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ARTS+CULTURE

Key findings of background research into the state of British Columbia arts and culture

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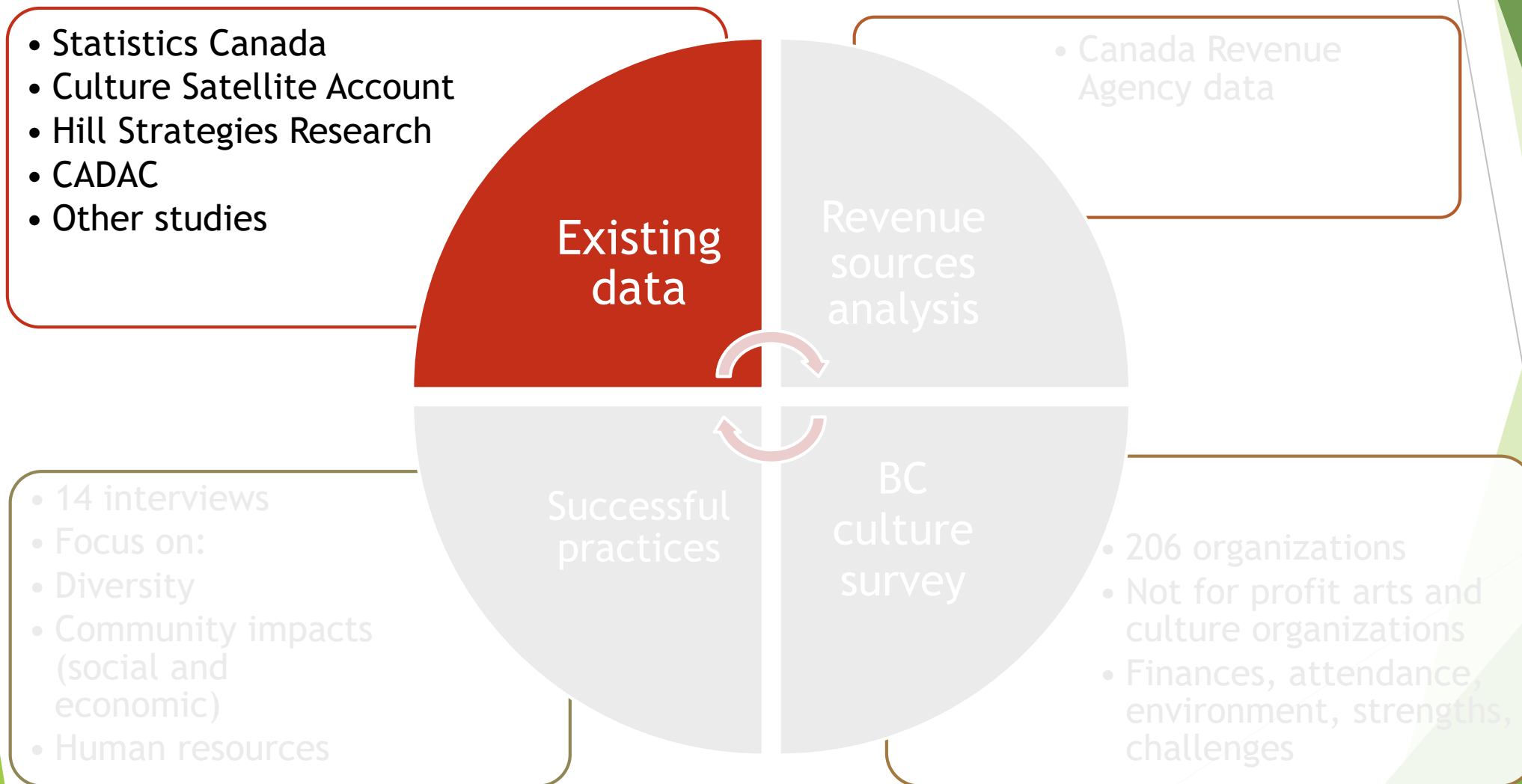
B.C. Arts and Culture Research Projects

- ▶ Accurate and up-to-date information about the state of the sector in BC
- ▶ Goal: To create significant new information and insights regarding the situation of the arts and culture in British Columbia.

B.C. Arts and Culture Research Projects: 4 components



B.C. Arts and Culture Research Projects: Existing data / Literature search



Reports and data consulted

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- ▶ Characteristics of the Labour Market in British Columbia's Non-Profit Sector, **StepUp BC**, March 2014.
- ▶ Strategic Plan 2014-2018, **British Columbia Arts Council**, 2014.
- ▶ Annual Activity Report 2013/2014, **Creative BC**, 2014.
- ▶ British Columbia Music Industry Sector Profile, conducted by PwC for Creative BC, August 2014.
- ▶ The Creative Industry and Occupation Clusters of British Columbia: A Report for Creative BC, by Kevin Stolarick, PhD with maps by Zara Matheson (circa 2014)
- ▶ Creative BC Cluster Report (presentation), June 2014.
- ▶ Dreamcatcher: Towards a Creativity/Innovation Strategic Plan for British Columbia: A BCreative 2012 Conference Report, Rowland Lorimer, 2013.
- ▶ Opportunity BC 2020: Creative Sector, PwC report for the **Business Council of British Columbia**, 2009.
- ▶ *Arts Culture and Leisure*, in Vital Signs, **Vancouver Foundation**,
<http://www.vancouverfoundationvitalsigns.ca/society/arts-culture-and-leisure/>
- ▶ Connections and Engagement: A Survey of Metro Vancouver, Vancouver Foundation, June 2012

Highlighted in this report

- ▶ Culture Satellite Account
 - ▶ Economic impact estimates from Provincial and Territorial Culture Satellite Account, 2010, Statistics Canada, June 9, 2015
- ▶ Hill Strategies data related to B.C.
 - ▶ Arts attendance / participation rates
 - ▶ Artists and cultural workers
 - ▶ Volunteers and donors in the arts and culture

Economic impact data (Culture Satellite Account)

- ▶ Direct economic impact of the arts, culture, and heritage
 - ▶ Culture industries perspective examined here for comparability with other sectors
- ▶ Provincial estimates were released in June 2015
 - ▶ Analyzed by Hill Strategies in August
- ▶ Canada: \$53.4 billion in 2010
 - ▶ 3.4% of Canadian GDP
- ▶ 707,000 jobs
 - ▶ 4.1% of total employment

Source: Arts Research Monitor, Volume 14, Number 4, Hill Strategies Research Inc., August 2015,
<http://hillstrategies.com/content/national-estimates-provincial-and-territorial-culture-satellite-account-2010>
(based on Provincial and Territorial Culture Satellite Account, 2010, Statistics Canada, June 9, 2015)

Economic impact data (Culture Satellite Account)

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- ▶ **B.C. estimates**
- ▶ **\$6.1 billion in 2010**
 - ▶ 3.2% of B.C. GDP
- ▶ **94,800 jobs**
 - ▶ 4.1% of total provincial employment

*Source: Arts Research Monitor, Volume 14, Number 4, Hill Strategies Research Inc., August 2015,
<http://hillstrategies.com/content/western-provincial-estimates-provincial-and-territorial-culture-satellite-account-2010>
(based on Provincial and Territorial Culture Satellite Account, 2010, Statistics Canada, June 9, 2015)*

