Revised 3/09/99

Arts Sector Profile # 2

ARTISTS IN THE LABOUR FORCE

Planning and Research The Canada Council for the Arts July 1999

SUMMARY

- Artists in this profile include nine occupations: (1) Writers; (2) Producers, Directors, Choreographers and Related Occupations; (3) Conductors, Composers and Arrangers; (4) Musicians and Singers; (5) Dancers; (6) Actors; (7) Other Performers; (8) Painters, Sculptors and Other Visual Artists; and (9) Artisans and Craftspersons.
- There are over 114,000 artists in Canada, up more than 16% since 1991. According to Statistics Canada data, this is the fastest growing occupation category in the labour force.
- Artists make up about 25% of the cultural labour force (depending on the definition used) and 0.8% of the Canadian labour force as whole.
- Women make up 54% of artists, outnumbering men in six occupations. Men predominate in three artist occupations.
- English is the mother tongue of 67% of artists, while 19% of artists have French as their mother tongue (this includes the 3% of artists who are francophones living outside Québec).
- Reflecting the cultural diversity of Canada, 13% of artists have a non-official language as their mother tongue.
- Almost three-quarters of Canada's artists live in the 25 largest cities.
- Artists' unemployment rate is lower than the labour force average (5.3% compared with 7%).
- Artists' work is characterized by its part time, seasonal nature, especially for performing artists.
- In addition, 53% of artists are self-employed about four times the level for the labour force as whole. Visual artists and craftspersons have a particularly high rate of self-employment.
- In six of the artist occupations, average employment income is significantly below the average for the labour force as whole. In the other three occupations, though all characterized by the high level of skill and education required, average income is only slightly above the labour force average.
- Visible minority artists make up over 7% of artists. *Musicians and Singers* and *Artisans and Craftspersons* account for almost one-half of visible minority artists.

Definition of "Artists"

There are numerous reasons why it is difficult to count the number of artists in Canada. First, there is no widely accepted definition of which occupations should fall under the heading of "artist". Second, Statistics Canada does not have one well-defined occupation category for artists. Third, membership in artist associations, another possible source of data, would not provide complete information as some artists belong to associations while others do not. Fourth, previous studies¹ have shown that as many as 50% of cultural workers hold multiple jobs. Some artists (e.g. the musician who also works full time as a taxi driver) will therefore be counted in statistics under a non-artistic occupation.

Taking into account the above limitations, however, the 1996 Census provides the best available detailed statistics on artists in the Canadian labour force. The 1996 Census uses the 1991 Standard Occupation Classification (SOC). The Labour Force Survey, another source of data on artists, provides trend rather than detailed data and can be used to monitor aggregate trends between Census years. The Labour Force Survey is not yet using the 1991 SOC.².

The following nine occupations from the 1991 Standard Occupation Classification have been selected for the purposes of this profile of artists. Brief descriptions of each of these occupations are included in Appendix 1.

Writers Producers, Directors, Choreographers and Related Occupations Conductors, Composers and Arrangers Musicians and Singers Dancers Actors Other Performers Painters, Sculptors and Related Artists Artisans and Craftpersons

The nine occupations were selected for this profile of "Artists" on the basis of two criteria. First, occupations were chosen on the basis of artistic content (as found in the description of job content and job titles for each occupation under the Standard Occupation Classification used by Statistics Canada). Six of the occupations fall under the broad occupation grouping "Creative and Performing Artists" used in the SOC. Three of the occupations fall under other main occupation groupings all related to the culture sector.

¹ This was documented in the 1992 Cultural Labour Force Survey undertaken by Statistics Canada.

² Once the Labour Force Survey begins to use the 1991 SOC, we expect to be able to use it to complement Census data as an ongoing source of data on artists. The data will not, however, be at a very detailed level since it is a sample survey.

Second, the definition of "Artist" occupations was based on the range of types of professional artists applying to the Canada Council for funding each year. The artists eligible for funding include writers, visual artists, craft artists, film and video artists, dancers, choreographers, playwrights, artistic directors, actors, musicians, singers, composers and interdisciplinary and performance artists. Although occupation categories used in Statistics Canada data are not quite as precise and detailed as these, there are many similarities.

