A Statistical Profile of Artists in Canada

Based on the 2006 Census



Statistical insights on the arts, Vol. 7 No. 4
© Hill Strategies Research Inc., February 2009
ISBN 978-0-9809466-8-0; Statistical Insights series ISSN 1713-3556

Prepared by Kelly Hill and Kathleen Capriotti

Report funded by the Canada Council for the Arts, the Department of Canadian Heritage and the Ontario Arts Council





Canadian Patrimoine Heritage canadien



A STATISTICAL PROFILE OF ARTISTS IN CANADA BASED ON THE 2006 CENSUS

Section 1: Introduction

This study provides an in-depth examination of artists in Canada, based largely on the 2006 census. The report examines the number of artists, artists' earnings, selected demographic characteristics of artists, and trends in the number of artists between 1971 and 2006. Nine arts occupations are included in the analysis:

- actors and comedians;
- artisans and craftspersons;
- authors and writers;
- conductors, composers and arrangers;
- dancers;
- musicians and singers;
- other performers;
- painters, sculptors and other visual artists (identified in this report as "visual artists"); and
- producers, directors, choreographers and related occupations.

The report deals with artists in the country as a whole. Subsequent reports in the *Statistical Insights on the Arts* series will examine artists by province, city and postal regions. This study is based largely on a custom data request from the 2006 census, commissioned by the Department of Canadian Heritage from Statistics Canada.¹

There are some key aspects to note about the census classification of artists:

- Individuals are classified in the occupation in which they worked the most hours between May 7 and 13, 2006 (the census reference week).
- Individuals who are employed or self-employed are captured in each occupation.
- Artists who teach in post-secondary, secondary or elementary schools are classified as teachers or professors and are therefore excluded from the count of artists.
- Artists may have worked in any sector of the economy, not just in cultural organizations.
- The 2006 census collected earnings information for 2005, the most recent full calendar year.
- This report includes only those artists who reported some employment or selfemployment earnings. This provides a reasonable estimate of the number of people who

¹ We wish to thank the Department of Canadian Heritage for contributing the data from their custom data request. Previous years' census data is taken from a similar request commissioned by the Canada Council for the Arts.

commit a significant amount of time to their art. However, this restriction means that the 11% of individuals in the nine arts occupations who reported no employment or self-employment earnings in 2005 are excluded from the analysis.

- The earnings statistics include an individual's wages and salaries as well as net selfemployment income. Other income sources, such as income from government programs, pensions or investments, are excluded from the earnings statistics.
- Artists' project grants are not included in employment earnings but are captured in a separate component of income ("other income") that was not available in the custom data request.
- The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week. In some cases, individuals may have worked in a different occupation in 2005 (the basis for earnings statistics) than the one in which they worked the most hours during the census reference week (the basis for occupational classifications).²
- Canadians 15 or older are captured in the occupational data.

Choice of nine arts occupations

In this report, the term "artists" is used to describe those Canadians 15 or older reporting employment or self-employment earnings in nine occupation groups that were identified as artistic in discussions by arts sector representatives prior to the analysis of the 2001 census. In 2008, the nine occupation groups were confirmed as priority occupations for the *Statistical Insights on the Arts* series during discussions between Hill Strategies Research, the Canada Council for the Arts, the Ontario Arts Council and the Department of Canadian Heritage.³

As noted in previous research by the Canada Council for the Arts (<u>Artists in the Labour Force</u>, 1999), the nine occupations were selected as "artists" on the basis of two key criteria: 1) the artistic nature of the occupations, based on occupation titles and descriptions;⁴ and 2) the most common types of professional artists who are eligible to apply to arts councils for funding. Although occupation categories used in Statistics Canada data are not quite as precise and detailed as the types of artists eligible for arts council funding, there are many similarities.

² For Statistics Canada's official labour force definitions for the 2006 census, please visit http://www12.statcan.ca/english/census06/analysis/labour/definitions.cfm.

³ Other occupation groups, such as photographers, were also considered for inclusion in the analysis. However, further investigation found that a large majority of photographers captured by the census work as commercial photographers, which would limit the usefulness of including photographers in the analysis.

⁴ See the Appendix for full occupational descriptions. The nine arts occupations were drawn from the 2006 National Occupation Classification for Statistics (NOC-S), http://www.statcan.gc.ca/subjects-sujets/standard-norme/soc-cnp/2006/noc2006-eng.htm.

Census strengths and limitations in counting artists

Despite its limitations, the 2006 census is one of the best available sources of information on artists in Canada. The census provides occupation estimates based on a very large population base: the 20% of households that completed a long census form. Census data allows us to provide a very detailed and reliable statistical portrait of artists in Canada.

However, the census is not a perfect source for information about artists. One gap in the Statistics Canada occupational classification is the fact that there is no distinct category for filmmakers or other media artists. The closest categories are "producers, directors, choreographers and related occupations" (which includes a number of artforms), "film and video camera operators" and "painters, sculptors and other visual artists".

Another example of an occupation group that is not a perfect fit for artists is the authors and writers category. This occupation group includes a broader range of writers than simply novelists, poets and other "artistic" writers. As can be seen in the occupation definition, a fairly broad range of writers (but not journalists) are included in this category: "Authors and writers plan, research and write books, scripts, storyboards, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. They are employed by advertising agencies, governments, large corporations, private consulting firms, publishing firms, multimedia/new-media companies and other establishments, or they may be self-employed."

Another issue is the timing of the census. The classification of occupations is based on the job that respondents spend the most hours at during the week of Sunday, May 7 to Saturday, May 13, 2006. This is an "in between" period for many artistic endeavors. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the week of May 7, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

The focus on the job where the individual worked the most hours affects census labour force counts. Having multiple jobs is an important facet of the working life of many artists. Some may work more hours at other jobs during the week than at their art. Due to this, census-based estimates of artists are likely to be somewhat low.

Even though the census provides a very large sample, this still has limits. Some breakdowns of the number of artists in areas with lower populations are less accurate because of the fairly small sample of artists in these locations. In addition, Statistics Canada's efforts to ensure confidentiality of individual responses result in some distortion of the estimates of artists in areas with low populations.⁵ No statistics under 250 are presented in this report due to possible inaccuracies. This follows typical Statistics Canada conventions for data reporting.

Census data has some specific limitations concerning Aboriginal people. Census enumeration was not permitted or was interrupted before completion on some Indian reserves and settlements. Overall, however, it appears that the coverage of Aboriginal people was better in the 2006 census than ever before. Statistics Canada notes that, in 2006, there were 22 incompletely enumerated reserves, down from 30 in 2001 and 77 in 1996.⁶

The census is conducted once every five years, limiting the analysis of trends over time to the census years.

Given these limitations, census data will not fill all analytical needs. Despite its limitations, the 2006 census is one of the best available sources of information on artists in Canada.⁷

Organization of the report

<u>Section 2</u> highlights summary data about artists in Canada and provides comparisons with the overall labour force. <u>Section 3</u> provides a demographic breakdown of the nine arts occupations based on age, sex, education level and other demographic characteristics. <u>Section 4</u> discusses employment characteristics such as self-employment rates and hours worked. <u>Section 5</u> illustrates changes in the number of artists between 1971 and 2006 as well as changes in artists' average earnings between 1990 and 2005. <u>The final section</u> provides a summary of the report's key findings. <u>The appendix</u> provides descriptions of the nine arts occupation groups.

_

⁵ This included "random rounding" of small figures, whereby occupation groups with 1 to 10 individuals are rounded to 0 or 10 on a random basis. This results in some distortion of the estimates of artists in individual occupations in the territories and other small population areas.

⁶ See 2006 Census: A decade of comparable data on Aboriginal Peoples, available at http://www12.statcan.ca/census-recensement/2006/ref/info/aboriginal-autochtones-eng.cfm.

⁷ Membership in artist associations is another possible source of data. However, this would not provide complete information as only some artists belong to associations. In addition, some artists who belong to an association may not be active as an artist in a specific year.

Section 2: A profile of artists in 2006

This section examines the size and structure of Canada's arts labour force, including nine occupations:

- actors and comedians;
- artisans and craftspersons;
- authors and writers;
- conductors, composers and arrangers;
- dancers;
- musicians and singers;
- other performers;
- producers, directors, choreographers, and related occupations; and
- visual artists (identified in the census as "painters, sculptors and other visual artists").

