

6.4 MANITOBA AND SASKATCHEWAN

Seven per cent of the 8,124 survey respondents reside in Manitoba and Saskatchewan (n=505). Compared with the pattern of overall response to the survey, in Manitoba/Saskatchewan the proportion of response from leisure dance participants as well as from dancers of European traditional and folk dance forms is slightly higher than the national average. This, in part, helps to distinguish some of differences in responses between this region and respondents nationally.

a) Demographic Snapshot

More than eight in ten respondents in the Manitoba/Saskatchewan sample are female. The average age of respondents in Manitoba/Saskatchewan is 43.8, closely mirroring the Canada-wide sample, although there were fewer respondents between the ages of 18 to 35 from Manitoba/Saskatchewan compared to Canada overall.

Table 6.6.1: Age and Gender of Respondents – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Gender		
Men	21%	17%
Women	77%	82%
Age		
16-17 years	3%	4%
18-24 years	15%	13%
25-34 years	20%	17%
35-54 years	23%	24%
55-64 years	16%	18%
65 years or older	15%	15%
Mean Age	43.0	43.8

The educational profile in Manitoba/Saskatchewan is similar to the national average, reflecting a highly educated respondent base.

Table 6.6.2: Respondents' Highest Level of Education Completed – National and Manitoba/Saskatchewan

Employment	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Some high school	4%	3%
High school	15%	15%
College, trade/apprenticeship	20%	19%
University (Undergraduate)	32%	34%
University (Graduate)	27%	26%
Prefer not to say	2%	3%

Four in ten respondents in Manitoba/Saskatchewan (40 per cent) are employed 30 hours or more per week annually, compared to 34 per cent nationally, and self-employment in Manitoba/Saskatchewan is lower than found nationally (10 per cent compared to 15 per cent across respondents across Canada). One in four respondents in Manitoba/Saskatchewan (26 per cent) have household incomes greater than \$80,000, compared to 22 per cent in the national sample.

Table 6.6.3: Employment Status and Income of Respondents – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Employment		
Employed 30 hours or more per week year round	34%	40%
Employed less than 30 hours per week year round	8%	8%
Seasonally employed	2%	2%
Self-employed	15%	10%
Unemployed and looking for work	2%	1%
Full-time student	15%	13%
Retired	18%	20%
Other	4%	5%
Prefer not to say	2%	1%
Gross Household Income for 2012		
Under \$19,999	12%	8%
\$20,000 to \$39,999	15%	11%
\$40,000 to \$59,999	13%	15%
\$60,000 to \$79,999	12%	15%
\$80,000 to \$99,999	8%	9%
\$100,000 or more	14%	17%
Don't know / Prefer not to say	27%	25%

b) Dance forms

Survey respondents were asked to name up to six dance forms of dance they participate in, listing the most important ones first. Respondents were provided with a drop down list of 190 dance genres and also given the opportunity to type in their response, if preferred. The 190 dance forms in which respondents told us they participate were subsequently grouped with similar dance forms into 16 categories of dance for ease of discussion.²⁵ Respondents from Manitoba/Saskatchewan reported involvement in a wide variety of dances, primarily European traditional and folk categories of dance (35 per cent), contemporary and modern (26 per cent), ballroom and social (24 per cent), and ballet (18 per cent). Compared with the national survey findings, the concentration of involvement in European traditional and folk dances is much higher in Manitoba/Saskatchewan.

Table 6.6.4: Top Dance Types in Manitoba/Saskatchewan, Compared to National

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
European traditional and folk	21%	35%
Contemporary and modern	34%	26%
Ballroom and social	26%	24%
Ballet	19%	18%

c) Intensity of Involvement in Dance

There is a larger proportion of respondents in Manitoba/Saskatchewan who dance just one dance form (27 per cent versus 20 per cent nation-wide); however, over half of respondents in Manitoba/Saskatchewan dance three or more dance forms. They are involved in dance for 7.9 hours per week and have been dancing an average of 19 years.

²⁵ Categories and the list of known dance forms were developed by the study management team. Throughout the survey collection, previously unlisted dance forms were added and categorized.

Table 6.6.5: Intensity of Dance Involvement – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Number of Dance Forms		
One	20%	27%
Two	15%	16%
Three	25%	23%
Four or more	40%	34%
Average hours danced per week	9.5	7.9
Average number of years in dance	18.8	19.0

d) Type of Involvement in Dance

Manitoba/Saskatchewan has a slightly smaller proportion of survey respondents who described themselves as dance professionals (23 per cent versus 27 per cent nationally). Leisure dance participants who earn no income from dance make up 72 per cent of respondents from Manitoba/Saskatchewan, compared to 67 per cent nationally. There is a small portion of the sample that, while not defined as dance professionals, do report that they receive some money for their involvement in dance, often from cash prizes or awards (five per cent).

