



IMPACTS OF COVID-19 ON CANADIAN ARTISTS AND INDEPENDENT CULTURAL WORKERS

*INTERIM REPORT BASED ON I LOST MY GIG
CANADA SURVEY DATA AS OF MAY 27*

By Kelly Hill, with the help of Jessa Agilo

June 1, 2020



www.hillstrategies.com





ILostMyGig.ca

- Incubated by ArtsPond, I Lost My Gig Canada was founded on March 15, 2020 by producer and changemaker, Jessa Agilo.
- Inspired by similar efforts in Austin (Texas) and Australia.
- 5,200 gig workers and their supporters from across Canada and beyond joined I Lost My Gig Canada's social media network between March 15 and 22, 2020 (7,600 as of May 27, 2020)
- Partners
 - Hill Strategies Research; Culture Days; Canadian Arts Presenting Association (CAPACOA); Art of Festivals; Artist-Run Centres and Collectives Conference (ARCA); Canadian Crafts Federation; WorkInCulture; Cobalt Connects; Canadian Actors' Equity Association; Canadian Dance Assembly; Ontario Association of Art Galleries; Ontario Presents; Canadian Artists' Representation (CARFAC); Canadian Actors' Equity Association; Choral Canada; Alberta Craft Council; Global Public Affairs; Conseil régional de la culture du Saguenay-Lac-Saint-Jean; Strategic Moves; ArtsLinkNB; Agilo Arts; and, others
- Special thanks
 - Devon Ostrom, Lee Slinger, Hamal Docter, Fanny Martin, Gabrielle Desbiens, Sue Edworthy, Stephanie Ko, Ely Lyonblum, Hana Glaser, Kendra Miller, Megan Wilk, Amy Macdonald

ARTS RESEARCH INFORMATION

Hill Strategies combines rigorous and reliable research on the arts and culture with clear and effective communications.

ABOUT HILL STRATEGIES

ARTS RESEARCH INFORMATION

Les recherches rigoureuses et fiables alliées aux communications claires de Hill Stratégies font le point sur les arts et la culture.

INFORMATIONS SUR LES ARTS

Hill Strategies Research

HillStrategies.com

- Kelly Hill, founder and President
 - Started Hill Strategies in 2002
 - *Statistical Insights on the Arts* series
 - *Arts Research Monitor* series
 - And much more



Jessa Agilo

Founder, President + CEO

ArtsPond.com

- Mission: to cultivate progressive ideas and untapped potential in the arts into exceptional, everyday shared realities for collective impact on-the-ground and in-the-cloud.
- Devoted to radical inclusivity, ArtsPond's mandate is to nurture healthy human ecosystems that cultivate social cohesion and boost spatial, equity, economic, and digital justice and other urgent systemic issues by fostering cooperative actions fusing the values and practices of social innovation and the arts.
- Vision: To strengthen collective human engagement and belonging across diverse urban, rural, and virtual communities, through the cultivation of deep, lifelong connections to the capacity of community-engaged artistic expression to sustain positive social change.

Survey notes



- Gig workers in the arts, culture, heritage, tourism, and creative industries
- Survey open until February 2021
- The first in a series of short and comprehensive surveys mapping the impacts of COVID-19 on vulnerable individuals and organizations in arts, culture, heritage, and tourism
- Summary results to be updated on an ongoing basis at ILostMyGig.ca and periodically at HillStrategies.com

