

# Canadians' time and money crunch and the performing arts: Findings from the CIW

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*Arts in Perspective*  
Canadian Arts Presenting Association /  
Association canadienne des organismes artistiques  
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# Canadian Index of Wellbeing Mission

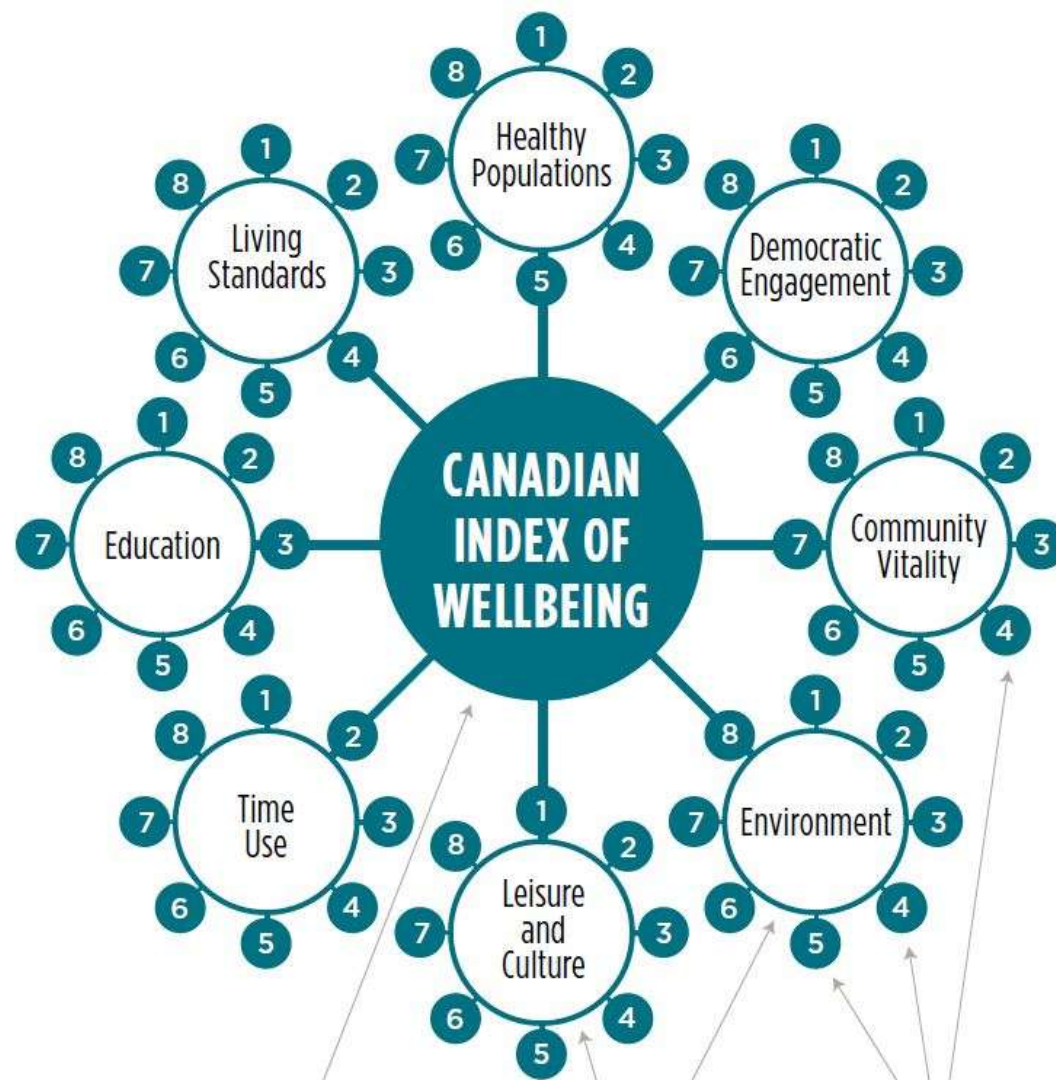
The CIW's mission is to:

- ✓ **Conduct rigorous research** related to, and regularly and publicly report on, the quality of life of Canadians;
- ✓ **Encourage** policy shapers and government leaders to make **decisions based on solid evidence**; and
- ✓ **Empower Canadians to advocate for change** that responds to their needs and values.

