

# National Survey on Federal Emergency Aid Measures and the Arts Sector in Canada

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May 2020



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for the Arts

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# Methodology

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A survey invitation was distributed to existing Canada Council clients, namely: all program, prize and special fund applicants with eligible applications in the past three years; all key organization staff with confirmed email addresses at organizations with eligible applications in the past three years; and all recipients of Public Lending Right Program payments in the past three years.

**Fieldwork dates:** April 6 to 14, 2020

**Survey collection method:** Online via email invitation

**Survey email invitations sent:** 27,654

**Surveys completed:** 8,842

**Response rate (% of total):** 32%

**Average completion time:** 6 minutes 19 seconds

# Executive Summary



## Background

The Canada Council for the Arts and Forum Research launched a survey of the professional arts sector in April 2020. The purpose of this survey was to understand perceptions on how the Government of Canada's recently announced emergency aid measures for Canadian workers and businesses are addressing the consequences of the COVID-19 pandemic. Namely, whether artists, arts organizations and groups were aware of these emergency aid measures and if they had or were planning to apply.

These measures include the Canada Emergency Response Benefit (CERB), the Canada Employment Wage Subsidy (CEWS) and the Canada Emergency Business Account (CEBA). These measures, designed to provide emergency support to all sectors of the Canadian economy, continue to be refined.



# Executive Summary

## Confidence in the emergency aid measures

The majority of respondents (61%) expressed confidence that the emergency aid measures announced by the federal government would be helpful to them. The regions (provinces, territories or outside Canada) with the highest proportion of respondents expressing confidence in the emergency aid measures were Saskatchewan (68%), Newfoundland and Labrador (66%) and New Brunswick (65%); and the fields of practice with the highest such proportions were Theatre, Dance and Media Arts (all at 62%). The types of organizations or groups with the highest proportions of respondents expressing confidence in the emergency aid measures were not-for-profits (54%) and those with total annual revenues of \$10 million or more (65%).

Respondents who did not believe the emergency aid measures would help get them or their organization or group through this crisis (39%) were also the respondents who were ineligible for the benefits or were unclear about eligibility requirements.

## Suggested measures to help the arts sector

When asked what measures could be introduced to help the arts sector get through this crisis, the top measures cited were: revising the CERB to be more reflective of the needs of artists and cultural workers; adapting support from the Canada Council or other public art funders and providing additional support for arts organizations; and accommodation in the use of funds. Some changes have already been made to the CERB in response to concerns regarding eligibility.

# Executive Summary

## Canada Emergency Response Benefit (CERB)

The majority of individuals surveyed (58%) had not applied, or will not be applying, for the CERB because they were not in financial need of the benefit (44%), or were ineligible because they have earned some employment or self-employment income (28% and many additional 'other' mentions). The regions with the highest proportion of respondents who have applied or are planning to apply were Quebec (51%), Yukon (46%) and Ontario (44%); and the fields of practice with the highest such proportions were Circus Arts (69%), Dance (63%), Theatre (59%) and Music and Sound (59%).

## Canada Employment Wage Subsidy (CEWS)

The regions with the highest proportion of arts organizations that have applied or are planning to apply for the CEWS were Alberta, Newfoundland and Labrador, and Prince Edward Island (all at 50%); the fields of practice with the highest such proportions were Theatre (43%), Indigenous Arts (42%), and Music and Sound (41%); and the types of organizations with the highest such proportions were not-for-profits (50%) and those with total annual revenues from \$5 million to under \$10 million (86%).

The regions with the highest proportion of arts groups\* that have applied or are planning to apply for the CEWS were Saskatchewan (25%), Manitoba (20%) and British Columbia (19%); the fields of practice with the highest proportions of respondents that have applied or are planning to apply for the CEWS were Literature (24%), Indigenous Arts (17%) and Music and Sound (15%).

The majority of arts organization and arts group representatives surveyed (59% organizations / 88% groups) said that they have not applied or will not be applying for the CEWS, and the top reasons for not applying (41% organizations / 28% groups) related to ineligibility, as the bulk of their staff were contractors or volunteers, or their organization or group did not have a sufficiently large drop in revenues to qualify for this initiative.



## Executive Summary (cont'd)

### Canada Emergency Business Account (CEBA)

The regions with the highest proportion of arts organizations that have applied or are planning to apply for the CEBA were Newfoundland and Labrador, and Prince Edward Island (both 25%), and Ontario (22%); the fields of practice with the highest such proportions were Music and Sound, and Circus Arts (both 19%); and the types of organizations with the highest such proportions were not-for-profits (32%) and those with total annual revenues of from \$1 million to under \$5 million (38%).

Arts groups who have applied or are planning to apply to the CEBA were most likely from Quebec\* and British Columbia\* (both at 11%) and from Manitoba\* (10%); and the fields of practice with the highest such proportions were Inter-Arts\* (15%), Dance\* (13%), and Music and Sound\* (12%).

Most arts organization and group representatives surveyed (83% organizations / 94% groups) said that they have not applied or will not be applying for the CEBA, principally because their organization or group is not eligible due to their total payroll being under \$50,000 in 2019 (30% organizations / 61% groups), or because they did not have liquidity issues or were not interested in accumulating debt.

\*Given the small sample from groups, use caution in interpreting these results.

# Canada Emergency Response Benefit (CERB)

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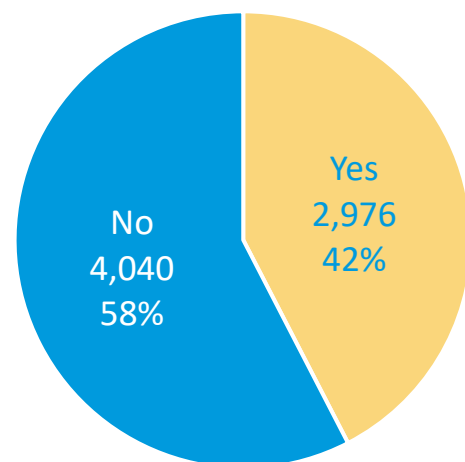


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# Canada Emergency Response Benefit (CERB): Individuals

## Have you applied or will you be applying for the CERB?



Individuals who are French-speakers (47% or 710) are more likely than English-speakers (41% or 2,266) to have applied for, or intend to apply for, the CERB.

Individuals who identify as both an independent artist and cultural worker (47% or 592) are more likely than independent artists (43% or 2,253) or cultural workers (28% or 131) to have applied for, or intend to apply for, the CERB.

Individuals who are self-employed (50% or 2,787) are more likely than salaried employees (28% or 458) and those who are unemployed (8% or 40) to have applied for, or intend to apply for, the CERB.

The majority of individuals (58%) who responded to the survey have not applied or are not planning to apply for the CERB.

Individuals who have applied or are planning to apply for the CERB (42%) are primarily:

- Self-employed (94%)
- Independent artists (76%)
- English-speakers (76%)

IN3. Have you applied or will you be applying for the Canada Emergency Response Benefit (CERB)? BY

Language survey was completed in.

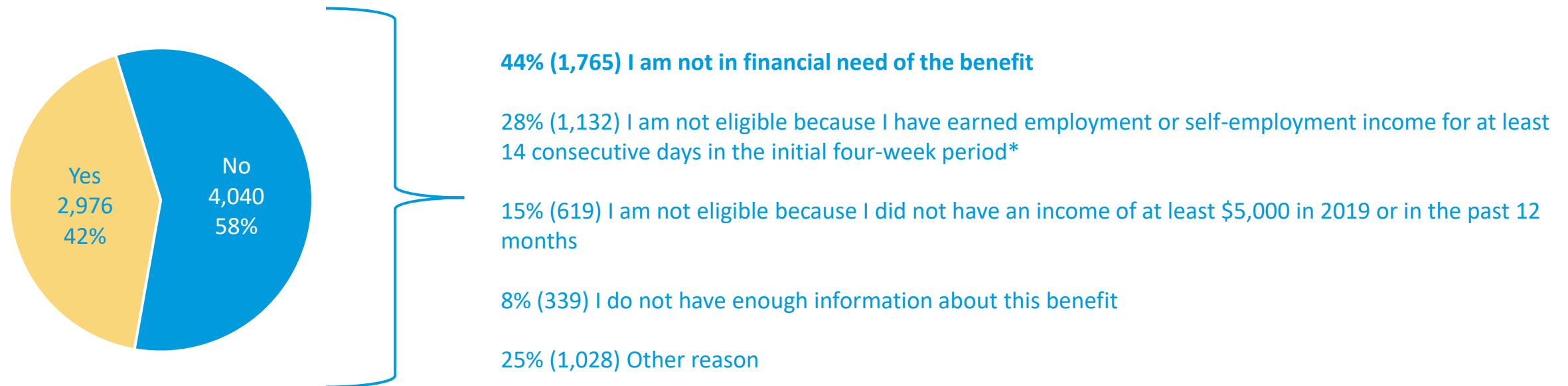
IN1. Are you...

IN2. What was your employment status prior to COVID-19? Select one or more choices.

Multiple mention note: In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., "What was your employment status prior to COVID-19? Select one or more of the choices."), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question. For example, respondents were able to indicate that they were both an independent artist and a cultural worker.

# Canada Emergency Response Benefit (CERB): Individuals

The top reason for not applying for the CERB is because these individuals are not in financial need of the benefit.



IN3. Have you applied or will you be applying for the Canada Emergency Response Benefit (CERB)? (% No) BY

IN4. Please explain why you have not applied to the Canada Emergency Response Benefit (CERB). Select one or choices. Note – percentages shown are in percent of cases.

Multiple mention note: percentages typically add to over 100%.

\*Note: Survey questions were drafted based on eligibility criteria as published on April 6, 2020. Eligibility criteria for the CERB have been expanded since data for the survey were gathered.



# Canada Emergency Response Benefit (CERB): Individuals

Of the respondents who mentioned other reasons for not applying for the CERB, the most relevant categories included:

- **Employment/self-employment income\***
- **Being retired**
- **Intention to apply pending confirmed eligibility/registration**
- **Employment Insurance or other income supports**
- **Living outside Canada**

## Quotes from Respondents

*“Normally, my annual income is divided between my part-time salaried work (15 hours/week) and my artistic work. However, I can continue to work about 11 hours a week. Therefore, I am not entitled to either EI or ECP. However, all my artistic contracts ... were cancelled this spring. It's this money that allows me to make ends meet at the end of the month.”*

*“I am retired, and although I supplement my retirement income, I didn't meet any of the qualifications. Also, I was awarded a Canada Council for the Arts grant.”*

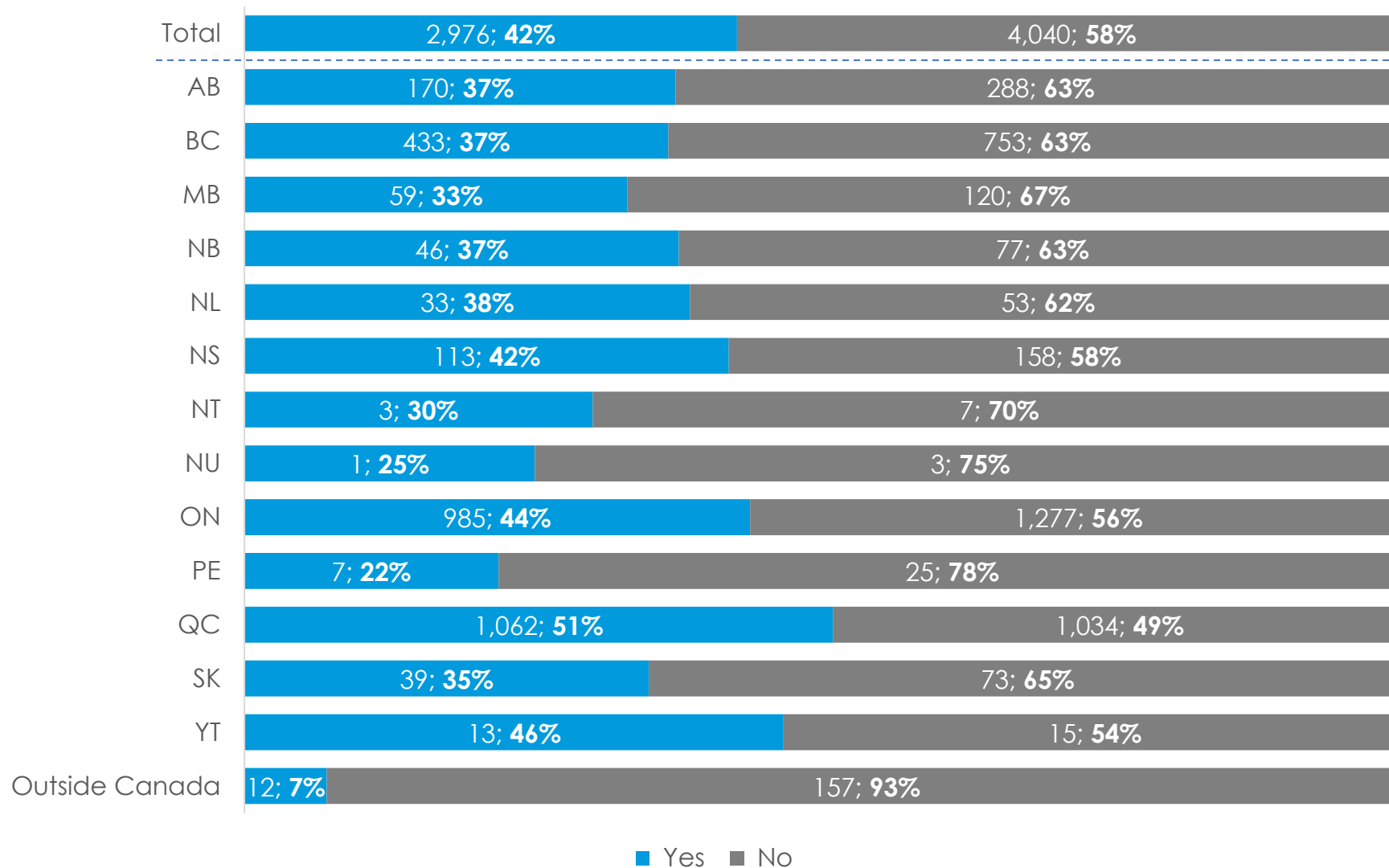
*“I am currently uncertain if I am eligible. My income has always been inconsistent, it is difficult to prove lost income since Covid19, but I will definitely see a drop in income as the opportunities for making income decrease.”*

Respondents who selected “Other” in IN4. Please explain why you have not applied to the Canada Emergency Response Benefit (CERB)

\*Note: Survey questions were drafted based on eligibility criteria as published on April 6, 2020. Eligibility criteria for the CERB have been expanded since data for the survey were gathered.



# Canada Emergency Response Benefit (CERB) by Region



The proportion of Individuals who **have applied or are planning to apply** for the CERB is highest in:

- Quebec (51%)
- Yukon (46%)
- Ontario (44%)

The proportion of Individuals who **have not applied or are not planning to apply** for the CERB is highest in:

- Prince Edward Island (78%)
- Nunavut (75%)
- A country outside of Canada\* (93%)

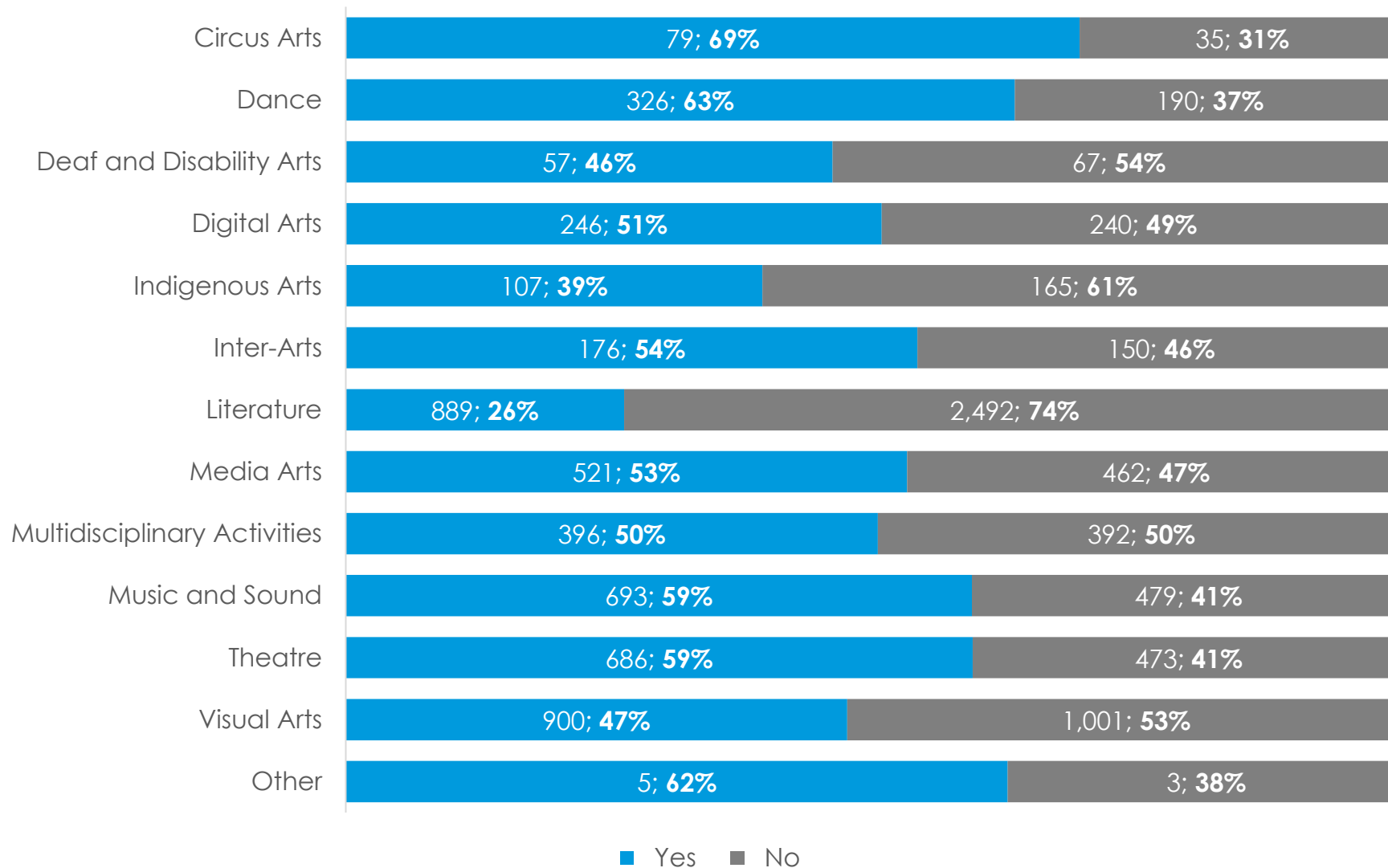
Q5B. Province, territory or country (if not in Canada)... BY

IN3. Have you applied or will you be applying for the Canada Emergency Response Benefit (CERB)?

\*Note that the CERB is only eligible for Canadian residents. It is therefore assumed that the 12 respondents who indicated they have applied or are planning to apply for the CERB work outside of Canada but reside within Canada.



# Canada Emergency Response Benefit (CERB) by Field of Practice



The proportion of Individuals who **have applied or are planning to apply** for the CERB is highest in:

- Circus Arts (69%)
- Dance (63%)
- Other fields of practice (62%)

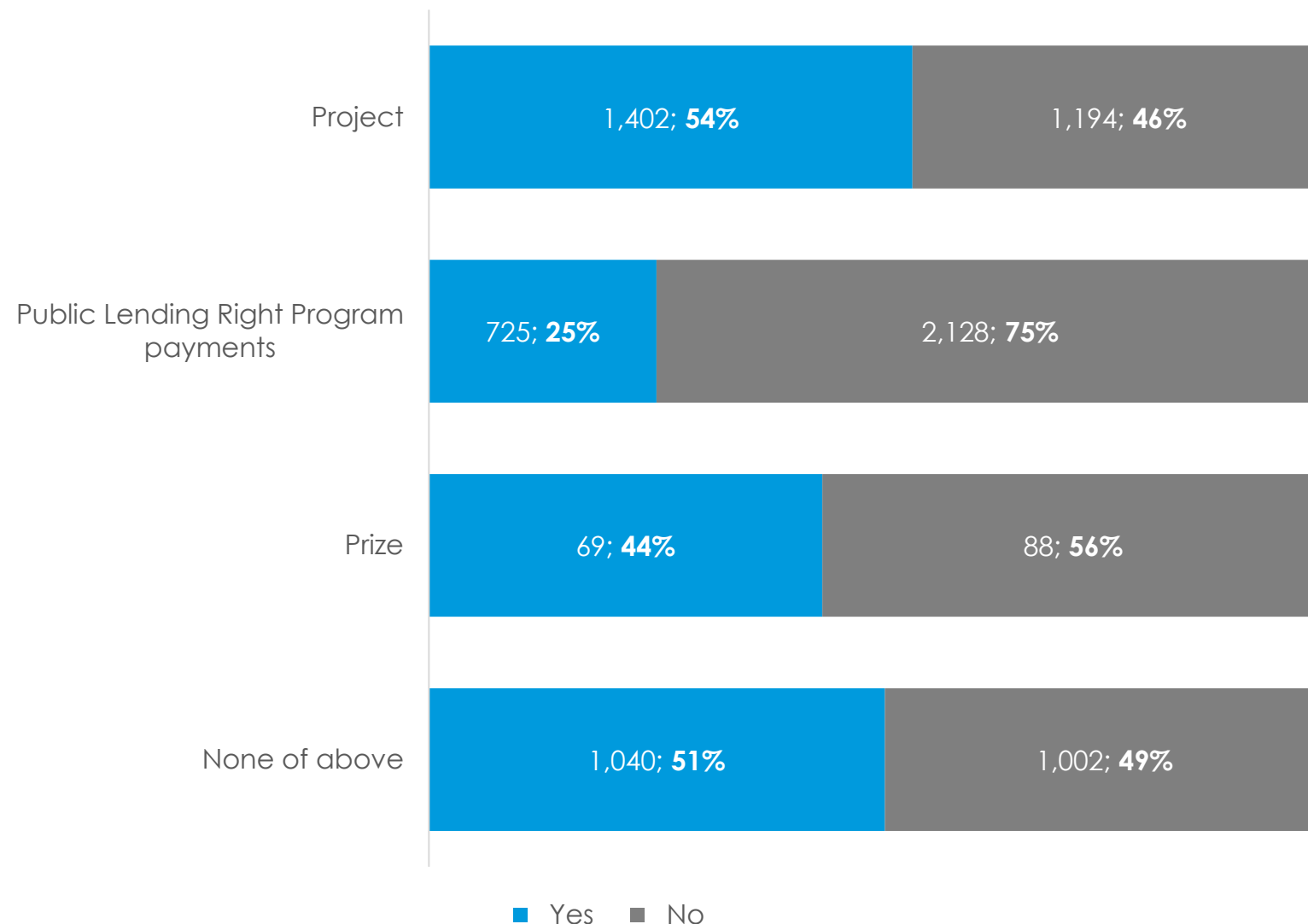
The proportion of Individuals who **have not applied or are not planning to apply** for the CERB is highest in:

- Literature (74%)
- Indigenous Arts (61%)
- Deaf and Disability Arts (54%)

Q4. What fields of practice are most relevant to you or your organization or group? Select one or more of the choices. BY IN3. Have you applied or will you be applying for the Canada Emergency Response Benefit (CERB)?