Table 6.6.6: Dance Professionals and Leisure Dance Participants – National and Manitoba/Saskatchewan

Status	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Dance professional	27%	23%
Not professional, but receive some income from dance	6%	5%
Not professional and receive no dance income	67%	72%

As found nationally, dance professionals in Manitoba/Saskatchewan are more likely than leisure dance participants to pursue contemporary and modern dance forms and ballet. Among leisure dance participants in Manitoba/Saskatchewan, ballroom and social forms of dance are considerably more popular than they are among dance professionals. European traditional and folk dance forms are also somewhat more common among leisure dance participants in Manitoba/Saskatchewan than they are with dance professionals.

Table 6.6.7: Dance Professionals and Leisure Dance Participants in Manitoba/Saskatchewan Across Most Common Types of Dance

Dance Category	Leisure Dance Participant	Dance Professional
European traditional and folk	39%	26%
Contemporary and modern	18%	50%
Ballroom and social	30%	7%
Ballet	13%	32%

Survey respondents were asked to provide details about their involvement in their top three dance forms. Each individual may therefore have provided information on how they are involved, and how they were educated in one, two or three dance forms. Survey responses are treated independently (i.e., considering up to three responses per respondent answering the survey) where results are reported by dance form. In all other instances, results are reported per respondent. Whether an individual indicated they are taking classes in one, two or three dance forms the response of “taking classes” is counted only once, unless results are described for specific dance forms.

Survey respondents were first asked to describe how they are involved in their dance form(s). More than six in ten respondents from Manitoba/Saskatchewan (64 per cent) indicate that they perform for an audience or compete in one or more of their dance forms, which is higher than the national average. To a greater extent than the national average, they most frequently perform at festivals and special events (84 per cent), and at community events (78 per cent). This is followed by performing at performing arts facilities (62 per cent), which is reported marginally less often than the national average. One in three performs at schools (34 per cent). Competitions and performance for television are each cited as avenues for performing by more than two in ten, and almost one in five performs at restaurants and tourist locations like theme parks and cruise ships.

Table 6.6.8: Proportion who Perform/Compete and Where they Perform – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
% who perform/compete	58%	64%
Opportunities for Performing/Competing (of those who perform)		
Festivals or special events	79%	84%
Community events	71%	78%
Performing arts hall or facility	66%	62%
Schools	36%	34%
Competitions	32%	28%
Performances recorded for television	21%	23%
Restaurants, theme parks, cruise ships, etc	17%	18%

In addition to performing or competing, eight in ten respondents in Manitoba/Saskatchewan (80 per cent) say they dance with a group. Two in five choreograph, create, or devise dance (41 per cent, marginally lower than the 46 per nationally who do so) and the same number teach dance (41 per cent).

Table 6.6.9: Non-performance Ways Respondents are Involved in Dance – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Dance with a group	78%	80%
Choreograph, create, or devise dance	46%	41%
Teach dance	44%	41%

The next table isolates Manitoba/Saskatchewan respondents involved in the most common dance forms, indicating for each the proportion who teach, dance with a group, and choreograph, devise, or create dance. For example, of those pursuing a dance form under the category of contemporary and modern, 58 per cent say they teach dance, 69 per cent say they dance with a group and 69 per cent say they are involved in choreography. More than six in ten respondents in Manitoba/Saskatchewan who participate in ballet are involved in these three ways (i.e., 61 per cent teach dance, 69 per cent dance with a group and 71 per cent choreograph dance). Those who participate in dance forms categorized as ballroom and social, or European traditional and folk, are more likely to say they are dance with a group, and less likely to say they teach or choreograph.

Table 6.6.10: Non-performance Ways Respondents are Involved in Dance in Manitoba/Saskatchewan Across Most Common Types of Dance

Dance Category	Teach	Dance with a Group	Choreograph, Create, Devise
European traditional and folk	39%	89%	32%
Contemporary and modern	58%	72%	69%
Ballroom and social	29%	75%	16%
Ballet	61%	69%	71%

Survey respondents were asked to indicate whether they participate with a performing company, troupe or crew²⁶, a dance school or studio, a community group, dance club or association, or some other group, in one of their dance forms. The majority of respondents in Manitoba/Saskatchewan participate in dance through a community group, dance club, or association (68 per cent). Half participate through a school or studio (51 per cent). One-third (34 per cent) participates with a performing troupe, crew or company.

