Canadian Culture – An Overview

Presentation by M. Sharon Jeannotte
Senior Fellow, Centre on Governance
University of Ottawa
Public Affairs Officer Course, Department of National Defence
Gatineau, Quebec
October 27, 2011
Outline of the presentation

- Part 1 – Context
- Part 2 – Overview of Canadian cultural policies
- Part 3 – Overview of changing Canadian demography
- Part 4 – Overview of Canadian values
- Part 5 – Trends and issues
Part 1 - Context - Defining Culture

- **“Culture H”** – traditions, the repository of past meanings and symbols
- **“Culture C”** – the making of new meanings and symbols through discovery and creative effort
- **“Culture S”** – the set of symbolic tools from which individuals construct their “ways of living”
Linking “Cultures C and H” and “Culture S”

- “Culture C” (creativity) and Culture “H” (heritage and tradition) based on “Culture S” (how “ways of living” are constructed)
- Central Canadian values – expressed in Canadian cultural policies
- Values undergoing change due to:
  - Demographic change
  - Globalization
  - Technological change
Part 2 – Overview of cultural policies
Department of Canadian Heritage

- Responsible for policies and programs on:
  - copyright
  - foreign investment in culture
  - broadcasting
  - arts
  - cultural industries (film, publishing, sound recording, new media)
  - heritage
  - amateur sport
  - official languages (English and French)
  - Aboriginal Peoples (mostly off-reserve)
  - human rights
  - Canadian symbols (flag, anthem, etc.)
  - state ceremonial and protocol (royal visits, state funerals, etc.)
  - citizen participation
Overview of Canadian Heritage Cultural Portfolio

- Five departmental agencies:
  - Canadian Radio-television and Telecommunications Commission (CRTC)
  - Library and Archives Canada
  - National Battlefields Commission
  - National Film Board of Canada
  - Status of Women Canada

- Eight Crown Corporations:
  - Canada Council for the Arts
  - Five national museums (Canadian Museum of Civilization (includes the Canadian War Museum), Canadian Museum of Nature, Canada Science and Technology Museum, National Gallery of Canada, Canadian Museum for Human Rights)
  - Canadian Broadcasting Corporation (CBC)
  - Telefilm Canada
  - National Arts Centre

- One administrative tribunal
  - Canadian Cultural Property Export Review Board
Government expenditures on culture – Canada - billions

<table>
<thead>
<tr>
<th>Year</th>
<th>Federal govt.</th>
<th>Prov/terr. govts.</th>
<th>Municipal govts.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-07</td>
<td>3.71</td>
<td>2.56</td>
<td>2.39</td>
<td>8.66</td>
</tr>
<tr>
<td>2007-08</td>
<td>3.74</td>
<td>2.83</td>
<td>2.61</td>
<td>9.18</td>
</tr>
<tr>
<td>2008-09</td>
<td>4.01</td>
<td>3.04</td>
<td>2.70</td>
<td>9.75</td>
</tr>
</tbody>
</table>
Economic impacts of culture

- The economic footprint of Canada’s culture sector was $84.6 billion in 2007, or 7.4% of Canada’s total real GDP. (Conference Board of Canada, *Valuing Culture*, 2008)

- The gross domestic product derived from cultural tourism in 2007 amounted to over $5.1 billion and produced labour income of almost $3.3 billion

- Creating a new job in the cultural sector is estimated to cost $20,000-$30,000
  - vs. a job in light industry = $100,000
  - vs. a job in heavy industry = $200,000-$300,000
Part 3 – Demographic change

- Three main types of demographic change in Canada:
  - Increasing diversity
  - Aging population
  - Urban-rural divide
Top five ethnic origins - 2006

![Bar chart showing the top five ethnic origins in Canada, 2006. The top ethnic origin is Canadian, followed by English, French, Scottish, and Irish. The numbers from highest to lowest are 10,068,290, 6,570,015, 4,941,210, 4,719,850, and 4,354,155.]
Changing ethnic origins - 2006

Figure 11.3 Visible minorities, Canada, 2006
Canada- Permanent residents by top source countries, 2008-2010
Percentage of foreign-born Canada – 1901 to 2006
Increasing diversity – Canadian cities in a global context - 2006
Aboriginal population - 2006

Figure 7.1 Aboriginal Identity population, Canada, 2006

- Aboriginal identity population: 30,068,240
- Non-Aboriginal identity population: 1,172,785
Aboriginal populations – Manitoba and Saskatchewan, 2006

Figure 7.1 Aboriginal Identity population, Manitoba, 2006

- Aboriginal identity population: 958,120
- Non-Aboriginal identity population: 175,395

