Digging for Data Gold: Ottawa Cultural Statistics

Ottawa Cultural Roadmap, data overview

January 18, 2019

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President
Research goals

- Gather comprehensive, current data regarding the state of Ottawa culture
  - Dig deep to investigate data sources

- Compare with other large Census Metropolitan Areas in Canada
  - Quebec City, Montreal, Toronto, Winnipeg, Calgary, Edmonton, Vancouver

- Complement major new report from Ottawa Culture Research Group
Counting on Culture
(Ottawa Culture Research Group)

4 themes

• Support (by governments for culture)
• Presence (local cultural resources)
• Participation (largely defined as culture occupations)
• Impact (economic impact and employment incomes)
Key findings of a major new report

Counting on Culture

• Presence (local cultural resources)
  • 1,295 businesses in culture industries
  • 113 festivals that occur on an annual or regular basis
  • 481 designated heritage sites or areas

• Participation
  • 4.4 million visits to the Ottawa Public Library in 2017
  • About 275,000 registrations in OPL programs

• Impact
  • Over $3.4 billion in direct economic impact (local GDP)
  • Nearly $3,700 per Ottawa resident
    • Ontario: about $2,000 per resident
Digging for data gold: Hill Strategies Research work

1. Cultural activities of Ottawa-Gatineau residents
2. Diversity of cultural participation
3. Registered cultural charities in Ottawa-Gatineau
4. Volunteers and donors to cultural organizations
5. Other Ottawa-specific cultural data
6. Brief overview of research into culture and well-being
Key findings

- Higher than average
- 2 are the highest
- Women are the best
- 251
- 1 in 11.5
- 19.0
1. **Cultural activities of Ottawa-Gatineau residents**
   - Local participation rates in 6 cultural activities
   - Comparisons to national averages and residents of Canada’s 7 other largest Census Metropolitan Areas
   - Custom data request for this project
   - Statistics Canada’s 2016 General Social Survey (GSS)
   - This may be the first-ever mining of the GSS dataset for comparative local data
Made or performed art

*Any of 8 participatory activities*

- Making music (e.g., singing, playing an instrument or remixing music)
- Theatre (e.g., acting, storytelling or comedy)
- Audio-visual and interactive media (e.g., making films, animation or videos)
- Dance (e.g., socially, in a performance or choreography)
- Visual arts (e.g., painting, photography, sculpture or drawing)
- Crafts (e.g., needlework, scrapbooking, woodwork, metalwork or pottery)
- Writing (e.g., poetry, plays, stories, editorials and reviews)
- Other participatory activities (specified by respondents)
Local cultural participation: 6 activities measured

Attended an arts activity

Any of 8 activities

- Public art gallery or art museum
- Live performance (drama, musical theatre, dinner theatre, comedy)
- Popular music performance
- Symphonic or classical music performance
- Artistic or cultural festival (film, jazz, folk, comedy)
- Performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- Any other kind of cultural performance
- Movie at a theatre
Local cultural participation: 6 activities measured

Attended an arts performance or festival

Any of 6 activities

- Live performance (drama, musical theatre, dinner theatre, comedy)
- Popular music performance
- Symphonic or classical music performance
- Artistic or cultural festival (film, jazz, folk, comedy)
- Performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- Any other kind of cultural performance
Local cultural participation: 6 activities measured

Visited a heritage site

Any of 4 activities

- Public art gallery or art museum
- Museum other than public art gallery or art museum
- Historic site
- Zoo, aquarium, botanical garden, planetarium or observatory
Visited a museum

*Either of 2 activities*

- Public art gallery or art museum
- Museum other than public art gallery or art museum
Read a book (as a leisure activity; not for paid work or studies)

Either of 2 activities

- Print book
- E-book
Summary indicators of cultural participation by Ottawa-Gatineau residents
(Percentage of residents 15 or older participating at least once in 2016)

- Made or performed art: 55%
- Attended an arts activity: 90%
- Attended a performance or festival: 71%
- Visited a heritage site: 75%
- Visited a museum: 63%
- Read a book: 83%

Findings re: local cultural participation

Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016
Comparisons of local cultural participation

- **For all 6 activities**, the Ottawa-Gatineau participation rates are higher than the national averages.