Economic impact data (Culture Satellite Account)

- ▶ B.C. estimate of \$6.1 billion in 2010
- ▶ Larger than value added of ...
 - ▶ Sport (\$919 million)
 - ▶ Agriculture, forestry, fishing, and hunting (\$3.2 billion)
 - ▶ Utilities (\$4.0 billion)
 - ▶ Accommodation and food services (\$5.5 billion)

Source: Arts Research Monitor, Volume 14, Number 4, Hill Strategies Research Inc., August 2015,
<http://hillstrategies.com/content/western-provincial-estimates-provincial-and-territorial-culture-satellite-account-2010>
(based on Provincial and Territorial Culture Satellite Account, 2010, Statistics Canada, June 9, 2015)

Hill Strategies “macro-level” data on B.C. arts and culture

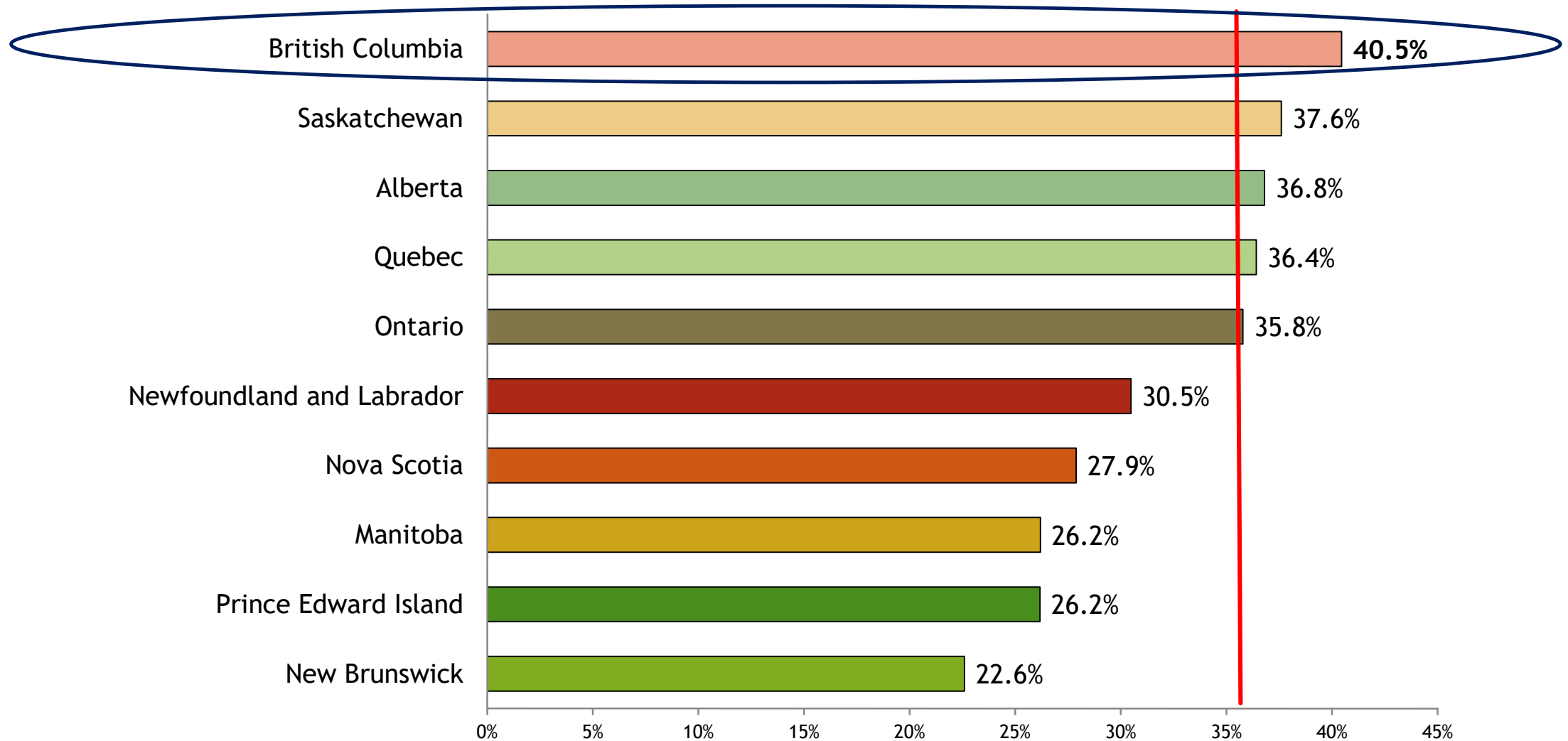
- ▶ Attendance / participation rates
- ▶ Artists and cultural workers
- ▶ Volunteers and donors

Macro-level data on B.C. cultural participation

- ▶ B.C. residents more likely to participate in many different arts, culture and heritage activities than other Canadians
 - ▶ Art galleries
 - ▶ Classical music performances
 - ▶ Historic sites
 - ▶ Zoos, aquariums, botanical gardens, planetariums or observatories
 - ▶ Conservation areas or nature parks
 - ▶ Reading books

