

# *Research into the Arts, Culture and Official Languages in Canada: Facts and Gaps*

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## *On today's agenda...*

- ❖ Research gaps: initial thoughts
- ❖ Current research
- ❖ Tools
- ❖ Indicators
- ❖ Methodology
- ❖ Questions for discussion
- ❖ Discussion groups

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## *Research gaps*

- ❖ More more more!
- ❖ Money
- ❖ Time
- ❖ Data availability
- ❖ Consistency of analysis
- ❖ Research links / knowledge transfer

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## *Current research*

### **Cultural participation can:**

- enhance social understanding
- build social cohesion
- foster community development and civic participation
- promote identity formation

*Introduction: The Social Effects of Culture, Dick Stanley, Canadian Journal of Communication*

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## ***Question...***

**What does this mean for official language groups?**

- Empirical research needed
- Is there a link between the presence of cultural activities and minority language retention?

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## ***Tools***

- ❖ *Arts Research Monitor series & [www.ArtsResearchMonitor.com](http://www.ArtsResearchMonitor.com)*
- ❖ *Statistical Insights on the Arts series*
- ❖ Many, many other resources available

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## ***ArtsResearchMonitor.com***

### ■ Evidence about arts disciplines

- Performing arts
- Media arts
- Reading, writing, publishing and literacy
- Visual arts

### ■ Impacts of the arts

- Economic
- Social
- Health
- And more ...

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## ***ArtsResearchMonitor.com***

### ■ Evidence-based management for the arts ...

- Arts advocacy
- Arts attendance & participation
- Arts education
- Arts funding & finances
- Copyright and the arts
- Creative class, cities, people, neighbourhoods
- Diversity & immigration
- Facilities
- Human resources
- Internet, technology & the arts
- Miscellaneous resources
- Nonprofit sector information
- Organizational planning, management, governance & marketing
- Partnerships
- Provincial and local information
- State of the artist: earnings, growth, etc.
- Volunteers & donors
- Women in the arts

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## ***Statistical Insights on the Arts***

- *Cultural and heritage activities*
- *Consumer spending on culture*
- *Volunteers in the arts and culture*
- *Individual donors in the arts and culture*
- *Artists in Canada, provinces, large cities, small municipalities, neighbourhoods*

Available for free at [HillStrategies.com](http://HillStrategies.com)

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## ***Indicators***

- **Arts and healthy communities**
- **Data on official languages and ...**
  - Cultural participation
  - Artists

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## **The arts and healthy communities**

1. The arts bring together **diverse people**.
2. **Elected officials** understand the importance of supporting the arts and do so.
3. The arts are valued as a **critical component of learning** for all children and for adults.
4. Active participation in culture **creates individual and community meaning**.

**Ten Characteristics of a Healthy Community:  
How the Arts Can Be Integrated, Americans  
for the Arts, 2002**

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## **Arts and Healthy Communities**

5. Business people and corporate citizens **recognize that the arts are important to a healthy business environment** and are involved in the arts in diverse ways.
6. The arts are infused in the **natural and built environments**.
7. The arts are integral to **civic dialogue and community building**.

**Ten Characteristics of a Healthy Community: How  
the Arts Can Be Integrated, Americans for the Arts**

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## **Arts and Healthy Communities**

8. The arts are valued as an industry because of their **contribution to the “new economy”** which encompasses quality of life, economic development, and tourism.
9. The **contributions of individual artists** are valued and supported.
10. The arts flourish with **new and diverse leadership** informed by those who paved the way for them.

