

February 2012

JUNIOR *dance* NYC
COMMITTEE

dance
WORKFORCE
CENSU\$

EARNING\$ among
individuals 21-35

THE TEAM | Dance/NYC Junior Committee with Rutgers University

“JComm” is a New York-based community of working dance artists, educators and managers and aims to:

- serve as a liaison and voice for our demographic in the community
- provide a forum for dialogue
- foster professional development among our peers
- generate ideas with Dance/NYC that serve common goals

with pro bono partnership of the Bloustein Center for Survey Research, at Rutgers University’s Edward J. Bloustein School of Planning and Public Policy

and with collaborative support from **Dance/NYC and Dance/USA**



THE AIM | dialogue, information, advocacy

In order to...

- give voice our relative peer group
- better understand our challenges & opportunities
- begin broader conversations


we designed a survey to aggregate data on earnings for work performed:

- by individuals in the Junior Committee's relative peer group (ages 21-35)
- in the calendar year 2010
- in the dance field in NYC



danceWORKFORCE CENSUS\$

THE RESPONSE | 1231 participants described 1870 jobs



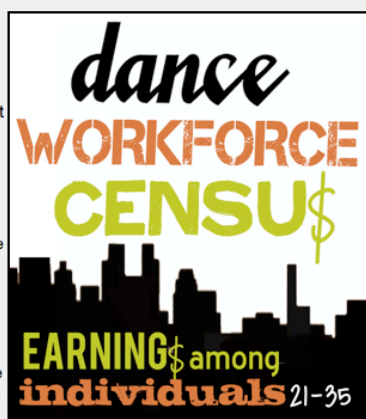
Calling dance makers, performers, educators, managers, presenters, representatives, consultants, collaborators, critics and everyone working in dance:
Did you work or volunteer in the dance field in New York City in 2010, in any capacity?
Is your age 21-35? If so:

BE COUNTED. Take the Dance Workforce Census.

To take the census, click [HERE](#) or visit dancenyc.org/becounted NOW through MAY 27.

The Research. The census is a short, web-based survey designed to collect data on how a critical segment of the workforce in the dance field in NYC is surviving, with questions about the work performed or volunteered by individuals in this demographic in the year 2010.

The Team. This is a volunteer initiative of the Dance/NYC Junior Committee, together with the Bloustein Center for Survey Research at Rutgers University's Bloustein School of Planning and Public Policy and under the advisement of Dance/NYC and Dance/USA.



Dance/NYC Junior Committee

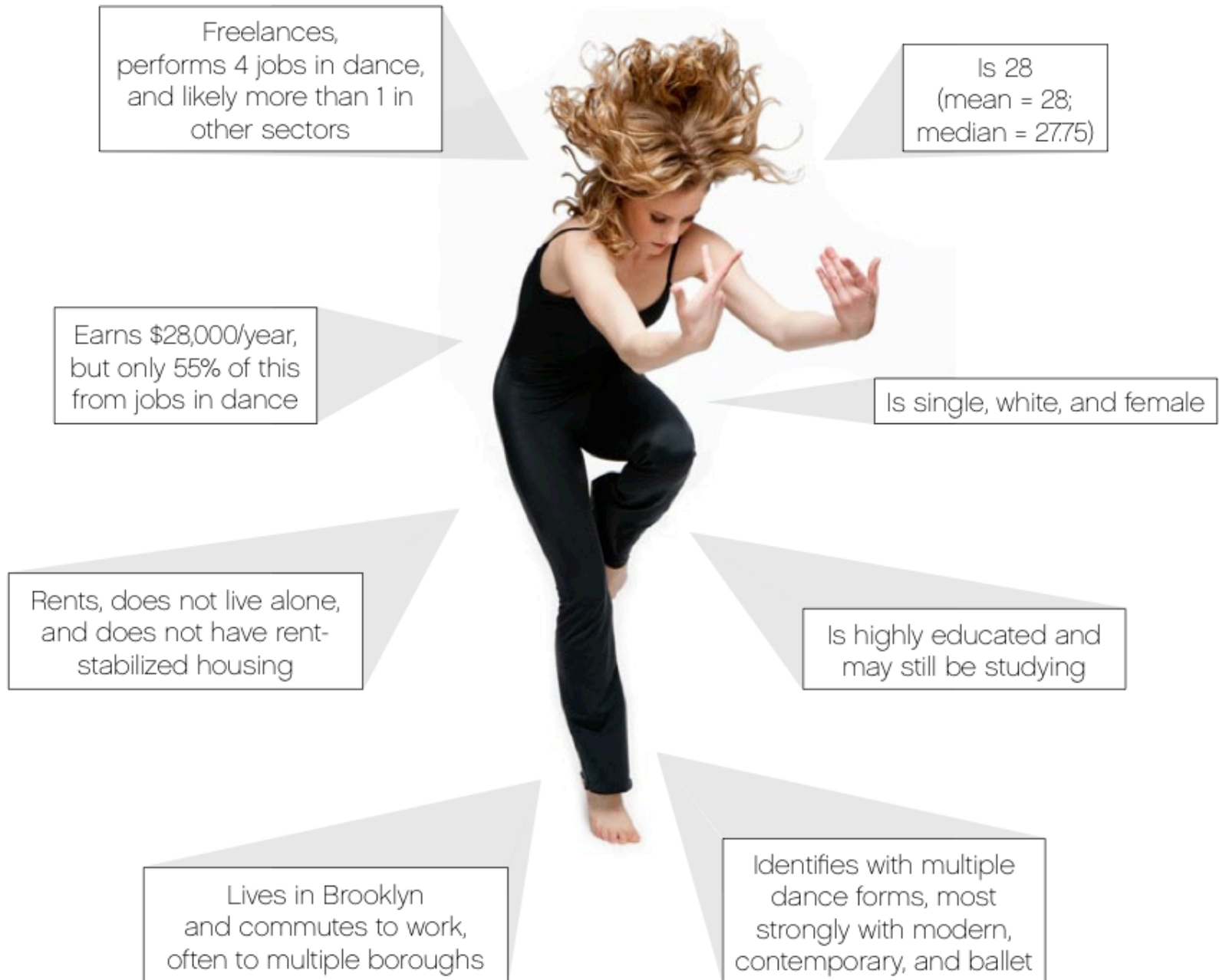
Last call to BE COUNTED. The Dance Workforce Census closes Friday, 5/27. All census-takers are eligible to win: from Gibney Dance Center, 10 hours of free rehearsal space + other prizes... Have you taken the census?
<http://www.dancenyc.org/juniorcommittee/>



