THE ARTS ECOLOGY OF SASKATCHEWAN

Finances

Saskatchewan Arts Alliance

prepared by

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In 2014, the Saskatchewan Partnership for Arts Research, a research partnership formed in 2012 by the Saskatchewan Arts Alliance, the Saskatchewan Arts Board (SK Arts,) SaskCulture and the University of Regina, conducted two major surveys with a view to broadening their understanding of the arts ecology of Saskatchewan.

These surveys, and accompanying reports, have been foundational research into the arts ecology of Saskatchewan, and contain data on which the SAA has consistently relied, and referenced in their advocacy efforts, and therefore felt that it was crucially important to conduct a follow-up survey to examine the ways in which the arts ecology of Saskatchewan had changed in the past ten years.

In order to best facilitate comparison, the SAA maintained the original survey as closely as we were able: questions accounting for the effects of COVID-19, as well as some minor edits to language were made in order to elicit the best results, and to facilitate ease of understanding.

The SAA circulated two versions of the survey for artists: one version of the artist survey was strictly limited to those who are members of the artist registry hosted and curated by the SAA, while the other was promoted more broadly, via email and social media communications, to anyone who identifies as an artist.

The SAA has decided to generate a number of smaller, ‘breakout’ reports from the report as a whole, to best showcase all of the findings. This particular report focuses on artists’ finances; the income generated from their work, as well as their other sources of income.

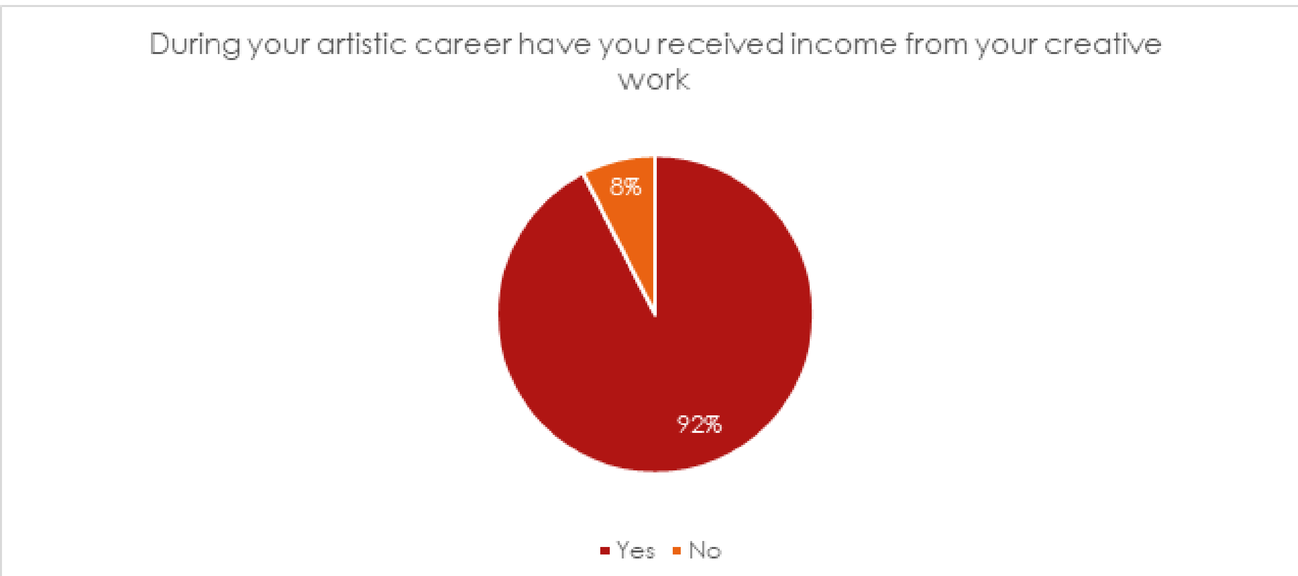
The majority of artists (92%) have received income for their artistic work, with 66% indicating this had come from Direct Sales, and 65% stating that they received a salary or stipend from their work. Physical sales were the most important form of direct sales for 58% of respondents.

SK Arts/Saskatchewan Arts Board was found to be the most important of the funding bodies, with 60% indicating it was either Important or Very Important as a source of direct income, although 64% of respondents have not received a public grant and 86% have received less than $10,000 in 2020 and 2021.

Finances

The longest section of the survey dealt with questions about finances: how much income artists received and from where they received that income. The survey asked both about income received directly from their creative practice, as well as other sources of income. The first question asked if they had received income from their creative work throughout their career. 92% indicated that they had received income for their artistic practice. There was no major discrepancy here between the two sets of respondents: 91% of the general artist survey had received an income compared to 94% of artist registry respondents. In the 2014 SPAR report, 97% indicated they had received income from their creative work.

Figure 1 Has income been received for creative work



The artists were then asked about the relative importance of a number of possible income sources, as a source of direct income for them. The sources were as follows:

- Canada Council
- Dept. Canadian Heritage
- Saskatchewan Arts Board/SK Arts
- Municipal Government
- Provincial Government
- Private Foundations
- Salary, stipend, fee, commission, etc. from other arts organizations, arts festivals or arts-related businesses
- Salary, stipend, fee, commission, etc. from other businesses or organizations outside the arts sector
- Direct sale to individuals, galleries, collections, etc.

66% of respondents indicated that Direct Sales were either Important or Very Important as a direct source of income. 65% indicated a salary or stipend from an arts organisation was Important or Very Important.

42% indicated that a salary or stipend from non-arts organsations were an Important or Very Important source of direct income, though 36% of the general artist survey respondents indicated this option was Not Important compared to only 24% of the artist registry survey.

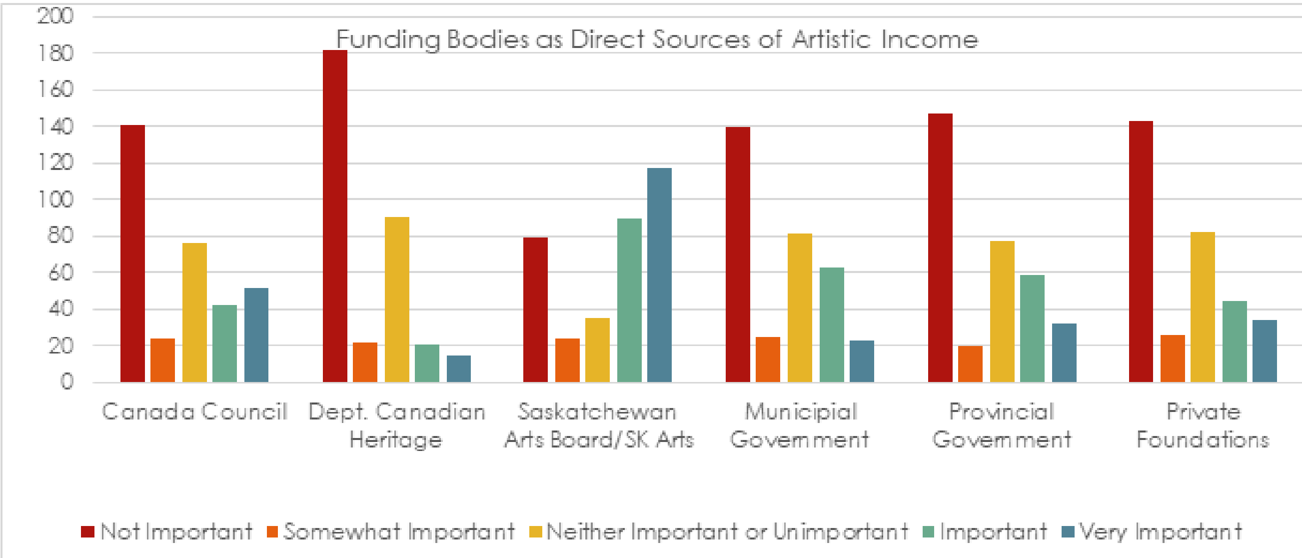
Figure 3 Most popular response for the importance of sources of direct income

Option	Most Popular Response i	Response Value in 2023 !	Value of Same Response
Canada Council	Not Important	42%	59%
Dept. Canadian Heritage	Not Important	55%	77%
Saskatchewan Arts Boar(	Very Important	34%	37%
Municipal Government	Not Important	42%	60%
Provincial Government	Not Important	44%	56%
Private Foundations	Not Important	43%	57%
Salary, stipend, fee, com	Very Important	37%	39%
Salary, stipend, fee, com	Not Important	30%	34%
Direct sale to individuals	Very Important	39%	41%

Of the major funding bodies, 60% indicated that SK Arts/Sask Arts Board was either Important or Very Important as a source of direct income. Canada Council was either Important or Very Important to 28% of respondents; the provincial government was of importance to 27% of respondents, compared to 26% for municipal government funding. Private foundations were important to 24% of respondents and the Department of Canadian Heritage was only Important or Very Important to 11% of respondents, with 55% indicating it was Not Important.