# Canada Emergency Response Benefit (CERB) by Type of Funding Received



The proportion of Individuals who **have applied or are planning to apply** for the CERB is highest among those who have received **project funding** (54%) from the Council in the past three years.

The proportion of Individuals who **have not applied or are not planning to apply** for the CERB is highest among those who have received **Public Lending Right Program payments** (75%) from the Council in the past three years.

Q3B. What type of funding have you received from the Canada Council for the Arts in the past three years? Select one or more choices. BY  
 IN3. Have you applied or will you be applying for the Canada Emergency Response Benefit (CERB)?

# Canada Emergency Wage Subsidy (CEWS)

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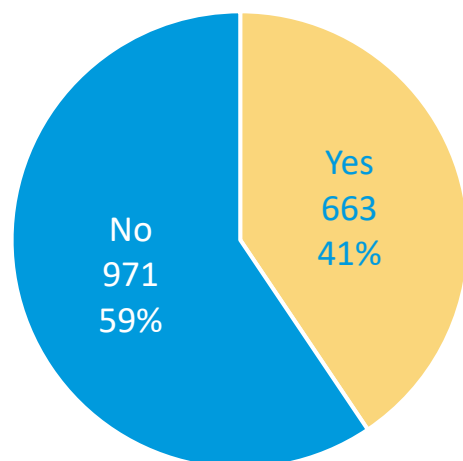
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# Canada Emergency Wage Subsidy (CEWS): Organizations

Has your organization or group applied or will it be applying for the CEWS, which may cover up to 75% of your employees' wages?



Organization representatives who are English-speakers (43% or 492) are more likely than French-speakers (35% or 171) to have applied for, or intend to apply for, the CEWS.

For-profit organizations (50% or 108) are more likely than not-for-profit organizations (40% or 552) or unincorporated groups (10% or 3) to have applied for, or intend to apply for, the CEWS.\*

Organizations who are not primarily a festival or a presenter (42% or 463) are more likely than organizations who are primarily a festival or presenter (37% or 200) to have applied for, or intend to apply for, the CEWS.

Organizations that self-identify as an official language minority community (42% or 57) are more likely than Indigenous (40% or 31), culturally diverse (35% or 80), or Deaf and/or disability arts (24% or 9) groups to have applied for, or intend to apply for, the CEWS.

The majority of organization representatives (59%) who responded to the survey have not applied or are not planning to apply for the CEWS.

Organization representatives who have applied or are planning to apply for the CEWS (41%) are primarily:

- Not-for-profit (83%)
- English speakers (74%)
- Not a festival or a presenter (70%)

OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages? BY Language survey was completed in.

OR1. Is your arts organization or group...

OR2. Is your arts organization primarily a festival or a presenter?

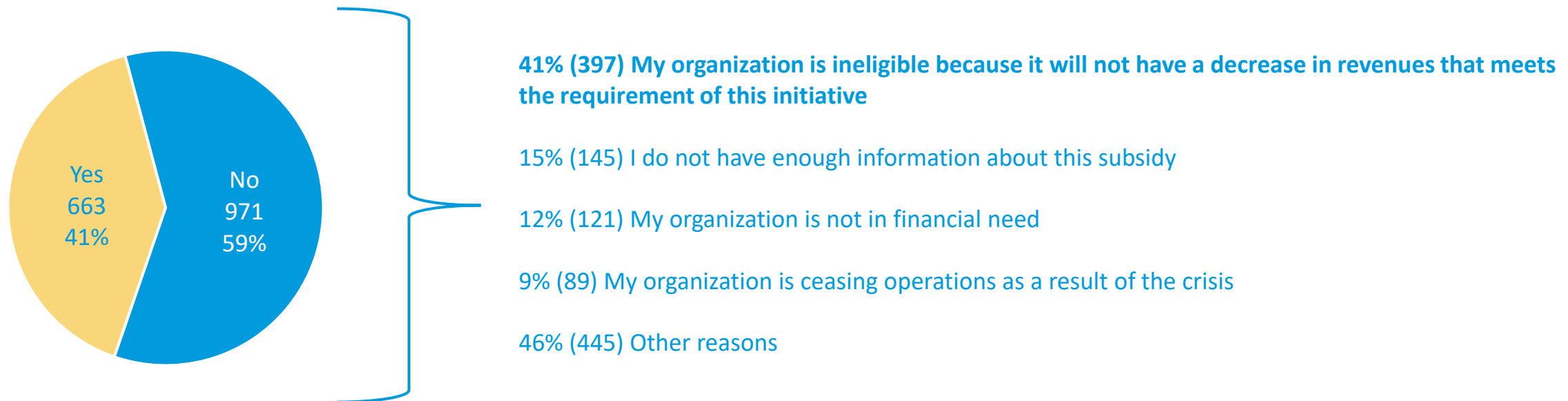
Q3C. Does your arts organization or group self-identify with any of the following groups? (Optional, select all that apply). Important note: this means your mandate and the majority (i.e. 51% or more) of your activities, artistic content, and financial and human resources are dedicated to one or more of these groups.

\* Note: Some organizations also identified as unincorporated groups.



# Canada Emergency Wage Subsidy (CEWS): Organizations

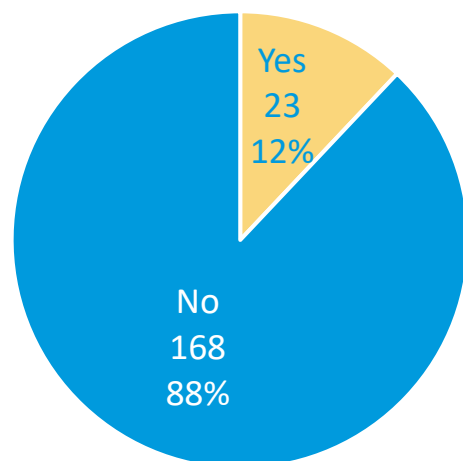
Besides some other reasons than those listed below, the most common reason for not applying for the CEWS is because the organization will not have a decrease in revenues that meet the eligibility requirement.



OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages? (% No) BY  
 OR6. Please explain why your organization or group has not or will not be applying for the CEWS. Select one or more choices. *Note – percentages shown are in percent of cases.*  
 Multiple mention note: percentages typically add to over 100%.

# Canada Emergency Wage Subsidy (CEWS): Groups

Has your organization or group applied or will it be applying for the CEWS, which may cover up to 75% of your employees' wages?



Group representatives who are French-speakers (15% or 4) are slightly more likely than English-speakers (12% or 19) to have applied for, or intend to apply for, the CEWS.

There were no differences between groups that are not primarily a festival or a presenter (12% or 19) and groups that are primarily a festival or presenter (12% or 4) when it comes to having applied for, or intending to apply for, the CEWS.

Groups that self-identify as Indigenous (14% or 4) are more likely than official language minority communities (10% or 2), culturally diverse (7% or 3), or Deaf and/or disability arts (7% or 1) groups to have applied for, or intend to apply for, the CEWS.

The majority of group representatives (88%) who responded to the survey have not applied or are not planning to apply for the CEWS.

Group representatives who have applied or are planning to apply for the CEWS (12%) are primarily:

- English speakers (83%)
- Not a festival or a presenter (83%)

OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages? BY Language survey was completed in.

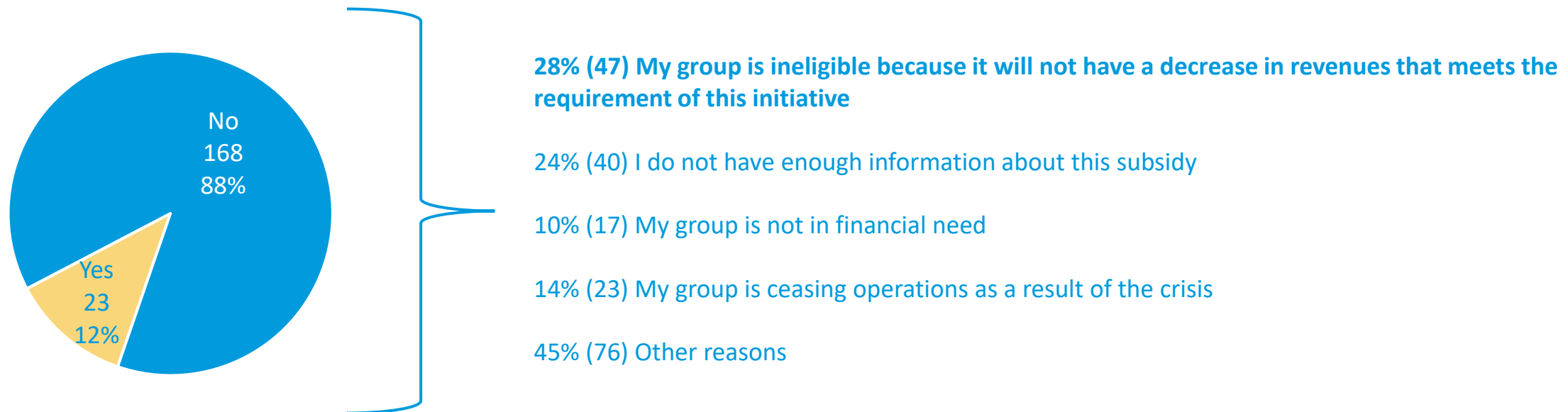
OR1. Is your arts organization or group...

OR2. Is your arts organization primarily a festival or a presenter?

Q3C. Does your arts organization or group self-identify with any of the following groups? (Optional, select all that apply). Important note: this means your mandate and the majority (i.e. 51% or more) of your activities, artistic content, and financial and human resources are dedicated to one or more of these groups.

# Canada Emergency Wage Subsidy (CEWS): Groups

Besides some other reasons than those listed below, the most common reason for not applying for the CEWS is because the organization will not have a decrease in revenues that meet the eligibility requirement.



OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages? (% No) BY  
 OR6. Please explain why your organization or group has not or will not be applying for the CEWS. Select one or more choices. *Note – percentages shown are in percent of cases.*  
 Multiple mention note: percentages typically add to over 100%.



# Canada Emergency Wage Subsidy (CEWS): Organizations/Groups

When asked to expand on the reasons why they believe they would not be eligible for the subsidy, respondents **said they would have difficulty in demonstrating a 30% decrease in revenues** during the eligible time period.

Of the respondents who mentioned other reasons for not applying for the CEWS, the most relevant categories included:

- **Staff are contractors/volunteers**
- **Unsure of eligibility/guidelines are not clear**
- **May be ceasing operations**
- **Financial needs exceed what is offered through the subsidy**

## Quotes from Respondents

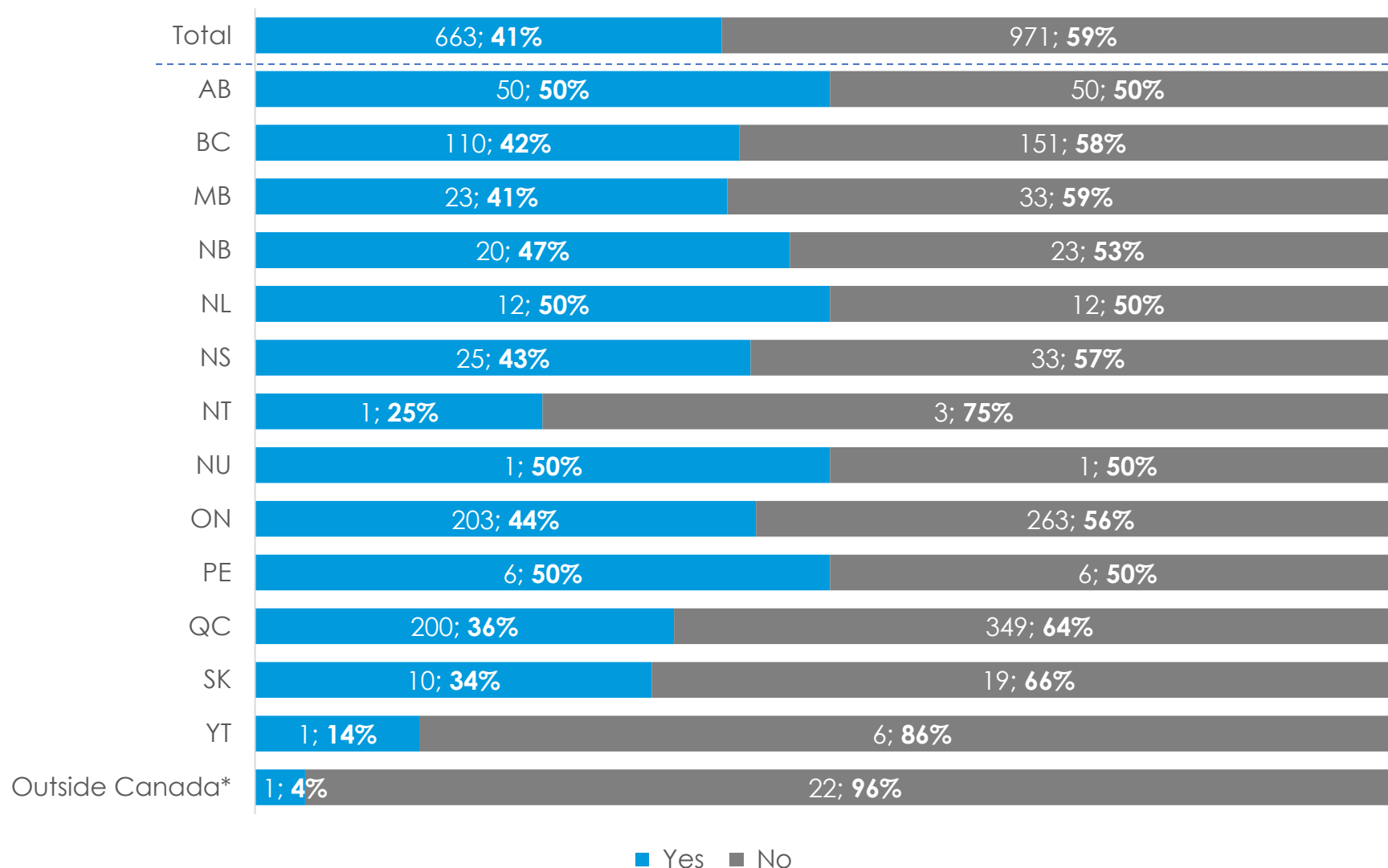
*“We are a summer theatre and will likely cancel our season. We will see a 60% drop in revenue this year due to lost box office and fundraising. We do not have a lot of revenue in March, April and May so it is unlikely we will show a 30% drop versus 2019 for these months. But for the year as a whole - we will see a 60% drop and without assistance we will lay off staff shortly. The criteria do not work for an uneven or seasonal cash flow.”*

*“Our organization does not have employees, rather we have contractors who have ongoing contracts with us, but they are not employees in the eyes of the CRA and they receive T4As not T4s. I do not understand if we qualify for the subsidy in this case.”*

*“We cannot afford to pay our contracted instructors, designers, performers 25% of their usual salary, so we have suspended all activity at the studio until after Covid-19.”*



# Canada Emergency Wage Subsidy (CEWS) by Region: Organizations



The proportion of organizations that **have applied or are planning to apply** for the CEWS is highest in:

- Alberta, Newfoundland and Labrador, Prince Edward Island and Nunavut (all 50%)

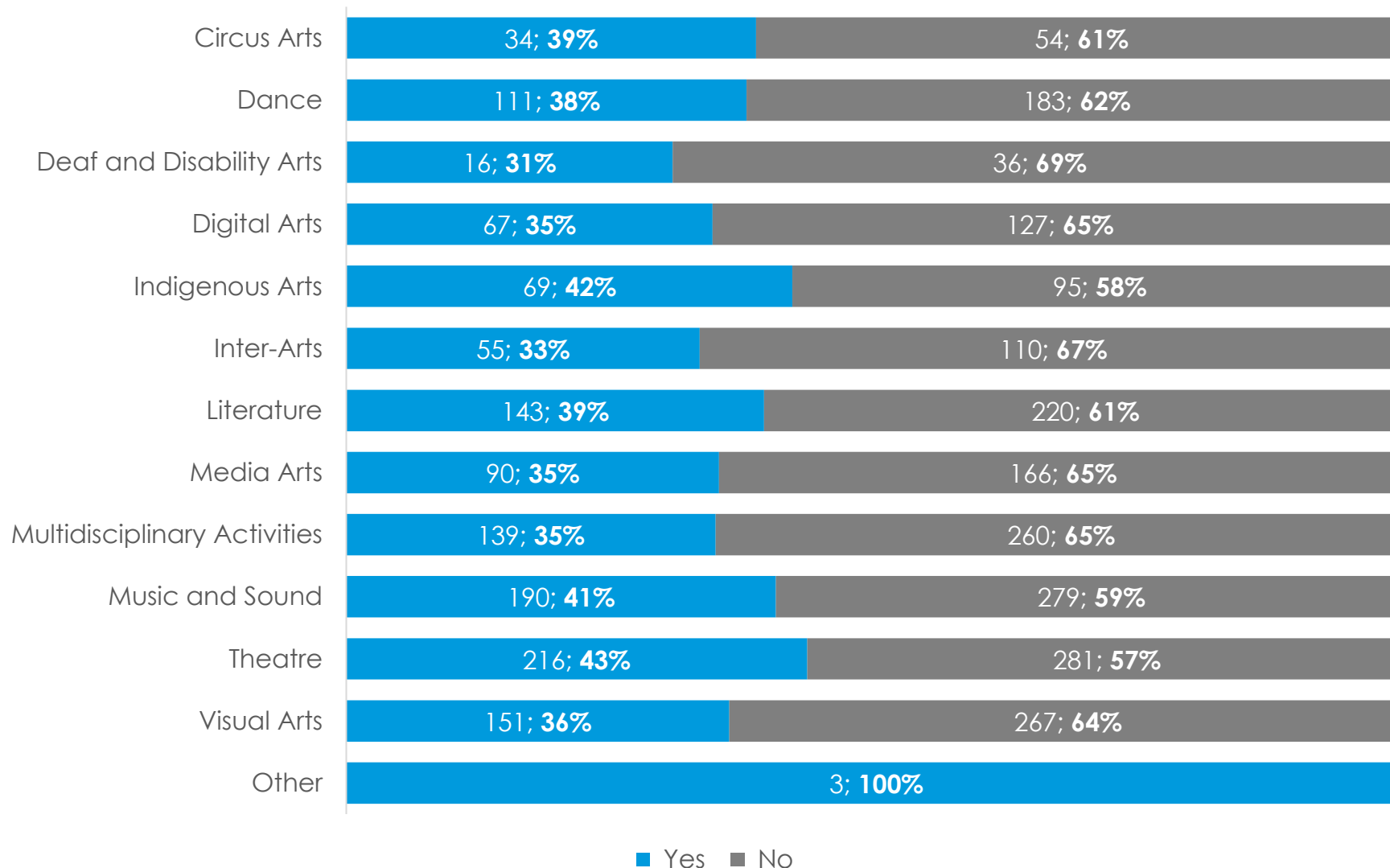
The proportion of organizations that **have not applied or are not planning to apply** for the CEWS is highest in:

- Yukon (86%)
- Northwest Territories (75%)
- Saskatchewan (66%)

Q5B. Province, territory or country (if not in Canada)... BY  
 OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages?  
 \*Note that the CEWS is eligible to organizations with a CRA payroll account.



# Canada Emergency Wage Subsidy (CEWS) by Field of Practice: Organizations



The proportion of organizations that **have applied or are planning to apply** for the CEWS is highest-in:

- Theatre (43%)
- Indigenous Arts (42%)
- Music and Sound (41%)

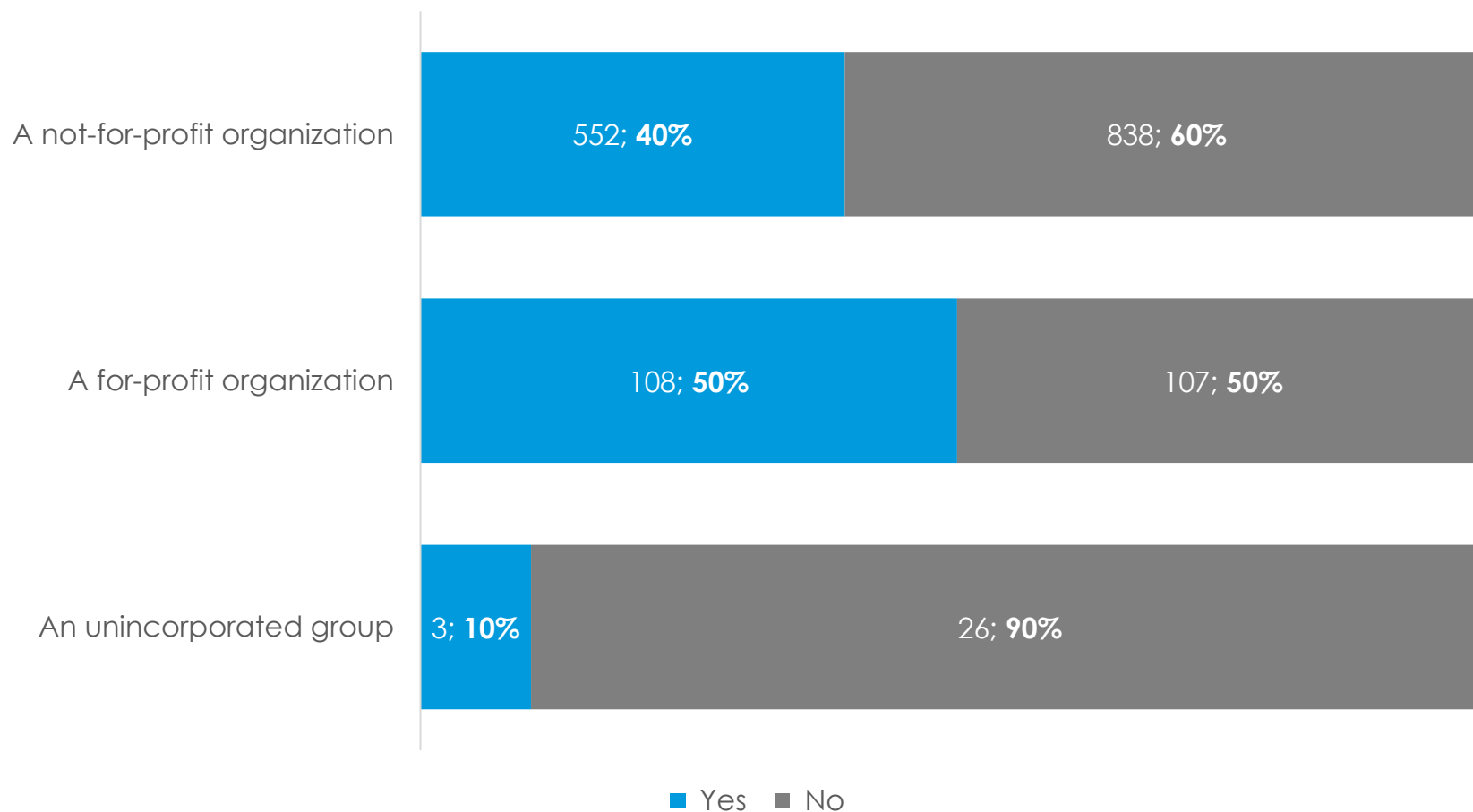
The proportion of organizations that **have not applied or are not planning to apply** for the CEWS is highest in:

- Deaf and Disability Arts (69%)
- Inter-Arts (67%)
- Multidisciplinary Activities, Media Arts and Digital Arts (all 65%)

Q4. What fields of practice are most relevant to you or your organization or group? Select one or more of the choices. BY  
 OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages?



