

Evolving the Creative Landscape:

A Comprehensive Analysis of New Brunswick's Arts and Culture Workforce

Report and presentation by /
Rapport et présentation par

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Prepared for /
Préparé pour



arts**Link**NB

Faire évoluer le paysage créatif :

Une analyse complète de la main-d'œuvre dans le secteur des arts et de la culture au Nouveau-Brunswick

Evolving the Creative Landscape:

A Comprehensive Analysis of New Brunswick's Arts and Culture Workforce

Report and presentation available from ArtsLink NB

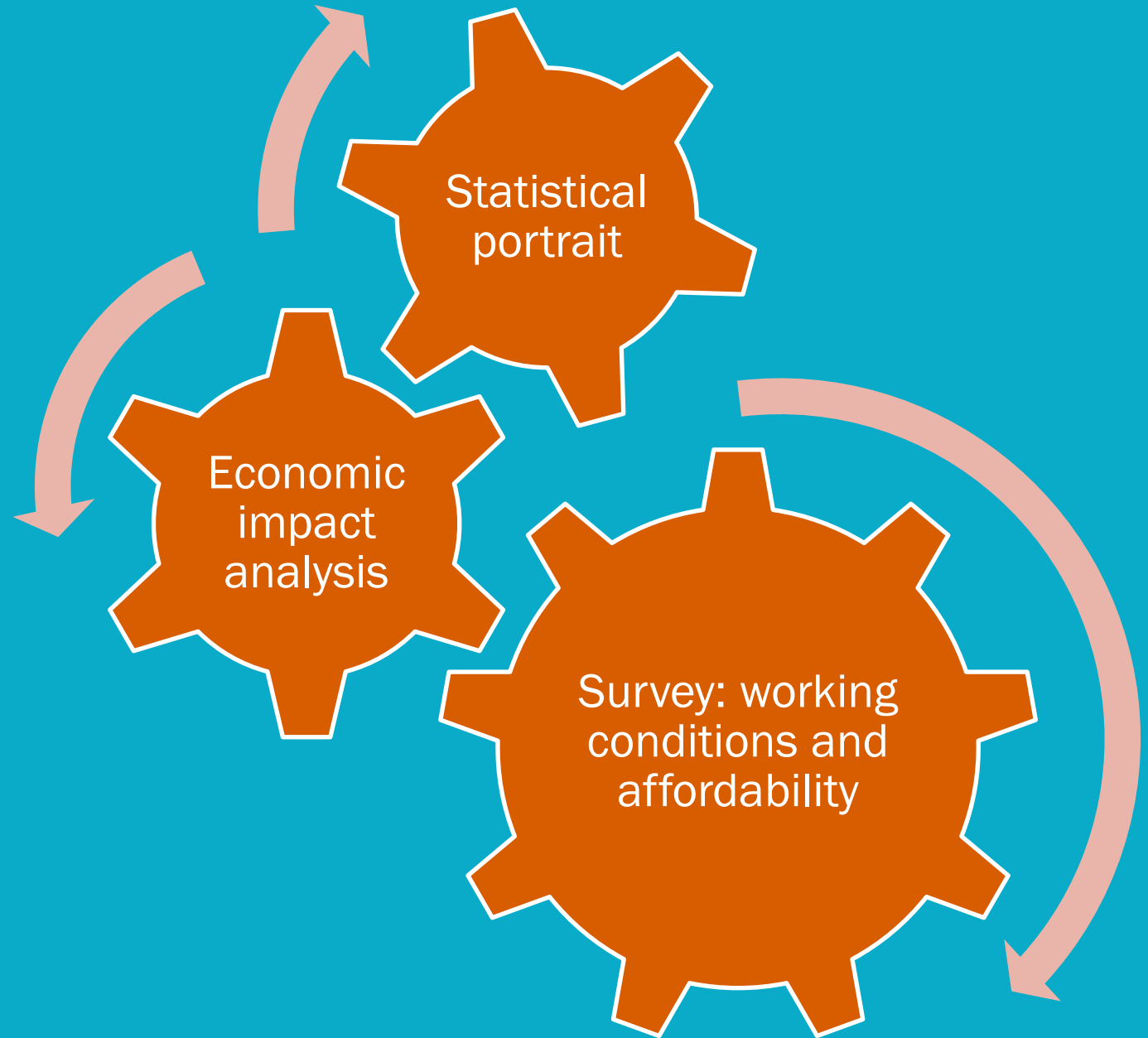
<https://artslinknb.com/blog/2025/04/25/evolving-the-creative-landscape-report/>

Rapport et présentation disponible d'ArtsLink NB

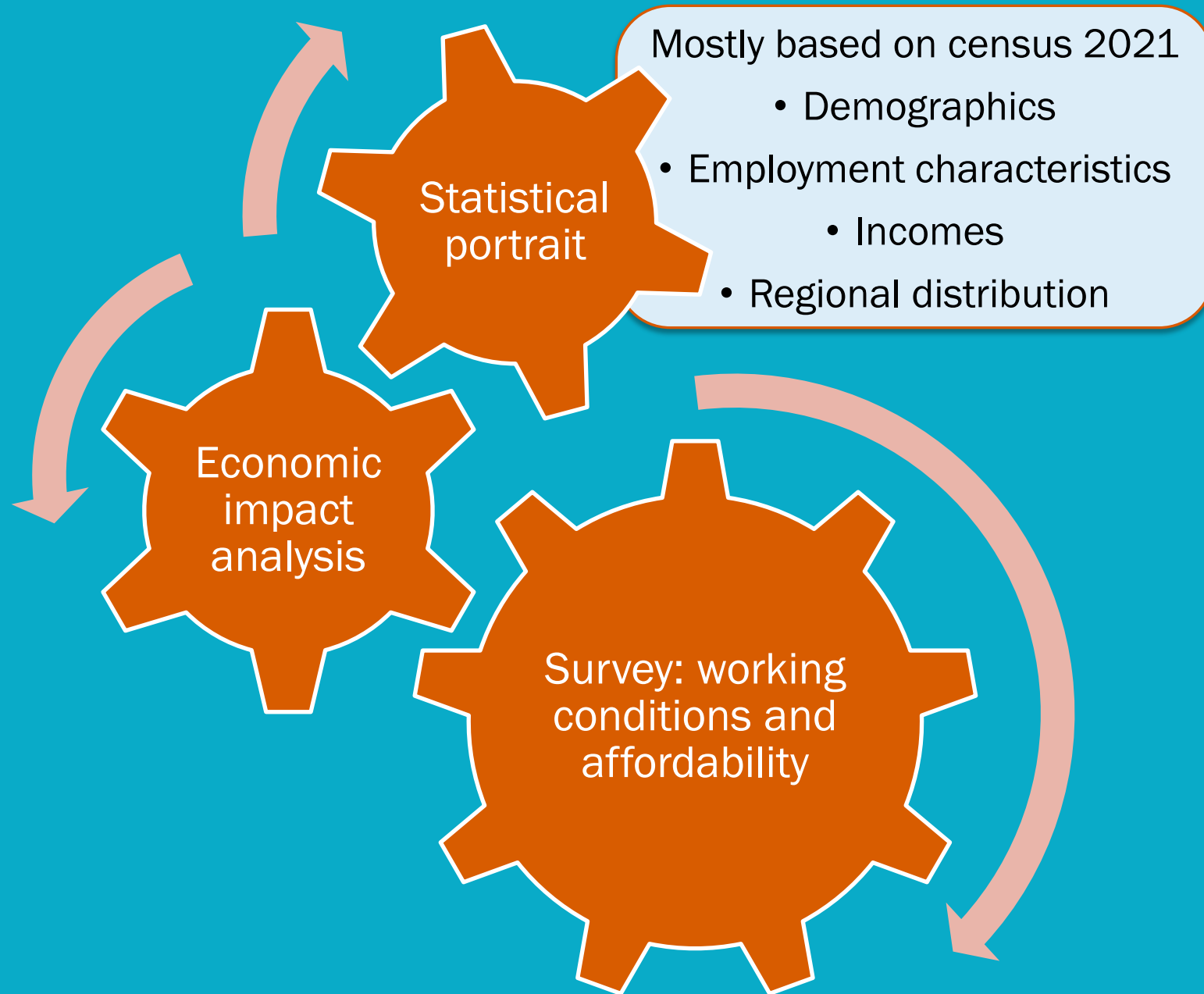
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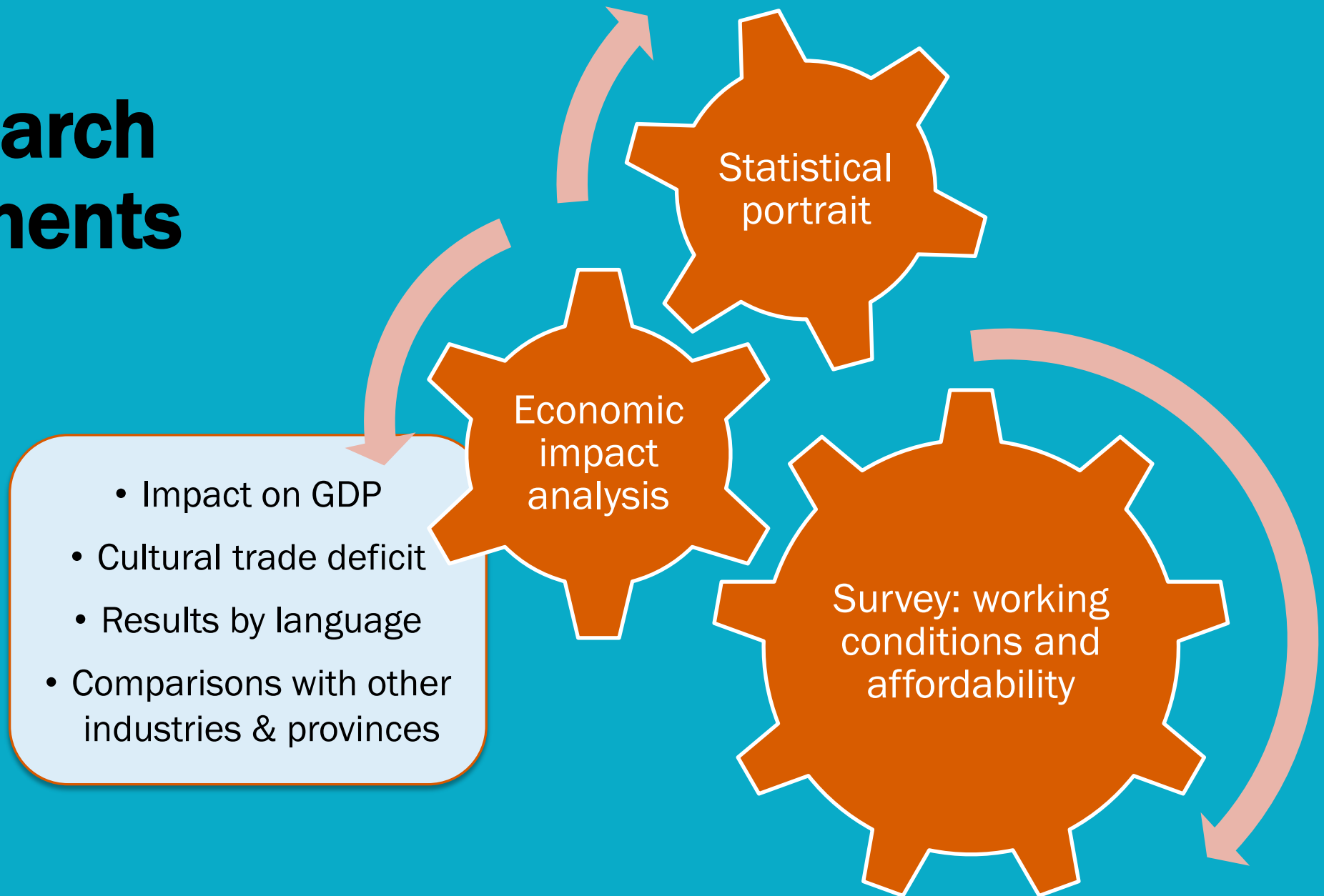
Evolving the Creative Landscape: 3 Research Components