The only noticeable variation between the general artist survey and the artist registry survey respondents were that 47% of the general artist survey indicated municipal government funding was not important, compared to only 37% of the artist registry respondents. As well as 50% of the general artist survey indicating provincial funding was Not Important as a source of direct income, compared to 38% of the artist registry.

Figure 4 Relative importance of funding bodies as sources of direct income



When compared to the 2014 survey, all of the funding bodies, with the exception of Private Foundations, were found to be of more importance in 2023 than they were to artists in 2014, as seen in the table below. Interestingly, the only funding body to see a decrease was that of Private Foundations, which dropped steeply from being of importance to 57% of respondents in 2014, to only 24% of respondents in 2023.

Figure 5 Importance of funding bodies compared to 2014

Funding Body	Very Important & Important	Very Important & Important 2014
Canada Council	28%	25%
Dept. Canadian Heritage	11%	9%
Saskatchewan Arts Boards/SK Arts	60%	46%
Municipal Government	26%	15%
Provincial Government	27%	18%
Private Foundations	24%	57%

Of the respondents who indicated that a salary, stipend, fee or direct sales of work were part of their direct sources of income, 58% indicated physical sales of work were part of their direct income. 53% indicated that in-person performance was a major component, with sales or merchandise and digital downloads, both with 17% being the least important source of direct income.

Figure 6 Types of physical sales, salaries, stipends and fees that contribute to direct income

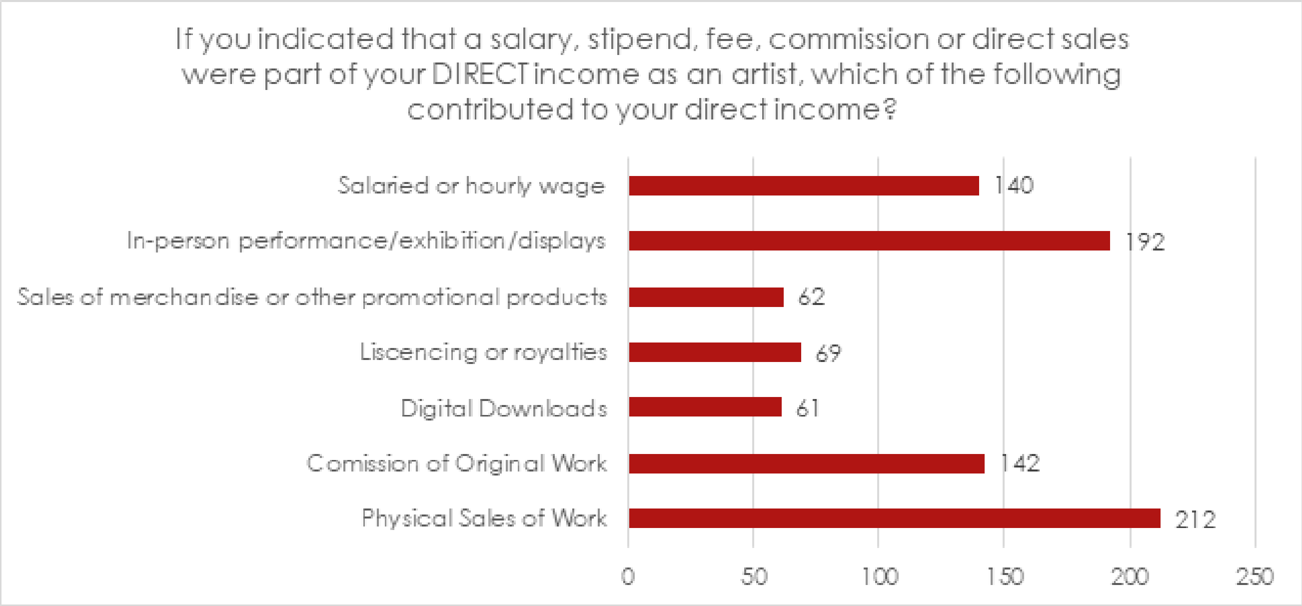
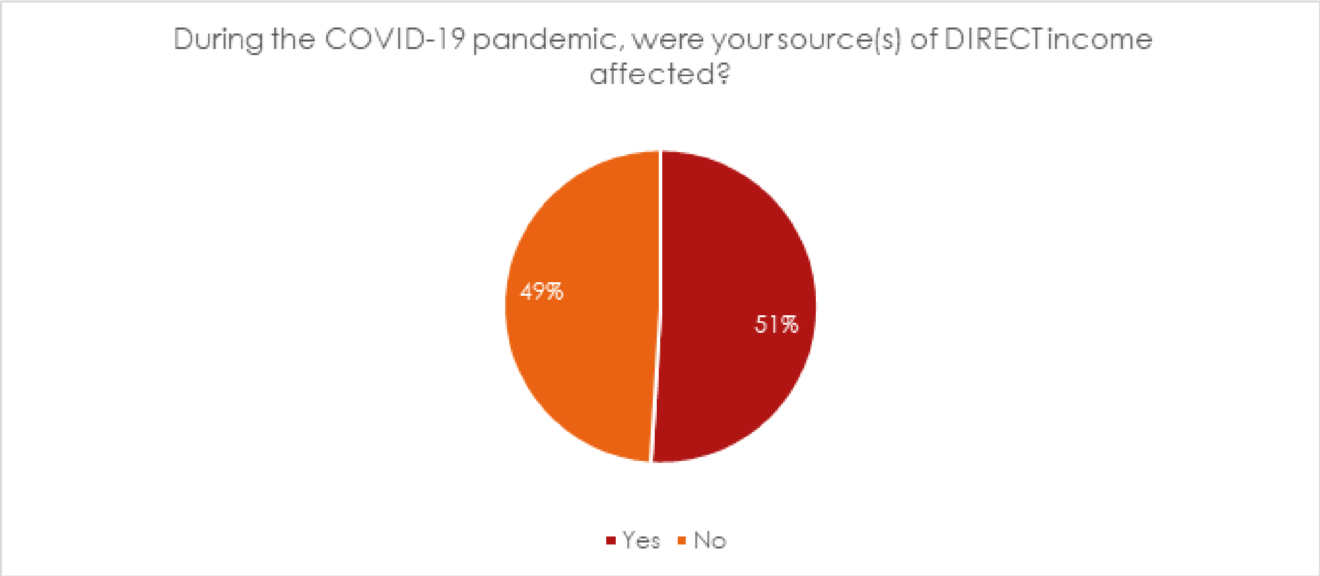
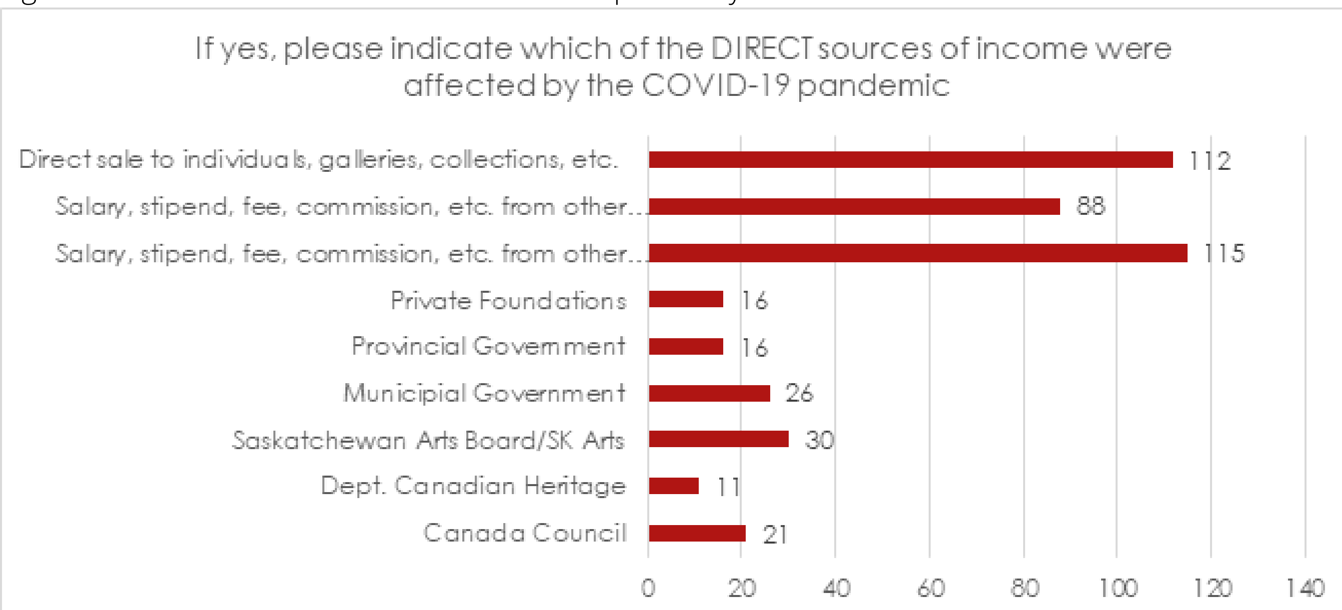


