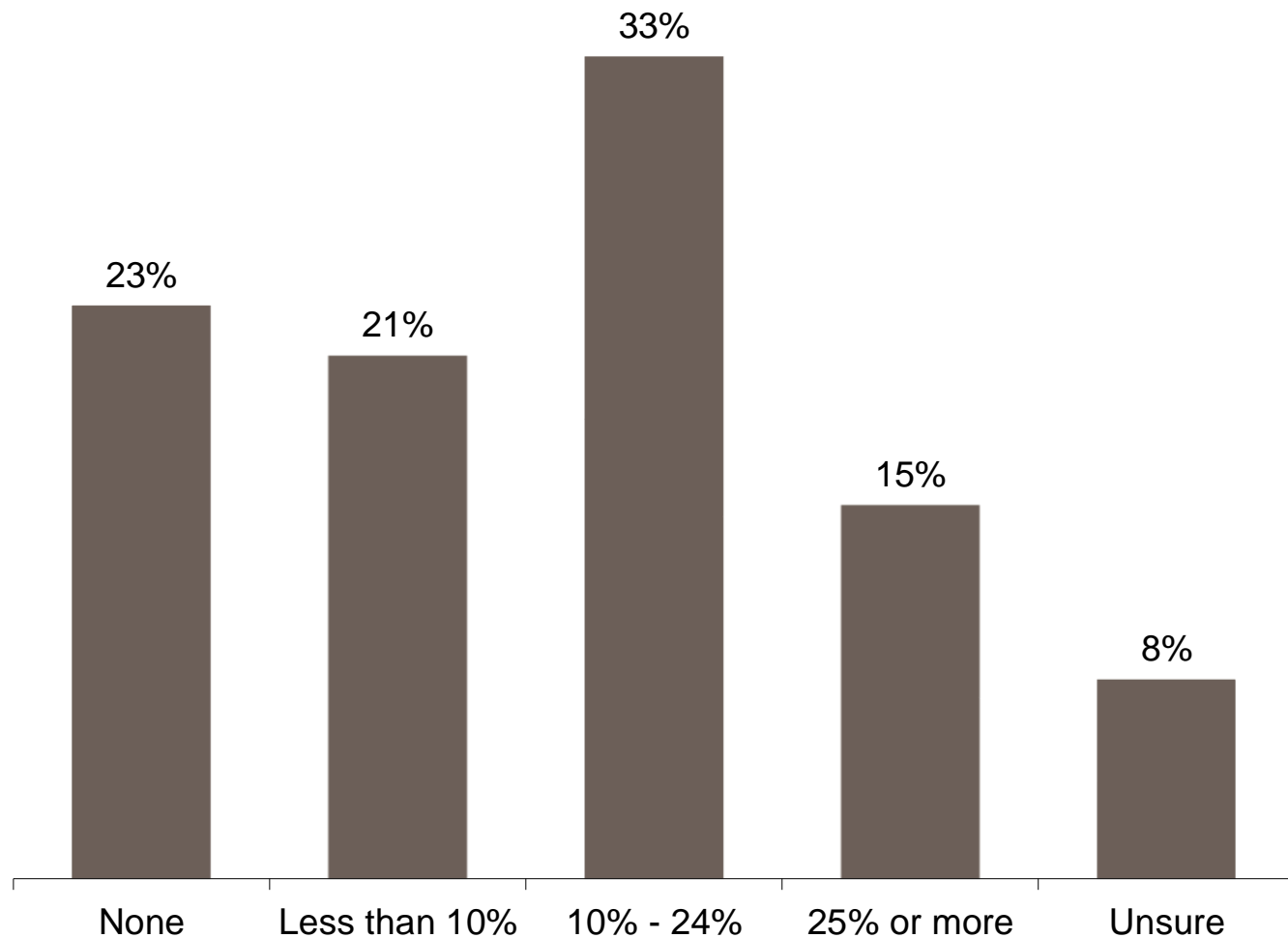
■ Winnipeg artists (N=212) ■ Winnipeg arts orgs (N=40)



Base: All respondents

MOST ARTS ORGANIZATIONS COULD RECOUP LESS THAN A QUARTER OF PUBLIC FUNDS FROM PRIVATE DONORS

Q4. "Thinking of all these public sources of funding your organization receives, if these sources of funding were no longer available, what percent of that revenue do you think you could fundraise from private donors?"