Data notes



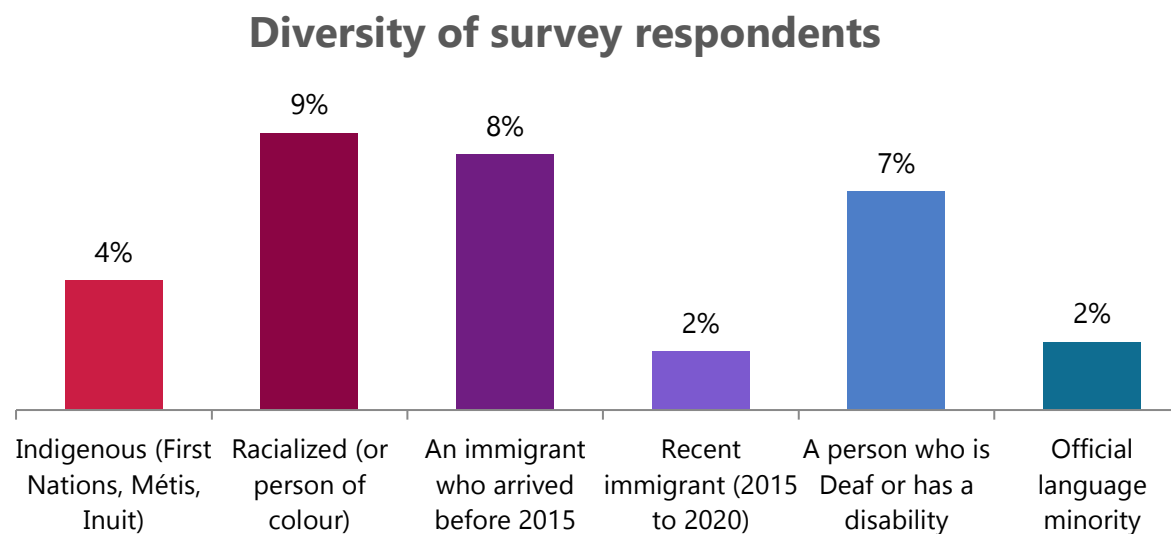
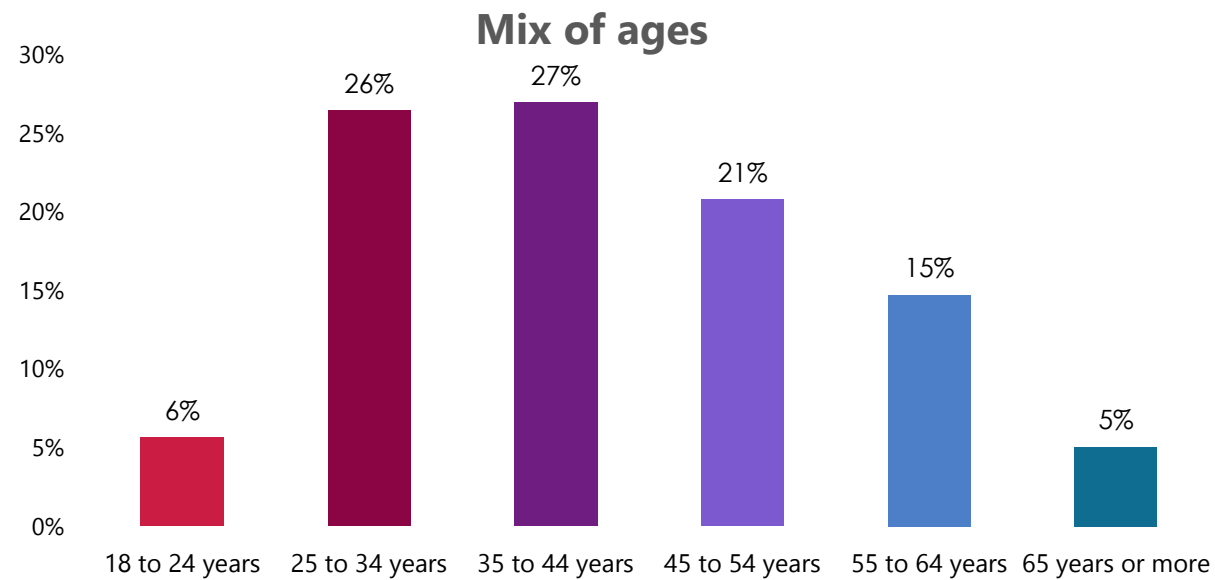
- Responses between March 30 and May 27, 2020
- Complete responses only
 - We plan to investigate and include some partial responses later in the process.
- Cautious, preliminary estimates
 - For the summary of lost gigs, only respondents who reported **both** lost gigs (#) and lost value of gigs (\$) are included. (The demographic information includes other complete responses.)
 - Outliers have been excluded until further investigation can be conducted. At this time, we have excluded any respondent who reported more than \$1 million in losses or more than 1,000 gigs lost.

