

Perspectives on the arts & culture scene in Saskatchewan 2025



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Key Findings

- 74% of respondents believe arts & culture are important to life in Saskatchewan. This strong majority is reflected across communities: 80% of respondents from cities and 68% of respondents from rural areas indicate arts & culture are important to them.
- A majority of people believe that Saskatchewan artists contribute to the well-being of the province. 86% of respondents identified arts and culture as important (very or somewhat) to children and youth; 84% said arts and culture are important for improving their local community; and 80% believe arts and culture are important for bringing people together.
- 78% of respondents from rural areas and 91% of respondents from cities indicate that arts and culture are important to making their communities better places to live.
- A majority of people, 65%, believe in government funding for the arts.
- Overall, 86% of respondents believe the government should maintain or increase its support of the arts; 54% specifically believe the government should increase their support.

Key implications for public engagement and access:

- The survey identifies peoples' habits and spending on different kinds of art, as well as engagement in different kinds of arts and culture. These findings point to opportunities to encourage broader public participation.
- The responses from people in different parts of the province, and in different demographic groups, will help us respond to the interests or concerns of each group. For example, 26% of respondents in the south of the province, including Regina, indicated that they find it difficult to learn about arts & culture events, compared to only 16% in the north of the province, including Saskatoon.
- 81% of respondents indicated that affordability limits their ability to engage with arts & culture. People are finding ticket prices for arts and

culture too expensive, and therefore arts organizations can't continue to increase admission prices as a source of revenue. There are policy decisions that the provincial government could take, such as removing the PST from arts and culture events, that would have a significant positive impact on both people across the province, and the bottom line of Saskatchewan's arts organizations.

- A small minority of respondents expressed a negative perception of arts and culture, supporting the need for ongoing public education about the positive economic and social impacts of arts and culture in our province. While all opinions matter, this is a very small percentage of people compared to everyone surveyed.

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Findings

In the early autumn of 2025, SAA partnered with Insightrix to survey 400 people across the province of Saskatchewan to establish a baseline of opinions on and engagement with the current arts and culture scene in Saskatchewan. The survey was run online by Insightrix, using their existing database of Saskatchewan participants, and filtered responses proportionally to census data to ensure the respondents were representative of the general population of the province.

Surveys such as this are important for SAA: as an organization that advocates for the arts, and works closely with arts and culture organizations, our primary contacts and our primary engagement is with people who are, themselves, engaged with and interested in the arts, those who have intentionally sought out or become involved with the arts and culture scene.

In order to most effectively advocate for the arts in Saskatchewan, SAA must not only be abreast of the opinions and needs of the arts community, and the challenges therein, but we must also be aware of the opinions and perspectives of those who are not actively involved in arts and culture. The views of people who may be disinterested or even opposed to arts and culture are a small minority, but they still matter, because part of our mandate is public education about the positive impacts of this sector, and we need to be effective in our work.¹

To begin the survey, SAA simply asked respondents to identify what they think when they hear the phrase 'arts and culture.' The results were not, in any way, surprising. 36% of respondents identified something related to music and performing arts; 31% indicated they think of museums or galleries; 25% of responses can be categorized as pertaining to community, culture and connection; 24% of responses were focused on visual arts, such as paintings and sculptures; and 9% spoke to the concepts of creativity and expression.

Despite being a fairly neutral question, there were 16 (4%) responses that were either outright, or can be interpreted as being negative in tone. The majority of these responses spoke to the perception of the arts as being elitist and snobby or that the respondents find arts & culture dull and uninteresting.

¹ cf. Sunzi, ed. Lionel Gillies. 1910. *Sun-tzu On the Art of War: The Oldest Military Treatise in the World*. London: Luzac & Co, pg. 25.

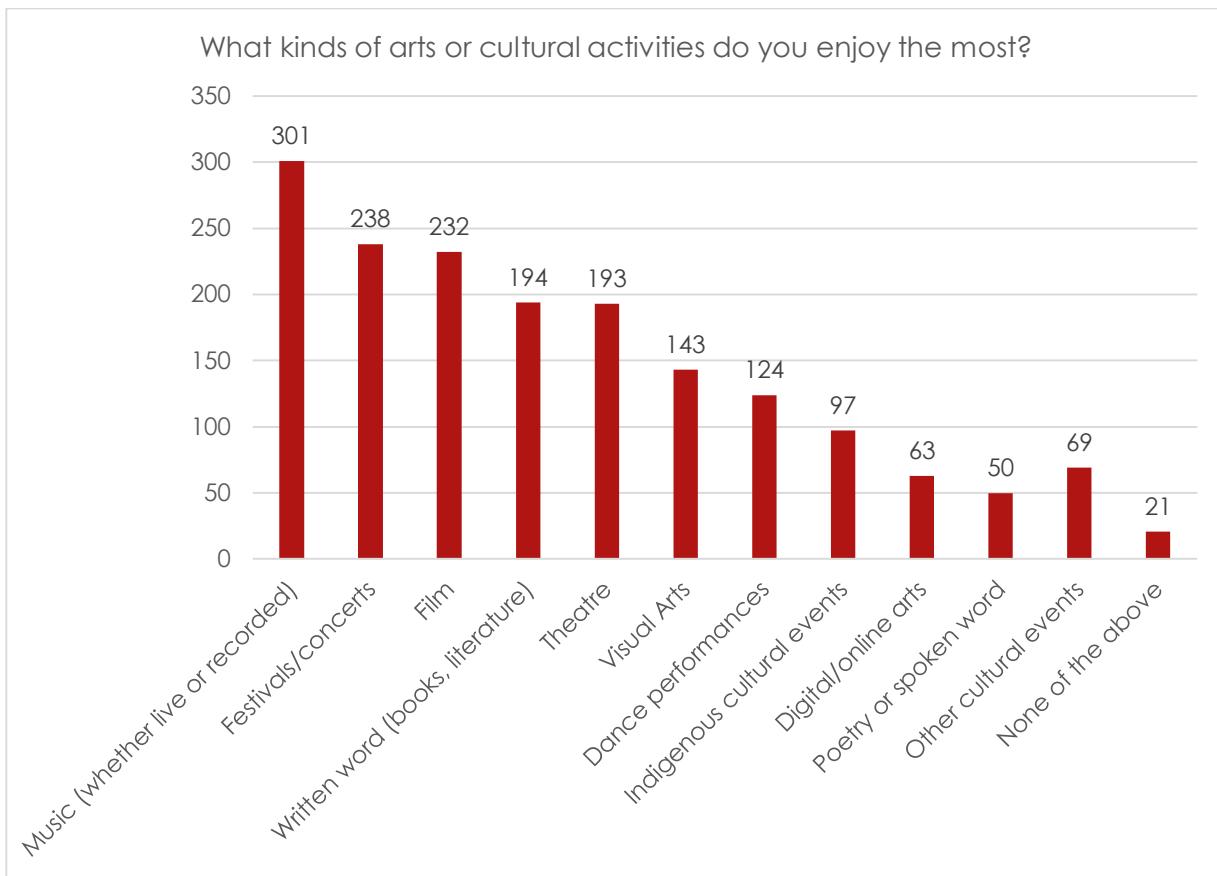
Figure 1 When someone says 'arts & culture,' what is the first thing that comes to your mind?



The second question asked which types of arts and culture activity respondents enjoyed the most. Participants were able to select multiple options.

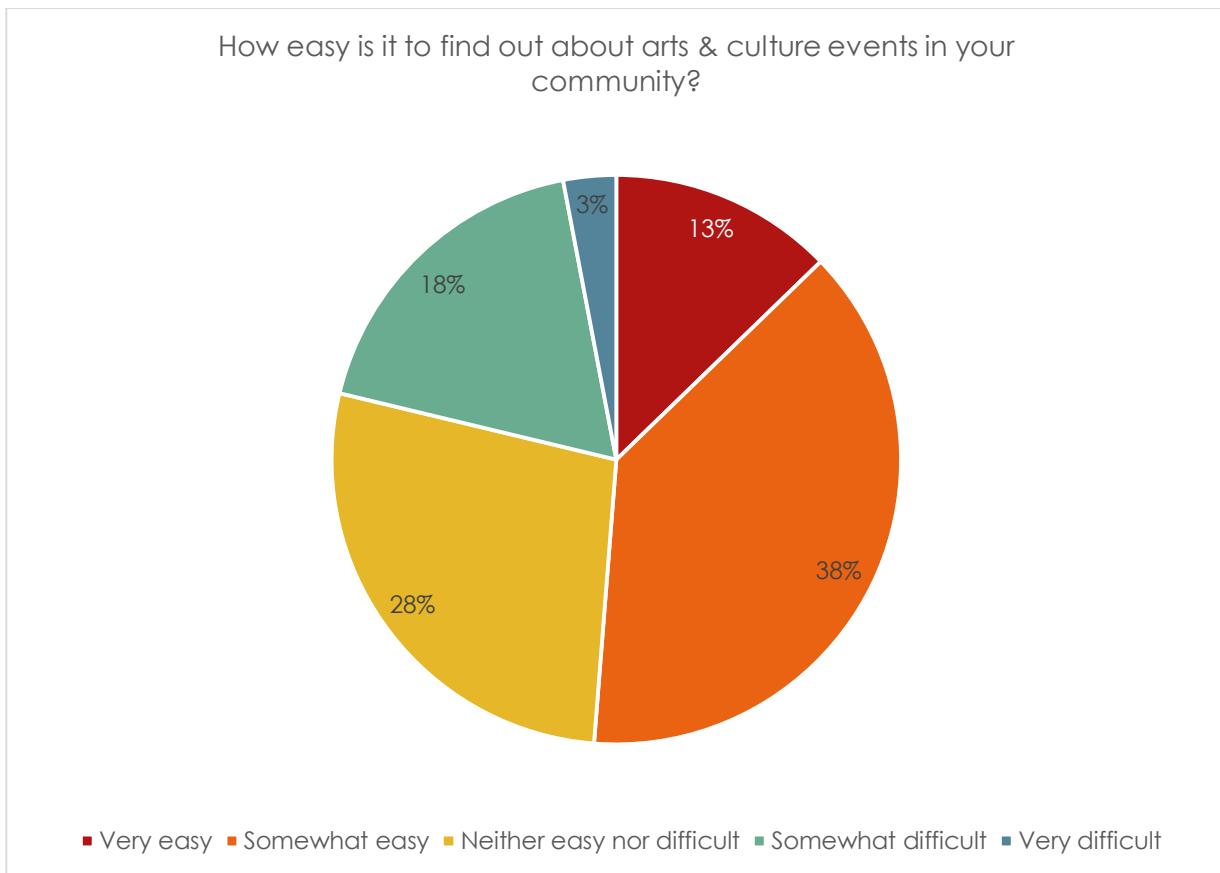
75% of respondents indicated they enjoy music, whether live or recorded; 60% indicated they enjoy festivals & concerts; 58% were interested in film; 49% engage with the written word and a close 48% enjoy the theatre. Poetry and spoken word are enjoyed by 13%, digital/online arts by 16% and 'other cultural events,' was selected by only 17% of respondents. Only 21 participants (5%) indicated that they do not enjoy any arts & culture activities.