Figure 7 Impact of COVID-19 on direct income sources



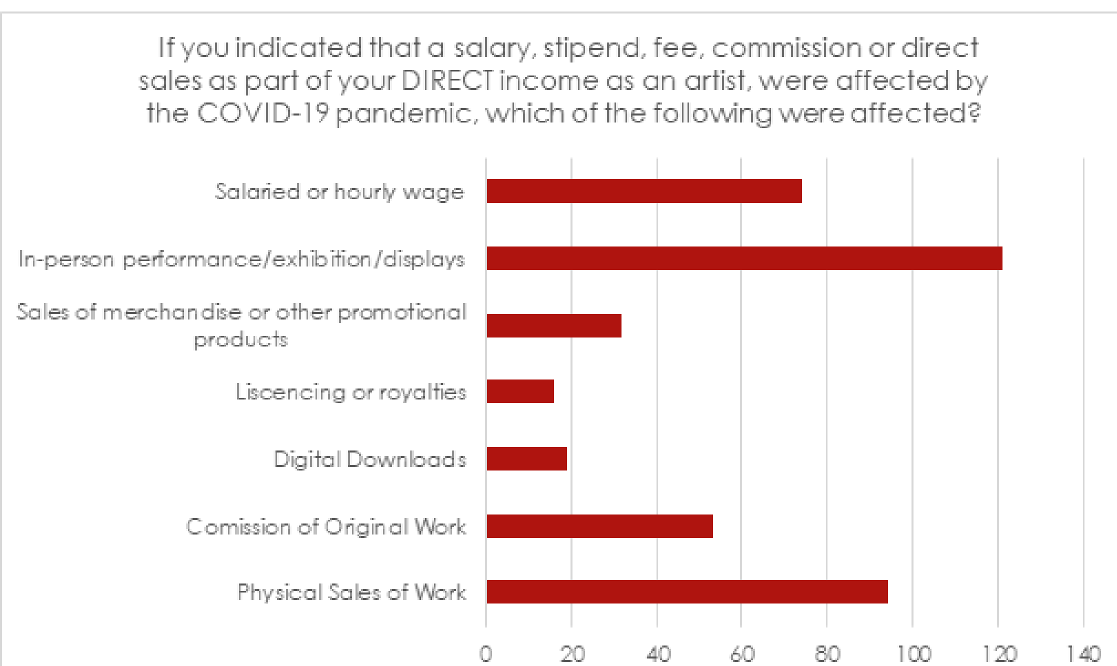
Of those who indicated their income was affected, 32% indicated that their salary, stipend or fees from arts organizations were affected, and 31% indicated direct sales were impacted. 24% of overall respondents indicated that their salary, stipend or fees from organizations outside the arts were affected, with this being indicated by 31% of the artist registry participants, but only 18% of the general artist survey participants.

Figure 8 Direct sources of income that were impacted by COVID-19



Of the respondents who indicated that their salary, stipend, fees or direct sales were impacted, unsurprisingly, 34% indicated that in-person performance was impacted. 26% had their physical sales impacted, 21% saw an impact on their salaried or hourly wage, 15% saw an impact on commission and 9% saw an impact on sales of merchandise.

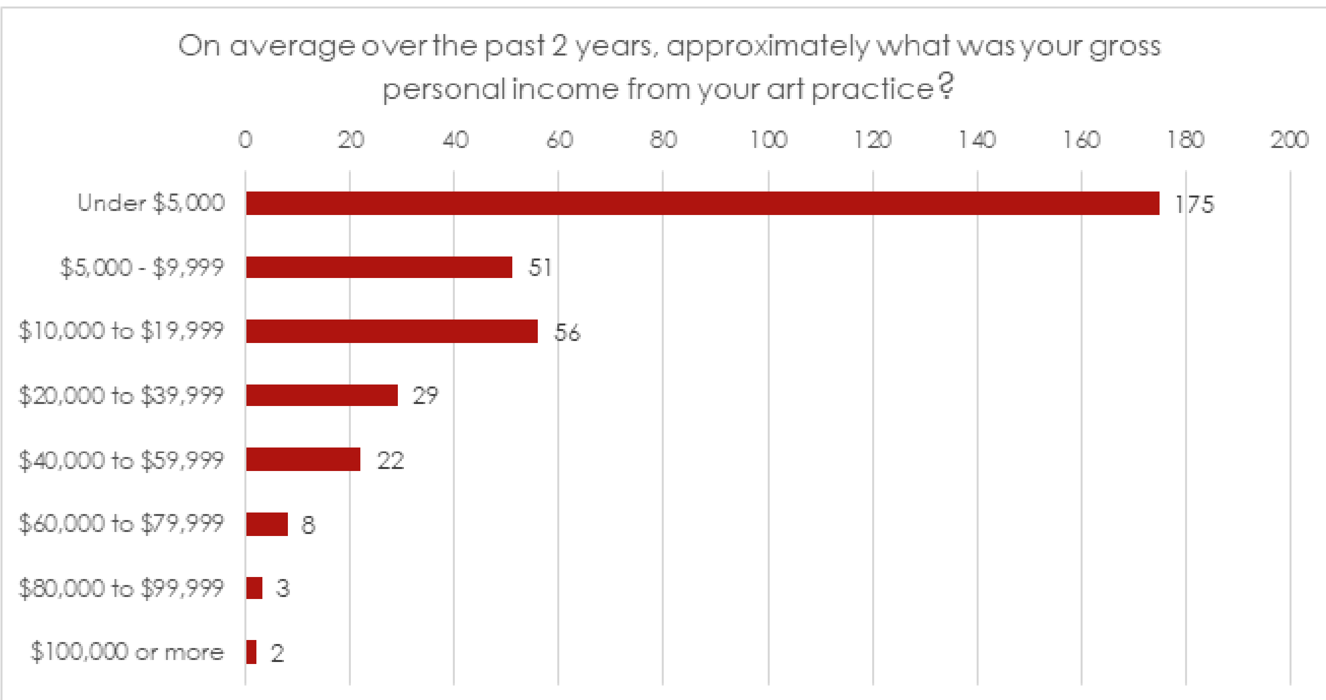
Figure 9 Types of direct sales, salaries, stipends and fees that were impacted by COVID-19



The artists were then asked how much income they had derived from their creative work, on average, in the past two years. 51% indicated that they had made less than $5,000 from their creative practice (53% of respondents to the general artist survey but 49% of the artist registry survey.)

According to a report by Hill Strategies,[1] professional artists, meaning those who spent more time dedicated to their creative practice than any other profession, had a median income of $27,800 in 2020. Only 18.5% of our survey respondents indicated that they had made more than $20,000 a year, on average, in the past two years. Of course, this survey does not define professional artist in the same way, nor was it restricted exclusively to professional artists, and thus some discrepancy is to be expected. However, 60% of respondents had identified themselves a professional artist and so it is interesting to compare.