# Canada Emergency Wage Subsidy (CEWS) by Type of Organization



The proportion of organizations that **have applied or are planning to apply** for the CEWS is highest among **for-profit** organizations (50%), while the proportion of organizations who **have not applied or are not planning to apply** for the CEWS is highest among **unincorporated groups** (90%).\*

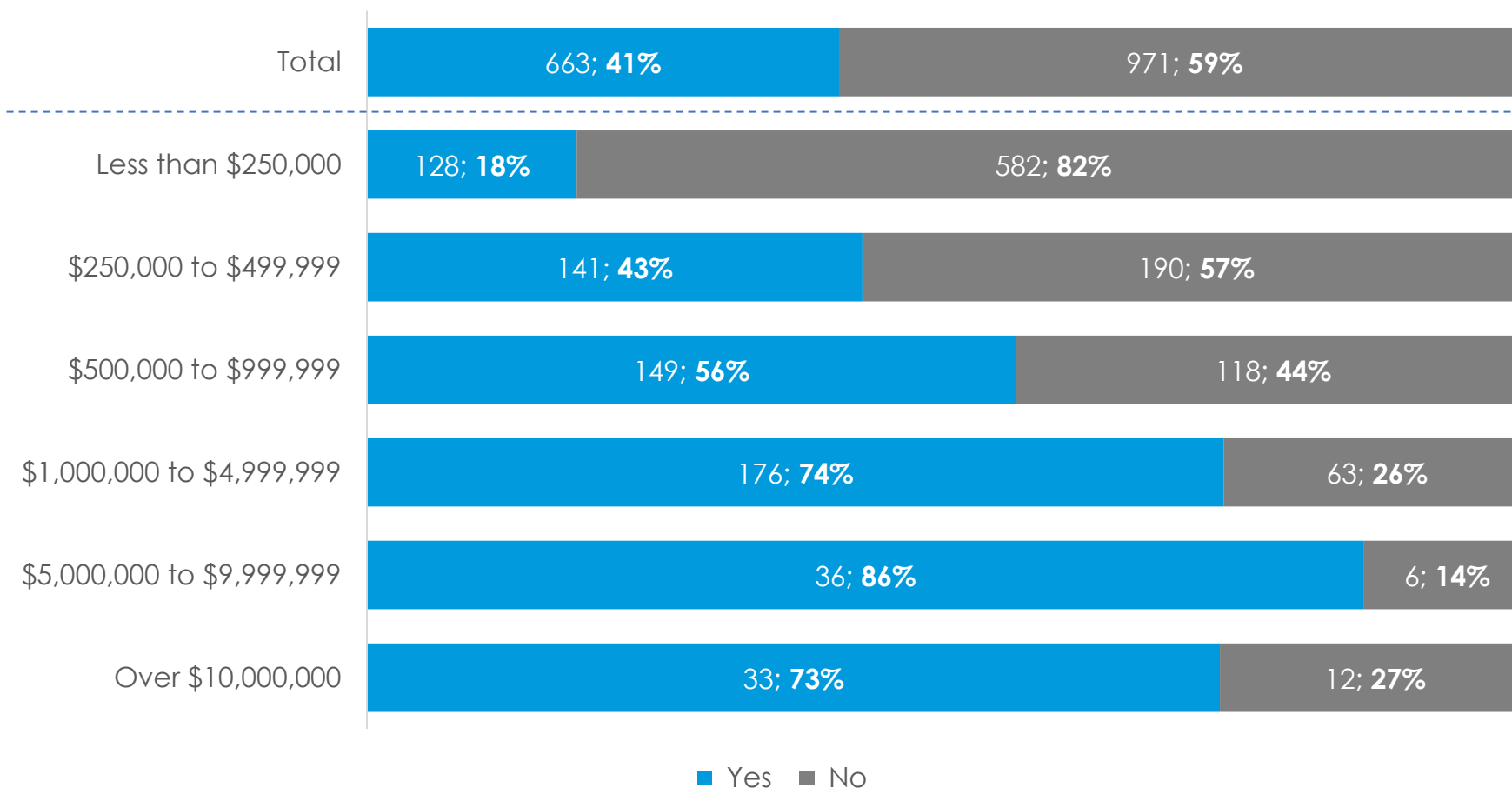
OR1. Is your arts organization or group... BY

OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages?

\* Note: Some organizations also identified as unincorporated groups.



# Canada Emergency Wage Subsidy (CEWS) by Revenue: Organizations



The proportion of organizations that **have applied or are planning to apply** for the CEWS is highest among those with total annual revenues of:

- \$5 million to under \$10 million (86%)
- \$1 million to under \$5 million (74%)
- Over \$10 million (73%)

The proportion of organizations that **have not applied or are not planning to apply** for the CEWS is highest among those with total annual revenues of less than \$250,000 (82%).

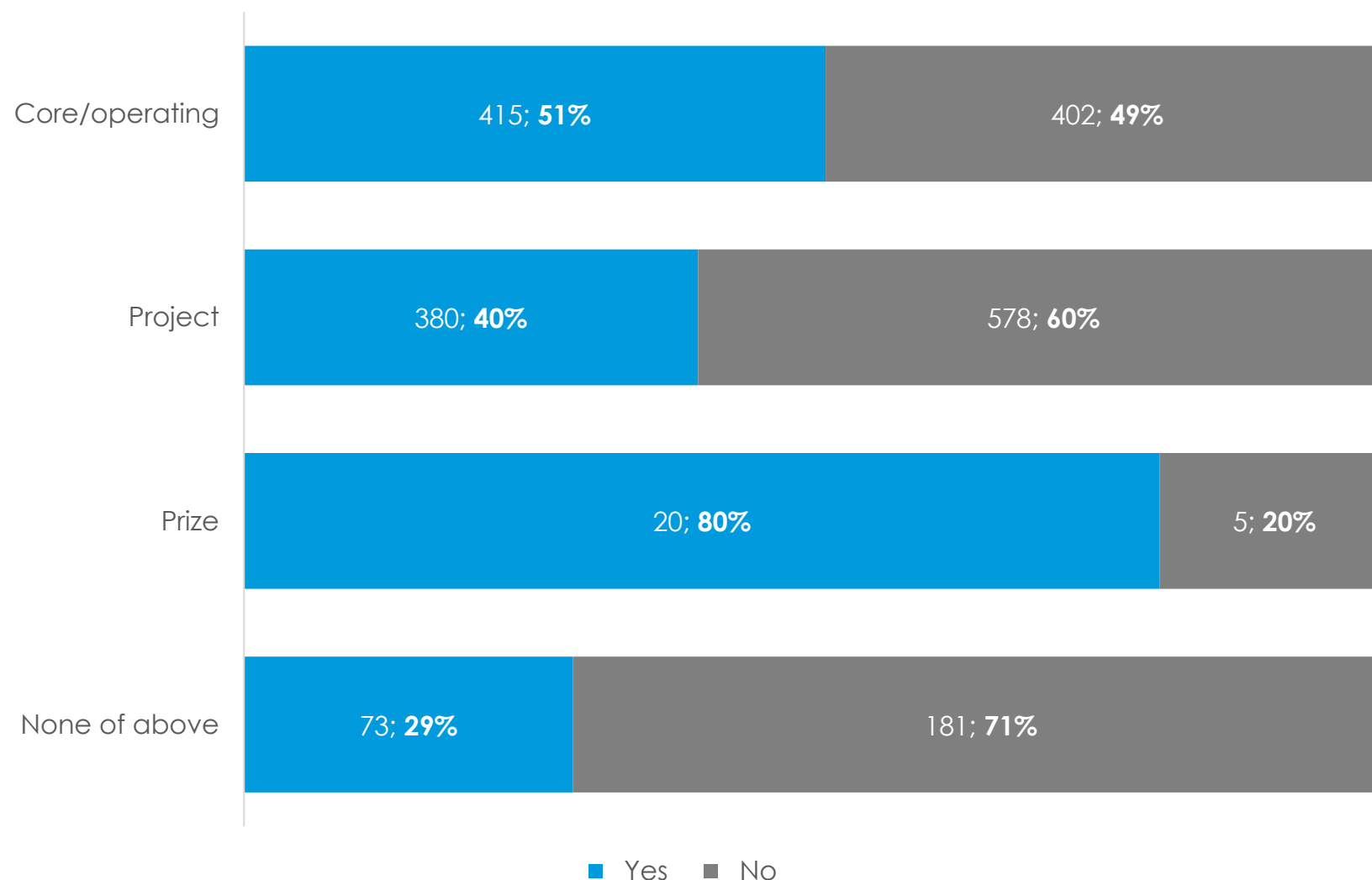
OR4. What are your organization's or group's approximate total annual revenues under normal circumstances? BY

OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages?





# Canada Emergency Wage Subsidy (CEWS) by Type of Funding Received: Organizations

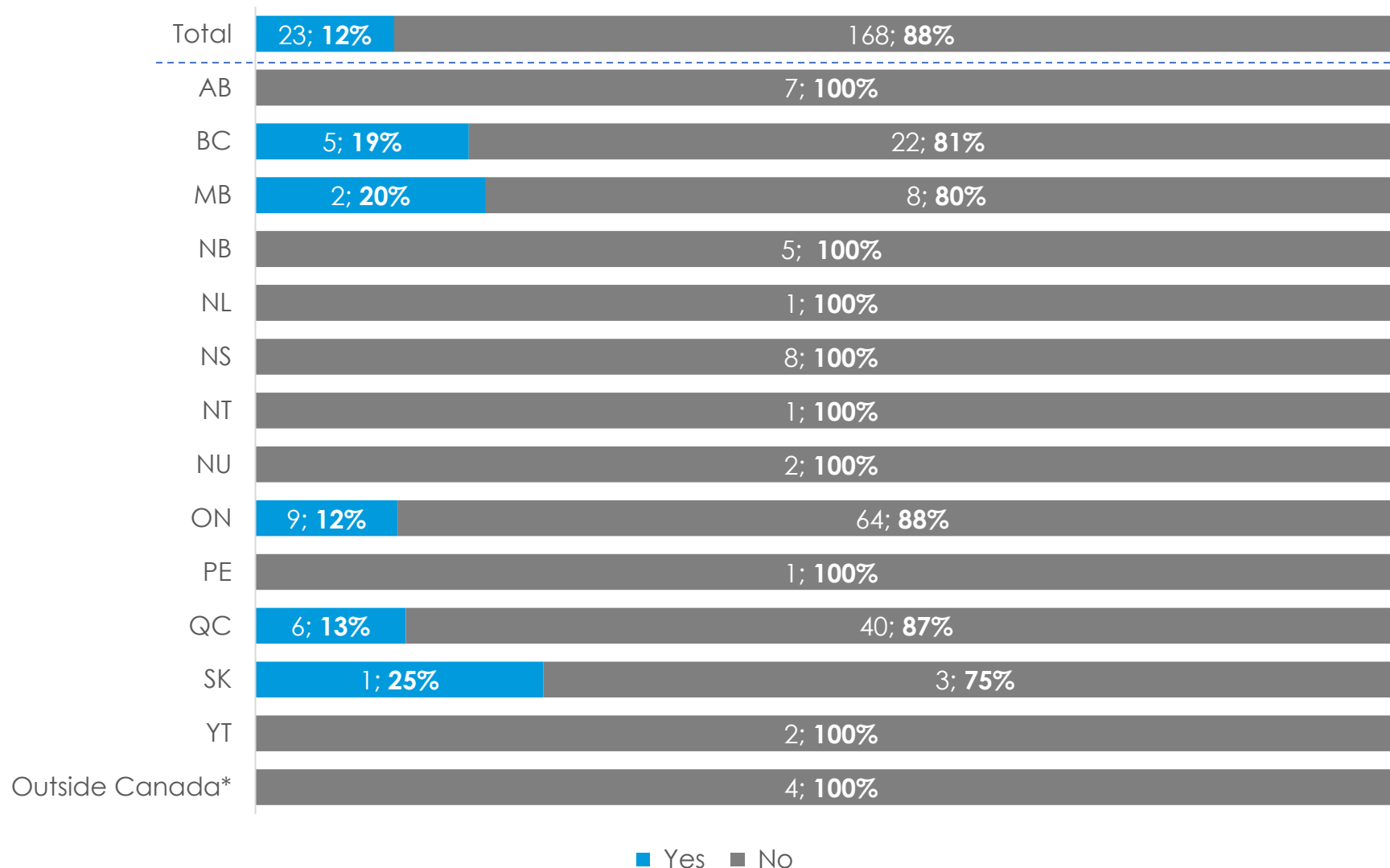


The proportion of organizations that **have applied or are planning to apply** for the CEWS is highest among those who have received **prize funding** (80%) from the Council in the past three years.

The proportion of organizations that **have not applied or are not planning to apply** for the CEWS is highest among those who **did not receive core/operating, project, or prize funding** (none of the above: 71%) from the Council in the past three years.

Q3B. What type of funding have you received from the Canada Council for the Arts in the past three years? Select one or more choices. BY  
 OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages?

# Canada Emergency Wage Subsidy (CEWS) by Region: Groups



The proportion of groups that **have applied or are planning to apply** for the CEWS is highest in:

- Saskatchewan (25%)
- Manitoba (20%)
- British Columbia (19%)

The proportion of groups that **have not applied or are not planning to apply** for the CEWS is highest in:

- All four Atlantic provinces, Alberta and the Territories (all 100%)

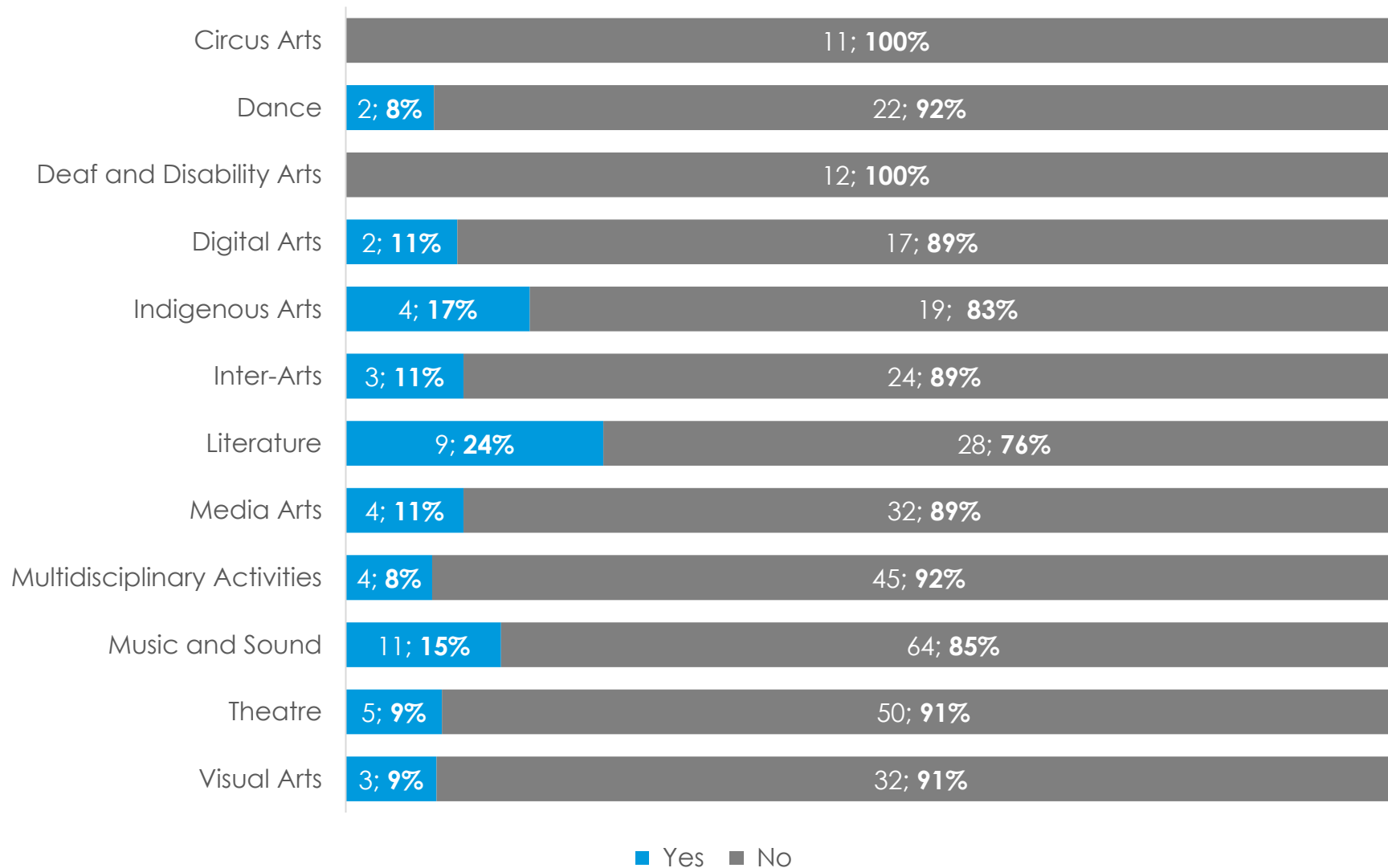
Q5B. Province, territory or country (if not in Canada)... BY

OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages?

\*Note that the CEWS is eligible to groups with a CRA payroll account.



# Canada Emergency Wage Subsidy (CEWS) by Field of Practice: Groups



The proportion of groups that **have applied or are planning to apply** for the CEWS is highest in:

- Literature (24%)
- Indigenous Arts (17%)
- Music and Sound (15%)

The proportion of groups that **have not applied or are not planning to apply** for the CEWS is highest in:

- Deaf and Disability Arts and Circus Arts (both 100%)
- Multidisciplinary Activities and Dance (both 92%)
- Theatre and Visual Arts (both 91%)

Q4. What fields of practice are most relevant to you or your organization or group? Select one or more of the choices. BY  
 OR5. Has your organization or group applied or will it be applying for the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages?

# Canada Emergency Business Account (CEBA)

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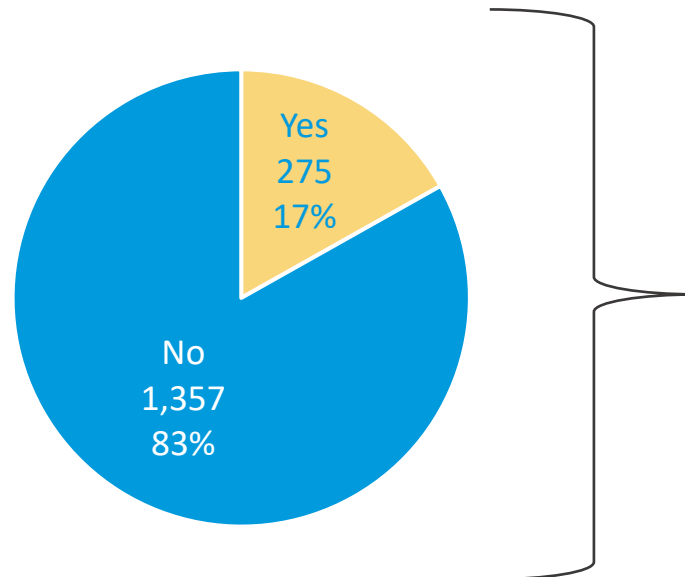
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# Canada Emergency Business Account (CEBA): Organizations

Has your organization or group applied or will it be applying for the CEBA, through your current financial institution for an interest-free loan of up to \$40,000?



Organization representatives who are English-speakers (19% or 215) are more likely than French speakers (12% or 60) to have applied for, or intend to apply for, the CEBA.

For-profit organizations (32% or 68) are more likely than not-for-profit organizations (15% or 206) or unincorporated groups (3% or 1) to have applied for, or intend to apply for, the CEBA.\*

Organizations that are primarily a festival or a presenter (16% or 86) are slightly less likely than other organizations (17% or 189) to have applied for, or intend to apply for, the CEBA.

Organizations that self-identify as an official language minority community (17% or 23) are slightly more likely than culturally diverse (16% or 36), Deaf and/or disability arts (16% or 6), or Indigenous (14% or 11) groups to have applied for, or intend to apply for, the CEBA.

The majority of organization representatives (83%) who responded to the survey have not applied or are not planning to apply for the CEBA.

Organization representatives who have applied or are planning to apply for the CEBA (17%) are primarily:

- English-speakers (78%)
- Not-for-profit (75%)
- Not a festival or a presenter (69%)

OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000? BY

Language survey was completed in.

OR1. Is your arts organization or group...

