



# Indigenous Voices Omnibus Survey 2021

Travel Manitoba/ITAC  
Sept. 2021



# About the Project

Since 2004, Probe Research Inc. has surveyed thousands of First Nations, Métis and Inuit people across Manitoba. This 2021 Indigenous Voices survey marks the eighth wave of Probe's large-scale, dedicated survey of Indigenous people – their views, preferences and experiences.

Probe Research is committed to sharing the results of this research with Indigenous people via social and traditional media and directly with respondents and by making all raw data available at any time to Indigenous communities, leaders, academics and researchers.

## Survey Instrument

The survey instrument was designed by Probe Research in close consultation with clients (both Indigenous and non-Indigenous) as well as Indigenous advisors.





## For More Information

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# Methodology

-  Between July 27 and Aug. 25, 2021, Probe Research surveyed 514 First Nations, Inuit and Métis people in Manitoba. Probe employed a multi-model sampling strategy to access this defined sub-population.
-  Data for 462 respondents was collected using a Computer Assisted Telephone Interviewing (CATI) system. An additional 52 respondents completed the survey online via Probe's online panel.
-  As an incentive for survey participants, interested respondents were entered into a draw to win one of five \$100 Visa gift cards.
-  The margin of error for a sample of this size (N=514) is +/- 4.38 percent (19 times out of 20). Soft quotas were placed on the sample during data collection to ensure a representative sample of on- and off-reserve residents, Métis, First Nations and Inuit respondents as well as residents from Winnipeg, the North and the province's southern and western regions. Minor statistical weighting was applied to ensure the sample corresponds with the age and gender characteristics of the province's Indigenous peoples as a whole, as defined by the 2016 Census.

# Context

This survey of First Nations, Inuit and Métis people in Manitoba was in field during and following several significant events, including:

-  The discovery of 215 graves at the former Kamloops Indian Residential School site by the Tk'emlúps te Secwépemc First Nation. This discovery was followed by several similar discoveries at residential school sites across Canada and refocused national and international attention on the legacy of residential schools.
-  A federal election campaign that began on Aug. 15, about mid-way through the survey field period.
-  The resignation of Manitoba's Indigenous and Northern Affairs Minister Eileen Clarke in mid-July, following comments by Premier Brian Pallister about settlers as well as the toppling of colonial statues at the Manitoba Legislature by demonstrators.

A scenic sunset over a large body of water, likely a lake or bay. The sun is low on the horizon, casting a bright orange and yellow glow across the sky and reflecting on the water. The sky is filled with wispy clouds, and the water is calm. In the foreground, there are tall reeds and grasses, some of which are partially submerged in the water. The overall atmosphere is peaceful and serene.