Figure 2 *What kinds of arts or cultural activities do you enjoy the most? (Select all that apply.)*



The following question asked respondents how easy it is to find out about arts and culture events in their respective communities. Overall, 51% of respondents indicated that it was either 'easy' or 'very easy' (13% indicating it was 'very easy' and 39% indicating it was 'somewhat easy,') and 21% indicated it was either 'somewhat difficult' or 'very difficult'.

Figure 3 How easy is it to find out about arts & culture events in your community?



When looking at the results by broad geographic region, the province was divided into the following areas: the north of the province, excluding Saskatoon; the south of the province, excluding Regina; and then Regina and Saskatoon respectively.

Among people in the north of the province, 60% of respondents find it 'easy' to learn about arts & culture events, and 21% find it 'difficult' to discover arts and culture events.

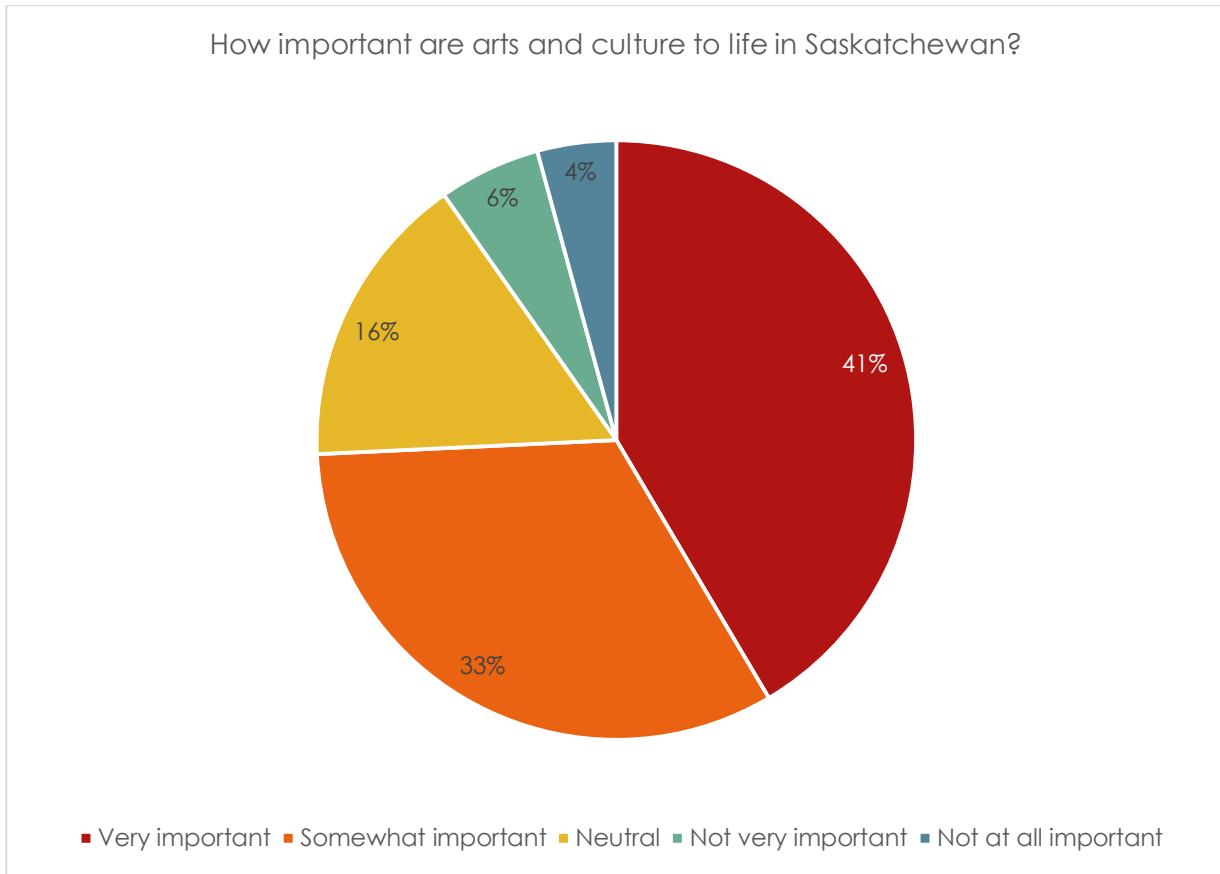
The south of the province had 49% of participants indicate it was 'easy' overall to find out about arts and culture events, with 25% indicating it was 'difficult'.

Regina had the lowest percentage (42%) of respondents who found it 'easy' overall to find out about arts and culture events, and the highest percentage (27%) who identified it as being 'difficult' overall.

55% of Saskatoon respondents indicated it was 'easy' overall to discover arts and culture events, and 11% of people reported difficulty.

Respondents were then asked how important arts and culture are to life in Saskatchewan. Overall, across the province, 74% indicated that arts and culture are of some level of importance and only 10% indicated 'little to no importance' to life in Saskatchewan

Figure 4 How important are arts and culture (music, theatre, festivals, visual arts, Indigenous cultural events etc.) to life in Saskatchewan?



There were some interesting splits along demographics in this case: 82% of women indicated that arts and culture are 'important', compared to only 66% of men. 14% of men indicated it was of 'little' to 'no importance', compared to only 5% of women. We can't really draw any conclusions from this, as obviously gender is not a determining factor in someone's interests or their opinions, but it is interesting to note, especially in light of the fact that the majority of artists are women.²

Similarly, Saskatoon respondents had the highest number of participants who believe arts and culture is important, with 83% responding as such. 76% of

² cf. Hill, Kelly. '[Women represent a strong majority of Canadian artists.](#)' *Statistical Insights on the Arts*. March 7 2023.

participants from the north of the province consider it to be important, 74% from Regina, and participants from the south of the province had the lowest number of respondents who consider arts and culture to be important, with 67%.

Participants were then asked how lively they find Saskatchewan's arts and culture scene. Overall, 69% of participants find the arts and culture scene 'lively', with 13% indicating it is 'very lively', and 56% indicating it is 'somewhat lively'. Only 3% found it to be 'not lively at all'.

Again, here we see some demographic differences: 74% of women consider the arts and culture scene lively, compared to only 63% of men.

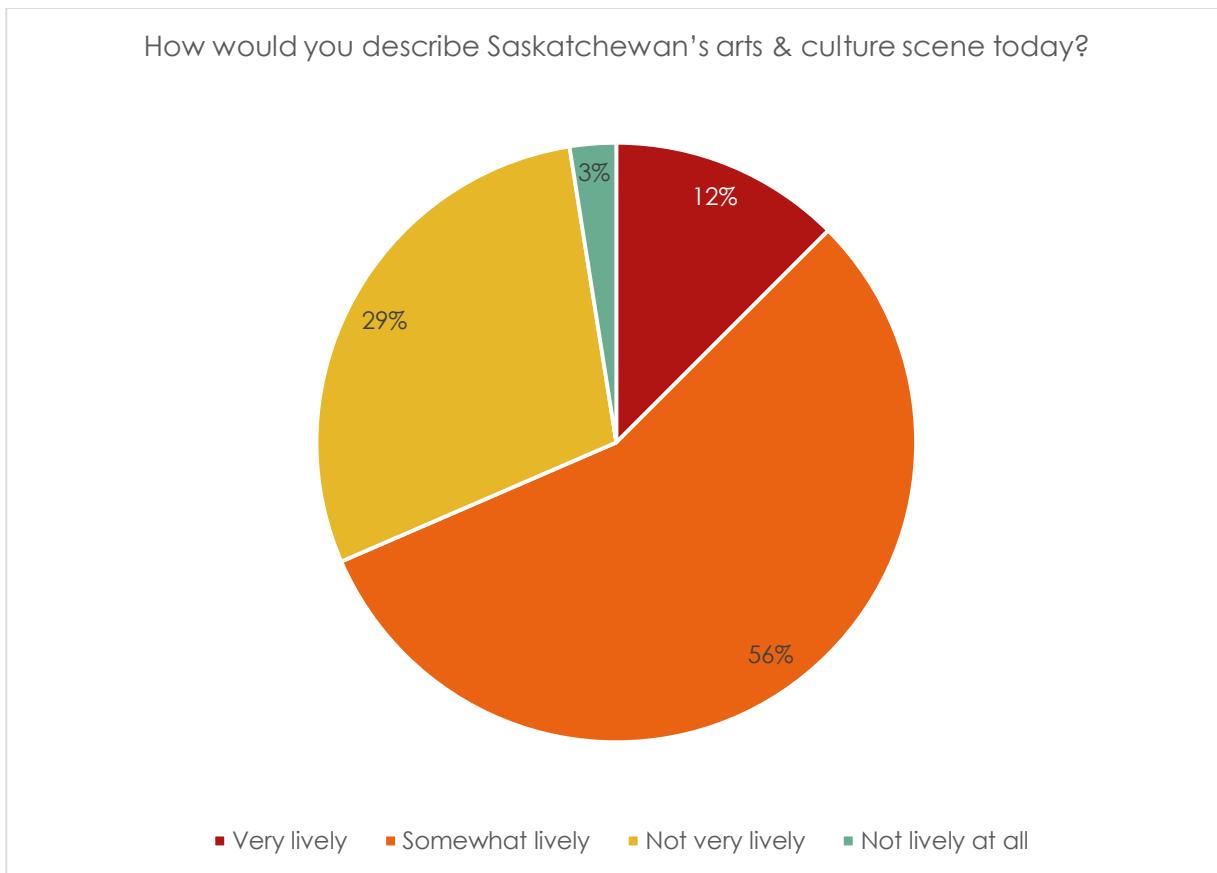
79% of respondents from the north of the province, including Saskatoon, indicate the arts and culture scene is lively, compared to only 60% from the south of the province, including Regina.