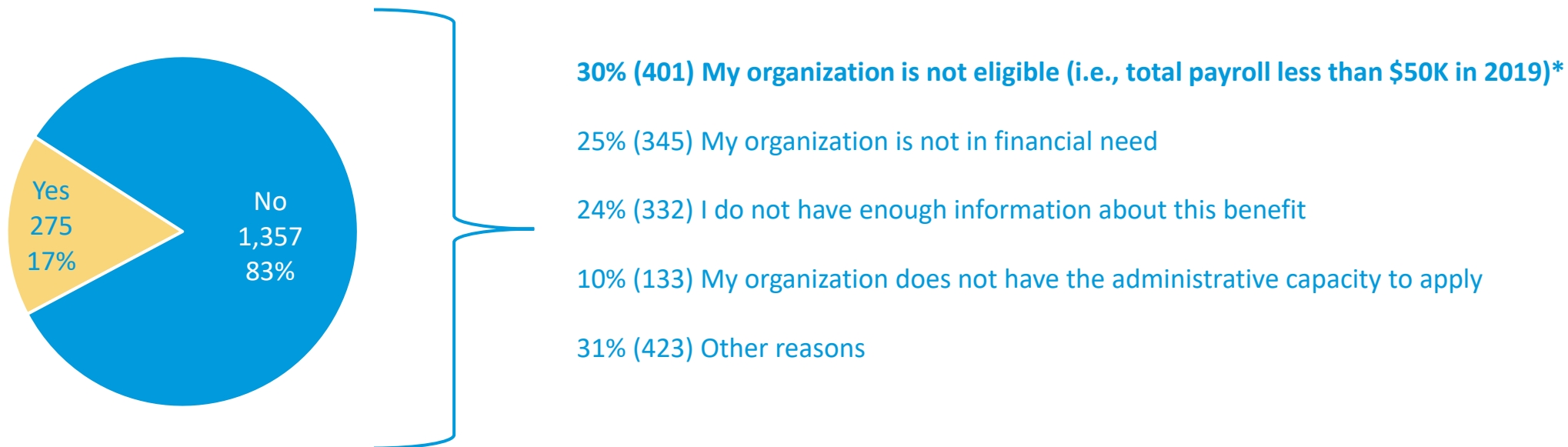
OR2. Is your arts organization primarily a festival or a presenter?

Q3C. Does your arts organization or group self-identify with any of the following groups? (Optional, select all that apply). Important note: this means your mandate and the majority (i.e. 51% or more) of your activities, artistic content, and financial and human resources are dedicated to one or more of these groups.

\* Note: Some organizations also identified as unincorporated groups.

# Canada Emergency Business Account (CEBA): Organizations

Besides some other reason not listed below, the top reason for not applying for the CEBA is because the organization is not eligible



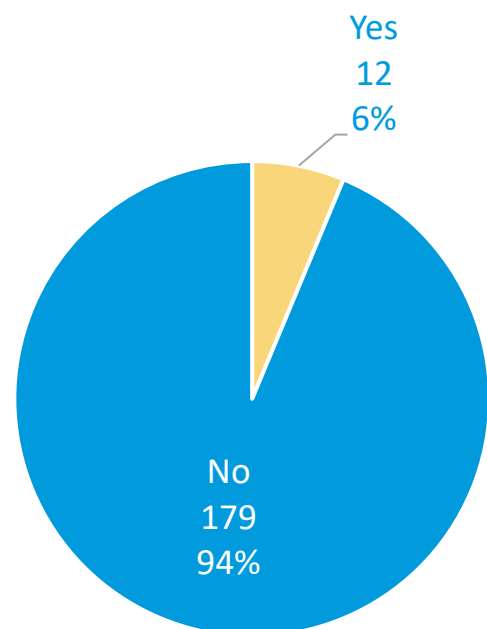
OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000? (% No) BY OR7A. Please explain why your organization or group has not or will not be applying for the CBEA. Select one or more choices. Note – percentages shown are in percent of cases.

Multiple mention note: percentages typically add to over 100%.

\*Note: Survey questions were drafted based on eligibility criteria as published on April 6, 2020. Eligibility criteria for the CEBA have been expanded since data for the survey were gathered.

# Canada Emergency Business Account (CEBA): Groups

Has your organization or group applied or will it be applying for the CEBA, through your current financial institution for an interest-free loan of up to \$40,000?



Group representatives who are French-speakers (15% or 4) are more likely than English-speakers (5% or 8) to have applied for, or intend to apply for, the CEBA.

Groups that are primarily a festival or a presenter (3% or 1) are less likely than other groups (7% or 11) to have applied for, or intend to apply for, the CEBA.

Groups that self-identify as Indigenous (7% or 2) are slightly more likely than an official language minority community (5% or 1) or culturally diverse group (2% or 1) to have applied for, or intend to apply for, the CEBA.

The majority of group representatives (94%) who responded to the survey have not applied or are not planning to apply for the CEBA.

Group representatives who have applied or are planning to apply for the CEBA (6%) are primarily:

- Not a festival or a presenter (92%)
- English-speakers (67%)
- For-profit (50%)

OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000? BY

Language survey was completed in.

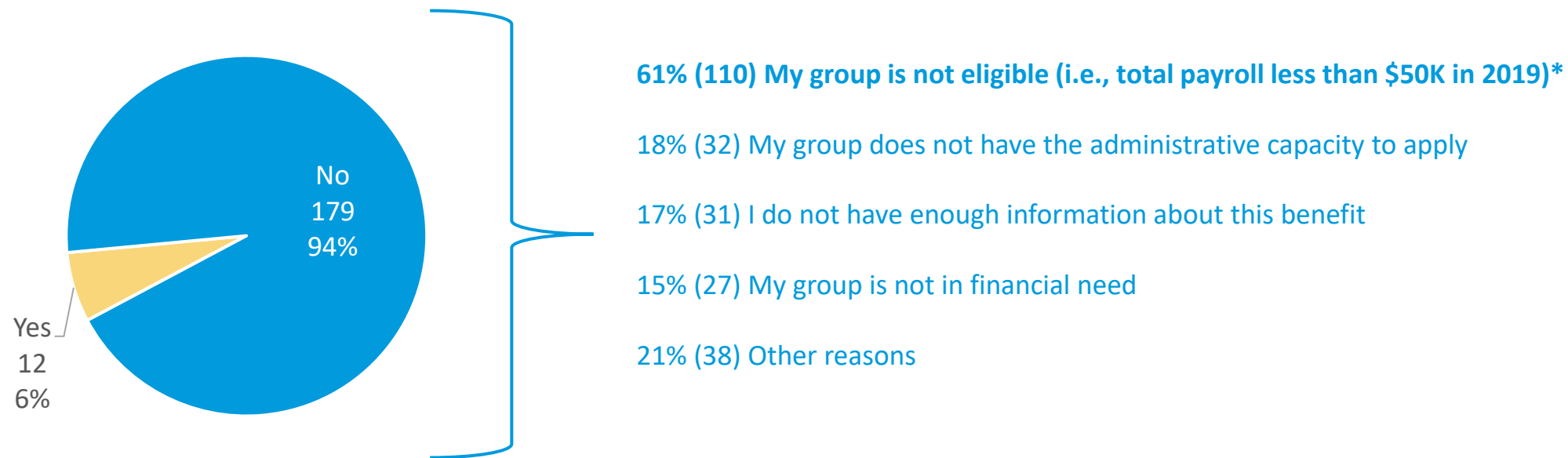
OR1. Is your arts organization or group...

OR2. Is your arts organization primarily a festival or a presenter?

Q3C. Does your arts organization or group self-identify with any of the following groups? (Optional, select all that apply). Important note: this means your mandate and the majority (i.e. 51% or more) of your activities, artistic content, and financial and human resources are dedicated to one or more of these groups.

# Canada Emergency Business Account (CEBA): Groups

The top reason for not applying for the CEBA is because the group is not eligible.



OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000? (% No) BY OR7A. Please explain why your organization or group has not or will not be applying for the CBEA. Select one or more choices. Note – percentages shown are in percent of cases.

Multiple mention note: percentages typically add to over 100%.

\*Note: Survey questions were drafted based on eligibility criteria as published on April 6, 2020. Eligibility criteria for the CEBA have been expanded since data for the survey were gathered.





# Canada Emergency Business Account (CEBA): Organizations/Groups

Of the respondents who mentioned other reasons for not applying for CEBA, the most relevant categories included:

- **Not having liquidity issues**
- **Not interested in accumulating debt**
- **Unable to repay loan**

## Quotes from Respondents

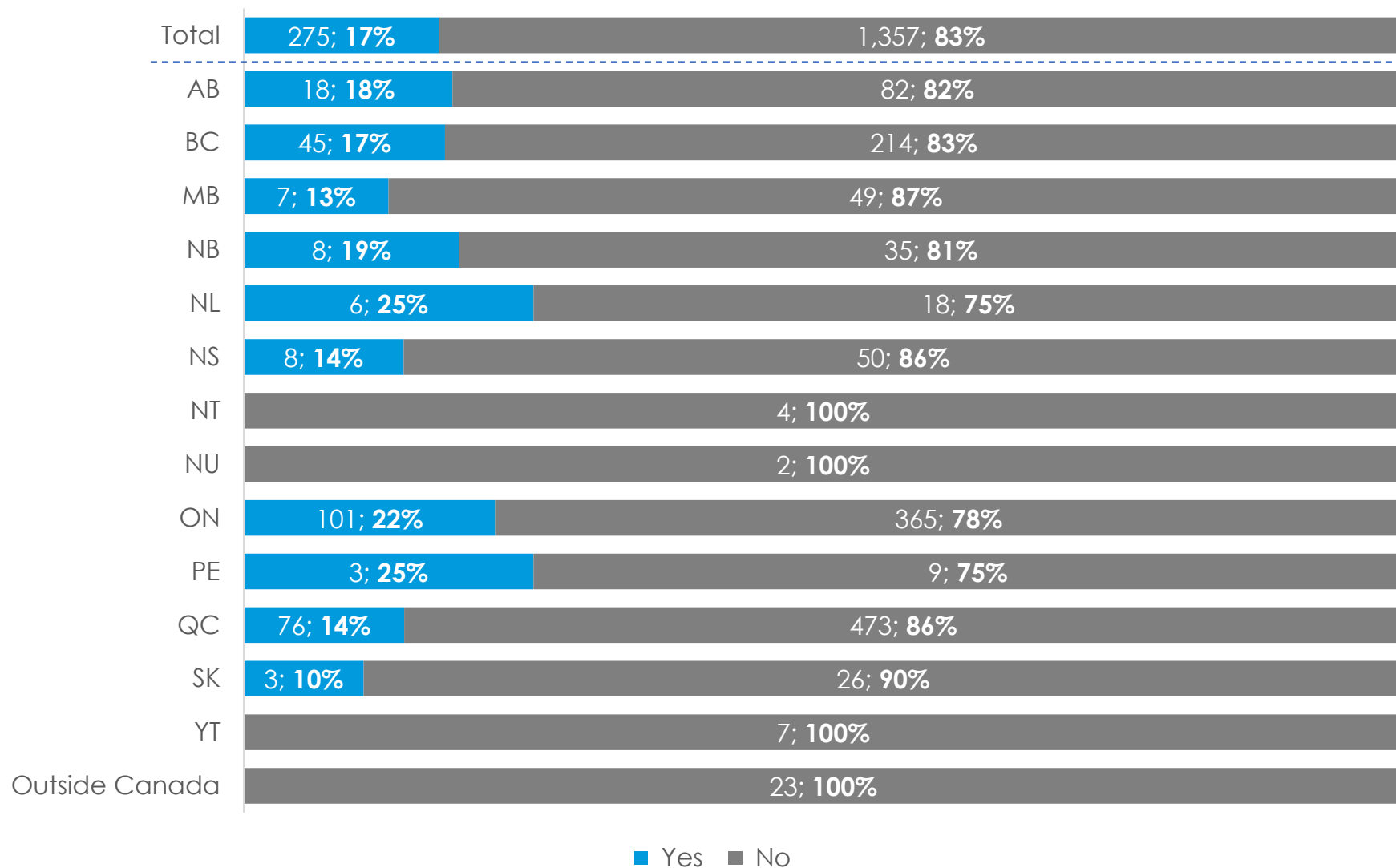
*“Our existing line of credit with our financial institution is sufficient. For now.”*

*“Taking on more loans and debt in a time of crisis without certainty about the future is hard to do and we want to avoid it for as long as possible.”*

*“Even if we were eligible, we would have no foreseeable means of ever paying it back. We have no overhead so it is easier to just postpone activities for the time being.”*



# Canada Emergency Business Account (CEBA) by Region: Organizations



The proportion of organizations that **have applied or are planning to apply** for the CEBA is highest among:

- Newfoundland and Labrador and Prince Edward Island (25%)
- Ontario (22%)

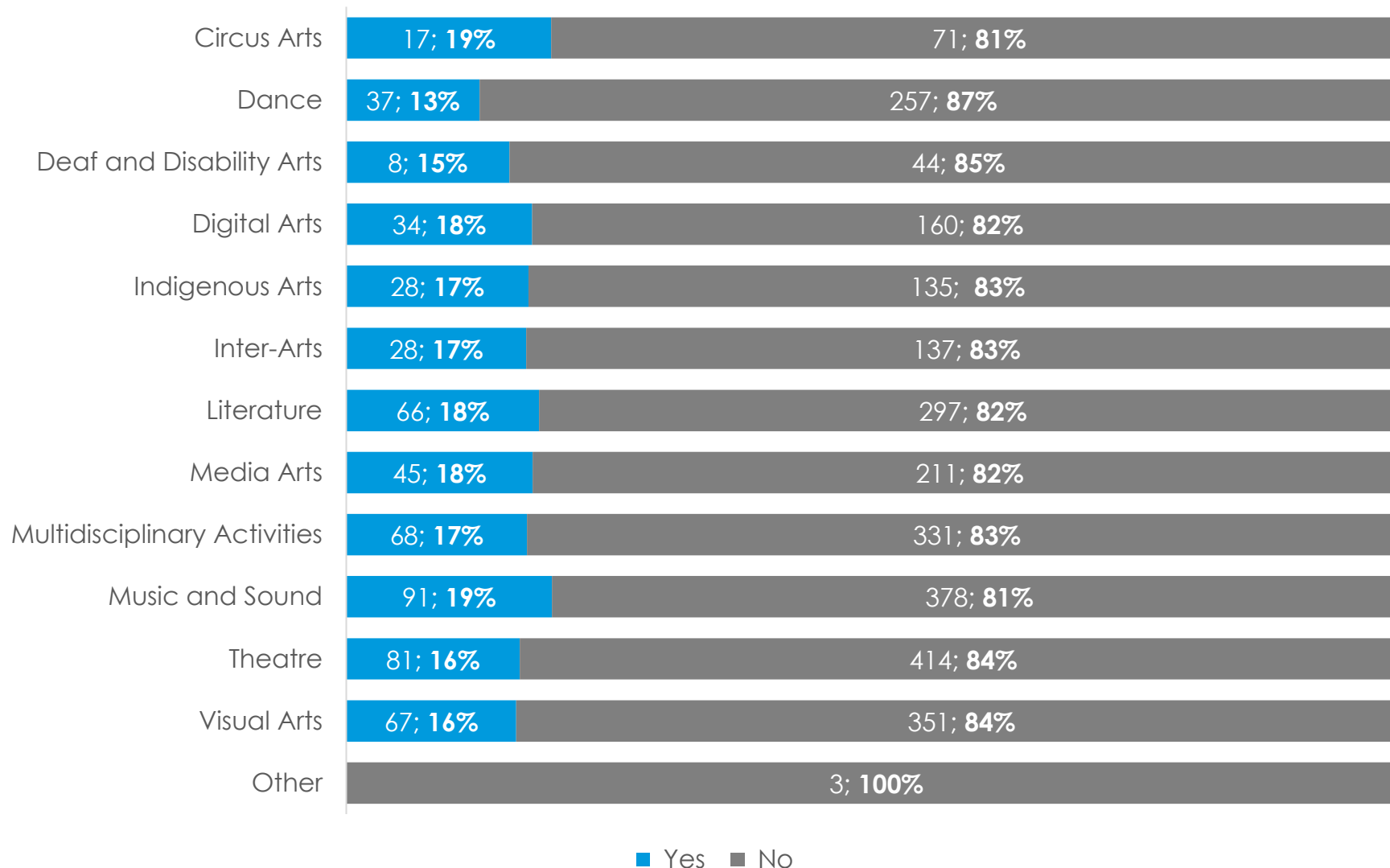
The proportion of organizations that **have not applied or are not planning to apply** for the CEBA is highest among the territories – Yukon, Northwest Territories and Nunavut (all 100%) and the countries outside of Canada (all 100%).

Q5B. Province, territory or country (if not in Canada)... BY

OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000?



## Canada Emergency Business Account (CEBA) by Field of Practice: Organizations



The proportion of organizations that **have applied or are planning to apply** for the CEBA is fairly consistent across all fields, but is highest among those in:

- Music and Sound, and Circus Arts (19%)

The proportion of organizations that **have not applied or are not planning to apply** for the CEBA is highest among those in:

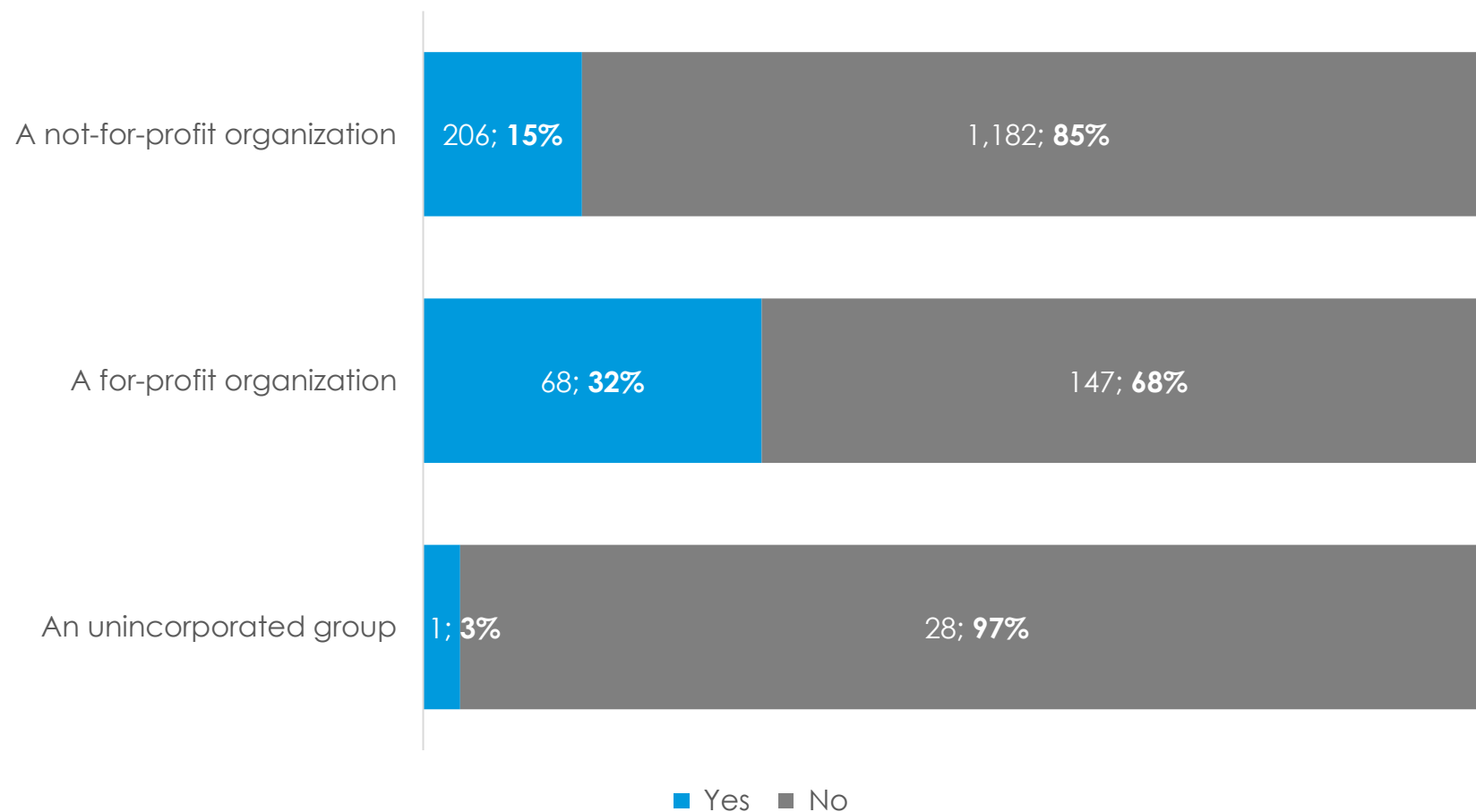
- Dance (87%)
- Deaf and Disability Arts (85%)
- Another field of practice not mentioned (100%)

Q4. What fields of practice are most relevant to you or your organization or group? Select one or more of the choices. BY

OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000?



