

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



Research gaps

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



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**



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?**



Tools

❖ *Arts Research Monitor* series &
www.ArtsResearchMonitor.com

❖ *Statistical Insights on the Arts* series

❖ Many, many other resources available



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 ...



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



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



Indicators

- **Arts and healthy communities**

- **Data on official languages and ...**
 - Cultural participation
 - Artists



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*



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



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 Arts₃



Question...

What does this mean for official language groups?

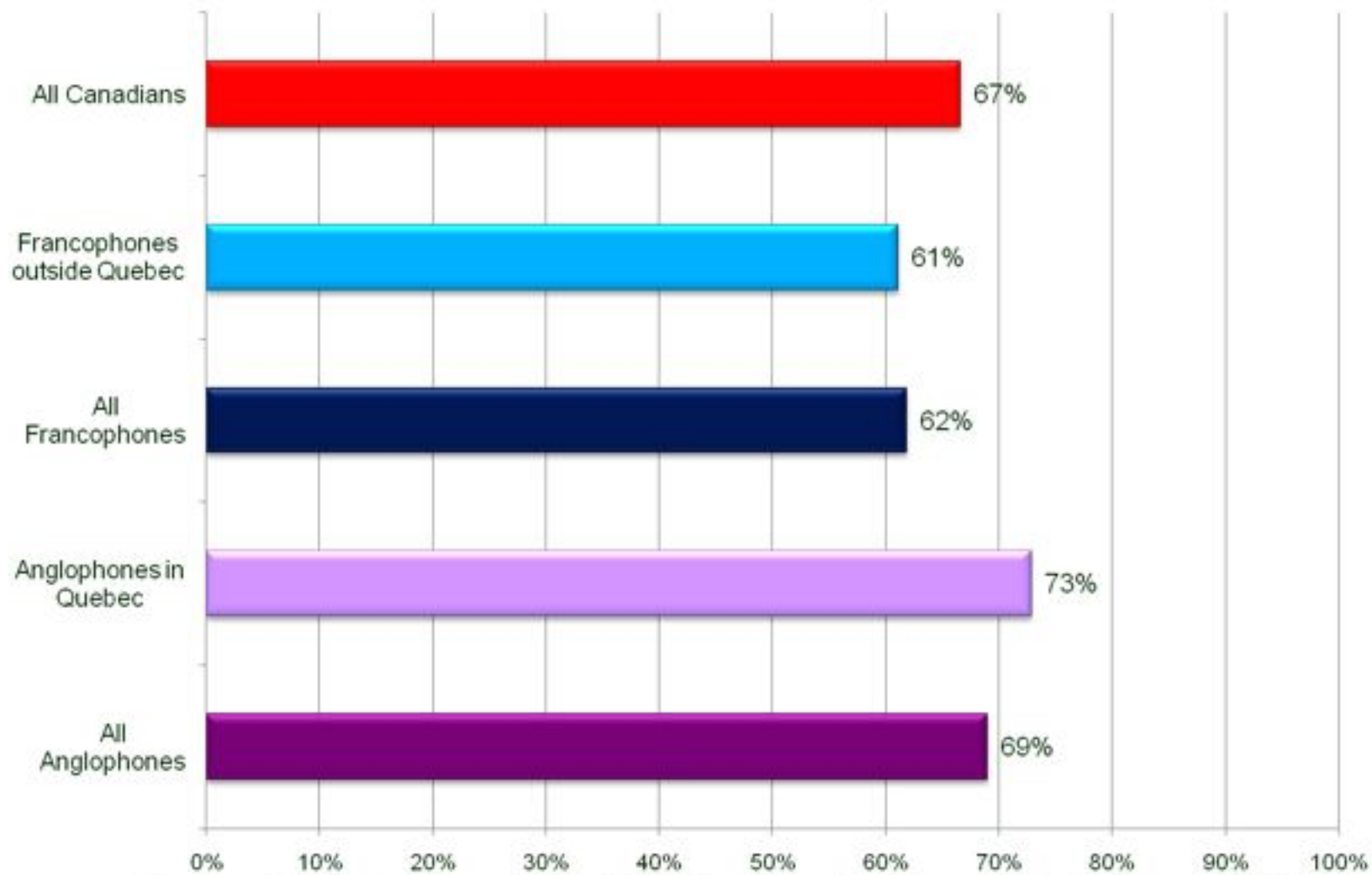
- **Empirical research needed**
- **How can (or should) these characteristics be applied in the context of official language groups?**



