

# The Arts in Canada: Setting the Stage for Wellbeing



Kelly Hill

March 6, 2019

Presented by

**culturedays**

Presentation series funded by



Canada Council  
for the Arts

Conseil des arts  
du Canada



Canadian  
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# Outline

- 1) About Hill Strategies Research
- 2) “Cultural participation”
- 3) Indicators of cultural participation
- 4) Links to wellbeing
- 5) Q & A

# ARTS RESEARCH INFORMATION

Hill Strategies combines rigorous and reliable research on the arts and culture with clear and effective communications.

ABOUT HILL STRATEGIES

ARTS RESEARCH INFORMATION

Les recherches rigoureuses et fiables alliées aux communications claires de Hill Stratégies font le point sur les arts et la culture.

# INFORMATIONS SUR LES ARTS

## Hill Strategies Research

[HillStrategies.com](http://HillStrategies.com)

- ▶ Kelly Hill, founder and President
  - ▶ Started HSR in 2002
  - ▶ Rigorous and reliable research
  - ▶ Specializing in arts and culture



www.hillstrategies.com

## ARTS RESEARCH MONITOR

QUICK SEARCH

-Social outcomes

Keywords

February 27, 2019

### ARTS AND CULTURE IN HEALTH AND WELLBEING AND IN THE CRIMINAL JUSTICE SYSTEM

Arts Research Monitor

Based on a literature review of over 175 articles and reports published since 2010 (mainly academic literature), this report provides an examination of the evidence base for the effects of arts and culture on health and wellbeing and the criminal jus...

[VIEW THIS RESOURCE](#)

April 25, 2018

### THE SOCIAL EFFECTS OF CULTURE: A LITERATURE REVIEW

Arts Research Monitor

This literature review, which examines English-language publications since 2000 related to the non-economic effects of culture, found that there is "a deluge of recent literature citing the (usually positive) impacts of engagement with the arts..."

[VIEW THIS RESOURCE](#)

April 25, 2018

### SOCIAL IMPACTS AND BENEFITS OF ARTS AND CULTURE: A LITERATURE REVIEW

Arts Research Monitor

This report "aims to summarize research in the areas of theory, evidence, measurement frameworks and indicators" of the social benefits of culture. The review found "wide evidence of positive effects of arts and culture in society..."

## Synopses of qualitative and quantitative research findings in the arts and culture

- ▶ 1-page summaries (not just our own projects)
- ▶ Funded by Ontario Arts Council & Canada Council
- ▶ Categorized and searchable
  - ▶ E.g., "Social outcomes" category

**KEY INDICATORS OF ARTS, CULTURE, AND HERITAGE PARTICIPATION**

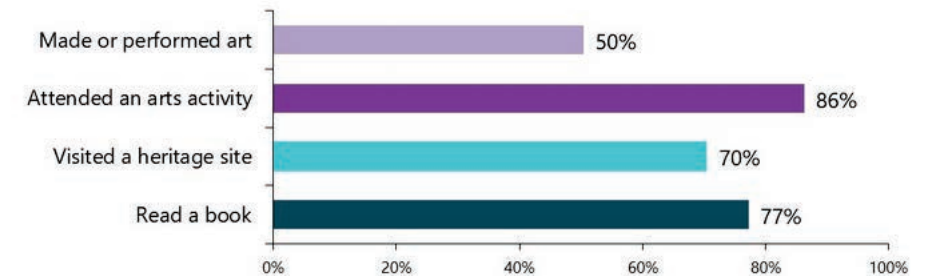
While 99.5% of Canadians participated in culture in 2016, this broad indicator includes, for example, someone who read a newspaper, watched a movie, or listened to music at any point in 2016. The participation rates for each of these activities are all above 90%, when digital and analog formats as well as all locations are taken into account (newspapers: 94%; movies: 93%; and music: 91%).

Figure ES1 provides more specific indicators of arts, culture, and heritage participation by Canadians 15 or older in 2016:

- Exactly one-half of Canadians (50%) made or performed art (crafts, music, visual arts, writing, dancing, etc.)
- 86% attended an arts activity, such as a performing arts event or artistic or cultural festival (68%), an art gallery (39%), or a movie theatre (71%)
- 70% visited a heritage site, such as an art gallery (39%), another type of museum (35%), a historic site (50%), or a zoo, aquarium, botanical garden, planetarium, or observatory (46%)
- 77% read a book in print or electronic format in 2016

**Figure ES1: Summary indicators of arts and heritage participation**

(Percentage of Canadians 15 or older participating at least once in 2016)



Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

**In-depth exploration of Canadian arts data**

- ▶ >25-page reports w. many tables and charts
- ▶ Funded by Ontario Arts Council, Canada Council & Department of Canadian Heritage
- ▶ *Canadians' Arts, Culture, and Heritage Participation in 2016*
- ▶ *Demographic Patterns in Canadians' Arts Participation in 2016*



[www.hillstrategies.com](http://www.hillstrategies.com)

**PRESENTATIONS**

## Communicating and distributing insightful arts research information

- ▶ Funded by Ontario Arts Council, Canada Council & Department of Canadian Heritage
- ▶ E.g., today!

# How I'm defining "cultural participation"

- ▶ Statistics Canada's *General Social Survey* (2016)
  - ▶ Telephone and online survey of 9,844 Canadians
  - ▶ 28 culture-related questions
    - Making or performing art (8 questions)
    - Arts, culture, and heritage attendance (20 Qs)

# How I'm defining "cultural participation"

- ▶ Hill Strategies created summary indicators of arts, culture, and heritage participation
- ▶ Canadians who ...
  - Made or performed art
  - Attended arts performances or exhibitions
  - Visited cultural heritage sites
  - Read books
  - Watched movies or listened to recorded music



# Virtually all Canadians participate in culture

- ▶ 99.5% of Canadians participated in some type of arts, culture, or heritage activity in 2016
  - ▶ (That rounds up to 100%.)

