

SPOTLIGHT ON THE ARTS:

Impact on Business, Health and Well-being

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- Hamilton-based company that specializes in analyzing Canada's arts economy
- Free resources available via internet, email, social media
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- Arts Research Monitor
(154 issues since 2002)
- Statistical Insights on the Arts
(46 issues since 2002)
- Presentations
- Commissioned research projects



4 key propositions

1. The arts economy is large and unique.
2. The arts are a vital part of our lives and communities.
3. Demographics – including arts attendance – are changing.
4. Integrating the arts as a regular activity could be a positive step for individuals and service providers.





Proposition: The arts economy is large and unique.

- Direct economic impact of the arts, culture, and heritage
- \$61.7 billion in 2014
 - 3.3% of Canadian GDP
- 700,100 jobs
 - 3.9% of total employment

Source: National estimates from *Provincial and Territorial Culture Indicators, 2010 to 2014*, Statistics Canada, June 2016, summarized in the *Arts Research Monitor* www.hillstrategies.com/content/national-estimates-provincial-and-territorial-culture-indicators-2010-2014

Proposition: The arts economy is large and unique.

- Almost \$62 billion in direct economic impact
 - *agriculture, forestry, fishing, and hunting (\$29 billion)*
 - *accommodation and food services (\$38 billion)*
 - *utilities (\$43 billion)*

Source: National estimates from *Provincial and Territorial Culture Indicators, 2010 to 2014*, Statistics Canada, June 2016, summarized in the Arts Research Monitor www.hillstrategies.com/content/national-estimates-provincial-and-territorial-culture-indicators-2010-2014





Proposition: The arts economy is large and unique.

- Ontario has 58,000 professional artists
- Median income of just \$23,200
 - *41% less than other workers*

➔ Pay your artists!

Source: *Artists and Cultural Workers in Canada's Provinces and Territories*, Hill Strategies Research Inc., October 2014, <http://www.hillstrategies.com/content/artists-and-cultural-workers-canada's-provinces-and-territories>



Proposition: The arts are a vital part of our lives and communities.

Range of impacts / outcomes

- Cultural
- Social
- Economic
- Governance
- Environmental

- My focus: arts attendance
- Dr. Kate: active arts participation

Source: *A schema of measurable outcomes for cultural engagement*, Cultural Development Network (Australia), 2017, www.culturaldevelopment.net.au/outcomes/



Proposition: The arts are a vital part of our lives and communities.

Because humans are innately creative.

- American report: “Art has always drawn people together. Humans have made useful objects with aesthetic features for as long as 50,000 years.”
- Australian report: "Creativity is innate to humanity, and the arts are vital expressions of human experience.“

Sources: *Connecting Australians: Results of the National Arts Participation Survey*, June 2017, <http://www.australiacouncil.gov.au/research/connecting-australians/>

Hearts and Minds: The Arts and Civic Engagement, by Nick Rabkin for The James Irvine Foundation, April 2017, <https://www.irvine.org/arts/learning>



Proposition: The arts are a vital part of our lives and communities.

Personal benefits of performing arts attendance

- “Entertainment, fun” (cited as a main personal benefit by 84% of survey respondents)
- “Emotional/spiritual/intellectual stimulation” (58%)
- “Learn/experience something new” (57%)
- “Exposure to different cultures” (45%)
- “Opportunity to socialize with friends/meet people” (44%)

Source: *The Value of Presenting: A Study of Arts Presentation in Canada*, CAPACOA / Strategic Moves (Public survey of 1,031 Canadians in 2012)