Figure 7.1 Aboriginal Identity population, Saskatchewan, 2006

- Aboriginal identity population: 811,955
- Non-Aboriginal identity population: 141,890
Aboriginal populations – Yukon, Northwest Territories and Nunavut, 2006

Figure 7.1 Aboriginal Identity population, Yukon Territory, 2006
- Aboriginal identity population: 7,580
- Non-Aboriginal identity population: 22,610

Figure 7.1 Aboriginal Identity population, Northwest Territories, 2006
- Aboriginal identity population: 20,935
- Non-Aboriginal identity population: 20,420

Figure 7.1 Aboriginal Identity population, Nunavut, 2006
- Aboriginal identity population: 24,815
- Non-Aboriginal identity population: 4,410
Changing age structure
Rising median age

Figure 2.2 Median age, by sex, Canada, 1996 to 2006

- Female: 1996: 36.1, 2001: 38.4, 2006: 40.4
Increasing numbers of seniors

Figure 22
Proportion of the population aged 0 to 14 years, 15 to 64 years and 65 years and over in Canada, 1956 to 2056

Decreasing numbers of people entering workforce

Figure 24
Number of persons aged 15 to 24 years for each person aged 55 to 64 years in Canada, 1956 to 2056

Aboriginal population – median ages, 2006
Immigration and population growth

Figure 3
Migratory and natural increase of the Canadian population, 1956 to 2056

Aging communities – 1986-2006

Communities with aging populations, Canada, 1986-2006

Pattern of community aging, by census consolidated subdivision
- Continuously aging *
- Generally aging *
- Not aging *
- No data available
- Sparsely populated

Notes:
1. "Continuously aging" communities experienced an increase in the number of senior residents (65 years of age and older) and an increase in the share of the population that is senior in both periods, from 1986 to 1996 and from 1996 to 2006.
2. "Generally aging" communities experienced an increase in at least one dimension of aging but not necessarily in both periods (i.e., an increase in the number of senior residents or an increase in the share of the population that is senior from 1986 to 1996 or from 1996 to 2006, but not in both periods).
3. "Not aging" communities experienced a decrease in at least one dimension of aging relative to both periods.

Part 4 - Overview of changing Canadian values

Values:

- differ from preferences and opinions
- are belief systems
- are both durable and resilient
- change but also reflect cultural heritage
- Canadian values – widely measured
- Regional values – less widely measured and understood
Satisfaction with life
(Source: World Values Survey, 2006)
Trust in people
(Source: World Values Survey, 2006)

Most people can be trusted
Can't be too careful

U.S.
Canada

Can't be too careful

Most people can be trusted

0 20 40 60 80

60.7
57.2
42.8
39.3
Who do Canadians trust?  
(Source: Breton and Hartmann, 2004)

- People with different moral values: 60% not much, 5% a lot
- People with different political beliefs: 32% not much, 12% a lot
- People with different religious beliefs: 22% not much, 19% a lot
- Members of own ethnic/cultural group: 20% not much, 10% a lot
- Co-workers: 19% not much, 30% a lot
- Friends: 8% not much, 59% a lot
- Family: 7% not much, 79% a lot

- Not much
- A lot
Confidence in Parliament/Congress
(Source: Conference Board of Canada, 2009)
Confidence in the armed forces
(Source: World Values Survey, 2006)

![Bar chart showing confidence in armed forces by country and degree of confidence.]

- A great deal
- Quite a lot
- Not very much
- None at all

Canada
U.S.
Confidence in armed forces and federal government – impact by immigrant status
(Source: Association for Canadian Studies, 2010)
Confidence in armed forces and federal government – impact by age
(Source: Association for Canadian Studies, 2010)
Confidence in the police
(Source: World Values Survey, 2006)
Confidence in the civil service
(Source: World Values Survey, 2006)
Confidence in political parties
(Source: World Values Survey, 2006)
Confidence in the press
(Source: World Values Survey, 2006)

![Bar chart showing confidence in the press across Canada and the U.S.]