73% of those from rural communities were more likely to find the arts and culture scene lively, compared to 69% from both large and medium population centres and 64% from small population centres.³

Additionally, 85% of respondents who self-identified as Indigenous consider the arts and culture scene to be lively.

³ Participants were asked to identify where they live based on the [definition of population centres](#), as per Statistics Canada's Dictionary, Census of Population 2021. However, the Statistics Canada definition does not include a classification for anything smaller than a 'small population centre' with a population of less than 1,000; any area with less than 1,000 people is considered rural, per the Dictionary. While this undoubtedly works nationally, in the Saskatchewan context, it was deemed more appropriate to include categories for both a rural community, with a population of less than 1,000, and remote areas, with no close population centre.

Figure 5 How would you describe Saskatchewan's arts & culture scene today?



The survey then asked how important arts and culture are to a number of categories:

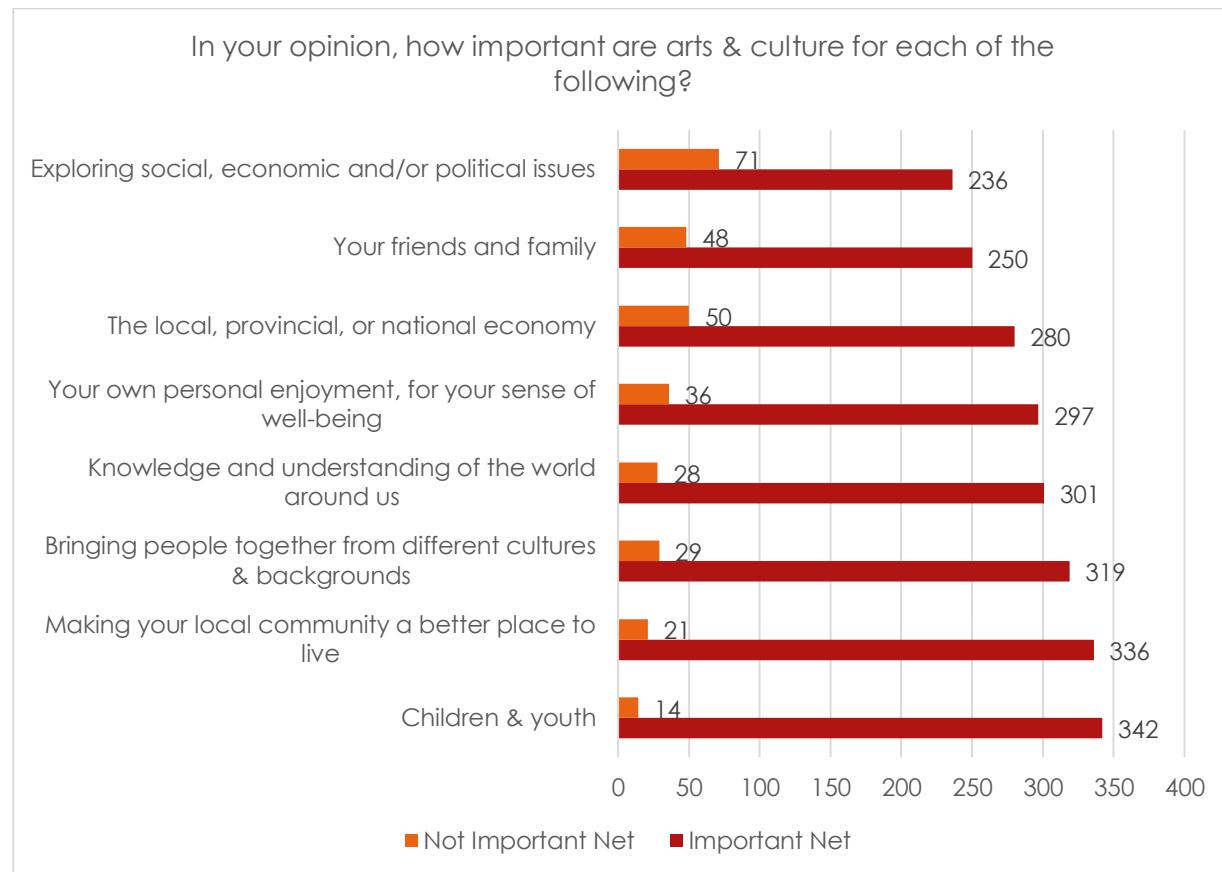
- Children and youth
- Making your local community a better place to live
- Bringing people together from different cultures and backgrounds
- Knowledge and understanding of the world around us
- Your own personal enjoyment, for your sense of well-being
- The local, provincial, or national economy
- Your friends and family
- Exploring social, economic and/or political issues

Across the province, a majority of respondents indicated that arts and culture were of some level of importance.

- 86% identified arts and culture as being of some importance to children and youth.

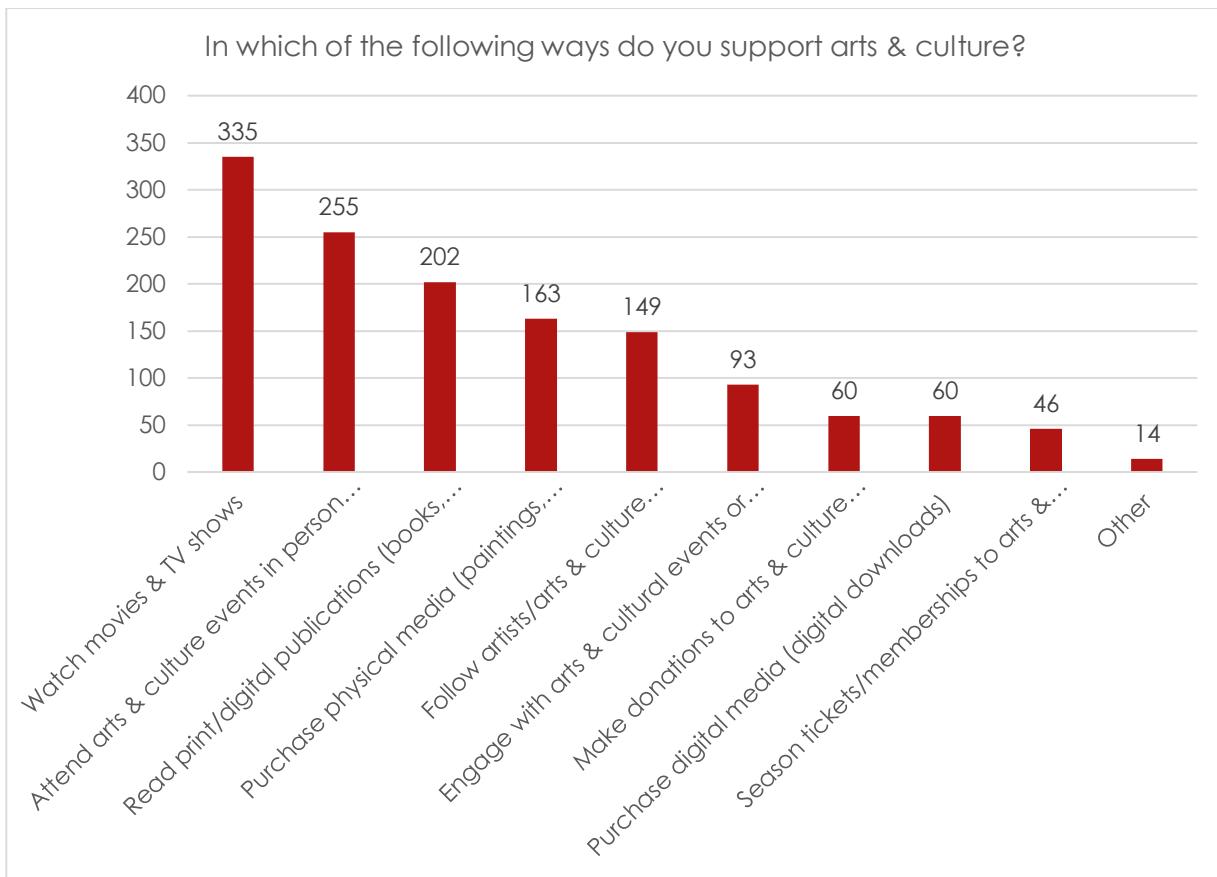
- 84% identified arts and culture as being of some importance to improving their local community.
- 80% indicated it was important for bringing people together.
- 64% indicated arts and culture are important for their friends and family.
- 59% of participants indicate arts & culture are important for exploring social, economic and/or political issues.