3 Research Components



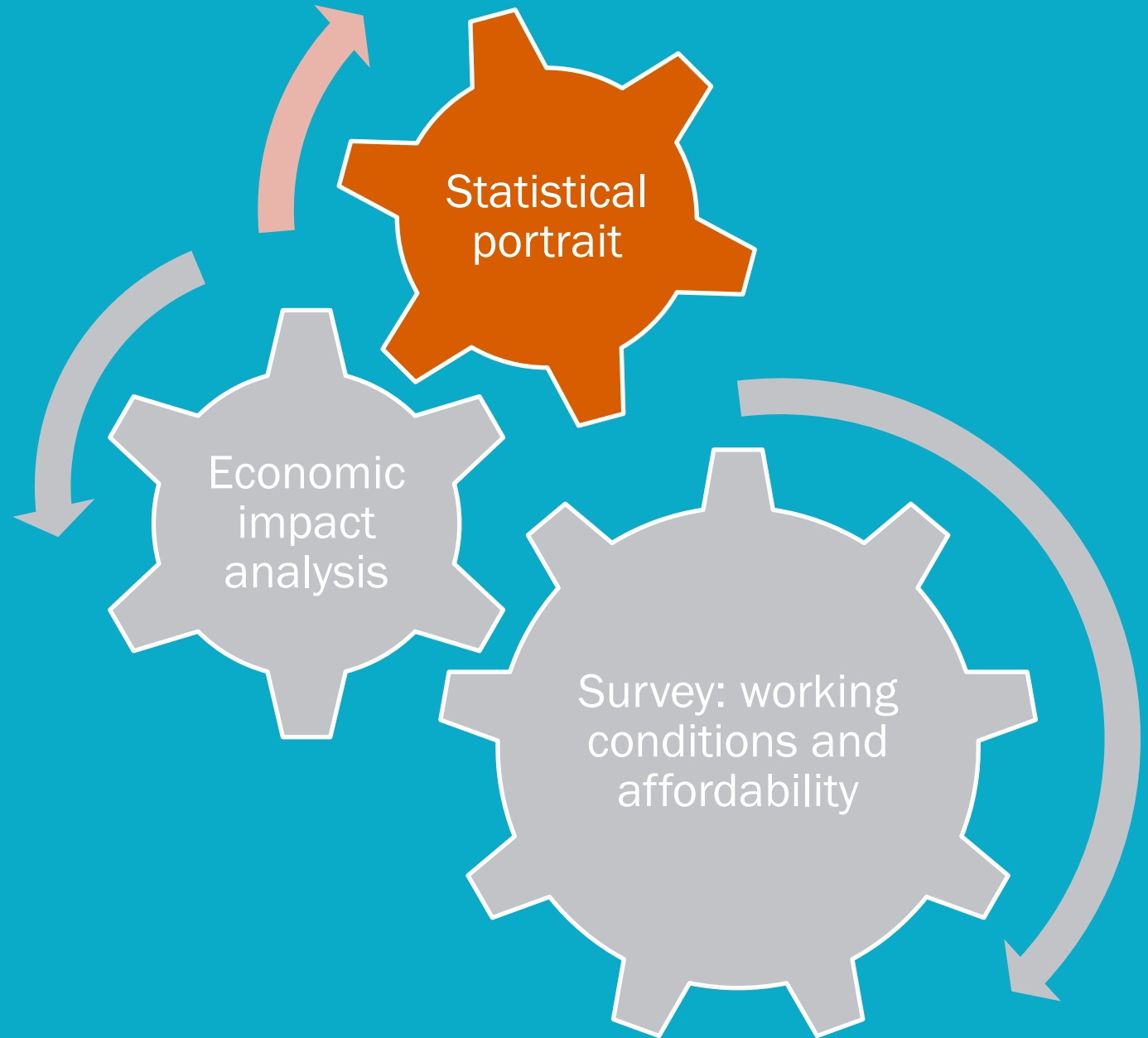
3 Research Components



3 Research Components



Key findings





Cultural workers in N.B.

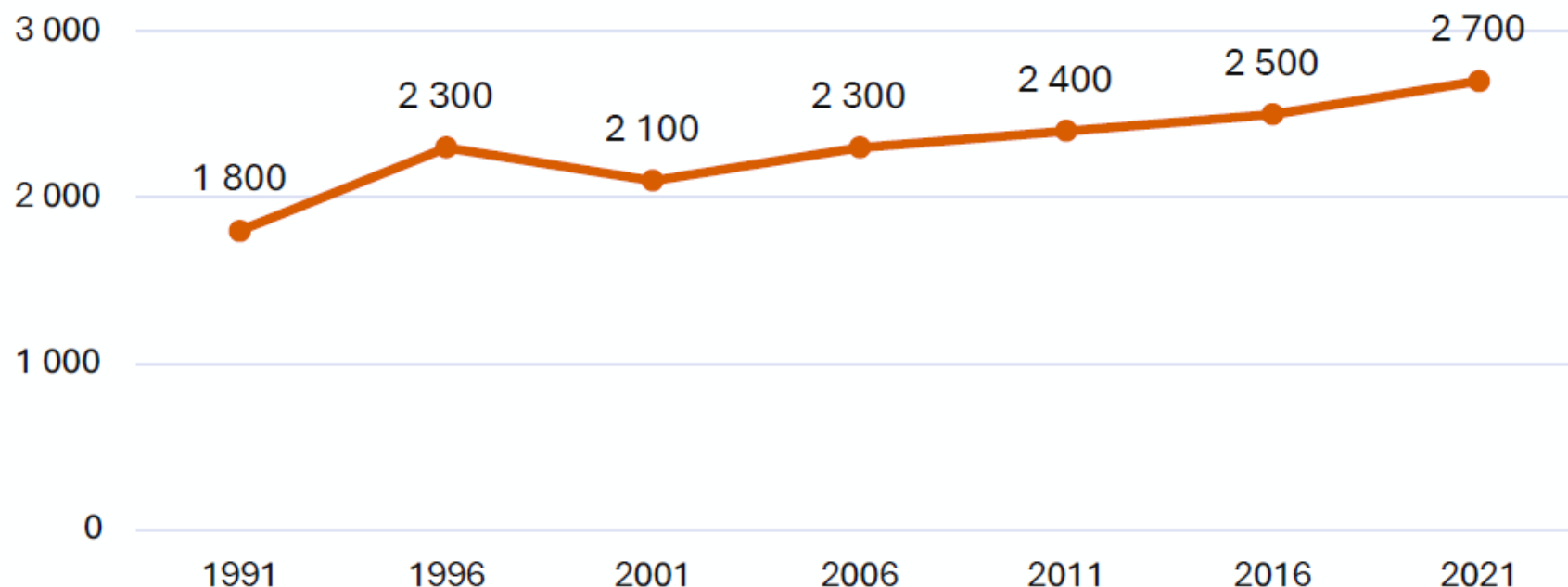
- More than 11,000 cultural workers
 - Including 2,700 artists
 - Including 600 arts leaders
- Cultural workers, artists, and all workers by county and municipality

County / municipality (pre-2023 reforms)	Cultural workers	% of cultural workers in N.B.	Artists	% of artists in N.B.	All workers	% of all workers in N.B.
Westmorland	3,000	27%	760	28%	93,200	22%
Moncton	1,700	15%	440	16%	45,580	11%
Dieppe	510	4%	110	4%	16,830	4%
Moncton Parish	120	1.1%	Not reliable		6,375	1.5%
York	2,300	20%	520	20%	60,400	14%
Fredericton	1,600	14%	390	15%	37,165	9%
Etc.						

