Changing demographics and their effect on values, beliefs and attitudes toward performing arts

Inga Petri, President, Strategic Moves
Ottawa, ON
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ADDITIONAL SUPPORT FROM:

CANADIAN HERITAGE
CREATIVE CITY NETWORK

www.ValueOfPresenting.ca
Latest data paints a new picture

- Demographic make up of Canada
- Values and benefits of performing arts
- Participating in live, professional performing arts
Source: Statistics Canada

POPULATION PYRAMID ANIMATION 1971 TO 2031
1971: 21,923,400

Males
11,012,100

Females
10,911,300

Pre-1918
Matures
Boomers

Source: Statistics Canada census
1976: 23,397,100

Source: Statistics Canada census
1981: 24,757,000

Males
12,331,400

Females
12,425,600

Pre-1918

Matures

Boomers

Gen X

Source: Statistics Canada census
1986: 26,023,000

Males
12,930,500

Females
13,092,500

Pre-1918

Matures

Boomers

Gen X

Source: Statistics Canada census
1996: 29,498,800

Males 14,622,200

Females 14,876,600

Pre-1918
Matures
Boomers
Gen X
Gen Y

Source: Statistics Canada census
Source: Statistics Canada census
Source: Statistics Canada census
2011: 34,531,800

Males
17,129,000

Females
17,402,800

100+

80

60

40

20

Source: Statistics Canada census
2016: 36,494,100

Males
18,106,700

Females
18,387,400

Source: Statistics Canada census
Source: Statistics Canada census
Source: Statistics Canada census
2031: 42,094,200

Males
20,849,800

Females
21,244,400

100+

Matures

80

Boomers

60

Gen X

40

Gen Y

20

Millenials

Future

Source: Statistics Canada census
Region of Birth of Recent Immigrants
1971 to 2006

Source: Statistics Canada census
Number and share of the foreign-born population in Canada, 1901 to 2006

Source: Statistics Canada census
Demographic evolution

- **Population is growing**
  - How might the impact we have be different in 2021 if we draw the same audience we do today?

- **Population is aging**
  - How do we adapt to ensure seniors can continue to participate in community life, including attending performing arts?

- **Immigration is growing and shifted from largely European to largely Asian; foreign-born population is increasing**
  - What does relevance mean in this context?

- **Aboriginal Canadians are fast growing and young**
  - How much effort do we spend on building relationships?

- **Different communities and cities are evolving differently**
  - What are you doing in your community?
Performing Arts Presentation is important in the lives of Canadians, contributes to vitality and quality of life in communities.
75% Canadians attended in 2011 + 11% ever attended = 14% never attended

Professional performing arts attendees from all age groups

- 55+ much more likely to not have attended (30%) in ‘last 12 months’ than 25-34 group (17%)

- 25-34 group reports attending performing arts slightly more frequently than older Canadians, but there are fewer of them in the population

Age does matter in specific situations

- Classical music arguably has an aging problem
- Those much discussed parenting years see robust attendance overall
  - Frequency is softer and it may be easier to attend events suited for children, too

Source: Hill Strategies, Factors in Canadians’ Arts Attendance in 2010 (Published Sept 2012), based on Statistics Canada’s General Social Survey
Access and availability matter

- Community size and proximity to a performing arts venue matters

- Differences in attendance driven by access/availability rather than a genuine lack of interest.

- May also reflect in part some rural areas’ older population
  - Elliot Lake, ON, 57.1 years
  - Calgary, AB, 36.4 years

High media-based viewing augments live performance

Live performance versus media-based watching, All Canadians

- **Live performance**: 71% importance high, 75% last 12 months watched/attended
- **Television/radio**: 36% importance high, 71% last 12 months watched/attended
- **On the Internet**: 25% importance high, 46% last 12 months watched/attended