Figure 10 Average income over two years derived from professional art practice



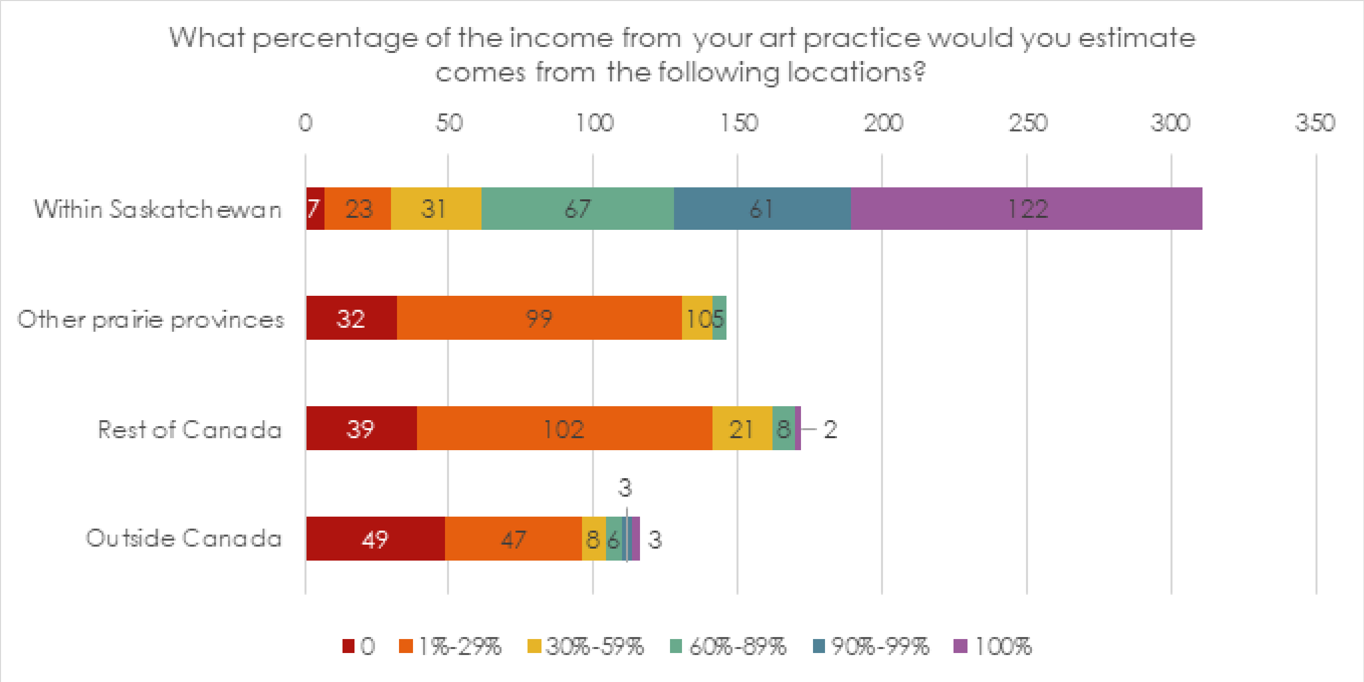
In one of the reports on the 2014 data, Olfert (pg. 2)[2]determined that the average income that artists in the 2014 survey had generated from their creative work was $15,380.[3] Utilising the same methodology, the average income derived from creative work by the respondents to the 2023 survey was $13,865. According to the Bank of Canada's inflation rate calculator[4], $15,380 in 2014 is equivalent to $19,193 in 2023 dollars, meaning that, accounting for inflation, artists in the current survey earned 27% less from their creative practice than their 2014 counterparts.

[1] Hill. 2023. Artists in Saskatchewan 2021.
2] Olfert, Rose. July 2014. SPAR Artist Survey Comparisons with Some Provincial Benchmarks, and Artists' Contribution to the Economy, Report Prepared for SPAR.
https://www2.uregina.ca/spar/images/docs/R.Olfert.July.2014.Artists.Contributions.pdf
[3] Olfert used the mid-point of all income ranges, except for the lowest range (<$5,000) in which $4,000 was used, and the highest range ($100,000+) in which $110,000 was used.
[4] https://www.bankofcanada.ca/rates/related/inflation-calculator/

Olfert (pg. 1) additionally calculated that the 2014 artists were, on average, working 24.5 hours per week at their creative practice. This means that the 2014 artist were earning approximately $15/hour, using 2023 dollars. Following Olfert's methodology,[5] it can be determined that the 2023 artists worked, on average, 20.7 hours per week at their creative practice, therefore earning roughly $13/hour, $1 less an hour than Saskatchewan's minimum wage as of October 1st 2023.

75% of respondents indicated that 50% or more of their income came from within Saskatchewan.

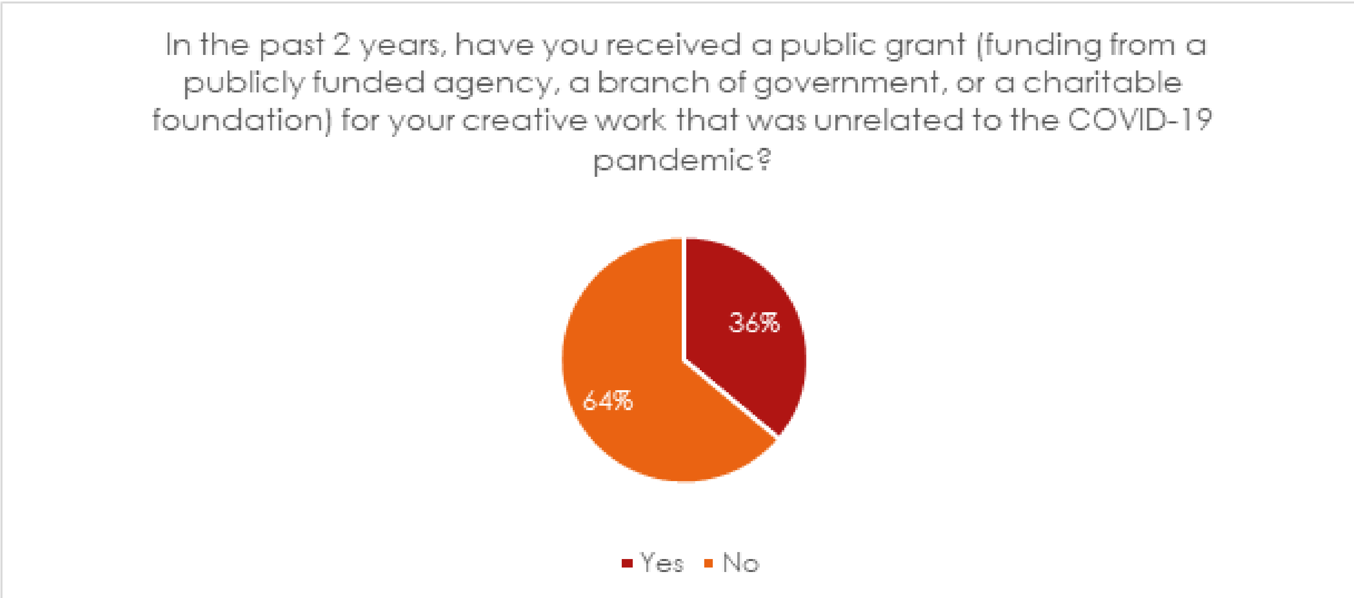
Figure 11 Percentage of income derived from specific geographic locations



The majority of respondents did not receive any kind of public grant unrelated to COVID-19: 64% did not receive while 36% did. This is an improvement from the 2014 survey in which 72% had not received a public grant, and only 28% had.