Key statistics on artists in Canada

There are 140,000 artists in Canada who spent more time at their art than at any other occupation in May 2006. The number of artists represents 0.8% of the overall Canadian labour force. The number of artists is slightly larger than the number of Canadians directly employed in the automotive industry (135,000).8

At \$3.2 billion, the total earnings of artists account for one-half of one percent of total earnings in the overall Canadian labour force (0.5%).

The average earnings of artists are \$22,700, compared with an average of \$36,300 for all Canadian workers. The gap between artists' average earnings and overall labour force earnings is 37%.

To bridge the earnings gap and bring the average earnings of artists up to the same level as the overall labour force would require an additional \$1.9 billion in earnings for artists.

The average earnings of artists are only 9% higher than Statistics Canada's low-income cutoff for a single person living in a community of 500,000 people or more (\$20,800).9

⁸ The automotive industry figure is from the Canadian Auto Workers union, as reported in a November 13, 2008 CBC article entitled <u>A timeline of auto sector layoffs</u>, http://www.cbc.ca/canada/story/2008/10/21/f-autolayoffs.html. This page was viewed on January 12, 2009.

⁹ About one-half of artists live in cities with a population of 500,000 or more. The low-income cutoff measures "an income threshold below which a family will likely devote a larger share of its income on the necessities of food, shelter and clothing than the average family". For 2005, the percentage of family income spent on necessities in low-income households was 63% or more, which is 20 percentage points higher than the average amount spent by all Canadian households. The low-income cutoff figure was obtained from Low Income Cut-offs for 2006 and Low Income Measures for 2005, Statistics Canada, 2007, http://www.statcan.gc.ca/pub/75f0002m/75f0002m2007004-eng.htm.

Other occupations with average earnings similar to artists include labourers in food, beverage and tobacco processing (\$22,400), data entry clerks (\$23,800), construction trades helpers and labourers (\$23,900), as well as janitors, caretakers and building superintendents (\$24,000).

The fact that artists earn much less than most Canadians is exemplified further by an examination of median earnings. For artists, median earnings are only \$12,900. This means that a "typical" artist in Canada earns less than half the typical earnings of all Canadian workers (\$26,900).10 A typical artist, on their own, lives in a situation of extreme low income: the median earnings of artists are 38% below the low-income cutoff for larger urban areas (\$20,800).

Table 1 illustrates these key statistics on artists in Canada.

Table 1: Key statistics on artists in Canada, 2006 census				
	Artists	Overall labour force	Artists as a percentage of the overall labour force	
Number reporting earnings	140,040	18.2 million	0.8%	
Total earnings	\$3.2 billion	\$660.7 billion	0.5%	
	Artists	Overall labour force	Earnings gap	
Average earnings	\$22,731	\$36,301	37%	
Median earnings	\$12,886	\$26,850	52%	

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year. The earnings gap is the difference between artists' average earnings and overall labour force earnings.

¹⁰ The median is a measure of the earnings of a "typical" worker in various occupations. Half of individuals have earnings that are less than the median value, while the other half has earnings greater than the median. The median is less influenced than the average (more appropriately known as the "mean") by extreme observations, such as a few individuals reporting very large incomes. As a consequence, median earnings are typically lower than average earnings.

Key statistics on the broader cultural sector labour force

The cultural sector labour force includes those Canadians 15 or older in any of 48 occupation codes, including heritage occupations (such as librarians, curators and archivists), cultural occupations (such as graphic designers, print operators, editors, translators and architects), and the nine arts occupations examined in all other sections of this report.

The cultural sector has about 609,000 workers and comprises 3.3% of the overall labour force in Canada. One in every 30 people in Canada has a cultural occupation. This is about double the level of employment in the forestry sector in Canada (300,000) and more than double the level of employment in Canadian banks (257,000).¹¹

The nine arts occupations account for 140,000 workers, or 23% of the cultural labour force.

Earnings are fairly low in the cultural sector but much higher than artists' average earnings. Average earnings in the cultural sector are \$32,900, 9% lower than average earnings in the overall labour force in Canada (\$36,300) but 45% higher than artists' average earnings (\$22,700).

The \$20.0 billion in total earnings in the cultural sector represents 3.0% of total earnings in the Canadian labour force.

¹¹ Sources: Forestry Products Association of Canada press release, *Forest Industry Sets Urgent Priorities for Federal Budget*, December 16, 2008, http://www.fpac.ca/en/media centre/press releases/2008-12-16-priorities.php and Canadian Bankers Assocation, *Quick Facts*, http://cba.ca/en/viewdocument.asp?fl=3&sl=174&docid=413&pg=1. Both resources were viewed on January 12, 2009.

Artists' earnings by range

Table 2 shows that artists are over-represented in the two lowest earnings ranges compared with the overall labour force. Forty-three percent of artists earn less than \$10,000, compared with 25% of the overall labour force. Another 19% of artists earn between \$10,000 and \$19,999, compared with 16% of the overall labour force. Taken together, these statistics show that 62% of artists earn less than \$20,000, compared with 41% of the overall labour force.

Artists are under-represented in all earnings ranges of \$20,000 or more. Only 4% of artists, compared with 8% of the overall labour force, earned \$80,000 or more in 2005.

This means that more than 62% of artists earn less than the low-income cutoff for a single person living in a community of 500,000 people or more (\$20,800). The exact number of artists below the low-income cutoff figure could not be calculated from the earnings ranges available in the custom data request.

Table 2: Artists' earnings by range, 2005				
Earnings range	Number of artists	% of artists	% of overall labour force	
Under \$10,000	59,670	43%	25%	
\$10,000 to \$19,999	27,000	19%	16%	
\$20,000 to \$29,999	15,400	11%	13%	
\$30,000 to \$39,999	11,740	8%	12%	
\$40,000 to \$49,999	7,865	6%	10%	
\$50,000 to \$59,999	6,110	4%	7%	
\$60,000 to \$69,999	4,250	3%	5%	
\$70,000 to \$79,999	2,710	2%	4%	
\$80,000 to \$99,999	2,580	2%	4%	
\$100,000 and over	2,705	2%	4%	
Total	140,040	100%	100%	

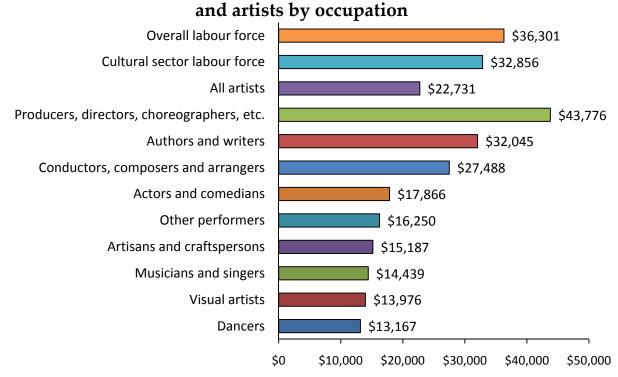
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.

Average earnings by occupation

Chart 1 shows that many different kinds of artists have low average earnings. Six of the nine arts occupations have average earnings that are less than Statistics Canada's low-income cutoff for a single person living in a community of 500,000 people or more (\$20,800).

Only the "producers, directors, choreographers and related occupations" group earns more than the average earnings for the entire labour force. These are some of the most experienced artists. Typically, those who produce, direct or choreograph have many years of experience.

Chart 1: Average earnings in 2005
Overall labour force, cultural sector labour force



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.

Key statistics on each arts occupation

Table 3 provides the number of earners, average earnings and median earnings for all nine arts occupation groups. The earnings gap is the difference between artists' earnings and overall labour force earnings. This gap is presented for both average and median earnings.

Musicians and singers are the largest of the nine arts occupation groups:

- musicians and singers (33,600 people reporting earnings, or 24% of all 140,000 artists);
- authors and writers (24,500, or 18%);
- producers, directors, choreographers and related occupations (22,400, or 16%);
- artisans and craftspersons (17,400, or 12%);
- visual artists (17,100, or 12%);
- actors and comedians (11,700, or 8%);
- dancers (7,300, or 5%);
- other performers (3,630, or 3%); and
- conductors, composers and arrangers (2,300, or 2%).

