

Professional Artists in New Brunswick

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“Lunch and learn”
Hosted by Arts NB



Project partners

2



Owens Art Gallery
Mount Allison University



Research project into the impacts and challenges of cultural venues in New Brunswick

- Supported by the Canada Council for the Arts and The Government of New Brunswick
- Full report: late spring 2024

What to expect today

3

1. Background info about me
2. Artists in New Brunswick
3. Cultural workers in New Brunswick
4. Broader research project
5. Questions (& maybe some answers)



About me

4

- I have over 25 years of specialized experience in arts research in Canada.
- My company, Hill Strategies, is known for its statistical work and its unique focus on the arts.
- Hill Strategies also conducts and summarizes qualitative research, such as a story project on innovation and resilience during the pandemic.
- My current focus is on the Statistical insights on the arts series.



STATISTICAL INSIGHTS ON THE ARTS

5

- On a mission to find, analyze, and share Canadian arts statistics.
- Weekly articles distributed via Substack
- [StatsInsights.ca](https://statsinsights.ca)

What stats insights?

- I seek out, analyze, and present Canadian data into:
 - Artists
 - Cultural workers
 - Equity (inclusion, diversity, equity, and accessibility)
 - Cultural organizations
 - Performing arts
 - Visual arts
 - Heritage
 - Impacts and benefits of the arts and culture
 - Provincial and/or local data and analysis

On to the main event:
A statistical profile of
professional artists in
New Brunswick in 2021



“Artists”: 10 occupation groups, using Statistics Canada’s categories

Visual artists and craftspeople

1. Painters, sculptors, and other visual artists
2. Artisans and craftspersons
3. Photographers

Writers

4. Authors and writers (excluding technical writers)

Performing artists and filmmakers

5. Actors, comedians, and circus performers
6. Conductors, composers, and arrangers
7. Dancers
8. Musicians and singers
9. Other performing artists (puppeteers, Santa Clauses, etc.)
10. Producers, directors, choreographers and related occupations

More definitions (They're important!)

9

Professional artists, according to the census

- People who worked more hours as an artist than at any other occupation between May 1 and 8, 2021.
- Plus: people who were not in the labour force at that time but had worked more as an artist than at another occupation between January of 2020 and May of 2021.
- The atypical nature of artists' workflows can make it challenging for official statistics to count artists as artists.

Even more definitions before we dig in

10

- Income statistics include ALL sources, not just art practices.
- In the current census cycle (2021), the income information relates to the 2020 calendar year, which was the toughest year for pandemic shutdowns.
- The census does not ask about hours worked or second jobs.

If you're really keen on this discussion...

11

Here is a link to an article that I wrote on some strengths and limitations of the census for counting artists and cultural workers.

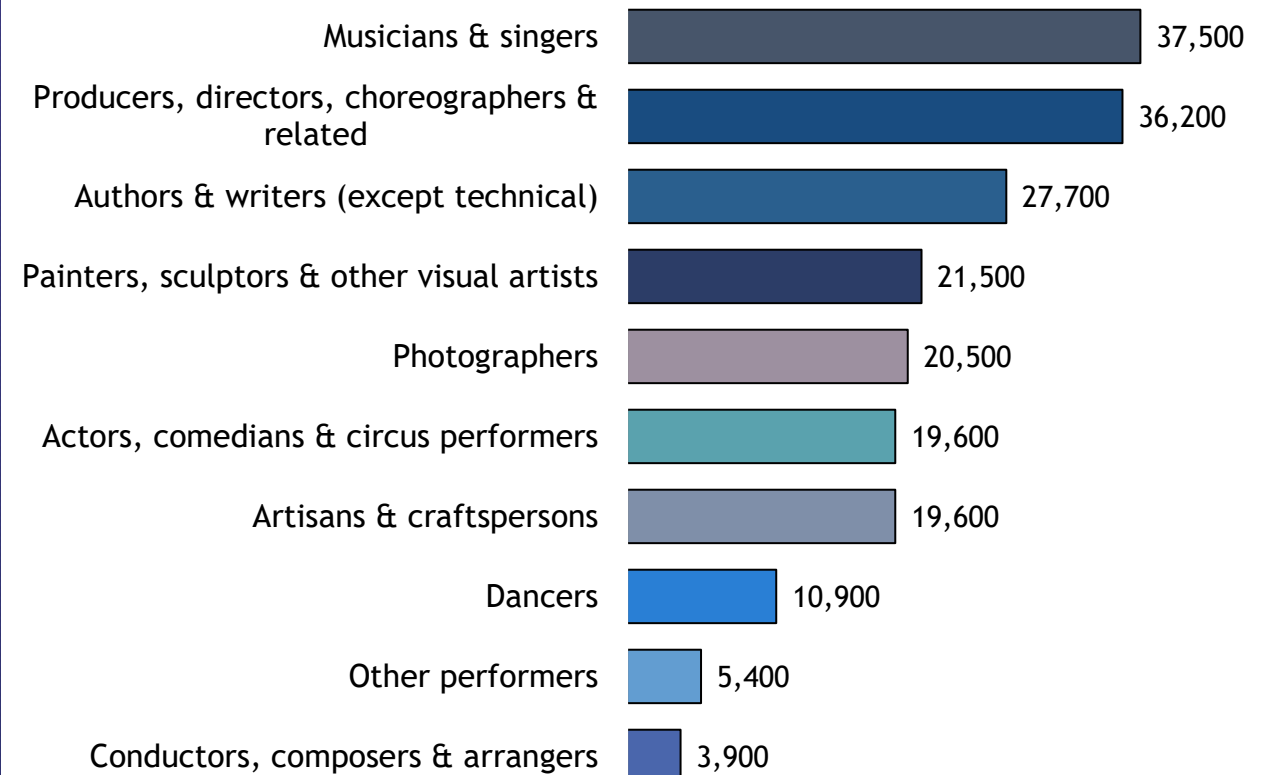
<https://statsinsights.hillstrategies.com/p/counting-artists-and-cultural-workers>