Rooted in  
Canadian Values



***Social justice***

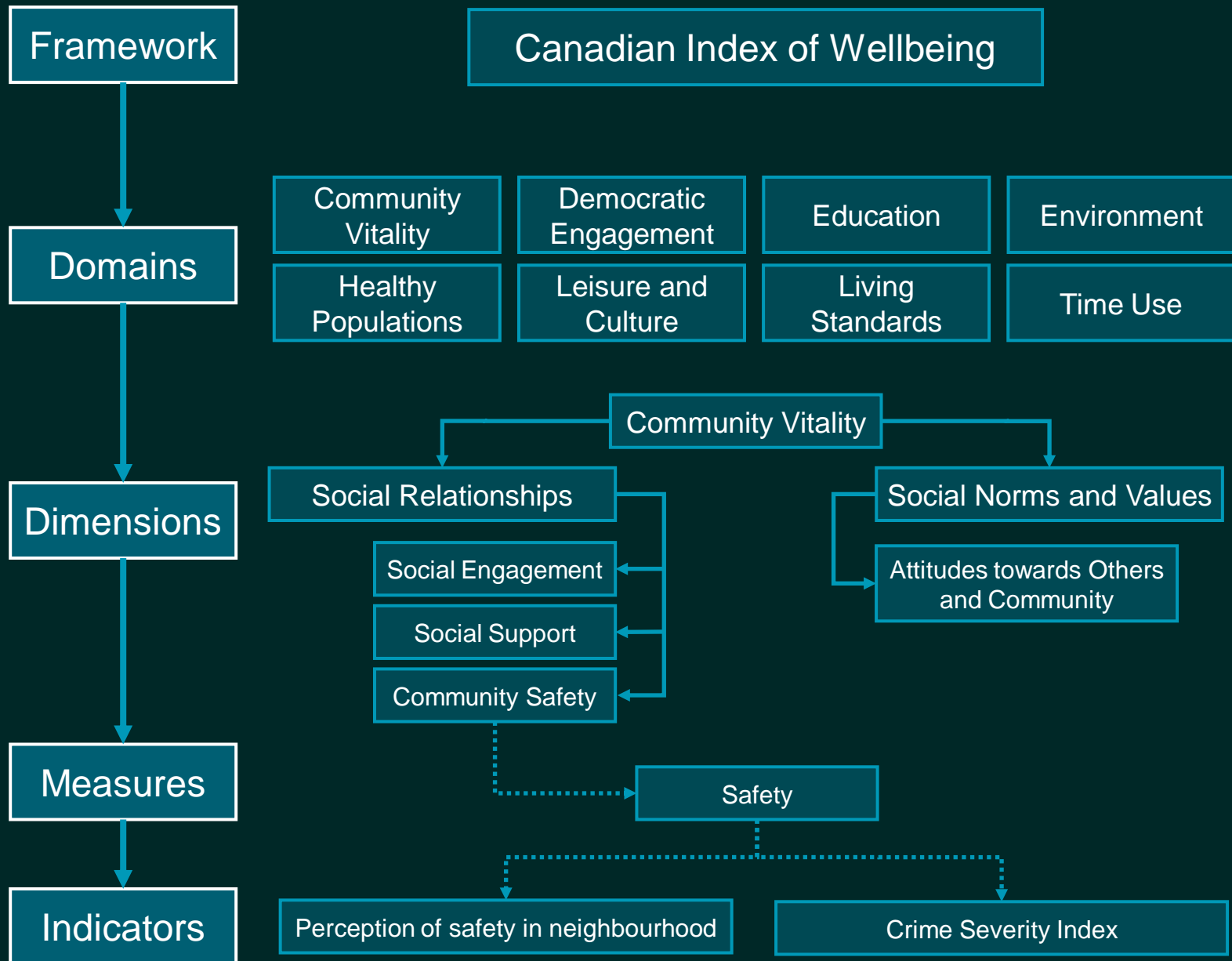


### CIW Composite Index

64 Indicators consolidated into a single CIW average

8 Domains

8 Indicators  
in each domain





**... AND VACATION TIME COLLAPSED AFTER THE RECESSION**

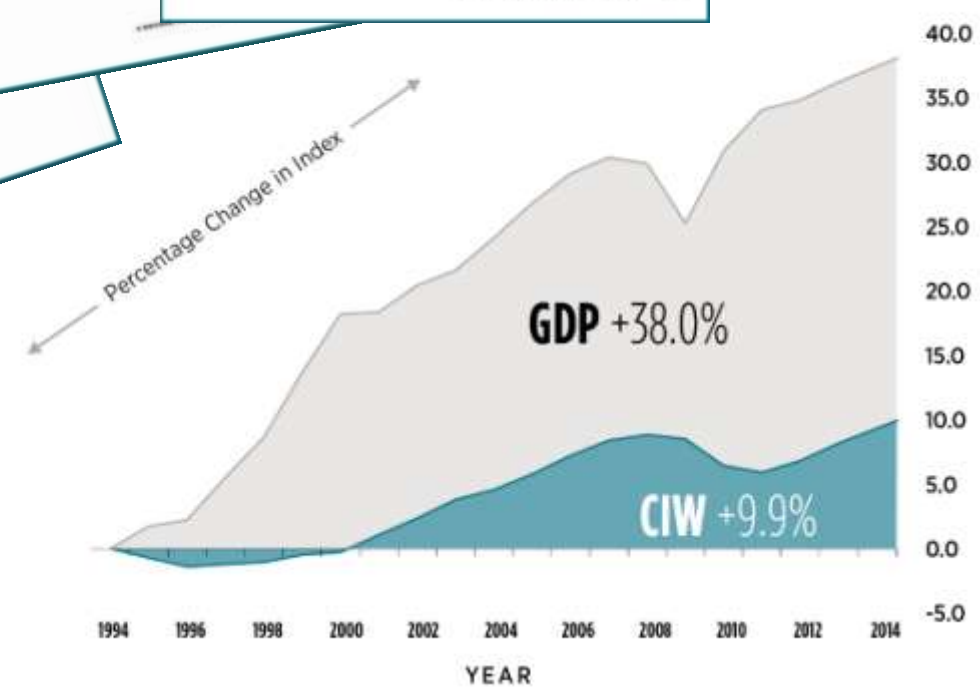
**7** **Hours away on vacation are down by almost a third.**  
The total number of nights Canadians spent away from home (on each vacation trip) was relatively stable from 1994 to 2008, averaging between 4.3 and 4.6 nights. However, after the 2008 recession, nights away dropped severely by almost a third (30%), with nights away averaging less than three by 2014. Canadians have traditionally been able to protect their vacations against fluctuations in the economy, but the recession seriously affected their ability to do so.