- A great deal
- Quite a lot
- Not very much
- None at all

Comparison between Canada and U.S.
Most Important Values of Canadians
(Source: Communication Canada, February-March 2003)

- Family: 79%
- Respect: 66%
- Peace: 65%
- Freedom: 64%
- Helping others: 63%
- Integrity: 58%
- Safety and security: 57%
- Fairness: 56%
- Hard work and determination: 55%
- Planning for the future: 55%
Tradition, order and security values
(Source: Communication Canada, Feb-March, 2003)

- Family: 79%
- Integrity: 58%
- Safety and security: 57%
- Appreciation of history and heritage: 44%
- Politeness: 40%
- Humility: 26%
Freedom-related values
(Source: Communication Canada, February-March 2003)

- Respect: 66%
- Peace: 65%
- Freedom: 64%
- Openness and tolerance: 54%
- Democracy: 51%
- Friendliness: 48%
- Being inclusive: 30%
- Individual autonomy: 26%
Compassion-related values
(Source: Communication Canada, February-March 2003)

- Helping others: 63%
- Fairness: 56%
- Cooperation: 54%
- Sharing: 51%
- Compassion: 51%
- Community: 48%
Financial-related values
(Source: Communication Canada, February-March 2003)

- Hard work and determination: 55%
- Planning for the future: 55%
- Individual choice: 42%
- Opportunity: 41%
- Ambition: 28%
- Individualism: 24%
- Wealth: 14%
Pride in aspects of Canada
% saying “proud”
(Source: Communication Canada survey – Feb-March 2003)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multicultural</td>
<td>77%</td>
</tr>
<tr>
<td>Quality of goods and services</td>
<td>76%</td>
</tr>
<tr>
<td>Peacekeeping</td>
<td>74%</td>
</tr>
<tr>
<td>Olympic athletes</td>
<td>71%</td>
</tr>
<tr>
<td>Charter of Rights and Freedoms</td>
<td>70%</td>
</tr>
<tr>
<td>Science and technology</td>
<td>69%</td>
</tr>
<tr>
<td>Environment</td>
<td>64%</td>
</tr>
<tr>
<td>Differences from the U.S.</td>
<td>64%</td>
</tr>
<tr>
<td>Constitution</td>
<td>63%</td>
</tr>
<tr>
<td>Position on international issues</td>
<td>61%</td>
</tr>
<tr>
<td>Democratic system</td>
<td>60%</td>
</tr>
<tr>
<td>Economic performance</td>
<td>60%</td>
</tr>
<tr>
<td>Social safety net</td>
<td>58%</td>
</tr>
<tr>
<td>Bilingual</td>
<td>57%</td>
</tr>
<tr>
<td>Healthcare system</td>
<td>52%</td>
</tr>
<tr>
<td>Legal and court systems</td>
<td>45%</td>
</tr>
<tr>
<td>The way Canada treats all regions</td>
<td>42%</td>
</tr>
<tr>
<td>The way Canada treats Aboriginal people</td>
<td>41%</td>
</tr>
<tr>
<td>The way Canada treats poor and homeless people</td>
<td>35%</td>
</tr>
</tbody>
</table>
Part 5 – Trends and issues

- Globalization and post-modernism
- Fluid identities
Globalization and post-modernism

- Five types of “global cultural flows”:
  - Ethnoscape
  - Ideoscape
  - Mediascape
  - Technoscape
  - Finanscape

- Post-modernism - intermingling and diversification brought about by these new global “scapes”

- Modern era - characterized by tight institutional boundaries on identity and belonging and traditional values

- Post-modern era – boundaries have been largely removed, cultural community and values have become more fluid and diverse.
Identity and belonging
(Source: World Values Survey)
Identification with Canada and province
(Source: Mowat Centre for Policy Innovation, 2010)
Reinforcing attachment to Canada (Source: Association for Canadian Studies, 2011)

- Learning more Canadian history: 78%
- Watching a Canadian performer: 70%
- Participating in an exchange program outside province: 67%
- Participating in Canada Day: 61%
- Joining the armed forces: 59%
Culture and values - Canada-U.S. (Source: Association for Canadian Studies, 2008)

- 59% Agree, 31% Disagree for Common North American values
- 65% Agree, 34% Disagree for Canada-U.S. cultures the same
Beliefs about diversity and culture – Canada
(Source: Association for Canadian Studies, 2008)

- Diversity of Canadian culture sets it apart
- Canada's cultural life enriched by people from differing cultures

Bar chart showing:
- 71% agree that diversity of Canadian culture sets it apart
- 22% agree that Canada's cultural life enriched by people from differing cultures
- 75% disagree

% Agree | % Disagree
--- | ---
71 | 22
75 | 18
Beliefs about diversity and culture by region (Source: Association for Canadian Studies, 2008)

- Diversity of Canadian culture sets it apart - % agreeing
- Canada's cultural life enriched by people from differing cultures - % agreeing
Belief that there is no common Canadian culture because Canadians are too different from one another
(Source: Association for Canadian Studies, 2008)
Thank you!

M. Sharon Jeannotte
Centre on Governance
University of Ottawa
Sharon.Jeannotte@uottawa.ca