Base: Winnipeg arts organizations (N=40)

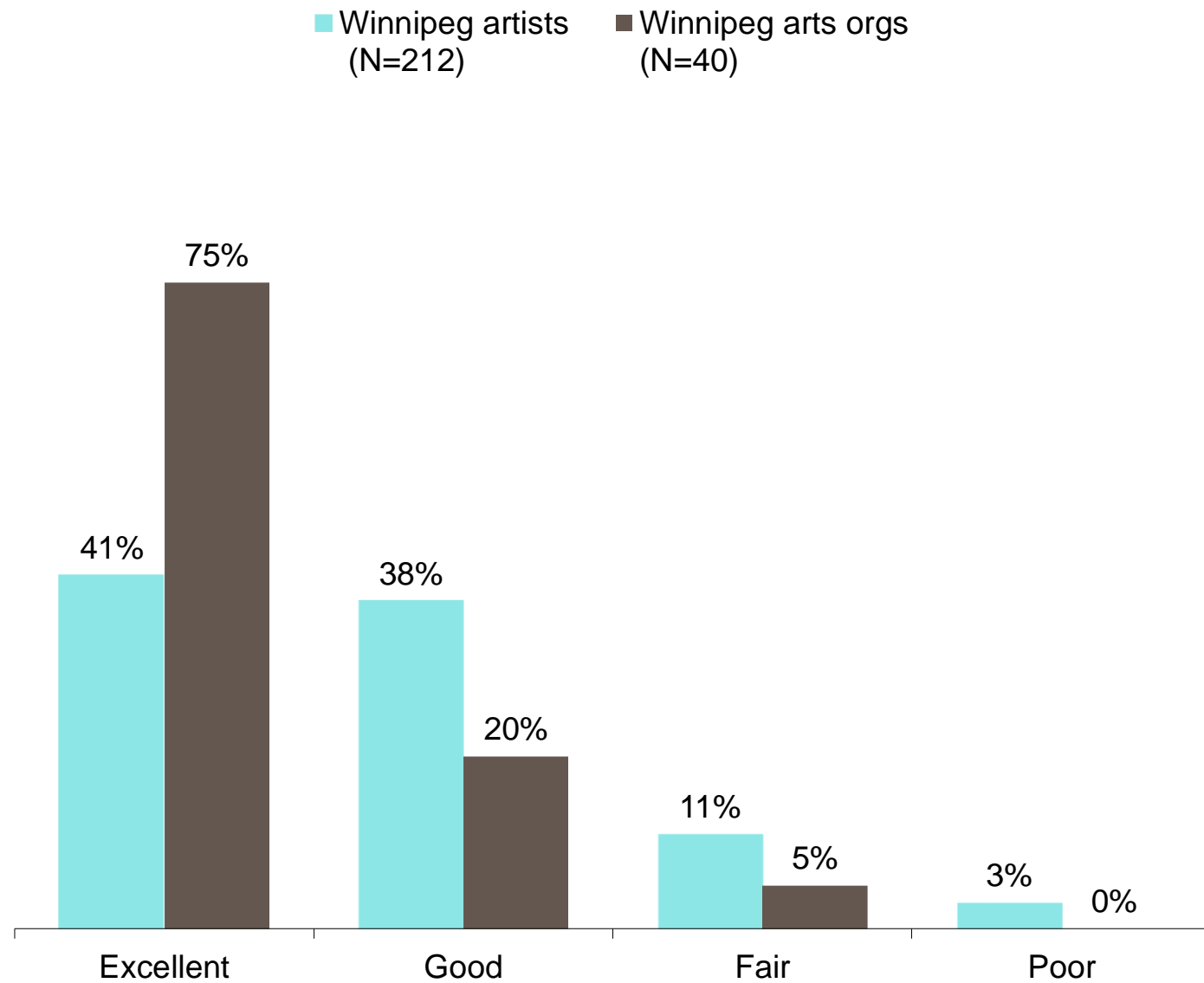
VIEWS ON THE WINNIPEG ARTS COUNCIL



POSITIVE EXPERIENCES WITH WAC

COMPARATIVE RESULTS

F3. "Thinking of your overall experience with the Winnipeg Arts Council, how would you rate it?"