**Ten Characteristics of a Healthy Community: How the Arts Can Be Integrated, Americans for the Arts**<sub>3</sub>

## ***Question...***

**What does this mean for official language groups?**

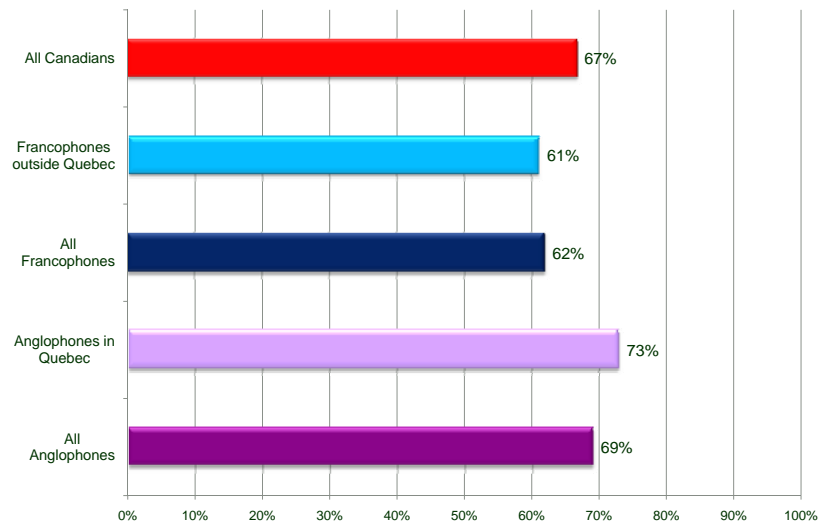
- Empirical research needed
- How can (or should) these characteristics be applied in the context of official language groups?

## *Cultural participation by language*

- ❖ Excerpts from forthcoming report  
*Factors in Canadians' Cultural Activities*
- ❖ To be released at the end of January
- ❖ Data from Statistics Canada's 2005 General Social Survey
- ❖ in-depth telephone survey of about 10,000 Canadians
- ❖ 15 years of age or older
  - ❖ Gap: children's activities
- ❖ Household language examined

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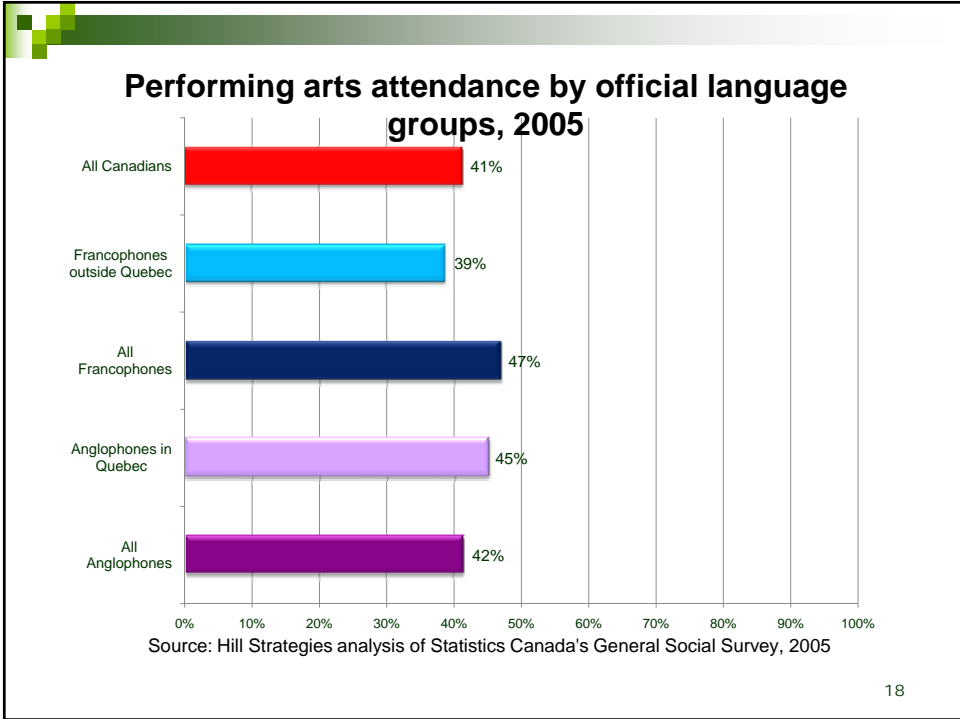
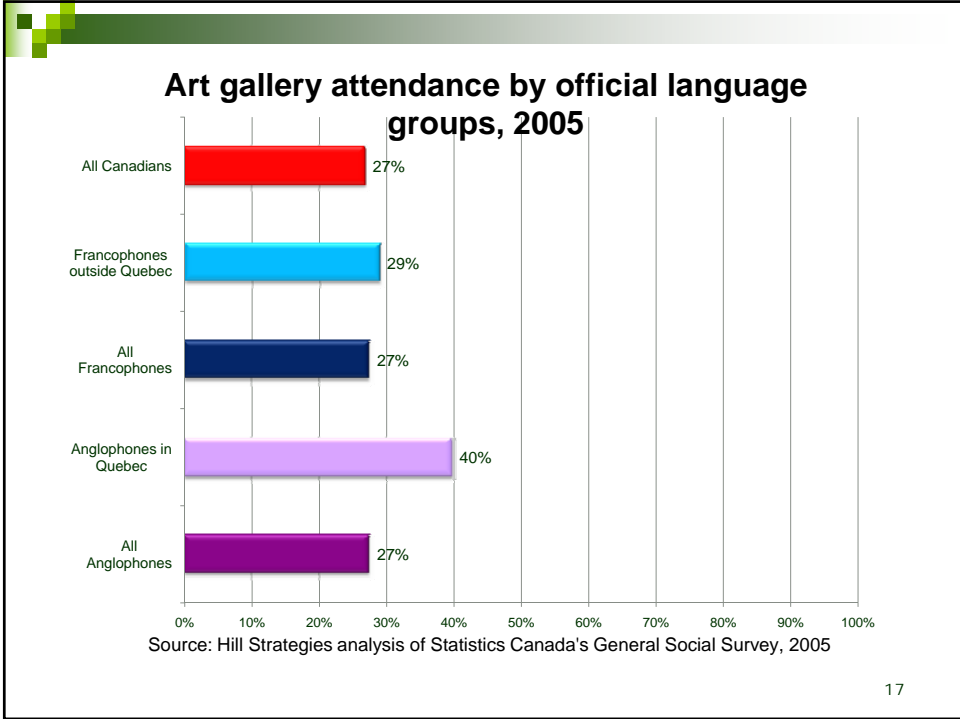
## **Book reading by official language groups, 2005**