Table 6.6.11: How Respondents Participate – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Community group, dance club or association	65%	68%
Dance school or studio	57%	51%
Performing company, troupe or crew	33%	34%

The next table isolates segments of the Manitoba/Saskatchewan sample involved in the most common dance categories, showing for each one the proportions that perform with performing companies, with dance schools, and/or with community groups. Among Manitoba/Saskatchewan respondents involved in contemporary and modern dance and/or ballet categories of dance, participation with a school or studio is quite common (more than eight in ten). Almost half of participants in these forms are involved with a performing company, troupe, or crew. More than seven in ten respondents from Manitoba/Saskatchewan who are involved in ballroom and social and/or European traditional and folk categories of dance participate with a community group, dance club, or association.

Table 6.6.12: How Respondents in Manitoba/Saskatchewan Participate Across Most Common Types of Dance

Dance Category	With a performing company, troupe, or crew	With a dance school or studio	With a community group, dance club or association
European traditional and folk	38%	47%	74%
Contemporary and modern	47%	83%	36%
Ballroom and social	12%	36%	93%
Ballet	48%	90%	39%

Just over one in four respondents from Manitoba/Saskatchewan (28 per cent) receive money for their participation in dance, compared to 33 per cent nationally. The majority of these respondents receive professional fees or salaries (70 per cent). Half say they receive occasional honoraria or fees

²⁶ Crew is a term used for a group of street dance or hip hop dancers who usually compete ('battle') and perform together.

(64 per cent). To a lesser extent, some receive money through grants (24 per cent) and cash prizes or awards (20 per cent). The average amount of money a leisure dance participant receives a year from dance activities is \$510, lower than the average nationally (although this is based on results from only 26 leisure dance participants).

Table 6.6.13: Proportion who Receive Money from Dance and Type of Income – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
% receive money for dance	33%	28%
Type of income		
Professional fees or salaries	67%	70%
Occasional honoraria or fees	60%	64%
Grants to individuals	21%	24%
Cash prizes and awards	16%	20%
Average amount earned (Leisure dance participants only)	\$730	\$510

e) Background and Reasons for Dance

Almost two in three respondents in Manitoba/Saskatchewan (65 per cent) learned their dance form with a recreational or community dance group/club, which is greater than the national average (58 per cent). Over half of respondents in Manitoba/Saskatchewan (55 per cent) have learned one or more of their dance forms through a dance school, studio, or academy. One in four each learned dance through one-on-one instruction or self-teaching. Some learned dance in school, including 15 per cent who studied it at a post-secondary level and six per cent who were taught at primary or secondary school.

Table 6.6.14: Methods of Learning Dance – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Recreational or community dance group or dance club	58%	65%
Dance school, studio, or academy	60%	55%
One-on-one instruction	28%	26%
Self-taught	30%	24%
Post-secondary college or university	23%	15%
Elementary and/or secondary school curriculum	11%	6%

People dance for many reasons, often in combination. Survey respondents were asked to identify the main reasons (up to five) that they are involved in dance. The top reasons respondents in Manitoba/Saskatchewan say they are involved in dance are enjoyment (92 per cent), exercise or fitness

(79 per cent), and social connection (67 per cent). To a lesser extent, artistic expression (44 per cent) and sharing a dance with an audience (38 per cent) are motivations.

Table 6.6.15: Top Five Reasons for Dance Involvement – National and Manitoba/Saskatchewan

	National (n=8,124)	Manitoba/Saskatchewan (n=505)
Enjoyment	88%	92%
Exercise or fitness	74%	79%
Social connection	61%	67%
Artistic expression	52%	44%
Share my dance with an audience/perform	33%	38%

As another indication of their involvement in dance, survey respondents were asked about the average number of live dance performances they typically attend in a year. Respondents in Manitoba/Saskatchewan say they attend 7.2 live dance performances in an average year, compared to 7.9 performances reported nationally.

In an open ended question, survey respondents were invited to describe “why dance is important to you, or how dance has made a difference in your life”. Many survey respondents, leisure dance participants and dance professionals alike, said that dance provides them with the benefit of deeper social connections. Respondents say dance stimulates their mental and physical well-being and is a great source of joy, stress relief, and exercise. Many say that dance is a way to express themselves constructively and creatively. Many also feel that participating in dance has taught them life skills like discipline, cooperation, openness, drive, and perseverance.