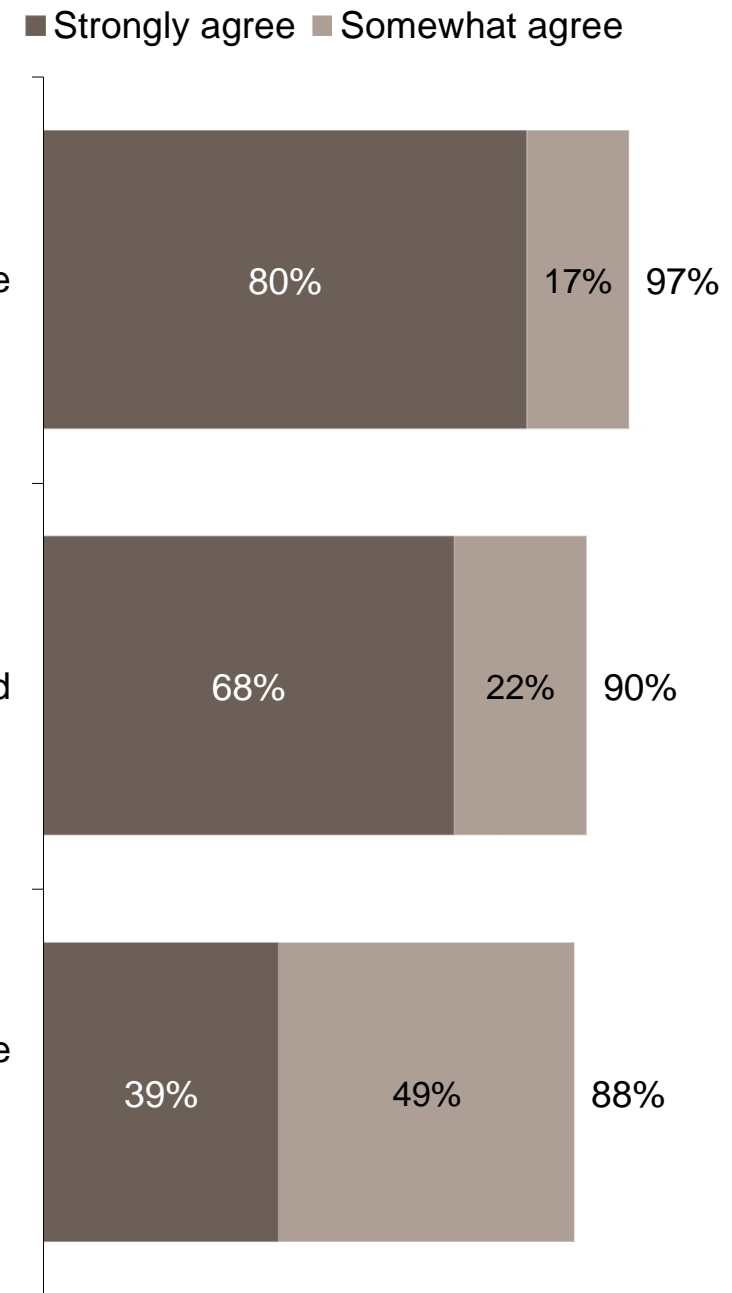


Base: All respondents

WAC VIEWED AS VERY STRONG ARTS CHAMPION

F2. "Now, please read the following statements and indicate if you agree or disagree."