It should be noted that the Statistics Canada occupation classification does not distinguish between commercial and non-commercial activity. Figures on the number of artists from Census data therefore will include many individuals who would not be eligible for Canada Council grants. Also note that Statistics Canada figures do not include amateur artists as the data is based on labour force activity.

Some other cultural occupations, such as *Conservators and Curators, Editors, Photographers, Film and Video Camera Operators,* and various design-related occupations are not included are not included in the definition of "Artists" because of the artistic content criterion. These occupations are, however, included under the broader heading of the cultural labour force (see Arts Sector Profile #1 for more information).

How Many Artists Are There?

According to 1996 Census data, there is a total of over 114,000 individuals in the nine occupations. This makes up about 25% of the culture sector labour force³ and 0.8% of the total Canadian labour force.

Number of Canadian Artists by Occupation, 1991 and 1996			
Occupation	1991	1996	% Change
Writers	15,290	18,585	+21.6%
Producers, Directors, Choreographers and Related Occupations	12,820	15,900	+24.0%
Conductors, Composers and Arrangers	1,915	2,090	+9.1%
Musicians and Singers	25,105	29,265	+16.6%
Dancers	3,835	5,730	+49.4%
Actors	4,550	6,815	+49.8%
Other Performers	2,730	3,990	+46.2%
Painters, Sculptors and Other Visual Artists	11,320	13,300	+17.5%
Artisans and Craftspersons	20,790	18,685	-10.1%
TOTAL - ARTISTS	98,355	114,360	+16.3%

Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

The total figure of 114,360 significantly undercounts the number of artists in the labour force. Artists often hold multiple jobs and therefore will not be counted in labour force and census statistics when they are classified according to the job in which they work the most hours. Neither Census nor labour force data currently capture any information on multiple job holders.

Artists - the Fastest Growing Occupation Category

³ There are various definitions of the Culture Labour Force which result in different total counts ranging from about 420,000 to about 700,000.

Between 1991 and 1996, the number of Canadian artists grew over 16% from 98,355 to 114,360. The two fastest growing occupations were *Dancers* and *Actors*, each growing about 49%. Only one of the nine occupations actually declined: *Artisans and Craftspersons* fell 10% from 20,790 to 18,685.

Over the same time period, the Canadian labour force as a whole grew by only 0.7%. The major occupation category **Art, Culture, Recreation and Sport**, although the smallest of the major occupation categories, showed the greatest growth (14.5%)⁴. Artist occupations, a subset of this category, grew at an even higher rate (16.3%).

Growth in Labour Force by Major Occupation Category, 1991 to 1996			
Major Occupation Category	1991	1996	%
			Change
All Occupations	14,220,23	14,317,54	+0.7%
-	5	5	
Management	1,383,410	1,289,125	-6.8%
Business, Financial and Administrative	2,727,160	2,718,250	-0.3%
Natural and Applied Sciences and Related	669,970	712,495	+6.3%
Health	703,930	719,450	+2.2%
Social Science, Education, Government Service and	917,835	975,385	+6.3%
Religion			
Art, Culture, Recreation and Sport	337,355	386,315	+14.5%
Artists	98,355	114,360	+16.3%
Sales and Service	3.476.380	3.724.430	+7.1%
Trades, Transport and Equipment Operators and Related	2.199.375	2.018.355	-8.2%
Occupations in Primary Industry	734.515	680.685	-7.3%
Occupations in Processing, Manufacturing and Utilities	1,070,300	1.093.045	+2.1%

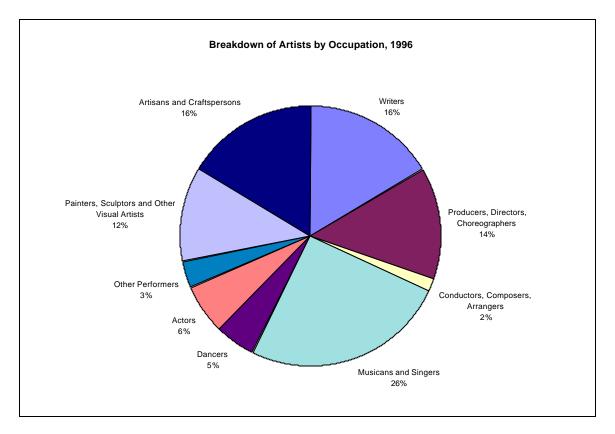
Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

Artists by Occupation

The largest artist occupation is *Musicians and Singers*, making up 26% of artists. Note that music teachers are also included in this occupation. The smallest occupation category is also music-related: *Conductors, Composers and Arrangers* make up 2% of artists.