Respondents



- 995 complete responses
- Respondents can choose different sections of the survey (different # of responses by question)
- Respondents from all 13 provinces and territories
- 69% are self-employed
- 67% are women (30% men, 4% gender diverse)
- Respondents self-selected (not a randomized sample)

Respondents



Respondents' arts disciplines

Most common disciplines within the arts, culture, heritage, tourism, and creative industries	Percent
Performing arts, live performance festivals and celebrations	49%
Visual arts (excluding applied arts, photography, craft)	16%
Applied arts, photography, craft, advertising, architecture, product design, graphic design and fashion design	12%
Media arts, film, video, broadcasting, audiovisual and interactive media	7%
Education and training	5%

Source: *I Lost My Gig Canada*
survey, May 27, 2020

Respondents' occupations

Most common occupations	Percent
Actors and comedians	17%
Visual artists (painters, sculptors and other visual artists)	13%
Artisans, craftspersons	11%
Musicians and singers	11%
Arts or cultural managers (any type)	7%
Producers, directors, choreographers and filmmakers	6%

Source: *I Lost My Gig Canada*
survey, May 27, 2020

Key findings

**ILOST
MYGIG**

COVID-19
IMPACT
SURVEY

Early results from survey of individual gig workers from arts, culture, heritage, tourism, and creative industries in Canada

796

Respondents

28,491

Total gigs lost or at-risk in 2020
(Average 36 per worker)

\$20,050,521

Total income lost or at-risk in 2020
(Average \$25,189 per worker)

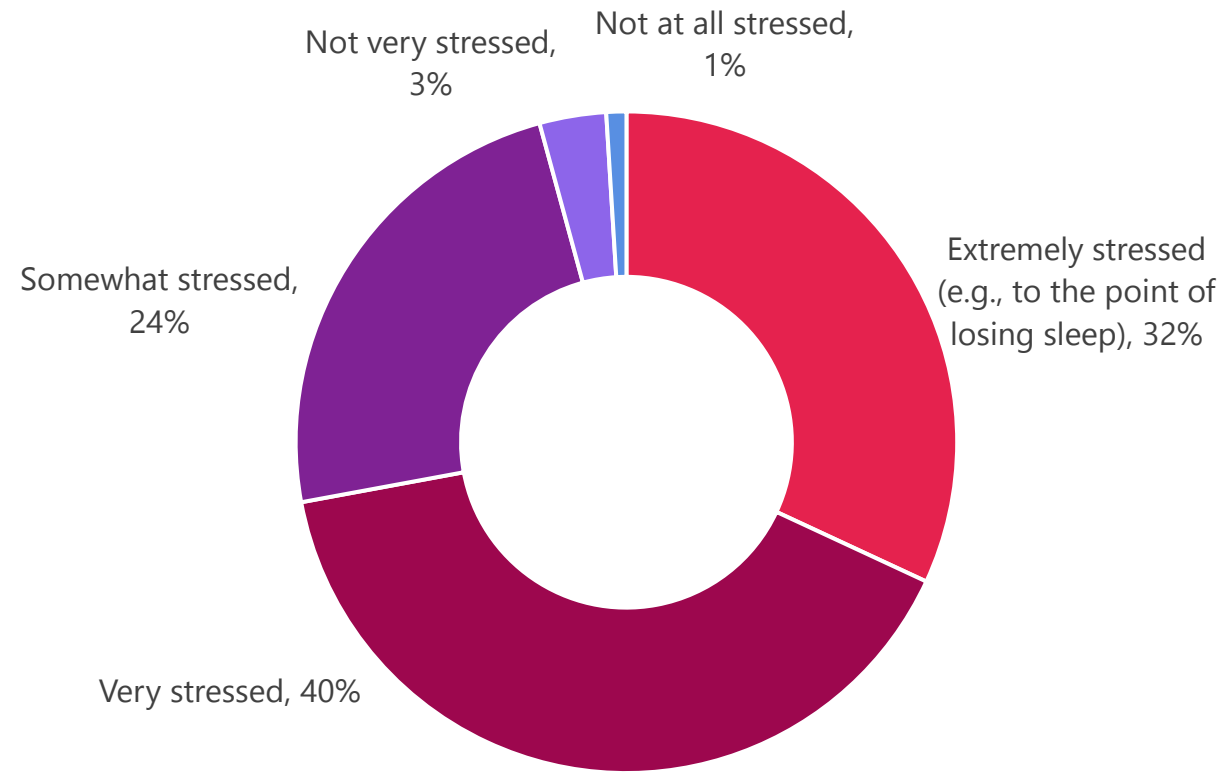
Source: I Lost My Gig Canada survey, May 27, 2020

Estimated impacts from lost or at-risk gigs, bookings, and jobs in arts, culture, heritage, tourism, or creative industries in 2020 due to COVID-19, including postponements (likely to occur in 2020), cancellations (beyond the end of 2020), and unknown (unclear if it will go ahead in 2020).