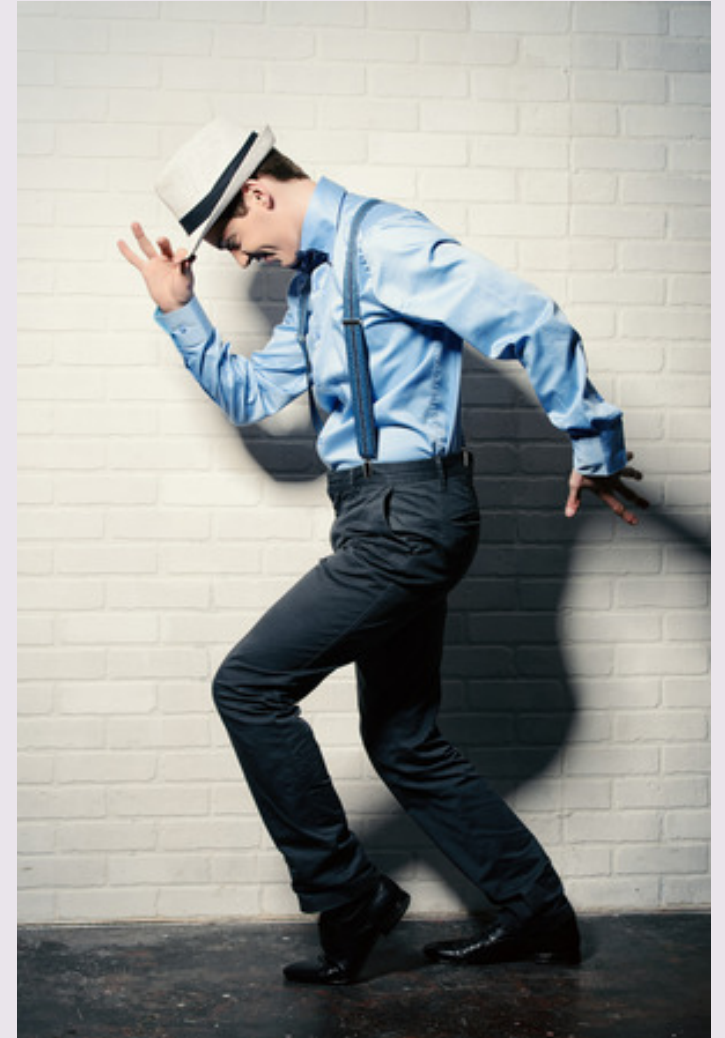
Proposition: The arts are a vital part of our lives and communities.

Arts attendance and health (area of significant research)

- Performance attendees...
 - *are healthier*
 - *have lower anxiety*
 - *are less susceptible to depression*
- *The more frequently people attend performing arts and other receptive arts, the more likely they are to report good health.*

Source: *Patterns of receptive and creative cultural activities and their association with perceived health, anxiety, depression and satisfaction with life among adults*, Koenraad Cuypers et al, 2011.

<http://jech.bmj.com/content/early/2011/05/04/jech.2010.113571>. Summarized in "Performing Arts Attendees are Healthier", CAPACOA, www.capacoa.ca/en/services/arts-promotion/news/248-performing-arts-health





Proposition: The arts are a vital part of our lives and communities.

The Arts and Individual Well-Being in Canada
(Hill Strategies Research, 2013)

- 8 indicators of health and well-being
- cross-tabulated with 18 arts, culture and heritage activities
- ➔ 144 possible culture-social connections
- Cultural participants have significantly better results than non-participants on 101 of the 144 social connections
 - 70%

1. *Self-reported health*
2. *Self-reported mental health*
3. *Volunteer rates*
4. *(Not) feeling trapped in a daily routine*
5. *Stress levels*
6. *Knowledge of neighbours*
7. *Doing a favour for a neighbour*
8. *Self-reported life satisfaction*

Proposition: The arts are a vital part of our lives and communities.

- Detailed statistical models of six cultural activities and three social indicators

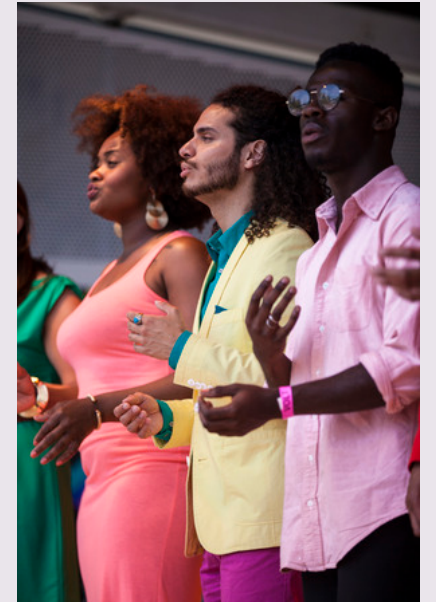
- Four cultural activities:
 1. Theatre attendance
 2. Pop music attendance
 3. Attendance at cultural festivals
 4. Reading books

- ➔ Each associated with all three social indicators
 - Better health, volunteering, and strong satisfaction with life.



Proposition: The arts are a vital part of our lives and communities.

- Two other cultural activities were correlated with 2 of the 3 indicators of well-being
 - Art gallery visits: better health and higher volunteer rates.
 - Classical music attendance: higher volunteer rates and strong satisfaction with life.

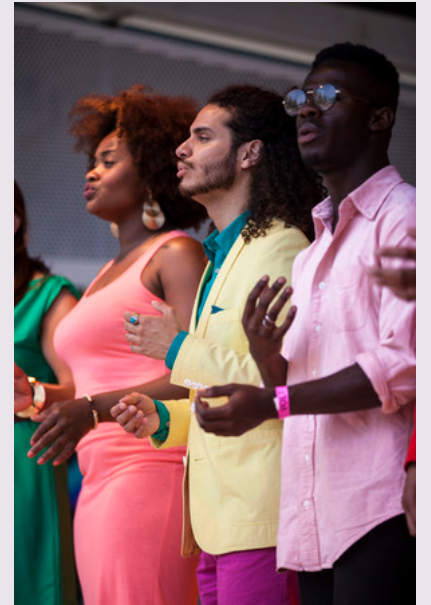


Proposition: The arts are a vital part of our lives and communities.

