

1972, endorsed a recommendation for a program for a systematic collection, storage, retrieval and distribution of basic data concerned with cultural matters. This recommendation gave rise to the establishment of a cultural statistics program. More recently the federal cultural policy review committee confirmed, in the Applebaum-Hébert report, November 1982, the need to continue collecting statistics on culture.

Progress to date. Collection of data for the cultural statistics program was begun during the 1970s by Statistics Canada with financial support and co-operation of the arts and culture sector, first in the department of the secretary of state, then with the communications department. Continuing support was given by provincial departments and agencies responsible for culture and cultural development and by the Canada Council. Various cultural industries and their associations helped to determine the fields of study. The Canadian Conference of the Arts and many others including writers, performers and professional organizations provided input. In summary, the cultural statistics program has been guided by user needs. It is intended that the program should remain flexible to respond to changing needs and should assure continuity of its different elements.

At present the program consists of 10 major projects designed to examine the main aspects of cultural life in Canada. The comprehensive integrated plan includes sectors in which one cultural form or another may be observed. The program attempts to cover all aspects of culture ranging from creation to conservation. This encompasses production, distribution, consumption and preservation of cultural goods.

The cultural industries that Statistics Canada examines are publishing (books, newspapers, and periodicals), recording, film and video, radio and television. Surveys of government expenditure are carried out annually at both federal and provincial levels and plans are being made for a survey in the municipal area. A heritage institutions survey covers a diverse group that includes museums, public art galleries, archives, zoos, historic sites, planetariums, aquariums, botanical gardens and arboretums. Four library surveys are conducted to gather data on public, university, college and school libraries. In the annual survey of performing arts companies the theatre, music, dance and opera companies are examined. A cyclical survey of creative and performing artists looks at visual artists, writers and authors, actors and directors, musicians and composers, dancers and choreographers. The consumer aspect of culture is examined in a project on the cultural activities of Canadians, through leisure surveys, time-use surveys, analysis of family expenditure data and analysis of data from a proposed general social survey.

To make the information collected readily available to users, the program includes a specific

information plan to serve both general and specialized requests. Special requests are serviced at minimal cost and within the constraints of confidentiality as required by the Statistics Act.

15.2.1 Creative and performing artists

Beginning in 1978 the culture sub-division conducted, in successive years, surveys of visual artists, writers, and professional actors and directors. This series continued in 1983-84 with a survey of musicians and composers.

Visual artists. The survey of visual artists in 1978 found that only 20% of all artists in Canada earned more than \$5,000 in 1977 from the sale of their works. Such a low rate of remuneration undoubtedly explains why almost three-quarters of visual artists engaged in some form of labour force activity in addition to their artistic work and about one-quarter of those held full-time jobs.

Most artists with either full-time or part-time jobs worked in fields related to their art, especially as art teachers.

Just over half of the artists considered their artistic production a full-time occupation and either held no other employment or worked for wages and salaries only on a part-time basis. Another 25% relied on wages and salaries from full-time employment as their chief source of income; these are considered full-time wage earners. A third group, constituting 22% of all artists, had no paid employment apart from their artistic activities but earned less than \$5,000 a year from their art sales. This last group was described as part-time artists.

Many artists rely on grants, awards and prizes as sources of income in addition to art sales, wages and salaries.

About one-third of all full-time artists reported an average income from grants of \$1,865 in 1977. The artists regarded the high cost of dealer commissions and of imported art materials and equipment as significant in limiting their success. Over one-third of all artists stated that improved public education and appreciation of art was most important for the immediate development of the visual arts in Canada.

Writers. The culture sub-division conducted its first survey of writers in Canada in 1979. Those surveyed included creative writers, freelance newspaper and periodical writers, independent script writers and writers of non-fiction books.

About 30% of writers indicated that they wrote professionally on a full-time basis. Almost 70% said they wrote part-time. A small group were not active as writers during 1978.

On the whole, Canadian writers had low levels of writing income. Almost three-quarters of them earned less than \$5,000 in 1978 from writing. It is not surprising that over 60% of writers held jobs paying wages and salaries.