“I wanted to dance as a child but was only able to start classes as an adult, so it was very rewarding to have the opportunity to finally learn. It has been very fulfilling to find it was not too late to make substantial gains in my knowledge despite starting in my 20s. Having the chance to become part of a performing company as an amateur expanded my perception of the arts to see that non-professionals have a huge impact on the cultural landscape of my city, and make me much more engaged in attending performances and supporting artists at all levels.”

—48 year old female leisure dance participant (Spanish, flamenco, ballet)

“Dance has given me better understanding of how the human body functions, how we move in space, and how we express ourselves physically and emotionally through movement. Whether I ever earn a decent income from dance or not, it has been invaluable to me in learning how to be a better human being, to be stronger physically and emotionally.”

—44 year old female dance professional (aerial, modern, contact improvisation)

f) Dance Professionals

As previously mentioned, 23 per cent of respondents in Manitoba/Saskatchewan describe themselves as dance professionals or reported dance income in the form of professional fees or salaries. Dance professionals in the survey provided information about their income and hours of dance, as well as some background on their years of earning dance income and amount of formal dance training.

Dance professionals in the survey are involved in dance forms cutting across all categories of dance. The most popular forms of dance represented include contemporary and modern (50 per cent), ballet (32 per cent) and European traditional and folk (26 per cent). Dance professionals in Manitoba/Saskatchewan pursue ballroom and social forms of dance at a much lower rate than found among leisure dance participants.

Among dance professionals in Manitoba/Saskatchewan, 78 per cent say that they have received training through a dance school or program prior to earning income. The average number of years of training this way is 9.9 years. Six in ten say that they have received individualized training as an apprentice or with a mentor, elder or guru (59 per cent), which is slightly higher than the proportion nationally who train this way, reporting an average of 6.0 years of training. Since receiving that training the average number of years of earning dance income is 13.5 years.

Table 6.6.16: History of Dance Training and Income among Dance Professionals – National and Manitoba/Saskatchewan

	National (n=2,197)	Manitoba/Saskatchewan (n=117)
Percentage receiving training through dance school or program prior to earning dance income	79%	78%
Average number of years of training with a dance school/program	9.5	9.9
Percentage receiving individualized training (e.g., apprenticeship, with mentor, elder, guru) prior to earning dance income	53%	59%
Average number of years of individualized training	5.7	6.0
Average number of years earning income from dance	11.7	13.5

Half of dance professionals responding from Manitoba/Saskatchewan describe their primary role in dance as a teacher (49 per cent). Three in ten (29 per cent) are primarily dancers and 17 per cent are primarily choreographers.

Table 6.6.17: Primary Roles among Dance Professionals – National and Manitoba/Saskatchewan

	National (n=2,197)	Manitoba/Saskatchewan (n=117)
Teacher	47%	49%
Dancer	32%	29%
Choreographer	16%	17%

Among dance professionals responding from Manitoba/Saskatchewan the average income earned is \$8,832 for their primary dance role. Another \$6,595 is earned in other dance-related activities. The average of earnings from the primary dance role is less among Manitoba/Saskatchewan respondents than found nationally, while income from activities outside of dance is \$22,304, much higher than the national average of dance professionals.

Table 6.6.18: Average Income for Dance Professionals – National and Manitoba/Saskatchewan

	National (n=2,197)	Manitoba/Saskatchewan (n=117)
Average income in primary dance role	\$11,207	\$8,832
Average income in other dance activities	\$6,254	\$6,595
Average income in non-dance activities	\$15,695	\$22,304

Dance professionals in the survey who are from Manitoba/Saskatchewan report spending an average of 8.6 paid hours per week of activity in their primary dance role, and 13.4 of combined paid and unpaid hours, which is less time spent in their primary role compared to respondents elsewhere in Canada. In other dance activities they spend 8.8 hours per week, or 14.5 when combined with unpaid hours. Considering all of their paid time, dance professionals in Manitoba/Saskatchewan dedicate 42 per cent of their time to dance activities, a somewhat lower proportion compared to dance professionals elsewhere in Canada.

Table 6.6.19: Average Hours among Dance Professionals – National and Manitoba/Saskatchewan

	National (n=2,197)		Manitoba/Saskatchewan (n=117)	
	Paid Hours	Paid and Unpaid Hours Combined	Paid Hours	Paid and Unpaid Hours Combined
Average hours per week in primary dance role	11.4	15.5	8.6	13.4
Average hours per week in other dance activities	8.0	11.8	8.8	14.5
Average hours per week in non-dance activities	21.2	21.2 ²⁷	24.2	24.2
Total hours per week	40.6	48.5	41.6	52.1
Percentage spent in dance	48%	56%	42%	54%

²⁷ Respondents were not asked about unpaid hours in non-dance employment activities.