% of provincial residents visiting at least 1 art gallery in 2010

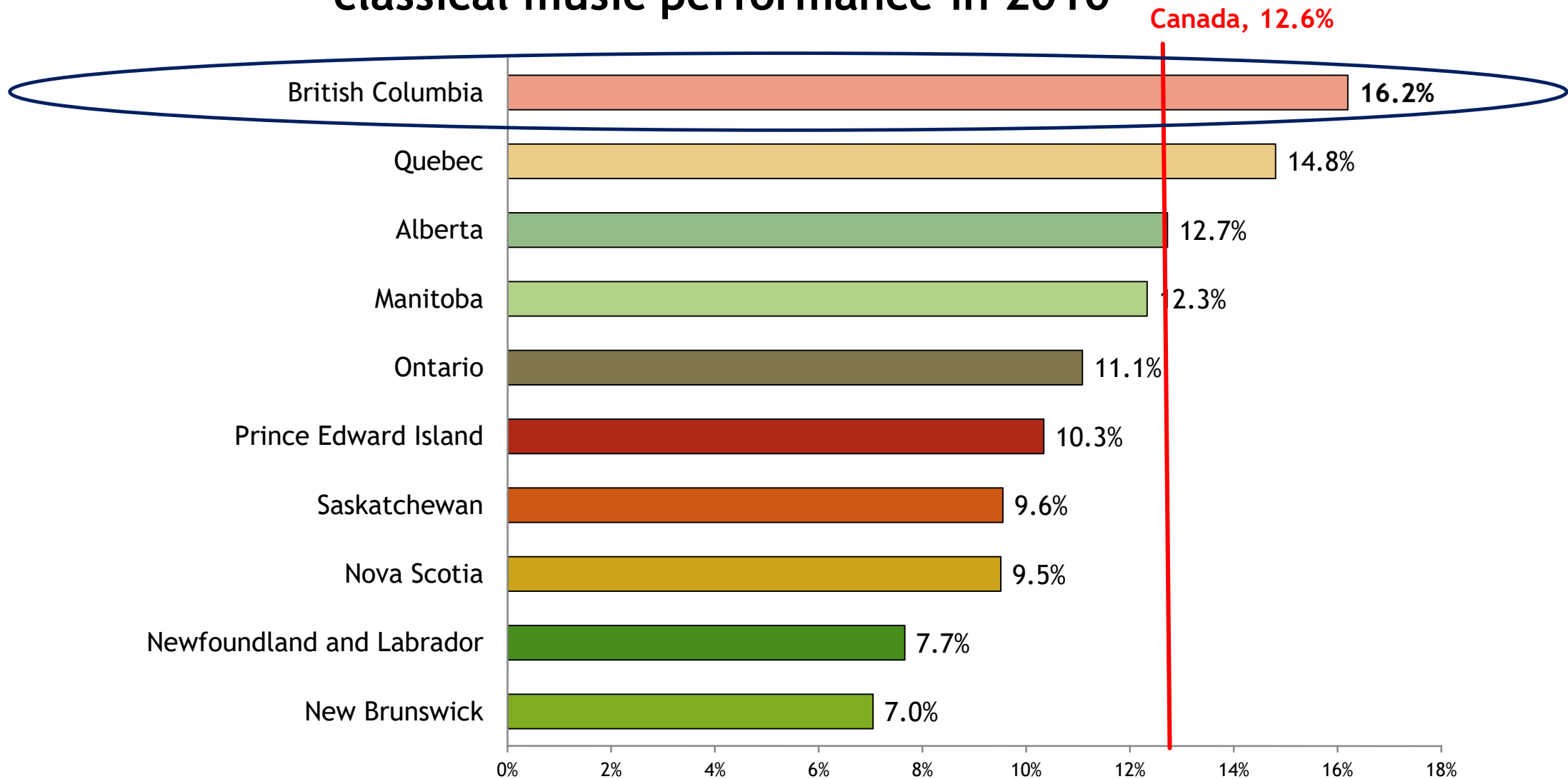
Canada, 35.7%



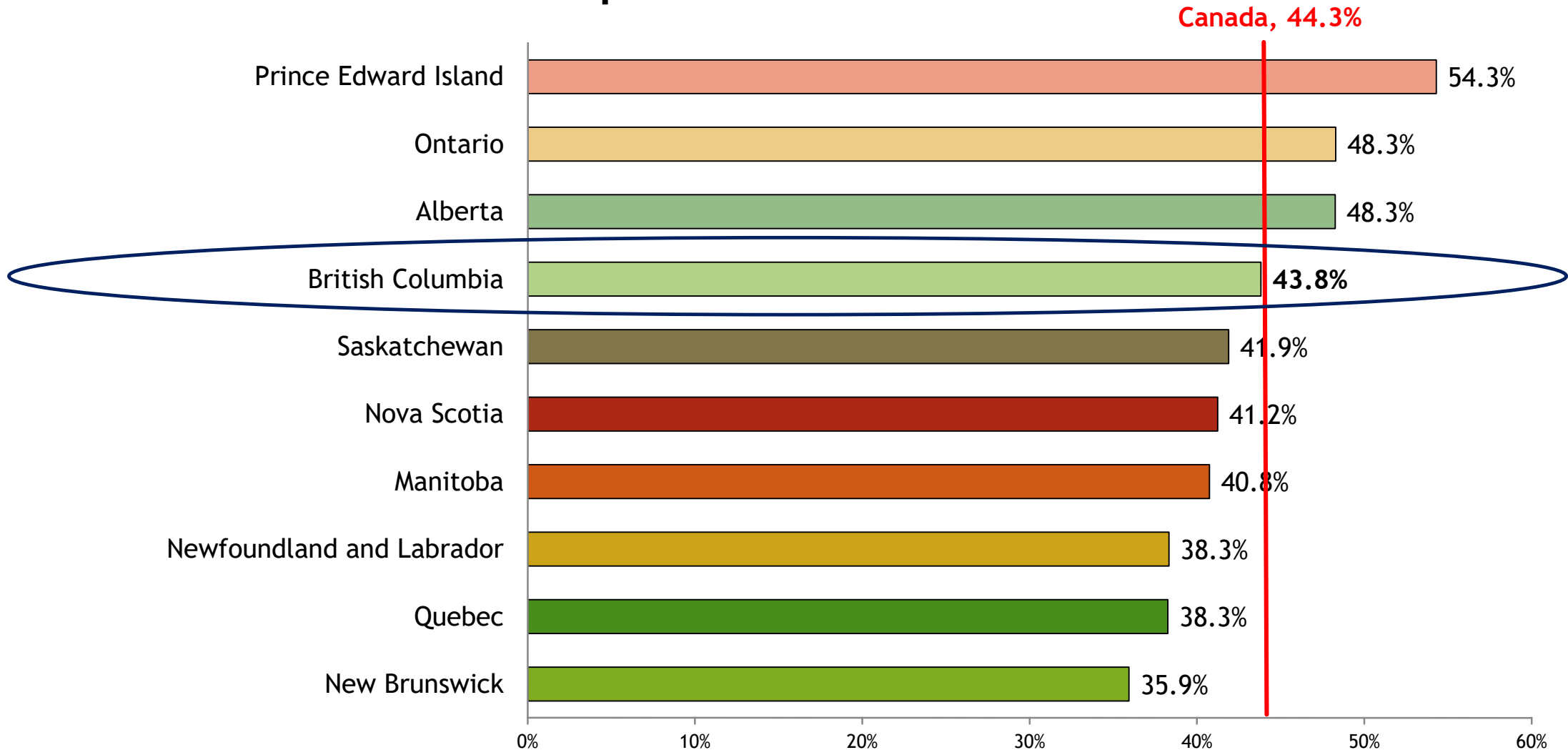
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Source: Analysis of Statistics Canada's 2010 General Social Survey by Hill Strategies Research, 2015 (data originally published in *Provincial Profiles of Arts, Culture and Heritage Activities in 2010*).