Figure 6 *In your opinion, how important are arts & culture for each of the following?*



Participants were then asked 'In which of the following ways do you personally support arts and culture?' and were allowed to select as many options as they liked.

Figure 7 In which of the following ways do you personally support arts & culture (Select all that apply.)



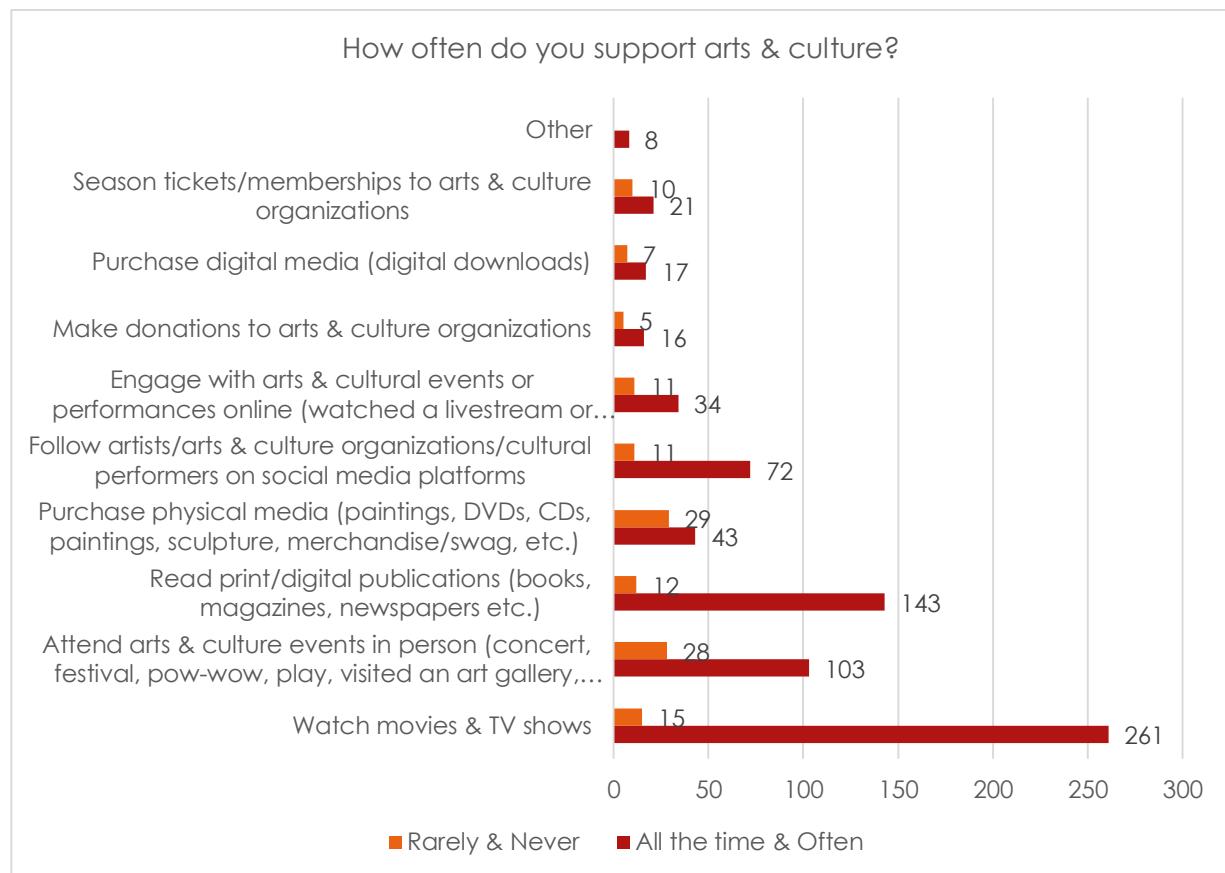
By far, watching movies and TV was the most popular, with 84% indicating they watch movies and TV. Attending arts and culture events such as concerts, festivals, pow-wows, plays, art galleries etc. was the second most popular with 64%, and reading print or digital publications was third with 51%.

The three least popular activities were: 'making donations to arts and culture organizations' and 'purchasing digital media', both of which only had 15% of participants engaging, and 'purchasing season tickets' was the least popular with 12% participation.

There were 14 (4%) 'other' responses, where participants were able to type in their own responses. Four of these responses indicated that they are involved in the arts in some way, two indicated that they volunteer for arts and culture organizations. One respondent said they like football, which can be generously interpreted as falling under 'culture.' Seven respondents (2%) indicated that they do not participate in any of these activities.

The next question asked, 'How often do you support arts and culture in the following ways?' Participants were asked to rank how often they participate in the activities that they had indicated in which they participate. For example, if someone did not respond that they watch TV and movies, they were not asked to rank how frequently they participate in that activity.

Figure 8 How often do you support arts & culture in the following ways?

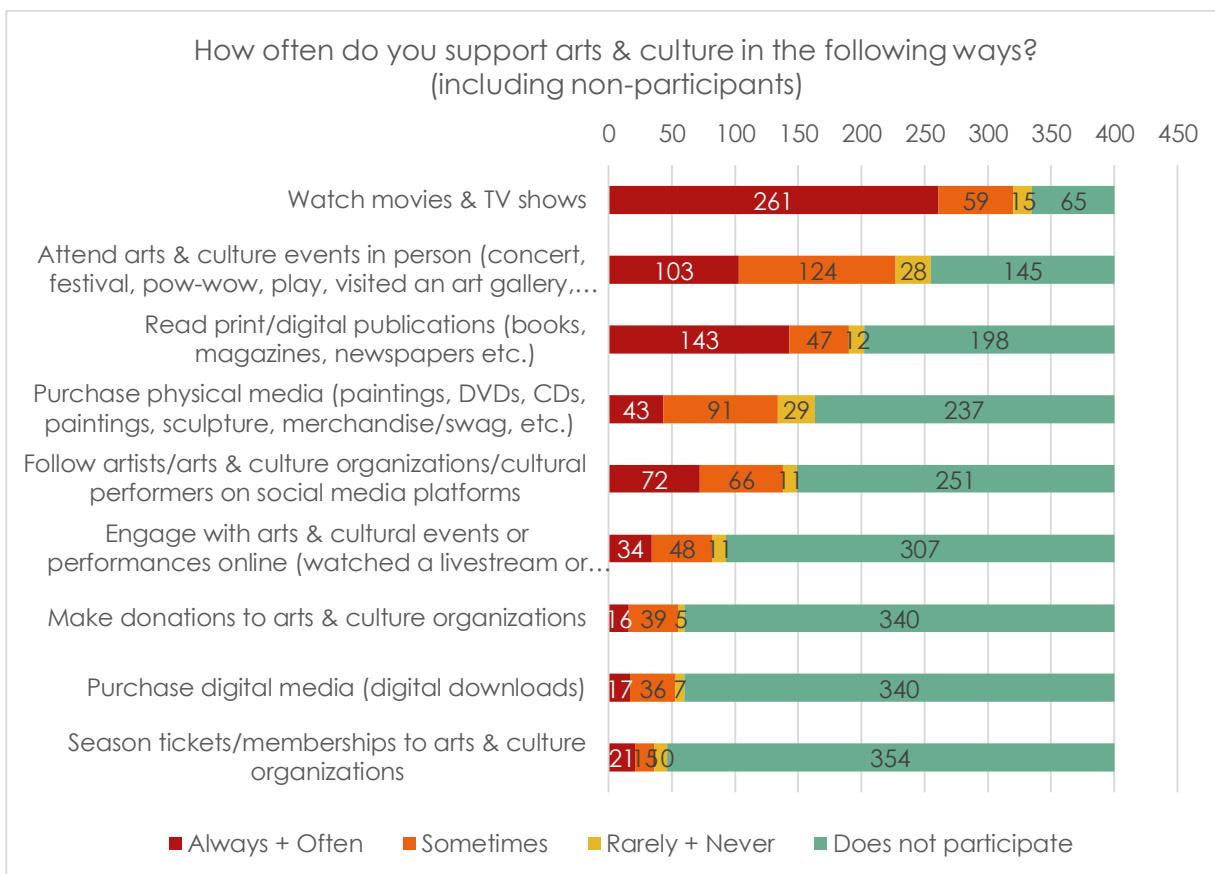


Watching movies and TV shows was, again, the most popular response, with 78% of participants indicating they do this 'all the time' or 'often.' Reading print and digital content was second, with 71% indicating they do this 'all the time' or 'often', and 48% of respondents indicated they follow artists, or arts and culture organizations, or cultural performers on social media 'often' or 'all the time'.

Purchasing digital media had only 28% of participants engaging in this activity regularly, only 27% of participants regularly donate to arts and culture organizations, and only 26% regularly purchase physical media, such as paintings, DVDs, CDs, vinyl records, etc.

This data can also be represented to include those who indicated they do not participate, to give a better sense of how often people are engaging in various arts and culture activities.