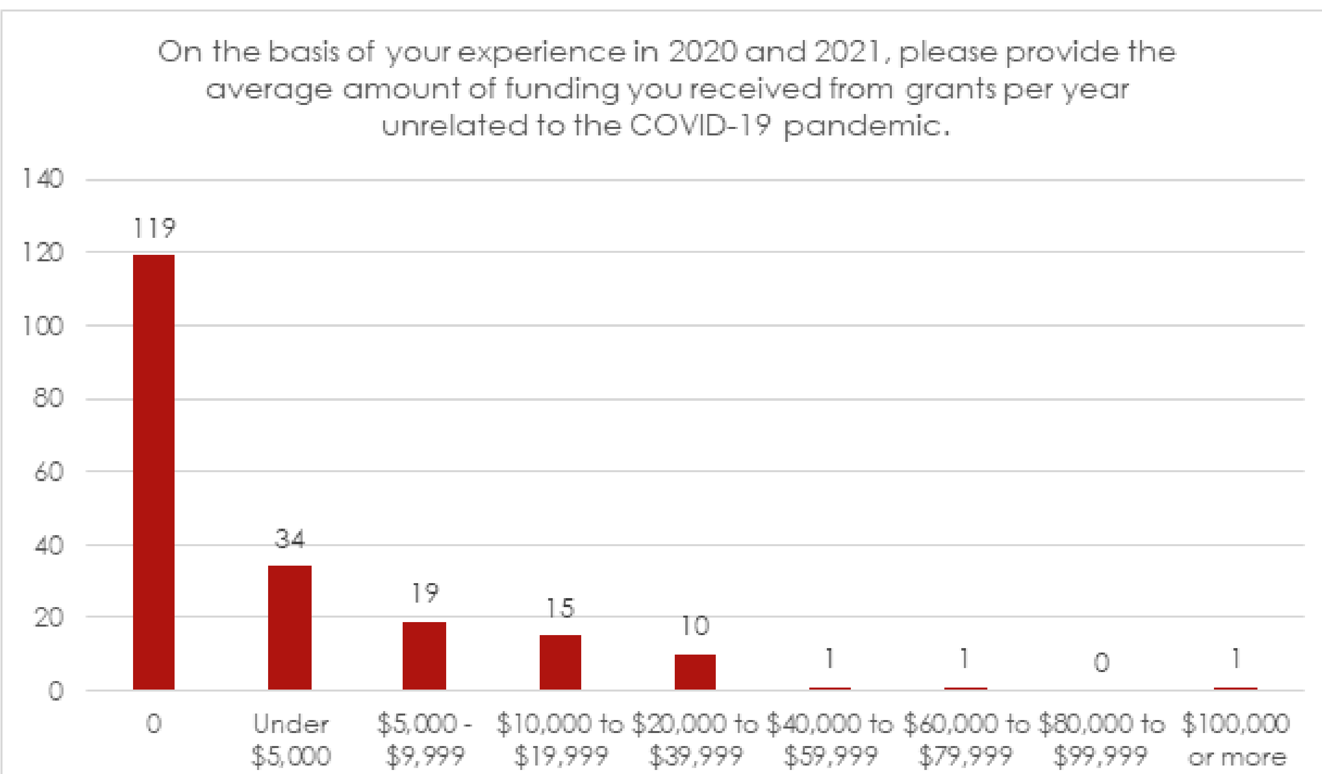
[5] For the ranges as follows: <5= 4, 5-9 = 7, 10-19 = 15, 20-19 = 25, 30-39 = 35, 40+ = 45
https://www.bankofcanada.ca/rates/related/inflation-calculator/
or the ranges as follows: <5= 4, 5-9 = 7, 10-19 = 15, 20-19 = 25, 30-39 = 35, 40+ = 45

Figure 12 Proportion of artist who received a public grant in the past two years



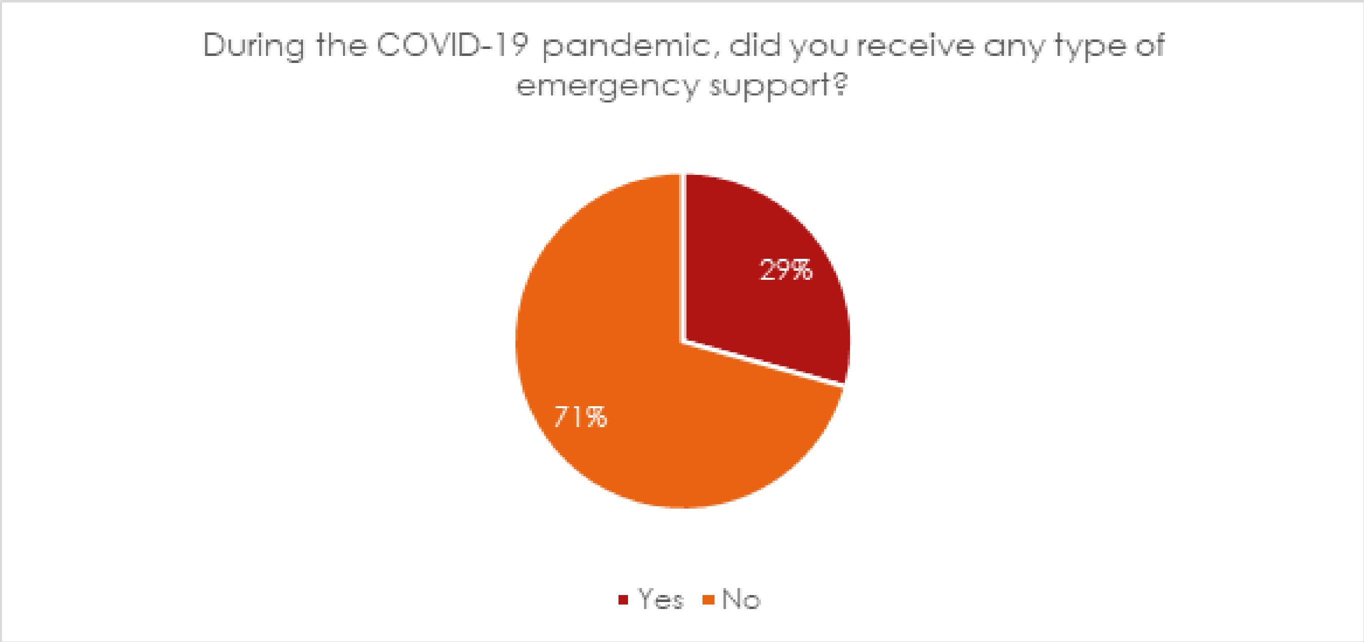
Respondents were then asked to indicate the average amount of grant funding they have received per year, based on their experiences in the past two years, that was unrelated to COVID-19. As can be interpolated from above, the vast majority of respondents have not received any amount of money in grants: 86% of respondents indicated they had received less than $10,000 in funding, with 60% having received 0.

Figure 13 Amount of grant funding unrelated to COVID-19 received in 2020-2021



Similarly, 71% did not receive any kind of COVID-19 emergency response funding. While 30% overall did, the artist registry was more likely (33%) to have received this support than the general artist survey participants (25%.)

Figure 14 Proportion of respondents who received COVID-19 emergency support



Participants who indicated that they had received emergency support were then asked what type of support they have received. They were able to select multiple options.

Of the 29% who received some kind of COVID-19 support; 80% received the Canada Emergency Response Benefit (CERB;) 28% received private support; 9% received support from the provincial government; 8% received employment insurance; 7% received other emergency support; 4% received the Canada Emergency Student Benefit and only 1% had received support from the municipal government.

Respondents were asked how much emergency COVID-19 support they had received. 83% indicated they had received less than $10,000 with 59% indicating they had received 0 in COVID-19 emergency support.

14% of respondents had received under $5,000, with $5,000-$9,999 and $10,000-$19,999 have been received by 10% of the participants, respectively. Only 1% of respondents indicated they had received in excess of $40,000, with no one having received over $80,000.