**BY 2014, HOUSEHOLD SPENDING ON CULTURE AND RECREATION WAS LOWER THAN IN 1994**

**7** **Canadians are spending 15% less on culture and recreation.**  
Regardless of whether households became wealthier or poorer over the years, the percentage of total household income devoted to culture and recreation remained at approximately 1% to 1.5% from 1997 to 2008. Following the recession, that percentage fell every year to 0.8% by 2014 — the first time it has been below 1% over the entire 27-year period. While a drop of just under 1% in expenditures for culture and recreation activities appears small, it represents an average decline of almost \$6,000 of total household expenditures over that period. Canadians are spending substantially less of their income on culture and recreation, down to 1% from 1994 levels, the bulk of which has occurred in the years since the recession.

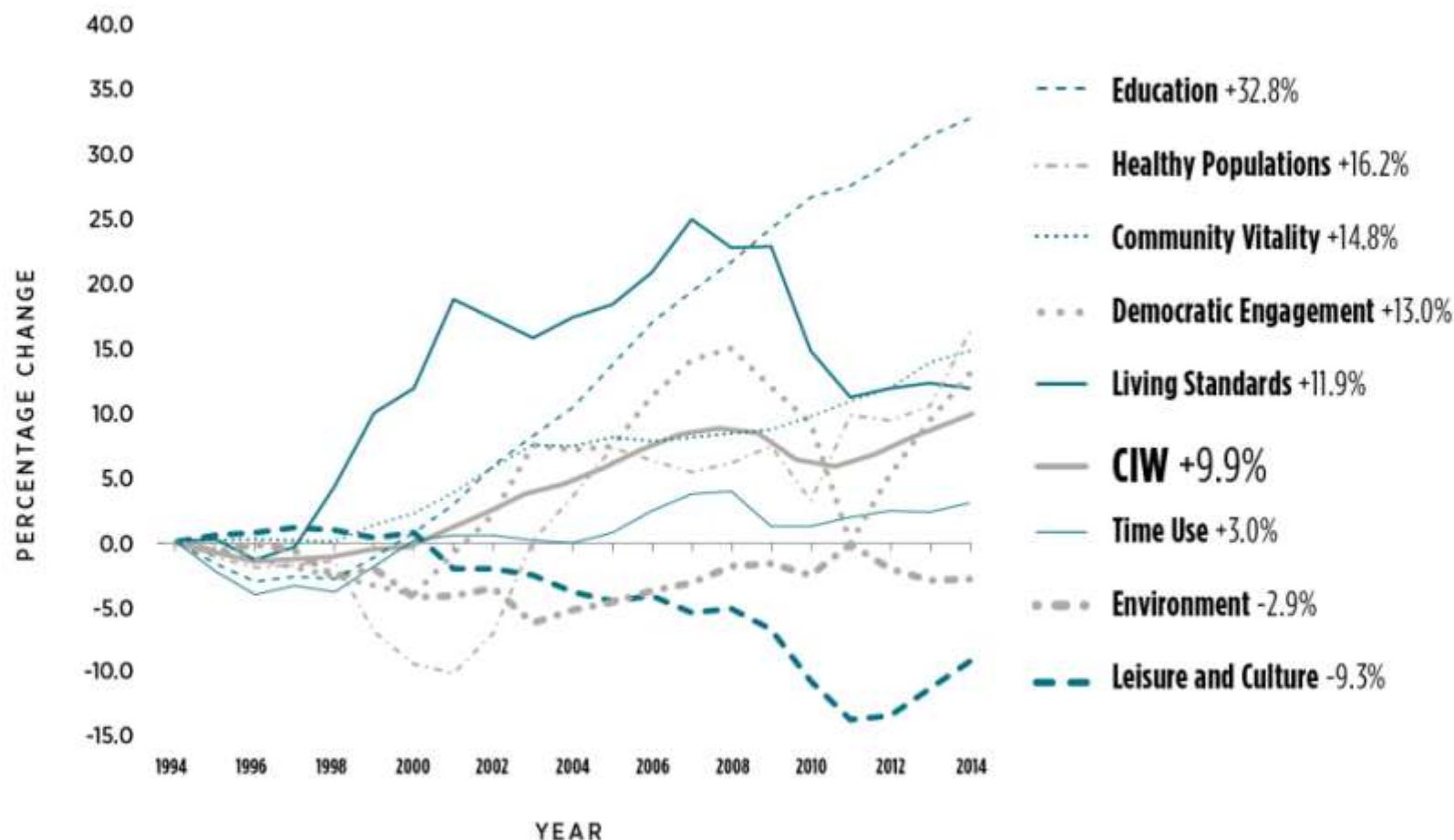
- LEISURE AND CULTURE**  
INDICATORS TRACKED SINCE 1994
- Average percentage of time spent on the previous day in social leisure activities
  - Average percentage of time spent on the previous day in arts and culture activities
  - Average weekly frequency of participation in physical activity lasting over 10 minutes
  - Average attendance per performance of all performing arts per household
  - Average number of hours volunteering for culture and recreation organizations
  - Average expenditures per day in National Parks and National Historic Sites
  - Average number of nights away on vacation trips in destinations at least 50 km from home
  - Expenditures on all culture and recreation as a percentage of total household expenditures