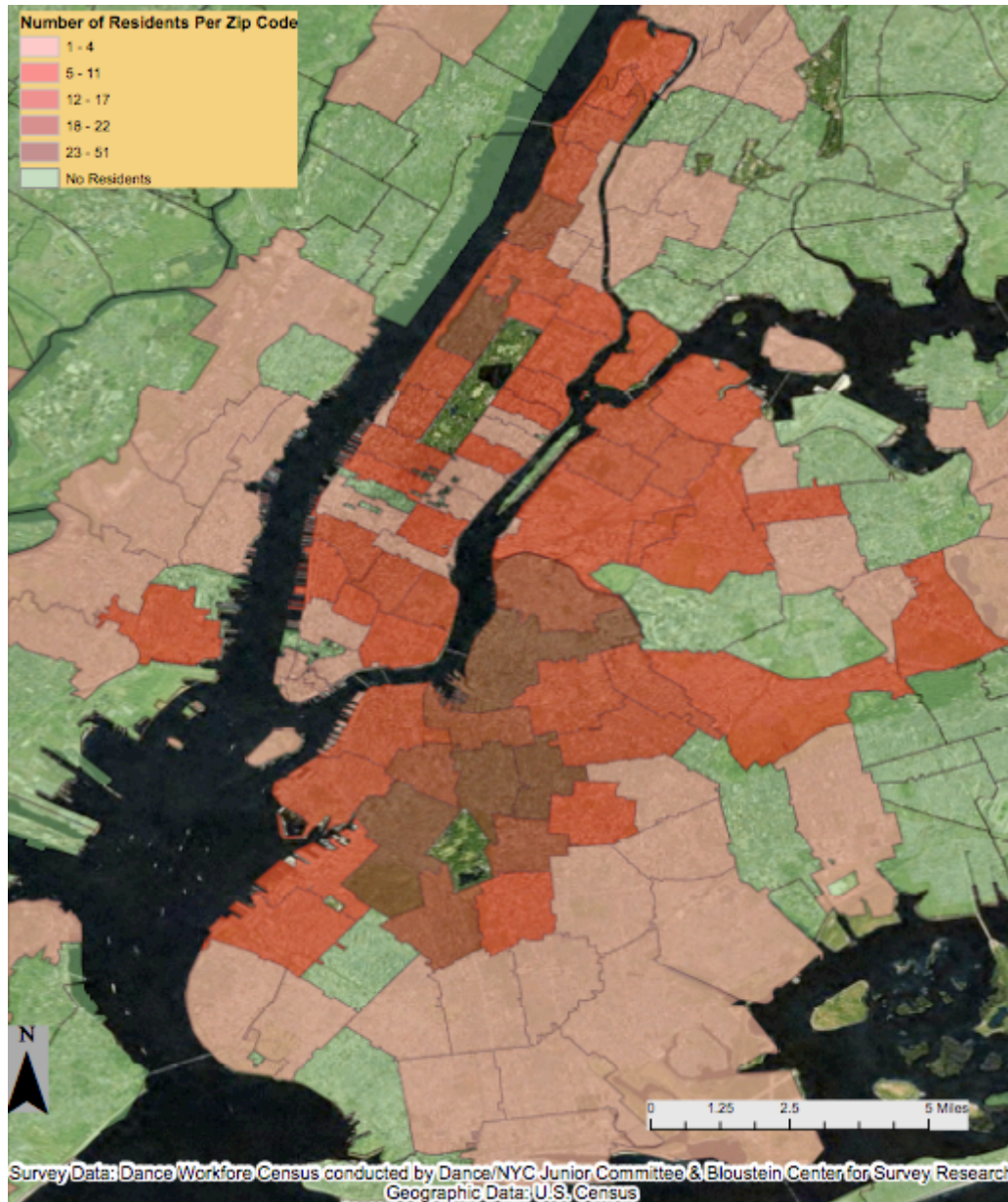
Demographics: Across 1231 participants

FINDINGS

Profile of a NYC Dance Worker, 21-35



Location of residence versus workplace:



Residence: (908 cases)

Brooklyn:	44.0%
Manhattan:	35.3%
Queens:	12.0%
The Bronx:	0.9%
Staten Island:	0.4%
Outside NYC:	7.4%

Location of dance work: (1231 cases)

Manhattan:	93.6%
Brooklyn:	55.3%
Queens:	18.5%
The Bronx:	5.6%
Staten Island:	2.5%