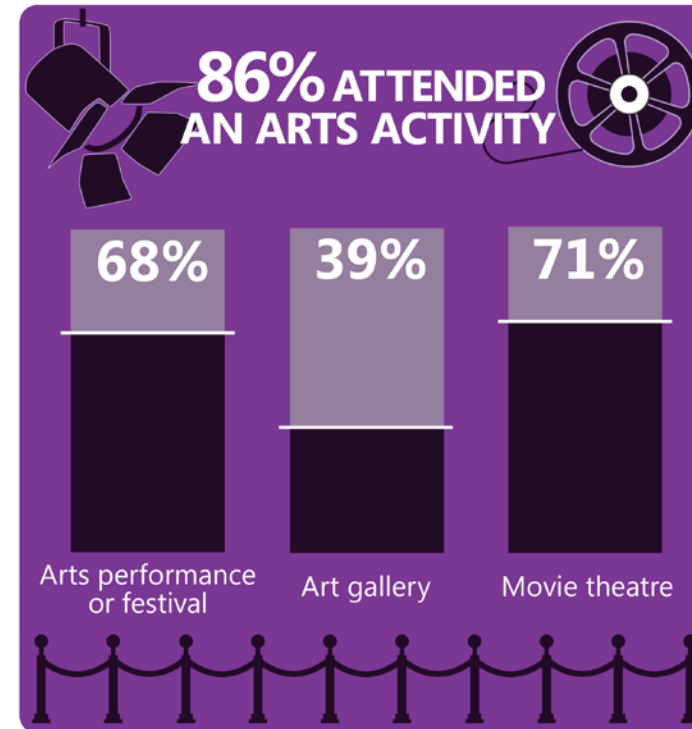
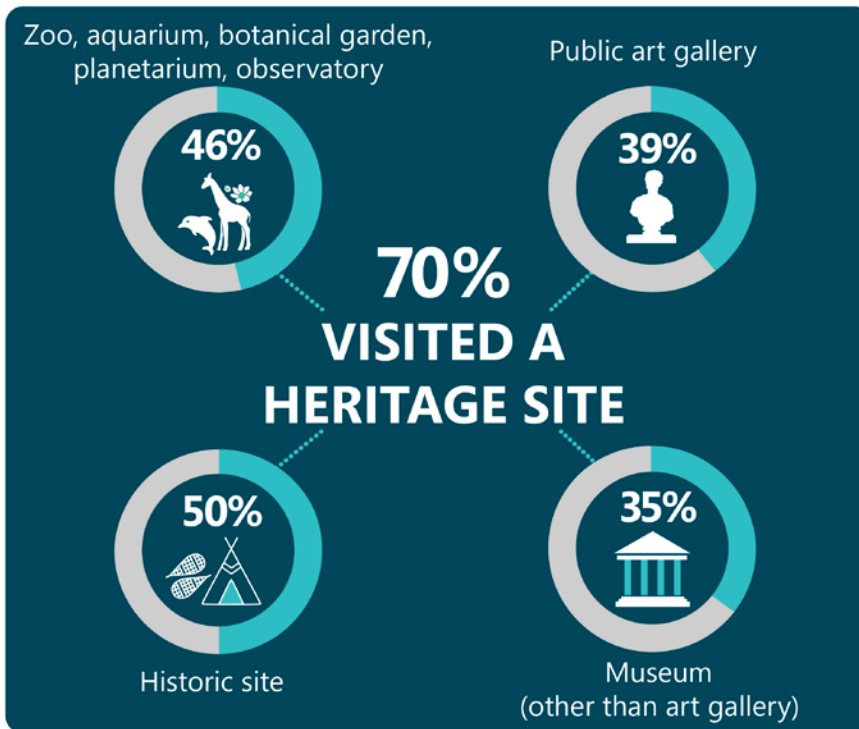
# Canadians' Arts, Culture & Heritage Participation in 2016

**1/2** MADE OR PERFORMED ART

(crafts, writing, music, visual arts, dancing, etc.)