**HOW ARE WE REALLY DOING?**  
THE 2016 CIW

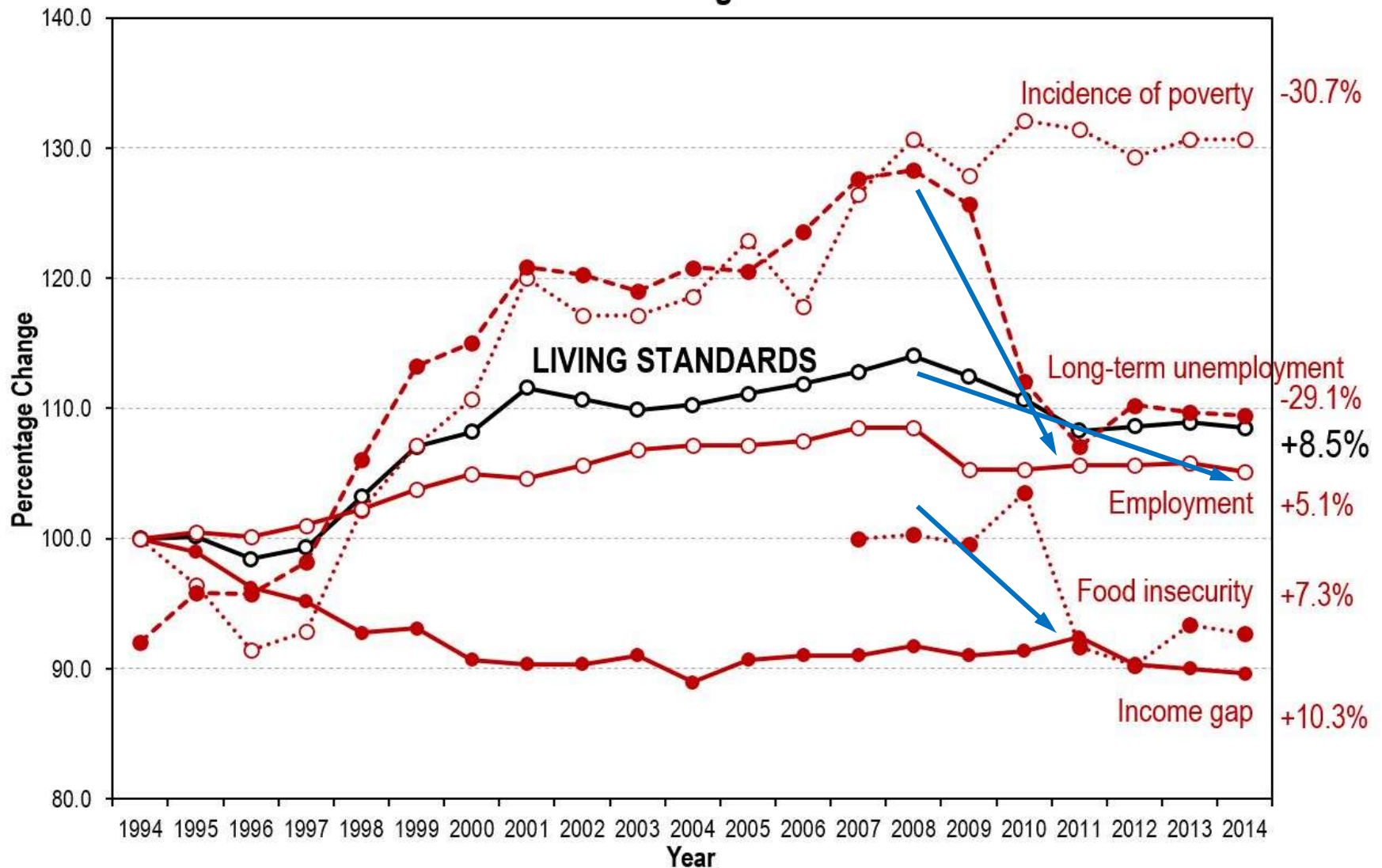




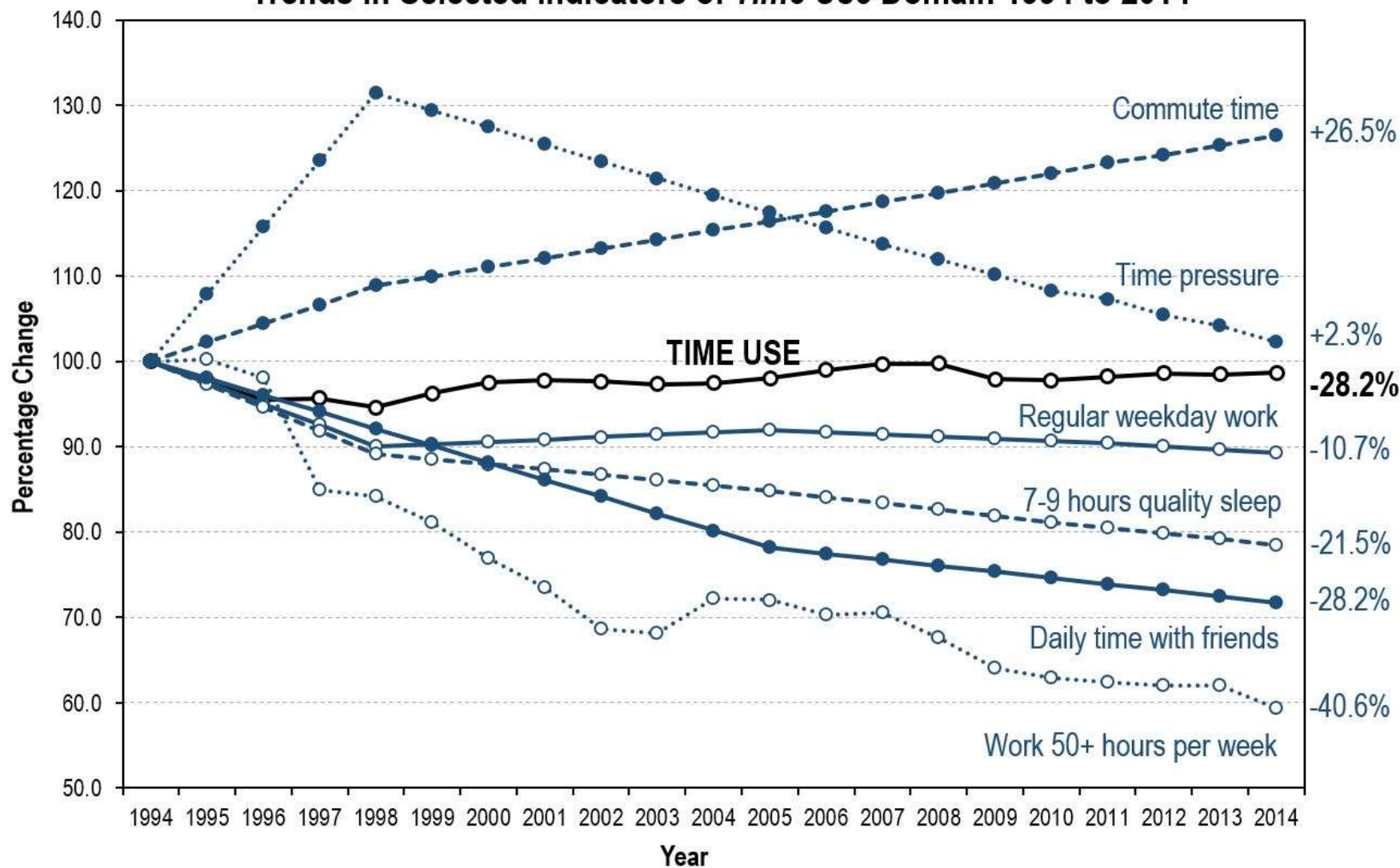
# Trends in the Eight Domains of the CIW from 1994 to 2014