Two occupations, *Painters, Sculptors and Other Visual Artists* and *Artisans and Craftspersons,* together add up to 28% of the total, making the visual arts and crafts about as large as the two combined music occupations. As in the case of music, teachers and instructors are also included in the occupation definition.

⁴ "Labour Force Activity, Occupation and Industry, Place of Work, Mode of Transportation to Work, Unpaid Work", Census 1996, Statistics Canada, Excerpts from *The Daily* - Cat. 11-001E, March 17, 1998



Artists by Gender

Women make up over one-half (54%) of the total number of artists in Canada. However, the gender breakdown by occupation varies a great deal. In six of the nine occupations, women make up more than 50% of the labour force. Women account for 86% of *Dancers* and 71% of *Other Performers*. They also significantly outnumber men in *Artisans and Craftspersons* (63%). There are only slightly more women than men in *Musicians and Singers* (54%), *Writers* (53%), *Painters, Sculptors and Other Visual Artists* (52%).

Number of Artists by Gender, 1996		
Occupation	Men	Women
Writers	8,820	9,765
Producers, Directors, Choreographers and Related Occupations	10,160	5,745
Conductors, Composers and Arrangers	1,500	590
Musicians and Singers	13,565	15,700
Dancers	785	4,945
Actors	3,980	2,835
Other Performers	1,170	2,820
Painters, Sculptors and Other Visual Artists	6,370	6,930
Artisans and Craftspersons	6,825	11,855
TOTAL - ARTÍSTS	53,175	61,185

Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

In the remaining three occupations, men significantly outnumber women. The most notable example is *Conductors, Composers and Arrangers* (72%), followed by *Producers, Directors, Choreographers and Related Occupations* (64%) and *Actors* (58%)

Linguistic Profile of Artists

The overall linguistic profile of artists reflects the changing cultural profile of the population of Canada. About two-thirds (67%) of artists have English as their mother tongue. About 19% of artists report French as their mother tongue. A large percentage (almost 13%) of artists have a non-official language as their mother tongue, with the two most frequently reported languages being Chinese and German. About 1% of artists report having more than one mother tongue.

	English	French	Non-Official	Multiple	Tota
			Language	Languages	
Nfld.	1,195	0	10	0	1,205
PEI	385	45	15	0	445
NS	2,680	105	110	0	2,895
NB	1,225	495	45	15	1,780
Qué.	3,575	18,340	1,830	355	24,100
Montreal	2,900	10,870	1,520	235	15,523
Ont.	36,705	1,580	7,035	465	45,785
Toronto	18,455	520	4,745	235	23,955
Man.	2,990	155	585	20	3,750
Sask.	2,730	55	310	40	3,135
Alta.	8,985	230	1,375	100	10,690
BC	16,290	310	3,010	160	19,770
Vancouver	9,480	200	2,245	125	12,050
Yuk.	150	10	10	0	170
NWT	105	10	390	10	515
CANADA(1)	77,015	21,335	14,725	1,165	114,24

(1) Figures in this table do not add to the total figure for artists reported above (114,360) due to rounding and some individuals not being classified by mother tongue.

Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

Toronto (20%) and Vancouver (19%) both have a high concentration of artists whose mother tongue is a non-official language. In both Toronto and Vancouver, the most frequently reported non-official language is Chinese - 3% of artists in Toronto and 7% of artists in Vancouver are Chinese-speaking. Montreal has a lower percentage of artists whose mother tongue is a non-official language (10%), with the most frequently reported language being Italian.

In one area of the country - the Northwest Territories - artists whose mother tongue is a non-official language predominate. In this case, the languages are likely to be Aboriginal languages.

There are at least 21,000 francophone artists in Canada. Of these, there are almost 3,000 (or 14% of all francophone artists in Canada) living outside Québec. Within Québec, there are 3,575 anglophone artists or 15% of all artists in Québec.