Figure 15 Types of emergency COVID-19 funding

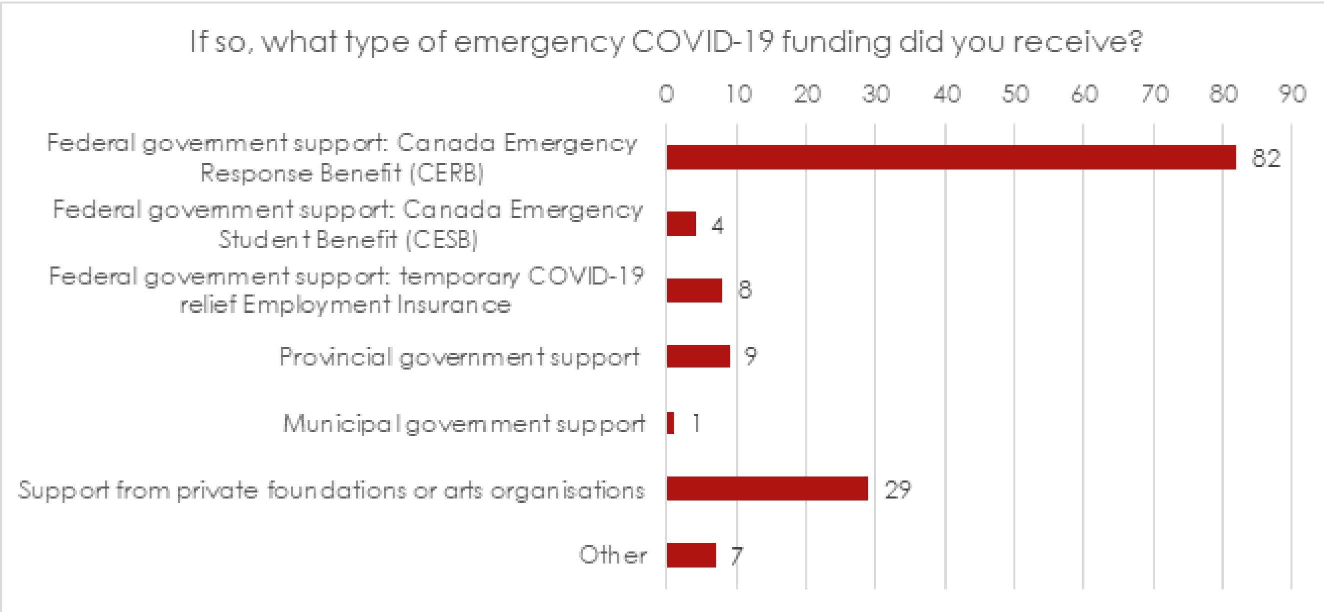
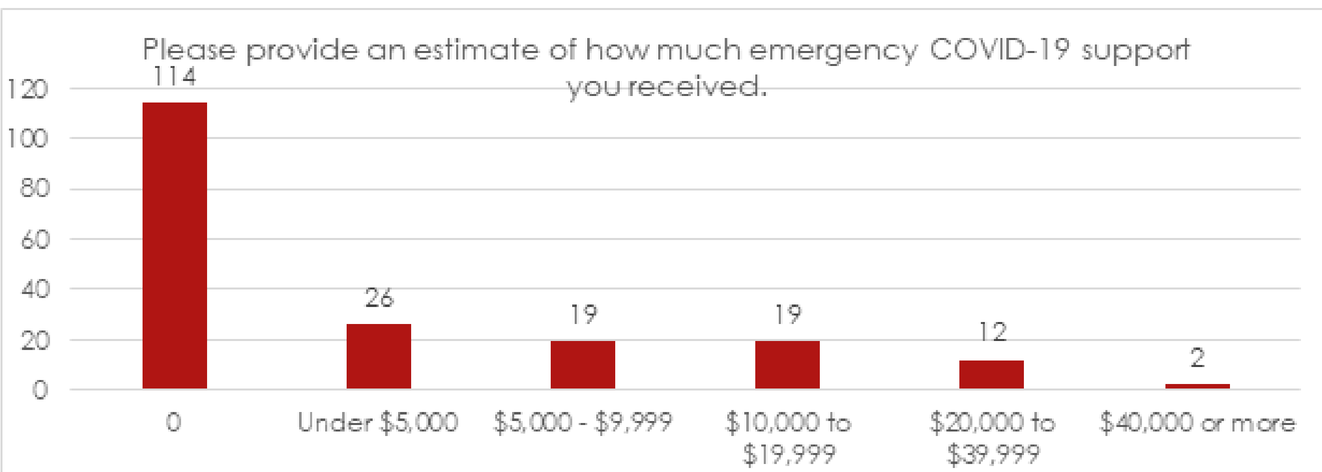
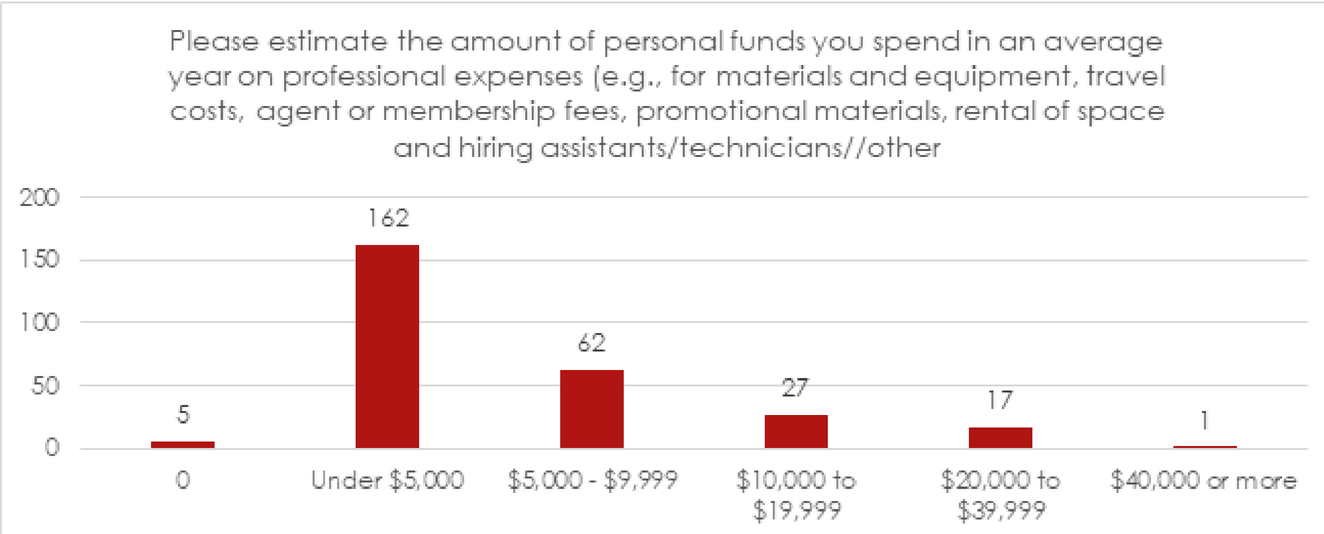


Figure 16 Amount of emergency COVID-19 support received



Participants were then asked about the amount of personal funds they spend in an average year on professional expenses. 61% indicated they spent less than $5,000; 23% spent between $5,000-$9,999; 10% spent between $10,000-$19,999; 6% spent $20,000-$39,000 and only 0.36% spent more than $40,0000 a year on professional expenses.

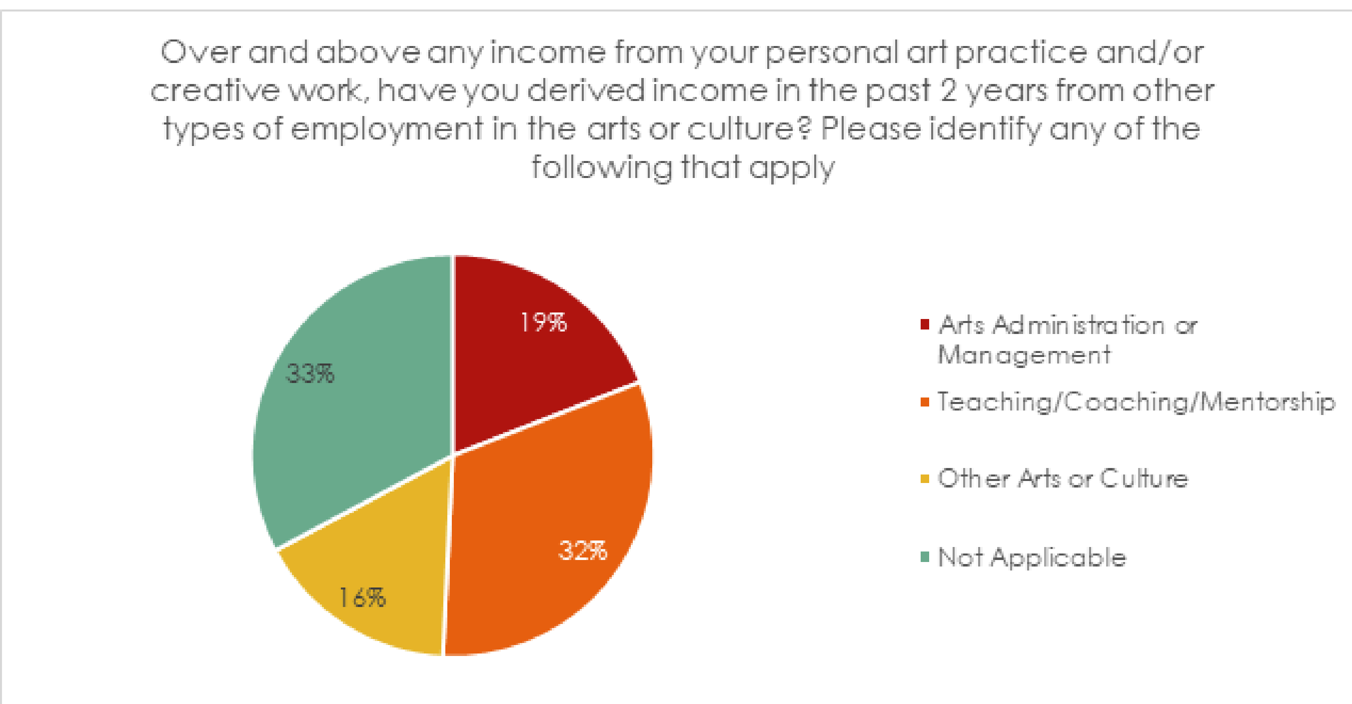
Figure 17 Amount of personal funds spent on professional expenses in an average year