## Trends in Selected Indicators of *Living Standards* Domain 1994 to 2014



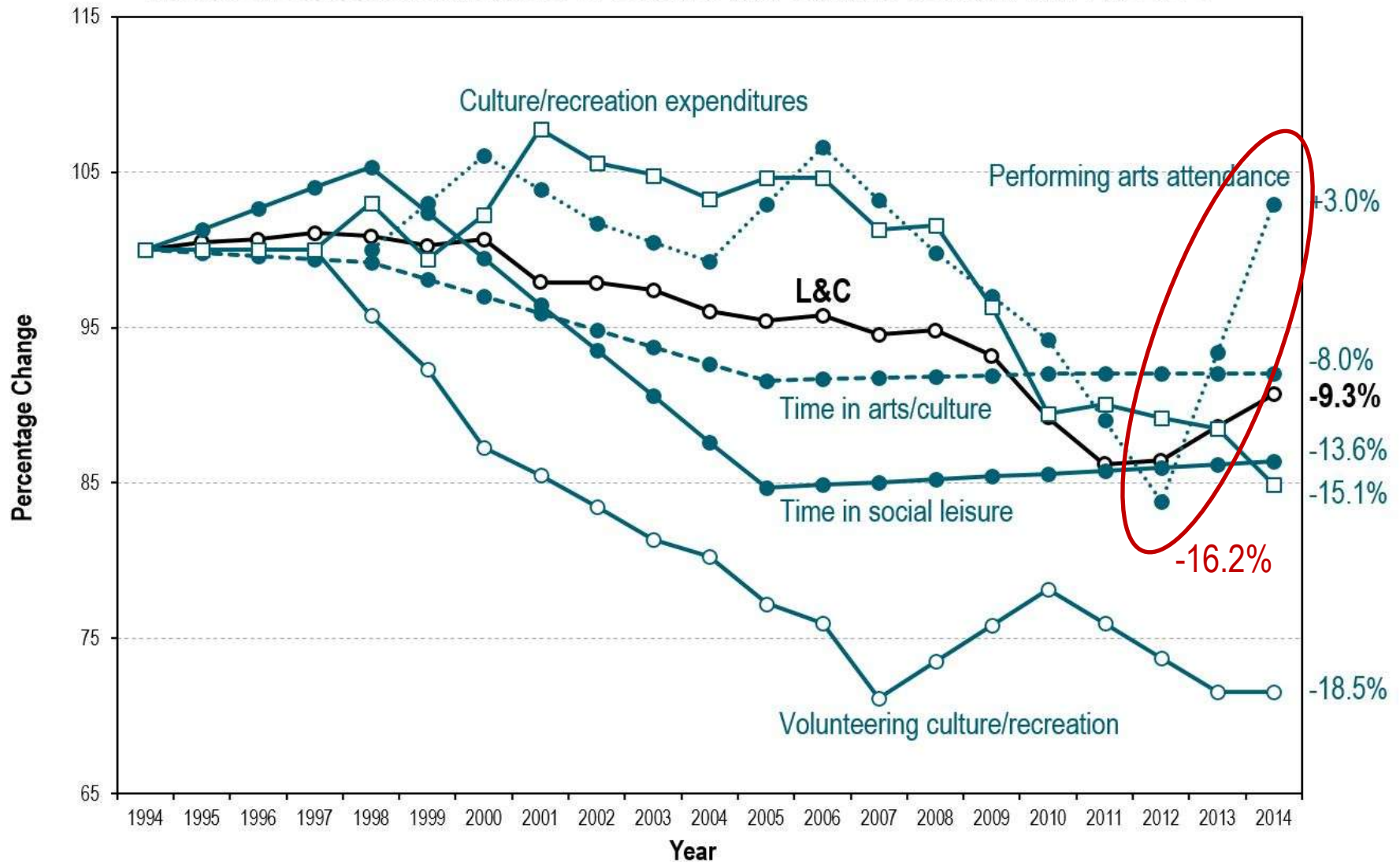
# Trends in Selected Indicators of *Time Use* Domain 1994 to 2014