Base: Winnipeg arts organizations (N=40)

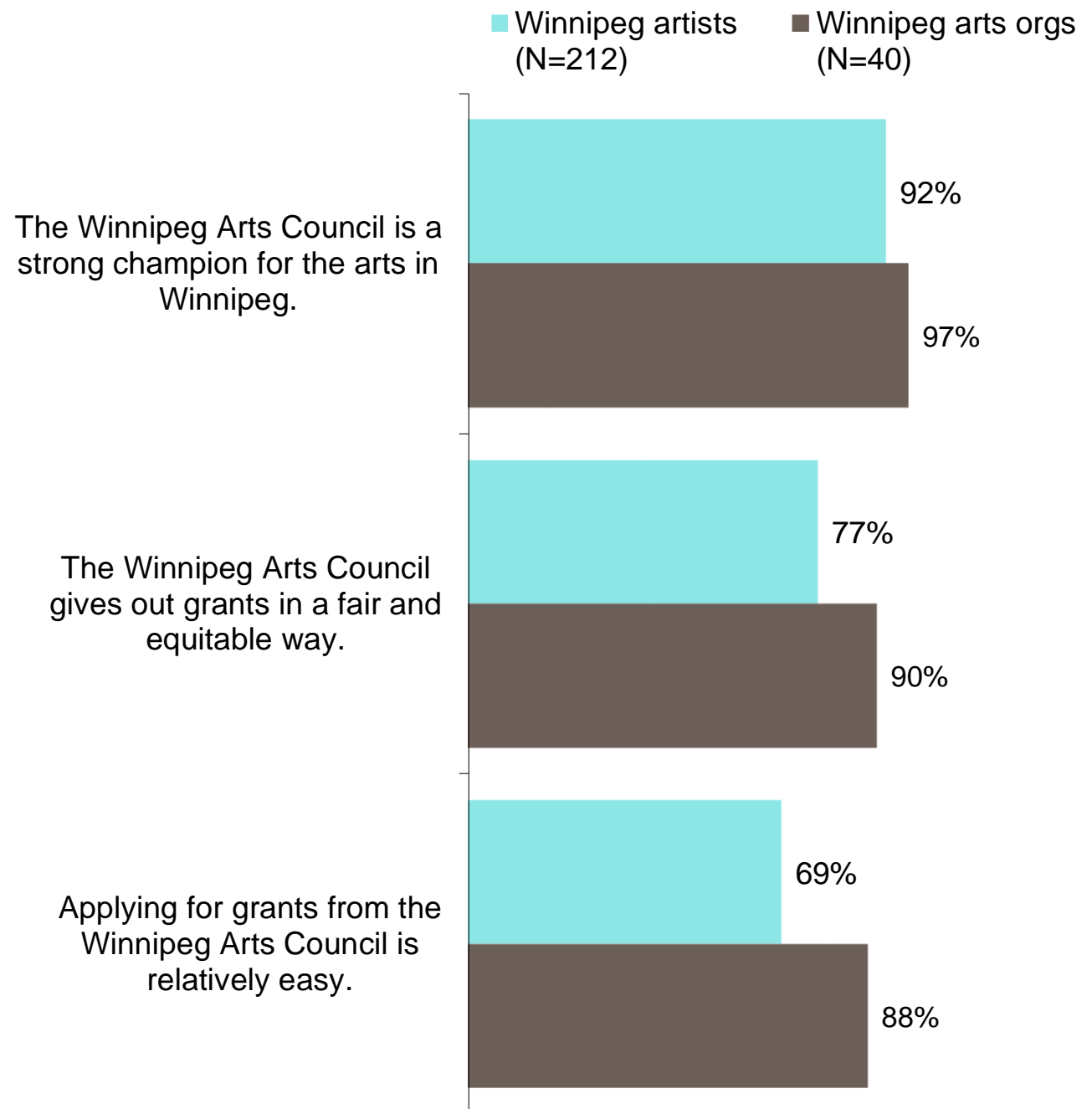


ADDITIONAL VIEWS ON WAC

COMPARATIVE RESULTS

F2. "Now, please read the following statements and indicate if you agree or disagree."