# Canada Emergency Business Account (CEBA) by Type of Organization

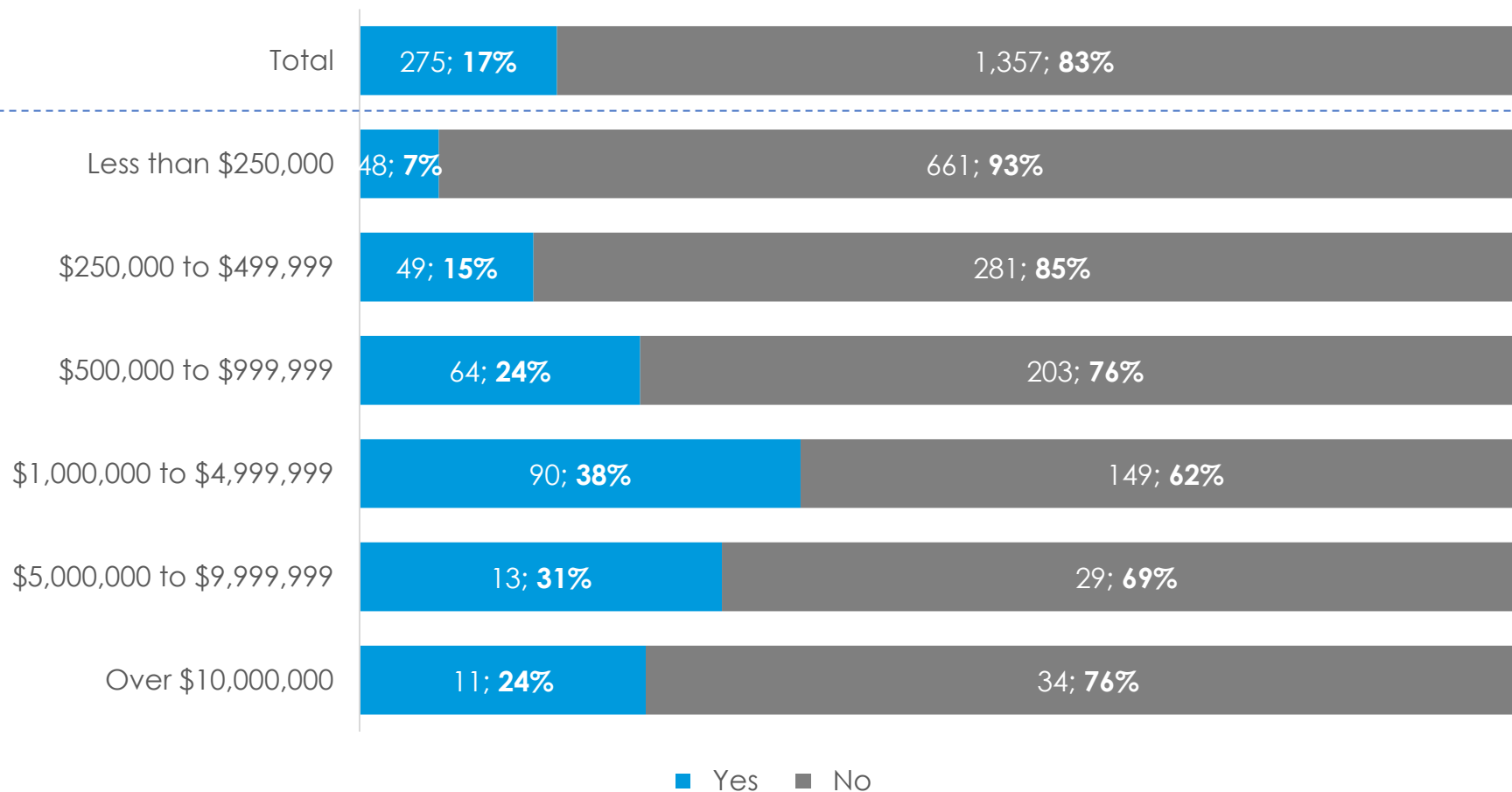


The proportion of organizations that **have applied or are planning to apply** for the CEBA is highest among **for-profit** organizations (32%), while the proportion of organizations that **have not applied or are not planning to apply** for the CEBA is highest among **unincorporated groups** (97%).\*

OR1. Is your arts organization or group... BY  
 OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000?  
 \* Note: Some organizations also identified as unincorporated groups.



# Canada Emergency Business Account (CEBA) by Revenue: Organizations



The proportion of organizations that **have applied or are planning to apply** for the CEBA is highest among those with total annual revenues of:

- \$1 million to under \$5 million (38%)
- \$5 million to under \$10 million (31%)

The proportion of organizations that **have not applied or are not planning to apply** for the CEBA is highest among those with total annual revenues of less than \$500,000:

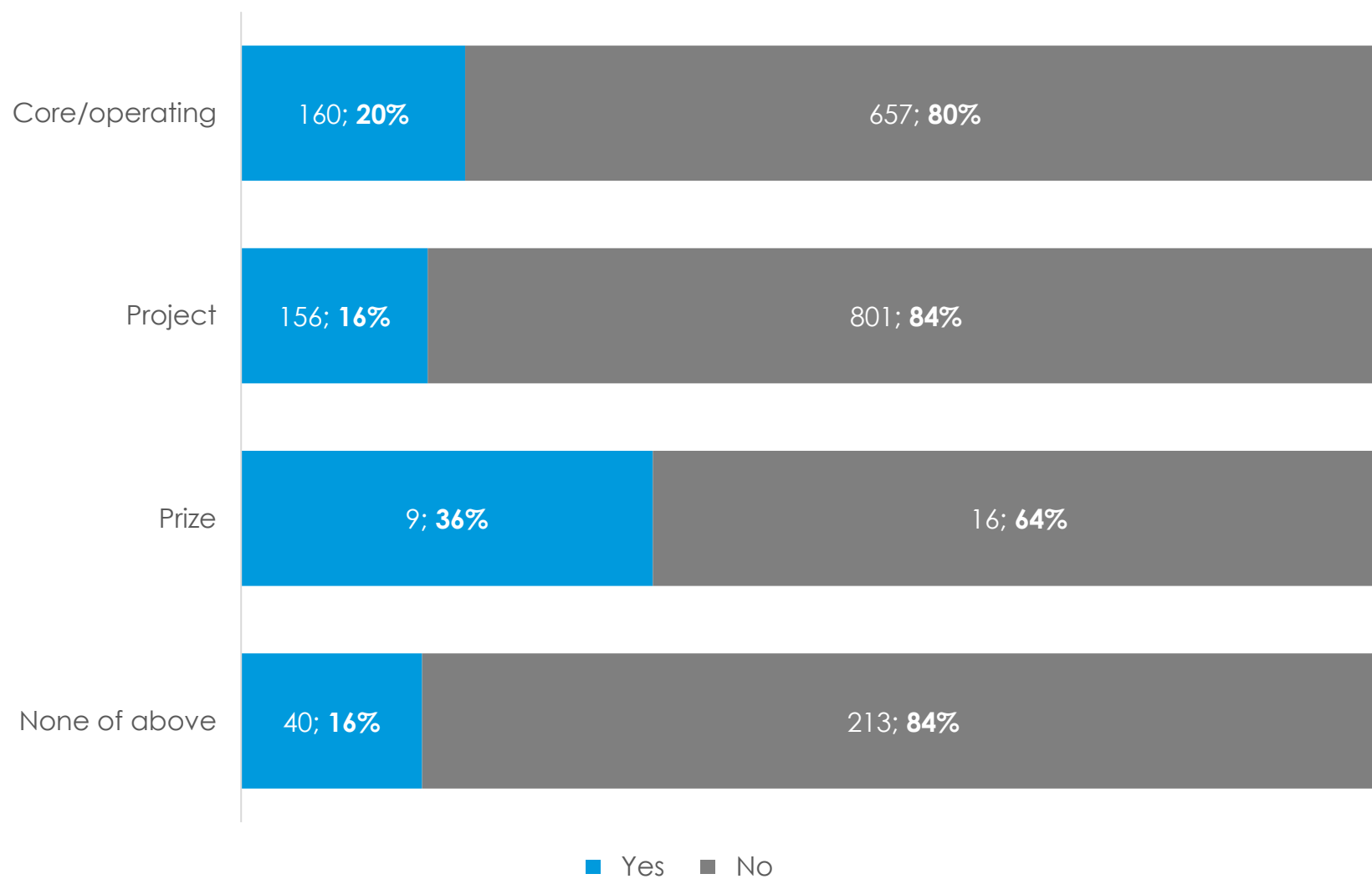
- \$250,000 to under \$500,000 (85%)
- Less than \$250,000 (93%)

OR4. What are your organization's or group's approximate total annual revenues under normal circumstances? BY

OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000?



# Canada Emergency Business Account (CEBA) by Type of Funding Received: Organizations



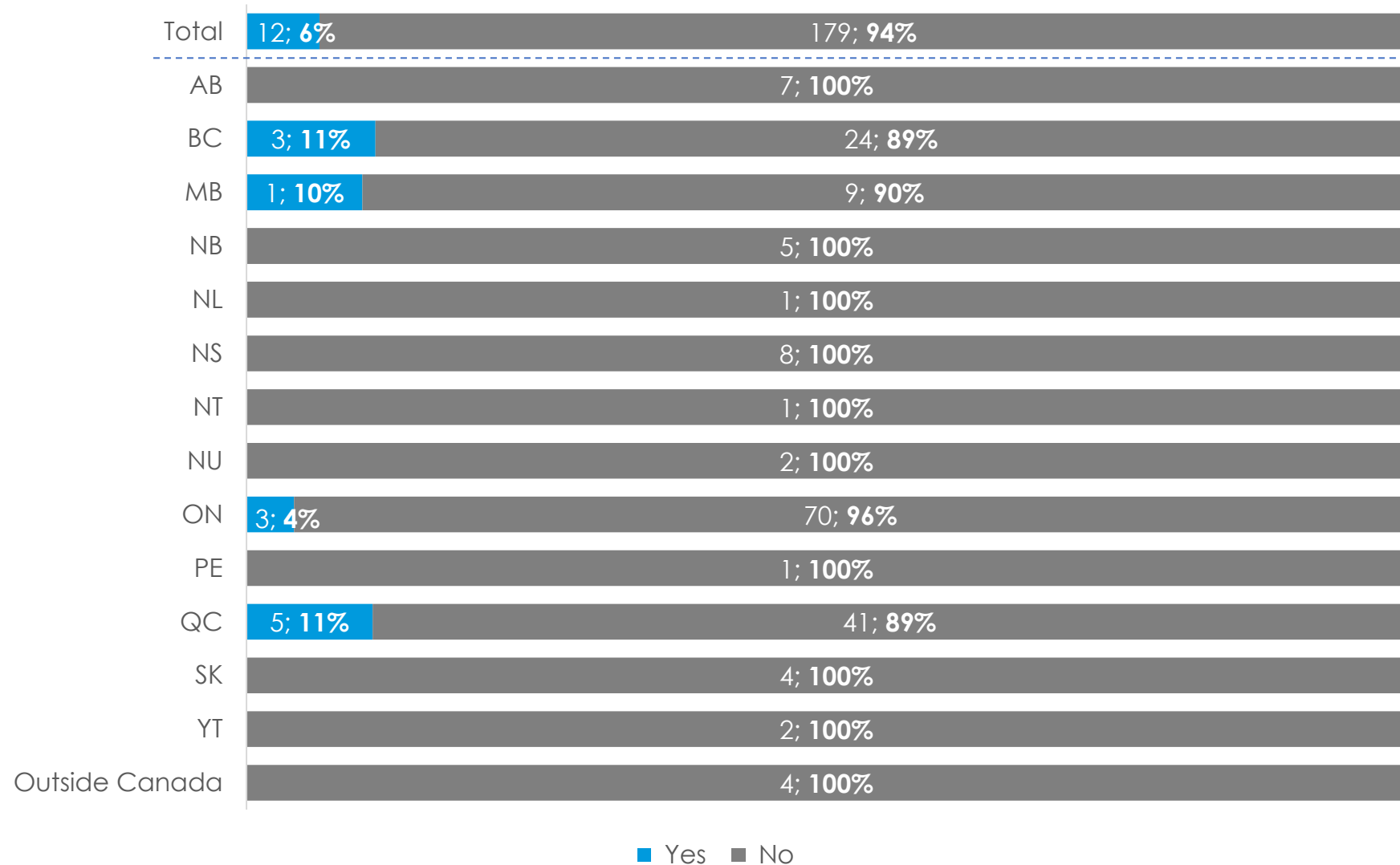
The proportion of organizations that **applied or are planning to apply** for the CEBA is highest among those who have received **prize funding** (36%) from the Council in the past three years.

The proportion of organizations that **have not applied or are not planning to apply** for the CEBA is highest among those who have received **project** (84%) or **have not received any of the funding types** (none of the above: 84%) from the Council in the past three years.

Q3B. What type of funding have you received from the Canada Council for the Arts in the past three years? Select one or more choices. BY  
 OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000?



# Canada Emergency Business Account (CEBA) by Region: Groups



The proportion of groups that **have applied or are planning to apply** for the CEBA is highest among:

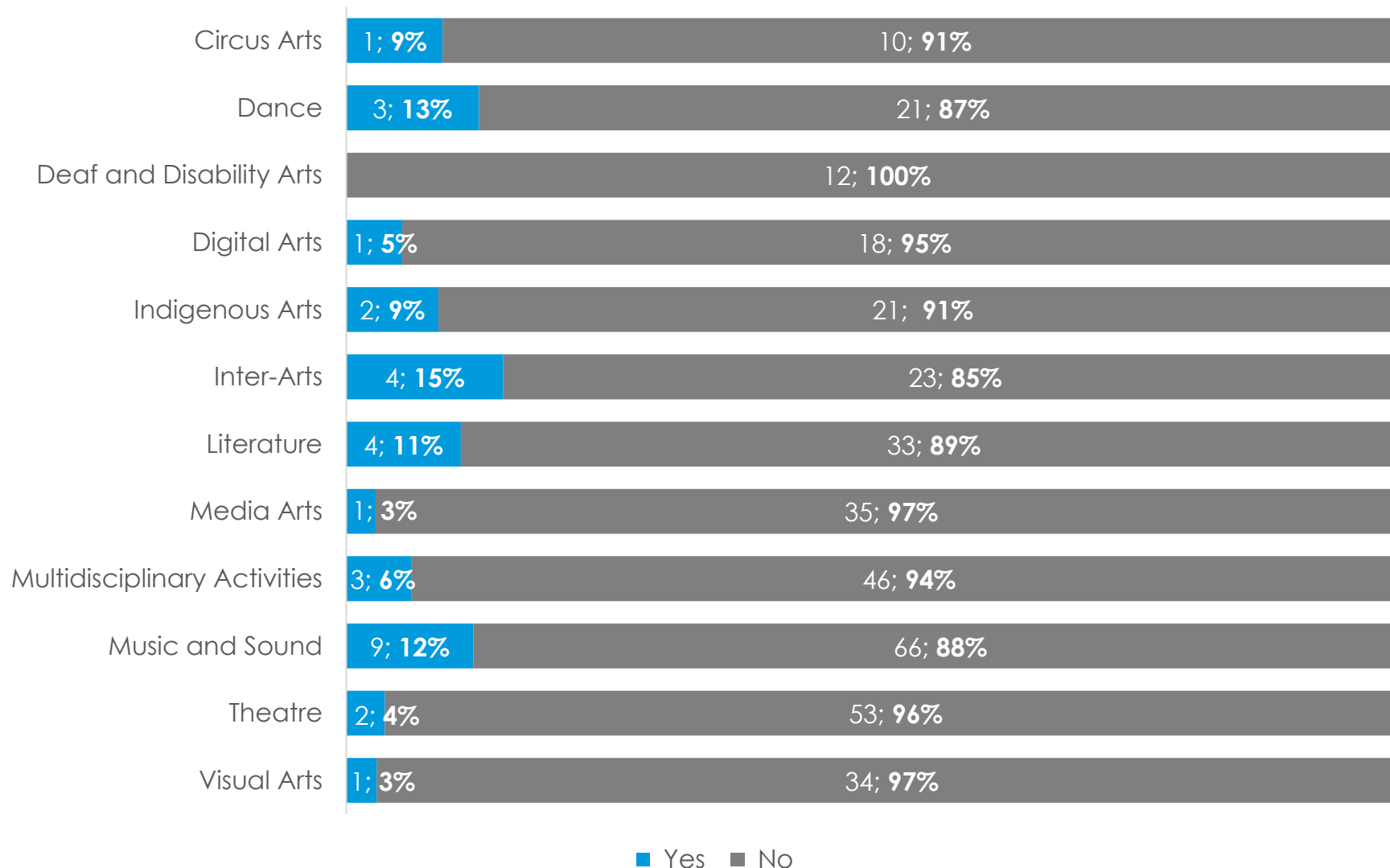
- Quebec and British Columbia (both 11%)
- Manitoba (10%)

The proportion of groups that **have not applied or are not planning to apply** for the CEBA is highest among countries outside of Canada (100%) and most provinces and territories.

Q5B. Province, territory or country (if not in Canada)... BY  
 OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000?



# Canada Emergency Business Account (CEBA) by Field of Practice: Groups



The proportion of groups that **have applied or are planning to apply** for the CEBA is highest among those in:

- Inter-Arts (15%)
- Dance (13%)
- Music and Sound (12%)

The proportion of groups that **have not applied or are not planning to apply** for the CEBA is highest among those in:

- Deaf and Disability Arts (100%)
- Media Arts and Visual Arts (both 97%)
- Theatre (96%)

Q4. What fields of practice are most relevant to you or your organization or group? Select one or more of the choices. BY

OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000?



# Federal Emergency Aid Measures

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Canada Council  
for the Arts

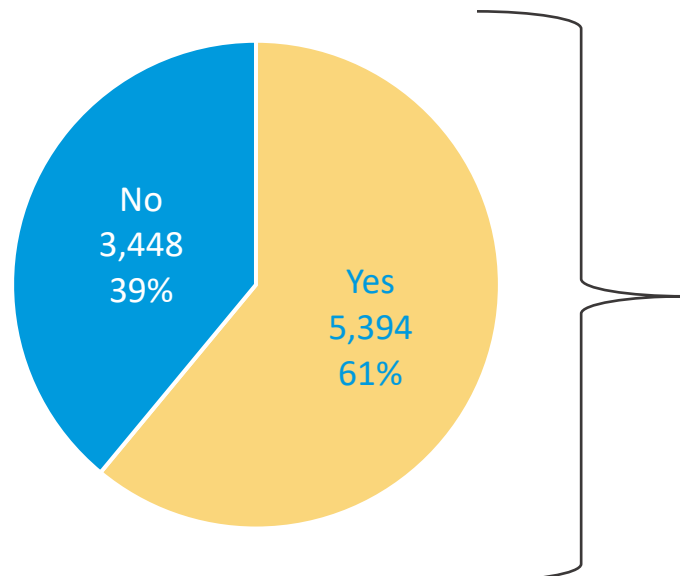
Conseil des arts  
du Canada



**FORUM**  
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# Federal Emergency Aid Measures: All Respondents

Do you believe the emergency aid measures already announced by the federal government will help you, your organization or group get through the crisis?



**French-speakers (63% or 1,272) are more likely than English-speakers (60% or 4,122) to believe the emergency aid measures will help get them through the crisis.**

**Cultural workers (67% or 313) are more likely than independent artists (64% or 3,364) to believe the emergency aid measures will help get them through the crisis.**

**Salaried employees (66% or 1,125) are more likely than those who are self-employed (63% or 3,490) or unemployed (60% or 312) to believe the emergency aid measures will help get them through the crisis.**

**Not-for-profit organizations (54% or 779) are more likely than for-profit (46% or 114) or unincorporated groups (31% or 39) to believe the emergency aid measures will help them get through the crisis.**

**Arts organizations that are primarily a festival or a presenter (53% or 300) are more likely than other arts organizations (50% or 632) to believe the emergency aid measures will help them get through the crisis.**

**Organizations or groups that self-identify as an official language minority community (57% or 89) are more likely than Indigenous (54% or 57), culturally diverse (47% or 127), or Deaf and/or disability arts (36% or 19) groups to have applied for, or intend to apply for, the CEWS.**

The majority of respondents (61%) believe the emergency aid measures announced by the federal government will help them, their organization or group get through the crisis. These respondents are primarily:

- Not-for-profit organization (84%)
- Self-employed (78%)
- English-speakers (76%)
- Independent artists (75%)
- Not a festival or a presenter (68%)

QQ1. Do you believe the emergency aid measures already announced by the federal government will help you, your organization or group get through the crisis? BY Language survey was completed in.

IN1. Are you...

IN2. What was your employment status prior to COVID-19? Select one or more choices.

OR1. Is your arts organization or group...

OR2. Is your arts organization primarily a festival or a presenter?

Q3C. Does your arts organization or group self-identify with any of the following groups? (Optional, select all that apply). Important note: this means your mandate and the majority (i.e. 51% or more) of your activities, artistic content, and financial and human resources are dedicated to one or more of these groups.



## Reasons for not believing the emergency aid measures will help: All Respondents



Responses regarding **eligibility criteria** were among the top reasons respondents did not believe the emergency aid measures would help them, their organization or group get through this crisis.

Respondents were either aware of the eligibility criteria and said **they were not eligible** for the support, or they were **unsure of the eligibility requirements**, as the guidelines were not clear.

As well, **self-employed artists**, including artists who gain income from various sources and artists whose income was drastically reduced, said they were not eligible but felt they should be.\*

### Quotes from Respondents

*"I'm concerned that the bar for demonstrating need may be set too high. For example, how is one to estimate work that has not yet come in, or how much that might account for in dollar terms?"*

*"It is unclear whether we can benefit from the wage subsidy based on how 'revenue' is calculated, and even if we are able to receive this subsidy, it still won't be enough to make up the shortfall in revenues."*

*"As a self-employed person, qualifying for more than the first month of the CERB is nearly impossible, as I normally work from home and will make small amounts of money preventing me from reaching the four weeks without income criteria. Being unable to get extended help from the CERB because I'll sell a few books online is a problem."*

Q1A: Please explain why.

\*Note: Survey questions were drafted based on eligibility criteria as published on April 6, 2020. Eligibility criteria for the CERB have been expanded since data for the survey were gathered.



## Reasons for not believing the emergency aid measures will help: All Respondents



The lack of **long-term support measures** put in place were also among the top reasons respondents believed the emergency aid measures will not help get them, their organization or group through this crisis.

Specifically, respondents said the government needs to **provide more support**, as the current measures do not address future loss of income or revenues as a result of cancellations of contracts, events, etc.

### Quotes from Respondents

*“If the measures are only [available] for a few months, it will make it impossible to get through the crisis if it continues, and to recover after the crisis ends. Short-term support through the crisis is one thing, but recovering from this catastrophic disruption to work, that will take a long time.”*

*“Artists are among the lowest-paid professionals in the workforce – probably THE lowest paid. Their financial situation is dire in the best of times. Although any financial assistance is appreciated, there's not enough to survive until this is all over, which will take years.”*

*“Too many people fall through the gaps. A Universal Basic Income policy... would help those who don't fit the criteria established, many of whom will be underpaid and underemployed artists.”*



## Reasons for not believing the emergency aid measures will help: All Respondents



Along with the lack of long-term support measures, some respondents did not think the current measures put in place **addressed their specific needs**.

Specifically, respondents said measures do not address the needs of **smaller organizations, non-profits and universities**, and receiving a loan will not help organizations who are **already struggling financially**.

Q1A: Please explain why.

### Quotes from Respondents

*"We don't receive core funding and don't make enough to apply for the emergency aid measures. We do a lot of fundraising to put on a show and anticipate that that will get a lot harder going forward."*

*"I'm not sure if we'll qualify for the wage subsidy because the program seems to be set up for businesses more than non-profit arts organizations. The other measures are loans or advances on our annual grant, which helps for now but will impact our cashflow negatively in the upcoming financial year."*

*"What we need is not advance funding, not a small 10% wage subsidy but an actual influx of money to help us recover from losses and expenses already taken on by our organization. If we exit the crisis in more debt (with a loan), we will be in much worse shape if we can't recoup."*



## Suggested measures to help support the arts sector: All Respondents

When asked what could be done to help artists, organizations and groups, respondents suggested **revising the CERB** to be more reflective of the needs of artists and cultural workers.\*

Respondents suggested this could be done by **extending the eligibility criteria** to artists and cultural workers with modest incomes, specifically to those whose practices generate less than \$5,000.

As well, it is important to **factor in the income lost** due to cancelled artistic engagements.