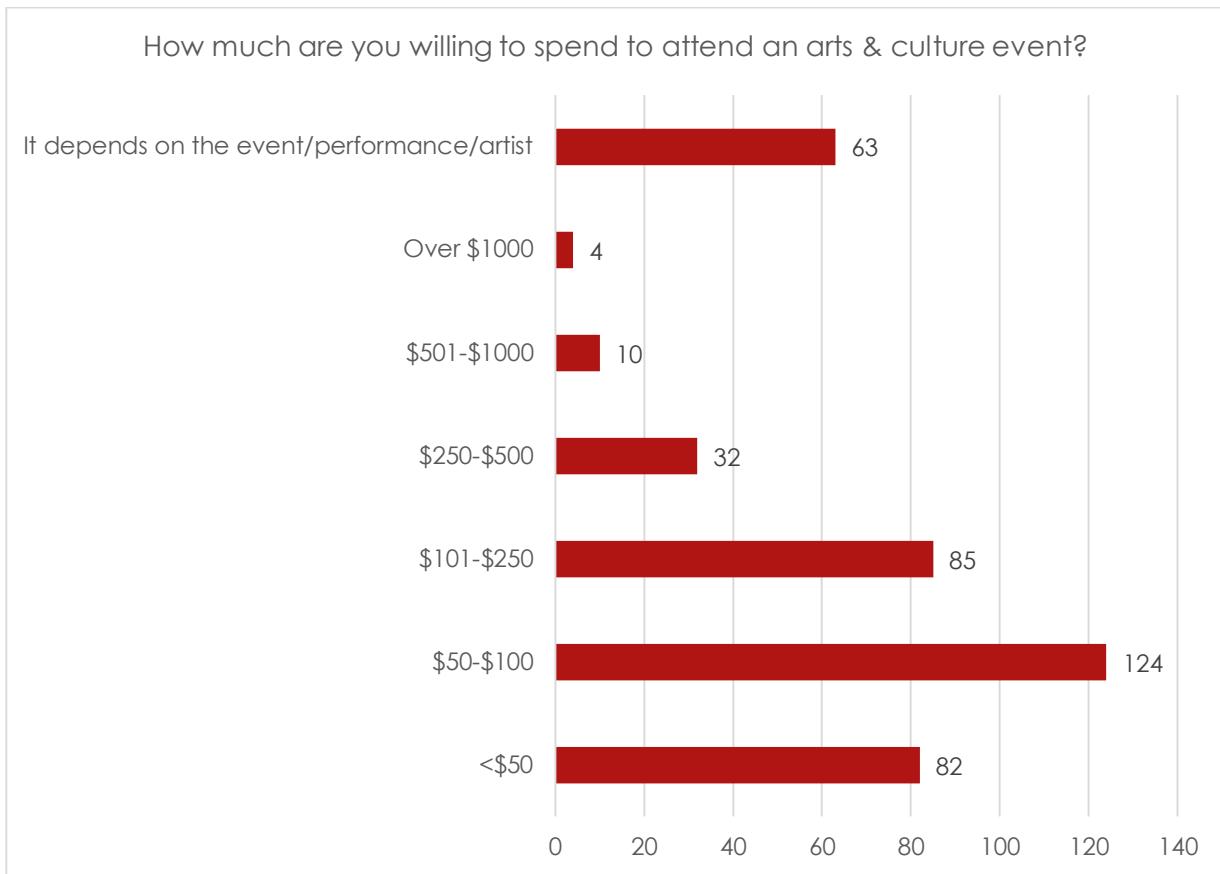
Figure 9 Frequency of arts & culture support, including non-participants



The survey then asked respondents how much they would be willing to spend to attend an arts and culture event. Respondents were asked to consider all costs of attending, because the cost of attending an arts and culture event is often not just the cost of the ticket or the entrance fee.

For local events, it might also include food, cost of childcare, or transportation costs to and from the venue. Particularly in Saskatchewan, attending an arts and culture event often involves traveling to another community, or even another province, or other countries in some cases, in which case the cost of attendance is substantially higher than ticket price alone.

Figure 10 How much are you willing to spend to attend an arts & culture event? (Please consider all costs of attending: tickets, merchandise, any potential travel expenses such as hotels, restaurants, etc.)



The results were fairly mixed. 31% indicated they would spend '\$50-\$100'; 21% said they would spend '<\$50' as well as '\$101-\$250'. 16% said it would 'depend on the event/performance/artist'.⁴

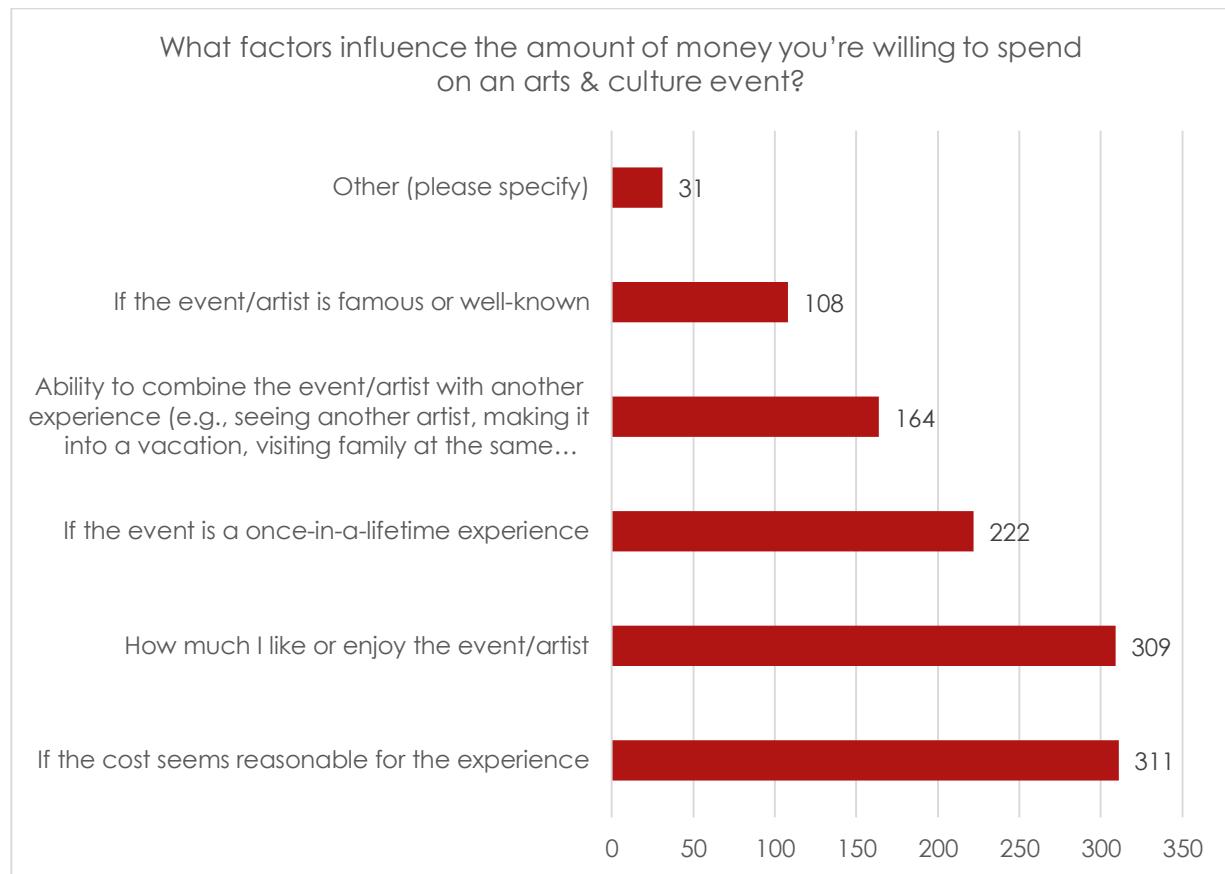
These results were not correlated with reported income: higher income earners did not, generally, indicate they would spend more on an event, and lower income earners did not overwhelmingly select the lower-end options: e.g. only 23% of respondents who reported making less than \$30,000/year indicated they would spend <\$50; only 4% of people earning over \$150,000 would pay anything over \$501.

⁴ Despite having asked respondents to include the total cost of attending event when responding, it seems reasonable to suggest that not every respondent has done this: considering that, for example, Globe Theatre tickets are regularly \$100 per person, as are tickets to the Saskatoon Symphony Orchestra, and those are just the ticket prices, that doesn't include any travel or merchandise or meals, it stands to reason that a total cost of an event being <\$100 for 52% of respondents feels like an underestimate.

Respondents were then asked what influences the amount of money they are willing to spend on an arts and culture event.

If the cost 'seemed reasonable' for the experience was a factor for 78% of respondents, how much they 'like or enjoy the artist/event' was important for 77% of respondents and if the event is a 'once-in-a-lifetime experience' was a factor for 56% of respondents. The ability to 'combine the event/artist with another experience' was a factor for 41% and the event/artist being 'famous or well-known' would impact only 27%.

Figure 11 What factors influence the amount of money you're willing to spend on an arts & culture event?



8% of the responses were 'other' responses, and respondents were able to write their own answers. Of the responses, 15 identified different budget constraints of some kind as being a factor, seven people identified accessibility as a concern, four people identified a lack of interest, and two identified the content as being important.