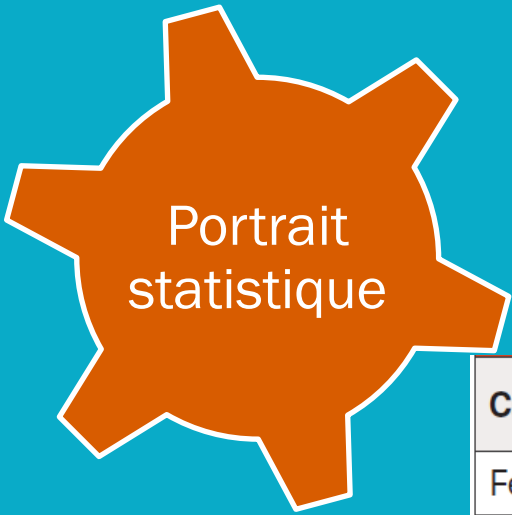


**Since 1991:
50% growth
in the
number of
artists**

Depuis 1991 : Croissance de 50 % du nombre d'artistes



*Hill Stratégies. Sources : Recensements de 1991, 1996, 2001, 2006, 2016 et 2021.
Les estimations de 2011 se situent à mi-chemin entre 2006 et 2016.*

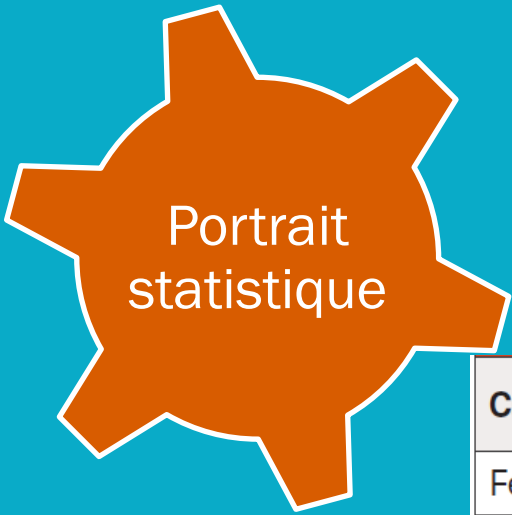


Caractéristiques démographiques des travailleur.se.s culturel.le.s, des artistes et des leaders artistiques

**Demo-
graphics:
cultural
workers,
artists &
arts leaders**

Caractéristiques	Travailleur.se.s culturels	Artistes	Leaders artistiques	Population active provinciale
Femmes	53 %	57 %	46 %	48 %
Francophones	34 %	32 %	34 %	34 %
Baccalauréat ou grade supérieur	41 %	41 %	59 %	23 %
Personnes racisées	5 %	5 %	Non fiables	6 %
Personnes immigrantes	9 %	13 %	8 %	6 %
Autochtones	4 %	5 %	Non fiables	4 %
Ayant un enfant à la maison	35 %	30 %	36 %	38 %
55 ans ou plus	28 %	36 %	30 %	27 %
Travail indépendant	27 %	58 %	24 %	10 %
Résidant dans l'une des 3 plus grandes villes	38 %	41 %	43 %	28 %
Résidant dans une collectivité rurale (moins de 1 000 habitants)	39 %	41 %	30 %	49 %

Source : Recensement de 2021, données spéciales commandées par Hill Stratégies.



Caractéristiques démographiques des travailleur.se.s culturel.le.s, des artistes et des leaders artistiques

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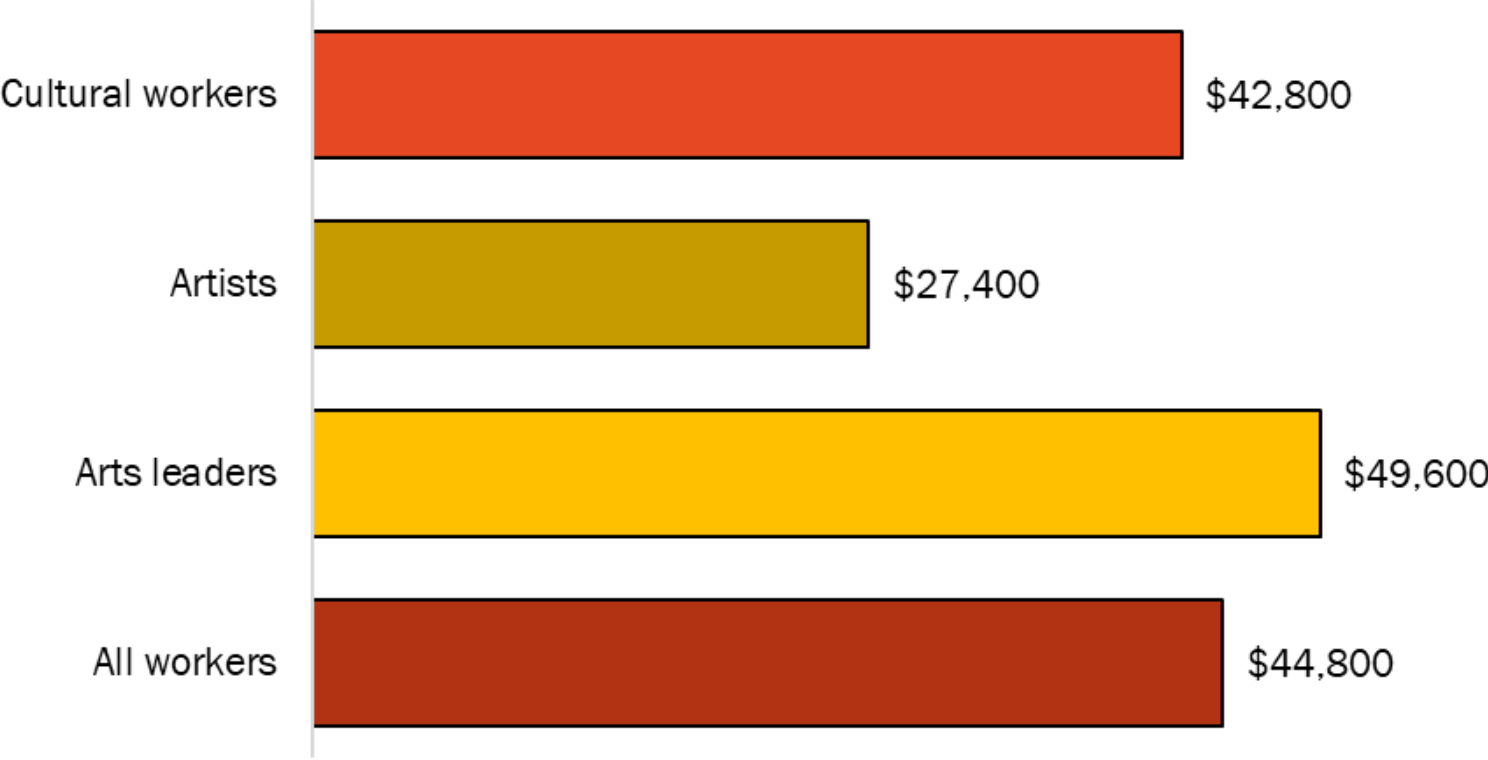
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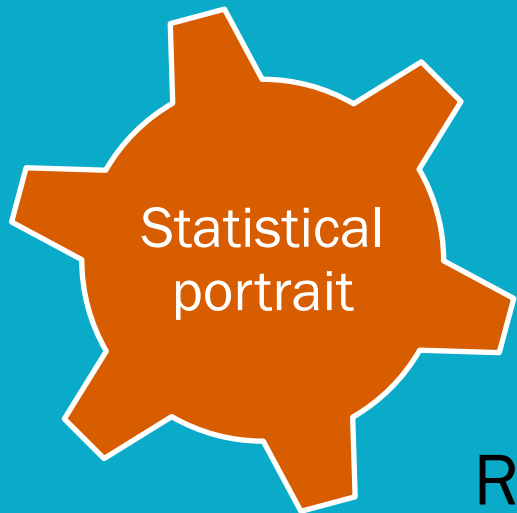


Artists' incomes are particularly low

Median personal income of artists, cultural workers, arts leaders, and the overall labour force in New Brunswick, 2020



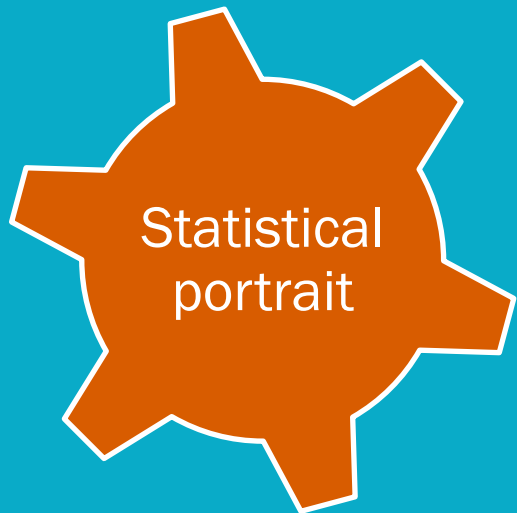
*Note: Personal incomes include all sources for an individual during the 2020 calendar year.
Source: 2021 census, custom data request by Hill Strategies.*