202,900 professional artists in Canada

12

- 1.0% of the overall labour force
- 1 in every 102 workers is an artist
- Median income (from all sources) of \$30,200
- 39% lower than other workers

Artists by occupation in Canada, 2021 census

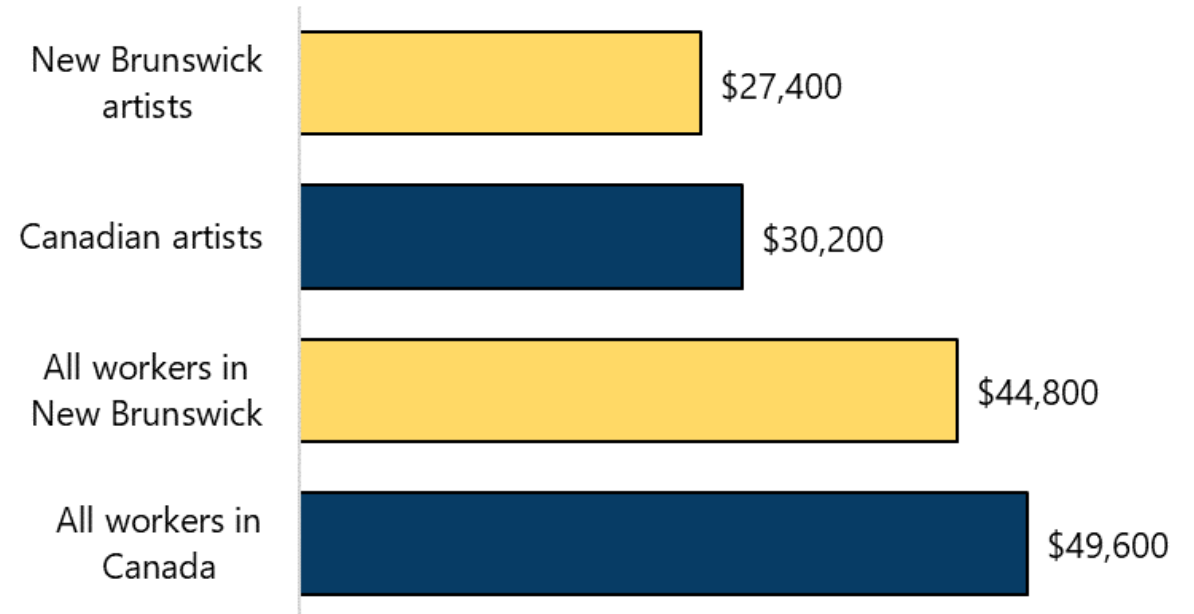


2,700 professional artists in New Brunswick

13

- 0.6% of the overall labour force
- 1 in every 158 workers is an artist
- Median income (from all sources) of \$27,400
- 39% lower than other workers

Median personal incomes of professional artists and all workers in New Brunswick and Canada, 2020