Base: All respondents



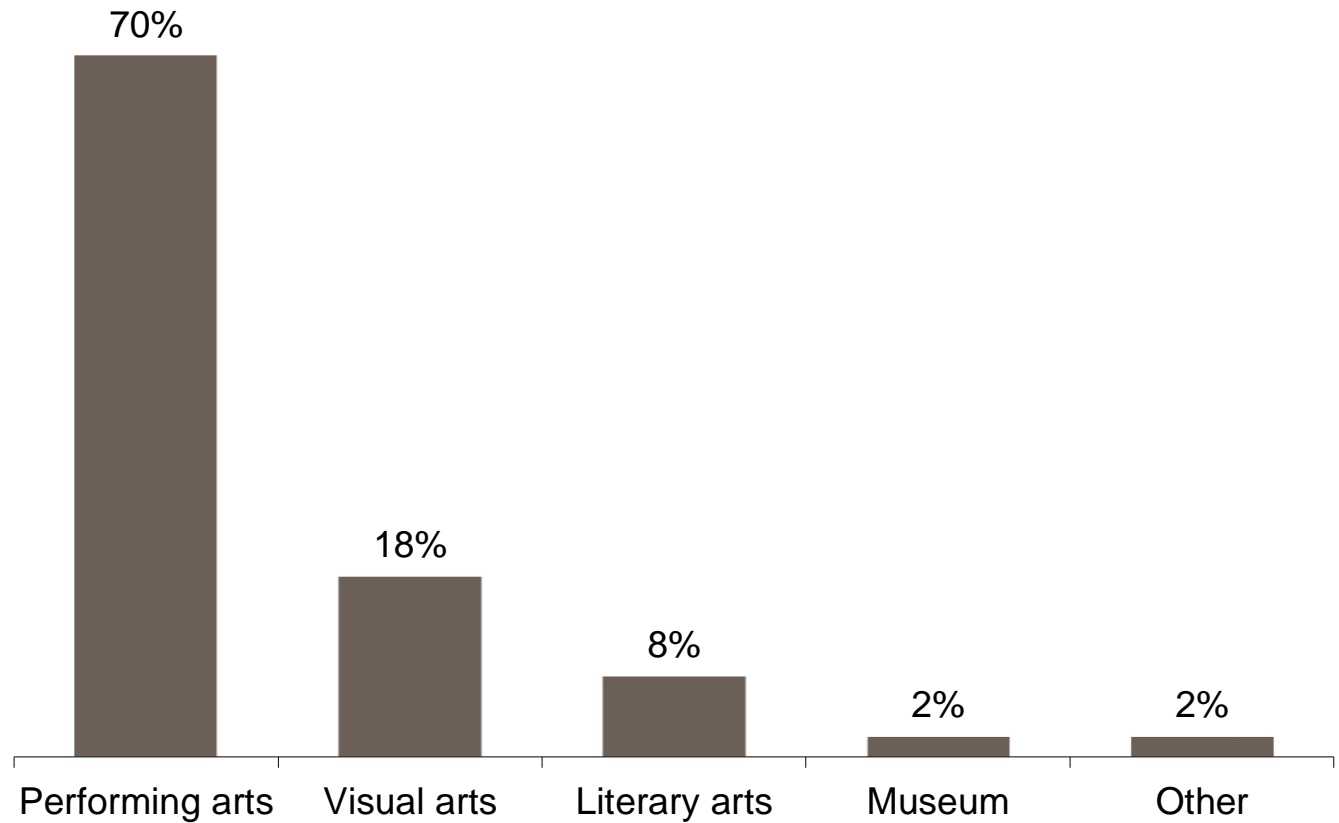
PROFILE OF RESPONDENTS



PROFILE OF RESPONDENTS

ARTS CLASSIFICATION

S1. "In general, which of these classifications best fits your organization?"