# **Travel Manitoba/ITAC Proprietary Findings**



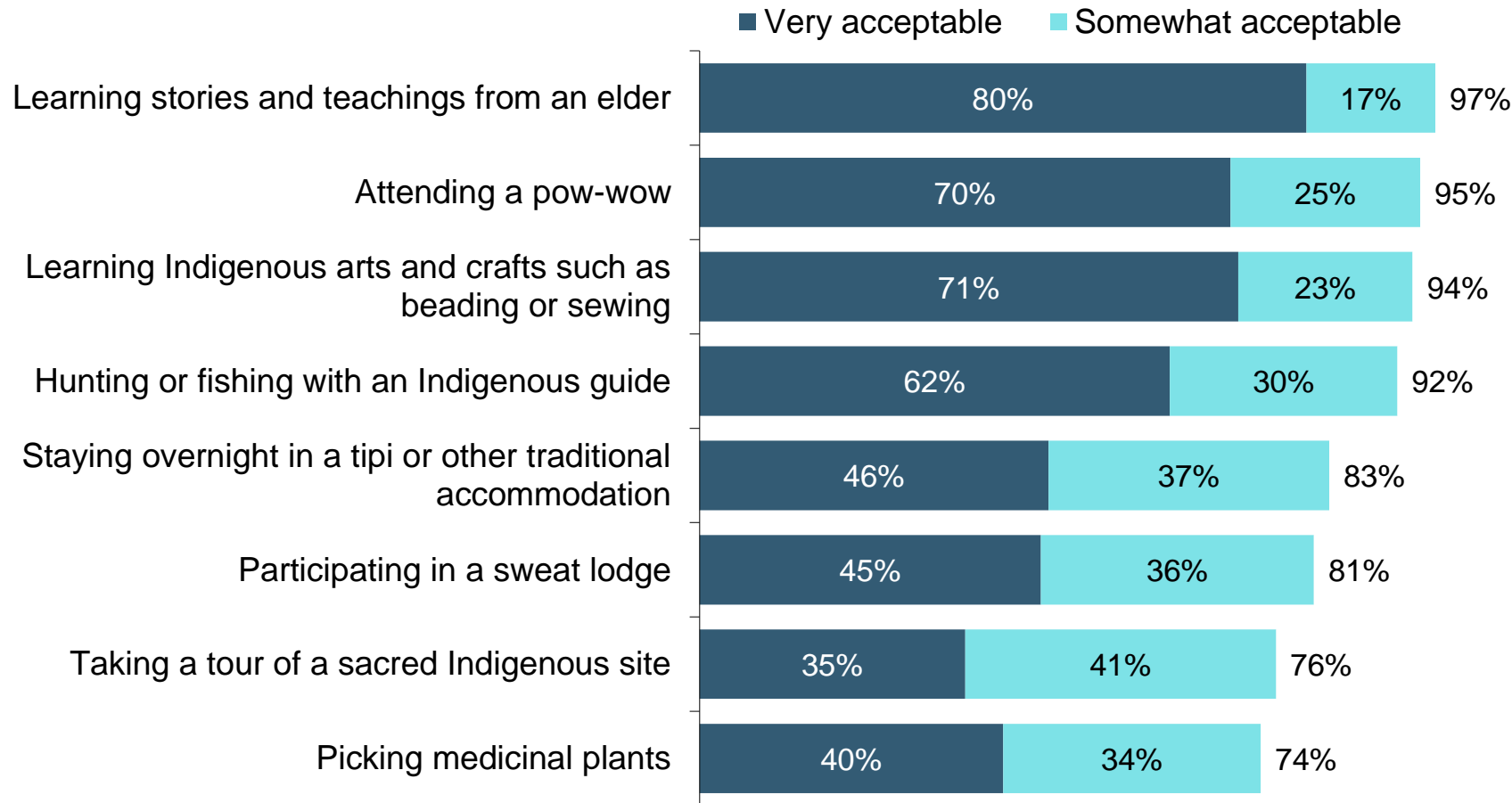
# Key Findings

Indigenous people in Manitoba are generally very open and welcoming to tourists and view the sharing of their culture as a way to create jobs and work towards reconciliation.

- For example, three in five Indigenous respondents *strongly* agree that tourists would be welcome in their community. This feeling is just as strong on and off reserve and among both Métis and First Nations people.
- Another example: Nearly three in five also *strongly* agree that boosting tourism is a good way to increase employment in Indigenous communities.
- However, there are some limits to this willingness to open up their culture to visitors. Allowing tourists to experience spiritual or medicinal cultural practices such as sweat lodges or medicine picking was viewed as somewhat less acceptable. That is not to say that Indigenous people are unwilling to share these spiritual practices with visitors. Indeed, around one in four say sharing these activities with tourists is *very* acceptable. However Indigenous respondents were more likely to be comfortable inviting tourists to hear stories told by elders, attend pow-wows, craft workshops and go on guided hunting and fishing trips.
- As well, there is some concern about ensuring Indigenous people themselves benefit directly from tourism in their communities and that non-Indigenous people do not profit from or expropriate Indigenous culture. For example, three in five Indigenous people in Manitoba strongly agree that Indigenous people must reap the benefits from Indigenous tourism, and nearly one-half (particularly women) are very worried about their culture being exploited by non-Indigenous tourism operators.