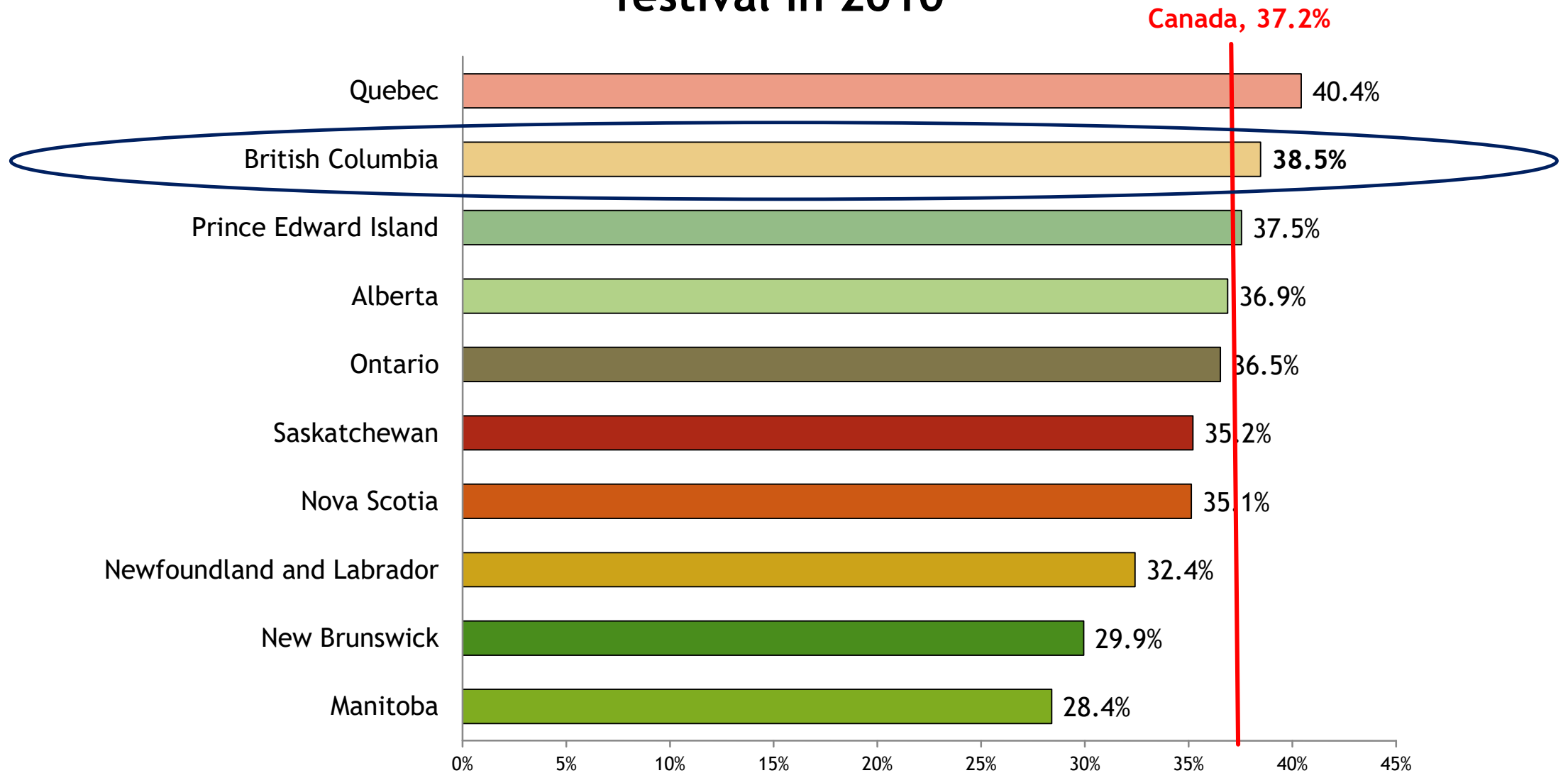
% of provincial residents attending at least 1 classical music performance in 2010



