

# *Artists in Small and Rural Municipalities in Canada*



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# ARTISTS IN SMALL AND RURAL MUNICIPALITIES IN CANADA

## Section 1: Introduction

This report finds significant concentrations of artists in small and rural municipalities across Canada. The study is based on a custom data request from Statistics Canada's 2001 census, conceived of and commissioned by Hill Strategies Research. Nine arts occupations are included in the analysis:

- actors;
- artisans and craftspersons;
- conductors, composers and arrangers;
- dancers;
- musicians and singers;
- other performers (such as circus performers and puppeteers);
- painters, sculptors and other visual artists;
- producers, directors, choreographers and related occupations; and
- writers.

Previous reports by Hill Strategies Research showed that there are 130,700 artists in Canada who fit this occupational definition. Artists represent 0.8% of the overall labour force in Canada. Between 1991 and 2001, the number of artists grew by 29%, close to three times the rate of growth of the overall labour force (10%). With average earnings of \$23,500, the gap between artists' average earnings and overall labour force earnings is 26%. Among the many occupation categories tracked by Statistics Canada, artists are in the lowest quarter with regards to average earnings.

"Small and rural" municipalities are defined as those municipalities<sup>1</sup> with fewer than 50,000 residents, based on 2001 municipal boundaries. Census data is available only for the 264 small and rural municipalities with 40 or more artists. However, not all of the 264 small and rural municipalities can be presented in this report. The report focuses on municipalities in each province with an above-average concentration of artists. The detailed tables in Appendix C provide information about all 264 small and rural municipalities with at least 40 artists.

Overall, there are 22,100 artists in the 264 small and rural municipalities with reliable data, representing 17% of the 130,700 artists in Canada.

Given the small number of artists residing in each of the small and rural municipalities, a breakdown by arts occupation is not possible. A previous reports in the *Statistical Insights on the Arts* series showed that, of the nine arts occupations, artisans and craftspersons are most likely to reside outside of Canada's 27 Census Metropolitan Areas (44% do so). Painters, sculptors and other visual artists are next most likely to reside outside of Census Metropolitan Areas (30%), followed by musicians and singers (24%), and conductors, composers and arrangers (21%).<sup>2</sup>

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<sup>1</sup> Known as "Census subdivisions" in Statistics Canada data.

<sup>2</sup> As a group, artists are concentrated in Canada's 27 Census Metropolitan Areas (CMAs). CMAs, as a group, account for over three-quarters of the nation's artists, compared with only two-thirds of its labour force.

## **Section 2: Why is it important to track artists in small and rural municipalities?**

A key finding of this report – that there are significant concentrations of artists in small and rural municipalities across the country – demonstrates that the arts contribute to the quality of life and the social and economic vitality of many small and rural communities in Canada.

Particularly in small and rural municipalities, a strong artistic community can lead to “pride of place” and can therefore enhance the whole community’s well-being. A strong artistic presence can help to draw new residents to communities, including artists and others who are stimulated, inspired and entertained by the arts.

Using anecdotal evidence, an American report argued that small-budget arts activity can find productive uses for underutilized or abandoned facilities, encourage dialogue between citizens, build social relationships and enable problem-solving.<sup>3</sup> A report entitled *The Artistic Dividend* argued that “artists contribute to the economy – through direct export of their work and services, through contractual work for area businesses, and by instigating innovation on the part of their suppliers.”<sup>4</sup> Another study, focused on larger municipal regions, argued that “creativity has replaced raw materials or natural harbours as the crucial wellspring of economic growth. To be successful in this emerging creative age, regions must develop, attract and retain talented and creative people who generate innovations, develop technology-intensive industries and power economic growth.”<sup>5</sup>

This report’s finding of significant artistic concentrations in small and rural municipalities across the country also raises an important question: How can associations, arts funders, policy-makers and others best support artists in disparate small and rural municipalities? For many support organizations, it may be challenging to assist artists where the absolute number of artists is relatively low and where “economies of scale” therefore do not exist. Technology, particularly the internet, may assist in some of these efforts.

Further research could examine what draws artists to small and rural municipalities. Are these areas attractive to artists because of an area’s physical beauty, quality of life or inexpensive housing? Or do artists’ social networks, family reasons or other motivations draw them to particular small and rural municipalities?