For each of these occupation groups, those who reported no employment or self-employment earnings in 2005 are excluded from these figures. Overall, 18,100 people (11% of all individuals in the nine arts occupations) reported no employment or self-employment earnings in 2005. The percentage of individuals who are classified in one of the nine arts occupations but who have no employment earnings ranges from 17% of visual artists to 6% of producers, directors and choreographers:

- visual artists (3,600 people reporting no earnings, or 17% of all visual artists);
- other performers (700, or 16%);
- artisans and craftspersons (2,700, or 13%);
- actors and comedians (1,600, or 12%);
- musicians and singers (4,000, or 11%);
- authors and writers (3,000, or 11%);
- dancers (800, or 10%);
- conductors, composers and arrangers (200, or 9%); and
- producers, directors, choreographers and related occupations (1,500, or 6%).

Table 3 also shows that, in six arts occupations, median earnings are less than or about equal to \$10,000. This means that a *typical* actor or comedian, artisan or craftsperson, dancer, musician or singer, other performer or visual artist earns only about \$10,000 or less. The median earnings of dancers and visual artists are only about \$8,000.

If they are without other sources of support, these artists live in a situation of extreme low income: their median earnings are about one-half the low-income cutoff figure for a single person living in a community of 500,000 people or more (\$20,800).

The median earnings of conductors, composers and arrangers are about \$18,000. The median earnings of authors and writers (\$24,800) are slightly lower than the overall labour force median (\$26,900), while the median earnings of producers, directors, choreographers and related occupations (\$37,000) are greater than the median in the overall labour force.

Table 3: Key statistics on each arts occupation, 2006 census

Occupation	Number	Average earnings	Earnings gap (average earnings)	Median earnings	Earnings gap (median earnings)
Actors and comedians	11,740	\$17,866	51%	\$9,251	66%
Artisans and craftspersons	17,355	\$15,187	58%	\$10,425	61%
Authors and writers	24,545	\$32,045	12%	\$24,815	8%
Conductors, composers and arrangers	2,320	\$27,488	24%	\$17,835	34%
Dancers	7,330	\$13,167	64%	\$8,340	69%
Musicians and singers	33,630	\$14,439	60%	\$9,394	65%
Other performers	3,630	\$16,250	55%	\$10,041	63%
Producers, directors, choreographers and related occupations	22,365	\$43,776	-21%	\$36,984	-38%
Visual artists	17,115	\$13,976	61%	\$7,899	71%
All 9 arts occupations	140,040	\$22,731	37%	\$12,886	52%
Overall labour force	18,201,265	\$36,301	0%	\$26,850	0%

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year. The earnings gap is the difference between artists' earnings and overall labour force earnings.

Section 3: Demographic analysis

This section examines employment and earnings in the nine arts occupations based on selected demographic characteristics, including sex, age, level of education, language, visible minority status, Aboriginal identity and other characteristics.

Sex

There are more female than male artists in Canada. Table 4 shows that the 74,000 female artists represent 53% of artists. In the overall labour force, 48% of workers are women. Table 4 also shows that six of the nine arts occupations have more women than men. In particular, 86% of dancers are female, the highest proportion of women among the nine arts occupations.

Table 4: Artists by sex and occupation, 2006				
Occupation	Women	Men	Total	Female %
Actors and comedians	5,385	6,350	11,740	46%
Artisans and craftspersons	10,550	6,805	17,350	61%
Authors and writers	13,305	11,245	24,545	54%
Conductors, composers and arrangers	815	1,500	2,320	35%
Dancers	6,270	1,060	7,330	86%
Musicians and singers	17,510	16,120	33,635	52%
Other performers	2,360	1,265	3,630	65%
Producers, directors, choreographers and related occupations	8,145	14,230	22,370	36%
Visual artists	9,635	7,475	17,115	56%
All 9 arts occupations	73,980	66,060	140,040	53%
Overall labour force	8,720,710	9,480,550	18,201,270	48%
Source: Analysis by Hill Strategies Res	search based or	n a 2006 censu	ıs custom data r	equest.

Despite the fact that women comprise the majority of artists, female artists still earn much less than their male counterparts. Table 5 shows that, on average, female artists earn \$19,200, 28% less than the average earnings of male artists (\$26,700). In the overall labour force, women earn, on average, 36% less than what men earn.

Women earn less than men in all nine of the arts occupations. In one arts occupations ("conductors, composers and arrangers"), women's earnings amount to just over one-half of men's earnings. Only in one arts occupation ("producers, directors, choreographers and related occupations") do women's earnings come within 10% of men's earnings.

Table 5: Artists' average earnings by sex and occupation, 2005				
Occupation	Women	Men	Earnings gap between women and men	
Actors and comedians	\$16,525	\$19,002	13%	
Artisans and craftspersons	\$12,307	\$19,650	37%	
Authors and writers	\$30,403	\$33,989	11%	
Conductors, composers and arrangers	\$17,996	\$32,634	45%	
Dancers	\$12,502	\$17,105	27%	
Musicians and singers	\$12,449	\$16,601	25%	
Other performers	\$13,871	\$20,695	33%	
Producers, directors, choreographers and related occupations	\$41,924	\$44,835	6%	
Visual artists	\$11,421	\$17,271	34%	
All 9 arts occupations	\$19,175	\$26,714	28%	
Overall labour force	\$28,073	\$43,869	36%	

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year. The earnings gap in this table is the difference between women and men's earnings in each occupation.

Age

The distribution of artists and the overall labour force by age is shown in Table 6. The age distribution of artists is fairly similar to the distribution of the overall labour force, although there is a smaller percentage of artists in the youngest age group and a somewhat larger percentage in the oldest age group (55 and over).

Some in the arts community believe that artists are less likely to retire than other workers, and Table 6 provides some data that could support this belief. The data in Table 6 show that a larger percentage of artists (21%) than other workers (18%) continue to work beyond age 55.¹²

Table 6: Artists and the overall labour force by age, 2006							
Age group	Artists	% of artists	Overall labour force	% of overall			
15-24 years	17,990	13%	3,005,415	17%			
25-34 years	28,920	21%	3,487,295	19%			
35-44 years	32,170	23%	4,172,580	23%			
45-54 years	30,875	22%	4,226,320	23%			
55 years and over	55 years and over 30,075 21% 3,309,655 18%						
Total 140,040 100% 18,201,270 100%							
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.							

Artists earn significantly less than the overall labour force in all age groups. Chart 2 shows that the average earnings of artists peak between 35 and 44 years of age, which is 10 years younger than peak earnings in the overall labour force. Chart 2 also shows that the difference between the earnings of artists and earnings in the overall labour force increases at every age level. In other words, as artists progress in their careers, their earnings do not increase as much as other workers:

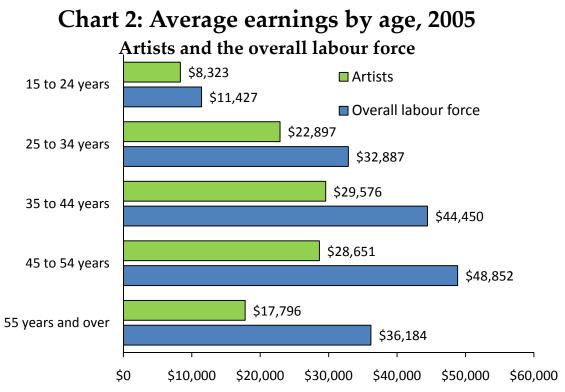
- Artists between 15 and 24 years of age earn an average of \$8,300, or 27% less than that of similarly-aged workers in the overall labour force.
- With average earnings of \$22,900, artists between 25 and 34 years of age earn 30% less than the earnings of similarly-aged workers in the overall labour force.

¹² A group of Canadians working in organizations that support performing and creative artists has established a Senior Artist Research Project in order to understand and improve the issues faced by older artists in Canada.

14

- Artists between 35 and 44 earn an average of \$29,600, or 33% less than similarly-aged workers in the overall labour force.
- With average earnings of \$28,700, artists between 45 and 54 years of age earn 41% less than the earnings of similarly-aged workers in the overall labour force.
- Average earnings for artists over 55 (\$17,800) are lower than for artists between 25 and 55. Artists who are 55 and over earn 51% less than similarly-aged workers in the overall labour force.

Compared with other workers, artists face a larger drop in earnings as they age. The average earnings of all Canadian workers 55 or older are \$36,200, which is 26% less than the average earnings of all Canadian workers between 45 and 54 years of age. The average earnings of Canadian artists 55 or older are only \$17,800, or 38% less than the average earnings of artists between 45 and 54 years of age.