Artists by Geographic Location

Artists live and work in cities and smaller centres across the country. Artistic activity tends to be concentrated in urban areas since this is where arts audiences are found. Artists in the 25 Census Metropolitan Areas (CMAs) in Canada account for about 74% of all artists in Canada. About 62% of Canada's population lives in the 25 CMAs.

Artists and Population by Province and Census Metropolitan Area, 1996

Nfld.	Artists 1.195	Population
St. John's	1,195 655	551,792 174,051
PEI	440	134,557
NS	2,915	909,282
Halifax	1,385	332,518
NB	1,780	738,133
Saint John	220	125,705
Qué.	24,120	7,138,795
Montreal	15,535	3,326,510
Chicoutimi-Jonquière	310	160,454
Québec	2,370	671,889
Sherbrooke	440	147,384
Trois-Rivières	165	139,956
Ont.	45,810	10,753,573
Toronto	23,980	4,263,757
Ottawa-Hull(1)	5,145	1,010,498
Oshawa	755	268,773
Hamilton	2,060	624,360
St. Catharines-Niagara	1,390	372,406
Kitchener	1,375	382,940
London	1,560	398,616
Windsor	755	278,685
Sudbury	305	160,488
Thunder Bay	325	125,562
Man.	3,770	1,113,898
Winnipeg	2,810	667,209
Sask.	3,135	990,237
Regina	855	193,652
Saskatoon	212	219,056
Alta.	10,705	2,696,826
Calgary	4,285	821,628
Edmonton	3,695	<i>862,597</i>
BC	19,770	3,724,500
Vancouver	12,080	1,831,665
Victoria	1,830	304,287
Yuk.	175	30,766
	505	64,402 29 946 761
CANADA(2)	114,320	28,846,761

Ottawa-Hull spans both Ontario and Québec but is shown here under Ontario.
Figures in this table do not add to the total figure for artists reported above (114,360) due to rounding and some individuals not being allocated by geographic location.
Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

Unemployment and Underemployment of Artists

Unemployment

Contrary to popular opinion, the percentage of unemployed artists is quite low - only 5.3% of artists in the labour force are unemployed. This compares with a rate of 7% for the overall labour force.

The percentages for individual artists vary by occupation, ranging from a low of 2.4% for *Conductors, Composers and Arrangers* to a high of 11.8% for *Actors.* The percentage of unemployed *Other Performers* is also quite high (10.3%).

Part Time Work

While the overall unemployment rate appears low for artists, **underemployment of artists** is significant. A much higher percentage of artists work part-time in their artistic occupations than is the norm for the labour force as a whole. Of those artists who worked in 1995, 45% worked mostly part-time compared with 23% for the labour force as a whole.

Performing artists in particular were more likely to be working part-time in their artistic occupation. 68% of *Musicians and Singers*, 62% of *Dancers*, 56% of *Actors* and 57% of *Other Performers* worked mostly part-time in 1995. *Producers, Choreographers, Directors and Related Occupations* were much less likely to work part time; only 14% of individuals in this occupation worked mostly part-time.

<u>Seasonal Work</u>

Artists are also more likely to work less than a full-year (whether full-time or part-time). This is related to the seasonal aspect of work in the arts, particularly the performing arts. *Actors,* in particular, are affected by the seasonal aspect of work. Thirty-one per cent of *Actors* working in 1995 worked less than 13 weeks in the year as actors. Sixty-four per cent of *Actors* working in 1995 worked less than 39 weeks in the year. Other performing arts tended to work less than a full year. Forty-three per cent of *Musicians and Singers,* 50% of *Dancers* and 60% of *Other Performers* worked less than 39 weeks in the year.

Artists Not in the Labour Force

Over and above the 114,360 artists in the labour force, there are 11,725 who are not in the labour force but are classified in artist occupations since they had worked as artists within the previous year. This number would include artists in school or participating in training programs or those who have simply stopped looking for work.