**77%** READ A BOOK



# Indicator:

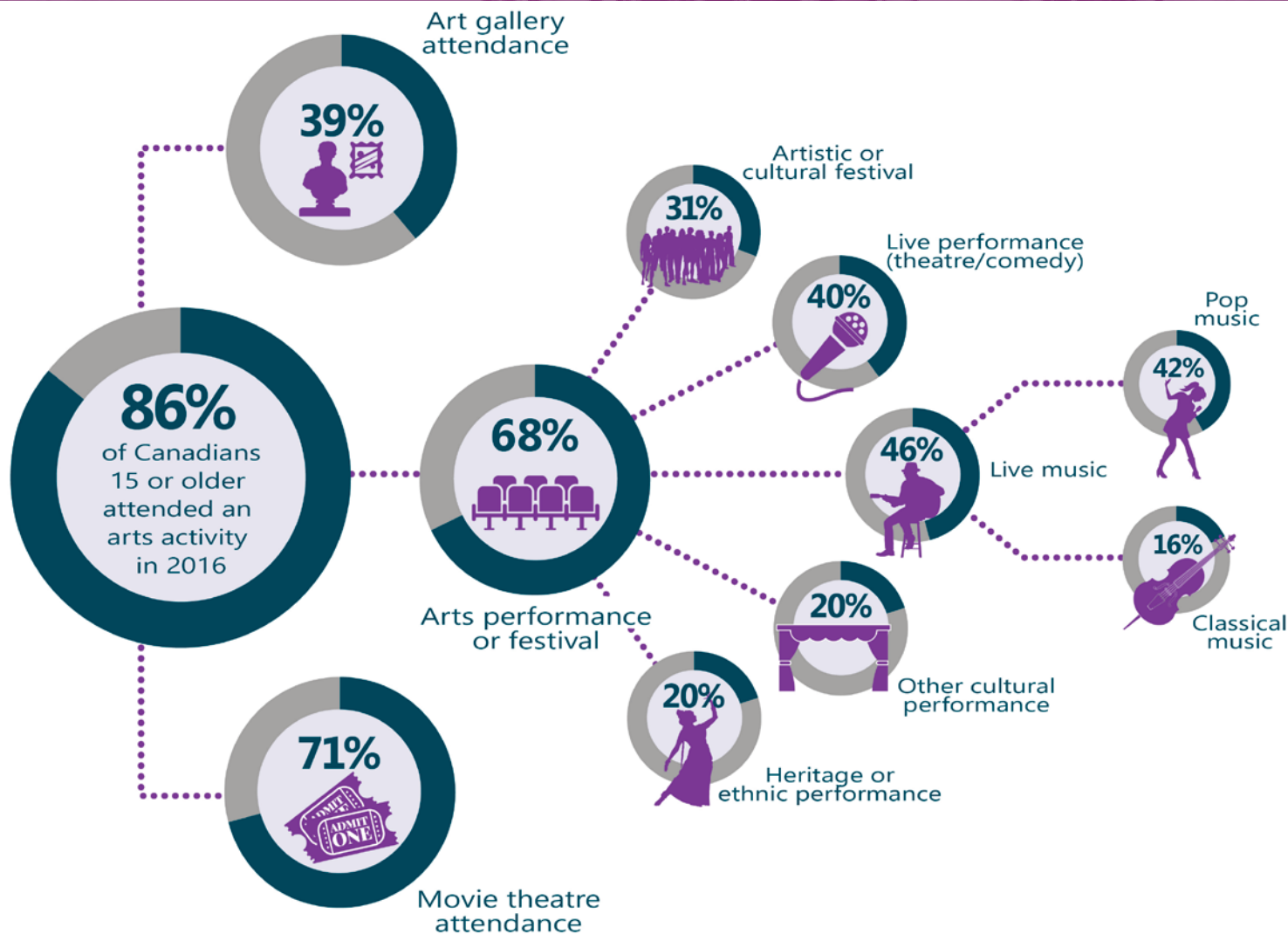
## Arts attendance

86% of  
Canadians

### 8 arts activities

- ▶ Public art gallery or art museum
- ▶ Live performance (drama, musical theatre, dinner theatre, comedy)
- ▶ Popular music performance
- ▶ Symphonic or classical music performance
- ▶ Artistic or cultural festival (film, jazz, folk, comedy)
- ▶ Performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- ▶ Any other kind of cultural performance
- ▶ Movie at a theatre

# Details of arts attendance



# Who attends the arts?

## Similarities

87%

Women

85%

Men



88%

Racialized Canadians

86%

Non-racialized  
Canadians

84%

Indigenous people

86%

Non-Indigenous  
people



84%

Immigrant  
Canadians

86%

Non-immigrants



## Differences

97%

Youth 15 to 24

70%

Seniors 65 and over



87%

Large urban centres

81%

Rural and small  
population centres

95%

Family income of  
\$125,000 or more

76%

Family income  
below \$50,000



94%

Bachelor's degree

85%

High school diploma

# 86%

## OF CANADIANS ATTENDED THE ARTS IN 2016



www.hillstrategies.com  
STATISTICAL INSIGHTS ON THE ARTS

Canadians 15 or older attending the arts in 2016 based on Statistics Canada's *General Social Survey*.  
Further insights: *Demographic Patterns in Canadians' Arts Participation in 2016*, funded by the  
Canada Council for the Arts, the Department of Canadian Heritage, and the Ontario Arts Council.

# Who attends the arts?

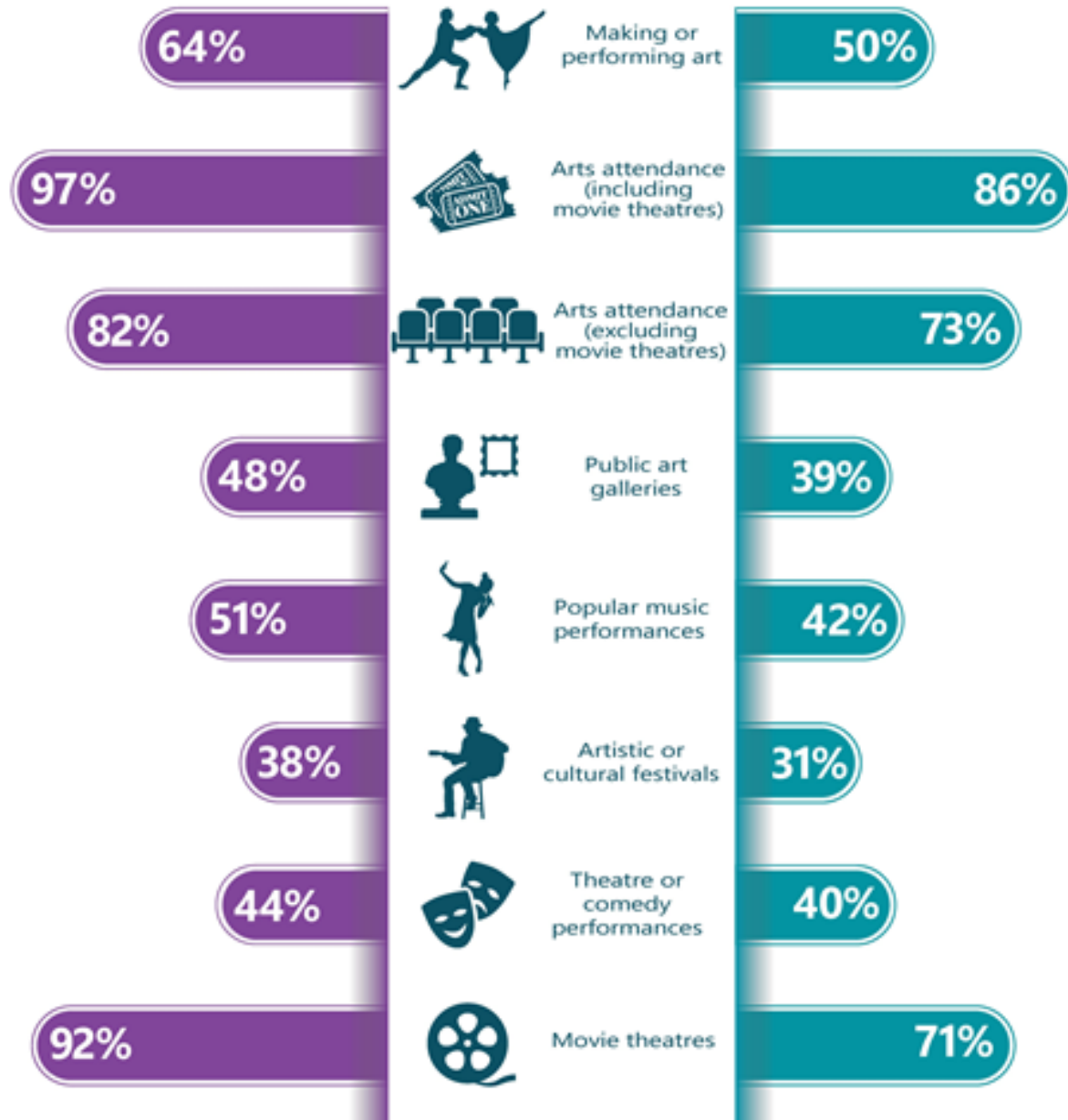
## Indigenous residents

- ▶ Much higher attendance rates than non-Indigenous Canadians at heritage or ethnic performances
  - ▶ Question specifically refers to dance, theatre, or music performances including “Aboriginal Peoples, Chinese or Ukrainian”
- ▶ Lower attendance rates at public art galleries, classical music performances, and cultural festivals