% of provincial residents attending at least 1 theatre performance in 2010

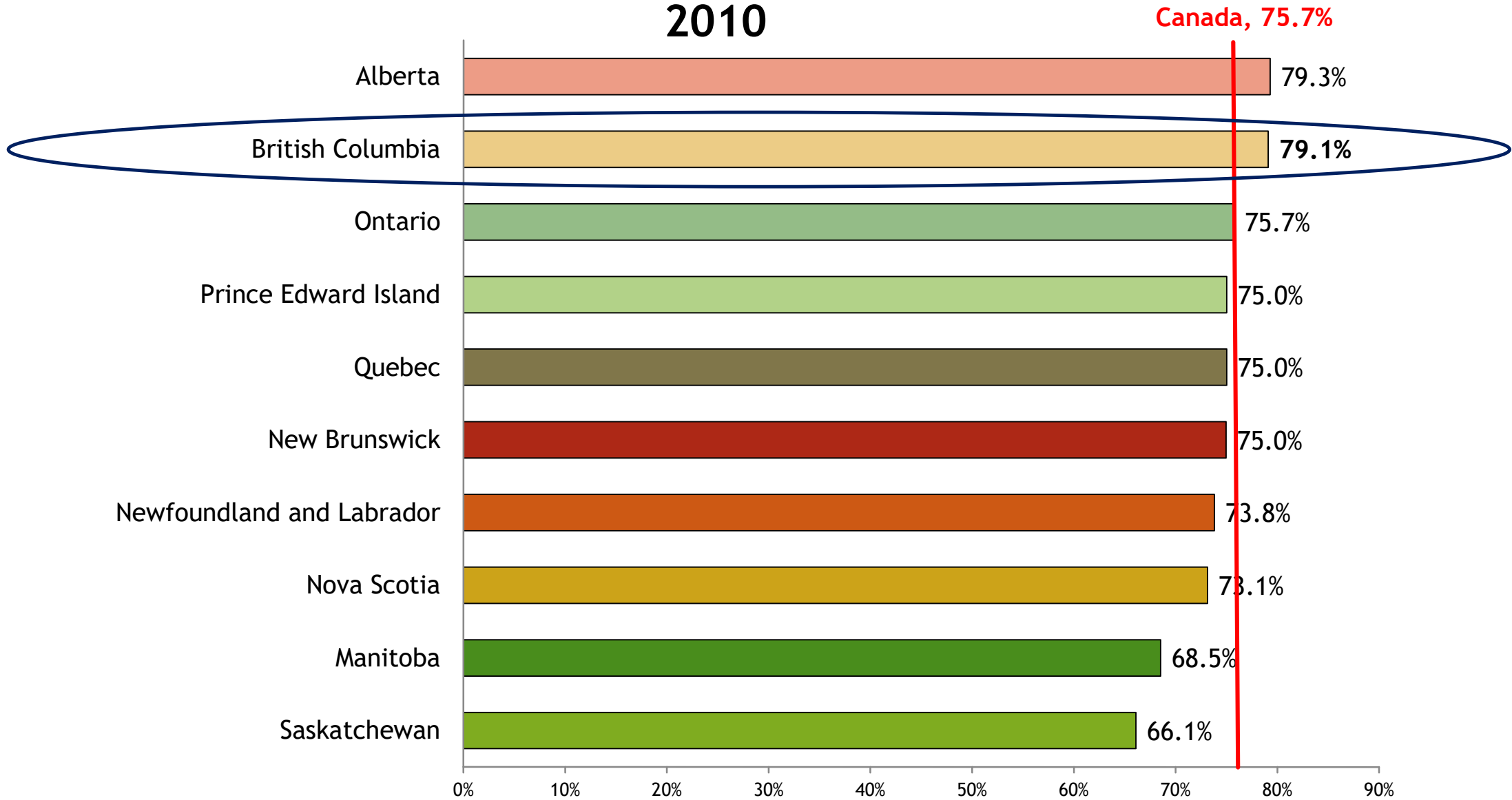


% of provincial residents attending at least 1 cultural festival in 2010



Canada, 37.2%

% of provincial residents reading at least 1 book in 2010

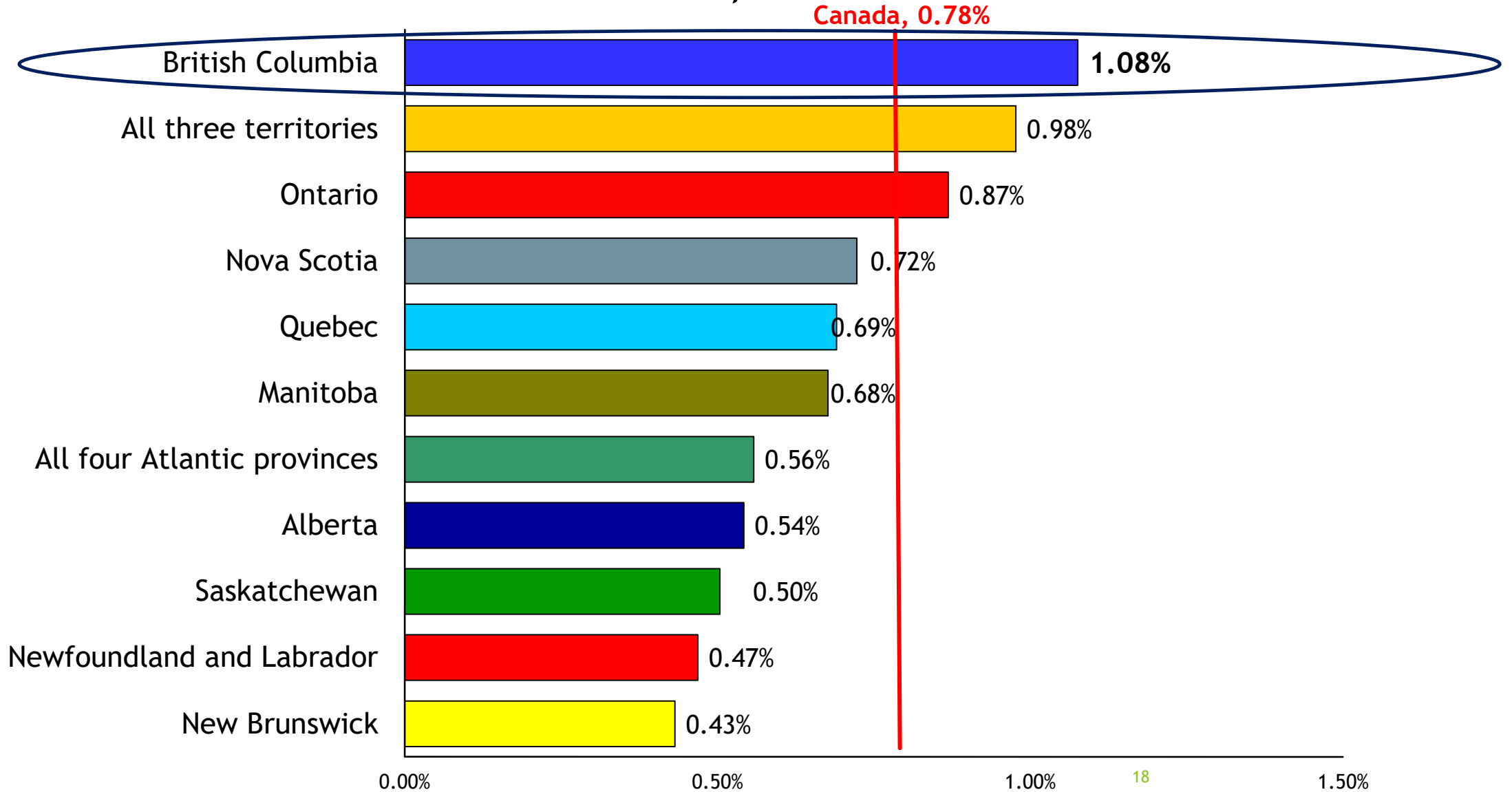


Canada, 75.7%

Macro-level data on B.C. artists and cultural workers

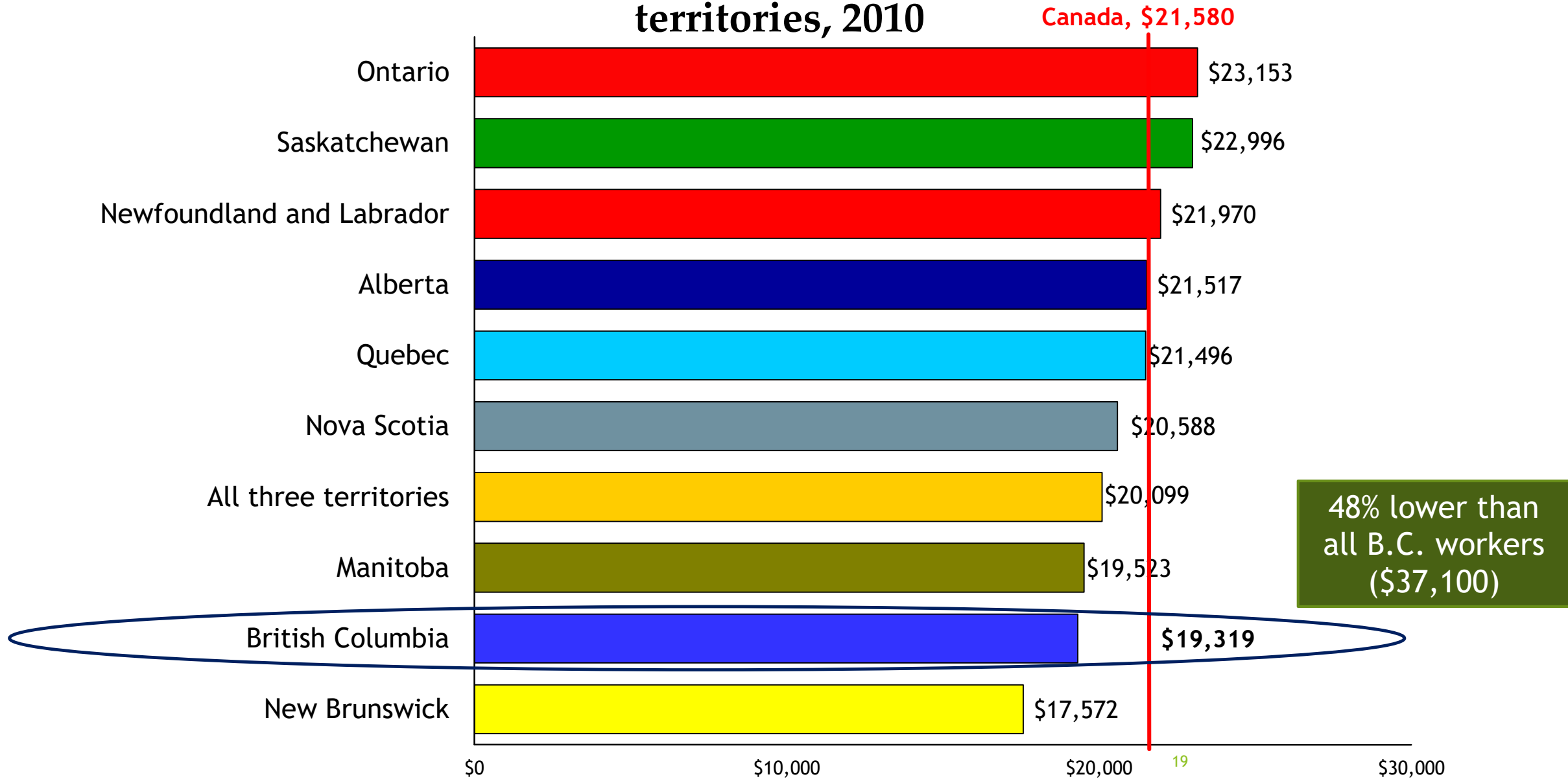
- ▶ High numbers of artists and cultural workers
- ▶ Low incomes

Concentration of artists in Canada's provinces and territories, 2011



Source: Analysis of Statistics Canada's 2011 National Household Survey by Hill Strategies Research Inc.