Significant stress

- 96% are stressed about their income

Stress levels related to income from the arts, culture, heritage, tourism, or creative industries

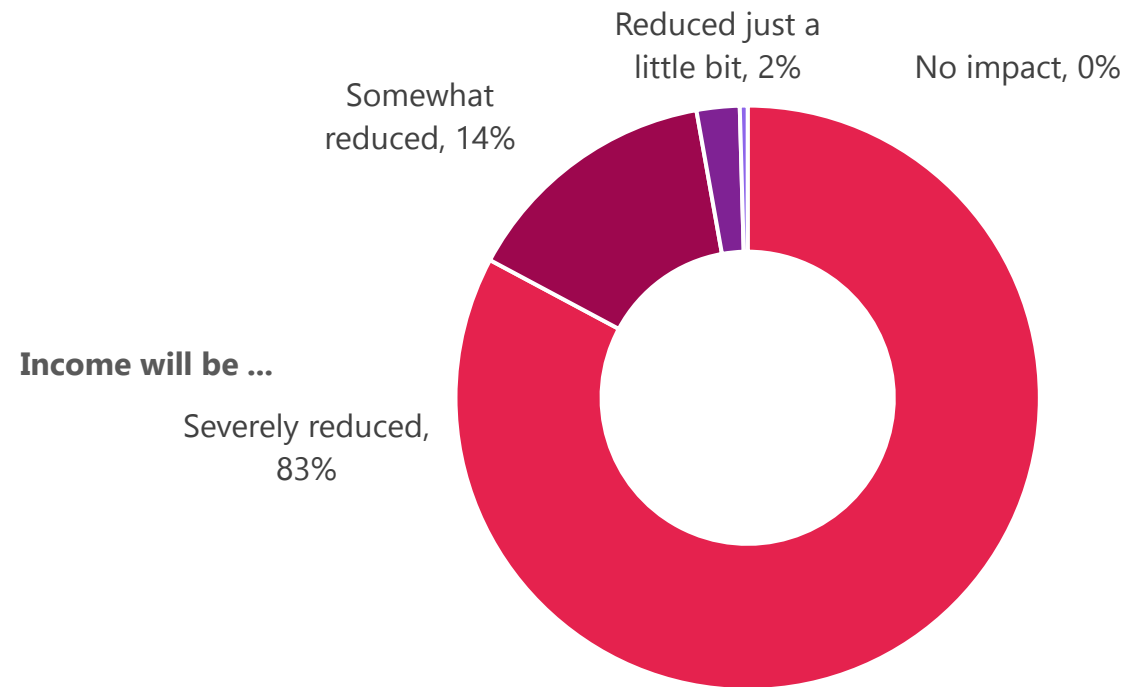


Source: *I Lost My Gig Canada* survey, May 27, 2020

Affecting ALL artists and independent cultural gig workers

- 100% believe their income will be reduced

Financial impacts for workers in the arts, culture, heritage, tourism, or creative industries