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<sup>3</sup> *Leveraging Assets: How Small-Budget Arts Activities Benefit Neighbourhoods*, John D. and Catherine T. MacArthur Foundation, 2003.

<sup>4</sup> *The Artistic Dividend Revisited*, Ann Markusen, Greg Schrock and Martina Cameron, University of Minnesota, 2004, p. 1. See also *The Artistic Dividend: The Arts’ Hidden Contributions to Regional Development*, Ann Markusen and David King, 2003.

<sup>5</sup> *Competing on Creativity: Placing Ontario’s Cities in a North American Context*, Meric S. Gertler, Richard Florida, Gary Gates and Tara Vinodrai, 2002, p. ii.

### **Section 3: Notes regarding the data**

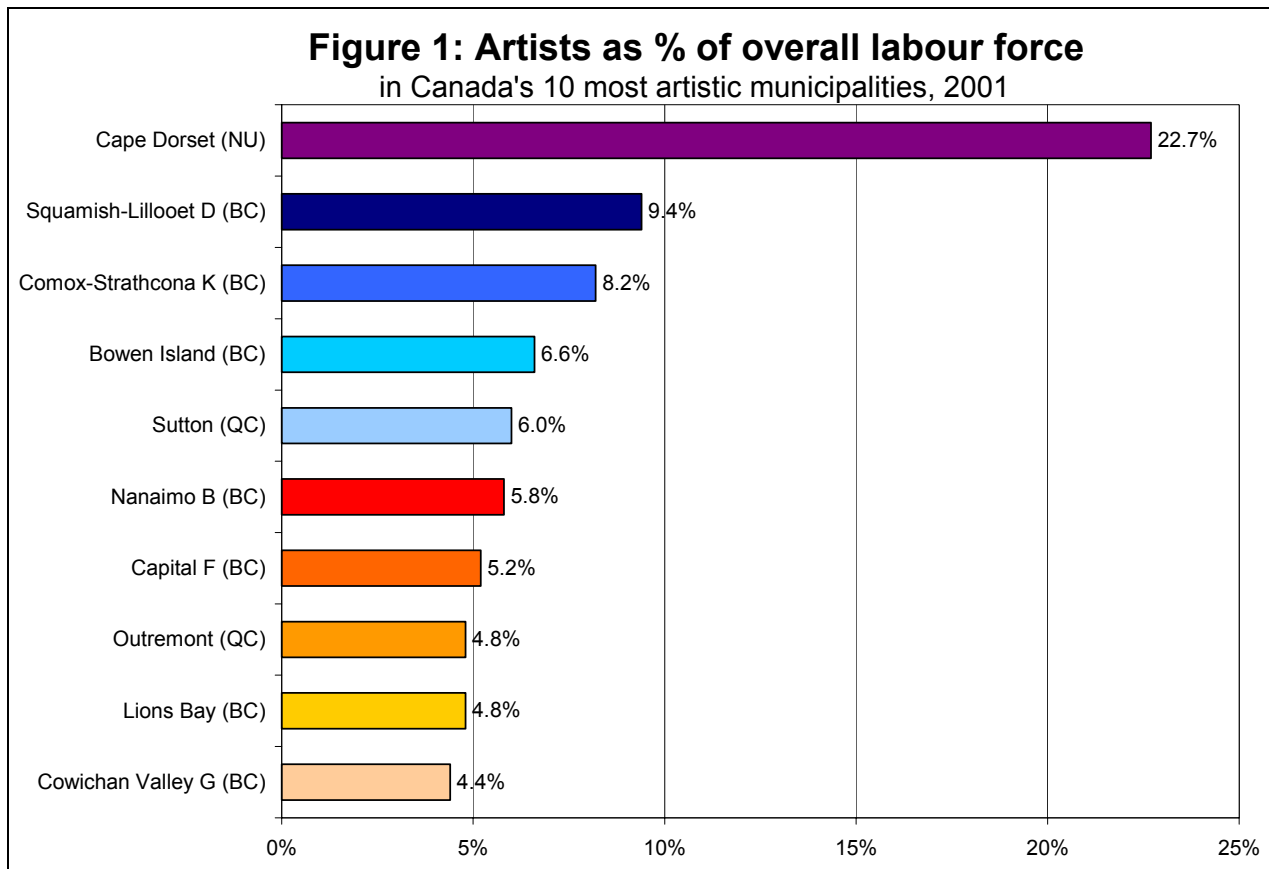
Some important notes about the data should be kept in mind while reading the report:

- 1) This report includes those municipalities with fewer than 50,000 residents. A subsequent report will examine larger municipalities in Canada.
- 2) Census data is available only for the 264 small and rural municipalities with 40 or more artists. Municipalities with fewer than 40 artists are excluded from this report as well as the detailed tables in Appendix C.
- 3) Data is reported for the municipal boundaries that existed in 2001.
- 4) Artists' average earnings are provided if the standard error is low (coefficient of variation less than 16.6%) and if at least 250 artists reported earnings. There are only five small municipalities that meet these specifications: West Vancouver, City of North Vancouver and Capital F RDA (British Columbia); Stratford (Ontario); and Outremont (Quebec).
- 5) Nine arts occupations are included in the analysis: (1) actors; (2) artisans and craftspersons; (3) conductors, composers and arrangers; (4) dancers; (5) musicians and singers; (6) other performers (such as circus performers and puppeteers); (7) painters, sculptors and other visual artists; (8) producers, directors, choreographers and related occupations; and (9) writers.
- 6) The census captures information about the occupation at which a person worked the most hours between May 6 and 12, 2001. Overall, census estimates of artists may be somewhat low because of the frequency of multiple job-holding among artists and the May timing of the census.
- 7) The occupational categories are not a perfect fit for all artists but do provide a reasonable approximation of arts employment and self-employment. However, media artists are not well captured in the occupational classifications. In addition, the selected occupational classifications exclude those teaching arts disciplines in post-secondary, secondary or elementary schools. Those teaching artistic disciplines at private or other types of schools (such as dance schools) *are* included in the figures.
- 8) Please see Appendix A for more information regarding the methodology of this report as well as a discussion of Census strengths and limitations. Appendix B contains descriptions of the nine arts occupations. Appendix C provides detailed tables of the number and concentration of artists in the 264 small and rural municipalities for which reliable data exists.

## Section 4: Canada's most artistic small and rural municipalities, 2001

Figure 1, which depicts the concentration of artists in Canada's 10 most artistic municipalities, shows that Cape Dorset, Nunavut, with almost one in four labour force workers in the arts, is the most artistic municipality in Canada. The artistic concentration in Cape Dorset (23%) is:

- more than double the artistic concentration in the second most artistic municipality (Squamish-Lillooet D Regional District Electoral Area, largely situated between Vancouver and Whistler, B.C., 9.4%);
- almost triple the concentration of artists in "Canada's most creative neighbourhood" – the H2W postal area on Montreal's Plateau (8.0%); and
- almost 30 times the national average of 0.8%.



Other facts about Cape Dorset include:

- Carving and printmaking are listed as "major economic activities" on Cape Dorset's website, which also calls itself "the Capital of Inuit Art". The hamlet's website also notes that the "cost of living is 65% greater than Montreal".<sup>6</sup>
- It is located just north of the 64<sup>th</sup> parallel, compared to Toronto (43°41'), Montreal (45°31'), Vancouver (49°15'), Winnipeg (49°88'), Whitehorse (60°72'), and Iqaluit (63°74'). (Figure 2 provides a map of the location of Cape Dorset.)

<sup>6</sup> See <http://www.capedorset.ca/en/index.asp>.

- It has no paved roads.
- Two well-known Cape Dorset visual artists are Kenojuak Ashevak (a recipient of the Order of Canada whose best-known works are prints and drawings) and carver Ohito Ashoona (recipient of the 2002 National Aboriginal Achievement Award for arts and culture).<sup>7</sup>
- Inuit art is “probably the best-known face of Canadian art on the world stage”.<sup>8</sup>

Table 1 provides key data for the 10 most artistic small and rural municipalities in Canada. Of note:

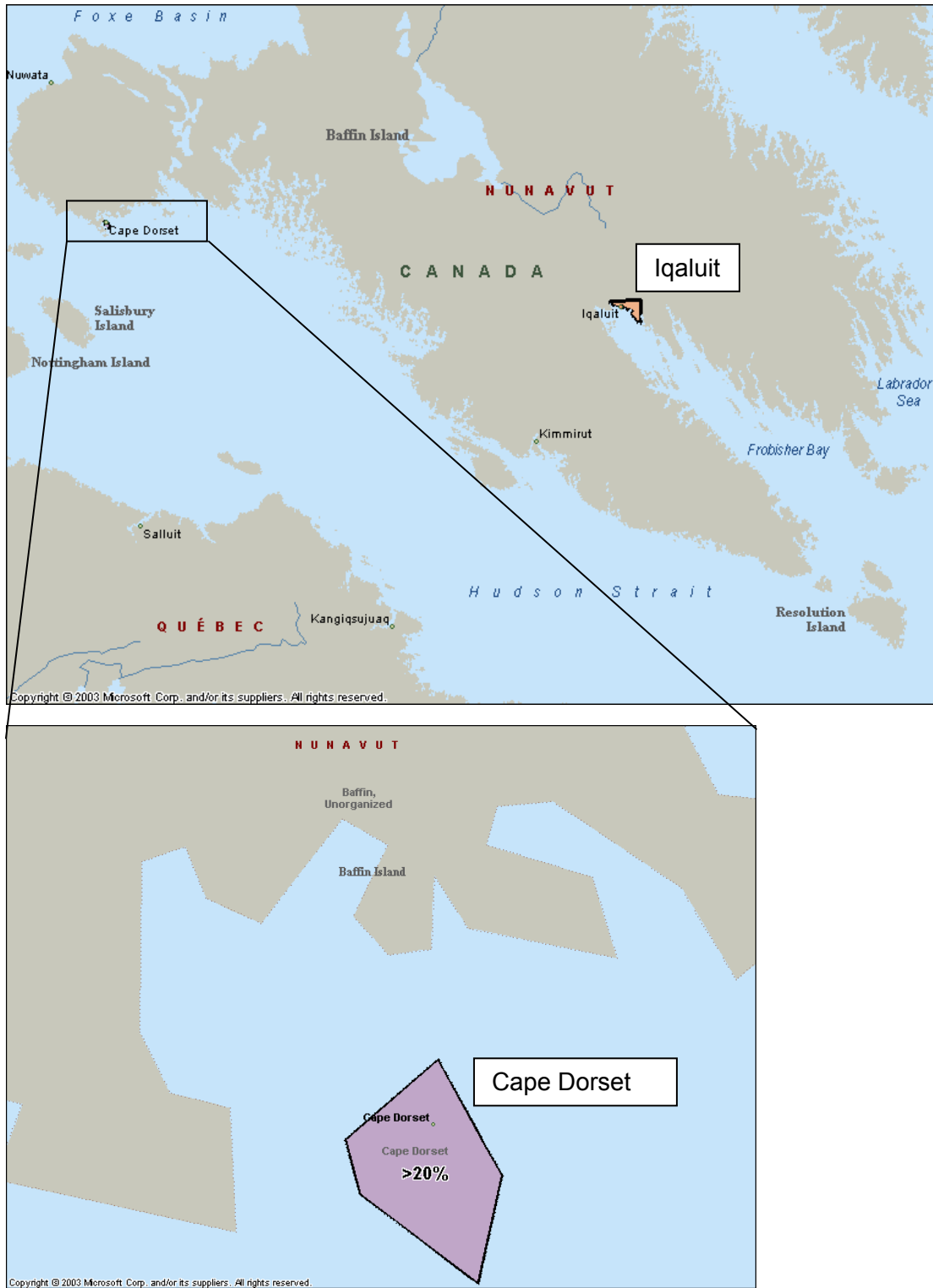
- Seven of the 10 most artistic municipalities are in British Columbia.
- Nine have an overall labour force of fewer than 5,000 people.
- Outremont, the only municipality on the list with a labour force of more than 5,000 people, was a smaller municipality in central Montreal in 2001. On January 1, 2002, Outremont was amalgamated into the City of Montreal.
- The most artistic small and rural municipalities have much higher artistic concentrations than larger Canadian municipalities (population over 50,000). In fact, the large municipality with the highest artistic concentration ranks only 28th among the smaller municipalities. (A subsequent report in the *Statistical Insights on the Arts* series will examine 92 large municipalities in Canada.)
- The two municipalities with the highest artistic concentrations are also the two smallest municipalities with reliable data on artists.