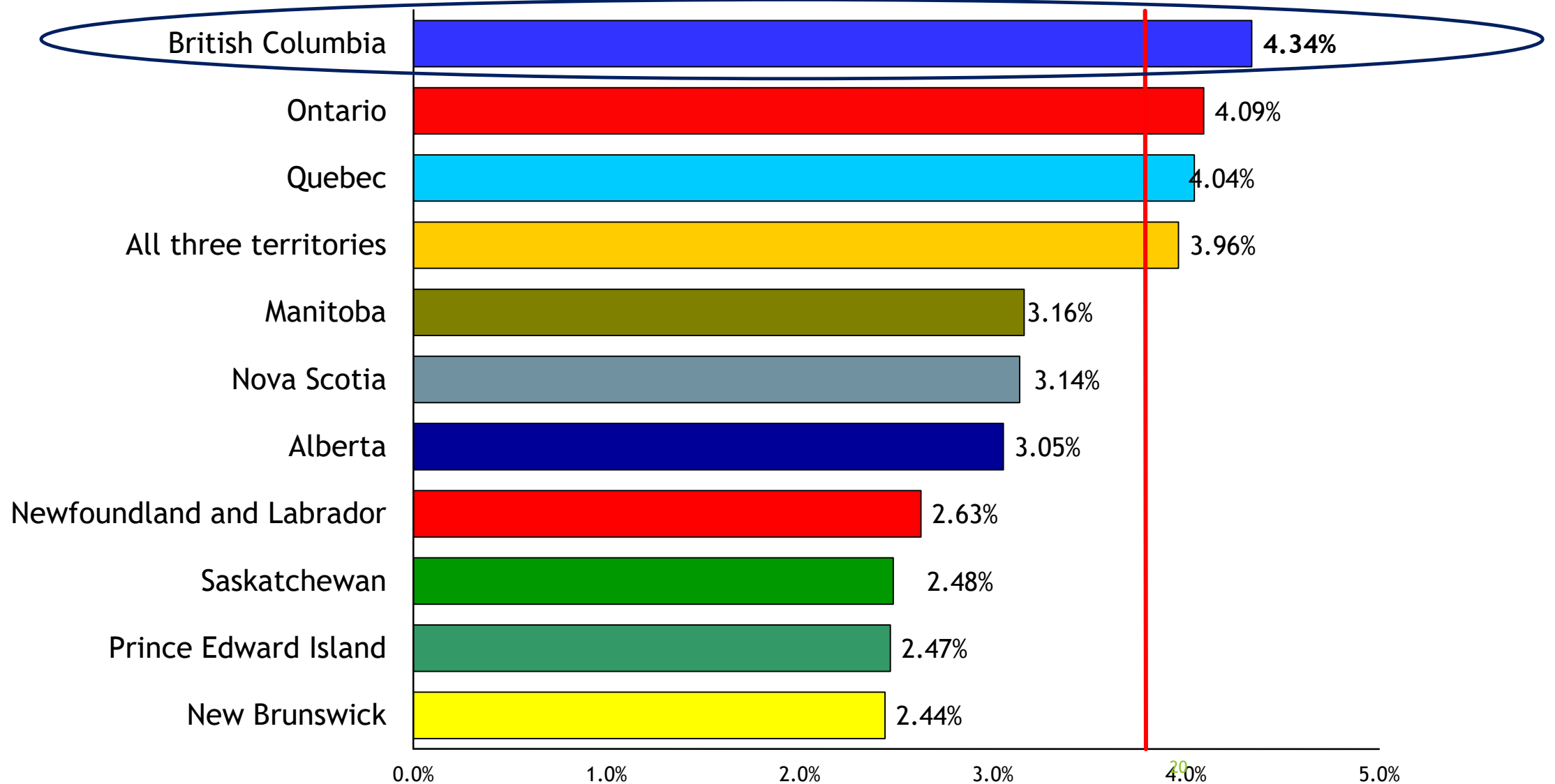
Median incomes of artists in Canada's provinces and territories, 2010



Source: Analysis of Statistics Canada's 2011 National Household Survey by Hill Strategies Research Inc.

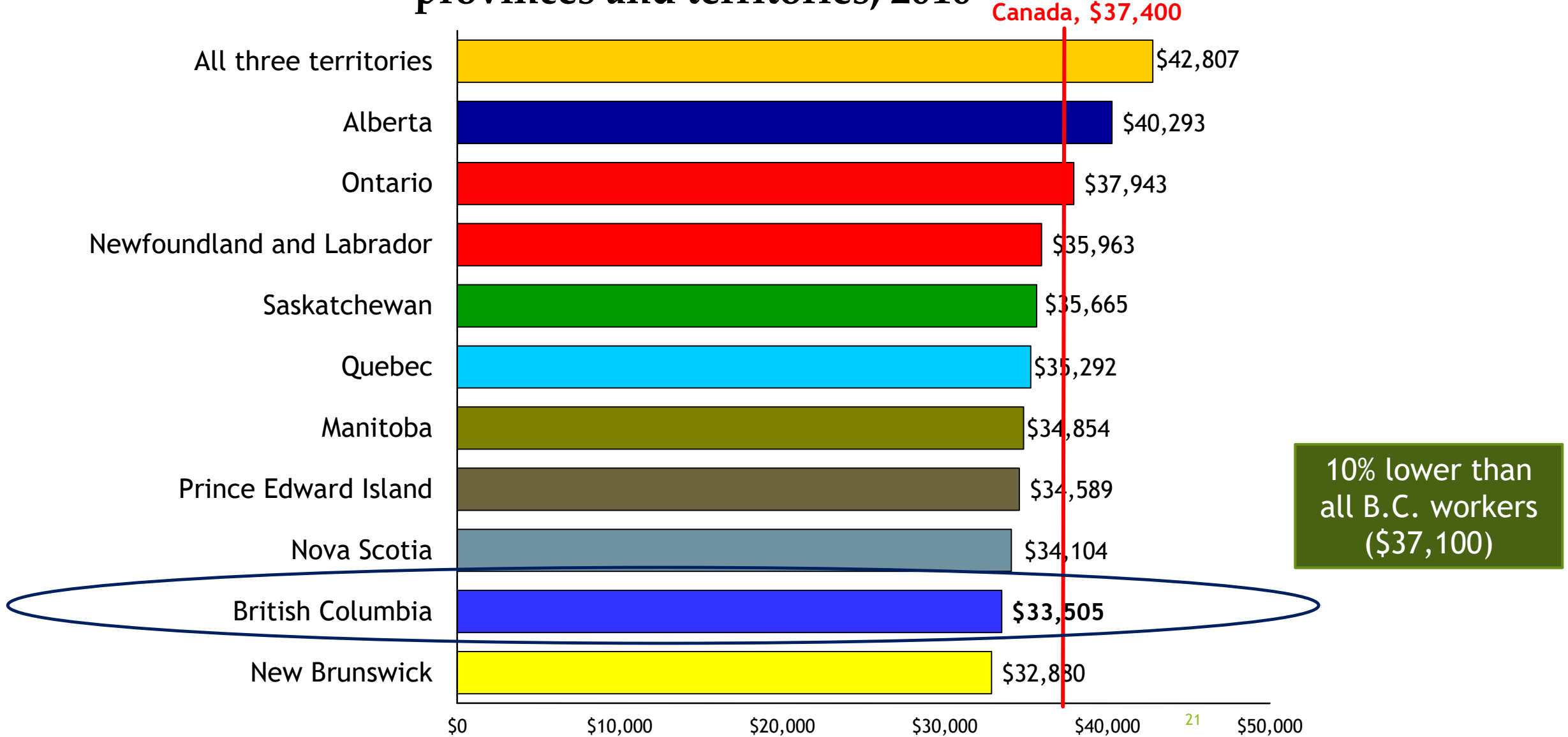
Concentration of cultural workers in Canada's provinces and territories, 2011