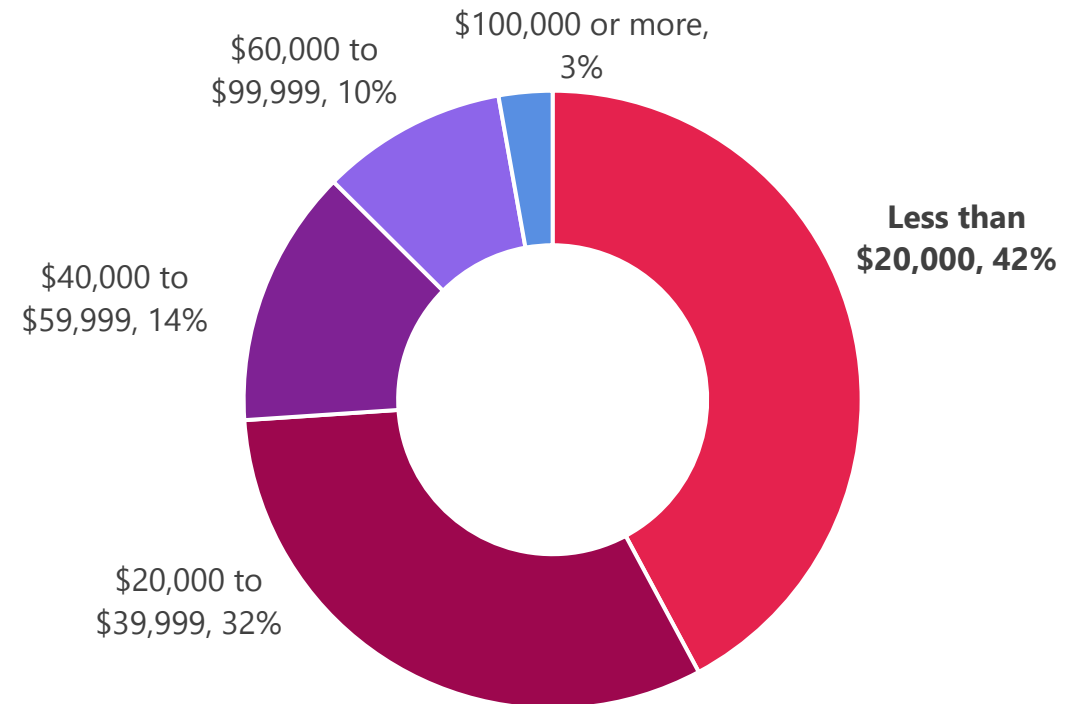
Source: *I Lost My Gig Canada* survey, May 27, 2020

Low incomes from the arts in 2019

- Average income: \$30,500
- Median income: \$24,300
- 42% below \$20,000
- Lost gigs (average of \$25,200) represent 83% of average arts income in 2019

Source: *I Lost My Gig Canada* survey, May 27, 2020

Income from the arts, culture, heritage, tourism, or creative industries in 2019



Detailed summary

ILOST MYGIG

COVID-19
IMPACT
SURVEY

May 27, 2020

PREVIEW

GIGS LOST OR AT-RISK *

796

respondents

28,491

total

36

avg / person

INCOME LOST OR AT-RISK *

\$20,050,521

total

\$25,189

avg / person

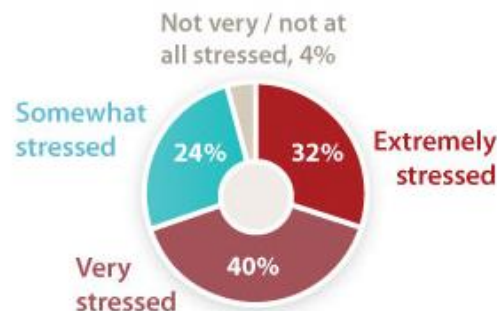
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Timing of lost or at-risk gigs/income in 2020

	Jan to Jun	Jul to Dec	Mixed
Gigs	30%	22%	47%
Income	41%	20%	39%

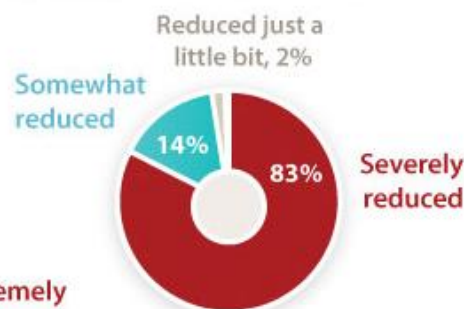
96%

are stressed about impacts on their arts/culture-related income



100%

expect arts/culture-related income will be reduced



PROFILE

69%

Self-employed

42%

Earned less than \$20,000 from the arts, culture, or related activities in 2019

13

Provinces and territories represented

67%

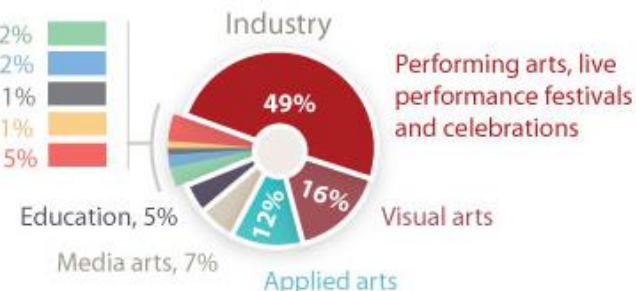
Women

\$30,497

Average income in 2019

25%

Racialized groups, new Canadians, persons who are Deaf or with a disability



SOURCE: Early results from I Lost My Gig Canada COVID-19 Impact Survey with 995 completed responses from Mar 30 to May 27, 2020. I Lost My Gig Canada is an initiative of ArtsPond and partners, with analysis from Hill Strategies Research