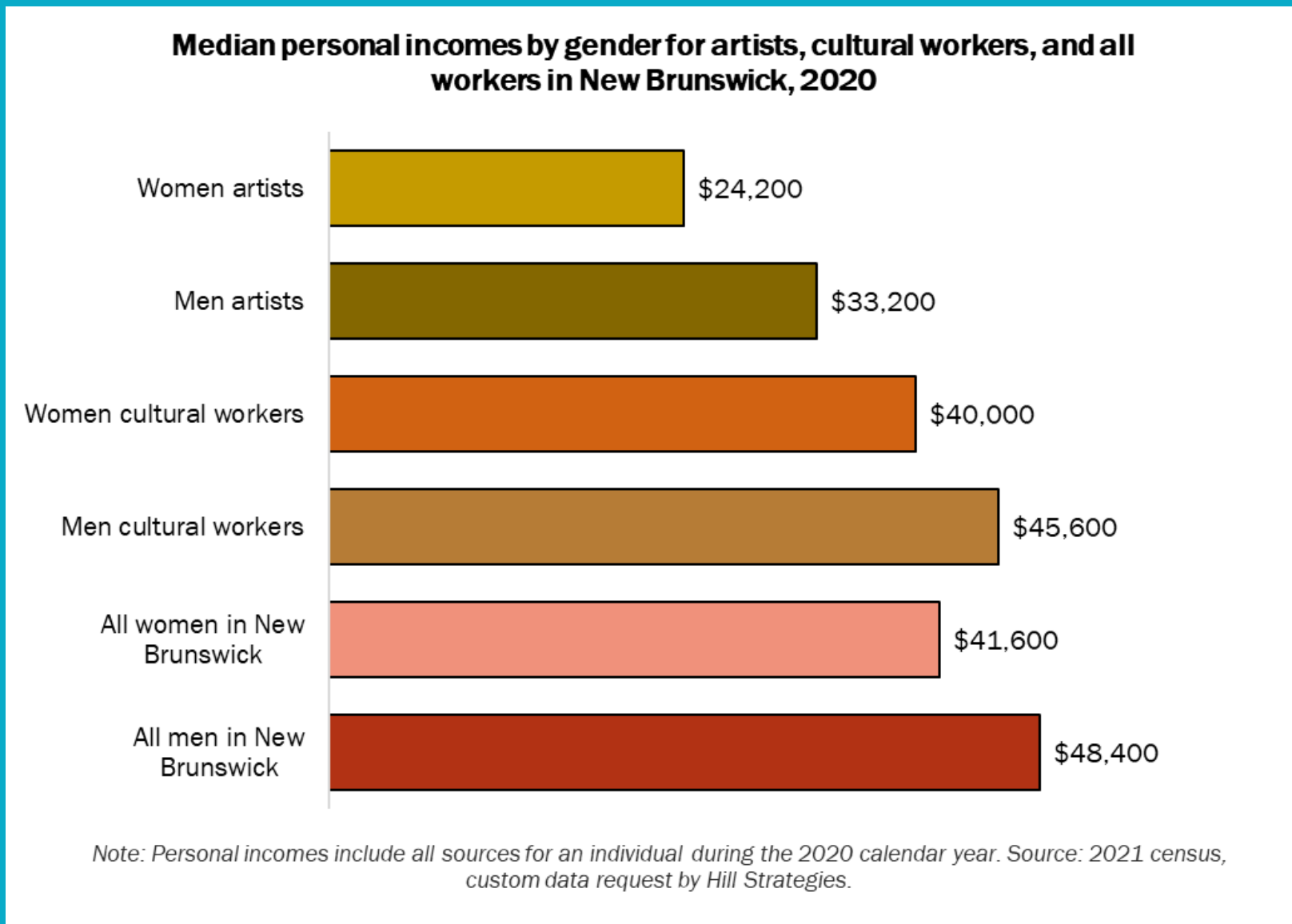
Incomes in N.B. are relatively low

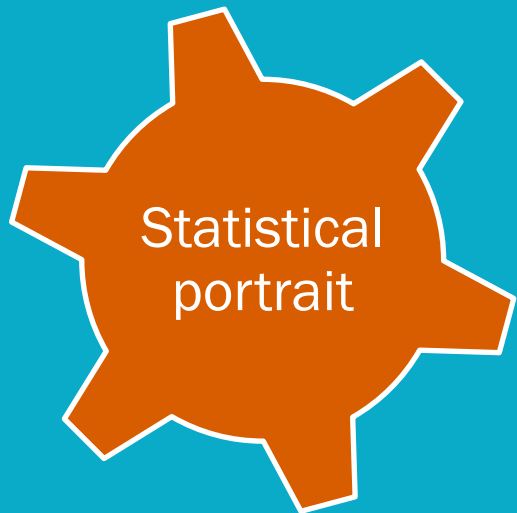
Relative to all Canadian workers in the same broad occupation groupings

- Cultural workers: 8% lower in N.B.
- Artists: 10% lower in N.B.
- Arts leaders: 15% lower in N.B.
- All workers: 11% lower in N.B.



Gender income gap is 27% for artists, 12% for cultural workers & 14% for all workers

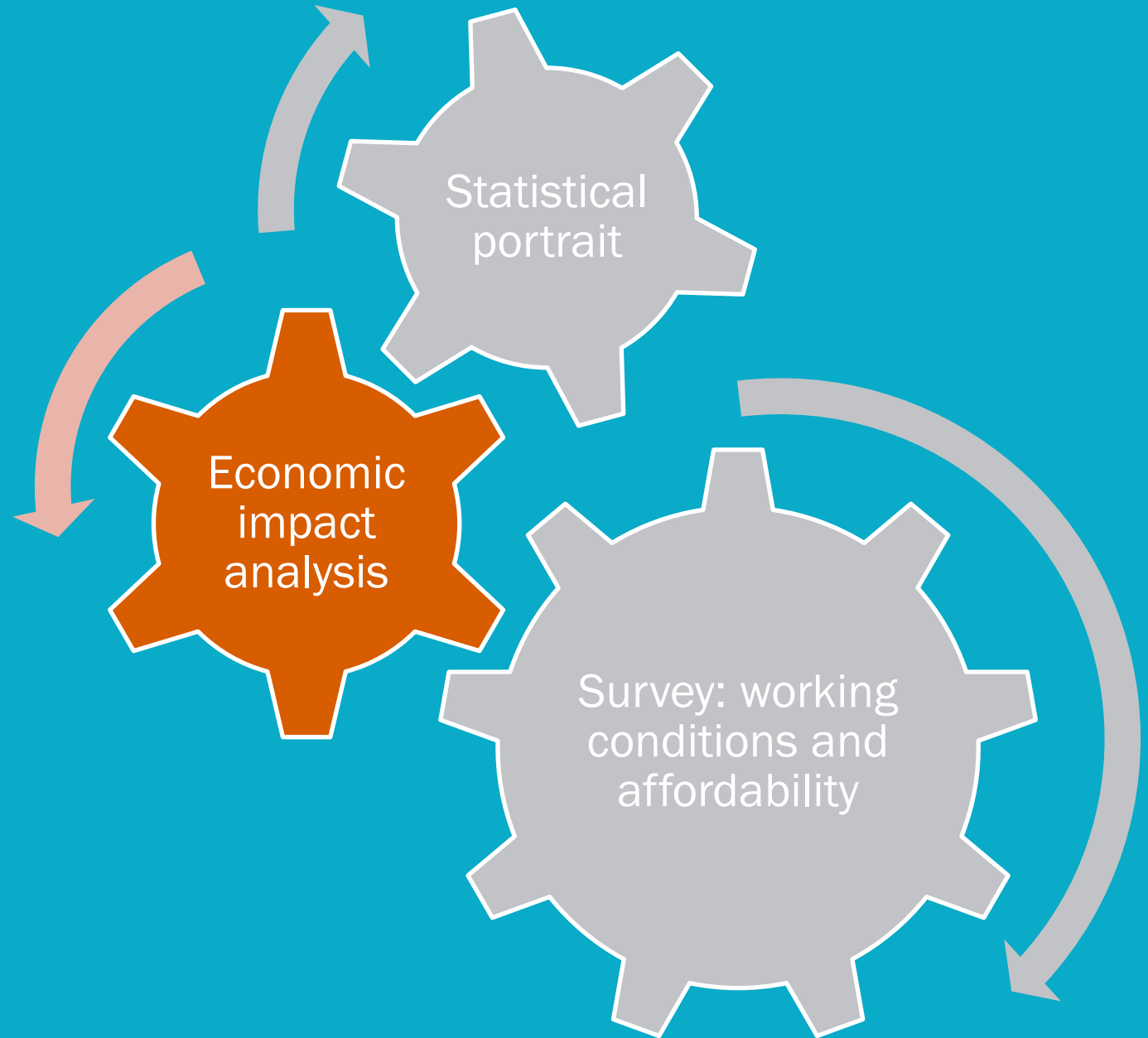




Other interesting findings

- 56% of cultural workers reside in rural areas and small towns
- 55% of artists reside in rural areas and small towns
- New Brunswick is the only province where craftspeople are the largest artist occupation
- 10.7% of employees in the arts, culture, recreation, and sport hold multiple jobs
 - Compared with just 4.6% of all workers in the province

Key findings



Components of economic impact

- Overall GDP impact
= direct + indirect + induced impacts
- Impact total sur le PIB
= effets directs + effets indirects + effets induits
- Francophones : Ma récente présentation pour la FCCF a couvert les méthodes et résultats d'un rapport d'impact économique dans la francophonie canadienne et acadienne



Direct impact on GDP

- Value added to Gross Domestic Product from “cultural industries”
 - Includes businesses, not-for-profits, and individuals
- Statistics Canada estimates the cultural sector’s direct impact on GDP each year
 - Based on a precise definition of the cultural sector
 - Our report uses the [StatsCan estimate of direct impact](#)



Statistics Canada / Statistique Canada

Search website

Home > Data

Culture and sport indicators by domain and sub-domain, by province and territory, industry perspective (x 1,000)

Frequency: Annual

Table: 36-10-0453-01 (formerly CANSIM 387-0013)

Release date: 2024-06-03

Geography: Canada, Province or territory


Customize table

Geography :	Indicators :	Reference period
Canada	Gross domestic product	From: 2018 To: 2022

Indirect and induced impacts

- Indirect: Value added by suppliers to the cultural sector
 - Part of their business depends on spending in the cultural sector
- Induced: Value added by spending of cultural sector workers and suppliers' workers
- Statistics Canada supplies multipliers that are used to calculate indirect and induced impacts





Statistics
Canada

Statistique
Canada

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Input-output multipliers, provincial and territorial, summary level^{1, 2, 3}

Frequency: Annual

Table: 36-10-0113-01

Release date: 2024-11-14

Geography: Province or territory

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Not included: Ancillary impacts



- For example...