*Demographic Patterns in Canadians' Arts Participation in 2016, Hill Strategies Research Inc., February 2019*

# Canadian youth are avid arts participants

Youth 15-24



Canadian average

But don't have higher attendance rates at **everything**



# Indicator: Arts attendance excluding movie theatres

73% of  
Canadians

## 7 of the arts activities

- ▶ Public art gallery or art museum
- ▶ Live performance (drama, musical theatre, dinner theatre, comedy)
- ▶ Popular music performance
- ▶ Symphonic or classical music performance
- ▶ Artistic or cultural festival (film, jazz, folk, comedy)
- ▶ Performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- ▶ Any other kind of cultural performance



# Indicator: Arts performance or festival attendance

68% of  
Canadians

## 6 of the arts activities

- ▶ Live performance (drama, musical theatre, dinner theatre, comedy)
- ▶ Popular music performance
- ▶ Symphonic or classical music performance
- ▶ Artistic or cultural festival (film, jazz, folk, comedy)
- ▶ Performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- ▶ Any other kind of cultural performance

# Indicator: Making or performing art

50% of  
Canadians

## 8 participatory activities

- ▶ Crafts (e.g., needlework, scrapbooking, woodwork, metalwork or pottery)
- ▶ Making music (e.g., singing, playing an instrument or remixing music)
- ▶ Visual arts (e.g., painting, photography, sculpture or drawing)
- ▶ Writing (e.g., poetry, plays, stories, editorials and reviews)
- ▶ Dance (e.g., socially, in a performance or choreography)
- ▶ Audio-visual and interactive media (e.g., making films, animation or videos)
- ▶ Theatre (e.g., acting, storytelling or comedy)
- ▶ Other participatory activities (specified by respondents)

# Who creates or performs art?

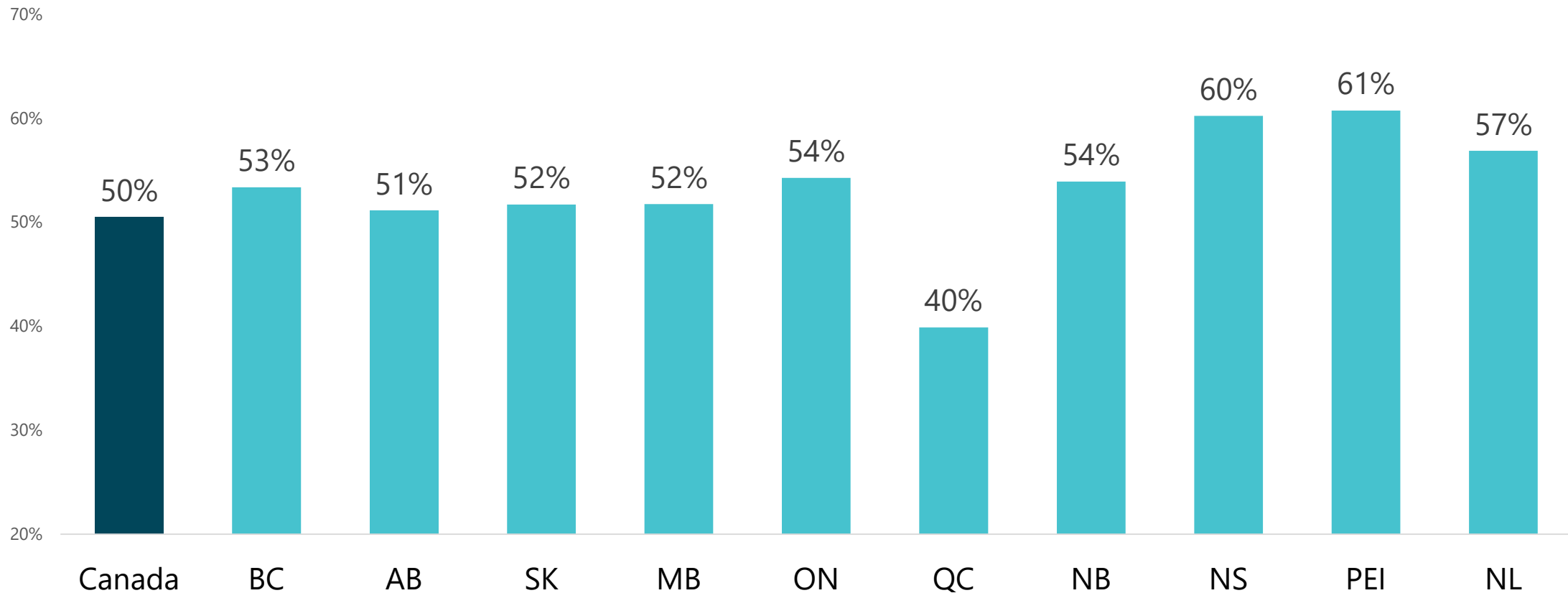
- ▶ Similar participation rates
  - ▶ By family income
  - ▶ For rural and urban residents
    - ▶ Unlike arts attendance rates

*Demographic Patterns in Canadians' Arts Participation in 2016, Hill Strategies Research Inc., February 2019*

# Provincial arts participation

## Making or performing art, Canada and the provinces

(Percentage of residents 15 or older participating at least once in 2016)