The majority of participants (67%) stated that, outside of their creative practice, they had received income from the arts & culture. Of that 66%, 47% had received income from teaching/coaching or mentorship, 28% had received an income from arts administration and 24% had received income from other arts-related work.

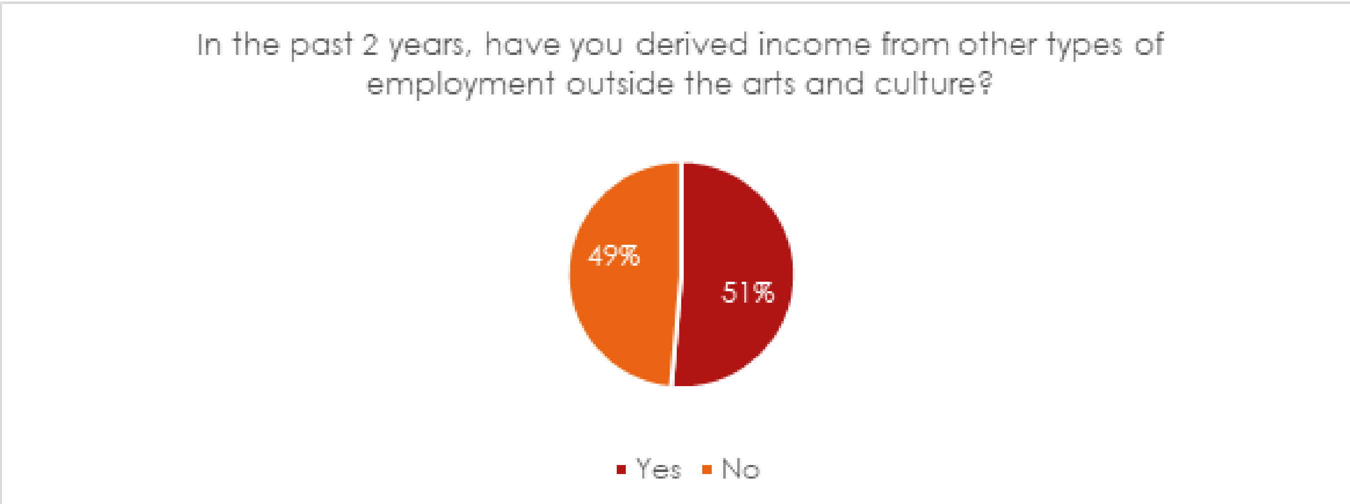
Overall, of all the respondents, 33% had not received any income from work in arts & culture unrelated to their artistic practice; 32% had received income from teaching/coaching or mentorship, 19% had received income from arts administration and 16% had derived income from other work in the arts.

Figure 18 Other types of employment in arts or culture



In the past two years, 51% of respondents indicated they had received income from outside of the arts & culture, compared to 55% in the 2014 SPAR survey.

Figure 19 Proportion of respondents who have received income outside of arts & culture

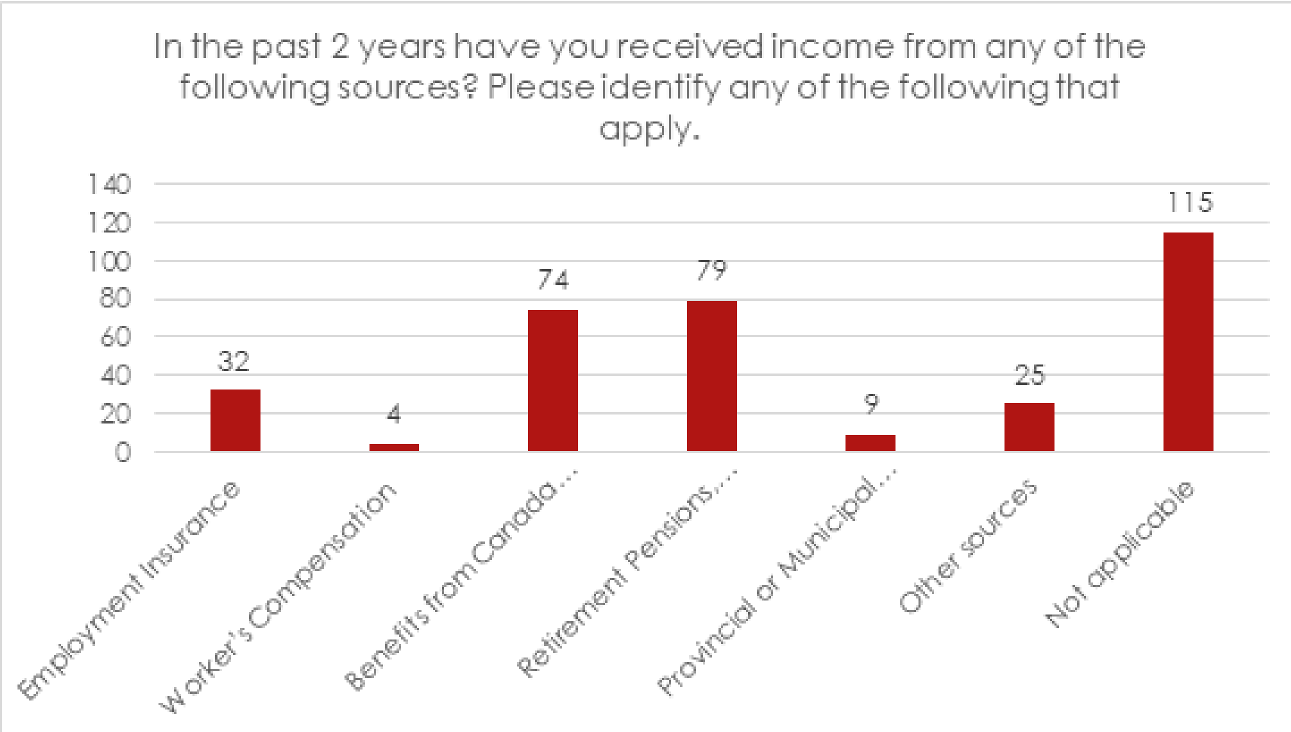


Participants were then asked if they had received any income from a variety of sources. These sources were:

- Employment Insurance
- Worker's Compensation
- Benefits from Canada or Quebec Pension Plan, Old Age Security, Guaranteed Income Supplement or Survivor's Allowance
- Retirement Pensions, Superannuation, Annuities and Other Investments
- Provincial or Municipal Social Assistance or Welfare
- Other sources

23% of respondents indicated they had received a retirement pension; 22% had received benefits from Canada or Quebec Pension Plan; 9% had received Employment Insurance – with 12% of the artist registry having received EI compared to 6% of the general artist survey; 7% had received income from other sources; 3% had received a form of welfare and 1% had received Worker's Compensation. 35% of respondents indicated that none of these options were applicable.