### Quotes from Respondents

*“Make sure that people who have multiple self-income sources ... get compensated to make up for partial--or all--losses of income. There are many category possibilities here. A one-size-fits-all approach will not work well. Many of us do several part-time jobs in order to continue to practice our art: when some or all of that income disappears, we struggle in ALL areas.”*

*“It would help if there was some financial relief to make up the difference of the 2/3 of my income that I have lost due to COVID19. The criteria now as it is stated makes most affected freelancers ineligible for CERB relief and we have suffered great losses and need financial relief as well!”*

*“I strongly believe that people who make less than \$5,000 should be able to apply for aid. It's perplexing that the people who make the least money have been excluded. My partner, for example, cannot apply for aid, which affects me.”*

Q3. What are some other measures that could be put in place to support you, your organization, or group?

\*Note: Survey questions were drafted based on eligibility criteria as published on April 6, 2020. Eligibility criteria for the CERB have been expanded since data for the survey were gathered.



## Suggested measures to help support the arts sector: All Respondents

Other measures respondents thought could help them, their organization or group included:

- **adapting support from the Canada Council or other public arts funders** and accommodations for use of funds;
- **expediting research and the creation and/or expansion of grants** that facilitate digital engagement, as well as relaxing the deadlines for grant applications;
- providing **additional support to arts organizations** as well as **professional development and guidance** oriented to post-pandemic recovery.

Respondents felt it was particularly important to ensure support for a reasonable period of post-pandemic recovery.

### Quotes from Respondents

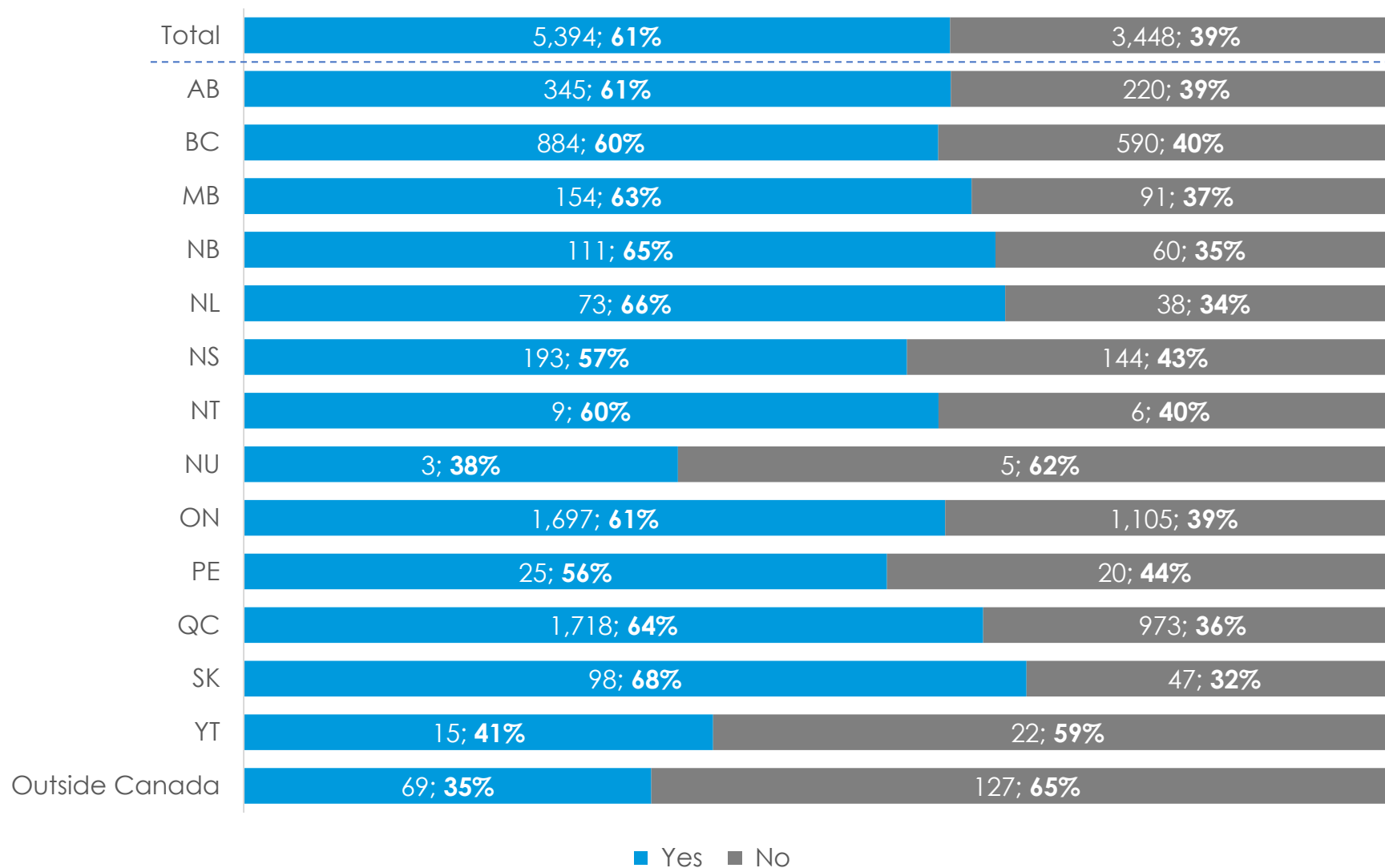
*“Additional grants that are quickly accessible for creative research and development. I think many artists have more time now that the economy has been restructured. Creative grants could help them get working while supporting themselves.”*

*“Delayed grant application dates – [it’s] very hard to meet deadlines or see how projects should be framed for 2021. Also worried about longer-term impacts on finances and projects -- not sure what measure will support this at this time.”*

*“I worry as much about the short term as I do about the long-term implications of this pandemic. While short-term emergency aid is welcome, I also would feel reassured knowing there is a future commitment to get independent artists/businesses back on track. Perhaps more readily available grants and funding for future projects in light of all the cancelled projects, tours and income that will undoubtedly occur over the coming months if not years.”*



# Federal Emergency Aid Measures by Region



The proportion of individuals, organizations and groups that **believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those in:

- Saskatchewan (68%)
- Newfoundland and Labrador (66%)
- New Brunswick (65%)

The proportion of individuals, organizations and groups that **do not believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those in:

- A country outside of Canada (65%)
- Nunavut (62%)
- Yukon (59%)

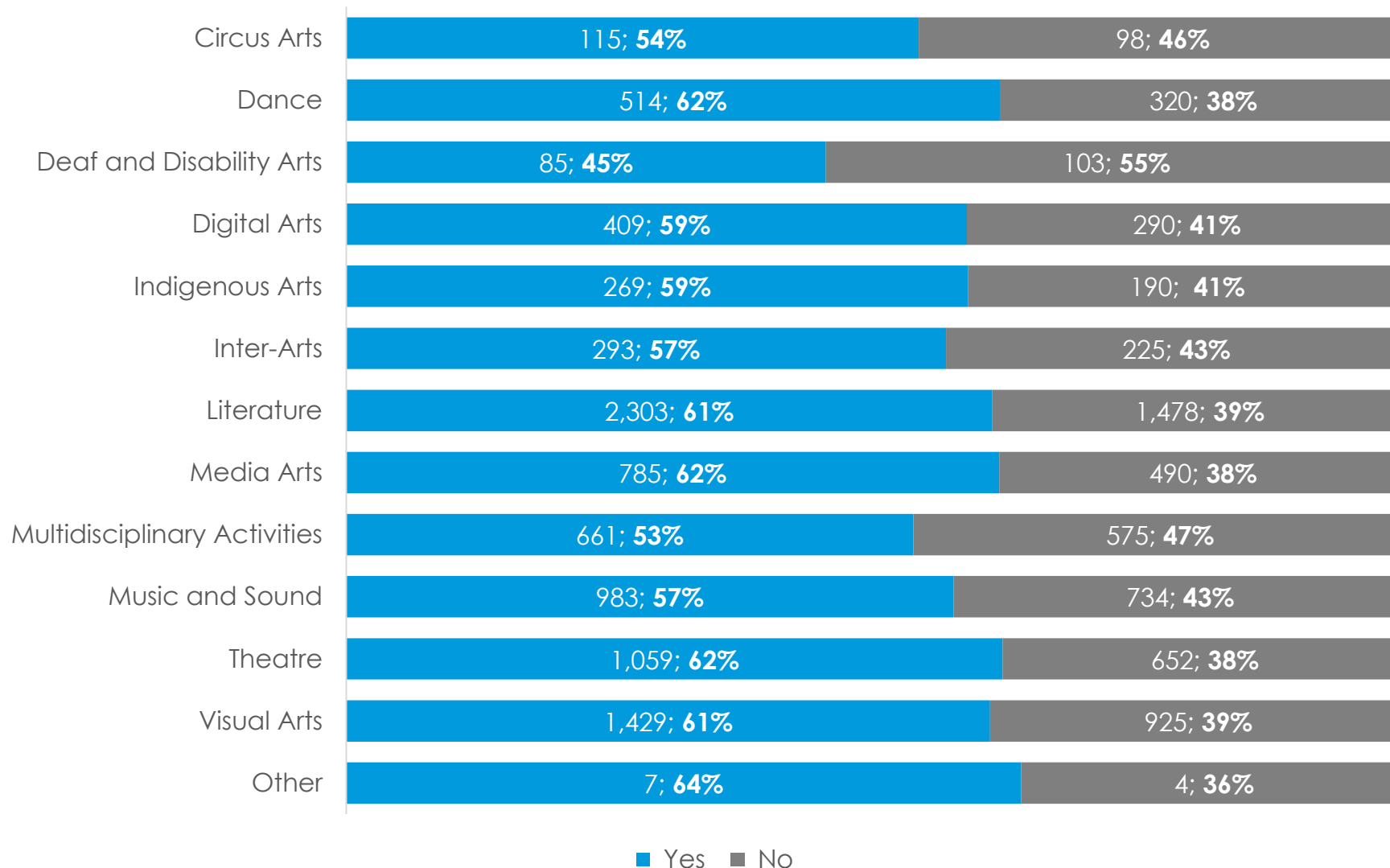
Q5B. Province, territory or country (if not in Canada)... BY

QQ1. Do you believe the emergency aid measures already announced by the federal government will help you or organization or your group get through the crisis?





# Federal Emergency Aid Measures by Field of Practice



The proportion of individuals, organizations and groups that **believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those in:

- Theatre, Dance and Media Arts (62%)
- Other fields of practice (64%)

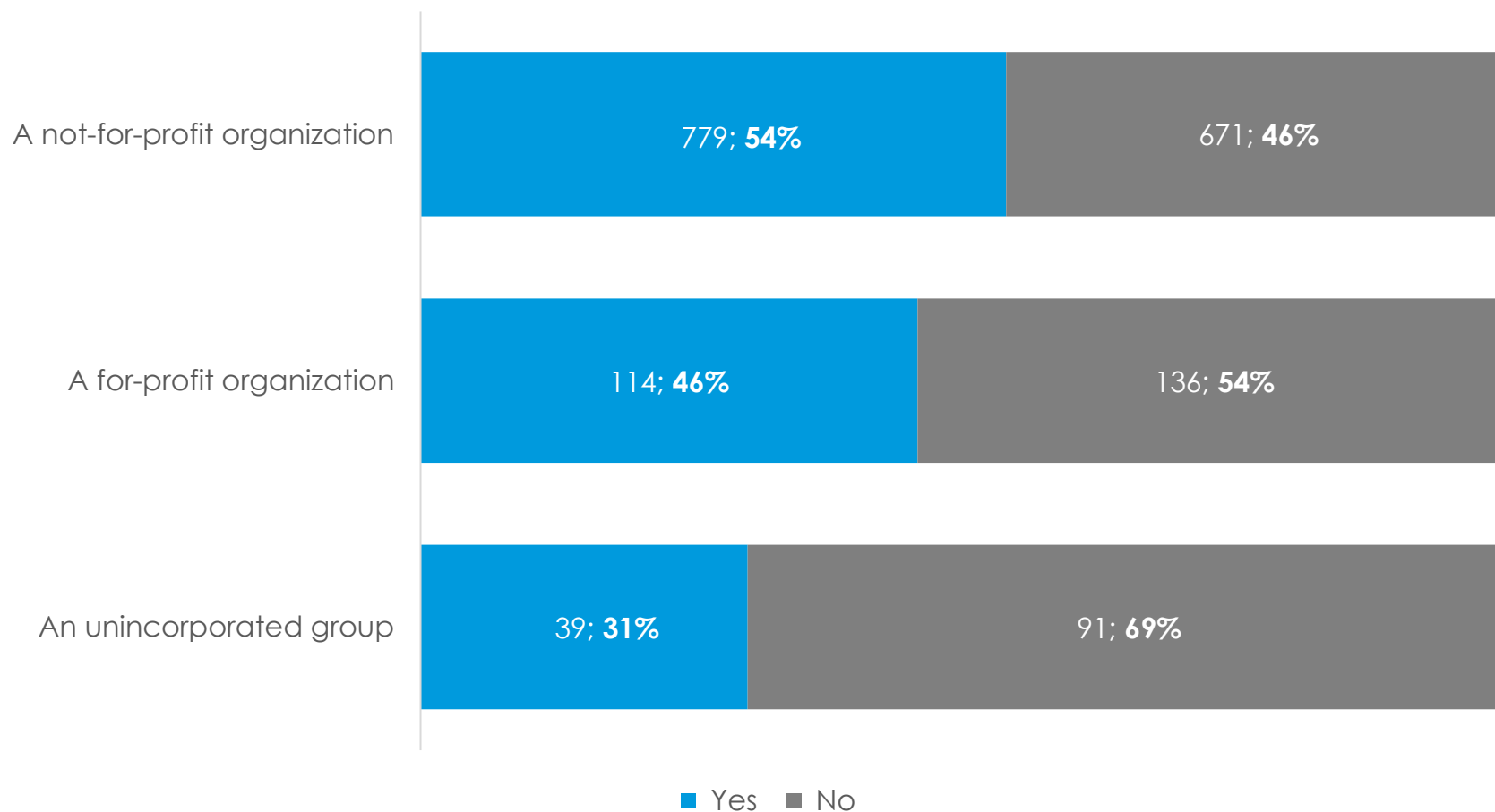
The proportion of individuals, organizations and groups that **do not believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those in:

- Deaf and Disability Arts (55%)
- Multidisciplinary Activities (47%)
- Circus Arts (46%)

Q4. What fields of practice are most relevant to you or your organization or group? Select one or more of the choices. BY  
 QQ1. Do you believe the emergency aid measures already announced by the federal government will help you or organization or your group get through the crisis?



# Federal Emergency Aid Measures by Type of Organization



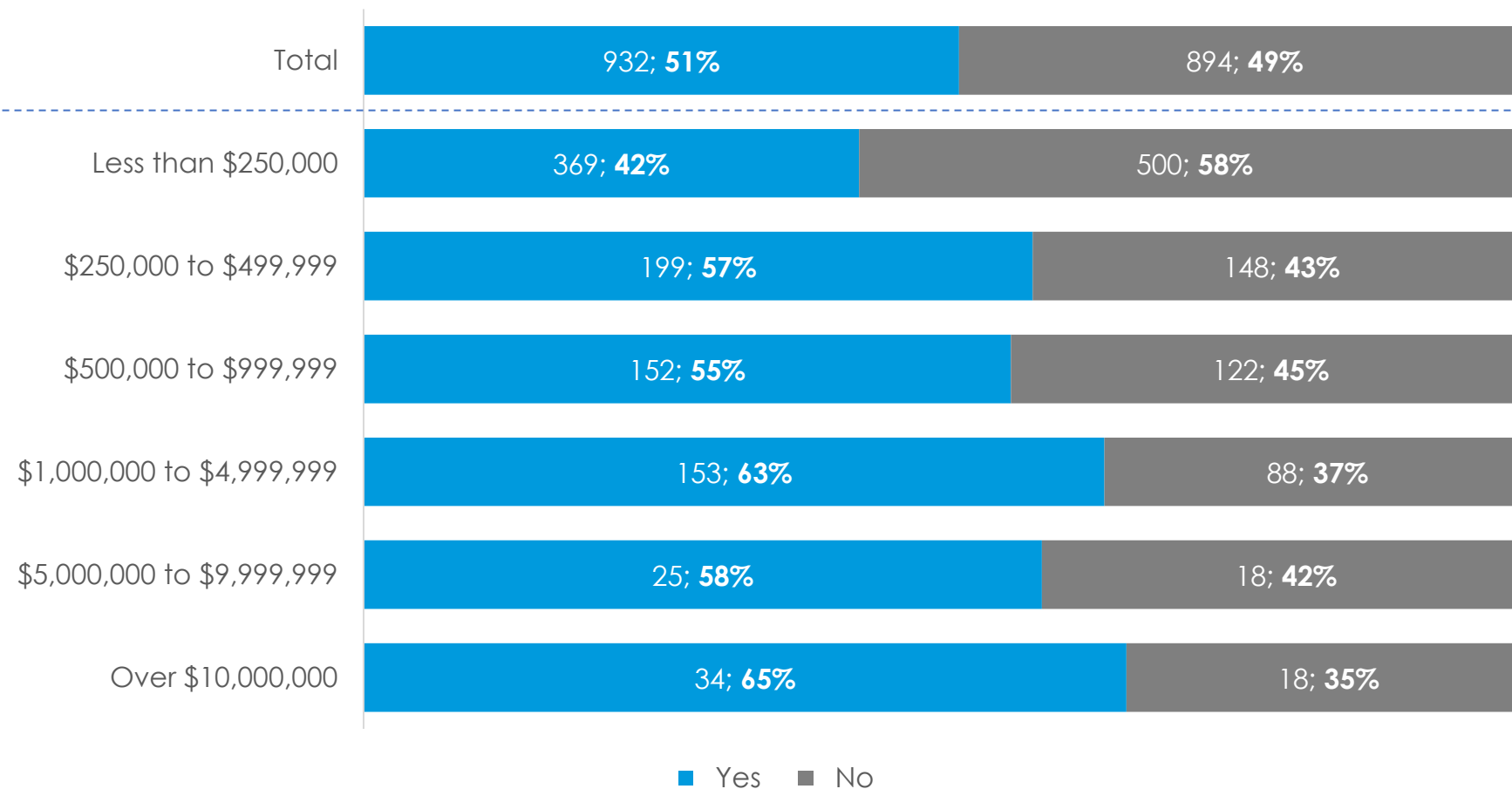
The proportion of organizations and groups that **believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those in **not-for-profit organizations (54%)**.

The proportion of organizations and groups that **do not believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those belonging to an **unincorporated group (69%)\***.

OR1. Is your arts organization or group... BY  
 QQ1. Do you believe the emergency aid measures already announced by the federal government will help you or organization or your group get through the crisis?  
 \* Note: Some organizations also identified as unincorporated groups.



# Federal Emergency Aid Measures by Revenue



The proportion of organizations and groups that **believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those with total annual revenues of \$1 million or more:

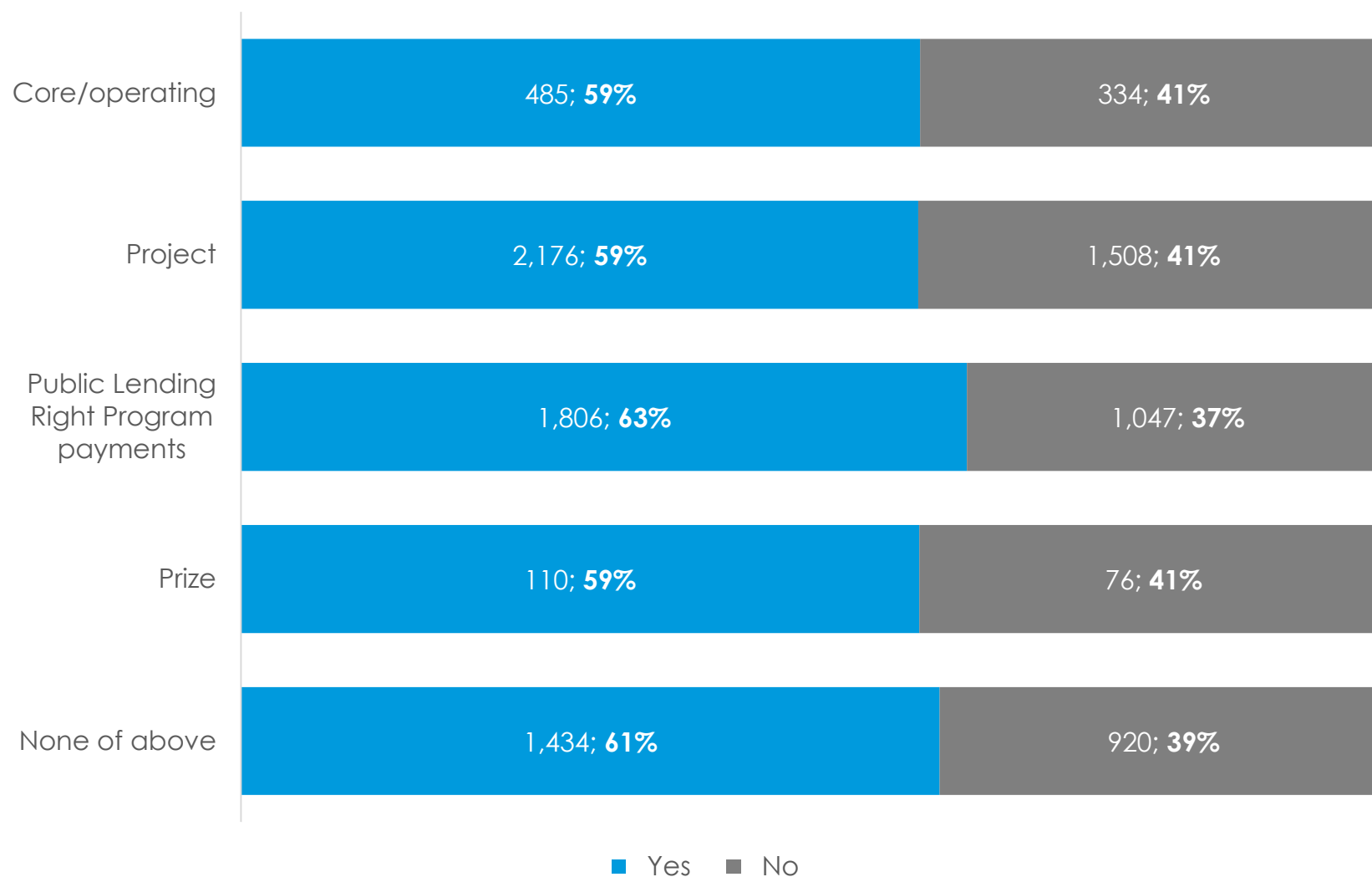
- \$1 million to under \$5 million (63%)
- \$5 million to under \$10 million (58%)
- \$10 million or more (65%)

The proportion of organizations and groups that **do not believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those with total annual revenues of less than \$250,000 (58%).