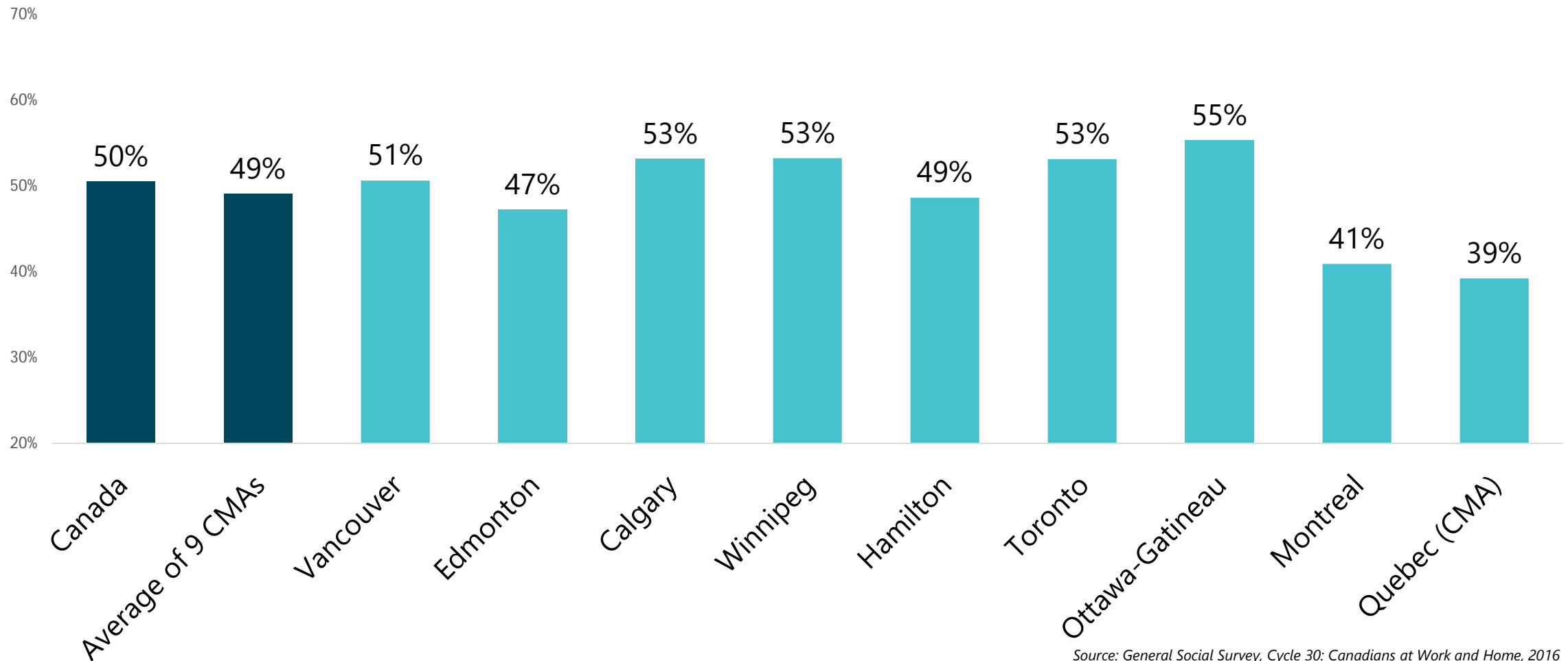


Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

# Local arts participation

## Making or performing art, nine Census Metropolitan Areas

(Percentage of residents 15 or older participating at least once in 2016)



Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

# Indicator: Book reading

77% of  
Canadians

## 2 activities

- ▶ Print books
- ▶ E-books

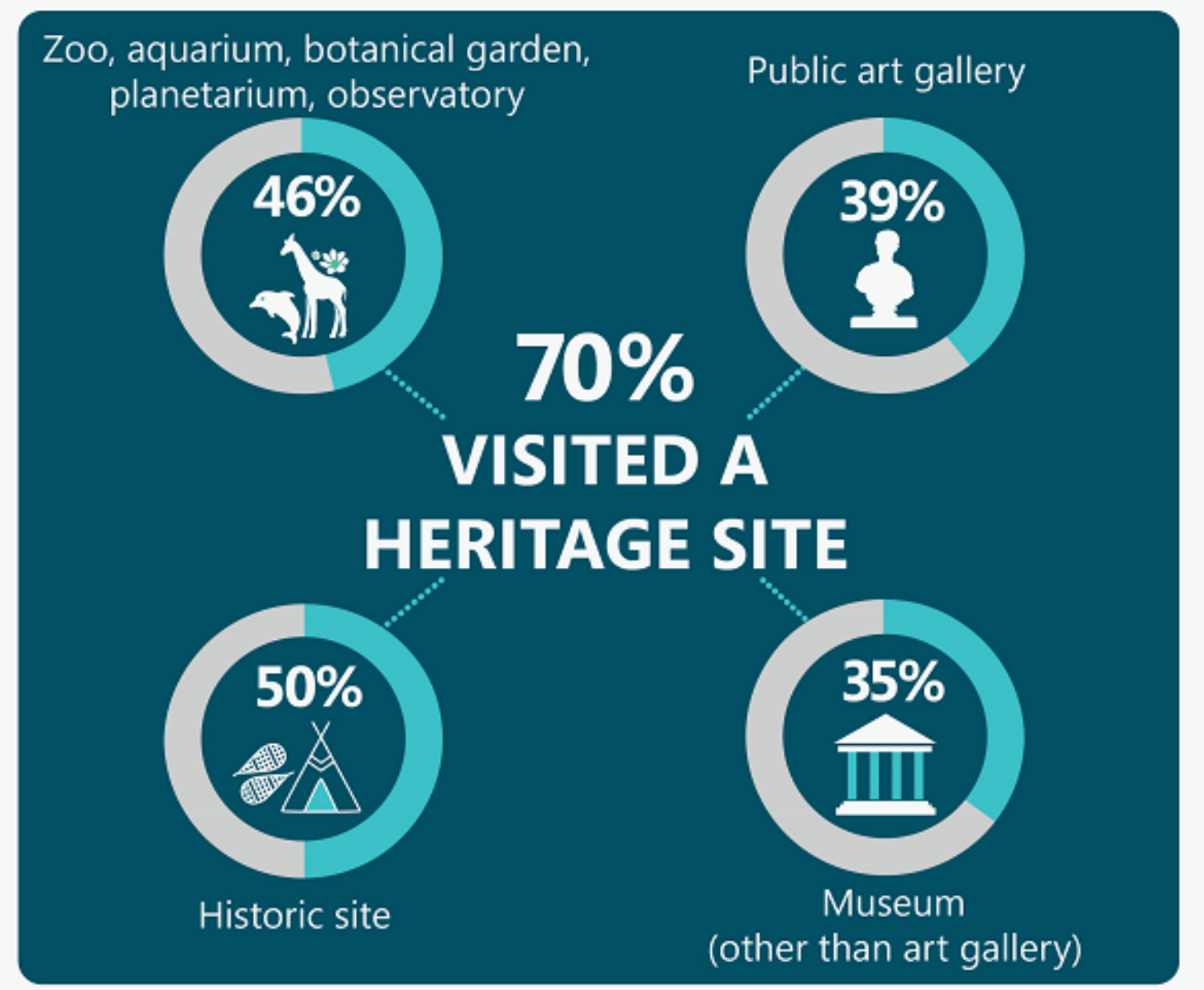
# Indicator: Heritage attendance

70% of  
Canadians

## 4 cultural heritage activities

- ▶ Public art gallery or art museum
- ▶ Museum other than public art gallery or art museum
- ▶ Historic site
- ▶ Zoo, aquarium, botanical garden, planetarium or observatory