Cultural participation by language

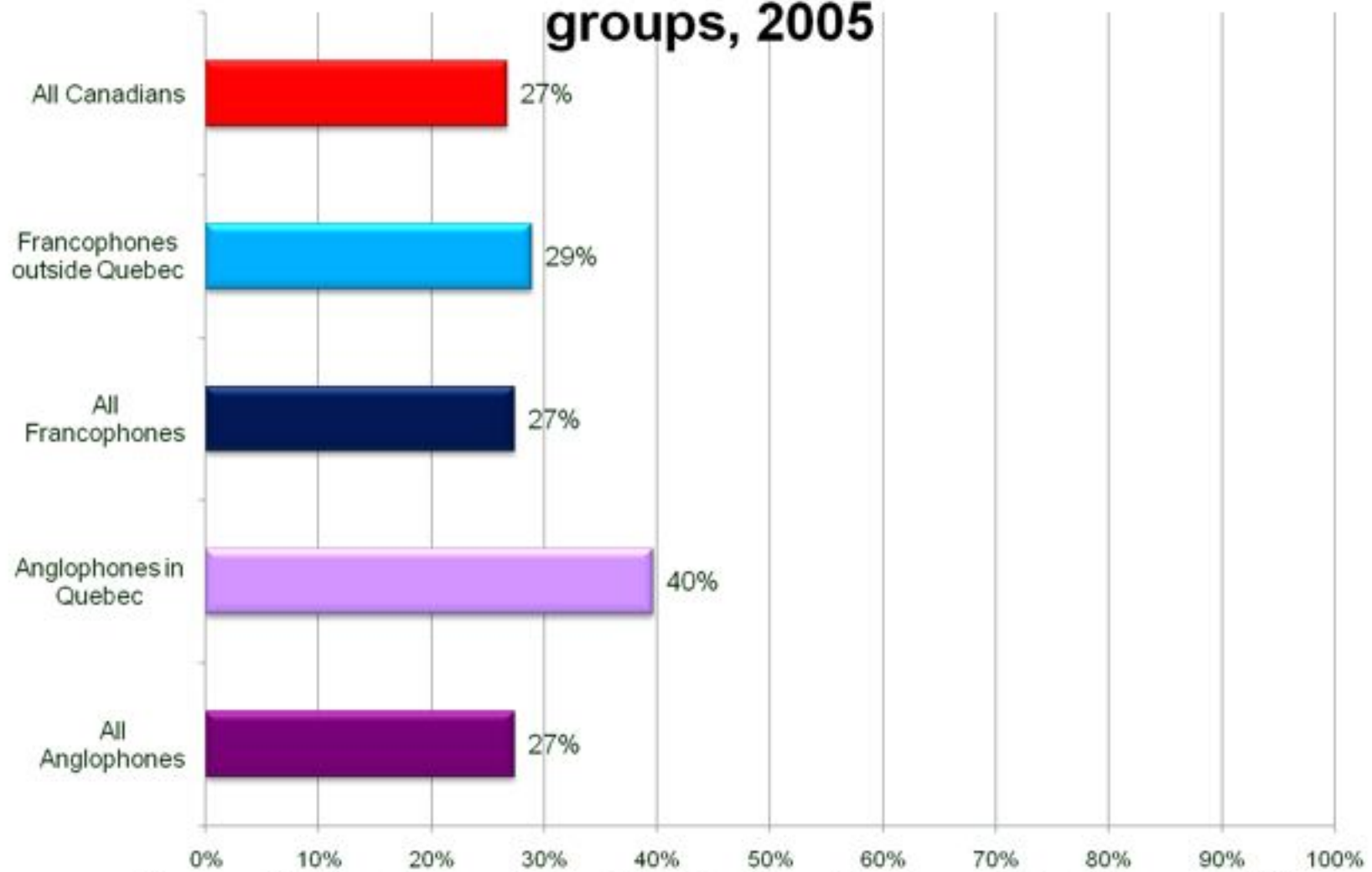
- ❖ Excerpts from forthcoming report
Factors in Canadians' Cultural Activities
- ❖ To be released at the end of January
- ❖ Data from Statistics Canada's 2005 General Social Survey
- ❖ in-depth telephone survey of about 10,000 Canadians
- ❖ 15 years of age or older
 - ❖ Gap: children's activities
- ❖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

