

Key stats on the arts in Canada, May 2005

based on recent Statistical Insights on the Arts reports and the Arts Research Monitor

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*http://www.canadacouncil.ca/publications_e/statistics/ij127235032186406250.htm
and <http://www.ccartarts.ca/en/advocacy/publications/toolkits/artsstats.htm>*

Artists in Canada

Sources: A Statistical Profile of Artists in Canada (September 2004)

Artists in Canada's Provinces, Territories and Metropolitan Areas (October 2004)

Diversity in Canada's Arts Labour Force (February 2005)

(The labour force studies count those who worked the most hours in an artistic or cultural occupation in May 2001. Many practicing artists in Canada do not fall into this category.)

- There were 131,000 artists in Canada who spent more time at their art than at any other occupation in May 2001.
- Artists' average earnings were \$23,500 in 2001, an earnings gap of 26% compared to the overall labour force average.
- Between 1971 and 2001, the number of artists in Canada more than tripled, compared with an 81% increase in the overall labour force.
- Between 1991 and 2001, the number of artists increased by 29%, compared to 10% growth in the overall labour force.
- On a provincial level, the growth in artists was double or more the overall provincial labour force growth rate in all provinces except Alberta and Saskatchewan.
- In comparison, after adjusting for inflation, government spending on culture decreased by 1.3% between 1991 and 2001. (*Source: Government Expenditures on Culture, Statistics Canada, various years*)
- Three-quarters of the 500-plus occupations tracked by Statistics Canada have average earnings higher than artists. Other occupations with average earnings similar to artists include medical secretaries, customer service clerks, and delivery drivers.
- Artists' earnings fell further behind the overall labour force between 1991 and 2001. In 1991, artists earned 24% less than the labour force average, but the earnings gap increased slightly to 26% in 2001.
- One-half of artists in five arts occupations earn about \$10,000 or less. This means that a typical artisan, craftsperson, dancer, musician, singer, other performer, painter, sculptor or other visual artist earns about \$10,000 or less.

- Over 40% of artists hold a university degree, yet university-educated artists earn, on average, only slightly more than overall labour force workers with only a high school diploma.
- On average, visible minority artists earn \$20,800, 11% less than other artists. Aboriginal artists earn an average of \$16,900, 28% less than other artists.

Consumer spending on the arts and culture

Sources: Consumer Spending on Culture in Canada (May 2005)

and additional data from Statistics Canada's Survey of Household Spending

- Canadian consumers spent \$22.8 billion on cultural goods and services in 2003, an amount that is greater than spending on tobacco, alcohol and games of chance *combined*.
- The \$22.8 billion in consumer spending is over three times more than government spending on culture in Canada.
- Culture is a growth market: Consumer spending on cultural goods and services grew by 36% between 1997 and 2003, much higher than inflation (14%) and population growth (6%).
- Canadians spent \$1.2 billion on books (excluding school books) in 2003, 34% more than in 1997 (not adjusted for inflation).
- Spending on live performing arts was \$980 million in 2003, a 31% increase from 1997.
- Canadians spent \$530 million on works of art, carvings and vases in 2003, 48% more than in 1997.
- Consumer spending on admissions to museums and heritage sites totalled \$410 million in 2003, 23% more than in 1997.
- In comparison, consumer spending on live sporting events was \$530 million in 2003.
- 49% of Canadian households spent some money on books (excluding school books) in 2003.
- 37% of households spent money on live performing arts.
- 33% of households spent money on admissions to museums and heritage activities.
- 11% of households spent money on works of art, carvings and vases.
- In comparison, 19% of households spent some money on live sporting events.

Arts and culture organizations

Source: Arts Research Monitor, Volume 3, No 7

(Data from Statistics Canada's National Survey of Nonprofit and Voluntary Organizations)

- Of an estimated 161,000 incorporated nonprofit organizations in Canada, 13,770 are involved in the arts and culture, representing 8.5% of the total.
- Compared with other incorporated nonprofit organizations, arts and culture organizations receive much lower funding from government (28% for arts and culture vs. 49% for all nonprofits), much higher revenues from earned sources (50% for arts and culture vs. 35% for all nonprofits), slightly higher revenues from gifts and donations (17% for arts and culture vs. 13% for all nonprofits) and roughly similar revenues from other sources (5% for arts and culture organizations vs. 3% for all nonprofits).
- Only 37% of incorporated arts and culture organizations reported having paid staff, much lower than the 46% of all incorporated nonprofit organizations with paid staff.
- Arts and culture organizations reported a volunteer complement of 933,000, with almost 200 million hours volunteered.