OR4. What are your organization's or group's approximate total annual revenues under normal circumstances? BY  
 QQ1. Do you believe the emergency aid measures already announced by the federal government will help you or organization or your group get through the crisis?



# Federal Emergency Aid Measures by Type of Funding Received



The proportion of individuals, organizations and groups that **believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is fairly consistent across all funding types but is highest among those who have received **Public Lending Right Program payments** (63%) from the Council in the past three years.

The proportion of individuals, organizations and groups that **do not believe the emergency aid measures announced by the federal government will help get them, their organization or group through the crisis** is highest among those who have received **project, core/operating or prize** (41%) funding from the Council in the past three years.

Q3B. What type of funding have you received from the Canada Council for the Arts in the past three years? Select one or more choices. BY  
 QQ1. Do you believe the emergency aid measures already announced by the federal government will help you or organization or your group get through the crisis?  
 Note: Core/operating funding does not include individuals; Public Lending Right Program payments does not include organizations or groups.



## Conclusion

The majority of the survey respondents are confident that the emergency aid measures introduced by the federal government will help them withstand the economic consequences of the COVID-19 pandemic.

Interestingly, most individuals, arts organizations and groups have not applied or were not planning to apply for the Canada Emergency Response Benefit (CERB), the Canada Employment Wage Subsidy (CEWS) or the Canada Emergency Business Account (CEBA), either because they were ineligible to apply, were not clear on the eligibility requirements or felt they were not in need of these benefits.

However, it is important to note that ineligibility to apply does not mean there is no need for these resources. “There are certain aspects of the sector that remain at risk. For example, a high number of organizations rely on self-employed professionals and others with an annual payroll of less than \$50,000. It should also be noted that many organizations have fixed costs that are not covered by emergency aid measures, such as production costs and venue maintenance. As such, additional measures will be required to help the non-profit arts and culture sector get through this crisis.”<sup>1</sup>

These additional measures could include revising the current emergency aid measures to be more responsive to the needs of artists and cultural workers as well as providing additional support and accommodations for use of funds through Canada Council or other public arts funders.

The Canada Council for the Arts has recently implemented strategies to address the needs of the community and will continue to adapt its response.

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<sup>1</sup> Input on measures to off-set impacts on arts sector of COVID-19 – National Survey on Federal Emergency Aid Measures and the Art Sector in Canada: Preliminary Report on the Quantitative Survey responses  
<https://canadacouncil.ca/research/april-2020-covid19-client-survey>

# Appendix: Frequency Report

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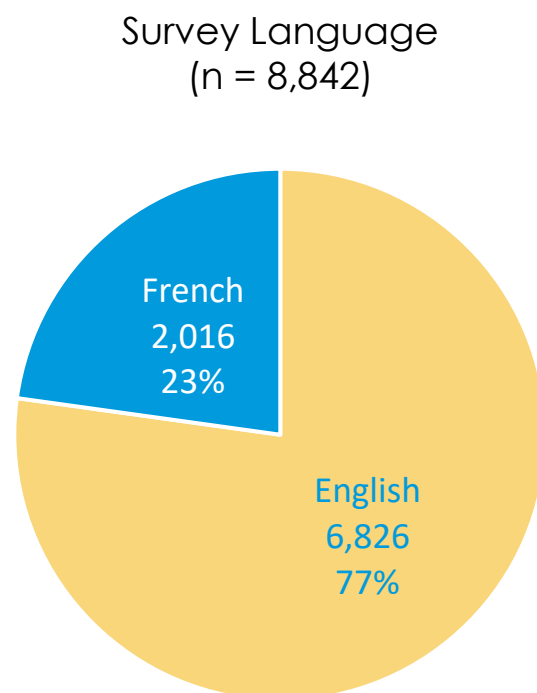
Canada Council  
for the Arts

Conseil des arts  
du Canada

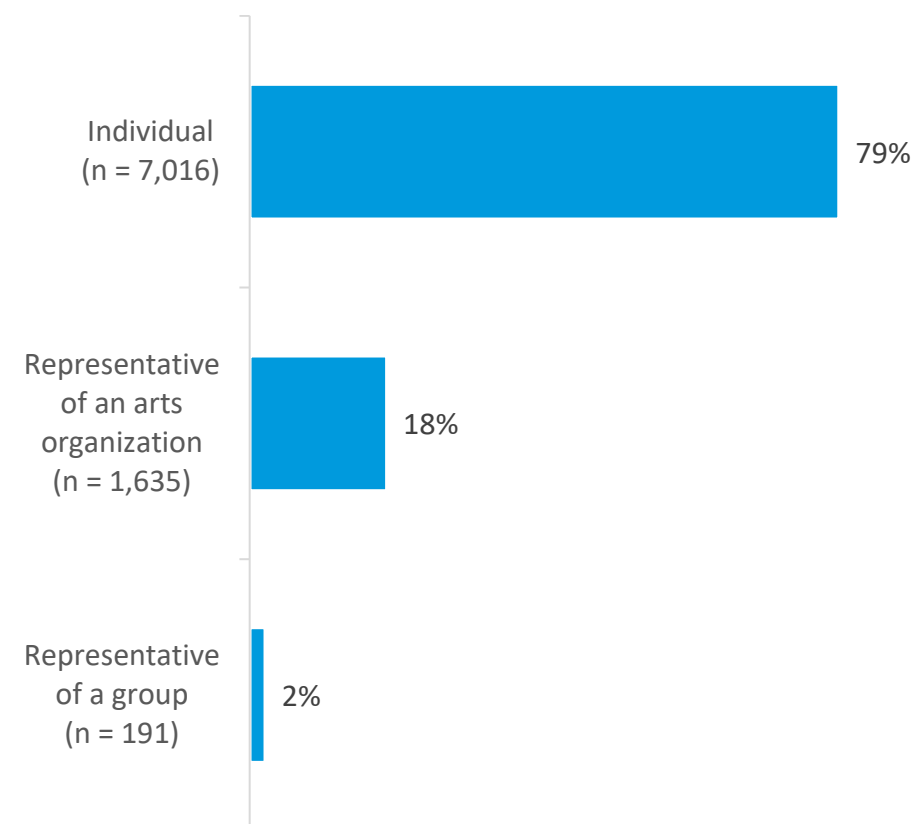


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# Survey Language and Type of Participation

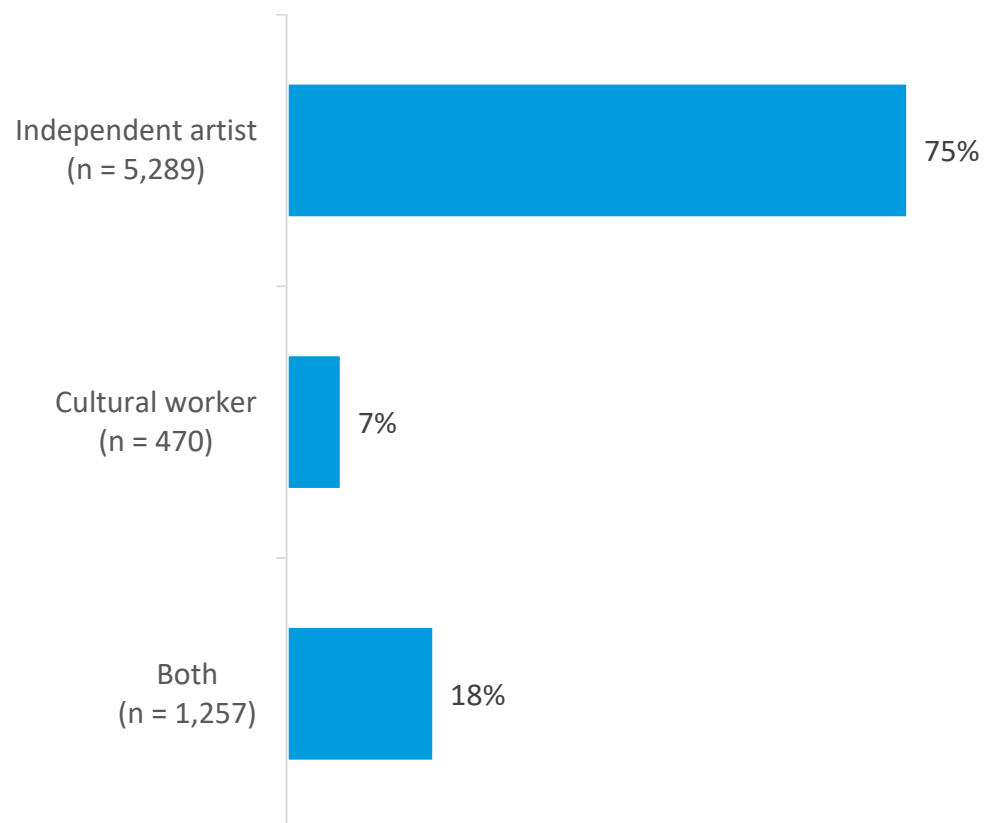


Q1. Do you want to participate in this survey as an individual or as a representative of an arts organization or group?  
(n = 8,842)

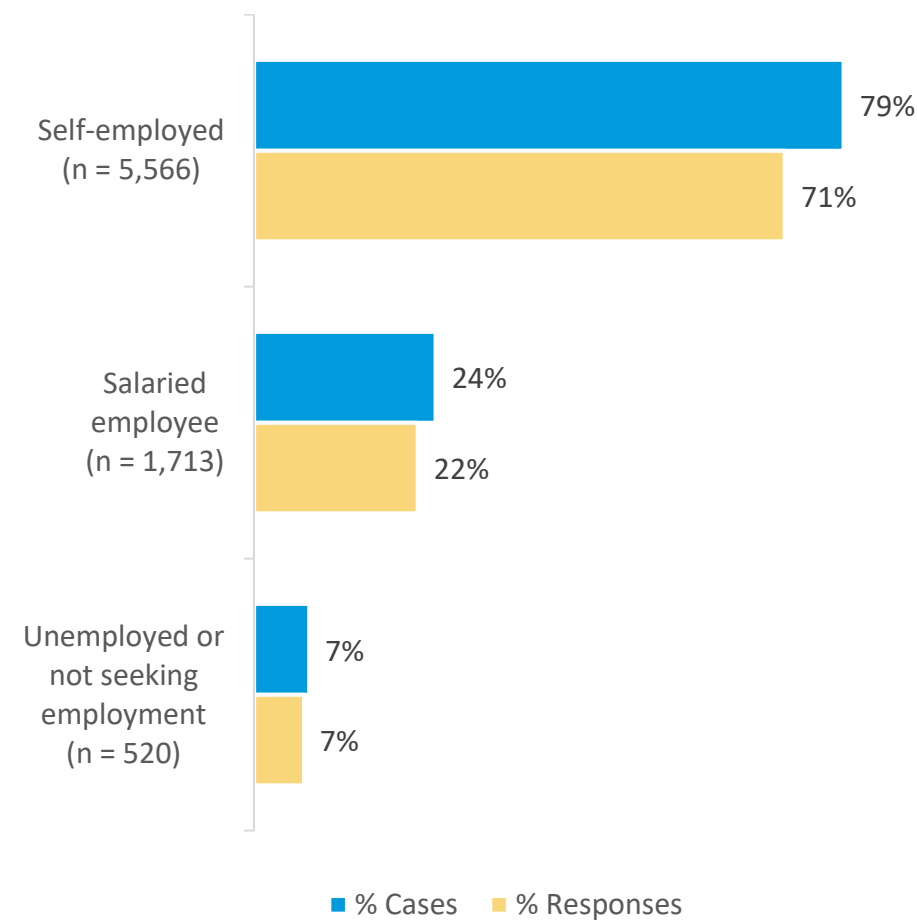


# Individuals

IN1. Are you...  
(n = 7,016)



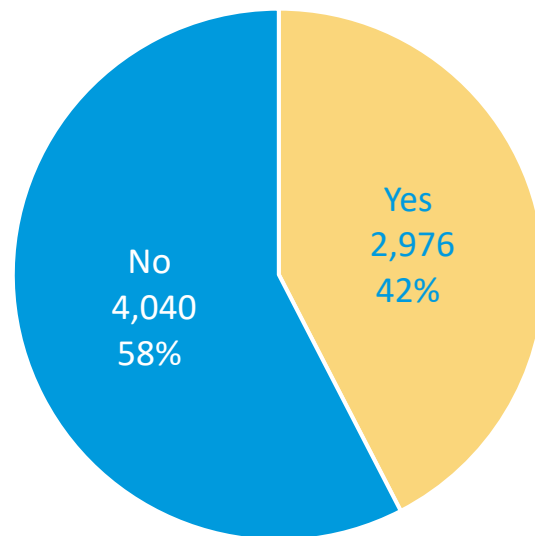
IN2. What was your employment status prior to COVID-19?  
Select one or more choices below.  
(Cases n = 7,016; Responses n = 7,799)





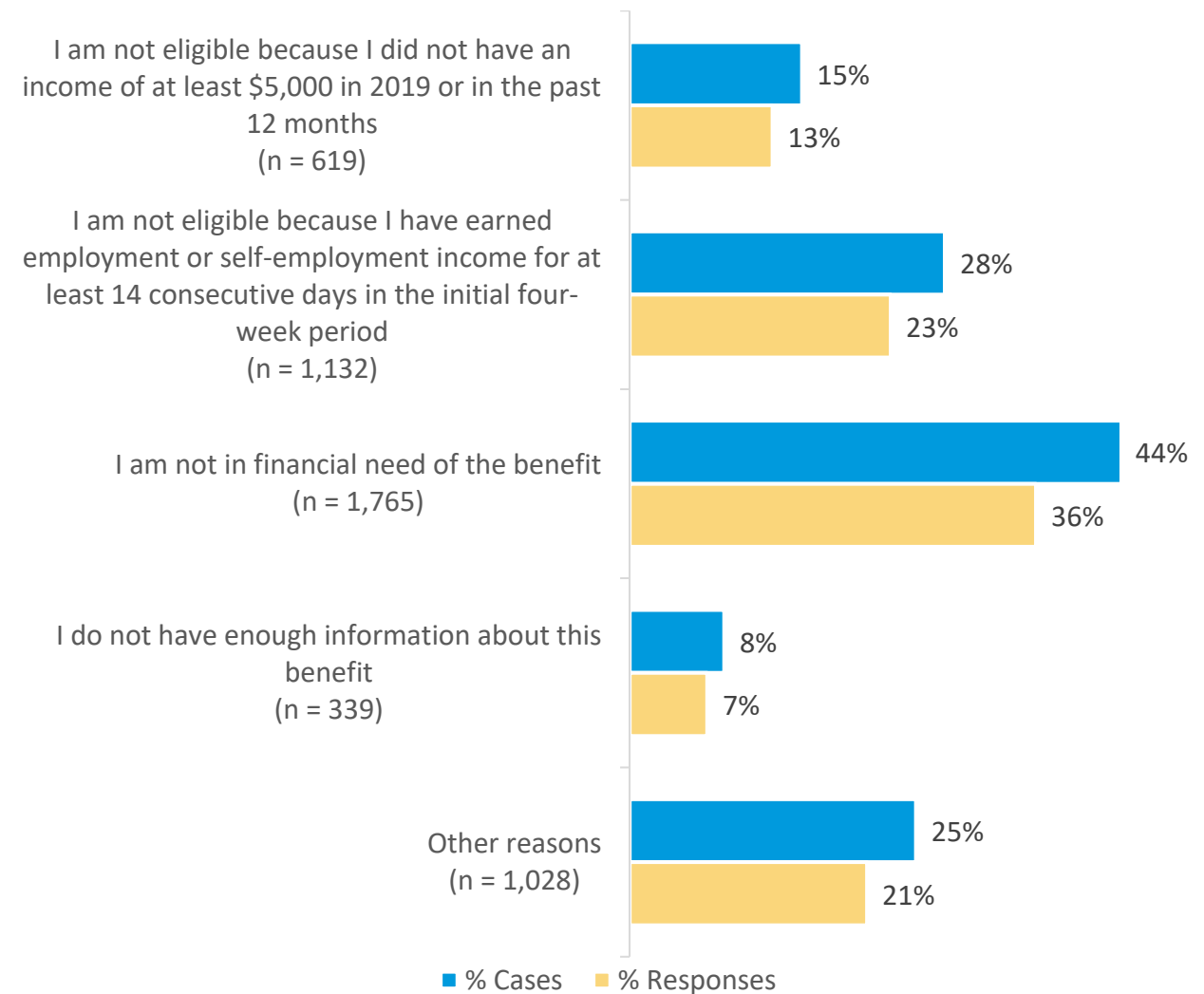
# Individuals

IN3. Have you applied or will you be applying for the Canada Emergency Response Benefit (CERB)?  
(n = 7,016)



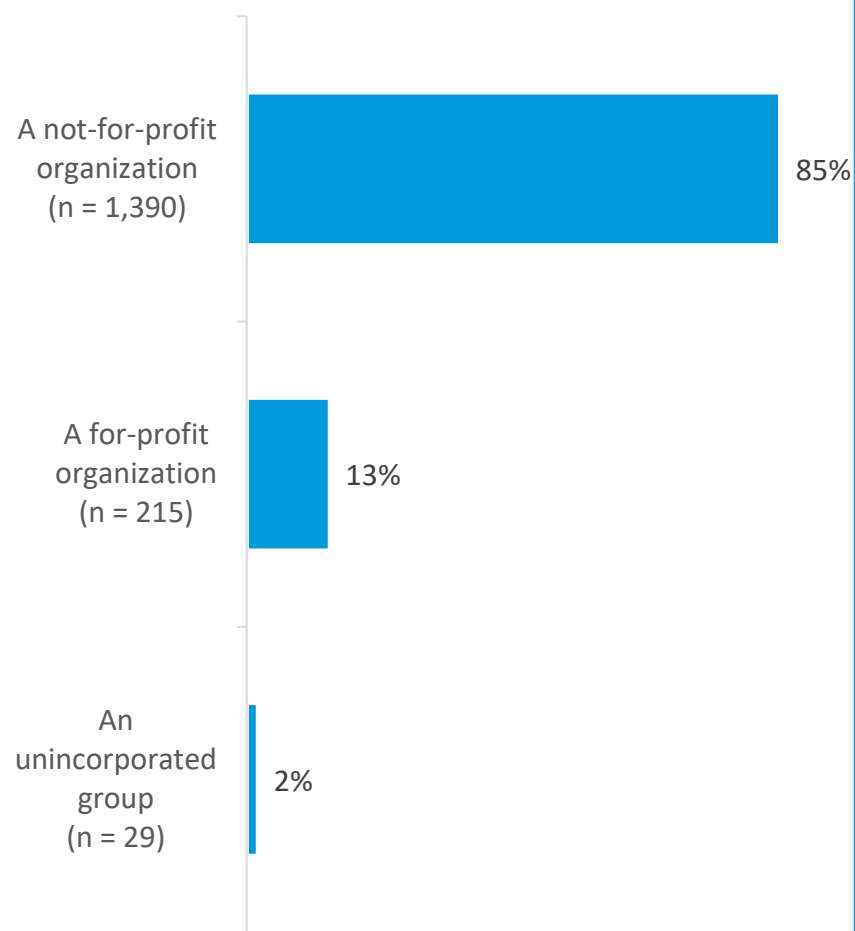
IN4. Please explain why you have not applied to the Canada Emergency Response Benefit (CERB). Select one or more choices below.