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.

Education level

Canada's artists are much more highly educated than the overall labour force yet earn significantly less at all education levels than those in non-arts occupations. Table 7 shows that the percentage of artists with a bachelor's degree or higher (39%) is nearly double the rate in the overall labour force (21%).

Table 7: Artists by education level, 2006					
	Artists	% of artists	Overall labour force	% of overall labour force	
No certificate, diploma or degree	12,080	9%	2,862,070	16%	
High school certificate or equivalent	29,565	21%	4,832,790	27%	
Apprenticeship or trades certificate or diploma	6,635	5%	2,118,695	12%	
College, CEGEP or other non- university certificate or diploma	27,690	20%	3,632,505	20%	
University certificate or diploma below the bachelor level 8,955 6% 850,395 5%					
University certificate, diploma or degree at bachelor's level or above	55,125	39%	3,904,810	21%	
Total	140,040	100%	18,201,265	100%	

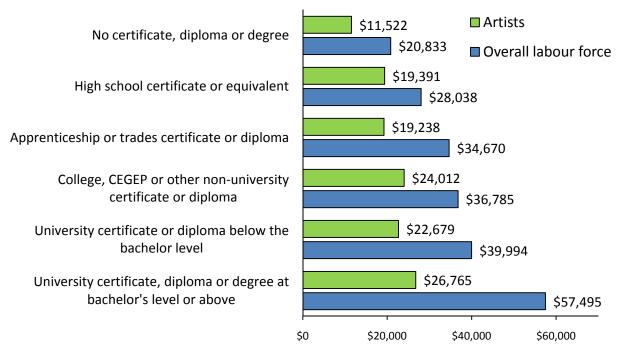
Chart 3 shows that average earnings are relatively low for artists at all education levels. Earnings do tend to increase as education increases, but economic returns to higher education are much lower for artists than for other workers. University-educated artists earn 38% more than those with a high school education. In the overall labour force, those with a university education earn more than double the average earnings of those with a high school education.

The best-educated artists fare the worst when compared with the overall labour force. Artists with university credentials at or above the bachelor's level earn \$26,800, which is 53% less than the average earnings of workers with the same education in the overall labour force (\$57,500). In fact, the average earnings of university-educated artists (\$26,800) are less than the average earnings of overall labour force workers with a high school diploma (\$28,000).

For other education levels, the gap between the earnings of artists and other labour force workers varies between 31% (for those with a high school education) and 45% (for those with no certificate, diploma or degree and for those with an apprenticeship or trades education).

Chart 3: Average earnings by education level, 2005

Artists and the overall labour force



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.

Language

Table 8 provides the number of artists and the overall labour force in various linguistic groups, based on the language spoken most often at home. The 105,300 artists who speak English most often at home comprise three-quarters of all artists in Canada (75%), somewhat higher than the equivalent percentage in the overall labour force (68%).

Those who speak French or non-official languages most often at home are somewhat underrepresented among artists compared with the overall labour force. The 24,600 artists who speak French most often at home account for 18% of all artists, compared with 21% of the overall labour force. The 8,400 artists who speak a non-official language most often at home account for 6% of artists, compared with 10% of the overall labour force.

Table 8 also provides information about official language minority artists in Canada. The 5,600 English-language minority artists (i.e., Anglophone artists residing in Quebec) represent 4.0% of all artists in Canada, while all Anglophone workers in Quebec represent 2.4% of the overall Canadian labour force. The 1,800 French-language minority artists (i.e., Francophone artists residing outside Quebec) represent 1.3% of all artists in Canada, while all Francophone workers outside Quebec represent 1.8% of the overall Canadian labour force.

Table 8: Number of artists and overall labour force by language, 2006						
Demographic group	Artists	% of artists	Overall labour force	% of overall labour force		
English home language	105,345	75%	12,330,175	68%		
French home language	24,585	18%	3,818,600	21%		
Non-official home language	8,360	6%	1,743,650	10%		
English-language minority (i.e., residing in Quebec) 5,555 4.0% 428,010 2.4%						
French-language minority (i.e., residing outside Quebec) 1,755 1.3% 329,725 1.8%						
All artists / Overall labour force 140,040 100% 18,201,265 100%						
Source: Analysis by Hill Strategies R	esearch based	l on a 2006	Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.			

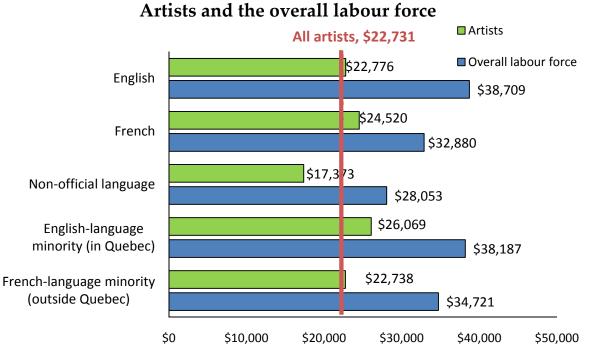
Chart 4 shows that artists in each linguistic group earn much less than other workers:

- Artists who speak English most often at home have average earnings of \$22,800, which is 41% less than all Anglophone workers in Canada.
- Artists who speak French most often at home have average earnings of \$24,500, which represents a gap of 25% when compared with all Francophone workers in Canada. This is the lowest earnings gap of any demographic group.
- Artists who most often speak a language other than French or English at home have average earnings of \$17,400, which is a 38% gap when compared with all such workers in Canada and is also 24% less than the average earnings of all Canadian artists.

Chart 4 also provides information about official language minority artists:

- Minority-language Anglophone artists (i.e., in Quebec) have average earnings of \$26,100, which is 32% less than the average earnings of all Anglophone workers in Quebec (\$38,200).
- Minority-language Francophone artists (i.e., outside Quebec) have average earnings of \$22,700, which represents a 35% gap when compared with the average earnings of all Francophone workers outside Quebec (\$34,700).

Chart 4: Average earnings by home language, 2005



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.

Aboriginal, immigrant and visible minority artists

Table 9 provides the number of artists and the overall labour force in various demographic groups:

- The 3,300 Aboriginal artists represent 2.4% of all artists, which is less than the percentage of Aboriginal people in the overall labour force (2.9%).
- The 14,900 visible minority artists represent 11% of all artists, lower than the percentage of visible minority Canadians in the overall labour force (15%). Two-thirds of visible minority artists are first-generation immigrants (66%).
- The 28,400 immigrant artists account for one-fifth of all artists, almost exactly the same percentage as immigrants in the overall labour force (21%).¹³

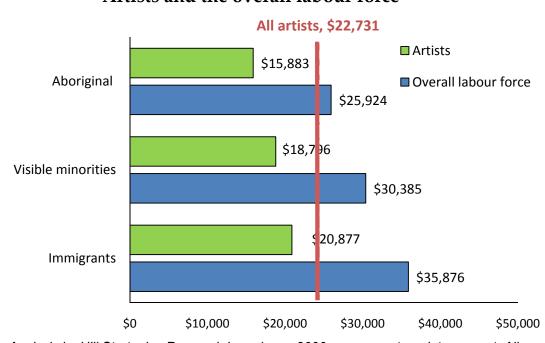
Table 9: Number of artists and overall labour force for select demographic groups, 2006					
Demographic group	Artists	% of artists	Overall labour force	% of overall labour force	
Aboriginal	3,295	2.4%	524,910	2.9%	
Visible minorities	14,910	11%	2,701,735	15%	
Immigrants 28,355 20% 3,797,920 21%					
All artists / Overall labour force 140,040 100% 18,201,265 100%					
Source: Analysis by Hill Strategies I	Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.				

¹³ The term "immigrant" refers to people who are, or have been, landed immigrants in Canada. A landed immigrant is a person who has been granted the right to live in Canada permanently by immigration authorities.

Chart 5 shows that Aboriginal, visible minority and immigrant artists all earn less than other artists:

- Aboriginal artists have particularly low average earnings (\$15,900), a 39% gap when compared with all Aboriginal workers in the Canadian labour force (\$25,900). The average earnings of Aboriginal artists are 30% lower than the average for all artists.
- With average earnings of \$18,800, visible minority artists earn 38% less than the average earnings of all visible minority workers in Canada (\$30,400). For the two-thirds of visible minority artists who are immigrants, average earnings are \$18,700, which is very close to the average earnings of all visible minority artists.
- Immigrant artists have somewhat higher average earnings (\$20,900), but still earn 42% less than all immigrant workers in Canada (\$35,900).