*Note: Personal incomes include all sources for an individual during the 2020 calendar year.
Source: 2021 census, custom data request by Hill Strategies.*

2,700 professional artists in New Brunswick

14

- 530 artisans & craftspeople (20%)
- 520 musicians (19%)
- 360 writers (13%)
- 290 painters, sculptors & other visual artists (11%)
- 280 producers, directors, choreographers & related occupations (10%)
- 270 photographers (10%)
- 180 dancers (7%)
- 130 actors, comedians & circus performers (5%)
- 90 conductors, composers & arrangers (3%)
- 60 other performers (2%)

2,700 professional artists in New Brunswick

15

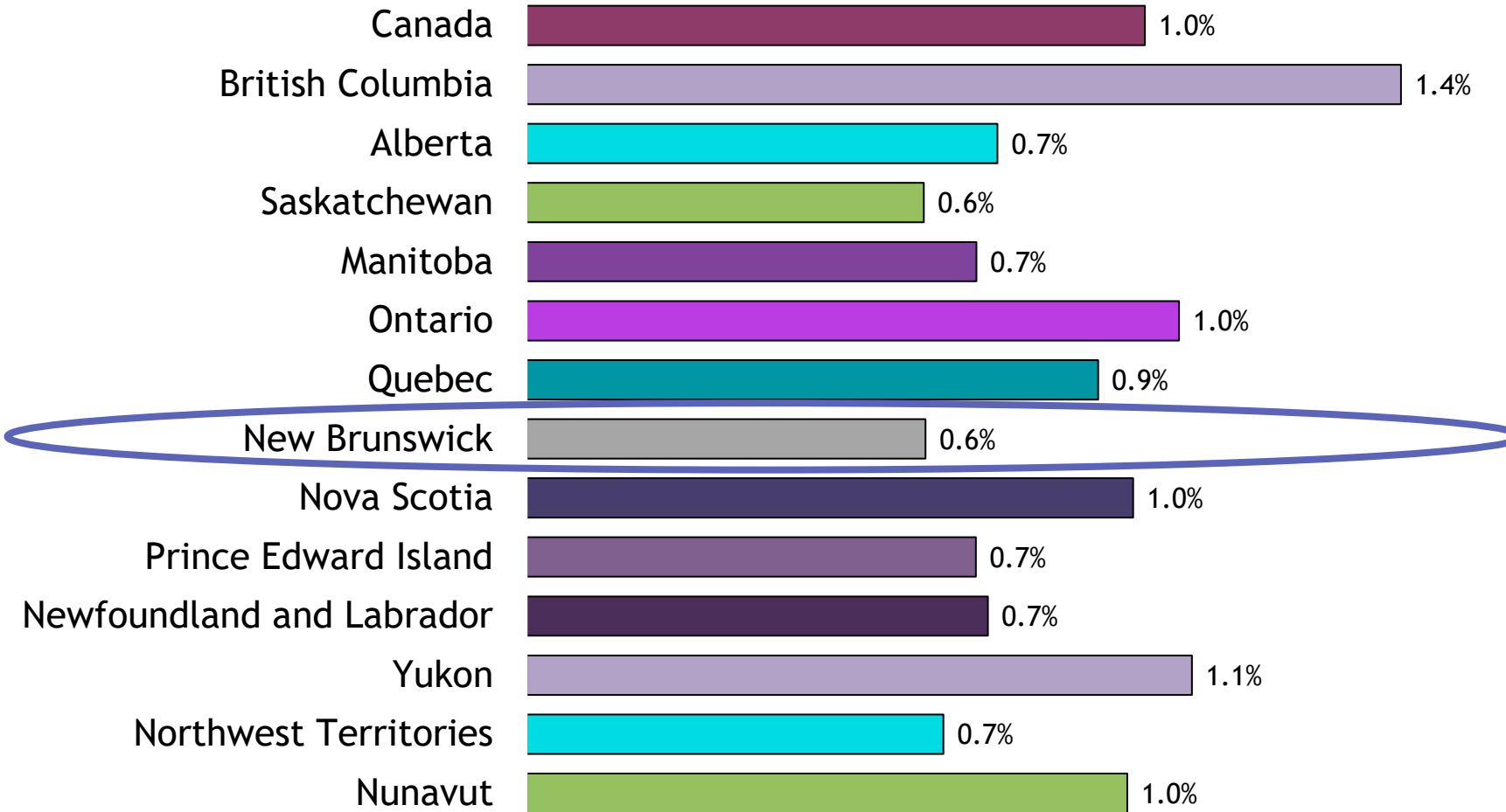
- 850 Francophone artists
 - 32% of all artists in the province
 - Tied with Quebec for the highest minority-language percentage among the provinces
- Artists are much more likely to be immigrants to Canada than other workers in New Brunswick.
 - 13% of all artists in NB
 - 6% of all workers in NB