# Acceptability of Indigenous Cultural Offerings to Tourists

Most find these acceptable, though spiritual and ceremonial offerings somewhat less so



Younger adults and men are slightly more likely to find it acceptable to invite tourists to experience spiritual or ceremonial aspects of Indigenous culture. For example:

- 86% of men say it's acceptable for tourists to participate in a sweat lodge (vs. 76% among women).
- 88% of those 18-34 say a sweat lodge is an acceptable tourist experience (vs. 75% among older people, those 55+)

TM1. I want to read you a list of things that may or may not be part of your Indigenous culture. For each one, please tell me whether or not it would be acceptable for a tourist to experience this part of your culture. (RANDOMIZED)

Base: All respondents, N=514. "Not applicable" removed from calculations

# Alignment of Visitor Appeal and Indigenous Acceptability

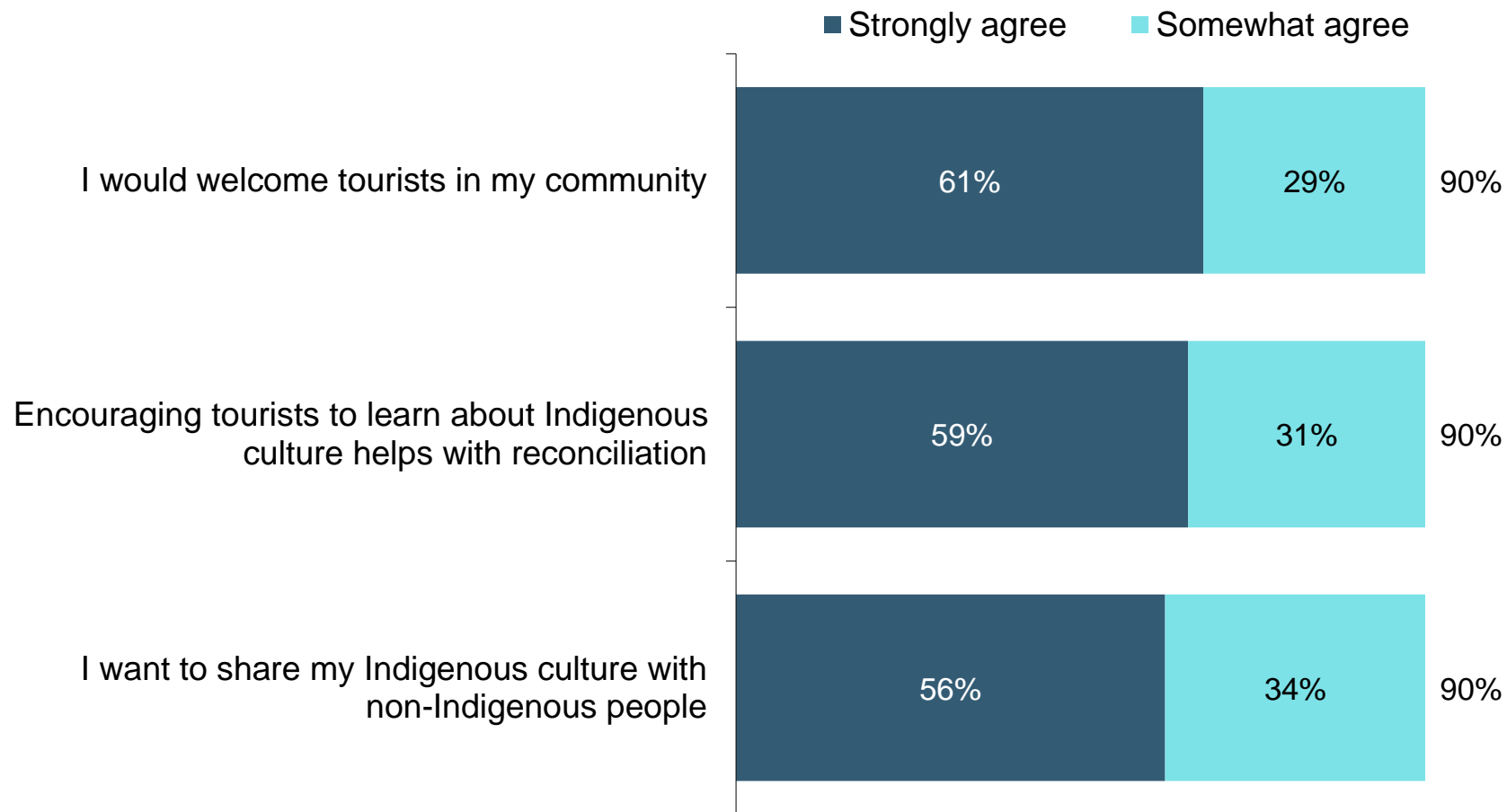
Alignment most likely with learning from elders, attending pow-wows and learning traditional crafts