Summary of statistical correlations	Better (self-identified) health	Stronger (self-identified) satisfaction with life	Higher volunteer rates
Art gallery visits	Yes	No	Yes
Theatre attendance	Yes	Yes	Yes
Classical music attendance	No	Yes	Yes
Pop music attendance	Yes	Yes	Yes
Cultural festivals attendance	Yes	Yes	Yes
Reading books	Yes	Yes	Yes

Proposition: The arts are a vital part of our lives and communities.

- Correlation does not imply causality
- Do other forms of participation (e.g., sports) have the same / different / better outcomes?
- Evaluations of broader social outcomes are a significant challenge (and not the highest priority!) for most arts organizations
- Does cultural participation **always** foster or strengthen social ties?
 - *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?*



Proposition: The arts are a vital part of our lives and communities.

Active arts participation

- US study of Bronx residents over 75 years of age (2003)
- Two interviews, 5 years apart
- Reduced risk of dementia based on *frequent* participation in leisure activities (i.e., several days / week)
 - *Swimming: 29% lower risk*
 - *Reading: 35% lower risk*
 - *Doing crossword puzzles: 41% lower risk*
 - *Playing musical instrument: 69% lower risk*
 - *Playing board games: 74% lower risk*
 - *Dancing: 76% lower risk*

Source: *Leisure Activities and the Risk of Dementia in the Elderly*, Joe Verghese et al, 2003, in *New England Journal of Medicine*, 348 (25).



Proposition: The arts are a vital part of our lives and communities.

Recognition of the benefits of the arts by Canadians 65+

- “The arts are an important way of helping people think and work creatively” (92% strongly or somewhat agree)
- “Arts and cultural activities in a community make it a better place to live” (91%)
- “Exposure to arts and culture is important to individual wellbeing” (90%)
- “Arts and cultural activities are important to a community's economic wellbeing” (87%)

Source: *Arts and Heritage in Canada: Access and Availability Survey 2016-17*, Department of Canadian Heritage, Environics Research Group (2017), as summarized in the *Arts Research Monitor*

<http://www.hillstrategies.com/content/arts-and-heritage-access-and-availability-survey-2016-2017>



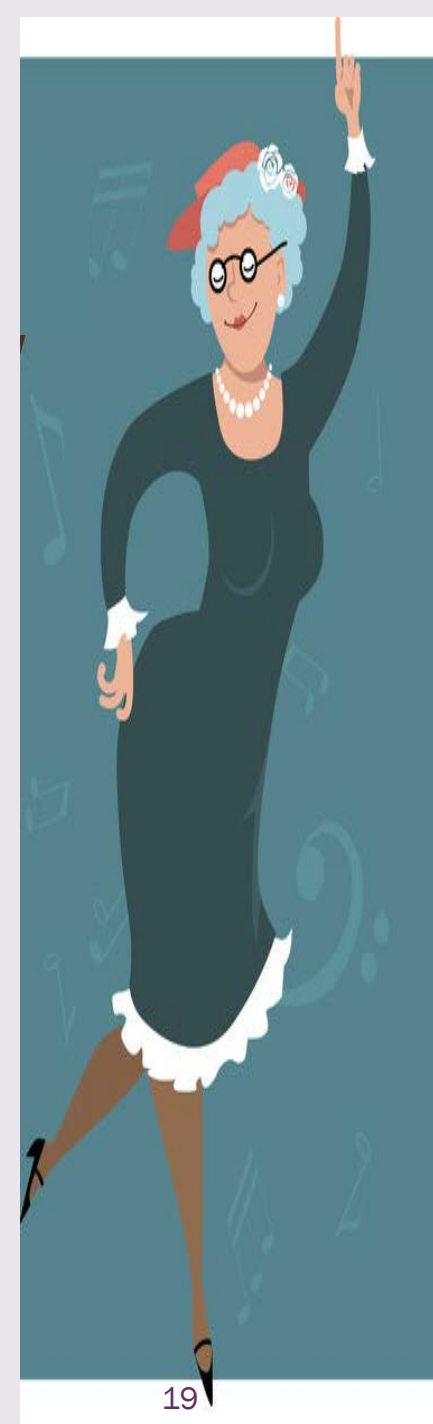


Proposition: The arts are a vital part of our lives and communities.

