

# THE VALUE OF THE ARTS

Access to the arts enhances quality of life, cultural identity, social wellbeing and economic prosperity across Ontario

## DID YOU KNOW?



- Art gallery visits are associated with **better health** and higher volunteer rates.\*
- The eight indicators of health and wellbeing (including physical & mental health, stress levels and overall satisfaction with life) are strongly connected to **participation in cultural activities**.\*
- **97% of Ontario residents** agree that engaging children in the arts strengthens their overall development.\*\*

**90% of Ontarians** agree that an active local arts scene makes a community a better place to live.\*\*

## WHAT DO THE ARTS STRENGTHEN?



### Economies

The GDP of cultural industries (**\$27.7 billion**) is larger than the value of agriculture, forestry, fishing, and hunting combined (5.9 billion).\*\*\*

A thriving arts and culture scene **attracts and retains** highly sought after professionals.\*\*\*\*



### Social Cohesion

The arts reflect diversity, **91% of Ontario residents** agree that art improves our understanding of other cultures.\*\*



### Personal Wellbeing

According to a Nanos survey, **9 out of 10 Ontarians** believe that participation in the arts enriches their quality of life.\*

## OAGG RECOMENDATIONS

Provincial funding and policy must allow individuals equal opportunity for creative expression and cultural participation. The arts must be recognized for their inherent value, and as fundamental means to improving individual and community wellbeing. This includes ensuring that there is equitable access to arts education and training to empower future artists and industry professionals.

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## ADDITIONAL READINGS

- Canadian Index of Wellbeing. (2016). *How are Canadians Really Doing? The 2016 CIW Report*. Waterloo, ON: Canadian Index of Wellbeing and University of Waterloo.
- Hill Strategies Research (2008). *Social Effects of Culture: Exploratory Statistical Evidence*.
- Environics Research Groups and Ontario Arts Council (2010). *The Arts and the Quality of Life: The Attitudes of Ontarians*.

## REFERENCES

- \* Hill Strategies Research (2013). *The Arts and Individual Well-Being in Canada*.
- \*\* Nanos Research (2017). *Impressions of the Impact of the Arts on Quality of Life and Well-Being in Ontario: Ontario Arts Council Survey Findings*. Prepared for the Ontario Arts Council.
- \*\*\* *Provincial and Territorial Culture Indicators, 2010 to 2014*. (2016). Statistics Canada.
- \*\*\*\* Business for the Arts and Nanos Research (2016). *Culture for Competitiveness: How Vibrant Culture Attracts Top Talent*.



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