Book reading by official language groups, 2005



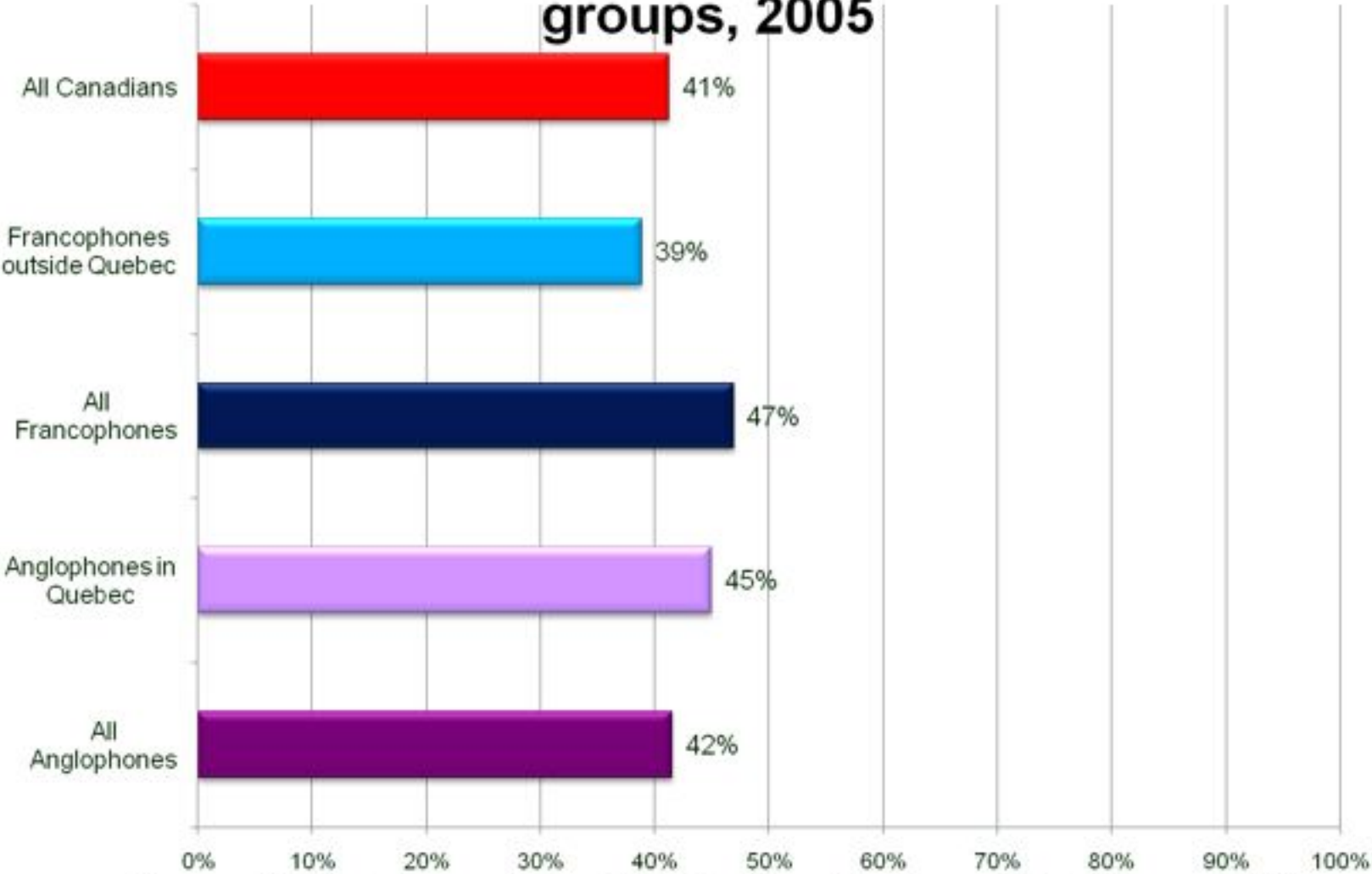
Source: Hill Strategies analysis of Statistics Canada's General Social Survey, 2005