2,700 professional artists in New Brunswick

16

- 57% of artists are women
 - 48% of all workers
- 41% have a bachelor's degree or higher
 - 23% of all workers
- 58% are self-employed
 - 10% of all workers
- 5% are members of racialized groups
 - 6% of all workers

Artists as a percentage of the overall labour force, Canada, provinces, and territories, 2021 census



Note: The census counts people in the occupation in which they worked the most hours in early May of 2021. Source: Statistics Canada. Table 98-10-0405-01 Occupation by major field of study (STEM and BHASE, detailed): Canada, provinces, and territories.

Questions or comments re: statistics
on artists in New Brunswick?

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11,300 workers in arts,
culture, and heritage
occupations in New
Brunswick



“Cultural workers”: 52 occupation groups, using Statistics Canada’s categories

20

Closely following the 2011 *Framework for Culture Statistics*

- The 10 artist occupation groups
- Performing arts, sound recording, film & video, and broadcasting
- Libraries, archives, galleries, museums, and other heritage institutions
- Architecture and design
- Publishing and printing
- 2 other occupation groups that don’t fit well into the above categories

Cultural workers in Canada

21

- 914,000 workers in cultural occupations
 - 4.4% of the overall labour force in Canada
 - 1 in every 23 workers has a cultural occupation

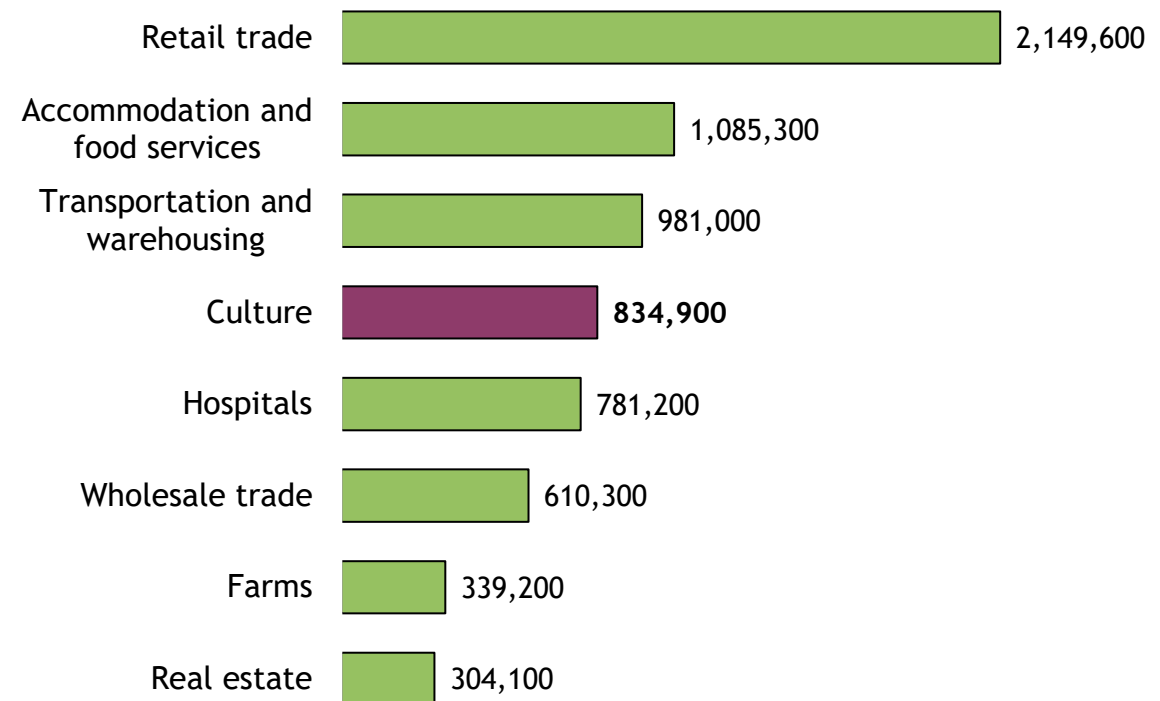
Cultural workers in Canada

22

- There are more workers in the arts, culture, and heritage than in ...
- Hospitals (781,200)
- Wholesale trade (610,300)
- Farms (339,200)
- Real estate (304,100)

Note: For comparability, this graph shows an adjusted estimate for culture (834,900), which excludes those who were not in the labour force in May 2021 but had worked more in culture than elsewhere since the start of 2020.