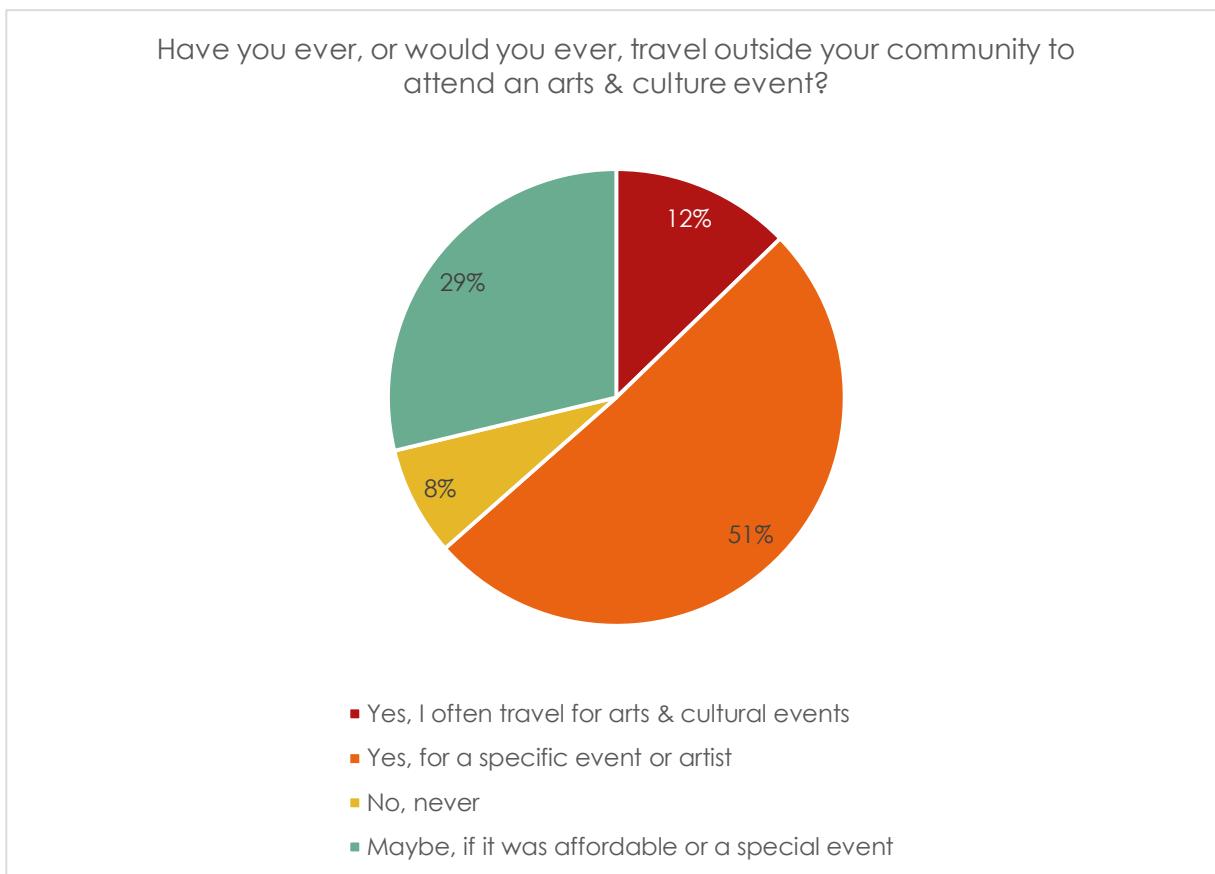
The survey then asked if respondents have in the past or would be willing to travel to attend an arts and culture event. 63% indicated that they either 'travel

often', or that they 'have and would travel' for a specific artist or event. 29% indicated they would 'potentially travel' if it was affordable or a special event, and only 8% indicated they would 'never travel'.

With the exception of those in remote locations, responses were not generally correlated to geography: 64% of those in large population centres have traveled to arts and culture events; 61% in medium population centres; 66% in small population centres; and 68% in rural communities.

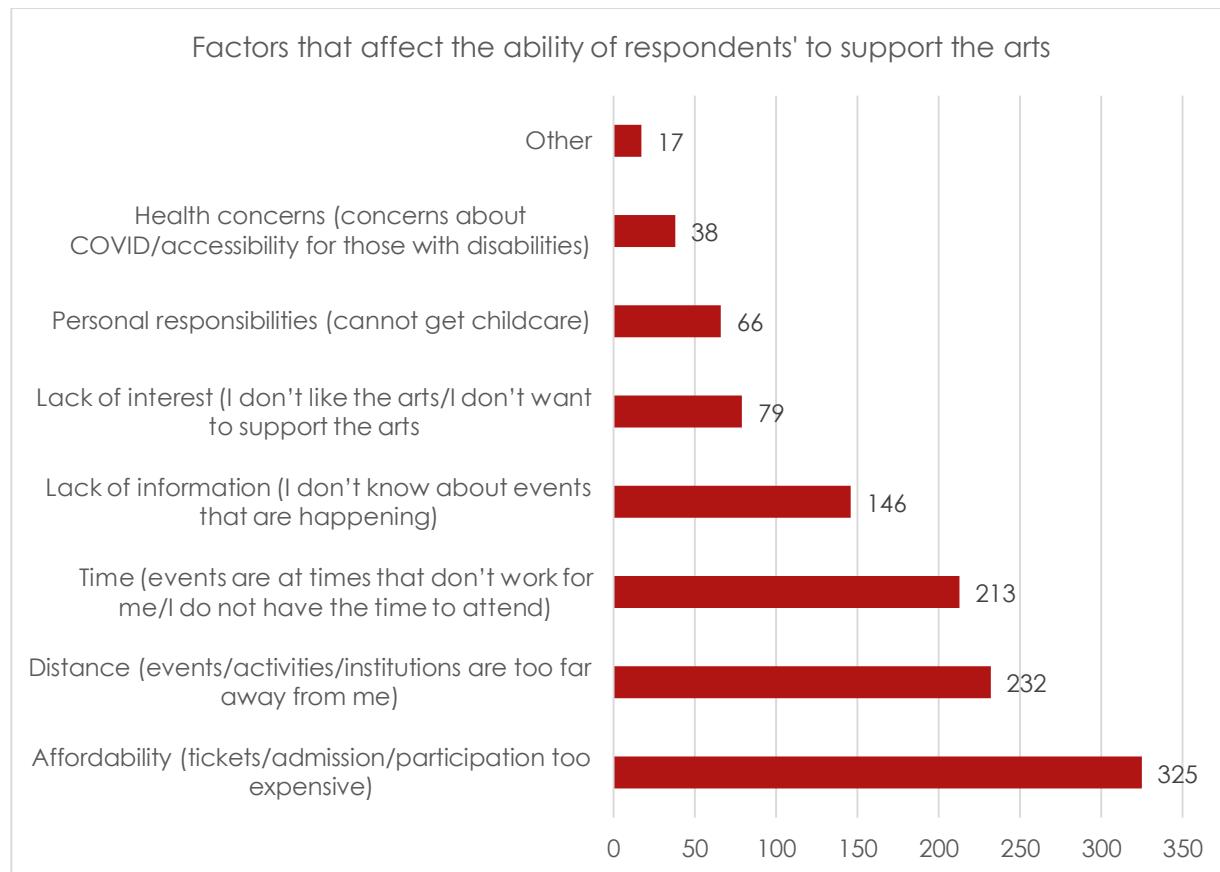
Comparatively, only 29% of those in remote locations have traveled for an arts and culture event, with 14% (the highest proportion of all the geographic options) to have never traveled and to not consider traveling. But remote respondents were the most likely to consider traveling for an event depending on the cost/event itself, with 57% having selected this option.

Figure 12 Have you ever, or would you ever, travel outside your community to attend an arts & culture event?



Respondents were then asked what factors affect their ability to support the arts.

Figure 13 What factors affect your ability to support the arts?



81% indicated that affordability was a concern for them, and impacted their ability to engage with the arts. 58% indicated distance, and 53% indicated a lack of time as obstacles. Health concerns are a factor for 10%, and personal responsibilities are a factor for 17%.

There were 17 (4%) 'other' responses, where participants could provide their own factors. 10 of the 'other' responses could have fallen into existing categories: five indicated affordability, three indicated a lack of interest, two indicated health and accessibility concerns. The remaining responses reflected personal reasons, such as interest and personal responsibilities.

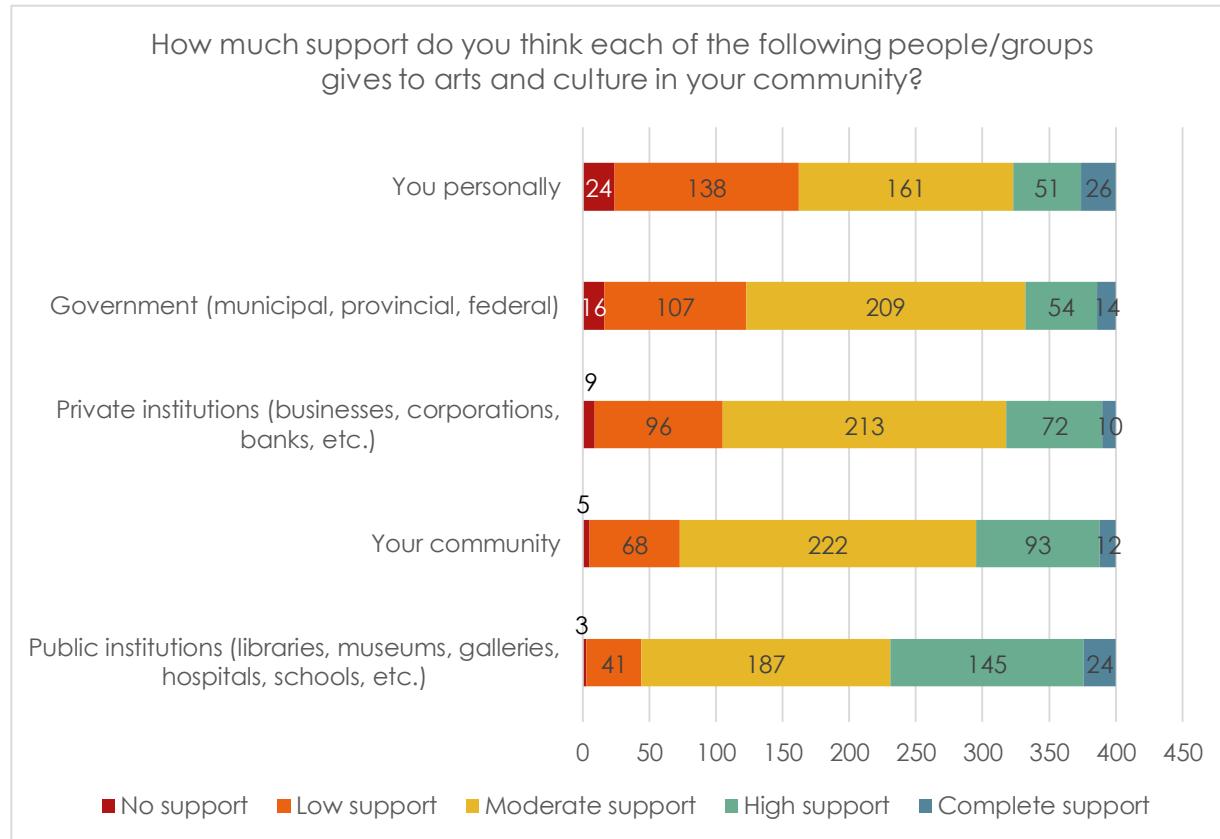
79 respondents, equalling 20%, indicated that they do not have an interest in supporting the arts. This response is a little bit difficult to interpret: nowhere else in the survey did we have this many people indicate that they have no interest in the arts, and are not interested.