Accommodation



Restaurants



Shopping



Transportation



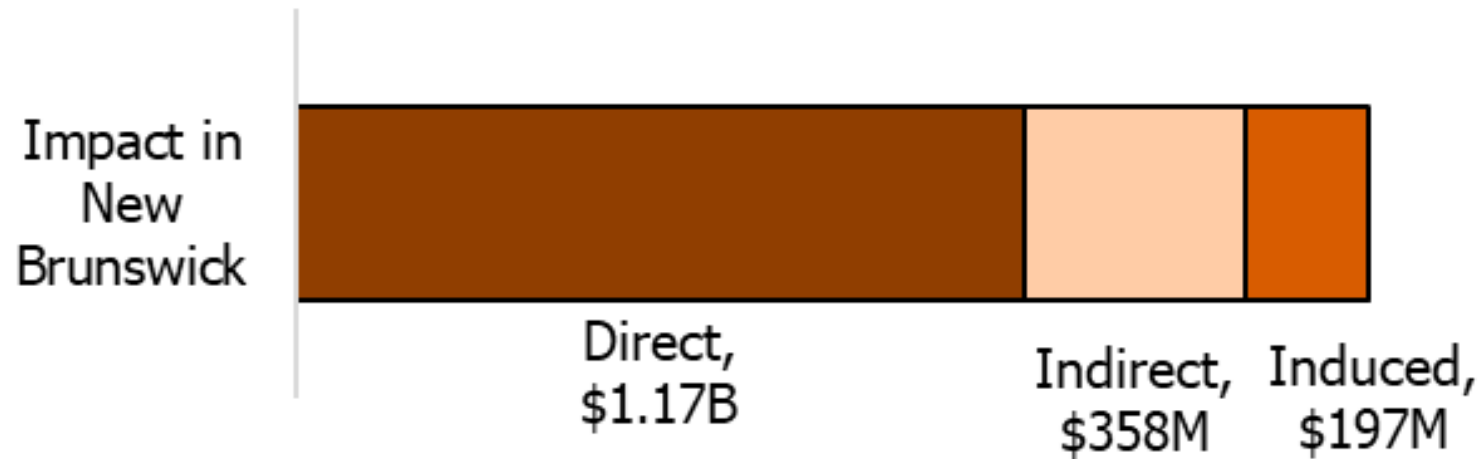
- Very tricky to measure properly
- Key question: Attribution?
 - What portion of this spending is really due to cultural activities?
 - Less accepted by economists

Impact on the province's GDP exceeds \$1.7 billion

Un impact de plus de 1,7 milliards \$ dans la province



**Total impact in New Brunswick:
\$1.73 billion**



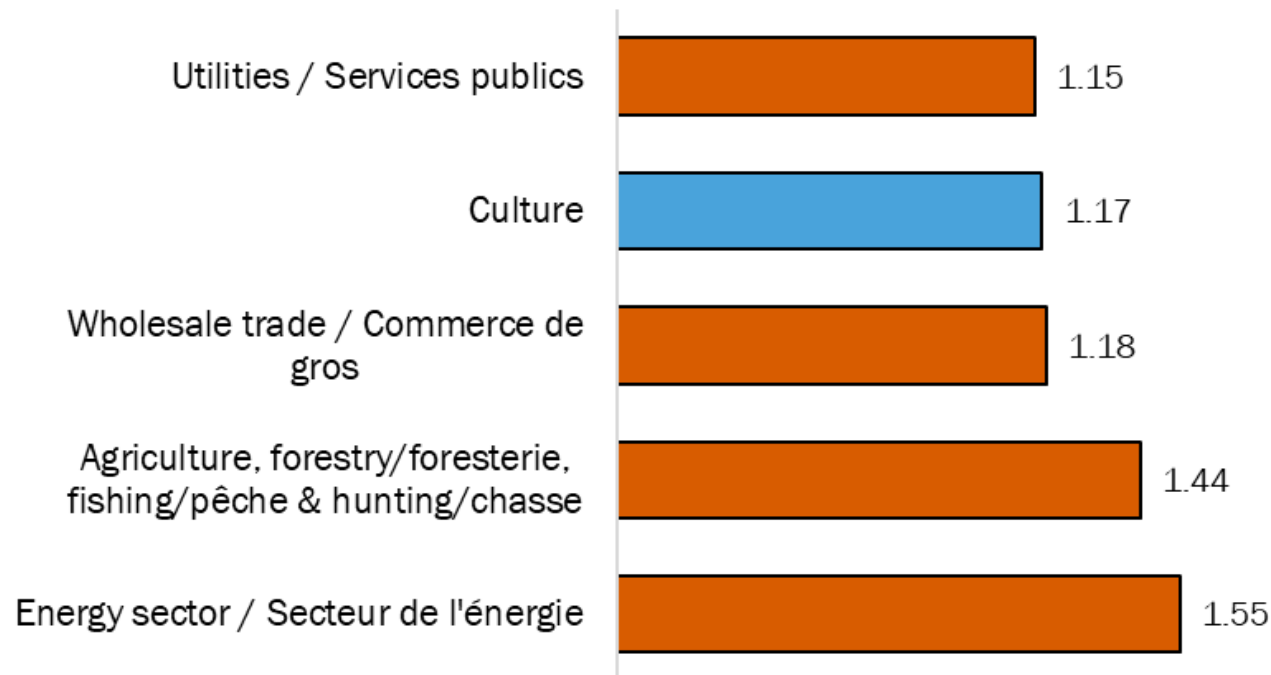
Sources: Culture and sport indicators by domain and sub-domain, by province and territory (industry perspective), 2021 census (custom request from Hill Strategies Research) and Input-output multipliers (summary level).

Comparison of the direct impact of culture

Impact direct : Comparaisons avec d'autres industries

**Gross Domestic Product at
basic prices, culture and
other industries, New
Brunswick (\$ billions)**

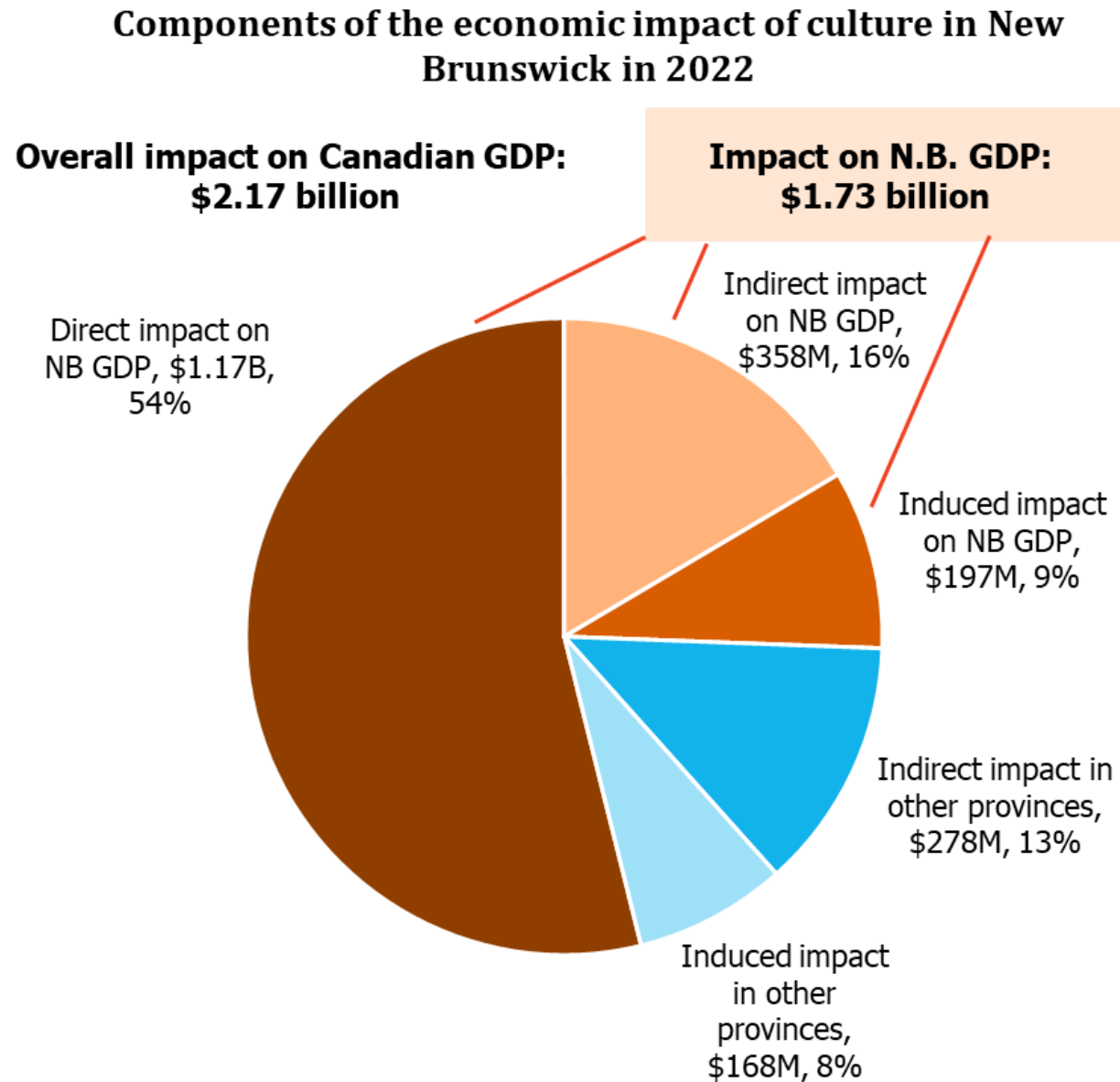
**Produit intérieur brut aux
prix de base, culture et
autres industries,
Nouveau-Brunswick
(milliards \$)**