Similar survey: % of Ontarians 60 and older

- “Arts experiences help bring people from diverse backgrounds together as a community”
 - *Agree (either strongly or somewhat): 87%*
 - *Strongly agree: 57%*
 - *Somewhat agree: 30%*

Source: *Impressions of the Impact of the Arts on Quality of Life and Well-Being in Ontario*, Ontario Arts Council, Nanos Research, March 2017, detailed tables.



Proposition: The arts are a vital part of our lives and communities.

- “Thinking about all the things that improve the quality of YOUR OWN LIFE, would you say the arts are”:
 - *Important (either very or somewhat): 83% of Ontarians 60 and older*
 - *Very important: 46%*
 - *Somewhat important: 37%*

Source: *Impressions of the Impact of the Arts on Quality of Life and Well-Being in Ontario*, Ontario Arts Council, Nanos Research, March 2017, detailed tables.





Proposition: The arts are a vital part of our lives and communities.

- No “guarantee” of positive economic and social impacts
- Research by 2 Canadian economists
 - *Arts do not have a consistent connection with employment growth.*
 - *Not all small urban areas have high concentrations of cultural workers. Different cultural workers have different motivations for where they live.*
- Studies of causal links (rather than statistical associations) are very challenging to conduct.

Sources: “The Arts and Local Economic Development: Can a Strong Arts Presence Uplift Local Economies? A Study of 135 Canadian Cities”, Mario Polèse (2012) in *Urban Studies*, 49 (8).

“Cultural Industries in Small-sized Canadian Cities: Dream or Reality?”, Jonathan Denis-Jacob (2012) in *Urban Studies*, 49 (1).



Proposition: Demographics – including arts attendance – are changing.

- Emphasis in the arts has been on diverse and Indigenous arts
- Elder Canadians not usually thought of as an “underserved community”
- Arts attendance by elder Canadians is not often talked about as an issue to be addressed

Proposition: Demographics – including arts attendance – are changing.

- Traditions, a.k.a. “comfort levels”, are believed to be important in arts attendance
 - *Formative arts education experiences?*
- Canadians 65 + are more likely to attend in traditional spaces
- Less likely to attend outdoor activities and non-traditional spaces
 - *Except: More likely to attend in “hospitals or health care settings”*

Source: *Arts and Heritage in Canada: Access and Availability Survey 2016-17*, Department of Canadian Heritage, Environics Research Group (2017), detailed tables



Proposition: Demographics – including arts attendance – are changing.

- Arts attendance by elder Canadians is sometimes > or = average

Attendance and age	65 and older	All Canadians
Craft show / fair	54%	53%
Theatre	43%	41%
Heritage / history exhibit	34%	33%

Source: *Arts and Heritage in Canada: Access and Availability Survey 2016-17*, Department of Canadian Heritage, Environics Research Group (2017), detailed tables



Proposition: Demographics – including arts attendance – are changing.

- Arts attendance by elder Canadians is sometimes lower than average

Attendance and age	65 and older	All Canadians
At least one activity	83%	87%
Music	55%	61%
Local festival	42%	51%
Visual arts	36%	39%
Non-local festival	28%	32%
Comedy	24%	31%
Dance	23%	26%

Source: *Arts and Heritage in Canada: Access and Availability Survey 2016-17*, Department of Canadian Heritage, Environics Research Group (2017), detailed tables



Proposition: Demographics – including arts attendance – are changing.

- Reasons those 65+ don't attend?
 - *Lack of interest (=other Canadians)*
 - *Health problems / disability (>> other Canadians)*
 - *Difficulty getting there (>> other Canadians)*

Source: *Arts and Heritage in Canada: Access and Availability Survey 2016-17*, Department of Canadian Heritage, Environics Research Group (2017), detailed tables





Proposition: Integrating the arts as a regular activity could be a positive step for individuals and service providers.

- Community building
 - e.g., *“Arts and cultural activities in a community make it a better place to live” (91%)*
- Personal well-being
 - *Strong evidence of a connection between the arts and personal well-being*
- Health
 - *“The strongest and most consistent evidence for the health impacts of the arts relate specifically to mental health: in particular, reductions in depression and anxiety.” (*Everything We Know About Whether and How the Arts Improve Lives, Createquity, May 2017*)*

Reminder of 4 key propositions

1. The arts economy is large and unique.
2. The arts are a vital part of our lives and communities.
3. Demographics – including arts attendance – are changing.
4. Integrating the arts as a regular activity could be a positive step for individuals and service providers.



Final thought

“The arts provide distinctive pleasures, emotional and intellectual understanding, and cultural identity.”

Arts Impact Alberta 2014: Ripple Effects from the Arts Sector, Alberta Foundation for the Arts, April 2014.

<http://www.afta.ab.ca/Arts-In-Alberta/AFA-News/Arts-Impact-Alberta-2014>





Thanks!

Over to Dr. Kate...

Kelly Hill

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