Dance genres represented

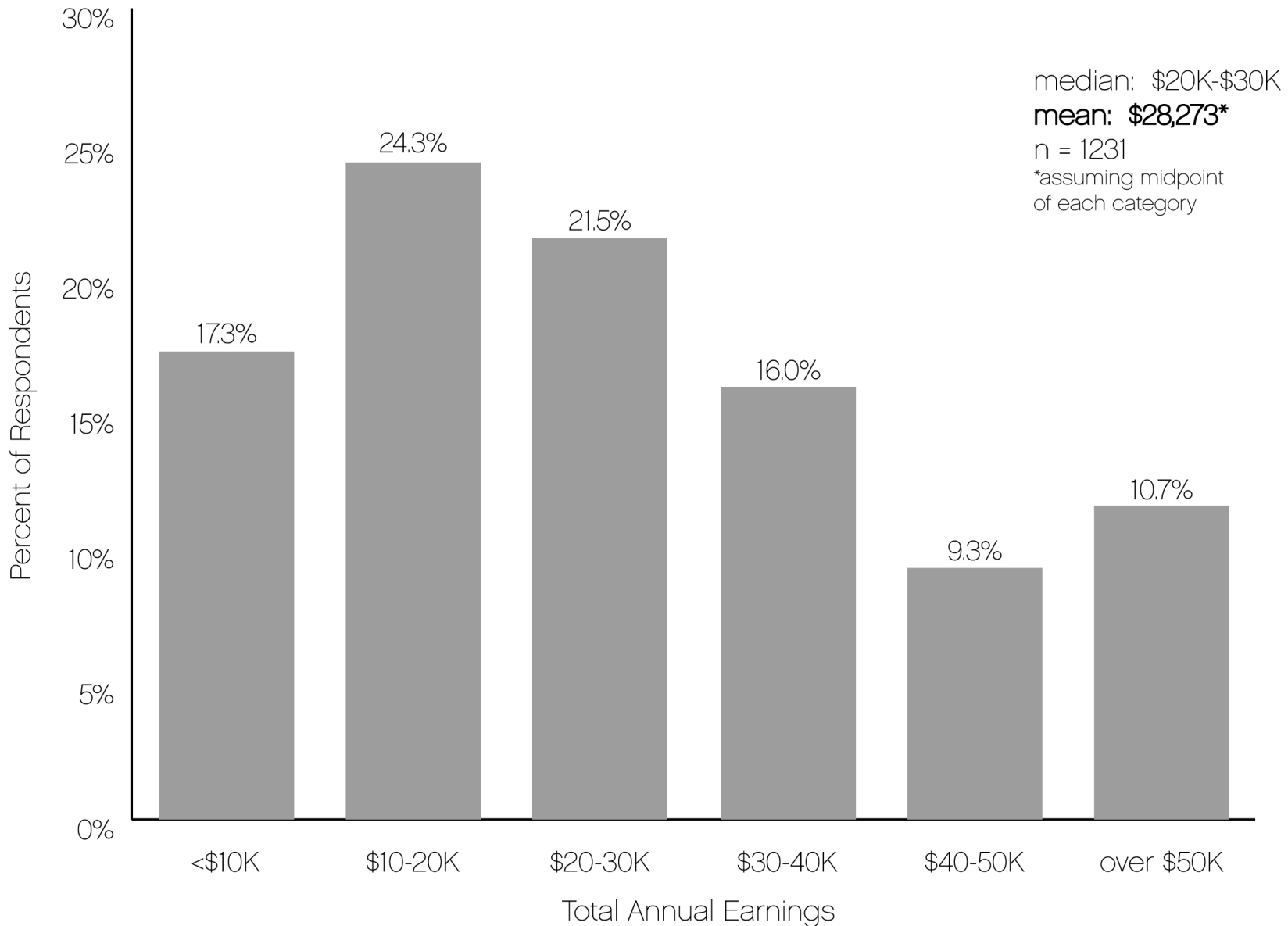
- Modern: 70.1%
- Contemporary (American): 67.4%
- Ballet: 50.9%
- Postmodern dance: 42.2%
- Performance art: 37.6%
- Cultural or ethnic*: 34.0%
- Contemporary (European): 31.7%
- Jazz: 21.8%
- Musical theater: 20.0%

*Aggregates responses for African (11.2%), Latin or Hispanic (7.6%), Folk (6.4%), Asian (4.9%), Middle Eastern (2.9%), and Native American (1.0%) dance forms.