Chart 5: Average earnings for select demographic groups, 2005 Artists and the overall labour force



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.

Artists and disability

The census asked whether a physical condition, mental condition or health problem reduces the amount or the kind of activity that respondents can do at work or at school. Overall, 5% of all Canadian workers indicated that they are "often" limited in the activities that they can do at work or at school. The same percentage of artists (5%, or 6,300 artists) indicated that they are often limited in the activities that they can do at work or at school.

Another 8% of Canadian workers indicated that they are "sometimes" limited in the activities that they can do at work or at school. A slightly higher percentage of artists (10%, or 13,500 artists) indicated that they are sometimes limited in the activities that they can do at work or at school.

Both of these groups of artists have lower average earnings than other artists:

- The 6,300 artists who are often limited in their activities have average earnings of only \$15,300, which is 42% less than other workers with the same limitations.
- The 13,500 artists who are sometimes limited in their activities have average earnings of \$17,700, which is 43% less than other workers with the same limitations.

Section 4: Employment characteristics

This section examines self-employment, full-time hours and the industry sectors of artists.

Self-employment

At 42%, the percentage of artists who are self-employed is six times the self-employment rate in the overall labour force (7%).¹⁴ Table 10 shows that self-employment rates for different arts occupations vary between a low of 19% for producers, directors, choreographers and related occupations and a high of 65% for visual artists.¹⁵

Table 10: Self-employment and paid work of artists, 2006					
Occupation	Self- employed	Self-employed as % of total	Paid workers	Paid workers as % of total	
Actors and comedians	3,885	33%	7,840	67%	
Artisans and craftspersons	7,770	45%	9,520	55%	
Authors and writers	10,125	41%	14,375	59%	
Conductors, composers and arrangers	855	37%	1,465	63%	
Dancers	1,950	27%	5,360	73%	
Musicians and singers	17,685	53%	15,890	47%	
Other performers	1,090	30%	2,520	69%	
Producers, directors, choreographers and related occupations	4,145	19%	18,165	81%	
Visual artists	11,035	65%	6,000	35%	
All 9 arts occupations	58,560	42%	81,145	58%	
Overall labour force	1,218,565	7%	16,029,710	93%	
Source: Analysis by Hill Strategie.	Source: Analysis by Hill Strategies Research based on a 2006 census custom data request				

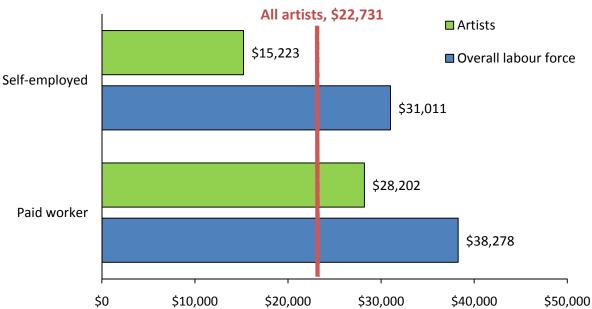
¹⁴ In addition to self-employed and paid workers, there is a third employment category known as unpaid workers. These figures are very small in the arts labour force and are not presented in this paper. However, the self-employed and paid worker categories do not add to 100% for all of the arts occupations because of the few unpaid workers. Unemployed workers are excluded from the percentages.

¹⁵ Some in the arts community believe that even these relatively high self-employment rates may be unduly low. For example, very few actors and comedians are believed to have a paid position, yet the census data shows the self-employment rate for actors and comedians at only 33%. The custom data request was not sufficiently detailed to allow for a finer examination of where actors and comedians and other artists with employment positions work.

The average earnings of self-employed artists are very low (\$15,200) compared with artists with a paid position (\$28,200). Chart 6 shows that the average earnings of self-employed artists (\$15,200) are 51% less than the average earnings of all self-employed workers in Canada (\$31,000). With average earnings of \$28,200, artists with a paid position earn 26% less than the average earnings of all paid workers in Canada (\$38,300).

Chart 6: Average earnings by employment status, 2005





Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.

Table 11 provides the average earnings of self-employed and paid workers in each of the nine arts occupations. In seven of the nine occupations, the average earnings of self-employed workers are lower than the average earnings of artists with a paid position. In many occupations, self-employed artists earn only about one-half of their employed colleagues.

Table 11: Average earnings of self-employed and paid workers in each arts occupation, 2005						
Occupation Self-employed Paid worke						
Actors and comedians	\$19,646	\$16,988				
Artisans and craftspersons	\$10,231	\$19,303				
Authors and writers	\$21,400	\$39,635				
Conductors, composers and arrangers	\$20,793	\$31,425				
Dancers	\$14,481	\$12,714				
Musicians and singers	\$13,244	\$15,769				
Other performers	\$14,249	\$17,173				
Producers, directors, choreographers and related occupations	\$23,979	\$48,404				
Visual artists	\$11,189	\$19,081				
All 9 arts occupations	\$15,223	\$28,202				
Overall labour force	Overall labour force \$31,011 \$38,278					

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.

Full-time and full-year work

A significant factor in the low earnings of artists is the difficulty in finding full-time work in the arts. Table 12 shows that nearly twice as many artists as other workers (42% vs. 22%) indicated that they worked part-time in 2005.

Table 12 also shows that artists are employed for fewer weeks per year than other workers. In 2005, 68% of artists worked most of the year (40 to 52 weeks) compared with 77% of the overall labour force.

Only 47% of artists worked full-time for 40 to 52 weeks in 2005, compared with 66% of the overall labour force.

Table 12: Full-time and full-year work, artists and the overall labour force, 2005					
% of all % of overall artists labour force					
58%	78%				
42%	22%				
20%	16%				
27 to 39 weeks 12% 7%					
68%	77%				
47%	66%				
	% of all artists 58% 42% 20% 12% 68%				

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Where are artists employed?

Table 13 shows the number of artists and average earnings in key industry sectors. Although artists work in many different sectors of the economy, the top three industries employ about three-quarters of artists: arts, entertainment and recreation (52,600 artists); educational services (28,700); and information and cultural industries (25,500).¹⁶

Table 13 also shows that many arts occupations have the largest number of workers in the arts, entertainment and recreation sector. The arts, entertainment and recreation sector includes independent artists, performing arts companies, museums, art galleries and heritage institutions (as well as spectator sports, amusement, gambling and recreation industries).

Artists' average earnings are lowest in the education services industry (\$14,000) and highest in information and cultural industries (\$39,300). Artists working in the arts, entertainment and recreation sector have average earnings of \$17,800. The average earnings for artists in all other industries are \$21,800.

Among detailed industry codes, the largest number of artists (37,800) works in the "independent artists, writers and performers" group. The average earnings of the 37,800 artists in this industry code are \$18,100. This industry code includes the largest number of artists in seven different occupations: actors and comedians (4,800); artisans and craftspersons (2,600); authors and writers (8,000); conductors, composers and arrangers (500); musicians and singers (6,300); other performers (1,200); and visual artists (13,000).

The largest number of dancers works in performing arts companies (700).

The largest number of producers, directors, choreographers and related occupations works in motion picture and video industries (8,400).

¹⁶ The arts, entertainment and recreation sector includes independent artists, performing arts companies, museums, art galleries and heritage institutions as well as spectator sports and amusement, gambling and recreation industries. The educational services sector includes schools teaching dance, drama, music, photography and fine art (except commercial and graphic arts), language schools, elementary, secondary and post-secondary schools, as well as various specialized schools. The information and cultural industries sector includes publishing, motion pictures, sound recording, broadcasting, telecommunications, information services and data processing. The definitions of the North American Industry Classification System (2002) are available at http://www.statcan.gc.ca/subjects-sujets/standard-norme/naics-scian/2002/naics-scian02l-eng.htm.