Under 35 reveals use of media and importance of live performance

- Breadth of attendance and its importance similar across ages
- The younger groups (under 35) watch less on TV (~62%) and more Internet (~65%)
  - Importance of doing so is lower for TV (23%) and same for internet (23%) as Canadian average
- Younger groups much less likely than 55+ to equate a “show live on TV or radio” (18% vs 37%) or “seeing a recorded live show” (13% vs 30%) with actually “attending live performance”
  - Attend in all types of venues, with greater proportion attending at restaurant / bar, outdoors, stadium compared to 55+

Many benefits from attending

- Younger age groups identify all benefits more strongly

- Weighing balance of individual and community benefit
  - Under 35 identify individual benefit slight stronger (66%) than community benefit (58%)

## Important benefits in community

### Main benefits of having performing arts in your community

<table>
<thead>
<tr>
<th>Benefit</th>
<th>&lt;25 (n=123)</th>
<th>25-34 (n=184)</th>
<th>35-54 (n=343)</th>
<th>55+ (n=375)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brings energy and vitality to community</td>
<td>35%</td>
<td>47%</td>
<td>41%</td>
<td>43%</td>
</tr>
<tr>
<td>A more creative community</td>
<td>36%</td>
<td>41%</td>
<td>37%</td>
<td>33%</td>
</tr>
<tr>
<td>Greater economic development in community</td>
<td>31%</td>
<td><strong>41%</strong></td>
<td><strong>37%</strong></td>
<td>24%</td>
</tr>
<tr>
<td>Improved quality of life and well-being of residents</td>
<td>30%</td>
<td>43%</td>
<td>35%</td>
<td>40%</td>
</tr>
<tr>
<td>Stronger sense of pride in community</td>
<td>23%</td>
<td>23%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Better understanding between cultures</td>
<td><strong>29%</strong></td>
<td>16%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Stronger sense of identity to community</td>
<td>20%</td>
<td>15%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Increased partnerships between different organizations in the community</td>
<td>11%</td>
<td><strong>17%</strong></td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Raising public issues and generating public discussion in the community</td>
<td>13%</td>
<td>6%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Better ability to attract and keep skilled workers in the co</td>
<td>7%</td>
<td>9%</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Greater safety through increased activity at night</td>
<td><strong>12%</strong></td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

- Similar community benefits but more strongly identified by under 35 again
  - Bold figures are statistically significant differences within rows

Health and well-being: vitality and energy are important benefits

- Attending performing arts is fun, invigorating and stimulating
- Quality of life consistently cited in studies as a top benefit
- Performances in senior living and health care facilities have clear impact on health outcomes

Performing arts facilities considered very important:
- Good quality of life and well-being of residents (66%)
- Strong sense of pride in community (61%)
- Economic development (59%)
- Understanding between cultures (48%)

Strengthened social engagement

- **Volunteering**
  - 48% of attenders; 28% non-attenders
  - Volunteer time spent in arts sector in 2010 increased by 21% over 3 years, larger than any other sector in that time frame

- **Donating**
  - 88% of attenders; 71% non-attenders

- Attending performing arts serves to strengthen community belonging, social cohesion and integration

Source: Statistics Canada General Social Survey 2005 – Social Effects of Culture and 2010 Canada Social Trends on Giving, Volunteering and Participating
Education and learning

• **Personal benefits**
  – Learn / experience something new (57%)
  – Emotional, spiritual, intellectual stimulation (58%)

• **Educators champion arts for benefit to child and human development**

• **Capacity to open discussions otherwise difficult to have**
  – *Are we there yet* by Jane Heather – a play about sexuality for teenagers

• **Presenters foster strong partnerships in education field (78%)**

A question of values and benefits

- How different is this picture from what you are used to seeing?

- Canadians see a wide range of benefits for themselves and for the community at large in the live performing arts. How can you leverage this in your work?

- How does this information help to think about fostering vital, vibrant, creative communities?
Get in touch

**INGA PETRI**
**PRESIDENT, STRATEGIC MOVES**
ipetri@strategictmoves.ca
613-558-8433

**PROJECT SITE:**
www.valueofpresenting.ca