At most, there were 21 people in question 2 who indicated they do not enjoy arts and culture activities – and of those 21, only four indicated in subsequent questions that they do not participate in arts and culture at all. All of the other 17 respondents who said that they do not enjoy arts and culture activities in the second question, indicated that they engage in arts and culture activities in other later survey questions.

It's possible that 'supporting the arts' here has been interpreted in making donations or volunteering, or in some other way that has affected responses, and that is why the responses seem quite different. That said, prior questions have asked about 'supporting the arts,' using that exact phrasing, and it has not elicited this many negative responses. It is not possible to effectively interpret these responses as they stand, but it provides a good direction for ongoing research.

Continuing with the theme of support, respondents were asked how much support they believed the following groups provide to arts and culture in their communities.

Figure 14 How much support do you think each of the following people/groups gives to arts & culture in your community?



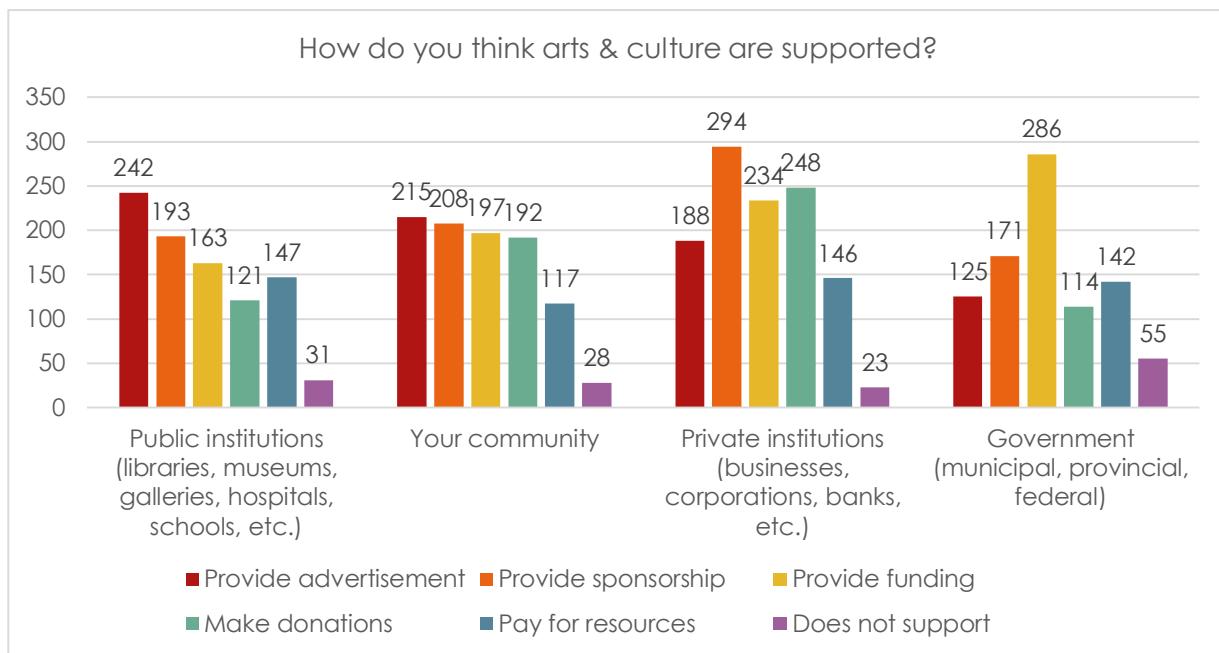
There are a number of different ways to break this data down. For example, the vast majority of respondents indicated they believe each group provides some level of support to arts and culture: 99% respectively believe public institutions and the community provide some level of support; 98% believe private institutions provide some level of support; 96% believe the government provides some level of support and 94% identified that they themselves provide some level of support to arts and culture.

Figure 15 Perceptions of arts & culture support as percentages

Perceptions of support as percentage	No support	Low support	Moderate support	High support	Complete support	Any level of support	Moderate - Complete Support	High - Complete Support	Low - No Support
Public institutions	0.75%	10.25%	46.75%	36.25%	6.00%	99.25%	89.00%	42.25%	11.00%
Your community	1.25%	17.00%	55.50%	23.25%	3.00%	98.75%	81.75%	26.25%	18.25%
Private institutions	2.25%	24.00%	53.25%	18.00%	2.50%	97.75%	73.75%	20.50%	26.25%
Government	4.00%	26.75%	52.25%	13.50%	3.50%	96.00%	69.25%	17.00%	30.75%
You personally	6.00%	34.50%	40.25%	12.75%	6.50%	94.00%	59.50%	19.25%	40.50%

Respondents were then asked how they believe these groups provide support.

Figure 16 How do you think the following institutions provide support to arts & culture? (Select all that apply.)



When responding to how they believe public institutions support art and culture, 61% believe public institutions provide advertisement; 48% believe they provide sponsorships; 41% believe they provide funding; 37% believe they pay for resources; 30% believe they make donations and 8% believe they do not support arts & culture.

When expressing their views on how their local community supports arts and culture, 54% believe they provide advertisement; 52% believe they provide sponsorship; 49% believe they provide funding; 29% believe they pay for resources and 7% believe they do not provide any support at all.

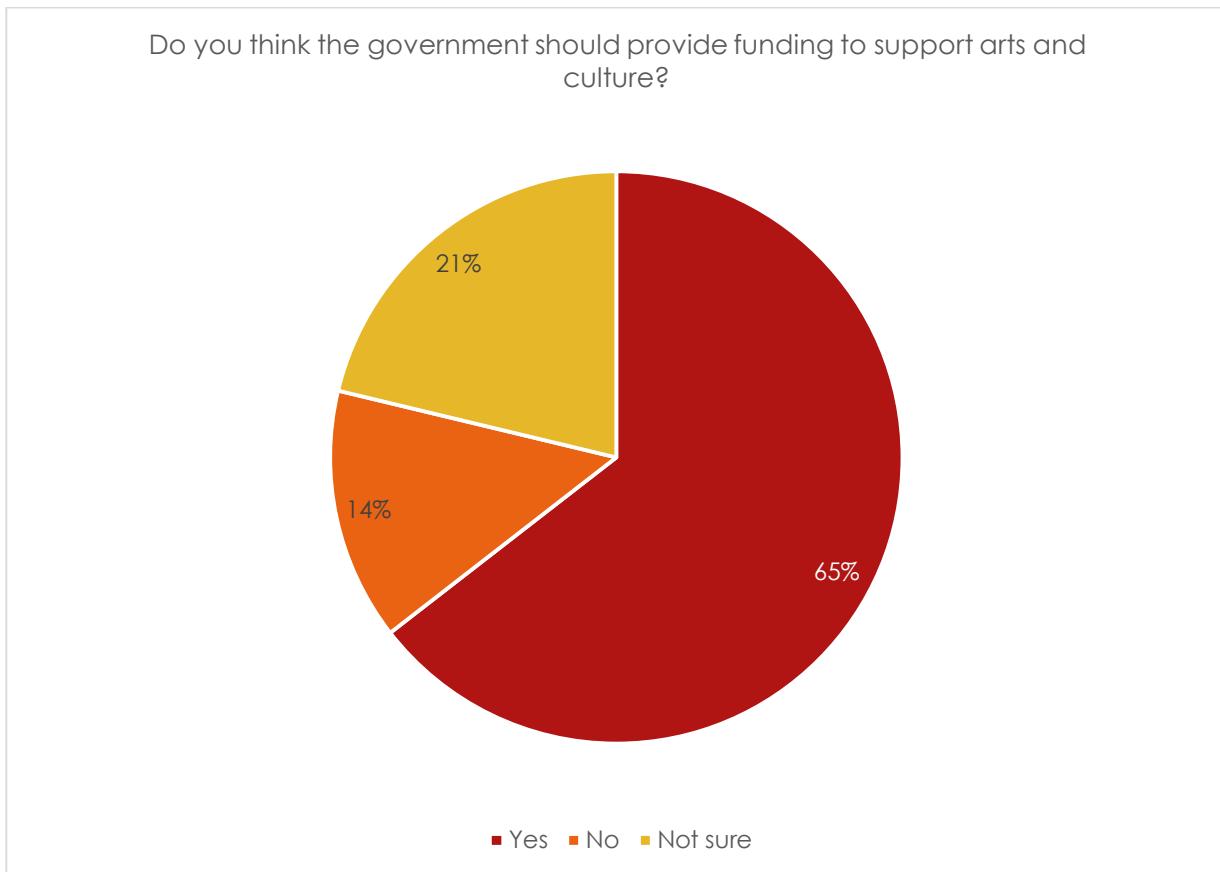
When asked how they believe private institutions provide support to arts and culture: 74% stated they provide sponsorships; 62% believe them to make donations; 59% stated they provide funding; 47% think they provide advertisement; 37% stated they provide resources and 6% believe they do not support arts and culture at all.

72% identified the government as providing funding, and then there is a steep drop-off, unlike seen in the other categories, with 43% indicating they believe the government provides sponsorships; 36% believing they pay for resources; 31% to provide advertising; 29% to provide donations and 14% thinks the government does not support at all.