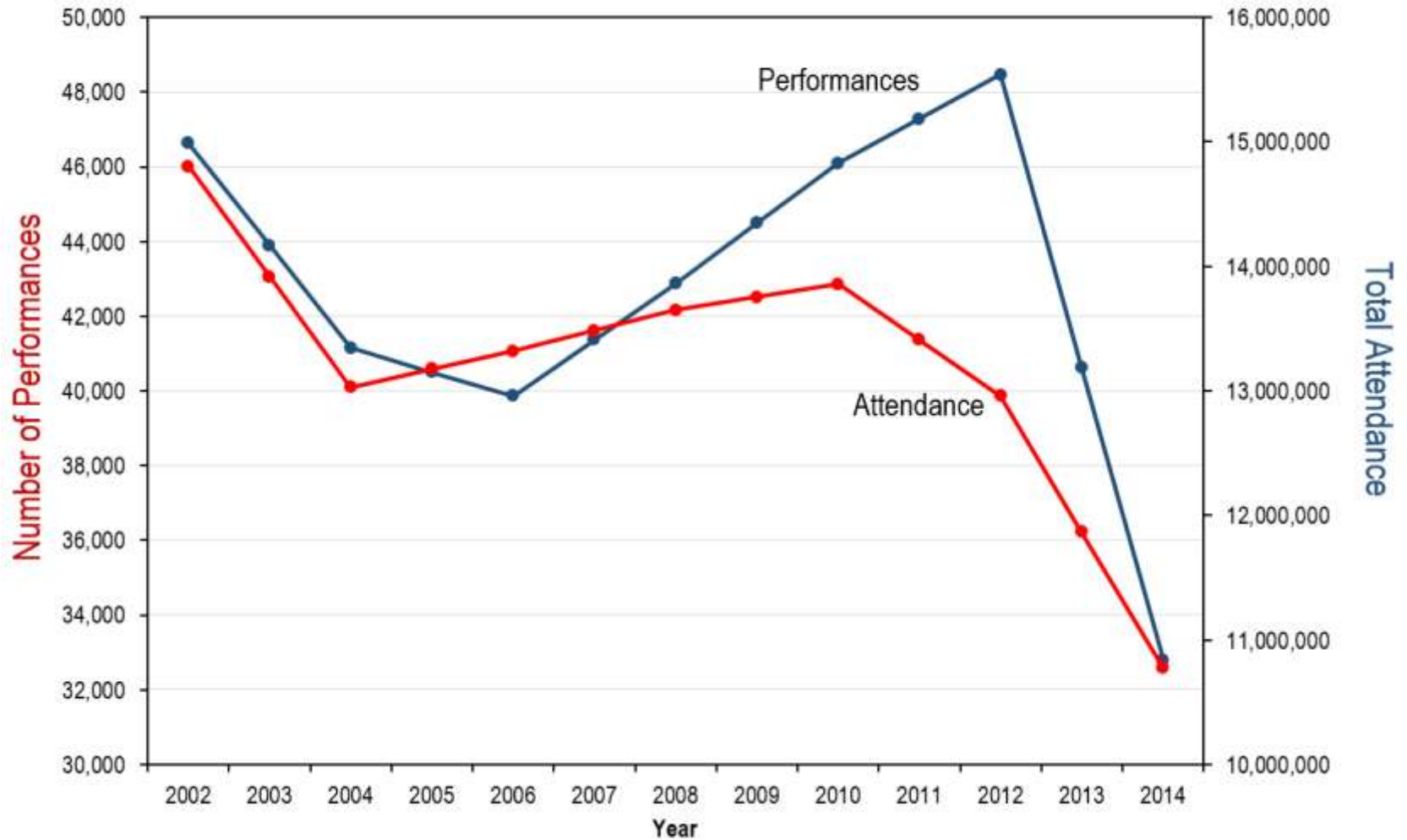


**What? So what?**  
**What stands out for you?**

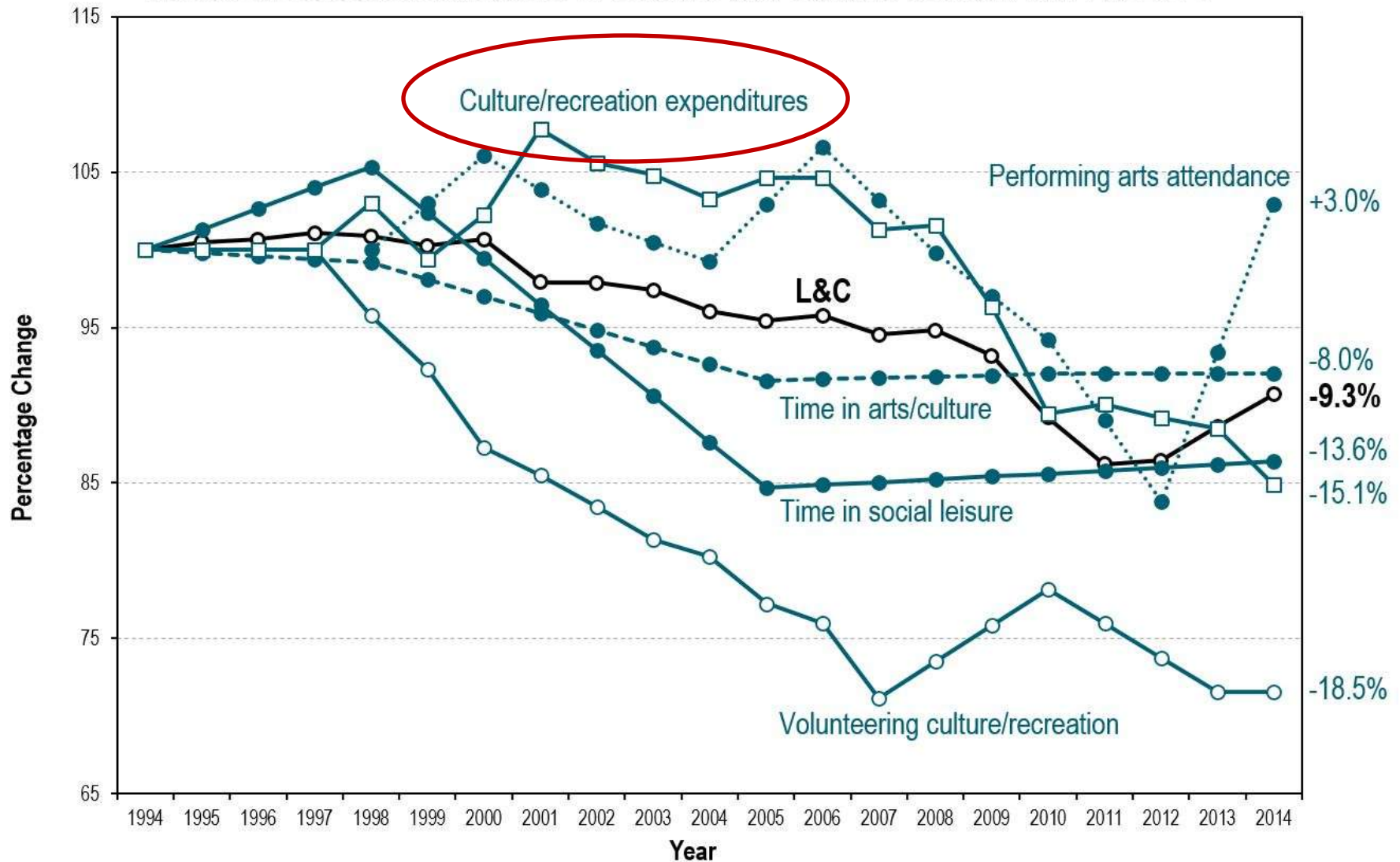
# Trends in Selected Indicators of *Leisure and Culture* Domain 1994 to 2014