| <b>Table 1: Canada's 10 most artistic municipalities, 2001</b>  |             |             |                                  |                          |                           |                     |
|---|-------------|-------------|----------------------------------|--------------------------|---------------------------|---------------------|
| <b>Municipality</b>   | <b>Prov</b> | <b>Type</b> | <b>Location</b>                  | <b>Number of artists</b> | <b>Total labour force</b> | <b>Artists as %</b> |
| Cape Dorset   | NU          | HAM         | Baffin Island                    | 110                      | 485                       | 22.7%               |
| Squamish-Lillooet D   | BC          | RDA         | Vancouver-Whistler               | 45                       | 480                       | 9.4%                |
| Comox-Strathcona K  | BC          | RDA         | Vancouver Island                 | 85                       | 1,040                     | 8.2%                |
| Bowen Island  | BC          | IM          | northwest of Vancouver           | 115                      | 1,735                     | 6.6%                |
| Sutton  | QC          | V           | Eastern Townships                | 40                       | 670                       | 6.0%                |
| Nanaimo B   | BC          | RDA         | Vancouver Island                 | 105                      | 1,805                     | 5.8%                |
| Capital F   | BC          | RDA         | incl. Saltspring Island          | 255                      | 4,925                     | 5.2%                |
| Lions Bay   | BC          | VL          | north of Vancouver on Howe Sound | 40                       | 830                       | 4.8%                |
| Outremont   | QC          | V           | Montreal                         | 600                      | 12,545                    | 4.8%                |
| Cowichan Valley G   | BC          | RDA         | Vancouver Island                 | 50                       | 1,125                     | 4.4%                |
| <i>*Municipality types: HAM=Hamlet, IM=Island Municipality, RDA=Regional District Electoral Area, V=Ville, VL=Village</i> |             |             |                                  |                          |                           |                     |

<sup>7</sup> For more information on Inuit artists, see [http://www.capedorset.ca/en/tourism\\_arts\\_and\\_crafts.asp](http://www.capedorset.ca/en/tourism_arts_and_crafts.asp), <http://www.nacaarts.org/devArtNunavut.html>, [http://collections.ic.gc.ca/cape\\_dorset/artist.html](http://collections.ic.gc.ca/cape_dorset/artist.html), and [http://www.ainc-inac.gc.ca/art/inuit/index2\\_e.html](http://www.ainc-inac.gc.ca/art/inuit/index2_e.html).

<sup>8</sup> Nunavut Arts and Crafts Association, <http://www.nacaarts.org/buyerTips.html>.

**Figure 2: Cape Dorset, Nunavut – Canada’s most artistic municipality**



## Section 5: Artists by municipality in each province and territory

### ***The north***

Nunavut's 295 artists represent a strikingly large percentage of the territory's labour force (2.4%, more than double the percentage in British Columbia, the province with the highest concentration of artists). Yukon's 260 artists represent 1.4% of the territory's labour force (also higher than the percentage in B.C.). The Northwest Territory's approximately 110 artists account for 0.5% of the overall labour force.

Four municipalities in the territories have reliable data on artists:

- Cape Dorset, Nunavut, with 23% of its labour force in the arts, is the most artistic municipality in Canada. Cape Dorset's artistic concentration of 23% is more than double that of the second most artistic municipality and almost 30 times the national average of 0.8%. Cape Dorset has 110 artists among 485 total workers.
- Iqaluit, Nunavut, has an artistic concentration of 1.6%, double the national average.
- Whitehorse, Yukon, has 190 artists among an overall labour force of 12,440, for an artistic concentration of 1.5%.
- Yellowknife, Northwest Territories, has 60 artists among an overall labour force of 10,775 (0.6%).