# Canadians' heritage attendance





# Indicator: Museum attendance

48% of  
Canadians

## 2 of the cultural heritage activities

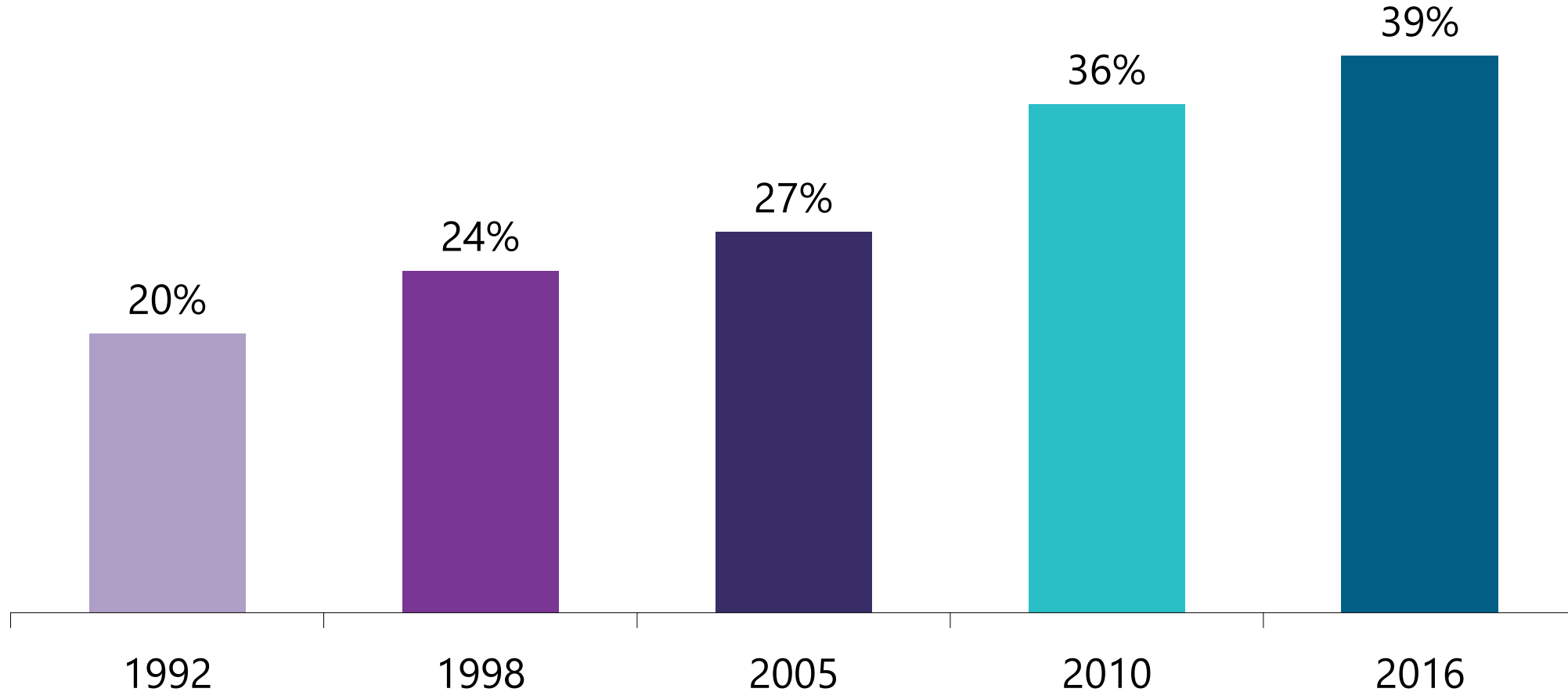
- ▶ Public art gallery or art museum
- ▶ Museum other than public art gallery or art museum

# Trends over time

- ▶ Largely positive results between 1992 and 2016
  - Strong increase in art gallery attendance rate
  - Strong increase in historic site attendance rate
  - Also increases in movie theatres, museums, and other heritage activities
- ▶ Decrease in listening to music on CDs or other conventional formats

# Public art gallery attendance rates, 1992 to 2016

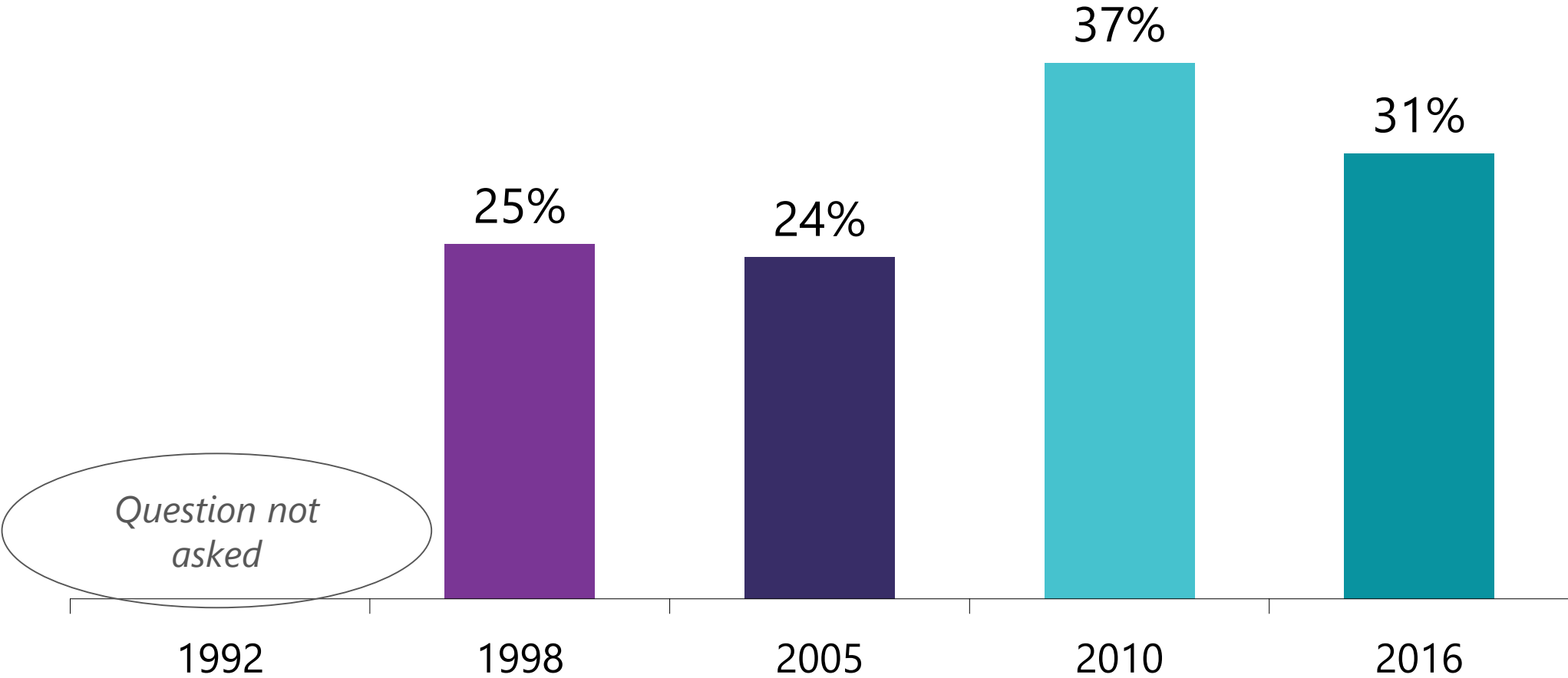
(Percentage of Canadians 15 or older visiting at least once)