# Attendance and Number of Performances 2002 to 2014

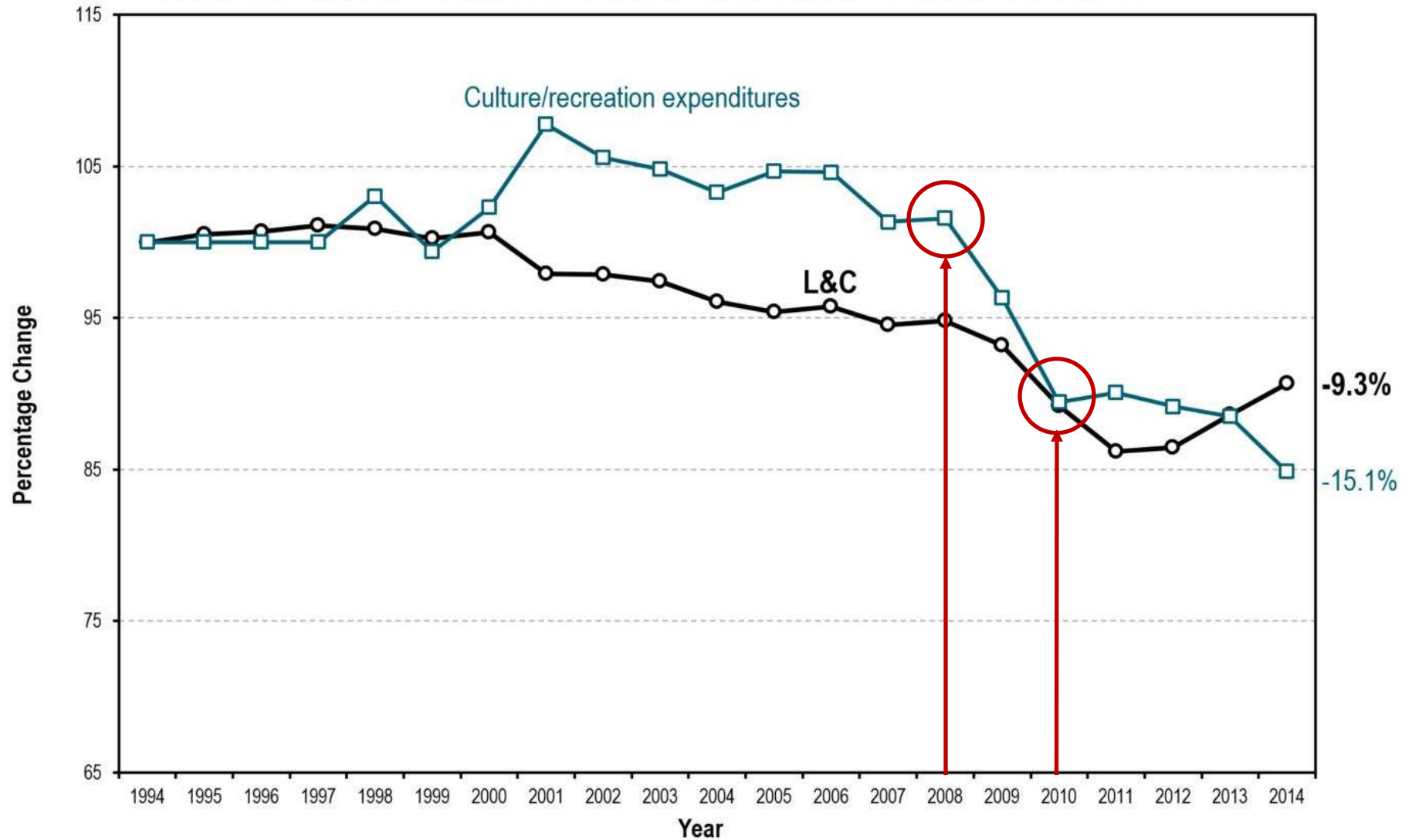


# Trends in Selected Indicators of *Leisure and Culture* Domain 1994 to 2014





# Trends in Selected Indicators of *Leisure and Culture* Domain 1994 to 2014



**What? So what?**

**What observations do you have?**

**What patterns or conclusions are  
emerging?**



Community Wellbeing Survey		
Section A: Community Vitality		
	No	Yes
In the past 12 months, did you do any unpaid volunteer work for any organization?		
	<input type="radio"/>	<input type="radio"/>
In the past 12 months, were you a member of or a participant in...		
	No	Yes
a union or professional association?	<input type="radio"/>	<input type="radio"/>
a political party or group?	<input type="radio"/>	<input type="radio"/>
a sports or recreational organization (e.g., hockey league, health club, golf club)?	<input type="radio"/>	<input type="radio"/>
a cultural, educational or hobby organization (e.g., theatre group, book club, bridge club)?	<input type="radio"/>	<input type="radio"/>
a religious-affiliated group (e.g., church youth group, choir)?	<input type="radio"/>	<input type="radio"/>
a school group, neighbourhood, civic or community association (e.g., PTA, alumni, block parents, neighbourhood watch)?	<input type="radio"/>	<input type="radio"/>
a service club or fraternal organization (e.g., Kiwanis, Knights of Columbus, the Legion)?	<input type="radio"/>	<input type="radio"/>
a public interest group (e.g., focused on the environment, animal welfare, food security, homelessness)?	<input type="radio"/>	<input type="radio"/>
some other organized group or activity not mentioned above?	<input type="radio"/>	<input type="radio"/>
In the past 12 months, did you provide any unpaid help to anyone ...		
	No	Yes
with work at their home such as cooking, cleaning, gardening, maintenance, painting, shovelling snow, or car repairs?	<input type="radio"/>	<input type="radio"/>