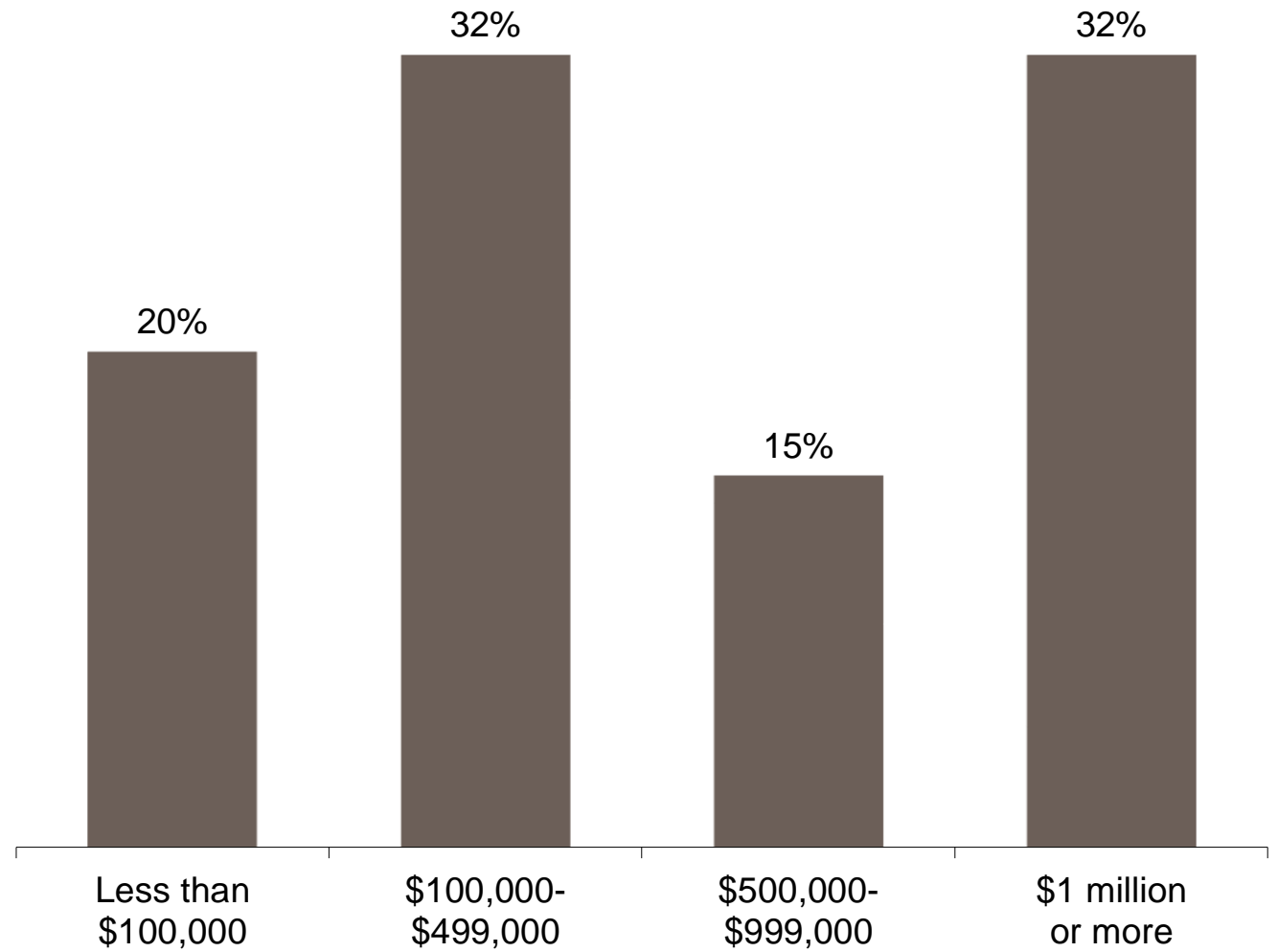


Base: Winnipeg arts organizations (N=40)

PROFILE OF RESPONDENTS

ANNUAL BUDGET

Q1. "What was your organization's total budget in the last fiscal year?"



Base: Winnipeg arts organizations (N=40)