Workers in the arts, culture, and heritage compared with other industries, Canada, May 2021



11,300 workers in arts, culture, and heritage occupations in New Brunswick

23

- 2.7% of the overall labour force
- 1 in every 37 workers is a cultural worker
- Median income (from all sources) of \$42,800
- 4% lower than other workers
- Canada: Median income of \$46,400 (6% lower than other workers)

Impacts and challenges of cultural venues in New Brunswick

Importance of the project (Julie
Whitenect, Arts Link NB)



Owens Art Gallery
Mount Allison University



Association acadienne
des artistes professionnel.le.s
du Nouveau-Brunswick

Cultural venues: 3 key research elements

25

- Analysis of census and other data on the arts and culture
 - Including today's content (statistical profile of the 2,700 professional artists in the province)
- A survey of cultural venues
 - Report coming out in early March
- Interviews with operators of cultural venues in June and November
 - Report likely in April

Full, final report

- Planned for September



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Venue survey: sneak peak

26

- Responses from 71 cultural venues across the province.
- **Community engagement** is perceived as an area of strength.
- **Funding** is an area of significant concern (both government funding and earned revenues).
- Almost all cultural venues **collaborate** or are engaged with other groups or businesses.
- Venues see themselves as playing a **major role in enhancing the arts, heritage, and creativity** in their communities.
- Venues tend to be **small and struggle with HR planning**.

**Other research projects,
recently completed or in
progress**



Profiles of artists across Canada available at statsinsights.ca

28

Alberta
Edmonton

Saskatchewan
Rural Saskatchewan
Saskatoon

Manitoba

Ontario
Toronto
Brampton
London
Hamilton
Mississauga

British Columbia
Capital District
Victoria
Columbia Basin
& Central Kootenay
& East Kootenay
Sechelt



Quebec (Anglophones)
Montréal (en français)

New Brunswick

Other articles on artists and cultural workers available at statsinsights.ca

29

- Women represent a strong majority of Canadian artists
- Incomes by gender of artists, arts leaders, and all cultural workers
- First ever census data on transgender and non-binary artists and workers in the arts, culture, and heritage

- Are Black, Asian, and other racialized workers well represented among professional artists, arts leaders, and all cultural workers in Canada?
- Racialized workers have particularly low incomes in the arts and culture

- Are Indigenous Peoples well represented among professional artists, arts leaders, and all cultural workers in Canada?
- Very low incomes for Indigenous artists and other workers in the arts and culture

Other articles on artists and cultural workers available at statsinsights.ca

30

- Labour force challenges in the arts
- With extremely high levels of anxiety and depression in the sector, how many cultural organizations have mental health supports for their workers?
- Arts, heritage, and entertainment organizations rely more commonly on volunteers than any other industry
- Job vacancies in the performing arts and heritage
- Difference between the median wages of arts and culture professionals and professionals in other sectors
- Long-term changes in median wages for broad categories of arts and culture employees
- Inflation is the top obstacle for organizations and businesses in the arts, heritage, and entertainment in Canada
- Over 8,000 not-for-profit organizations in the arts, heritage, and entertainment in Canada.
- Environmental practices in 2023 of organizations and businesses in the arts, heritage, and entertainment in Canada
- How important are the arts in Canadian communities?
- The arts and culture (overall) saw record levels of jobs and impact on GDP in the first quarter of 2023
- Which provinces and territories saw growth in their cultural economies-recently and longer term?

Statistical insights on the arts: New Brunswick findings

31

- There are 116 government owned cultural facilities in New Brunswick, including 50 libraries, 32 performance / presentation spaces, 24 museums and archives, and 10 art galleries.
- 50% of the government owned cultural facilities (including 33% of the performance and gallery spaces) are located in rural areas of the province.
- The proportion of government owned performance spaces in less-than-good condition (“poor” or “fair”) is highest in New Brunswick (39%) and B.C. (also 39%) than any other province (national average of 24%).

Other research of interest

32

- Qualitative survey (in February) of the working conditions of artists and other cultural workers (CHRC)
- New project in 2024 in N.B.: Cultural human resources
 - Statistical and economic analysis, plus a survey

Thanks for listening!
Questions? Comments? Deep thoughts?

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