Financial Data: Across all 1271 individuals

FINDINGS

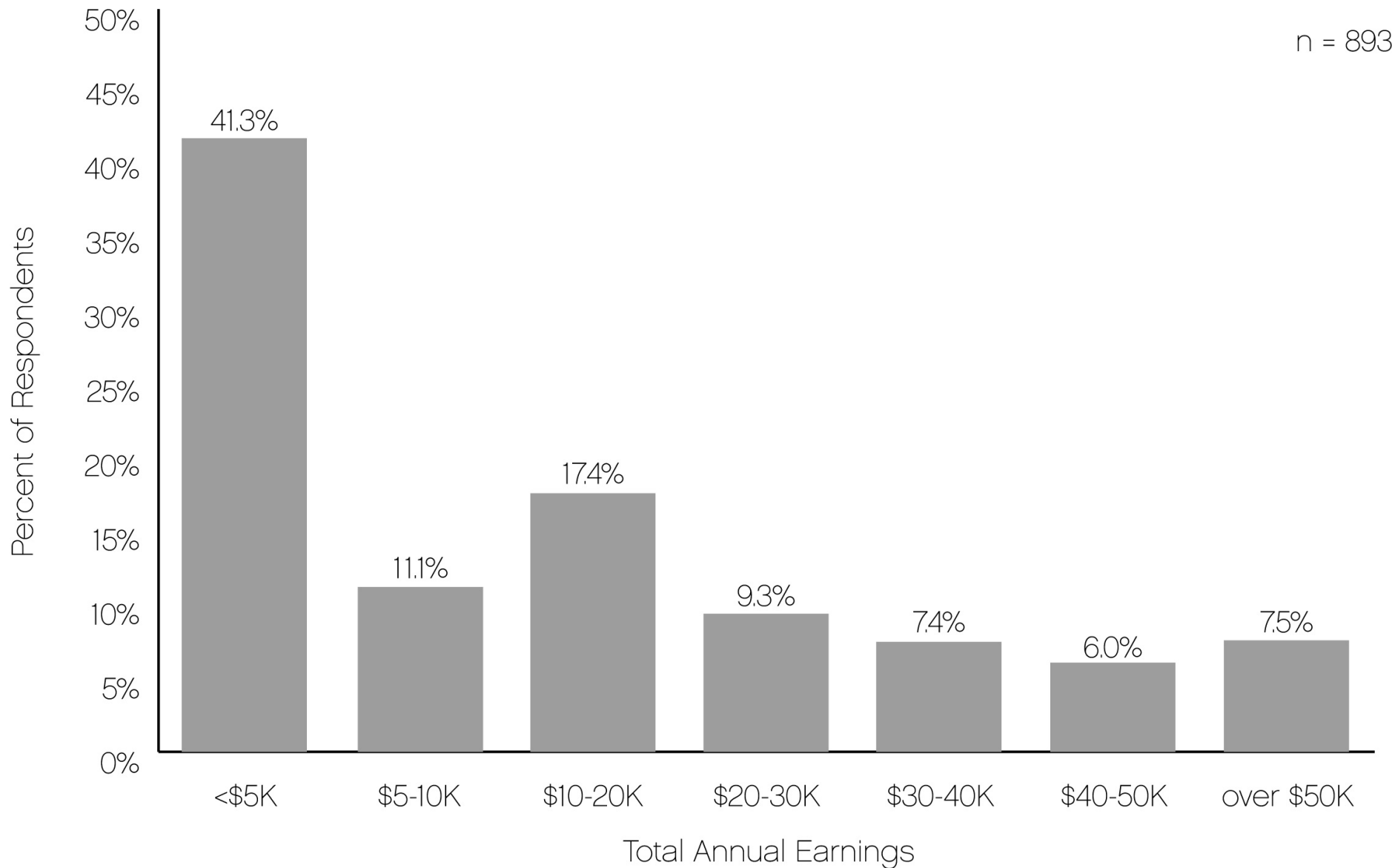
Total annual income, 2010



Number of NYC dance jobs performed:
(1147 cases)

3–5 jobs:	42.3% of respondents
1 job:	18.3%
2 jobs:	17.4%
6–10 jobs:	15.7%
>10 jobs:	6.3%

Total income from work in dance, 2010



Hybrid careers:

68.8% of respondents have at least one non-industry job, with more than half reporting multiple jobs:

1 job:	47.6%
2 jobs:	28.2%
3 jobs:	14.8 %
4 jobs:	4.1%
>5 jobs:	4.1%
5 jobs:	1.3%

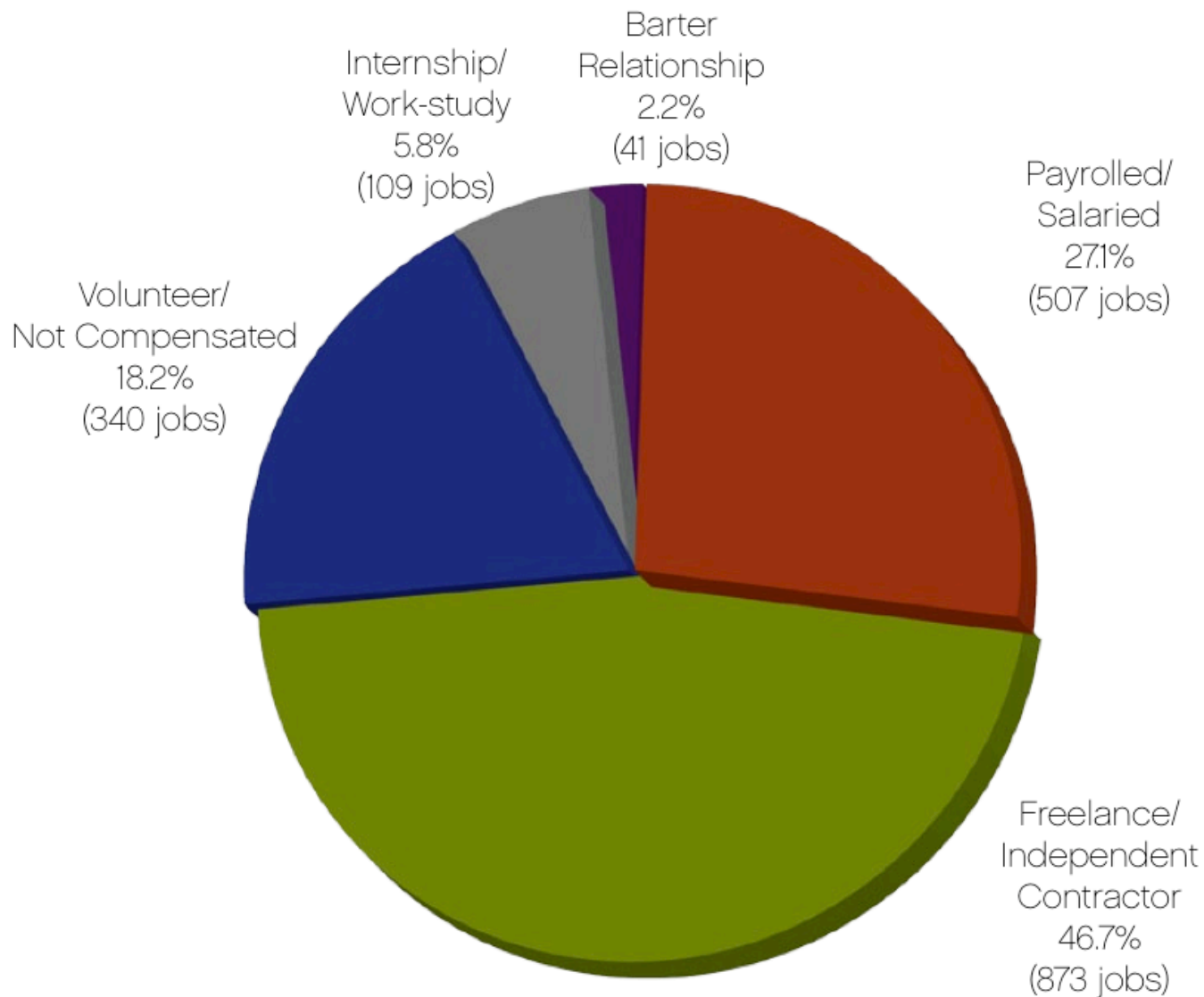
Common sectors:

Restaurants/Hospitality:	26.1 %
Administrative:	22.0%
Bodywork/Fitness:	21.8%
Not-for-profit:	13.0%
Education:	18.9%
Other performing arts:	9.3%
Retail/Sales:	9.9%
Media Arts/Design:	7.5%
Marketing/PR:	6.3%
Healthcare:	3.7%
IT/Technology:	2.9%
Finance/Accounting:	2.6%
Government/Public Policy:	2.0%

Across all DANCE JOBS reported: 1870 jobs

FINDINGS

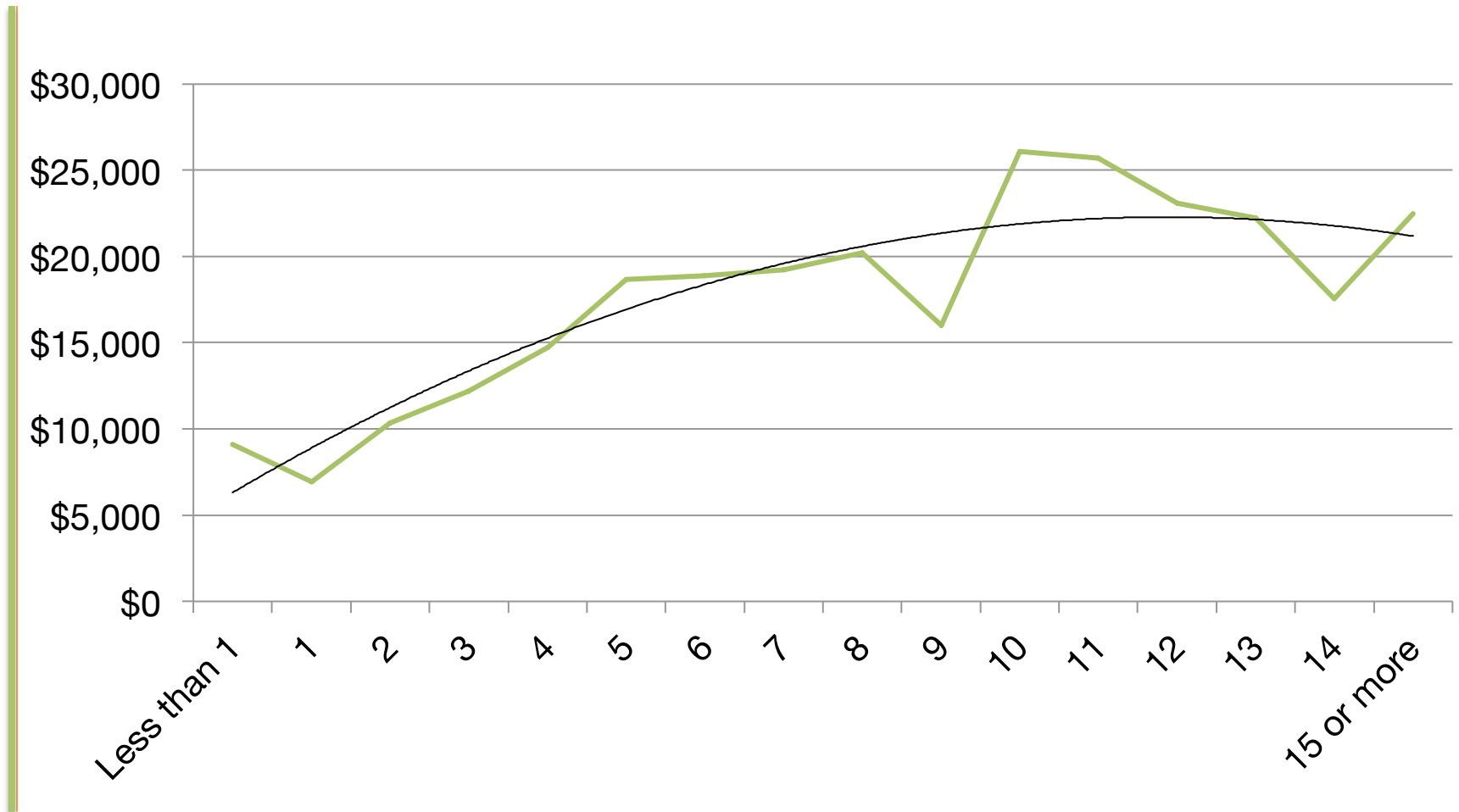
Terms of Compensation

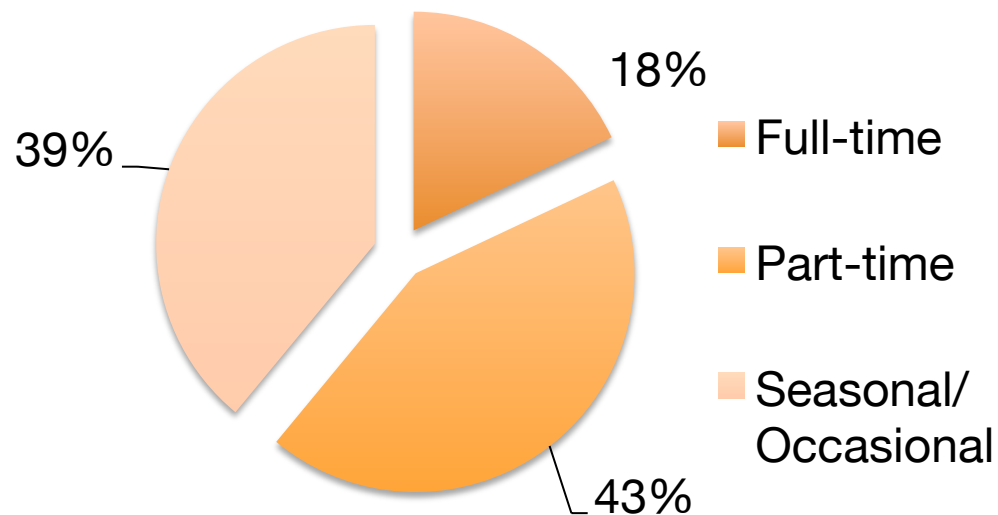


Common roles

DEVELOPMENT/FUNDRAISING 5% COMPANY MANAGEMENT 3%
GENERAL ADMINISTRATION 7% PUBLICITY/MARKETING 5%
DANCER/PERFORMER 34%
ARTISTIC DIRECTION 20% EDUCATION 13%
MANAGEMENT/ADMINISTRATION 20%