(Cases n = 4,040; Responses n = 4,883)

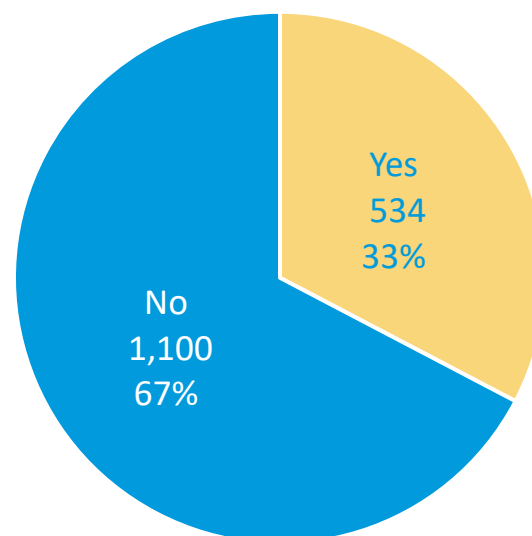


# Organizations

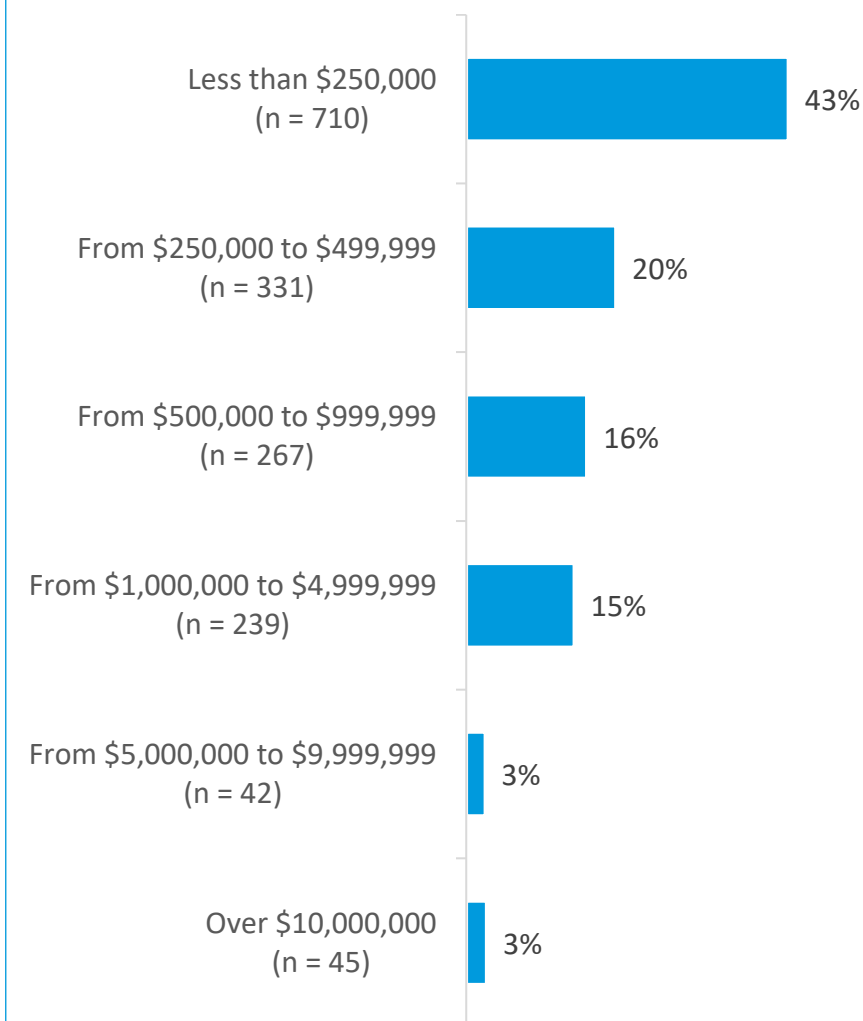
OR1. Is your arts organization or group:  
(n = 1,634)



OR2. Is your arts organization primarily a festival or a presenter?  
(n = 1,634)

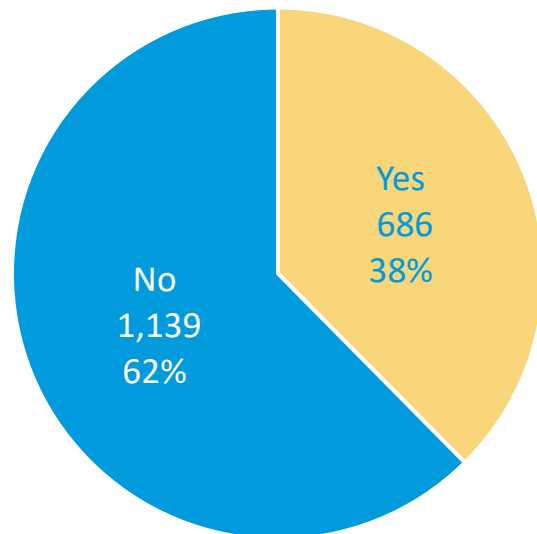


OR4. What are your organization's or group's approximate total annual revenues under normal circumstances?  
(n = 1,634)

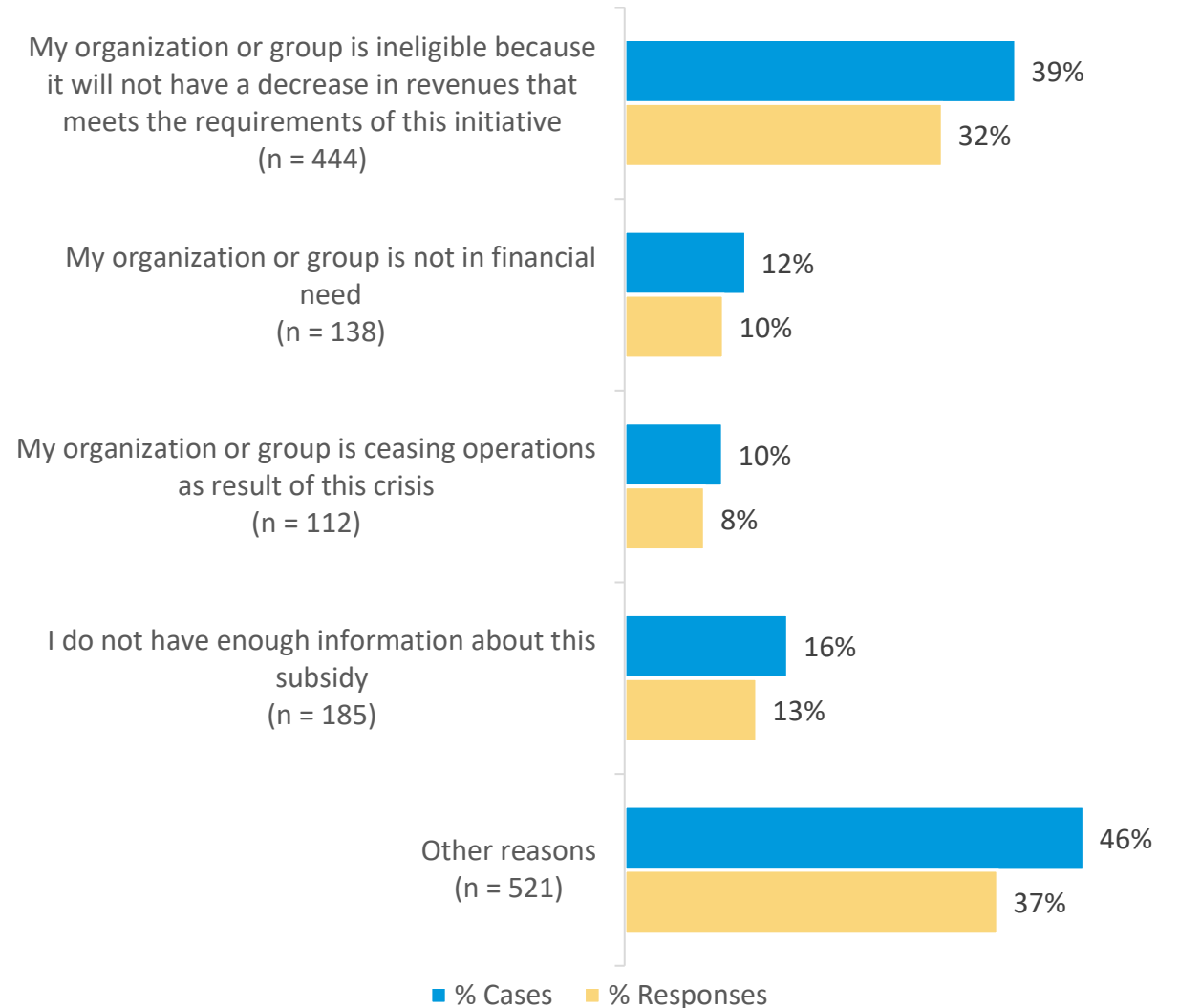


# Organizations and Groups

OR5. Has your organization or group applied, or will it be applying for, the Canada Emergency Wage Subsidy (CEWS), which may cover up to 75% of your employees' wages?  
(n = 1,825)



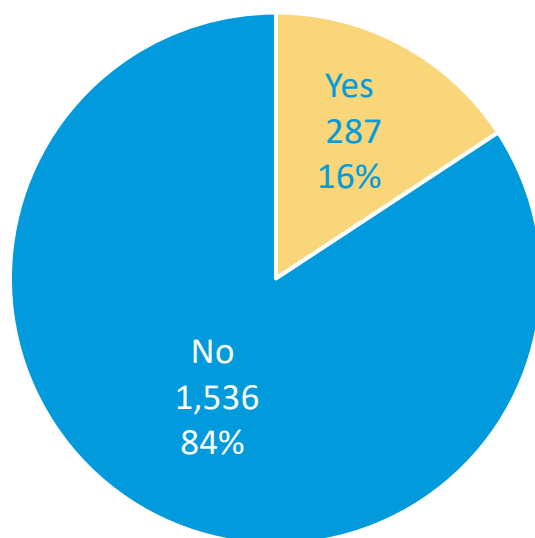
OR6. Please explain why. Select one or more choices below.  
(Cases n = 1,139; Responses n = 1,400)



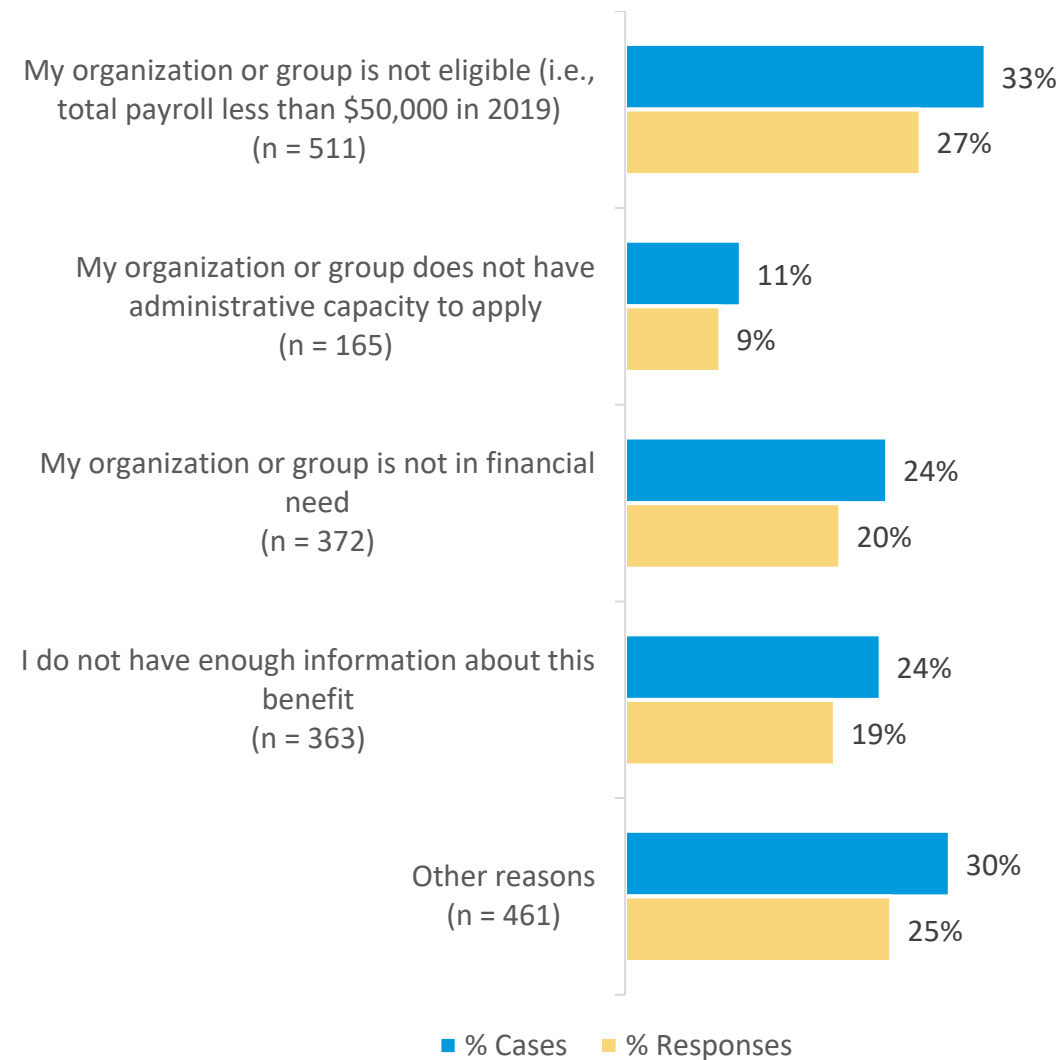
# Organizations and Groups

OR7. Has your organization or group applied or will it be applying for the Canada Business Emergency Account, through your current financial institution for an interest-free loan of up to \$40,000?

(n = 1,823)

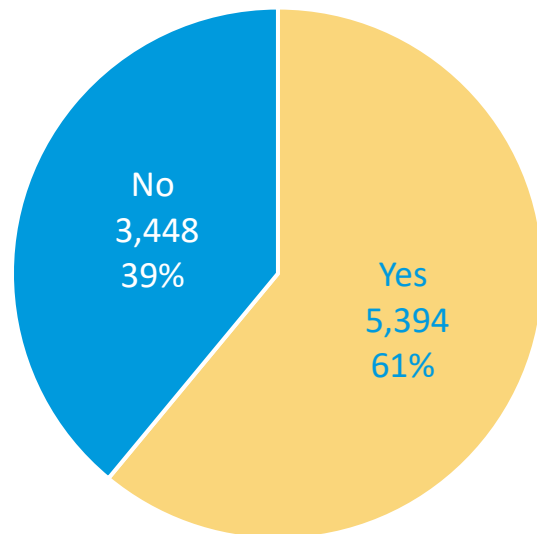


OR7A. Please explain why. Select one or more choices below. (Cases n = 1,536; Responses n = 1,872)

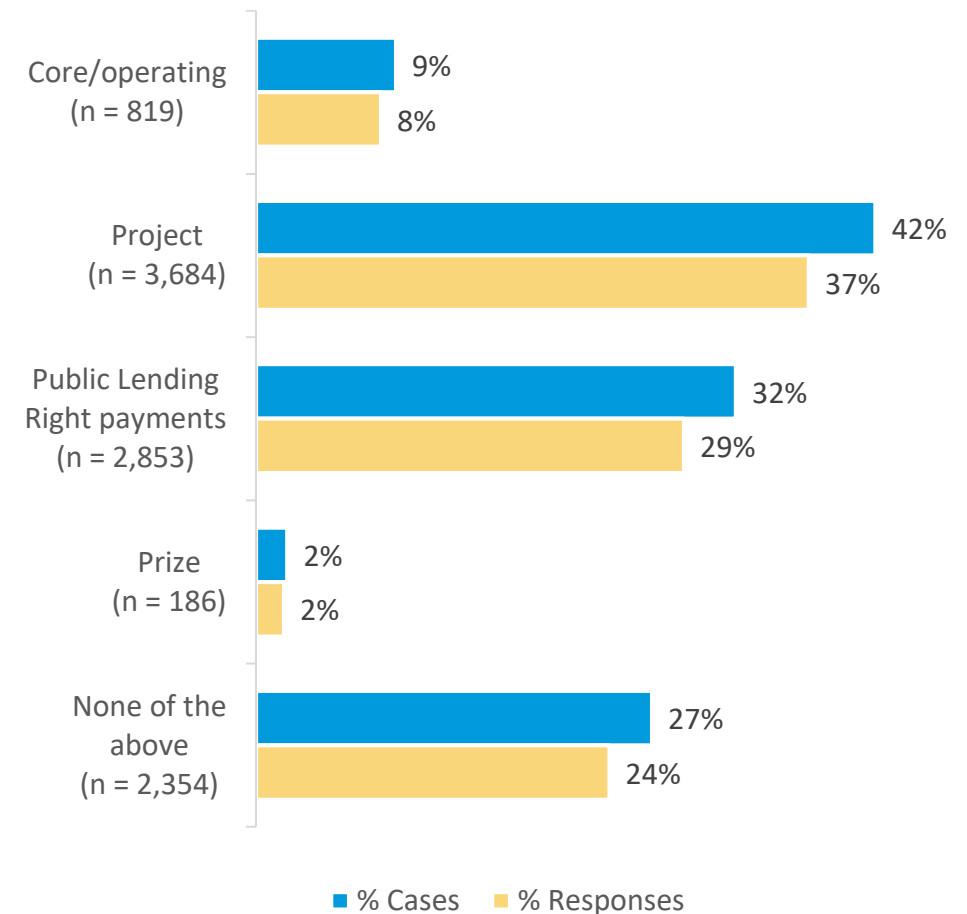


# Individuals, Organizations, and Groups

QQ1. Do you believe the emergency aid measures already announced by the federal government will help you or your organization or your group get through the crisis?  
(n = 8,842)



Q3B. What type of funding have you received from the Canada Council for the Arts in the past three years? Select one or more choices below.  
(Cases n = 8,839; Responses n = 9,896)



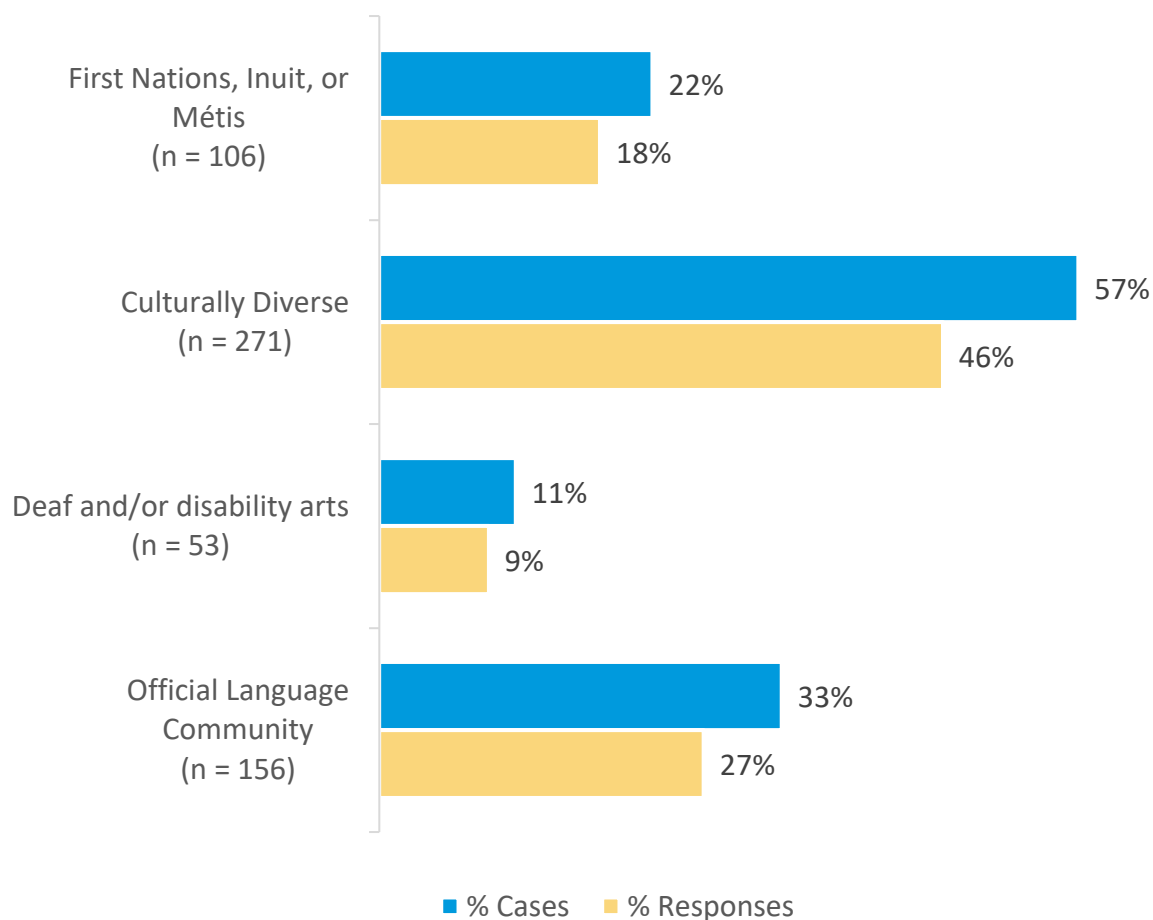


# Individuals, Organizations and Groups

Q3C. Does your arts organization or group self-identify with any of the following groups? (Optional)

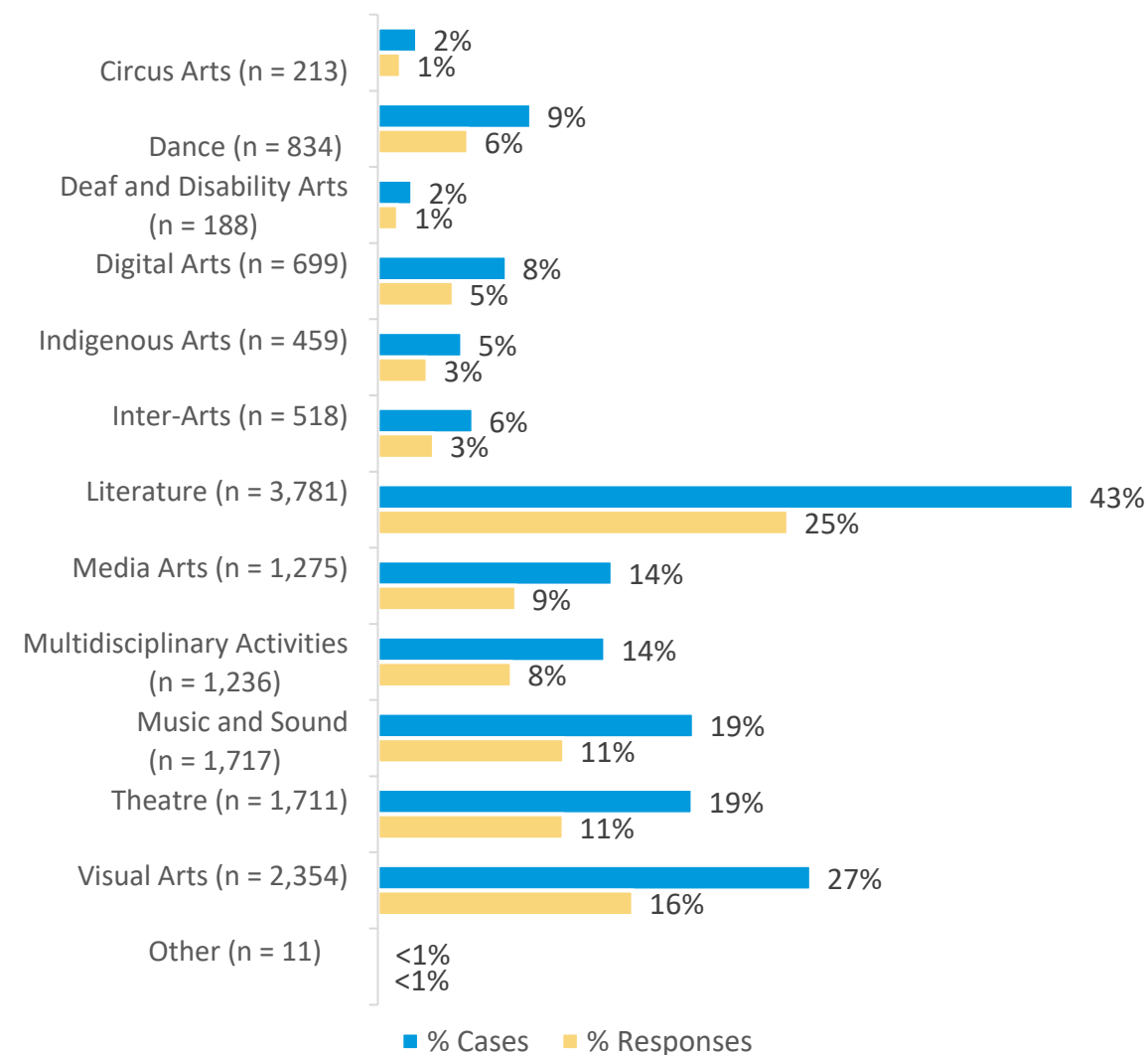
Important note: this means your mandate and the majority (i.e. 51% or more) of your activities, artistic content, and financial and human resources are dedicated to one or more of these groups.

(Cases n = 473; Responses n = 586)



Q4. What fields of practice are most relevant to you or your organization or group? Select one or more of the choices below.

(Cases n = 8,842; Responses n = 14,996)



# Individuals, Organizations and Groups

Q5B. Province, territory or country (if not in Canada):  
(n = 8,842)