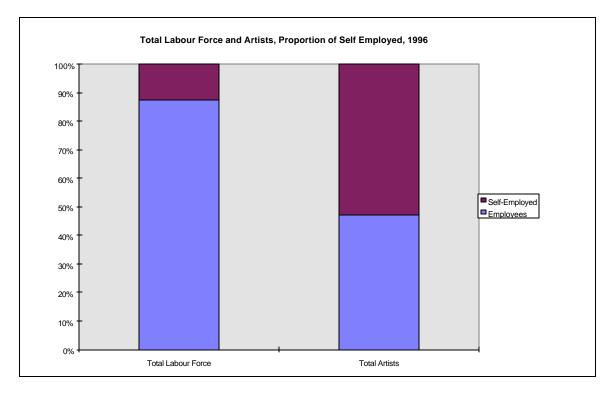
	% Unemployed	% Working Mostly Part-Time	% Working Less Than 39 Weeks per Year
Writers	3.7%	30%	26%
Producers, Directors, Choreographers and Related	4.2%	14%	22%
Conductors, Composers and Arrangers	2.4%	36%	25%
Musicians and Singers	4.4%	68%	44%
Dancers	4.6%	62%	50%
Actors	11.8%	56%	64%
Other Performers	10.3%	57%	59%
Painters, Sculptors and Other Visual Artists	3.8%	43%	36%
Artisans and Craftspersons	7.2%	42%	41%
Total - Artists	5.3%	45%	38%
Total - Labour Force	7.0%	23%	28%

Artists - % Unemployed, % Working Part-Time, % Working Part Year

Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

Self-Employed Artists vs. Artists as Employees

Another distinguishing characteristic of artists in the labour force is the high percentage of self-employment⁵. The relatively low unemployment figures for artists noted above are probably an outcome of the high level of self-employment in this sector. Unemployment is very difficult to measure for self-employed workers. Self-employed workers also do not have access to EI benefits.



The level of self-employment in the labour force has been rising in recent years. According to the 1996 Census, it stands at 13% for the labour force as a whole. For

⁵ Includes incorporated and unincorporated self-employed.

artists, however, the percentage is much higher, ranging from 31% for *Other Performers* to 74% for *Painters, Sculptors and Other Visual Artists.* The figure overall for artists is 53%, about 4 times the level for the labour force as a whole.

Artists' Income

Figures on the average employment income of artists show very clearly how the high degree of part-time, seasonal and self-employment impact on their income levels. For example, the average employment income for Dancers in \$11,946. Dancers who have a full-year, full-time job, however, make \$25,145 -- higher than the average for all dancers but demonstrating that a full-time dancer still makes less than the labour force average.

Artist occupations with the lowest average employment income are those that have either a high percentage of seasonal/part-time workers or a high percentage of self-employed workers. Occupations such as *Conductors, Composers and Arrangers* and *Producers, Directors, Choreographers and Related*, which have a higher percentage of full-time work and of employees vs. self-employed have a higher average employment income.

Average Employment Income of Artists by Occupation, 1996

Occupation	Average Employment Income	Average Employment Income
	All Workers	Full-Year, Full-Time
		Workers
Writers	\$27,942	\$40,438
Producers, Directors, Choreographers and Related	\$36,688	\$43,963
Occupations		
Conductors, Composers and Arrangers	\$27,890	\$43,348
Musicians and Singers	\$12,593	\$23,694
Dancers	\$11,946	\$25,145
Actors	\$17,035	\$31,836
Other Performers	\$14,097	\$29,691
Painters, Sculptors and Other Visual Artists	\$12,633	\$18,188
Artisans and Craftspersons	\$10,606	\$16,943
Total - Artists(1)	.	
Total - Labour Force	\$26,474	\$37,556

(1) The overall average for the combined occupations is not available.

Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

Visible Minority Artist Population

As already mentioned above, 13% of artists have a non-official language as their mother tongue. Through the Census, information has also been collected on what is called the visible minority population⁶. According to the Census data, 7.2% of artists are part of the visible minority population. The percentage for the labour force as a whole is 10%.

Artists of Chinese ancestry make up the largest percentage of the culturally diverse artists population (31%). The next largest group is Black artists (20%).

⁶ As defined under the Employment Equity Act, the visible minority population includes the following groups: Chinese, South Asian, Black, Arab/West Asian, Filipino, Southeast Asian, Latin American, Japanese, Korean and Pacific Islander.

Visible Minority Artists in Canada by Cultural Background, 1996 Census

Cultural Background	No. of Artists
Black	1,625
South Asian	1,020
Chinese	2,605
Korean	210
Japanese	370
Southeast Asian	410
Filipino	535
Arab/West Asian	490
Latin American	575
Other	435
Total	8,275

Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

Just under one-half of visible minority artists are in two occupations in particular - *Musicians and Singers* and *Artisans and Craftspersons*.