Table 13: Artists by industry and occupation, 2006						
Occupation	Arts, entertainment and recreation	Educational services	Information and cultural industries	All other industries		
Actors and comedians	7,585	660	2,815	680		
Artisans and craftspersons	2,760	470	n/a (<250)	14,030		
Authors and writers	8,320	715	4,975	10,535		
Conductors, composers and arrangers	1,070	n/a (<250)	350	710		
Dancers	1,470	5,795	n/a (<250)	n/a (<250)		
Musicians and singers	12,345	18,420	435	2,435		
Other performers	2,295	n/a (<250)	n/a (<250)	1,125		
Producers, directors, choreographers and related occupations	3,220	610	16,175	2,365		
Visual artists	13,515	1,680	610	1,310		
All 9 arts occupations	52,585	28,695	25,505	33,255		
% of artists in this industry	38%	20%	18%	24%		
Average earnings of artists in this industry	\$17,762	\$13,956	\$39,304	\$21,830		

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

<u>Section 5: Changes in the number and earnings of artists</u> <u>between 1971 and 2006</u>

The number of artists in Canada grew much more quickly than the overall labour force between 1971 and 2006. Because the occupational classifications have changed three times since 1971, an index system was used to determine long-term trends in Chart 7. This methodology provides a reasonable estimate of longer-term changes in the number of artists and cultural workers.

The index was set at 100 in 1971 for artists, cultural workers and the overall labour force. The growth in the number of artists (index of 357 in 2006) shows that there were three-and-a-half times as many artists in 2006 as in 1971. This is a much higher increase than the doubling of the overall labour force (index of 207 in 2006). The cultural sector labour force nearly tripled in size between 1971 and 2006 (index of 277 in 2006).¹⁷

The number of artists grew by much more than the overall labour force between 1971 and 2001 but less than the overall labour force between 2001 and 2006. In the 1970s, the number of artists increased by 85%, compared with 38% growth in the overall labour force. In the 1980s, the number of artists grew by 40%, double the 20% growth in the overall labour force. Between 1991 and 2001, the number of artists in Canada increased by 29%, nearly three times the 10% growth in the overall labour force. Between 2001 and 2006, the number of artists increased by 7%, less than the 11% increase in the overall labour force.

The slope of the "artists" line in Chart 7 shows that the rate of growth in the number of artists has decreased during every period since 1971. Percentage growth was 85% in the 1970s, 40% in the 1980s, 29% in the 1990s, and 7% in the shorter period of 2001 to 2006.

The growth in the cultural labour force has also decreased over time. Percentage growth was 74% in the 1970s, 25% in the 1980s, 20% in the 1990s, and 6% in the shorter period of 2001 to 2006.

¹⁷ Estimates of the number of artists in 1971 and 1981 were taken from a 1984 Canada Council report (<u>A Canadian Dictionary and Selected Statistical Profile of Arts Employment, 1981</u>). Using 8 occupation codes from the 1970 Occupational Classification, the number of artists was estimated at 47,485 in 1971 and 88,005 in 1981. A Statistics Canada report for a 1991 Census consortium provided data on artists in 1981 and 1991 based on 9 occupation codes from the 1980 Standard Occupational Classification. The data from that report shows the number of artists to be 86,235 in 1981 and 120,685 in 1991. Estimates for 1991 and 2001, based on a 2001 census custom data request that captured 9 occupation codes from the 1991 Standard Occupational Classification, were 101,605 for 1991 and 130,695 for 2001. The estimate for 2006 (140,040) is defined in the same way as the 1991 and 2001 data (i.e., the same 9 occupation codes) and was drawn from the 2006 census custom data request.

Chart 7: Growth in artists, the cultural sector and the overall labour force, 1971 to 2006 **→**Artists --- Cultural sector labour force **Artists** --- Overall labour force Cultural labour force Overall labour force

Table 14 shows that, between 1991 and 2006, seven of the nine arts occupations grew more quickly than the overall labour force. The number of actors and comedians more than doubled during this time frame, followed by 75% growth in dancers and 74% growth in producers, directors, choreographers and related occupations. In contrast, the number of artisans and craftspersons decreased by 21% between 1991 and 2006.

Table 14: Change in the number of artists between 1991 and 2006						
Occupation	1991	2001	2006	% change since 2001	% change since 1991	
Actors and comedians	5,195	10,760	11,740	9%	126%	
Artisans and craftspersons	21,860	19,575	17,355	-11%	-21%	
Authors and writers	15,190	21,145	24,545	16%	62%	
Conductors, composers and arrangers	1,875	2,290	2,320	1%	24%	
Dancers	4,190	6,865	7,330	7%	75%	
Musicians and singers	26,165	31,000	33,630	8%	29%	
Other performers	3,280	4,565	3,630	-20%	11%	
Producers, directors, choreographers and related occupations	12,860	19,245	22,365	16%	74%	
Visual artists	10,990	15,250	17,115	12%	56%	
All 9 arts occupations	101,605	130,695	140,040	7%	38%	
Overall labour force	14,905,395	16,415,785	18,201,265	11%	22%	
Source: Analysis by Hill Strategies Research based on 1991, 2001 and 2006 census data requests.						

Demographic changes

Female artists have been an important factor in the growth in the number of artists since 1971. Based on a Canada Council study, only 40% of artists in 1971 were female. By 2006, the proportion of female artists had grown to 53%, and this percentage is based on a much larger number of artists.

Table 15 shows the changes in the number of artists in various demographic groups between 1991 and 2006. Demographic groups with particularly large increases include:

- artists from visible minority groups, who more than doubled in number (123% growth, slightly higher than the 109% growth of visible minority groups in the overall labour force);
- artists 45 or older, who more than doubled in number (121% growth, compared with 87% growth of this age group in the overall labour force);
- artists with a university certificate, diploma or degree (90% growth, similar to the 95% growth in the overall labour force); and
- artists with a college certificate or diploma (61% growth, slightly less than the 74% growth in the overall labour force).

Table 15: Change in the number of artists and labour force workers for select demographic groups, 1991 to 2006

		Artists				
Characteristic	1991	2001	2006	% change since 2001	% change since 1991	labour force: % change since 1991
Female	54,500	71,010	73,980	4%	36%	30%
Male	47,100	59,705	66,060	11%	40%	16%
15-24 years old	14,510	17,175	16,290	-5%	12%	10%
25-34 years old	30,175	29,080	29,595	2%	-2%	-16%
35-44 years old	28,770	33,565	33,120	-1%	15%	12%
45 years of age and over	28,145	50,700	62,120	23%	121%	87%

32

¹⁸ Canada Council for the Arts. <u>A Canadian Dictionary and Selected Statistical Profile of Arts Employment 1981</u>, Research and Evaluation Section, January 15, 1984.

Table 15 (continued): Change in the number of artists and labour force workers for select demographic groups, 1991 to 2006

	Artists					Overall labour	
Characteristic	1991	2001	2006	% change since 2001	% change since 1991	force: % change since 1991	
Less than high school graduation certificate	17,055	15,260	12,080	-21%	-29%	-30%	
High school graduation certificate and/or some post-secondary	26,080	29,905	29,565	-1%	13%	17%	
Trades certificate or diploma	7,565	8,090	6,635	-18%	-12%	13%	
College certificate or diploma	17,245	23,960	27,690	16%	61%	74%	
University certificate, diploma or degree	33,680	53,230	64,080	20%	90%	95%	
Aboriginal	n/a	3,135	3,295	5%	n/a	n/a	
Visible minorities	6,685	11,650	14,910	28%	123%	109%	
Immigrants	20,065	26,375	28,355	8%	41%	43%	
Total	101,605	130,695	140,040	7%	38%	22%	

Source: Analysis by Hill Strategies Research based on 1991, 2001 and 2006 census custom data requests.

Notes: 1) The age groupings in the 2006 census data request are slightly more broken out than in previous years. Because the finer categories (45 to 54 and 55 or older) are not available from the 1991 and 2001 census data requests, the broader categories are presented here.

²⁾ The education groupings in the 2006 census data request are slightly more broken out than in previous years. Because the finer categories are not available from the 1991 and 2001 census data requests, the broader categories are presented here.

³⁾ The questions used to identify Aboriginal respondents changed between 1991 and 2001. Because of this, data on Aboriginal artists is not presented for 1991.

⁴⁾ Language data from the 2006 census data request are not comparable to previous data requests. The 2006 data request captured statistics based on the language spoken most often at home, while the 1991 and 2001 census data requests captured statistics based on mother tongue. For this reason, changes by language are not presented here.