Earnings increase with experience (843 cases)

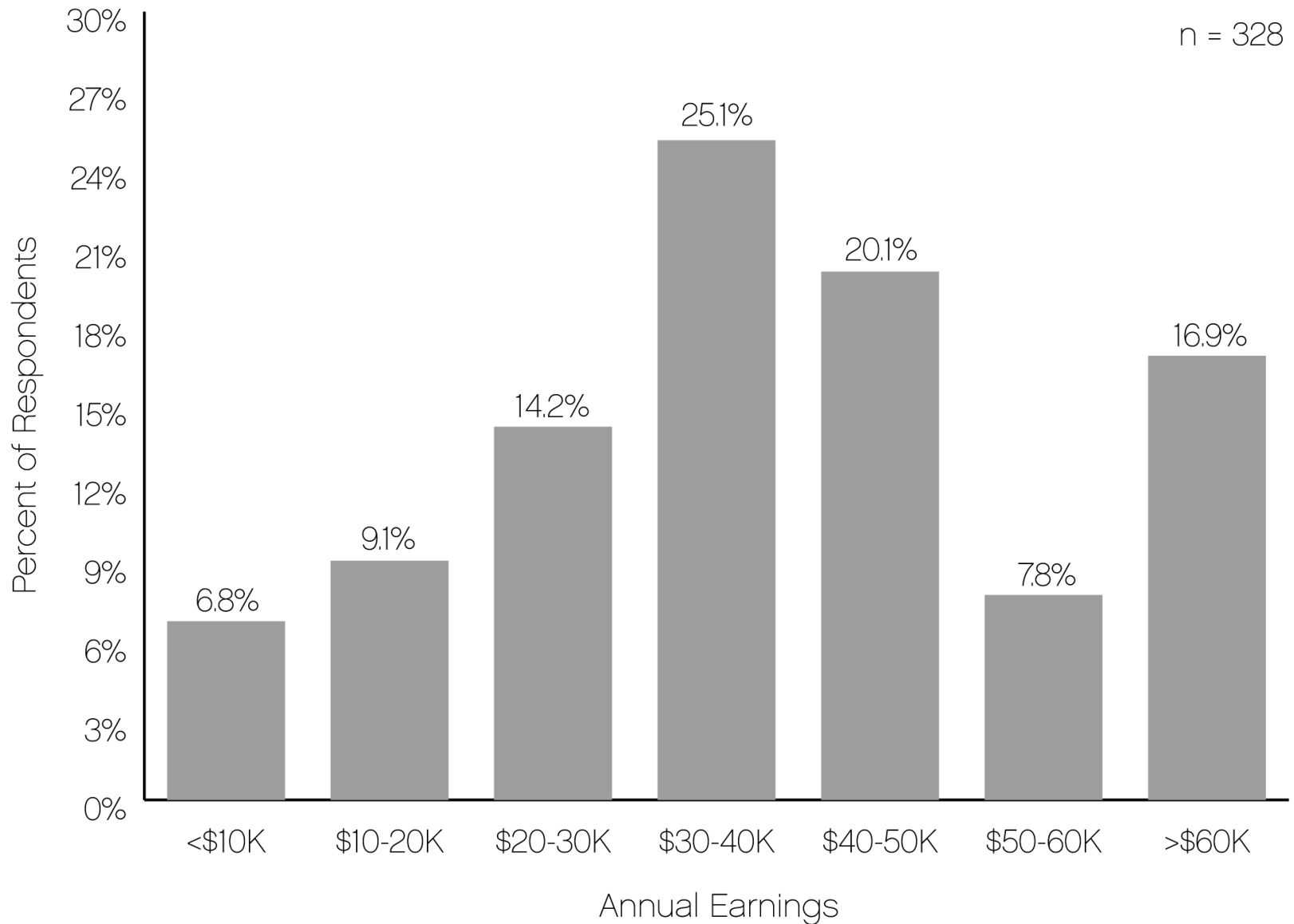




18% of jobs reported are full-time (328 jobs)

FINDINGS:

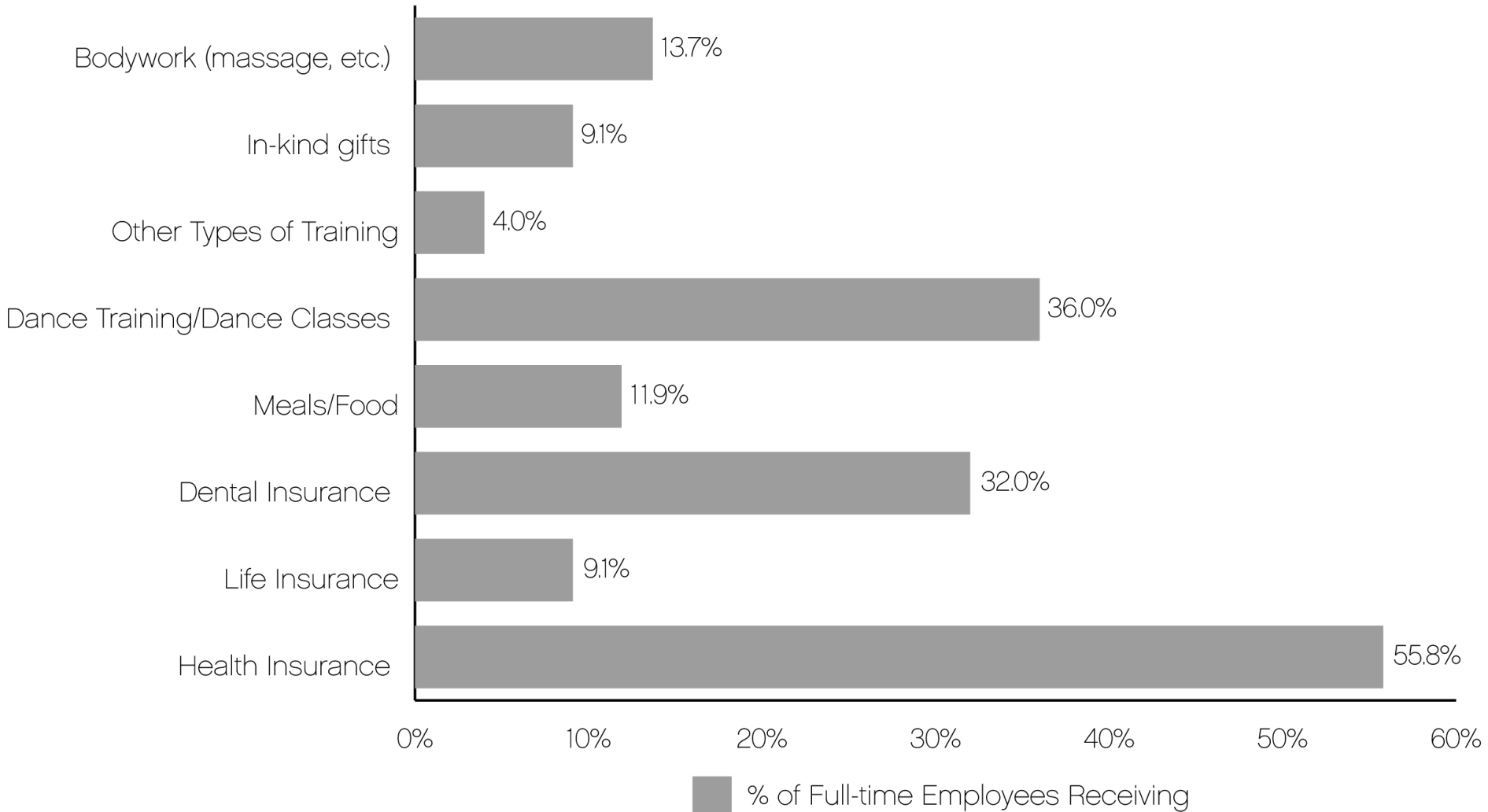
Total annual income, 2010

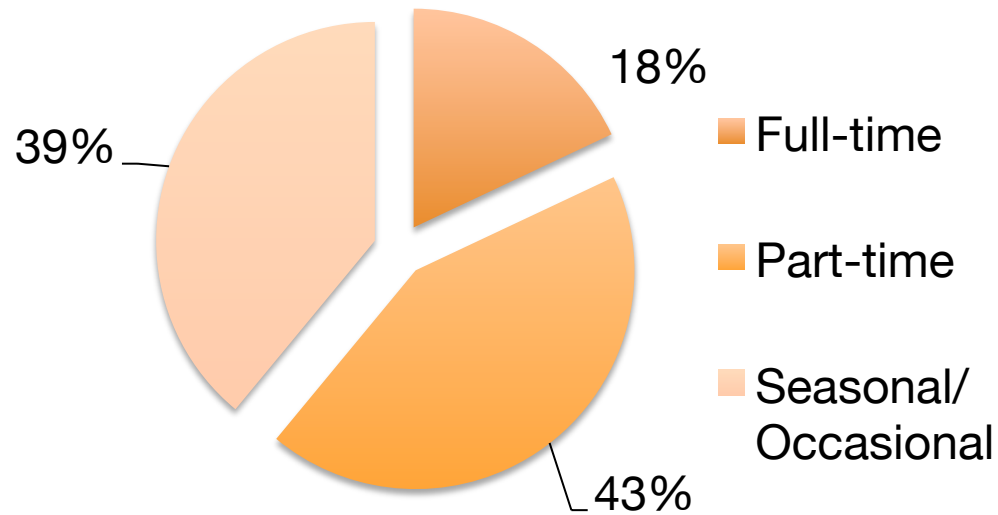


Full time jobs | Annual earnings by type of work and job level

Full Time Positions (# of cases)	Entry Level	Mid-Level	Senior	Executive	Overall average salary
Dancer/Performer (64)	21,194	35,150	43,967	*	43,105
General Administration (43)	35,500	38,125	43,763	53,000	39,327
Development/Fundraising (45)	34,300	42,024	50,350	50,200	42,984
Publicity/Marketing (38)	31,208	42,376	50,117	50,200	43,196
Company Management (25)	31,625	36,625	45,975	42,750	40,532