Economic
impact
analysis

Analyse
d'impact
économique

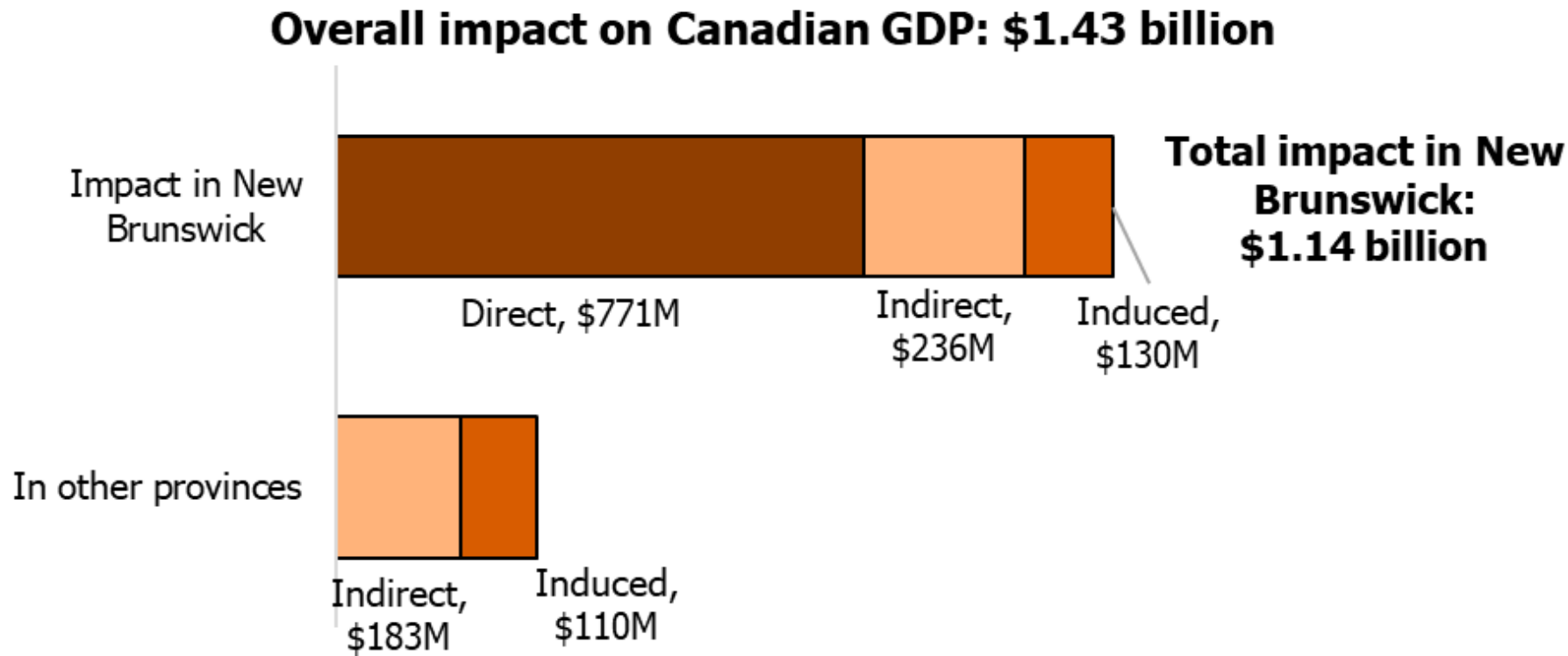
**79% of the
impact is
within the
province**



Sources: Culture and sport indicators by domain and sub-domain, by province and territory (industry perspective) and Input-output multipliers (summary level).



Impact of Anglophone culture

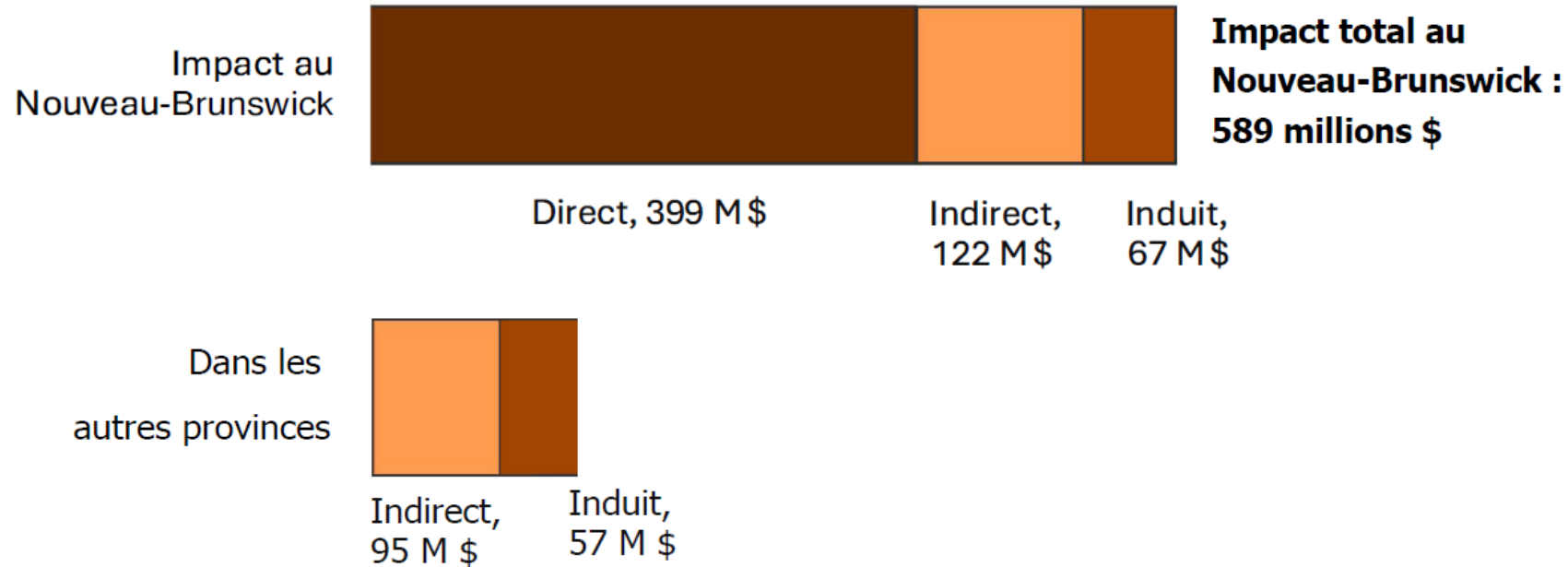


Sources: Culture and sport indicators by domain and sub-domain, by province and territory (industry perspective), 2021 census (custom request from Hill Strategies Research) and Input-output multipliers (summary level).

Impact économique de la communauté francophone

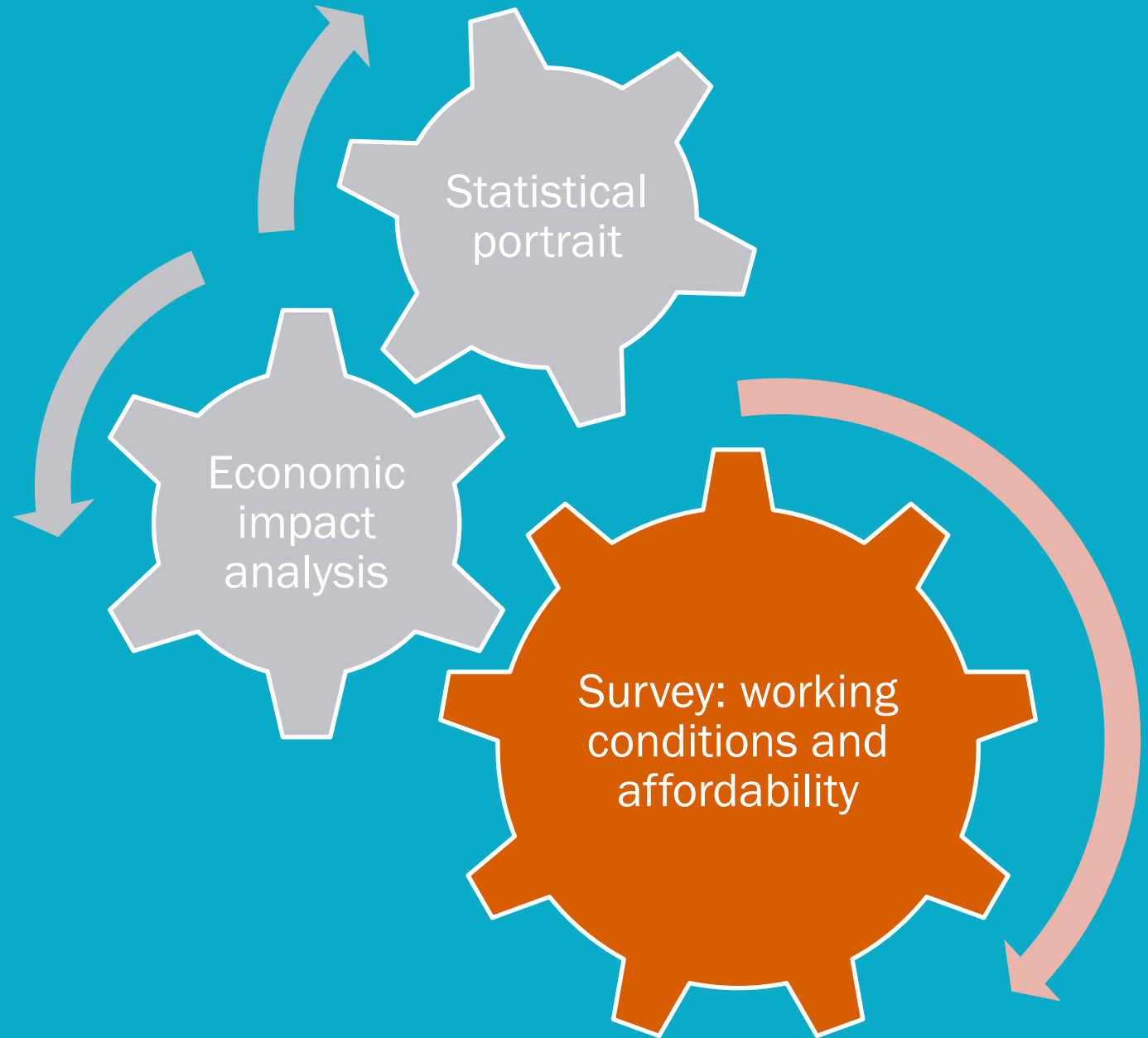


Impact total sur le PIB canadien : 741 millions \$



Sources : Les indicateurs de la culture et du sport par domaine et sous-domaine, par province et territoire (perspective de l'industrie), recensement de 2021 (demande spéciale de Hill Stratégies) et Multiplicateurs d'entrées-sorties (niveau sommaire).