Changes in artists' earnings

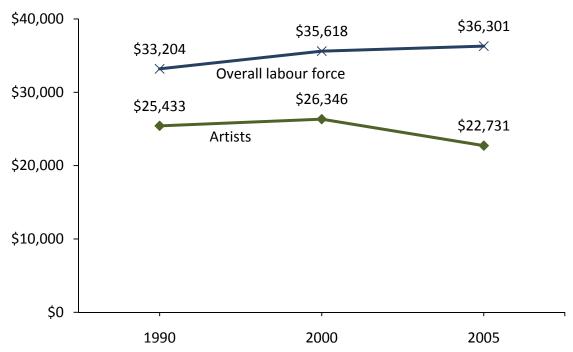
Chart 8 provides a graphic view of changes in average earnings between 1990 and 2005. All earnings figures in Chart 8 are adjusted for inflation.¹⁹

In the overall labour force, average earnings increased from \$33,200 in 1990 to \$35,600 in 2000, and then increased slightly to \$36,300 in 2005. Over the whole period (1990 to 2005), average earnings in the overall labour force increased by 9% (after adjusting for inflation).

For artists, average earnings increased slightly between 1990 and 2000 (from \$25,400 to \$26,300), and then decreased substantially in 2005 (\$22,730). This represents an 11% decrease in the average earnings of artists between 1990 and 2005 (after adjusting for inflation).

The 11% decrease in the average earnings of artists between 1990 and 2005 is due to the 14% decrease between 2000 and 2005 (after adjusting for inflation). Even without an inflation adjustment, artists' average earnings decreased by 3% between 2000 and 2005. The earnings gap between artists and the overall labour force increased from 23% in 1990 to 37% in 2005.

Chart 8: Change in average earnings
Artists and the overall labour force, 1990 to 2005



Source: Analysis by Hill Strategies Research based on 1991, 2001 and 2006 census data requests. All earnings figures relate to the calendar year prior to the censuses and are in constant 2005 dollars.

¹⁹ Inflation data was calculated based on the Consumer Price Index from Statistics Canada. The webpage with inflation data (http://www40.statcan.gc.ca/l01/cst01/econ46a.htm) was viewed on January 7, 2009. Inflation factors were calculated for 1990, 2000 and 2005, the years for which census respondents reported their earnings.

Table 16 provides the change in earnings for each arts occupation. All nine arts occupations saw substantial decreases in average earnings between 2000 and 2005, which contributed to a decrease in earnings for all nine occupations over a longer timeframe (1990 to 2005).

Table 16: Change in average earnings by occupation, 1990 to 2005 Expressed in 2005 dollars (earnings in 1990 and 2000 adjusted for inflation)

Occupation	1990	2000	2005	% change since 2000	% change since 1990
Actors and comedians	\$27,019	\$24,223	\$17,866	-26%	-34%
Artisans and craftspersons	\$16,473	\$17,422	\$15,187	-13%	-8%
Authors and writers	\$36,497	\$35,791	\$32,045	-10%	-12%
Conductors, composers and arrangers	\$35,000	\$30,710	\$27,488	-10%	-21%
Dancers	\$17,498	\$16,361	\$13,167	-20%	-25%
Musicians and singers	\$19,103	\$18,046	\$14,439	-20%	-24%
Other performers	\$18,812	\$20,364	\$16,250	-20%	-14%
Producers, directors, choreographers and related occupations	\$46,937	\$48,353	\$43,776	-9%	-7%
Visual artists	\$20,490	\$20,936	\$13,976	-33%	-32%
All 9 arts occupations	\$25,433	\$26,346	\$22,731	-14%	-11%
Overall labour force	\$33,204	\$35,618	\$36,301	2%	9%

Source: Analysis by Hill Strategies Research based on 1991, 2001 and 2006 census data requests. All earnings figures captured in the censuses relate to the previous calendar year.

Table 17 provides the change in earnings for select demographic groups. All demographic groups saw substantial decreases in average earnings between 2000 and 2005, which contributed to a decrease in earnings between 1990 and 2005.

Table 17: Change in average earnings for select demographic groups, 1990 to 2005 (Expressed in 2005 dollars: earnings in 1990 and 2000 adjusted for inflation)

	Artists					Overall labour
Characteristic	1990	2000	2005	% change since 2000	% change since 1990	force: % change since 1990
Female	n/a	\$21,788	\$19,175	-12%	n/a	n/a
Male	n/a	\$31,764	\$26,714	-16%	n/a	n/a
15-24 years old	\$10,998	\$10,549	\$8,323	-21%	-24%	-8%
25-34 years old	\$25,121	\$26,493	\$22,897	-14%	-9%	1%
35-44 years old	\$30,727	\$31,850	\$29,576	-7%	-4%	7%
45 years of age and over	\$27,803	\$28,032	\$23,295	-17%	-16%	7%
Less than high school graduation certificate	\$18,385	\$17,315	\$11,522	-33%	-37%	-16%
High school graduation certificate and/or some post-secondary	\$22,312	\$23,953	\$19,391	-19%	-13%	0%
Trades certificate or diploma	\$25,602	\$22,960	\$19,238	-16%	-25%	-5%
College certificate or diploma	\$26,084	\$26,388	\$24,012	-9%	-8%	5%
University certificate, diploma or degree	\$31,044	\$30,692	\$26,194	-15%	-16%	4%
Aboriginal	n/a	\$18,917	\$15,883	-16%	n/a	n/a
Visible minorities	\$22,931	\$23,373	\$18,796	-20%	-18%	3%
Immigrants	\$28,030	\$25,985	\$20,877	-20%	-26%	-1%
Total	\$25,433	\$26,346	\$22,731	-14%	-11%	9%

Table 17 source and notes

Source: 1991, 2001 and 2006 census custom data requests. All earnings figures captured in the censuses relate to the previous calendar year.

Notes: 1) Average earnings by sex are not available for 1990.

- 2) In the 1991 and 2001 census data requests, those who were 45 years of age and older are grouped together. In the 2006 census, this group is broken down into those who are 45 to 54 years old and 55 years and older. The common, broader age category is presented here.
- 3) The education groupings in the 2006 census data request are slightly more broken out than in previous years. Because the finer categories are not available from the 1991 and 2001 census data requests, the broader categories are presented here.
- 4) The questions used to identify Aboriginal respondents changed between 1991 and 2001. Because of this, data on Aboriginal artists is not presented for 1991.
- 5) Language data from the 2006 census data request are not comparable to previous data requests. The 2006 data is captured for the language spoken most often at home, while the 1991 and 2001 census data requests captured statistics based on mother tongue. For this reason, changes by language are not presented here.

Section 6: Key findings

<u>A Statistical Profile of Artists in Canada Based on the 2006 Census</u>, the 26th report in the Statistical Insights on the Arts series from Hill Strategies Research, shows that there are 140,000 artists in Canada who spent more time at their art than at any other occupation in May 2006. Artists include actors, choreographers, craftspeople, composers, conductors, dancers, directors, musicians, producers, singers and visual artists.

The number of artists is slightly larger than the number of Canadians directly employed in the automotive industry (135,000).

The report also notes that the broader cultural sector has about 609,000 workers and comprises 3.3% of the overall labour force in Canada. One in every 30 people in Canada has a cultural occupation. This is about double the level of employment in the forestry sector in Canada (300,000) and more than double the level of employment in Canadian banks (257,000).

The report highlights 10 key facts about artists in Canada:

1. The average earnings of artists are very low.

- The average earnings of artists are \$22,700, compared with an average of \$36,300 for all Canadian workers.
- The gap between artists' average earnings and overall labour force earnings is 37%.
- To bridge the earnings gap and bring the average earnings of artists up to the same level as the overall labour force would require an additional \$1.9 billion in earnings for artists.
- The average earnings of artists are only 9% higher than Statistics Canada's low-income cutoff for a single person living in a community of 500,000 people or more (\$20,800).
- 62% of artists earn less than \$20,000, compared with 41% of the overall labour force.
- Six of the nine arts occupations have average earnings that are less than Statistics Canada's low-income cutoff for a single person living in a community of 500,000 people or more (\$20,800).

2. A typical artist in Canada earns less than half the typical earnings of all Canadian workers.

Note: The median is a measure of the earnings of a "typical" worker in various occupations. Half of individuals have earnings that are less than the median value, while the other half has earnings greater than the median.