Canada, 3.82%



Source: Analysis of Statistics Canada's 2011 National Household Survey by Hill Strategies Research Inc.

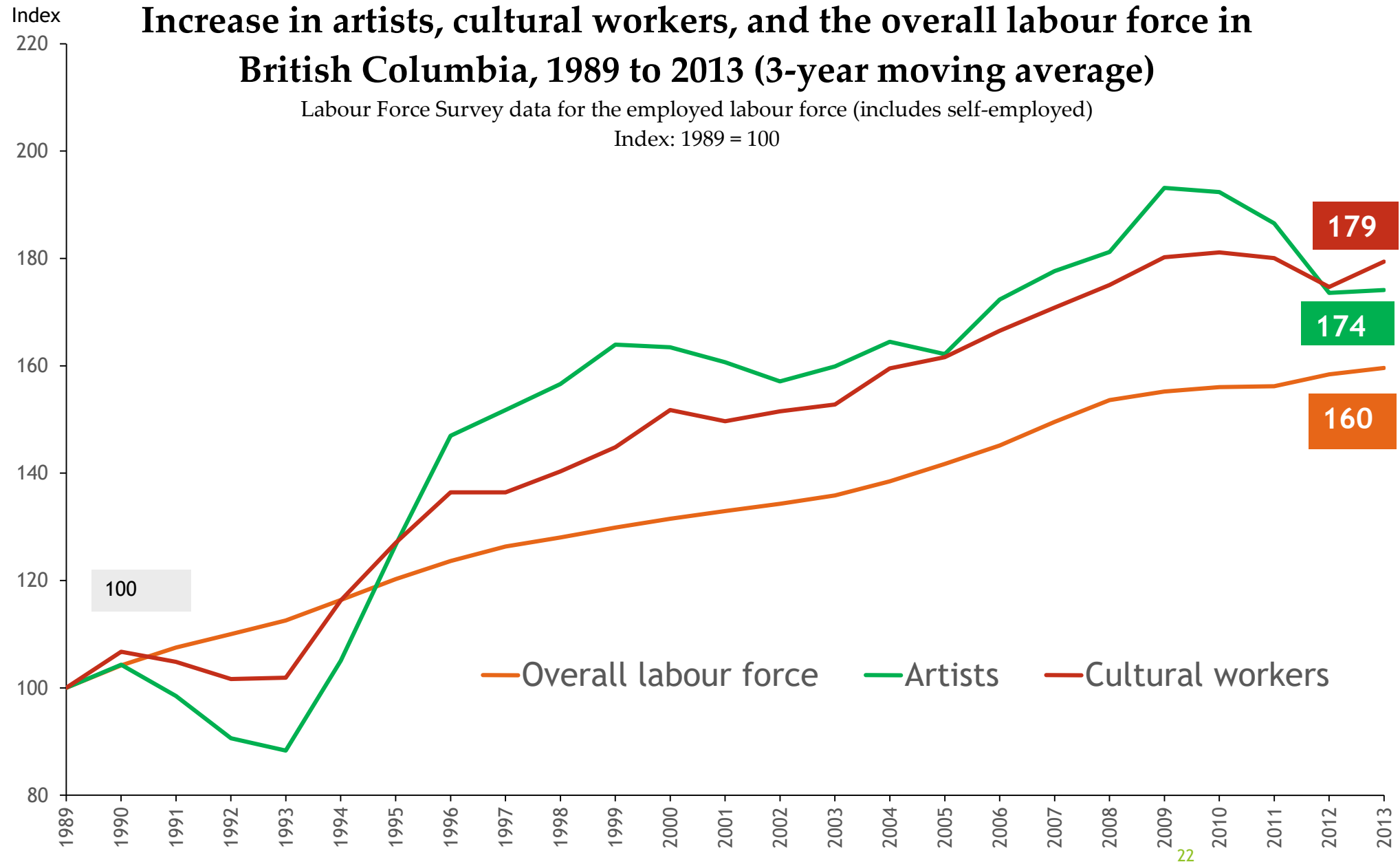
Median incomes of cultural workers in Canada's provinces and territories, 2010



Source: Analysis of Statistics Canada's 2011 National Household Survey by Hill Strategies Research Inc.

Increase in artists, cultural workers, and the overall labour force in British Columbia, 1989 to 2013 (3-year moving average)

Labour Force Survey data for the employed labour force (includes self-employed)
Index: 1989 = 100