Source: I Lost My Gig Canada survey, May 27, 2020

Many types of gigs lost

- Gigs lost in all 13 provinces and territories, as well as the USA and other international locations

Source: *I Lost My Gig Canada* survey, May 27, 2020

Types of gigs	Percent of respondents losing this type of gig
Performances	46%
Education	44%
Productions	41%
Rehearsals	39%
Festivals	39%
Creation	35%
Sales	33%
Exhibitions	24%
Presentations	23%
School outreach	22%
Tours	21%

Lost or at-risk gigs by gender

- 40+ respondents for only women and men

Statistic	Women	Men	All
Average number of gigs lost or at risk	37	34	36
Average value of lost or at-risk gigs	\$22,100	\$31,600	\$25,200
Number of respondents	540	238	795

Source: *I Lost My Gig Canada* survey, May 27, 2020

Estimated impacts from lost or at-risk gigs, bookings, and jobs in arts, culture, heritage, tourism, or creative industries in 2020 due to COVID-19, including postponements (likely to occur in 2020), cancellations (beyond the end of 2020), and unknown (unclear if it will go ahead in 2020).

Regional findings

- Provinces and regions with 40+ respondents
- 3 territories: <40 respondents

Source: *I Lost My Gig Canada* survey, May 27, 2020

Key regional statistics	British Columbia	Alberta	Man-Sask	Ontario	Quebec	Atlantic	Canada
Stressed about arts income (somewhat or higher)	97%	95%	97%	96%	93%	94%	96%
<i>Including ...</i>							
Very or extremely stressed	70%	74%	75%	73%	68%	71%	72%
Extremely stressed	26%	32%	24%	35%	29%	35%	32%
Arts income will be severely reduced	82%	83%	78%	83%	88%	80%	83%
Somewhat reduced	16%	15%	14%	15%	10%	13%	14%
Reduced just a little bit	2%	1%	7%	2%	2%	6%	2%
No impact	0%	0%	2%	1%	0%	1%	0%
Women	67%	71%	66%	65%	70%	70%	68%
Racialized groups, new Canadians, persons who are Deaf or with a disability	30%	20%	16%	27%	24%	27%	25%
Arts income in 2019 was less than \$20,000	37%	38%	40%	43%	39%	61%	42%
Number of complete responses	202	143	67	408	67	94	994

Lost or at-risk gigs by region

- Provinces and regions with 40+ respondents

Statistic	British Columbia	Alberta	Man-Sask	Ontario	Quebec	Atlantic	Canada
Average number of gigs lost or at risk	29	27	55	24	52	32	36
Average value of lost or at-risk gigs	\$25,400	\$28,400	\$21,500	\$22,400	\$22,600	\$21,100	\$25,200

Source: *I Lost My Gig Canada* survey, May 27, 2020

Estimated impacts from lost or at-risk gigs, bookings, and jobs in arts, culture, heritage, tourism, or creative industries in 2020 due to COVID-19, including postponements (likely to occur in 2020), cancellations (beyond the end of 2020), and unknown (unclear if it will go ahead in 2020).

Lost or at-risk gigs by occupation

- Occupations with 40+ respondents

Statistic	Producers, directors, choreographers, and filmmakers	Musicians and singers	Actors and comedians	Visual artists (painters, sculptors, other)	Artisans and crafts-persons	Arts or cultural managers (any type)	All
Average number of gigs lost or at risk	13	58	14	15	75	17	36
Average value of lost or at-risk gigs	\$24,200	\$21,200	\$21,700	\$17,300	\$32,400	\$21,700	\$25,200
Number of respondents	51	95	143	82	92	59	795

Source: *I Lost My Gig Canada* survey, May 27, 2020

Estimated impacts from lost or at-risk gigs, bookings, and jobs in arts, culture, heritage, tourism, or creative industries in 2020 due to COVID-19, including postponements (likely to occur in 2020), cancellations (beyond the end of 2020), and unknown (unclear if it will go ahead in 2020).