- For artists, median earnings are only \$12,900.
- A typical artist in Canada earns less than half the typical earnings of all Canadian workers (median earnings of \$26,900).
- A typical artist, on their own, lives in a situation of extreme low income: the median earnings of artists are 38% below the low-income cutoff for larger urban areas (\$20,800).

• In six arts occupations, median earnings are less than or about equal to \$10,000. This means that a *typical* actor, artisan, dancer, musician or singer, other performer or visual artist earns only about \$10,000 or less.

3. Artists' earnings decreased, even before the current recession.

- Between 1990 and 2005, the average earnings of artists decreased by 11% (after adjusting for inflation).
- In the overall labour force, average earnings grew by 9% during the same timeframe (after adjusting for inflation).
- The 11% decrease in the average earnings of artists between 1990 and 2005 is due to a 14% decrease between 2000 and 2005, after adjusting for inflation. Even without an inflation adjustment, artists' average earnings decreased by 3% between 2000 and 2005.
- All nine arts occupations saw substantial decreases in average earnings between 2000 and 2005, which contributed to a decrease for all nine occupations over the longer timeframe (1990 to 2005).
- The earnings gap between artists and the overall labour force increased from 23% in 1990 to 37% in 2005.

4. There are more female than male artists, yet women artists earn much less than men.

- The 74,000 female artists represent 53% of artists. In the overall labour force, 48% of workers are women.
- On average, female artists earn \$19,200, 28% less than the average earnings of male artists (\$26,700).

5. Aboriginal and visible minority artists have particularly low earnings.

- Aboriginal artists have particularly low average earnings (\$15,900), a 39% gap when compared with all Aboriginal workers in the Canadian labour force. The average earnings of Aboriginal artists are 30% lower than the average for all artists.
- With average earnings of \$18,800, visible minority artists earn 38% less than the average earnings of all visible minority workers in Canada.

6. Economic returns to higher education are much lower for artists than for other workers.

- University-educated artists earn 38% more than artists with a high school education. In the overall labour force, those with a university education earn more than double the average earnings of those with a high school education.
- The percentage of artists with a bachelor's degree of higher (39%) is nearly double the rate in the overall labour force (21%).
- Artists with university credentials at or above the bachelor's level earn \$26,800, which is 53% less than the average earnings of workers with the same education in the overall

labour force (\$57,500). In fact, the average earnings of university-educated artists (\$26,800) are less than the average earnings of overall labour force workers with a high school diploma (\$28,000).

7. Many artists are self-employed.

- At 42%, the percentage of artists who are self-employed is six times the self-employment rate in the overall labour force (7%).
- The average earnings of self-employed artists (\$15,200) are 51% less than the average earnings of all self-employed workers in Canada (\$31,000).

8. There are relatively few opportunities for full-time work in the arts.

- Nearly twice as many artists as other workers (42% vs. 22%) indicated that they worked part-time in 2005.
- Artists are employed for fewer weeks per year than other workers. In 2005, 68% of artists worked most of the year (40 to 52 weeks) compared with 77% of the overall labour force.

9. There has been substantial growth in the number of artists since 1971, but the rate of growth is decreasing.

- The number of artists in Canada grew much more quickly than the overall labour force between 1971 and 2006. There were three-and-a-half times as many artists in 2006 as in 1971. This is a much higher increase than the doubling of the overall labour force.
- The rate of growth in the number of artists has decreased during every period since 1971: 85% in the 1970s, 40% in the 1980s, 29% in the 1990s, and 7% in the shorter period of 2001 to 2006.
- The number of artists grew by much more than the overall labour force between 1971 and 2001 but less than the overall labour force between 2001 and 2006.

10. Artists, as a group, are becoming more diverse, older and better educated.

- Artists from visible minority groups more than doubled in number between 1991 and 2006 (123% growth).
- Artists 45 or older more than doubled in number between 1991 and 2006 (121% growth).
- There were 90% more artists with a university certificate, diploma or degree in 2006 than in 1991.
- There were 61% more artists with a college certificate or diploma in 2006 than in 1991.
- In comparison, there were 38% more artists and 22% more workers in the overall labour force in 2006 than in 1991.

Methodological notes

Individuals are classified in the occupation in which they worked the most hours between May 7 and 13, 2006 (the census reference week).

The earnings statistics include an individual's wages and salaries as well as net self-employment income. Other income sources, such as income from government programs, pensions or investments, are excluded from the earnings statistics. The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week.

Appendix: Descriptions of the nine arts occupations

Source: 2006 National Occupation Classification for Statistics (NOC-S), Statistics Canada http://www.statcan.gc.ca/subjects-sujets/standard-norme/soc-cnp/2006/noc2006-cnp2006-eng.htm

Occupation title and code	Definition
Actors and comedians (F035)	Actors and comedians perform roles in motion picture, television, theatre and radio productions to entertain a variety of audience. They are employed by motion picture, television, theatre and other production companies. This unit group includes acting teachers employed by private acting schools.
	Exclusions: Persons who teach acting in post-secondary, secondary or elementary schools (E1, Teachers and Professors).
Artisans and craftspersons (F144)	This unit group includes those who use manual and artistic skills to design and make ornamental objects, pottery, stained glass, jewellery, rugs, blankets, other handicrafts and artistic floral arrangements. Makers of stringed musical instruments are also included in this unit group. Most craftspersons are self-employed. Artistic floral arrangers are usually employed in florist shops and floral departments of retail establishments or may be self-employed. Craft instructors are also included in this unit group and are employed by artisan guilds, colleges, private studios and recreational organizations.
	Exclusions: Painters, sculptors and other visual artists (F036, Painters, Sculptors and Other Visual Artists); Machine operators and assemblers and Related Occupations; or J, Occupations Unique to Processing, Manufacturing and Utilities).
Authors and writers (F021)	Authors and writers plan, research and write books, scripts, storyboards, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. They are employed by advertising agencies, governments, large corporations, private consulting firms, publishing firms, multimedia/new-media companies and other establishments, or they may be self-employed.
	Exclusions: Journalists (F023, Journalists).
Conductors, composers and arrangers (F032)	This unit group included those who conduct bands and orchestras, compose musical works and arrange instrumental and vocal compositions. They are employed by symphony and chamber orchestras, bands, choirs, sound recording companies, orchestras for ballet and opera performances or they may be self-employed.
	Exclusions: Occupations concerned with performing or teaching instrumental or vocal music (F033, Musicians and Singers).

Dancers (F034)	This unit group includes dancers and dance teachers. Dancers are employed by ballet and dance companies, television and film productions and night clubs and similar establishments. Dance teachers are employed by dance academies and dance schools.
	Exclusions: Persons who teach dance in post-secondary, secondary or elementary schools (E1, Teachers and Professors), Choreographers (F031, Producers, Directors, Choreographers and Related Occupations); and Exotic and striptease dancers (F132, Other Performers).
Musicians and singers (F033)	This unit group includes musicians, singers and teachers of vocal and instrumental music. Musicians and singers perform with orchestras, choirs, opera companies and popular bands in establishments such as concert halls, lounges and theatres and in film, television and recording studios. Music teachers teach in conservatories, academies and private homes.
	Exclusions: Persons who teach music in post-secondary, secondary or elementary school (E1, Teachers and Professors), and Music composers and arrangers (F032, Conductors, Composers and Arrangers).
Other performers (F132)	This unit group includes circus performers, magicians, models, puppeteers and other performers not elsewhere classified. They are employed by circuses, nightclubs, theatre, advertising and other production companies or may be self-employed.
Painters, sculptors and other visual artists (F036)	Painters, sculptors and other visual artists create original paintings, drawings, sculptures, engravings and other artistic works. They are usually self-employed. This group also includes art instructors and teachers, who are usually employed by art schools.
	Exclusions: Art teachers in primary, secondary or post-secondary institutions (E1, Teachers and Professors); Graphic designers (F141, Graphic Designers and Illustrating Artists); Skilled craftspersons (F144, Artisans and Craftspersons) and House painters (H144, Painters and Decorators).
Producers, directors, choreographers and related occupations (F031)	This unit group includes producers, directors, choreographers and others who oversee and control the technical and artistic aspects of film, television, radio, dance and theatre productions. They are employed by film production companies, radio and television stations, broadcast departments, advertising companies, sound recording studios, record production companies and dance companies. They may also be self-employed.
	Exclusions: Editors of pre-recorded videos, sound recording mixers and other radio and video technicians (F125, Audio and Video Recording Technicians).