- All 6 are higher than or (essentially) equal to the average in 7 other large Census Metropolitan Areas.

- **Higher than average**
Highest among the CMAs

Making or performing art, residents of Ottawa-Gatineau and other CMAs
(Percentage of residents 15 or older participating at least once in 2016)

Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016
Local cultural participation

Arts attendance (of any kind), residents of Ottawa-Gatineau and other CMAs
(Percentage of residents 15 or older attending at least once in 2016)

Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016
Arts performance or festival attendance, residents of Ottawa-Gatineau and other CMAs
(Percentage of residents 15 or older attending at least once in 2016)

Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016
Heritage attendance, residents of Ottawa-Gatineau and other CMAs
(Percentage of residents 15 or older attending at least once in 2016)

Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016
Museum and art gallery attendance, residents of Ottawa-Gatineau and other CMAs
(Percentage of residents 15 or older attending at least once in 2016)

Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016
Book reading (print or e-book), residents of Ottawa-Gatineau and other CMAs
(Percentage of residents 15 or older reading at least one book in 2016)

Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016
2. Diversity of cultural participation

- Cultural participation by sex, racialized (or “visible minority”) groups, immigration status, and linguistic minorities.
  - Data for all larger urban centres in Ontario
  - Indigenous respondents’ participation: based on national data
    - Provincial data not reliable
    - Only 60 Indigenous survey respondents in Ontario
  - Based on Statistics Canada’s 2016 General Social Survey
### Cultural participation for racialized ("visible minority") and non-racialized groups

(Percentage of people 15 or older participating at least once in 2016, residents of all large urban centres in Ontario)

#### Diversity of cultural participation

<table>
<thead>
<tr>
<th>Activity</th>
<th>Racialized (%)</th>
<th>Not Racialized (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made or performed art</td>
<td>54%</td>
<td>55%</td>
</tr>
<tr>
<td>Attended an arts activity</td>
<td>88%</td>
<td>87%</td>
</tr>
<tr>
<td>Attended a performance or festival</td>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>Visited a heritage site</td>
<td>72%</td>
<td>71%</td>
</tr>
<tr>
<td>Visited a museum</td>
<td>49%</td>
<td>50%</td>
</tr>
<tr>
<td>Read a book</td>
<td>75%</td>
<td>79%</td>
</tr>
</tbody>
</table>
Diversity of cultural participation

Cultural participation for immigrants and non-immigrants

(Percentage of people 15 or older participating at least once in 2016, residents of all large urban centres in Ontario)

- Made or performed art
- Attended an arts activity
- Attended a performance or festival
- Visited a heritage site
- Visited a museum
- Read a book

Immigrant | Not an immigrant
--- | ---
Made or performed art | 48% | 57%
Attended an arts activity | 84% | 89%
Attended a performance or festival | 64% | 69%
Visited a heritage site | 70% | 72%
Visited a museum | 47% | 51%
Read a book | 75% | 78%
Cultural participation for Ontario's linguistic minorities (non-English) and majority (English)
(Percentage of people 15 or older participating at least once in 2016, residents of all large urban centres in Ontario)

- Made or performed art: 47% (Minorities) vs. 57% (English)
- Attended an arts activity: 82% (Minorities) vs. 90% (English)
- Attended a performance or festival: 63% (Minorities) vs. 69% (English)
- Visited a heritage site: 69% (Minorities) vs. 73% (English)
- Visited a museum: 47% (Minorities) vs. 50% (English)
- Read a book: 69% (Minorities) vs. 80% (English)

Diversity of cultural participation
Diversity of cultural participation

Cultural participation for Indigenous and non-Indigenous people in Canada
(Percentage of Canadians 15 or older participating at least once in 2016)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Indigenous</th>
<th>Not Indigenous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Made or performed art</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Attended an arts activity</td>
<td>84%</td>
<td>87%</td>
</tr>
<tr>
<td>Attended a performance or festival</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>Visited a heritage site</td>
<td>60%</td>
<td>71%</td>
</tr>
<tr>
<td>Visited a museum</td>
<td>44%</td>
<td>49%</td>
</tr>
<tr>
<td>Read a book</td>
<td>68%</td>
<td>78%</td>
</tr>
</tbody>
</table>
Women are the best!