Visible Minority Artists in Canada by Occupation, 1996 Census

Occupation	No. of Visible Minority Artists
Writers	1,025
Producers, Directors, Choreographers and Related	830
Occupations	
Conductors, Composers and Arrangers	165
Musicians and Singers	2,490
Dancers	425
Actors	655
Other Performers	425
Painters, Sculptors and Other Visual Artists	865
Artisans and Craftspersons	1,395
Total	8,275

Source: Statistics Canada, 1996 Census, Dimension Series CD-ROM (94F0006XCB)

Appendix 1 Description of Artist Occupations from the 1991 Standard Occupation Classification (SOC)

Writers. Writers plan, research and write books, scripts, 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 and other establishments, or they may be self-employed. Includes the following job titles: *Advertising Copywriter, Copywriter, Essayist, Humorist, Novelist, Playwright, Poet, Scientific Writer, Script Writer, Short-Story Writer, Specifications Writer, Speech Writer, Technical Writer, Television Writer, Writer.*

Producers, Directors, Choreographers and Related Occupations. Includes producers, directors, choreographers and others who oversee and control the technical and artistic aspects of film production companies, radio and television stations, broadcast departments in advertising companies, sound recording studios, record production companies and dance companies. They may also be self-employed. Includes the following job titles: *Art Director, Artistic Director, Choreographer, Cinematographer, Director, Director of Photography, Film Editor, Filmmaker, Producer, Producer, Producer, Radio Producer, Record Producer, Stage Director, Technical Director and Television Producer.*

Conductors, Composers and Arrangers: Includes those who conduct bands and orchestras, compose musical works and arrange instrumental and vocal compositions. They are employed by symphony orchestras, bands, choirs and sound recording companies, or they may be self-employed. Includes the following job titles: Arranger, Band Leader, Choir Director, Composer, Conductor, Lyricist, Music Adapter, Musical Director, Orchestrator and Song Writer.

Musicians and Singers: Includes musicians, singers and teachers of vocal and instrumental music. Musicians and singers perform with orchestras, 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. Includes the following job titles: *Accompanist, Church Organist, Guitar Player, Instrumentalist, Musician, Music Teacher, Opera Singer, Percussionist, Recording Artist, Session Musician, Singer and Vocalist.*

Dancers: 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. Job titles include: *Ballet Dancer, Ballet Teacher, Ballroom Dancing Teacher, Dance Instructor, Dancer, Folkloric Dancer, Interpretive Dancer and Tap Dancer.*

Actors: Actors perform roles in motion picture, television, theatre and radio productions to entertain audiences. Actors are employed by motion picture, television, theatre and other production companies. Includes acting teachers employed by private acting schools. Includes the following job titles: *Acting Teacher, Actor, Comedian and Drama Coach.*

Other Performers. 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. Includes the following job titles: *Acrobat, Busker, Circus Performer, Clown, Magician, Model, Puppeteer and Ventriloquist.*

Painters, Sculptors and Other Visual Artists. Painters, Sculptors and Other Visual Artists create original paintings, drawings, sculptures, etchings, engravings and other artistic works. They are usually self-employed. This group also includes art instructors and teachers, who are usually employed by private art schools. Includes the following job titles: *Art Instructor, Artist, Ink Sketcher, Painter, Portrait Painter, Sculptor and Silkscreen Artist.*

Artisans and Craftspersons: Includes those who use manual and artistic skills to design and make ornamental objects, pottery, stained glass, jewellery, rugs, blankets and other handicrafts. Makes of stringed instruments are also included in this group. Most craftspersons are self-employed. Craft instructors are also included in this group and are employed by artisan guilds, colleges, private studios and recreational organizations. Includes the following job titles: Artisan, Carver, Craft Instructor, Craftsperson, Glass Blower, Leather Worker, Metal Arts Worker, Potter, Silversmith, Stained Glass Artist, Stringed Instrument Maker, Totem Pole Carver and Weaver.

Source: **National Occupational Classification: Occupational Descriptions**, Employment and Immigration Canada, 1993