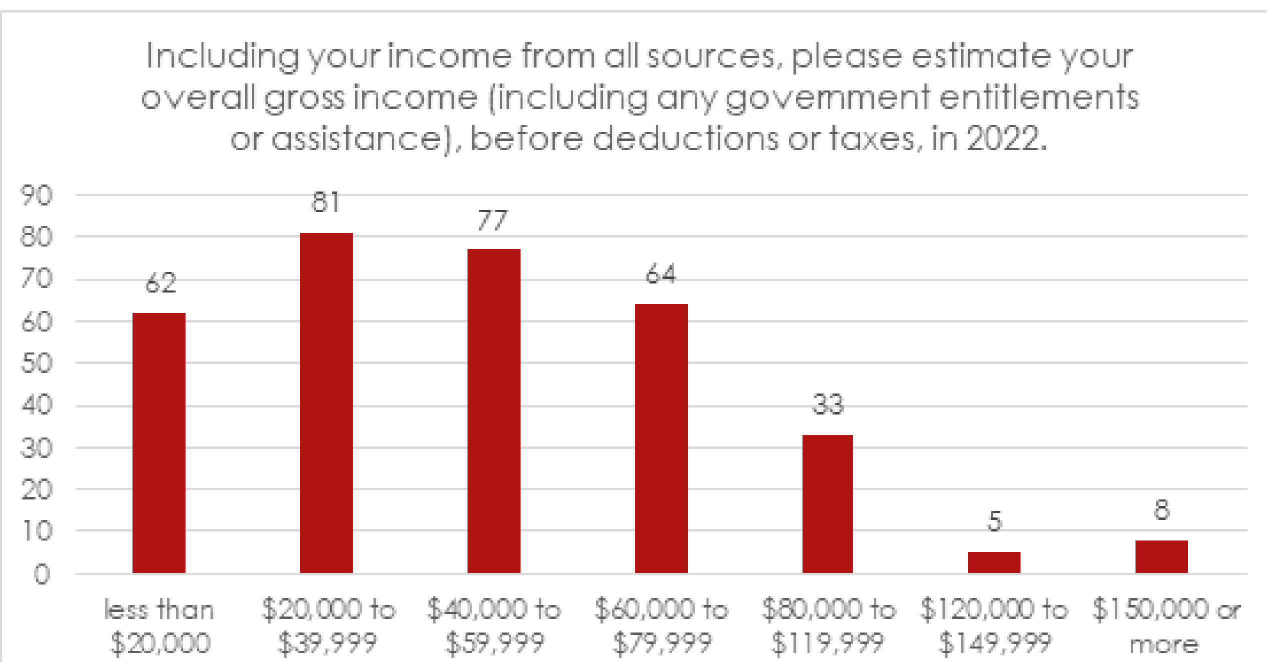
Figure 20 Other income sources



The survey then asked respondents to estimate their overall gross income, from any and all sources, including government entitlements and assistance for 2022.

25% of respondents indicated they had made between $20,000-$39,999 in 2022, with 24% having made between $40,000-$59,999 and 19% having made $60,000-$79,999. 18% of respondents indicated they had made less than $20,000 and 14% having made more than $80,000.

Figure 21 Estimated gross income for 2022



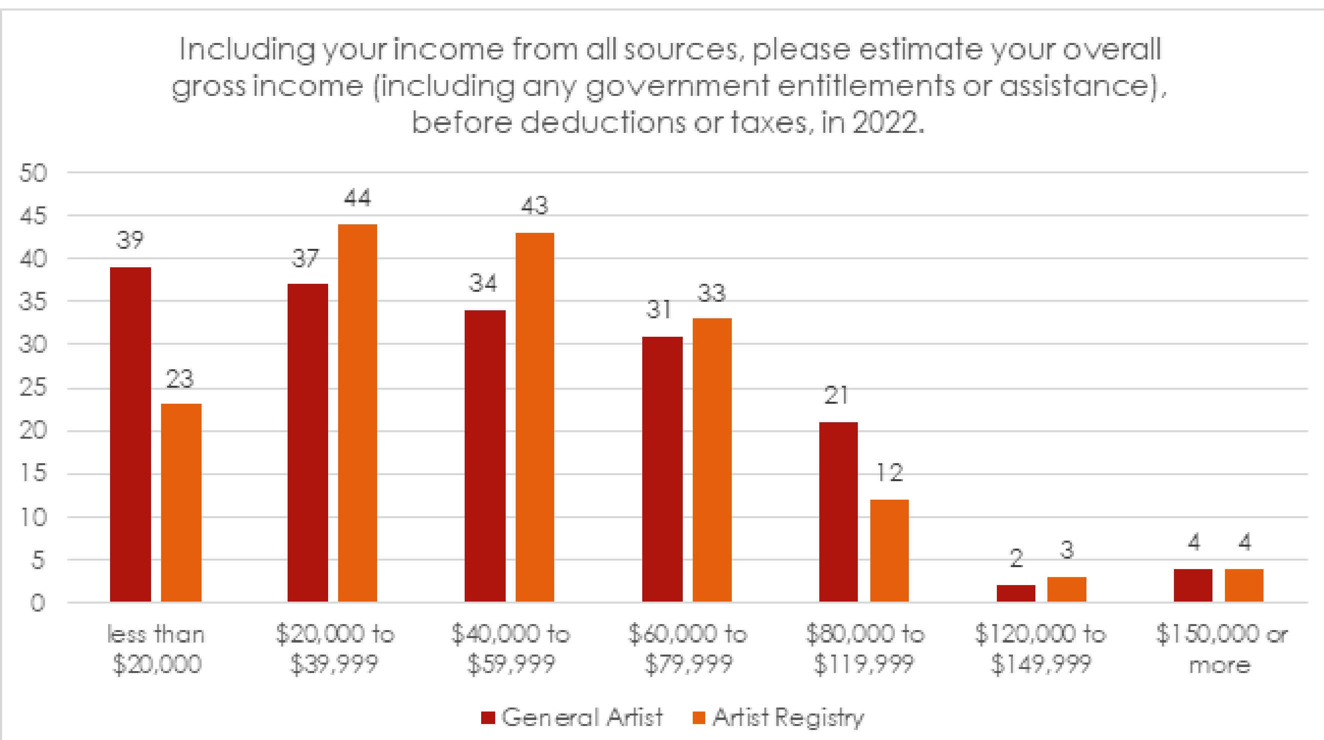
In the 2014 survey, Olfert (pg. 3) determined that the average wage from all sources for the artists in that study was $44,335. Using the same methodology, it can be determined that the average wage of artists surveyed in 2023 made $51,469. According to the Bank of Canada's inflation calculator, the average wage of 2014 artists in 2023 dollars was $55,330, meaning that artists in 2023 earn, on average, 7% less from all income sources than they did a decade ago.

According to Statistics Canada data,[6] the average weekly wage in Saskatchewan in 2022 was $1,140.71, which works out to an annual income of $59,316.92, putting the average artist surveyed at approximately 14% below the average annual income for the province.

However, the average weekly wage for Arts, Entertainment & Recreation was $653.87, which would be an annual salary of $34,001.24, which means the respondents to survey earn nearly roughly 40% more than the average worker in Arts, Entertainment and Recreation.

The largest disparities between the artist survey participant results and the general artist participant results were found in this question The largest proportion (27.1%) of artist registry survey respondents indicated that they made between $20,000-$39,999, with a close second being the 26.5% who made $40,000-$59,999. The largest proportion (23.2%) of the general artist survey respondents,

Figure 22 Artist registry vs general artist survey income differences



[6] Statistics Canada. Table 14-10-0204-01 Average weekly earnings by industry, annual

however, indicated that they made less than $20,000, compared to the only 14% of the artist registry participants who made the same amount.

A similar, stark contrast is in the $80,000-$99,999 range, in which 12.5% of the general artist survey participants indicated they made this amount, compared to only 7.4% of the artist survey respondents. 16% of the general artist survey respondents made more than $80,000 in 2022, compared to only 12% of the artist registry respondents.

Overall, the results are fairly similar: 65.5% of the general artist survey and 67.9% of the artist registry survey earned below $60,000 in 2022, there are just a higher proportion of the general artist survey who earned below $20,000 and above $80,000 than shown in the artist registry results. Using Olfert's (pg. 3) methodology, it can be determined that the average income of an artist registry artist was $51,790, while the average income of a general artist was $51,160, a difference of $630, demonstrating only a minor difference between the two groups of respondents.