Full-time dance jobs | Benefits





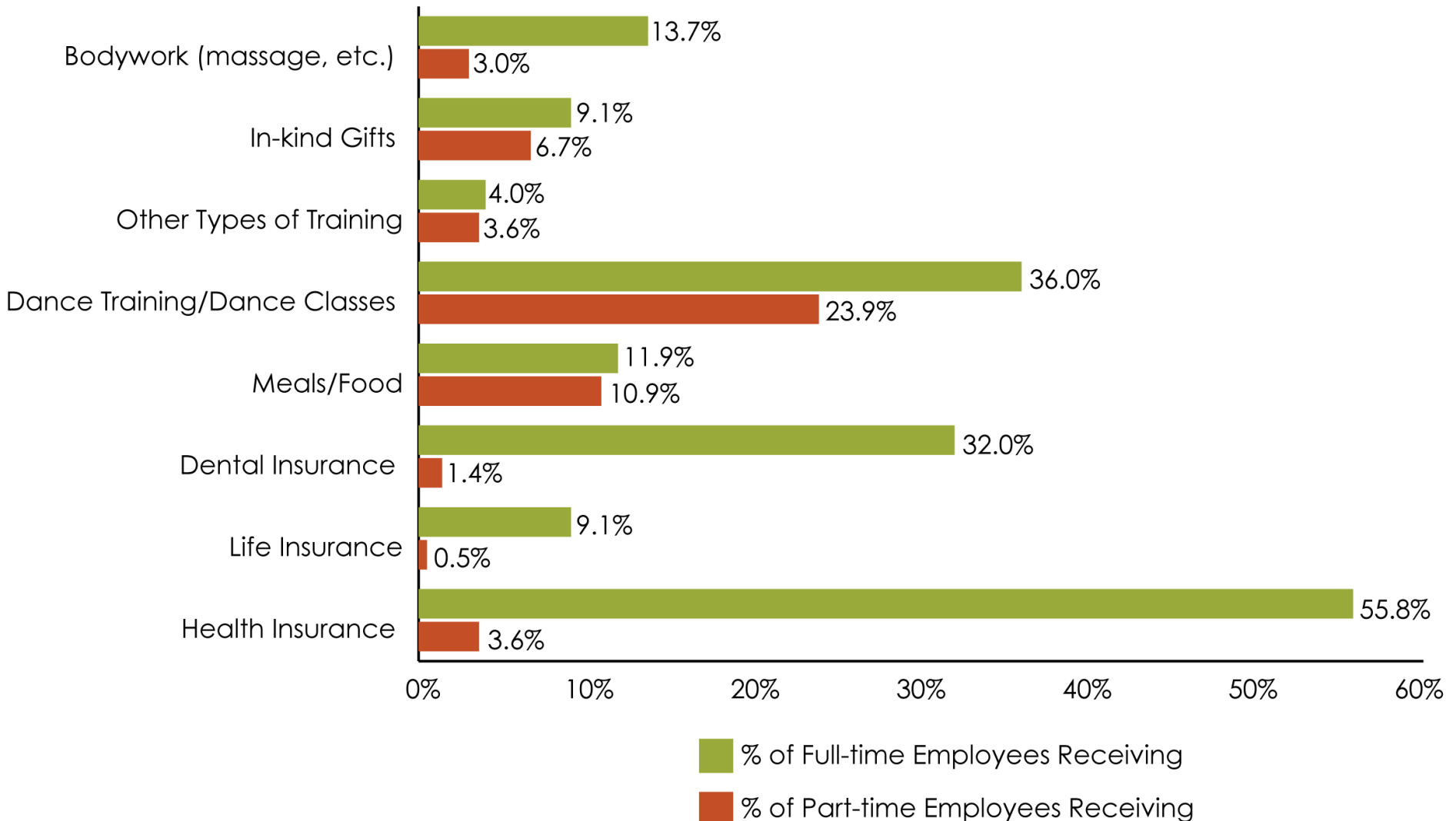
43% of jobs reported are part-time (804 jobs)

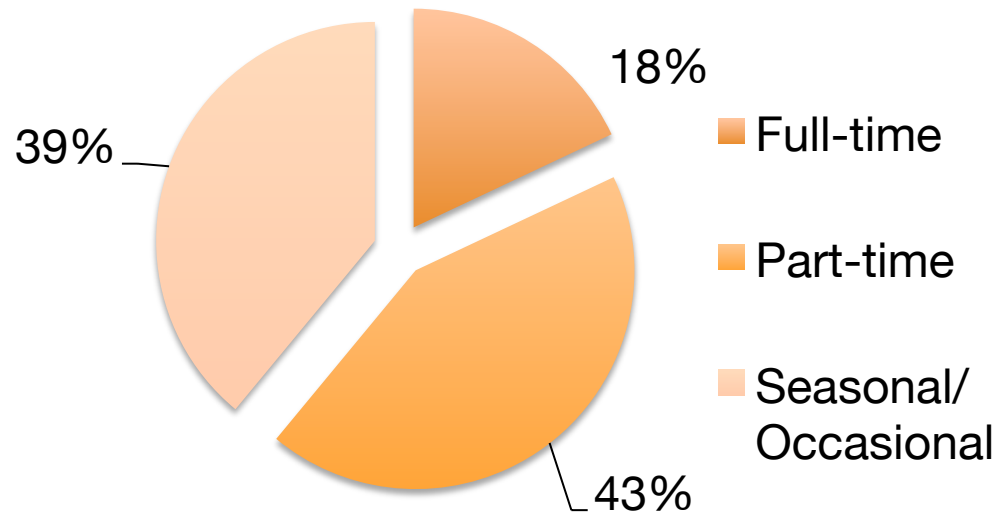
FINDINGS

Part-time dance jobs | Average hourly pay

Part-time Positions (# of cases)	\$/hour
Teaching Artist (65)	41.63
Studio Instruction (65)	40.18
Dancer/Performer (62)	16.43
General Administration (54)	15.06
Publicity/Marketing (31)	16.26
Development/Fundraising (28)	16.05
Company Management (22)	15.75
Admin-Archival & Other (22)	14.59
Choreographer/Artistic Director (20)	26.13

Part-time jobs | Benefits, compared with full-time jobs/benefits





39% of jobs reported are seasonal/occasional jobs in dance (738 jobs)

FINDINGS

Seasonal/occasional dance jobs | Common forms of payment

Average fee per performance, if specified: \$242
(347 cases, excluding 0s)

Average hourly rehearsal pay, if specified: \$16/hour
(134 cases, excluding 0s)

Average hourly wages:

Dancer/Performer \$30/hour
(46 cases)

Teaching Artist \$60/hour
(23 cases)

Studio Instructor \$45/hour
(17 cases)

Average commission for a work created: \$2047
(90 cases, excluding 0s)

Given these findings...

- Average total annual income: \$ 28,273
- High cost of living in New York/little or no housing security
- Over 40% of participants earned < \$5,000/year for dance work
- 43% of dance jobs for this demographic are freelance/few benefits
- Average number of different dance jobs performed: 5
- Only 9.9% of these jobs provide health insurance
- Over 50% of annual income is earned outside of dance
- Over half have more than 1 non-industry survival job

... what opportunities do we have to strengthen this workforce?