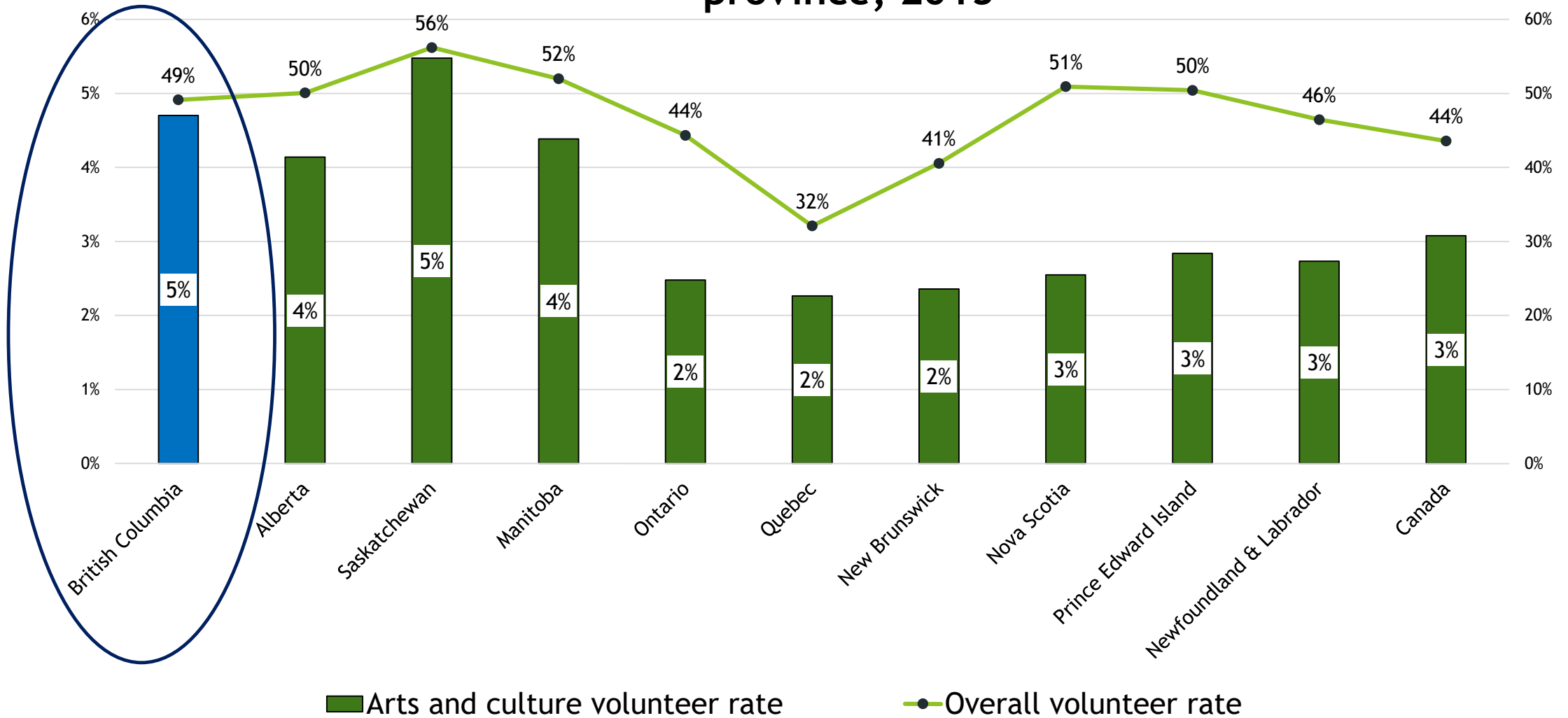


Source: Analysis of Statistics Canada's Labour Force Survey by Hill Strategies Research Inc.

Macro-level data on B.C. cultural volunteers and donors

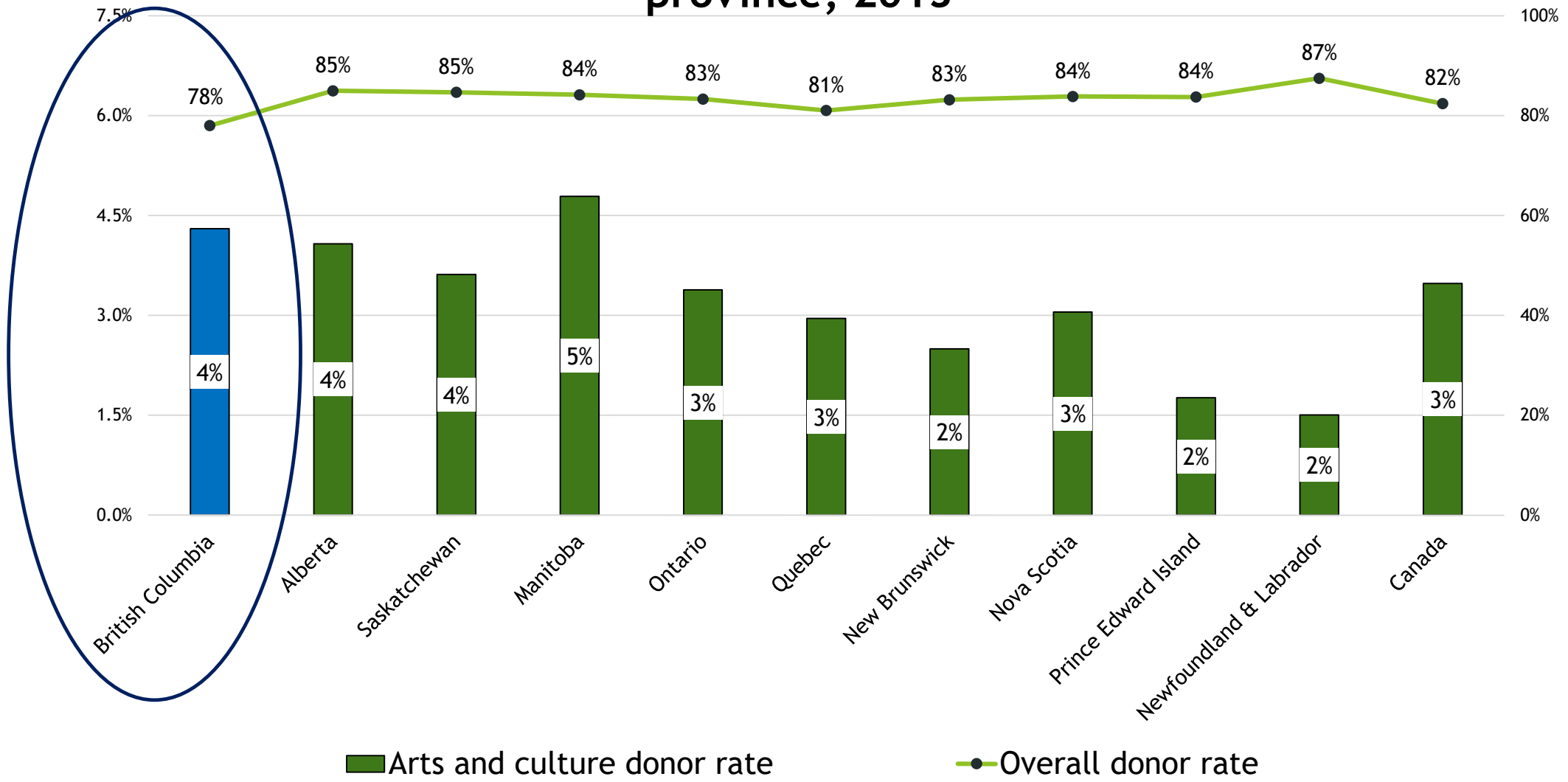
- ▶ A relatively high % of B.C. residents (15 or older) volunteer for and donate to arts and culture organizations

Arts and culture volunteer rate and overall volunteer rate by province, 2013



Note: The estimates of arts and culture volunteers in all provinces except Ontario and Quebec have relatively high margins of error and should be used with caution. Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2013 General Social Survey on Giving, Volunteering and Participating.

Arts and culture donor rate and overall donor rate by province, 2013



Note: The estimates of arts and culture volunteers in Alberta, Saskatchewan, and each of the Atlantic provinces have relatively high margins of error and should be used with caution. Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2013 General Social Survey on Giving, Volunteering and Participating.