

# SPAR

Saskatchewan Partnership for Arts Research

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## SPAR ARTISTS SURVEY COMPARISONS WITH SOME PROVINCIAL BENCHMARKS, AND ARTISTS' CONTRIBUTION TO THE ECONOMY -- PRELIMINARY OBSERVATIONS

M. Rose Olfert, July 25, 2014 (revised October 29<sup>th</sup>, 2014—limited to 3,072 artists)

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Research**

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## **SPAR Artists Survey Comparisons with some Provincial Benchmarks, and Artists' contribution to the economy -- Preliminary observations**

M. Rose Olfert, July 25, 2014 (revised October 29<sup>th</sup>, 2014—limited to 3,072 artists)

Estimates of the number of 'artists' in the province varies widely depending upon definitions adopted. From the SPAR Collected Database the total number of artists in the province is 3,208, therefore the following estimates of the provincial level contributions of artists are presented for this number of artists. It is assumed that the respondents are representative of the population of artists in the province. Some summaries, ordered by Question number of the Artists' survey are as follows.

1. 90% of the 341 respondents indicated (Q#23) that they have been involved in contributing to formal or informal education at the elementary school level. 90% would represent 2,887 artists that contribute to elementary education in the province.
2. Hours devoted to creative practice (excluding teaching), Q#26, for 341 respondents. Artists worked at their creative practice an average of 24.5 hours per week. For the province of SK, the average hours worked/week, 2012 was 38.8 (Source: Statistics Canada. Table 282-0028 - Labour force survey estimates (LFS), by total and average usual and actual hours worked, main or all jobs, type of work, sex and age group, annual (hours), CANSIM (database).<sup>1</sup>
3. Hours devoted to teaching or mentorship in creative discipline (Q#27), for 339 respondents. Artists worked in this capacity an average of 8 hours per week. If we add this to the hours of work in creative practice of 24.5, this yields a total hours worked (creative practice and teaching/mentorship in creative practice of 32.5.<sup>2</sup> The SK comparison above is relevant.
4. Hours engaged in work outside creative practice (Q#28), for 339 respondents. Artists worked an average of 16 hours per week in employment outside their creative practice.<sup>3</sup> Combining hours worked in creative practice, hours worked in teaching and mentorship related to creative practice and employment outside of creative practice, artists are employed 48.5 hours per week. If we consider only the first and third of these (presumably the hours worked for remuneration), this is 40.5, greater than the provincial average of 38.8 hours of employment per week.
5. As per Q#31, 96.8% of the 345 artists responding received income from their creative work. For the range of artists in the province, this translates into 3,105 artists in the province receiving income from creative work.

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<sup>1</sup> The Questionnaire categorized hours worked into ranges. For purposes of these calculations to produce aggregate hours worked and then the average, the following assumptions were made: <5 = 4, 5-9 = 7, 10-19 = 15, 20-19 = 25, 30-39 = 35, 40+ = 45.

<sup>2</sup> As in footnote number #1 above, and 0-9 = 4.5.

<sup>3</sup> As described in footnote #1 above.

6. Annual average gross income (based on the past 2 years) from art practice (Q#31.2), 325 respondents. Using mid-points and other assumptions,<sup>4</sup> the income ranges were translated into income values, which when multiplied by the percentage of artists falling into each income category allowed us to estimate total aggregate income and average income per artist. Table 1 provides the calculations for each income level as well as the aggregate over all respondents and the overall average.

Table 1: Gross Annual Income from Creative Practice (Q#31.2)

Income group	% of resp.	Aggreg. Income	Overall Average
\$4,000	0.425	\$552,500	
7,500	0.188	458,250	
15,000	0.154	750,750	
25,000	0.142	1,153,750	
50,000	0.046	747,500	
70,000	0.015	341,250	
90,000	0.012	351,000	
110,000	0.018	643,500	
Total	1.000	\$4,998,500	\$15,380
N = 325			

Using the overall average here applied to 3,208 artists, total provincial gross earnings of artists would be approximately \$ 49,339,040 per year.

A provincial context may be inferred from the following: From Statistics Canada, CANSIM Tables 026-006 and 027-0054, found at <http://www.statcan.gc.ca/tables-tableaux/sum-som/101/cst01/indi02i-eng.htm> (Accessed July 19, 2014)

For the month of April (Saskatchewan), the seasonally adjusted average weekly earnings were \$975.87, for 564,000 employed people (people with reported earnings, wage and self-employed). This implies average annual earnings of \$50,745. In aggregate for the province this is \$28,620,315,360 or \$28.6billion. If we consider the ‘gross earnings’ of artists from their art practice, relative to provincial employment earnings, the former represents 0.17% (= 49,339,040/28,620,315,360) of total provincial earnings.

If we consider the overall annual average income, the \$15,380 of artists is well below the annual averages of ‘comparable’ industries. There is considerable variation by industry. From the same source as above, average annual earnings for some comparable industries is shown in Table 2. Provincially the annual earnings of people in the “Arts, entertainment and recreation” industry was \$33,279.

<sup>4</sup> For all income ranges the mid-point was used. For the lowest income range (<5,000) a value of \$4,000 was assumed and for the highest category (100,000+) a value of \$110,000.

Table 2: Average weekly earnings and implied annual equivalents, selected industries, Saskatchewan.

Industry:	Average Weekly Earnings April, 2014, SK	Implied Annual Equivalents
<b>Information and cultural industries</b>	<b>\$1,141.49</b>	<b>\$59,357</b>
<b>Educational services</b>	<b>976.81</b>	<b>50,794</b>
<b>Arts, entertainment and recreation</b>	<b>639.98</b>	<b>33,279</b>

7. Of course, as is already evident from the description of hours worked, artists also receive income from other sources. Table 3 shows gross income from all sources before deductions (Q# 36). Artists' income from creative practice (\$15,380) represented about one-third of their incomes from all sources (\$44,335). Using the same approach as above, now the total income of artists compares more favorably with other industries. Also, the aggregate gross earnings of artists from all sources now represent 0.50% of total provincial employment earnings.

Table 3: Gross Annual Incomes of Artists from all Sources (Q#36)

Income group	% of resp.	Aggregate Income	Overall Average
\$15,000	0.278	\$1,321,890	
30,000	0.322	3,062,220	
50,000	0.164	2,599,400	
70,000	0.104	2,307,760	
100,000	0.085	2,694,500	
135,000	0.041	1,754,595	
165,000	0.006	313,830	
<b>Total</b>		<b>\$14,054,195</b>	<b>\$44,335</b>
N = 317			

Note: Total aggregate artists' earnings = \$44,335 x 3,208 = \$142,226,680. As a percentage of total provincial earnings (above) of \$28,620,315,360 this is 0.50%.

8. In addition to employment earnings, the survey also asks both artists and the general public about their contributions to a range of local groups and organizations, (Q#37): Have you contributed to any of the following types of local groups or organizations in the past 12 months?

Based on 348 responses by artists and 131 from the general public,

	Artists	General Public
Business development, incl. tourist assoc.	10.3%	15.3%
Business mentorship, chambers of commerce	4.3%	9.2
Sports and recreation	21.0%	29.0
Social services, emergency relief	9.8%	9.2
Education and research	28.4%	26
Health (rehab, support)	11.8%	10.7
Community development	9.8%	13.0
Law/advocacy/politics	7.5%	10.7
Arts and Culture	65.5%	64.1
Hospitals	2.3%	3.6
Environment, conservation, animal protection	14.9%	16%

There are some differences with respect to contributions (time) to these organizations though no clear pattern emerges.