Key findings



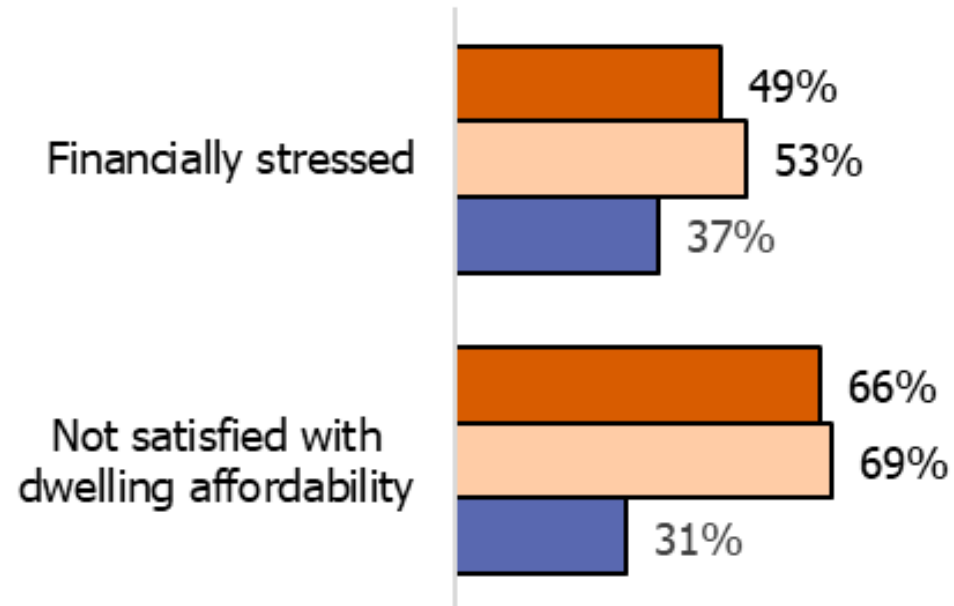
Affordability crisis for artists and other cultural workers

Survey:
working
conditions &
affordability

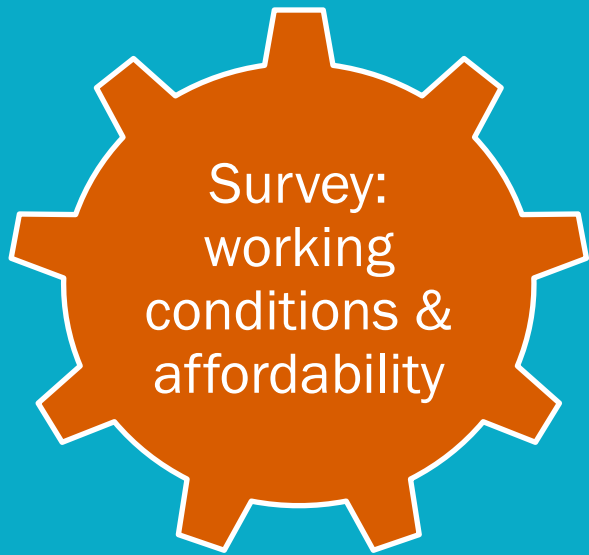
Financial stress is highest
among younger respondents
and people from equity-
deserving groups

Key financial challenges

- NB artists & cultural workers
- All Canadian artists & cultural workers
- All Canadians

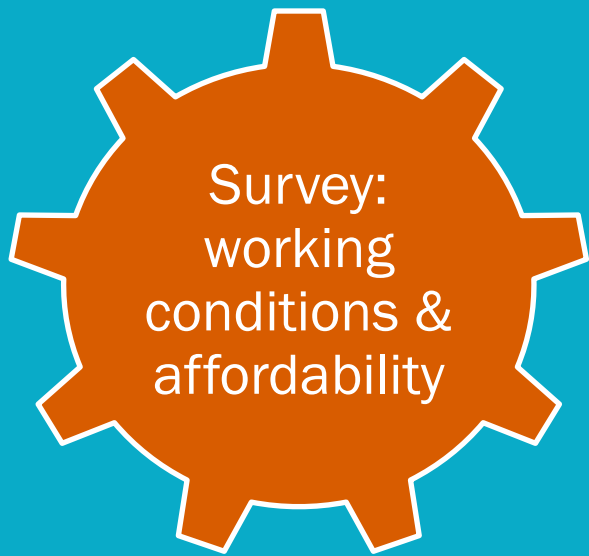


Sources: Surveys by National Payroll Institute (2023),
Statistics Canada (2021); and Hill Strategies (2024).



Affordability crisis for artists and other cultural workers

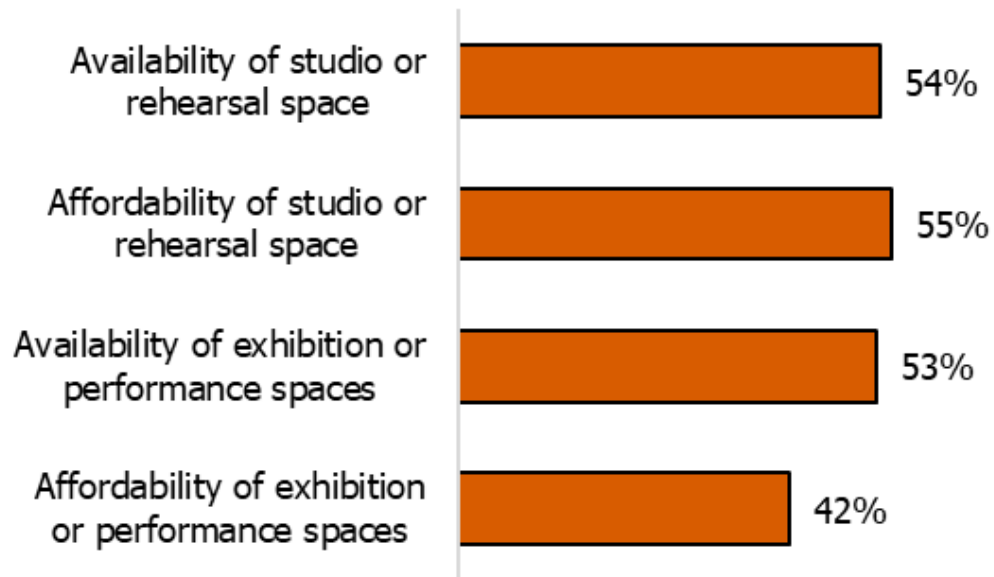
- 80% did something during the year to try to make ends meet
 - E.g., cutting back on expenses (49%), drawing down savings or investments (46%), and/or having another source of income (39%)



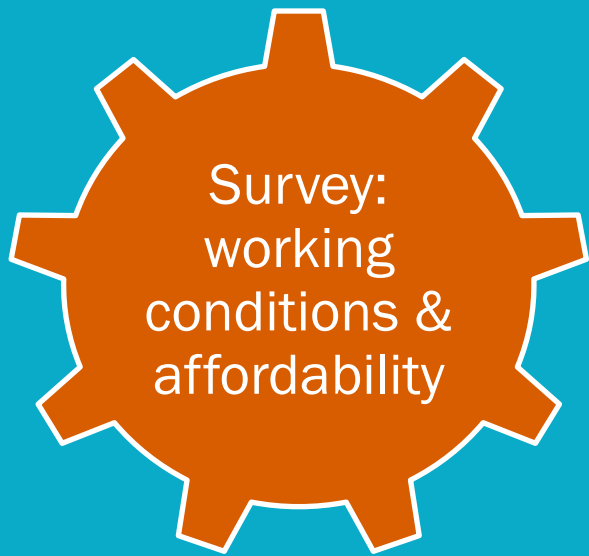
Affordability crisis for artists and other cultural workers

- Many difficulties regarding the affordability and availability of arts and culture spaces
 - Over 1/2 are dissatisfied with the availability and affordability of studio or rehearsal space
 - Over 1/2 are dissatisfied with the availability of exhibition or performance spaces

Dissatisfaction with artistic spaces



Source: N.B. artists and cultural workers survey, Hill Strategies Research, 2024.