Source: General Social Surveys, 1992 to 2016

# Artistic or cultural festival attendance rates, 1998 to 2016

(Percentage of Canadians 15 or older attending at least once)



Source: General Social Surveys, 1998 to 2016

# Trends analysis is limited

- ▶ Changes in many GSS questions
  - E.g., performing arts questions
  - Changing nature of arts participation
- ▶ Making or performing art questions: newly added in 2016

# Arts and wellbeing

- ▶ Art = medicine?
- ▶ “With artists sketching at hospital bedsides and doctors writing prescriptions for museum visits, links are growing between arts and medicine sectors in Canada”

Culture365 blog,  
<https://culturaldays.ca/blog/2019/02/05/art-best-medicine/>



## When Art is the Best Medicine

posted February 5th, 2019 by Culture Days in uncategorized

*With artists sketching at hospital bedsides and doctors writing prescriptions for museum visits, links are growing between arts and medicine sectors in Canada*

WORDS: LEAH SANDALS





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## ARTS RESEARCH MONITOR

- ▶ Health outcomes
- ▶ Social outcomes
- ▶ Economic impact

### QUICK SEARCH

-Health outcomes

Keywords

February 27, 2019

#### LIVE MUSIC IN CARE

Arts Research Monitor

Using a mixed methods approach, University of Winchester researchers in the United Kingdom (UK) found that weekly sessions with professional musicians resulted in "significant benefits" for residents, staff, and the overall atmosphere in five care ho...

[VIEW THIS RESOURCE](#)

February 27, 2019

#### MUSIC MATTERS: OPTIMIZING MUSIC IN COMPLEX CARE AND REHABILITATION

Arts Research Monitor

Based on mostly qualitative data obtained through patient focus groups as well as stakeholder and staff consultations in a rehabilitation and complex care hospital, this report explores how music care could be delivered and evaluated in complex care...

[VIEW THIS RESOURCE](#)

February 27, 2019

#### CREATIVE HEALTH: THE ARTS FOR HEALTH AND WELLBEING

Arts Research Monitor

Noting that it is potentially "the most comprehensive overview of the field to date", this report provides evidence demonstrating the impact of the arts on health and wellbeing throughout all stages of life. The authors conclude that the evidence poi...

[VIEW THIS RESOURCE](#)

# Cultural attendance and wellbeing (2010 statistics)

- ▶ Cultural attendees compared with non-attendees

<b>Cultural activities</b>	<b>Indicators of health and wellbeing</b>
People who did something 0 times	Average health level (etc.)
People who did something at least once	Average health level (etc.)

*The Arts and Individual Well-Being in Canada, Hill  
Strategies Research Inc., January 2013*



# 18 arts, culture and heritage activities

<b>Museums &amp; galleries</b>
Art gallery
Other museum
<b>Performing arts &amp; festivals</b>
Theatre
Classical music
Popular music
Culturally-specific performance
Other performance
Cultural festival

<b>Heritage activities</b>
Historic site
Zoos, aquariums, botanical gardens, planetariums or observatories
Conservation area / nature park
<b>Reading</b>
Newspaper reading
Magazine reading
Book reading

<b>Film, video, audio</b>
Movie
Video
Listening to downloaded music
Listening to music on CDs

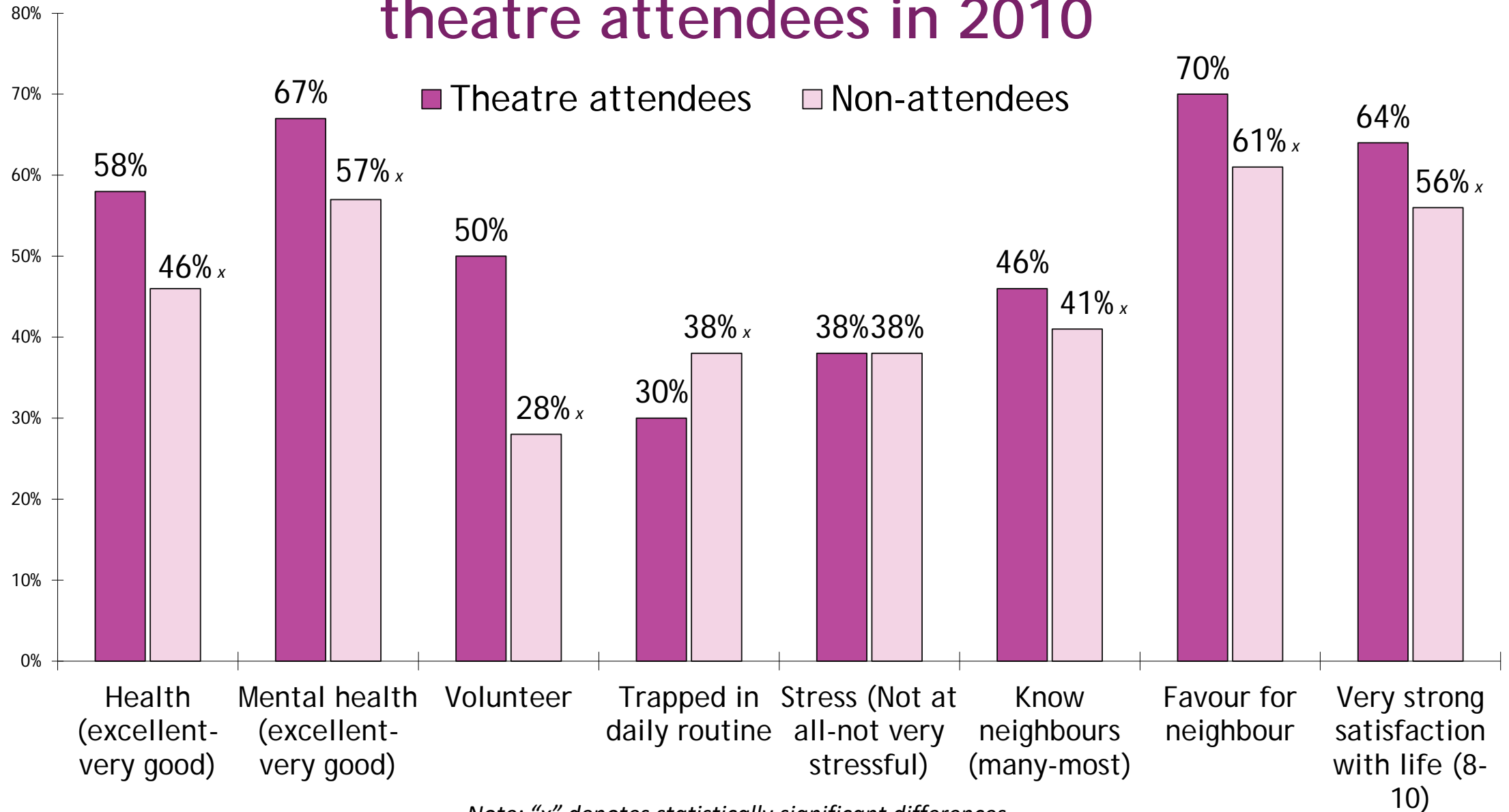
# 8 indicators of health, well-being and social connectedness