Art gallery attendance by official language groups, 2005



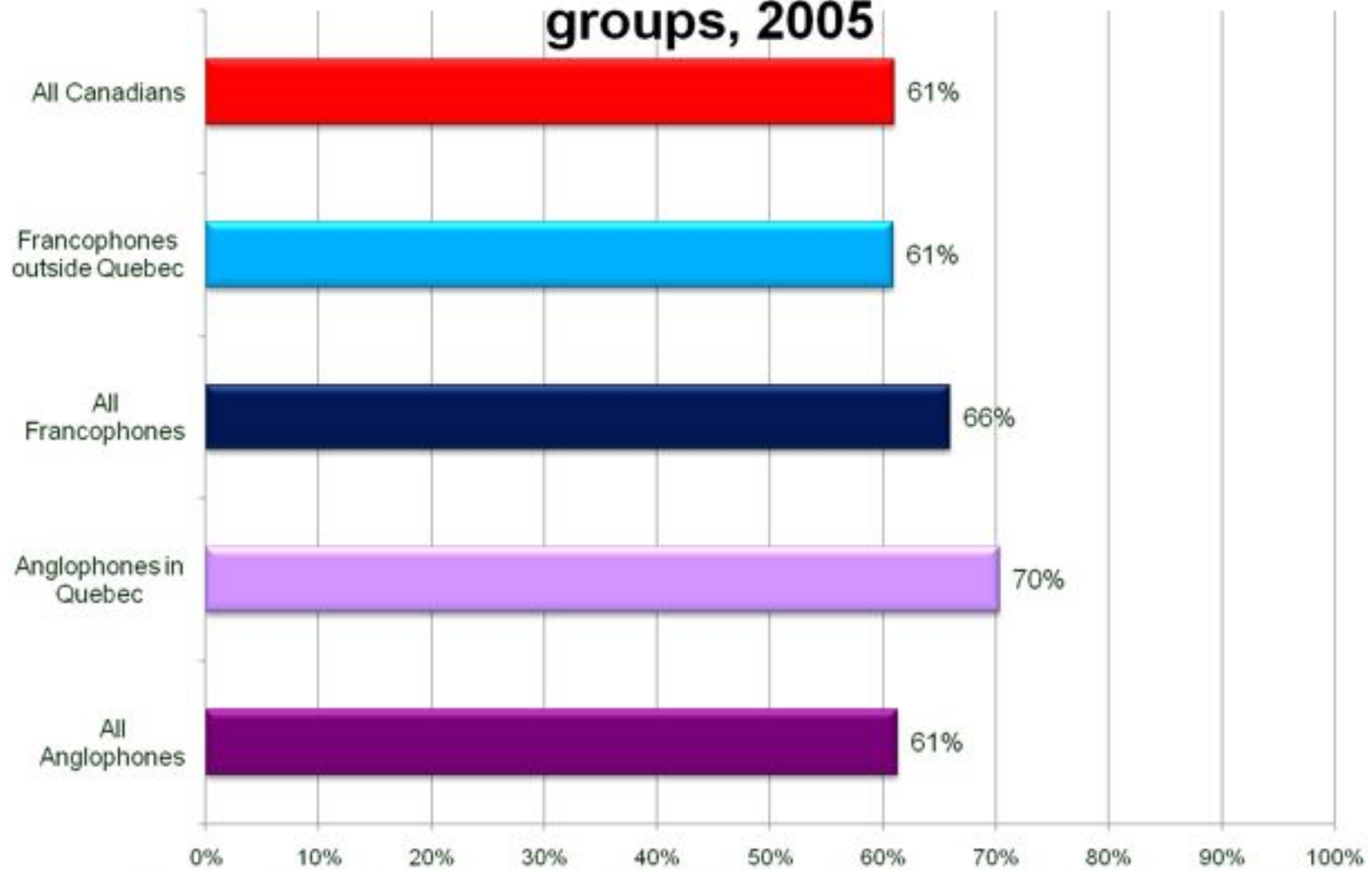
Source: Hill Strategies analysis of Statistics Canada's General Social Survey, 2005

Performing arts attendance by official language groups, 2005



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

Movie theatre attendance by official language groups, 2005



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



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



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

Methodology - 9 arts occupations

 Painters, sculptors and other visual artists;

 Artisans and craftspersons;

 Actors;