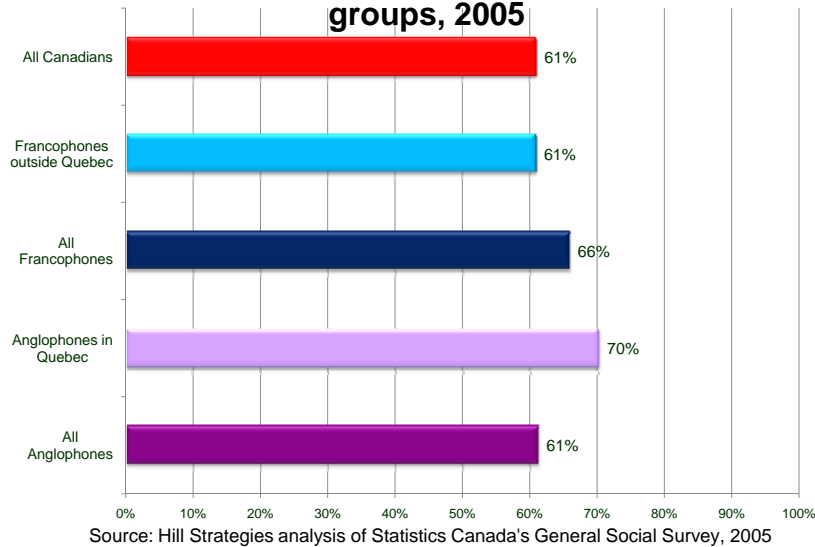
Source: Hill Strategies analysis of Statistics Canada's General Social Survey, 2005

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### Movie theatre attendance by official language groups, 2005



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### *Official language minority artists*