Diversity of cultural participation

Cultural participation by sex
(Percentage of people 15 or older participating at least once in 2016, residents of all large urban centres in Ontario)

- Made or performed art: Female 60%, Male 48%
- Attended an arts activity: Female 88%, Male 87%
- Attended a performance or festival: Female 70%, Male 65%
- Visited a heritage site: Female 72%, Male 70%
- Visited a museum: Female 50%, Male 48%
- Read a book: Female 83%, Male 71%
3. Registered cultural charities in Ottawa-Gatineau
   - # of cultural charities
   - % of all charities
   - in Ottawa-Gatineau and the City of Ottawa
   - Comparisons to other CMAs
Golden findings

3. Registered cultural charities in Ottawa-Gatineau

- Based on Canada Revenue Agency’s 2016 open data information on all Canadian charities
- Cultural mandates (as reported to the CRA)
  - Cultural Activities and Promotion of the Arts
  - Libraries, Museums and Other Repositories
  - Preservation of Sites, Beauty and Historical
  - Registered National Arts Services Organizations
- This may be the first “mining” of CRA data for comparative local data on cultural charities.
251

- # of cultural charities in Ottawa-Gatineau in 2016
- Total of 2,878 charities
- Cultural charities = 8.7%

- 2010 to 2016: 3.7% increase in # (242 to 251)
Cultural charities in Ottawa-Gatineau and other CMAs

(Cultural charities as percentage of all local charities in 2016)

Source: Canada Revenue Agency, 2016 List of Charities
1 in every 11.5

- charities in Ottawa-Gatineau has a cultural mandate
City of Ottawa

- 221 cultural charities in 2016
- Total of 2,323 charities
- Cultural charities = 9.5%

- 1 in every 10.5 charities in Ottawa has a cultural mandate
19.0

- Cultural charities in Ottawa-Gatineau per 100,000 population in 2016

- Slightly above the average for seven other Canadian CMAs (17.6)
Number of cultural charities per 100,000 population, Ottawa-Gatineau and other CMAs, 2016

Registered cultural charities

Sources: Canada Revenue Agency, 2016 List of Charities and 2016 census population data from Statistics Canada
Just time for a quick summary today

4. Volunteers and donors to cultural organizations
5. Other Ottawa-specific cultural data
6. Brief overview of research into culture and well-being
4. Volunteers and donors in not-for-profit organizations (not just cultural ones)

- Ontario: 44% of residents volunteered in any type of organization
- Ottawa-Gatineau: 50%

- Ontario: 83% of residents donated to any type of organization
- Ottawa-Gatineau: 80%

- Based on Statistics Canada’s 2013 General Social Survey
4. **Volunteers and donors in cultural not-for-profit organizations**

- Could not be measured directly for local areas
- Estimated based on Ontario data (cultural volunteers and donors) and Ottawa-Gatineau data (all volunteers and donors)

  - Ontario: 2.5% of residents volunteered in a cultural organization
  - Ottawa-Gatineau: estimate of 2.8%

  - Ontario: 3.4% of residents donated to a cultural organization
  - Ottawa-Gatineau: estimate of 3.3%
5. Other Ottawa-specific cultural data

- Summary of other reports with local cultural data
  - Strengths, challenges, and data on Ottawa’s music industry
  - Arts and the Capital City: Unique challenges and strengths
  - Ottawa Neighbourhood Study: libraries, museums, and galleries mapped by neighbourhood
6. Brief overview of research into culture and well-being

- Key research findings from national and international reports
  - Connections between the arts and health, volunteerism, and satisfaction with life
  - Culture and quality of life, well-being, health, society, education, the economy
  - Benefits to health, quality of life, clinical outcomes, social and emotional development
  - Cultural resources associated with health, education, and safety
Key findings

- Higher than average
- 2 are the highest
- Women are the best
- 251
- 1 in 11.5
- 19.0
Key findings

- Higher than average (all cultural participation rates by Ottawa-Gatineau residents)
- 2 are the highest (making or performing art + museum attendance)
- Women are the best (high cultural participation rates)
- 251 (cultural charities in Ottawa-Gatineau)
- 1 in 11.5 (charities in Ottawa-Gatineau have a cultural mandate)
- 19.0 (cultural charities in Ottawa-Gatineau per 100,000 population)
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Ottawa Cultural Statistics

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Thanks!