by doing any shopping, driving someone to the store, or to any other appointments?	<input type="radio"/>	<input type="radio"/>
with paperwork tasks such as writing letters, doing taxes, filling out forms, banking, paying bills, or finding information?	<input type="radio"/>	<input type="radio"/>
with health-related or personal care, such as emotional support, counselling, providing advice, visiting the elderly, unpaid babysitting?	<input type="radio"/>	<input type="radio"/>
with unpaid teaching, coaching, tutoring, or assisting with reading?	<input type="radio"/>	<input type="radio"/>

# CIW Community Wellbeing Survey

# Communities participating in the *CIW Community Wellbeing Survey*

(May 2012 to August 2014)

City	Population	Respondents
Victoria.....	277,604	2,239
Guelph.....	121,688	1,401
Waterloo Region.....	350,753	1,238
Kingston and region .....	135,280	1,515
Wood Buffalo Region.....	64,004	554



## Percentage of Residents Engaging the Arts in Past Year

City/Region	Musical concerts	Art galleries /museums	Festivals	Ballet /dance	Live theatre
Victoria	69.9	<b>67.5</b>	56.3	25.9	48.2
Kingston	66.8	49.9	<b>49.4</b>	20.6	54.9
Waterloo	65.3	57.9	<b>70.8</b>	24.1	<b>59.5</b>
Guelph	68.6	61.0	<b>67.1</b>	26.3	<b>59.2</b>
Wood Buffalo	69.7	<b>39.4</b>	<b>72.3</b>	20.9	49.3

## Relationship of Arts Engagement to Individual and Community Wellbeing

City/Region	Life satisfaction		Overall wellbeing		Sense of belonging	
	<i>r</i>	<i>p</i>	<i>r</i>	<i>p</i>	<i>r</i>	<i>p</i>
Victoria	<b>.183</b>	< .001	<b>.126</b>	< .001	<b>.186</b>	< .001
Kingston	<b>.183</b>	< .001	<b>.176</b>	< .001	<b>.161</b>	< .001
Waterloo	<b>.121</b>	< .001	<b>.146</b>	< .001	<b>.106</b>	< .001
Guelph	–	–	<b>.182</b>	< .001	<b>.243</b>	< .001
Wood Buffalo	<b>.160</b>	< .001	<b>.186</b>	< .001	<b>.185</b>	< .001



# CANADIAN index OF WELLBEING

Measuring what matters  
Making measures matter

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[www.ciw.ca](http://www.ciw.ca)

