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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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.
CIW Composite Index
64 Indicators consolidated into a single CIW average

8 Domains
8 Indicators in each domain
Canadian Index of Wellbeing

Framework

Domains

- Community Vitality
- Democratic Engagement
- Education
- Environment

- Healthy Populations
- Leisure and Culture
- Living Standards
- Time Use

Dimensions

- Community Vitality

Dimensions of Community Vitality

- Social Relationships
  - Social Engagement
  - Social Support
  - Community Safety

- Social Norms and Values
  - Attitudes towards Others and Community

Measures

Indicators

- Safety
  - Perception of safety in neighbourhood
  - Crime Severity Index
Trends in the Eight Domains of the CIW from 1994 to 2014

- **Education**: +32.8%
- **Healthy Populations**: +16.2%
- **Community Vitality**: +14.8%
- **Democratic Engagement**: +13.0%
- **Living Standards**: +11.9%
- **CIW**: +9.9%
- **Time Use**: +3.0%
- **Environment**: -2.9%
- **Leisure and Culture**: -9.3%
Trends in Selected Indicators of Living Standards Domain 1994 to 2014

- Incidence of poverty: -30.7%
- Long-term unemployment: -29.1%
- Employment: +8.5%
- Food insecurity: +7.3%
- Income gap: +10.3%
Trends in Selected Indicators of Time Use Domain 1994 to 2014

- Commute time: +26.5%
- Time pressure: +2.3%
- Regular weekday work: -10.7%
- 7-9 hours quality sleep: -21.5%
- Daily time with friends: -28.2%
- Work 50+ hours per week: -40.6%

Percentage Change vs. Year
What? So what?
What stands out for you?
Trends in Selected Indicators of *Leisure and Culture* Domain 1994 to 2014

- **Culture/recreation expenditures**
- **Performing arts attendance**
- **Time in arts/culture**
- **Time in social leisure**
- **Volunteering culture/recreation**

Percentage Change:
- *L&C*:
  - 1994: -8.0%
  - 2014: -16.2%

Year:
- 1994 to 2014
Attendance and Number of Performances 2002 to 2014

- Performances
- Attendance


- Number of Performances
- Total Attendance

Values:
- 50,000 to 33,000 for Performances
- 16,000,000 to 11,000,000 for Total Attendance
Trends in Selected Indicators of *Leisure and Culture* Domain 1994 to 2014

- **Culture/recreation expenditures**: +3.0%
- **Performing arts attendance**: -8.0%
- **L & C**: -9.3%
- **Time in arts/culture**: -13.6%
- **Time in social leisure**: -15.1%
- **Volunteering culture/recreation**: -18.5%
Trends in Selected Indicators of *Leisure and Culture* Domain 1994 to 2014

- Culture/recreation expenditures
- L&C

Percentage Change

Year


-9.3%

-15.1%
What? So what?
What observations do you have?
What patterns or conclusions are emerging?
CIW Community Wellbeing Survey
Communities participating in the CIW Community Wellbeing Survey
(May 2012 to August 2014)

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victoria</td>
<td>277,604</td>
<td>2,239</td>
</tr>
<tr>
<td>Guelph</td>
<td>121,688</td>
<td>1,401</td>
</tr>
<tr>
<td>Waterloo Region</td>
<td>350,753</td>
<td>1,238</td>
</tr>
<tr>
<td>Kingston and region</td>
<td>135,280</td>
<td>1,515</td>
</tr>
<tr>
<td>Wood Buffalo Region</td>
<td>64,004</td>
<td>554</td>
</tr>
</tbody>
</table>
## Percentage of Residents Engaging the Arts in Past Year

<table>
<thead>
<tr>
<th>City/Region</th>
<th>Musical concerts</th>
<th>Art galleries /museums</th>
<th>Festivals</th>
<th>Ballet /dance</th>
<th>Live theatre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victoria</td>
<td>69.9</td>
<td>67.5</td>
<td>56.3</td>
<td>25.9</td>
<td>48.2</td>
</tr>
<tr>
<td>Kingston</td>
<td>66.8</td>
<td>49.9</td>
<td>49.4</td>
<td>20.6</td>
<td>54.9</td>
</tr>
<tr>
<td>Waterloo</td>
<td>65.3</td>
<td>57.9</td>
<td>70.8</td>
<td>24.1</td>
<td>59.5</td>
</tr>
<tr>
<td>Guelph</td>
<td>68.6</td>
<td>61.0</td>
<td>67.1</td>
<td>26.3</td>
<td>59.2</td>
</tr>
<tr>
<td>Wood Buffalo</td>
<td>69.7</td>
<td>39.4</td>
<td>72.3</td>
<td>20.9</td>
<td>49.3</td>
</tr>
</tbody>
</table>
## Relationship of Arts Engagement to Individual and Community Wellbeing

<table>
<thead>
<tr>
<th>City/Region</th>
<th>Life satisfaction</th>
<th>Overall wellbeing</th>
<th>Sense of belonging</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>r</td>
<td>p</td>
<td>r</td>
</tr>
<tr>
<td>Victoria</td>
<td>.183</td>
<td>&lt; .001</td>
<td>.126</td>
</tr>
<tr>
<td>Kingston</td>
<td>.183</td>
<td>&lt; .001</td>
<td>.176</td>
</tr>
<tr>
<td>Waterloo</td>
<td>.121</td>
<td>&lt; .001</td>
<td>.146</td>
</tr>
<tr>
<td>Guelph</td>
<td>–</td>
<td>–</td>
<td>.182</td>
</tr>
<tr>
<td>Wood Buffalo</td>
<td>.160</td>
<td>&lt; .001</td>
<td>.186</td>
</tr>
</tbody>
</table>
With respect to Income Inequality, the group identified two specific policy directions:

- a universal basic income and extension of benefits to low-income Canadians.

The group also put forth policy directions to tackle Inequality in other, interconnected aspects of Canadians’ lives:

- build on the strength of the education domain and develop a Pan-Canadian education strategy;
- focus on an “upstream” approach to health;
- leverage the collaborative power of communities for social change;
- provide universal access to leisure and culture; and
- improve the collection of social and environmental data.