Though not perfectly comparable due to slight variations in the items, there is some value in comparing what experiences Indigenous people find acceptable to share with tourists versus what visitors themselves find appealing (based on a companion survey of N=800 Manitoba adults). The table below offers some directional insights.

	ACCEPTABLE TO INDIGENOUS PEOPLES	APPEALING TO MANITOBANS
Learning from an elder (stories, residential schools)	96%	53%
Attending a pow-wow (or events and festivals)	93%	50%
Learning Indigenous arts & crafts such as beading or sewing	93%	47%
Hunting or fishing with an Indigenous guide	90%	31%
Staying overnight in a tipi or other traditional accommodation	79%	44%
Participating in a sweat lodge (or other spiritual experience)	77%	36%

# Views on Sharing Culture with Tourists

Broad and intense support for sharing Indigenous culture with non-Indigenous people



Younger adults, those 18-34, are more likely to *strongly* agree they want to share their culture with non-Indigenous people (64% strongly agree vs. 49% among older people, those 55+). Interestingly, though, younger people are no more likely than their older counterparts to welcome tourists into their community or feel tourism aids in reconciliation.

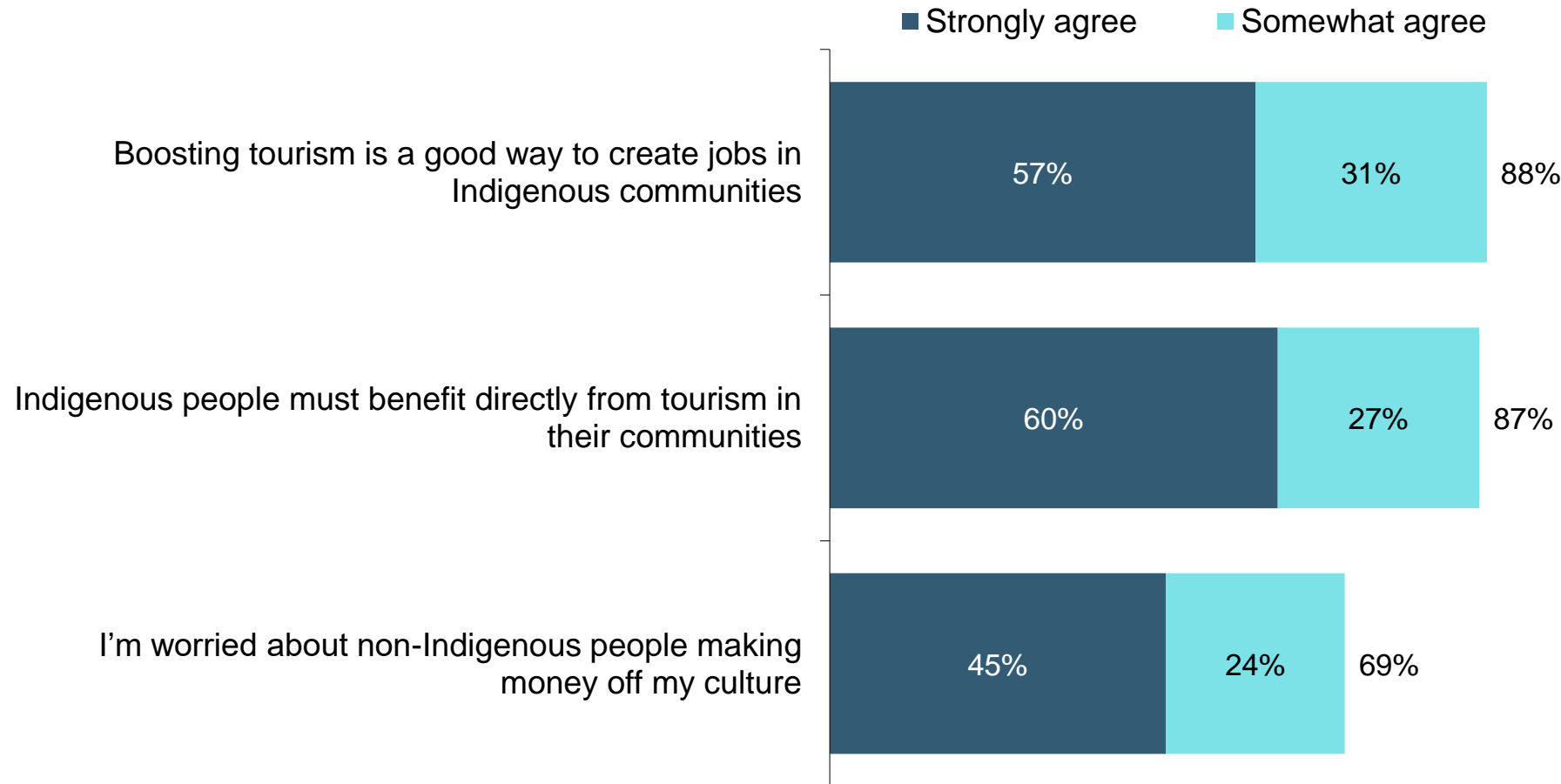
Indigenous people in south and western Manitoba are particularly welcoming to tourists (67% vs. 56% among those living in Winnipeg) and also more bullish about the economic value of tourism.