The general public, therefore, does seem broadly aware of the ways in which different institutions support arts and culture. They are aware that private institutions do offer corporate sponsorships, and they are aware that the government provides funding.

Participants were then asked if they believe that the government should provide funding to support arts and culture. A majority, 65%, of respondents indicated that they believe the government should provide funding, 21% were unsure and 14% said no.

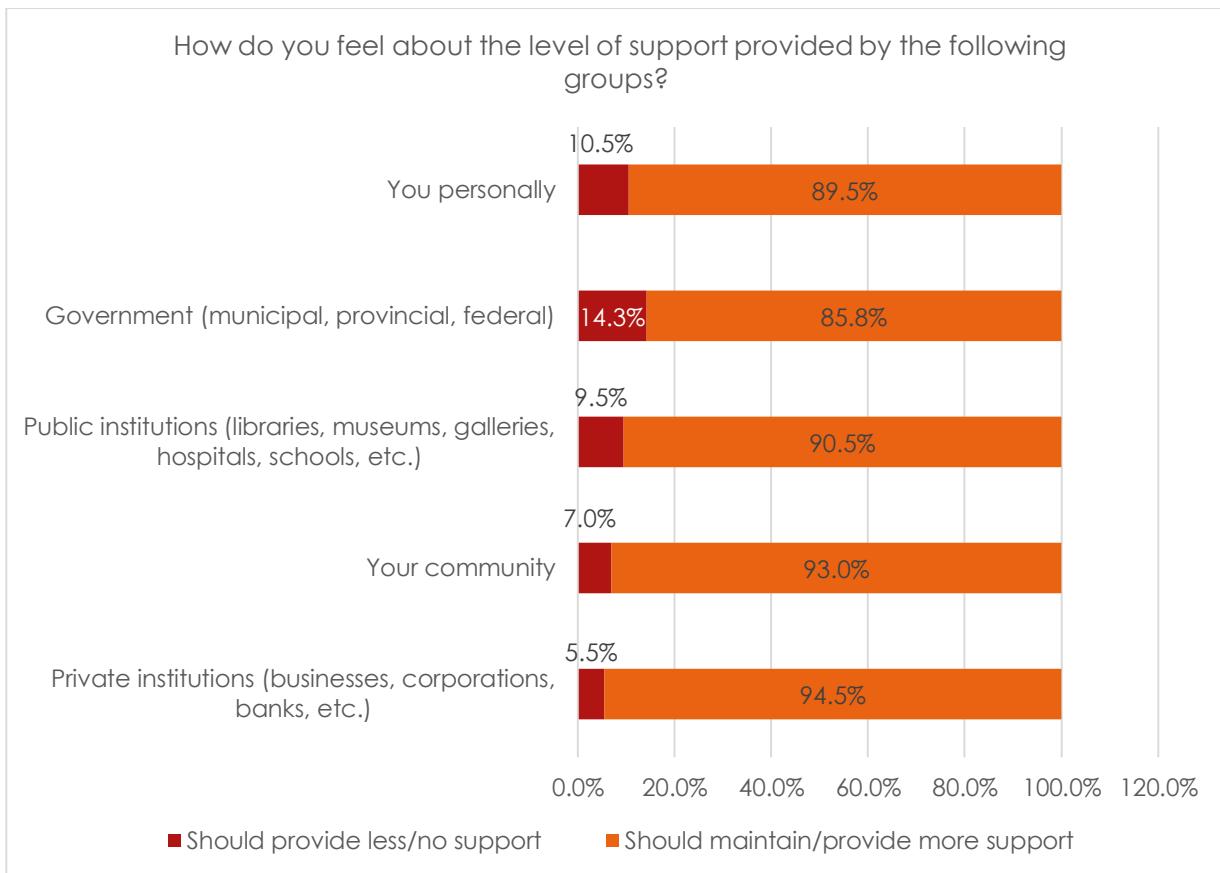
Figure 17 Do you think the government should provide funding to support arts & culture (for example, organizations, events, venues or artists?)



This result is interesting in light of the next question. Respondents were then asked how they felt about levels of support offered by the same groups that had been discussed previously. They were asked to decide whether each institution should 'not support', 'support less', 'maintain the same level of support', or if they should 'support more'.

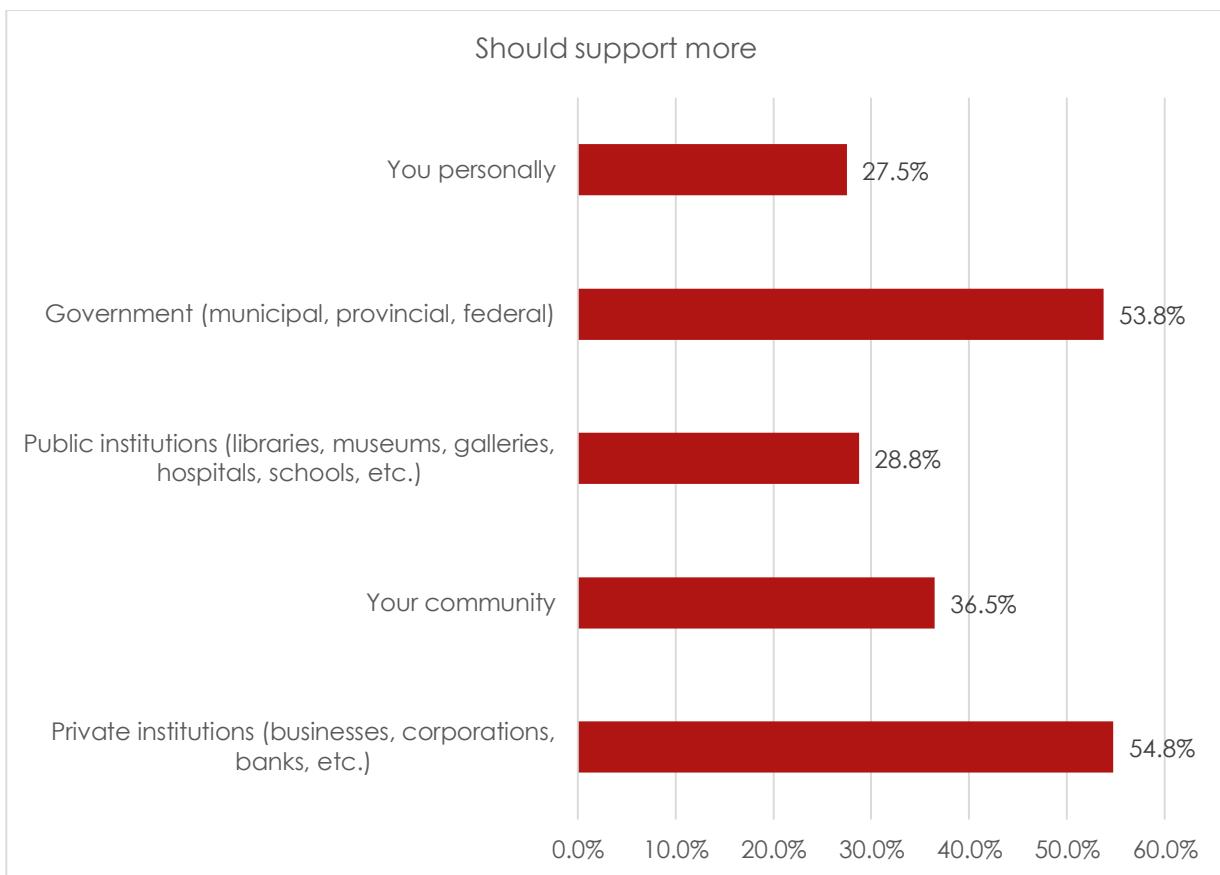
In this case, 86% indicated that the government should either 'maintain their current levels of support', or 'support arts and culture more'. 90% believed they should personally either 'support arts and culture more', or 'maintain their current levels of support'; 91% believe public institutions should 'maintain' or 'provide more support'; 93% believe their community should 'maintain' or 'increase support' and 95% believe that private institutions should 'increase' or 'maintain their levels of support'.

Figure 18 How do you feel about the level of support provided by the following groups?



When it came to providing more support specifically, 28% indicated they felt they should personally support more, 29% felt public institutions should support more; 37% felt that their community should show more support; 54% believed the government should provide more support and 55% believed private institutions should provide more support.

Figure 19 Respondents who indicated institutions should support more



Of the 57 people who indicated in the prior question that the government should not fund arts and culture, 39% of them stated that the government 'should not support' arts and culture; 32% indicated they should 'support them less'; 21% indicated they should 'maintain their current levels of support' and 9% indicated that the government should support arts and culture more.

In retrospect, a good follow-up question to this would have been 'How do you believe they *should* support arts and culture,' because clearly there is some sort of need for either public education or a clearer research question. The majority of people can correctly identify that the government can provide funding, but even among those who believe that the government should not provide that funding, a majority believe that the government should provide some level of support – which begs the question, what type of support do they envision the government providing?

It is clear that public education about funding for the arts continues to be important so that people understand how arts and culture is made available to them through provincial granting agencies and other methods.

It will be worthwhile in future surveys to understand better what sort of supports people believe the government can best provide to arts and culture in the province.

Overall, the results of this survey have indicated that there is strong support for arts and culture in the province, and that the majority of people agree that it is important and vital to our community to have arts and culture. We have seen that 74% of respondents believe arts & culture are important to life in Saskatchewan, this strong majority is reflected across the province, regardless of whether they live rurally or in urban areas.

There is strong support for the continued and increased funding and institutional support of the arts, with 65% of respondents indicating the government should fund arts and culture, and 86% believing the government should maintain or increase its support of the arts.

The survey has found that the arts and culture scene in Saskatchewan is of vital importance to every day life, for the majority of people in the province, underscoring the importance of SAA's continued efforts to advocate for and support a strong and sustainable arts and culture sector.