 Conductors, composers and arrangers;

 Dancers;

 Musicians and singers;

 Other performing artists (such as circus performers and puppeteers);

 Producers, directors, choreographers, etc.;

9. Writers and editors.

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

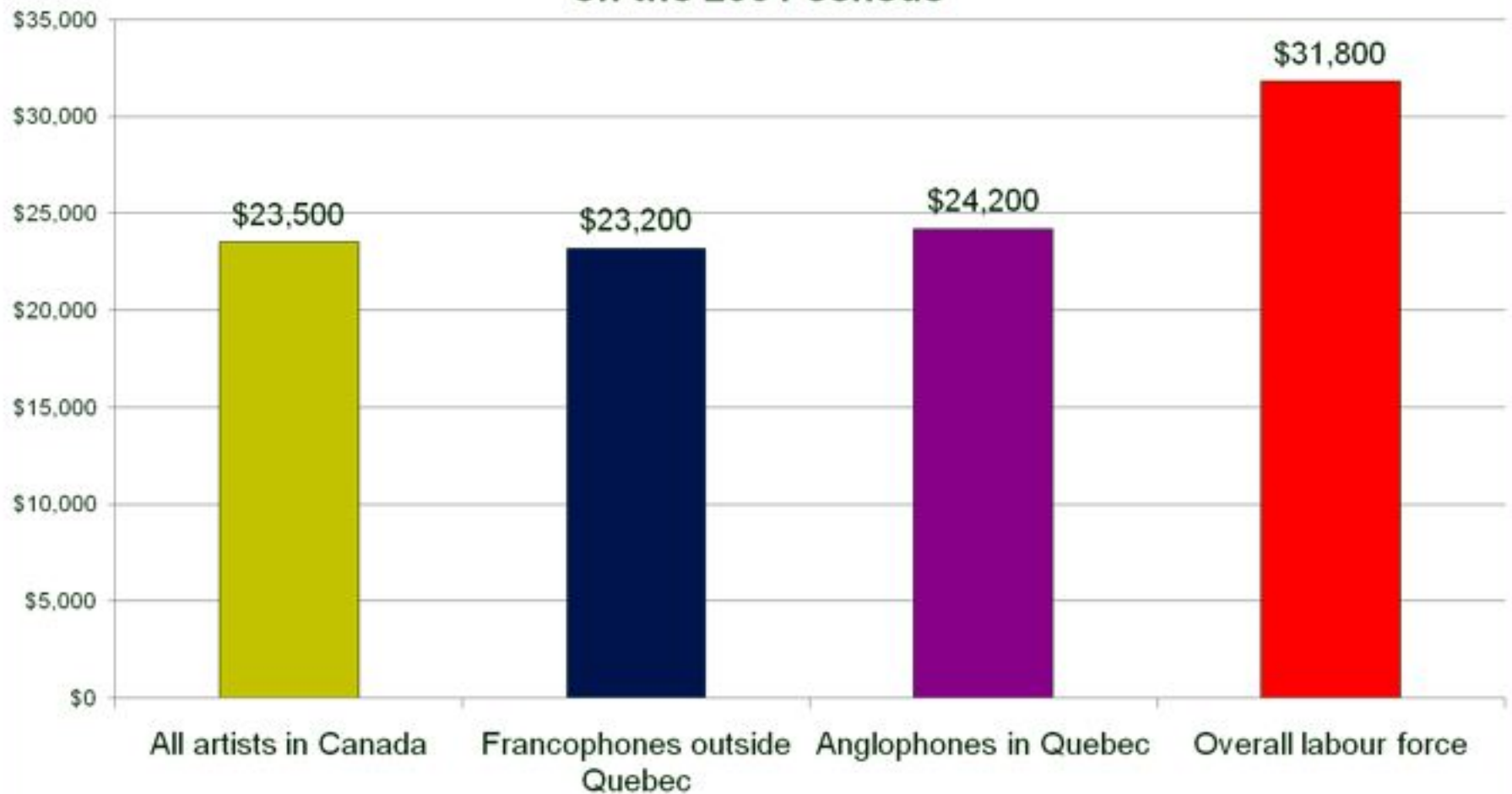


A big gap...

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!

Average earnings of artists and the overall labour force based on the 2001 census





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?

Thank you!
Discussion to follow...
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