TM2. Next, I want to read you a series of statements. For each one, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree. (RANDOMIZED)



# Views on Economic Benefits of Tourism

Broad agreement on the potential benefits, but concern over appropriation



There is a gender gap with several of these statements.

Women tend to be more worried than men about non-Indigenous people appropriating or making money from Indigenous culture (50% vs. 39%).

However, women are more likely than men to see tourism as a way to aid reconciliation (66% vs 52%).

TM2. Next, I want to read you a series of statements. For each one, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree. (RANDOMIZED)

A scenic sunset over a large body of water, likely a lake or bay. The sun is low on the horizon, casting a bright orange and yellow glow across the sky and reflecting on the water. The sky is filled with wispy clouds, some of which are illuminated by the setting sun. In the background, a range of dark mountains is visible against the horizon. The foreground is dominated by tall, green reeds and grasses, some of which are partially submerged in shallow water. The overall atmosphere is calm and serene.

# Profile of Respondents

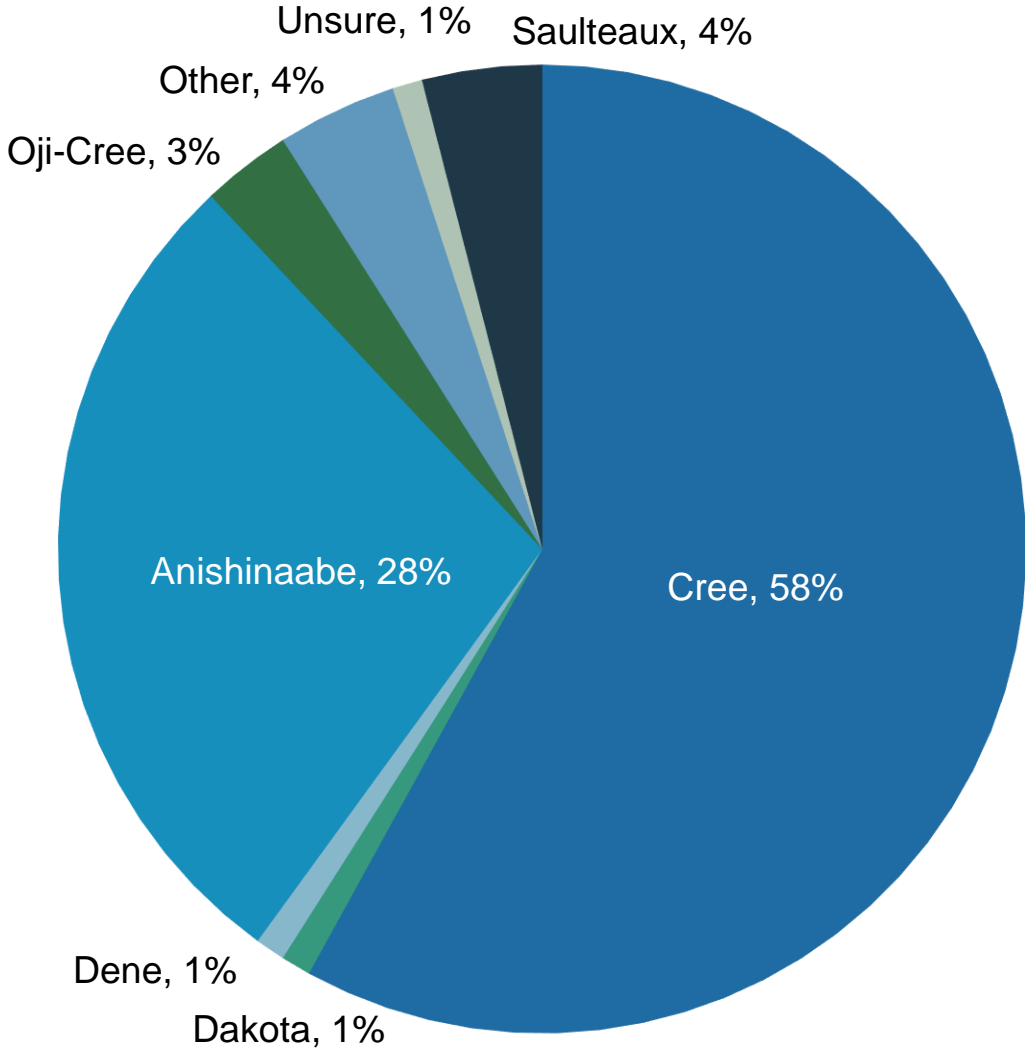
# PROFILE OF RESPONDENTS

(Valid responses only)