Indicators of health and wellbeing
Self-reported health
Self-reported mental health
Volunteering
Feeling trapped in a daily routine
Stress level
Knowledge of neighbours
Doing a favour for a neighbour
Self-reported satisfaction with life

# Well-being of theatre attendees

- ▶ 12.4 million Canadians 15 years or older (in 2010)
- ▶ Significantly better results for 7 of 8 well-being indicators (compared with those who didn't attend a theatre performance)

# Health, well-being and social connections of theatre attendees in 2010



Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.

# Connections to wellbeing

- ▶ 8 social indicators
- ▶ x 18 cultural activities
- ▶ = 144 potential connections
  
- ▶ Cultural attendees have significantly better results than non-attendees on 101 of the 144 social connections
  - 70%

# Correlations: more robust statistical analysis

Cultural activities	Indicators of health and wellbeing
Art gallery attendance	Health (excellent or very good)
Theatre attendance	
Classical music attendance	Very strong satisfaction with life (8-10 on scale)
Popular music attendance	
Arts/ culture festival attendance	Volunteered in the past year (yes / no)
Book reading	

# Controlled for other socio-economic characteristics

- ▶ Level of education
- ▶ Household income
- ▶ Age group
- ▶ Sex
- ▶ Child(ren) at home (yes / no)
- ▶ Household language
- ▶ Region of residence (BC, Prairies, Ontario, Quebec, Atlantic)
- ▶ Urban / rural residence
- ▶ Aboriginal person
- ▶ Visible minority person
- ▶ Immigrant
- ▶ Physical activity in the past week

# Correlation results: theatre attendees

- ▶ 32% more likely to have very good or excellent health than non-attendees
  - ▶ (Confidence interval: 18% - 48%)
- ▶ 30% more likely to have very strong satisfaction with life
  - ▶ (CI: 16% - 46%)
- ▶ 89% more likely to volunteer
  - ▶ (CI: 67% - 113%)



# Correlation results: all activities

Summary of statistical correlations	Better (self-identified) health	Stronger (self-identified) satisfaction with life	Higher volunteer rates
Art gallery visits	Significant	Not significant	Significant
Theatre attendance	Significant	Significant	Significant
Classical music attendance	Not significant	Significant	Significant
Pop music attendance	Significant	Significant	Significant
Cultural festivals attendance	Significant	Significant	Significant
Reading books	Significant	Significant	Significant

# Limitations

- ▶ Activity at least once in a year = low threshold
- ▶ Repeated or deeply engaged cultural experiences may generate stronger social connections
  - US study: “the more cultural activities people reported attending, the better was their self-reported health”.
- ▶ Potential factors not accounted for in the models
  - E.g., Smoking and alcohol consumption were not asked about in the 2010 General Social Survey

Anna V Wilkinson et al., *Are variations in rates of attending cultural activities associated with population health in the United States?*, BMC Public Health, 2007, 7:226,  
<http://www.biomedcentral.com/1471-2458/7/226>

# Limitations

- ▶ Does cultural participation **always** foster or strengthen social ties?
- ▶ Reverse causality possible
  - Do people have a higher quality of life because they participate in the arts?
  - Or do those with a higher quality of life tend to participate more in the arts?
  - Or are they mutually reinforcing?
- ▶ Caution: Social inequality could lead to differential arts participation, which could reinforce health disparities in the population

# Cultural attendance and wellbeing

## IMPACTS OF ARTS PRESENTING

### OPENING EYES TO INDIGENOUS PEOPLE'S STORIES

Community reaction to an Indigenous dance company's performance indicated that it was one of the most extraordinary experiences in memory. Families say that it opened their eyes to Indigenous people's stories.

*King's Theatre, Annapolis County, NS*

Source: Vitality and Impact of Arts  
Presenting in Canada, CAPACOA, February 2019

An initiative of a consortium of presenting networks and  
live performance associations led by



CANADIAN ARTS PRESENTING ASSOCIATION  
ASSOCIATION CANADIENNE DES ORGANISMES ARTISTIQUES

# Cultural attendance and wellbeing

## IMPACTS OF ARTS PRESENTING

### SONGS THAT HAD EVERYONE IN TEARS

At a free daytime songwriting workshop at a youth-at-risk drop-in centre, artists showed participants how to express their emotions by writing songs or poetry. The stories and songs that the kids came up with had everyone in tears.

*Prince George Folkfest Society, Prince George, BC*

Source: Vitality and Impact of Arts Presenting in Canada, CAPACOA, February 2019

An initiative of a consortium of presenting networks and live performance associations led by



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ASSOCIATION CANADIENNE DES ORGANISMES ARTISTIQUES

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**Thanks! Questions?**

**Kelly Hill**

**[kelly@hillstrategies.com](mailto:kelly@hillstrategies.com)**

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