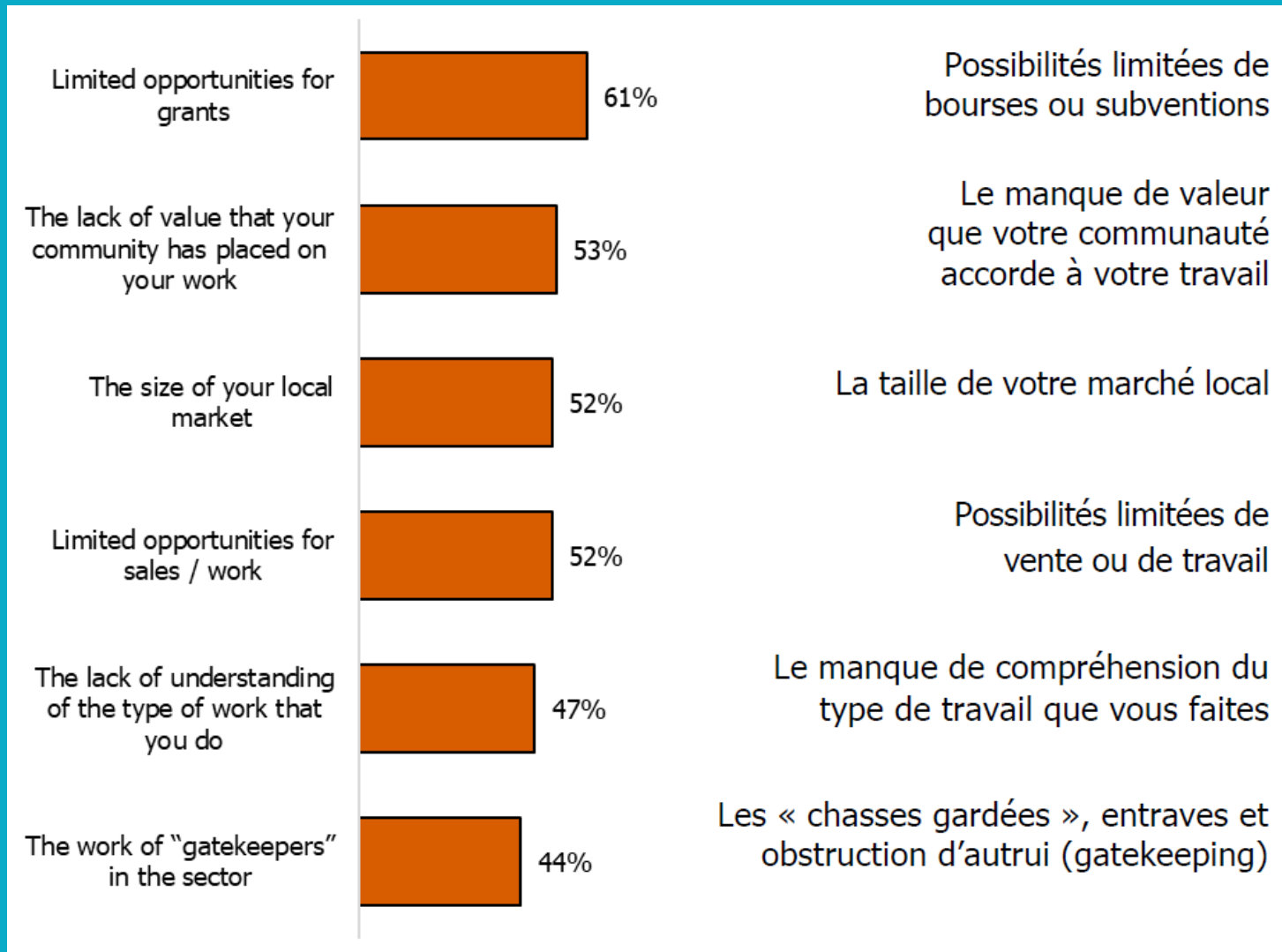


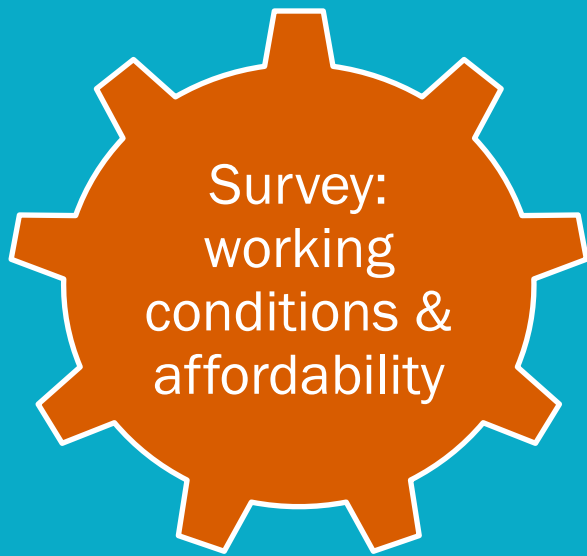
Barriers related to commercial or support networks

Obstacles liés aux réseaux commerciaux ou de soutien

- Key challenge: limited opportunities for grants in the province

- Défi majeur : possibilités limitées d'obtenir des subventions dans la province





Artists' working lives

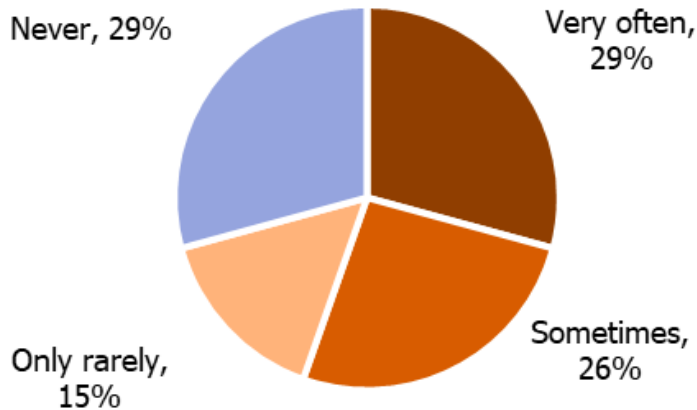
- Artists have varied career trajectories: not necessarily a “straight line” proposition
- Self-employment is the norm among artists
 - A conscious choice for some. For others, just a part of the gig.
 - Positive elements: challenge, control, and flexibility
 - Drawbacks: lack of benefits and lack of stability
- Teaching in the arts is common
 - Many consider teaching to be secondary to their artistic practice
- Business training isn't as common
 - Despite most artists running a small business revolving around their art
- Artists tend to have particularly low incomes

Survey:
working
conditions &
affordability

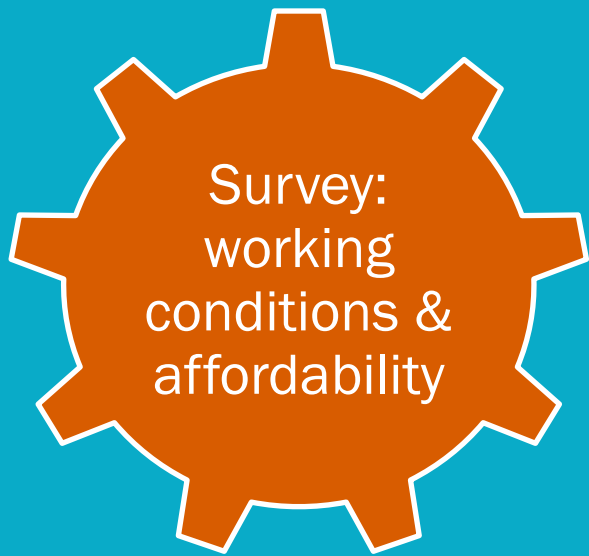
Cultural employees' working lives

- 84% believe that their work is meaningful
- 55% of respondents (with an employment position) do extra unpaid work
 - 29% do extra work “very often”
- 44% feel burned out in their organization
- 38% believe that the culture of their workplace has negatively affected their mental and/or physical health

**Unpaid work among
respondents with an
employment position**



*Source: N.B. artists and cultural workers survey,
Hill Strategies Research, 2024.*



Reflection on work and careers

- 78% are satisfied with their primary occupation
- 67% believe that support from other artists or cultural workers has significantly helped their cultural careers
- 49% of respondents are satisfied with their mental health
- 54% are satisfied with their overall well-being
- Risk of attrition
 - 23% “very seriously” considered leaving the cultural sector in 2023
 - 2% actually did leave the sector

Reflection on work and career

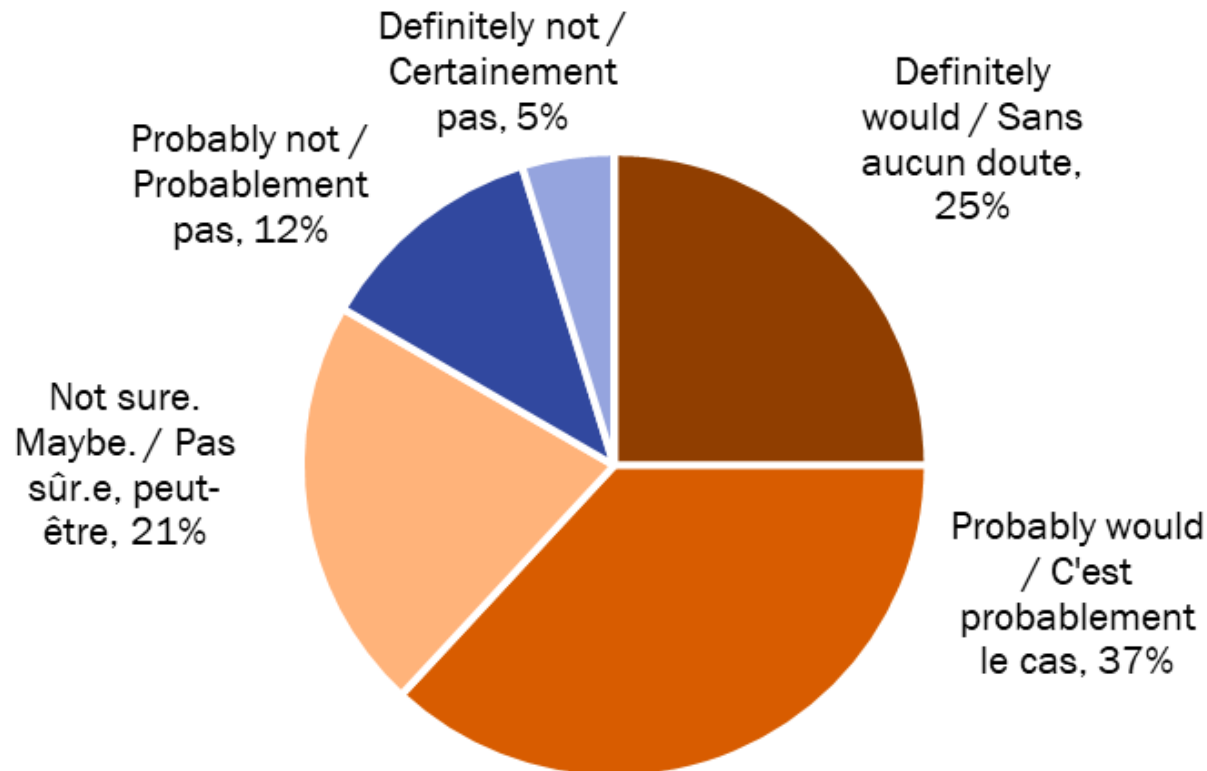
Réflexion sur le travail et la carrière

Survey:
working
conditions &
affordability

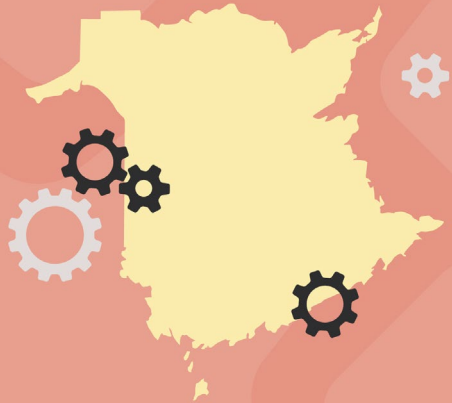
Sondage :
Conditions
de travail et
accessibilité
financière

**Career re-do: Would
artists and cultural
workers choose the
same path?**

**Refaire sa carrière : Est-ce que
les artistes
et les travailleur.se.s culturel.le.s
choisiraient la même voie?**



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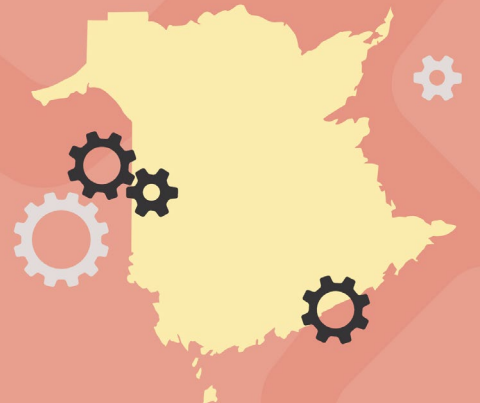


Labour force research:

Full report

Travail culturel et artistique :
rapport complet

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**Questions?
Réactions?**



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