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	Total	Gender		Age			Region			Indigenous Identity		
	Total Indigenous	Men	Women	18 – 34	35 – 54	55+	Winnipeg	South/ West	North	First Nation	Métis	Multiple /Inuit
Weighted base	(514)	(244)	(269)	(168)	(177)	(147)	(211)	(143)	(160)	(290)	(219)	(5)
Sample size	(514)	(222)	(291)	(93)	(170)	(230)	(206)	(146)	(162)	(284)	(225)	(5)
<b>Gender</b>												
<b>Men</b>	48%	100%	-	50%	49%	45%	47%	49%	47%	48%	48%	41%
<b>Women</b>	52%	-	100%	50%	51%	55%	53%	52%	53%	52%	52%	59%
<b>Age</b>												
<b>18 – 34</b>	34%	36%	33%	100%	-	-	31%	37%	36%	38%	30%	17%
<b>35 – 54</b>	36%	37%	35%	-	100%	-	40%	33%	34%	34%	39%	14%
<b>55+</b>	30%	28%	32%	-	-	100%	29%	30%	30%	28%	32%	69%
<b>Education</b>												
<b>High school or less</b>	42%	47%	36%	54%	30%	38%	27%	40%	63%	53%	26%	51%
<b>Some post-secondary</b>	31%	30%	33%	28%	32%	35%	36%	37%	21%	25%	41%	45%
<b>University grad</b>	27%	23%	31%	18%	38%	27%	37%	24%	17%	23%	33%	4%
<b>Income</b>												
<b>&lt;\$30K</b>	23%	19%	28%	24%	18%	29%	19%	22%	31%	33%	11%	45%
<b>\$30K-\$80K</b>	39%	45%	33%	47%	32%	39%	34%	42%	43%	44%	33%	42%
<b>\$80K+</b>	38%	36%	39%	29%	50%	32%	47%	36%	26%	23%	56%	13%

# First Nations Identity



S7. Please tell me a little more about your First Nations identity. Are you...?

Base: First Nations respondents only (n=290)



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