- 2001 Census data concerning artists outside of Quebec with French as their **mother tongue** and Quebec artists with English as their mother tongue
  - Mother tongue vs. household language
  - Consistency???
- Full census 2006 data will only be available later in 2008

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### *Methodological notes*

- Data on the occupation at which the respondent worked the most hours between May 6 and 12, 2001
- Provides conservative estimates of the number of artists
  - Many artists have multiple jobs
  - May is an in-between time for seasonal arts activities

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### *Methodology - 9 arts occupations*

1. Painters, sculptors and other visual artists;
2. Artisans and craftspersons;
3. Actors;
4. Conductors, composers and arrangers;
5. Dancers;
6. Musicians and singers;
7. Other performing artists (such as circus performers and puppeteers);
8. Producers, directors, choreographers, etc.;
9. Writers and editors.

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## ***Artists in Canada and minority language artists***

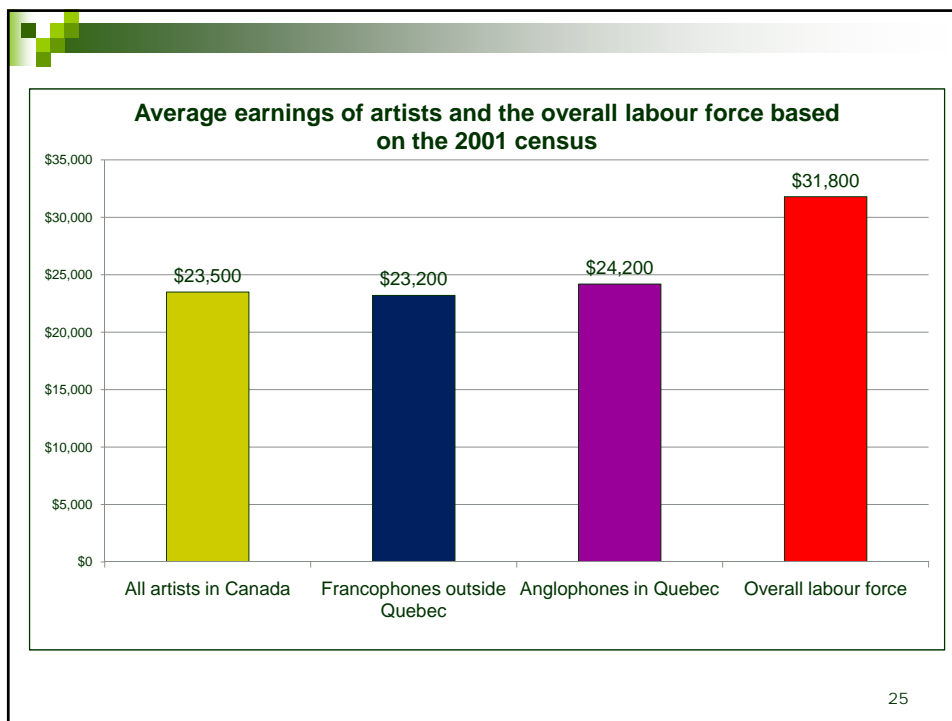
	All artists in Canada	Francophones outside of Quebec	Anglophones in Quebec
Number of artists	130,700	3,200	4,000
# per 1,000 labour force workers	8.0	5.8	13.8
Average earnings	\$23,500	\$23,200	\$24,200

Sources: *Les artistes francophones hors Québec*, Fédération culturelle canadienne-française, October 2007 and new calculations by Hill Strategies <sup>23</sup>

## ***A big gap...***

### **Why?**

- ...do Francophones outside Quebec have a slightly lower concentration of artists?
- ...do Anglophones in Quebec have a higher concentration of artists?
- More, more, more!



- Questions for discussion***
- ❖ Consistency of analysis
    - ❖ Desirable? Achievable?
  - ❖ Money, time, priority
    - ❖ Official language issues on more agendas?
  - ❖ Data availability
    - ❖ Other surveys of interest?
  - ❖ Research links / knowledge transfer
    - ❖ How can we keep in better touch?
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Thank you!  
Discussion to follow...  
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