Table 2 presents the number and concentration of artists in these northern municipalities.

| <b>Table 2: Artists in municipalities in the territories</b> |                  |             |                          |                             |                     |
|--|------------------|-------------|--------------------------|-----------------------------|---------------------|
| <b>Municipality</b>  | <b>Territory</b> | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
| Cape Dorset  | NU               | HAM         | 110                      | 485                         | 22.7%               |
| Iqaluit  | NU               | T           | 50                       | 3,090                       | 1.6%                |
| Whitehorse   | YT               | C           | 190                      | 12,440                      | 1.5%                |
| Yellowknife  | NT               | C           | 60                       | 10,775                      | 0.6%                |
| <i>*Municipality types: HAM=Hamlet, C=City, T=Town</i>       |                  |             |                          |                             |                     |



## ***British Columbia***

With 24,100 artists, British Columbia is the province with the largest percentage of its labour force in arts occupations (1.1%).

Many municipalities in the province have a high concentration of artists. In fact, 23 small or rural B.C. municipalities have a concentration of artists that is at least double the national average of 0.8%. Of all the provinces, British Columbia has the most municipalities with such high artistic concentrations.

The B.C. municipalities with the largest percentages of their labour force in arts occupations are:

- Squamish-Lillooet D Regional District Electoral Area, which is largely situated between Vancouver and Whistler. This municipality has an artistic concentration of 9.4%, the second-highest level in Canada;
- Comox-Strathcona K Regional District Electoral Area (on Vancouver Island), where artists comprise 8.2% of the local labour force, the third-highest level among Canadian municipalities;
- Bowen Island, northwest of Vancouver, which has an artistic concentration of 6.6%, fourth highest in Canada;
- Nanaimo B Regional District Electoral Area (on Vancouver Island), where artists comprise 5.8% of the local labour force (sixth among Canadian municipalities);
- Capital F Regional District Electoral Area, including Saltspring Island, which has an artistic concentration of 5.2%, the seventh-highest level in Canada;
- Lion's Bay, north of Vancouver on Howe Sound, where artists comprise 4.8% of the local labour force (eighth among Canadian municipalities); and
- Cowichan Valley G Regional District Electoral Area (north of Victoria on Vancouver Island), which has an artistic concentration of 4.4%, the tenth-highest level in Canada.

Table 3 shows the number and concentration of artists in 23 British Columbia municipalities with an artistic concentration that is at least double the national average.

| <b>Table 3: Artists in 23 small B.C. municipalities</b>  |             |                          |                             |                     |
|--|-------------|--------------------------|-----------------------------|---------------------|
| <b>Municipality</b>  | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
| Squamish-Lillooet D  | RDA         | 45                       | 480                         | 9.4%                |
| Comox-Strathcona K   | RDA         | 85                       | 1,040                       | 8.2%                |
| Bowen Island   | IM          | 115                      | 1,735                       | 6.6%                |
| Nanaimo B  | RDA         | 105                      | 1,805                       | 5.8%                |
| Capital F  | RDA         | 255                      | 4,925                       | 5.2%                |
| Lions Bay  | VL          | 40                       | 830                         | 4.8%                |
| Cowichan Valley G  | RDA         | 50                       | 1,125                       | 4.4%                |
| Sunshine Coast D   | RDA         | 60                       | 1,675                       | 3.6%                |
| Sunshine Coast E   | RDA         | 60                       | 1,720                       | 3.5%                |
| Capital G  | RDA         | 65                       | 1,970                       | 3.3%                |
| Greater Vancouver A  | RDA         | 130                      | 4,250                       | 3.1%                |
| Capital H (Part 1)   | RDA         | 65                       | 2,130                       | 3.1%                |
| Thompson-Nicola L  | RDA         | 50                       | 1,720                       | 2.9%                |
| West Vancouver   | DM          | 535                      | 20,915                      | 2.6%                |
| Central Kootenay F   | RDA         | 45                       | 2,260                       | 2.0%                |
| Oak Bay  | DM          | 170                      | 8,700                       | 2.0%                |
| Cowichan Valley B  | RDA         | 75                       | 4,080                       | 1.8%                |
| Comox-Strathcona A   | RDA         | 40                       | 2,220                       | 1.8%                |
| North Vancouver  | C           | 455                      | 27,130                      | 1.7%                |
| Metchosin  | DM          | 45                       | 2,690                       | 1.7%                |
| North Saanich  | DM          | 95                       | 5,845                       | 1.6%                |
| Central Saanich  | DM          | 135                      | 8,595                       | 1.6%                |
| Parksville   | C           | 65                       | 4,170                       | 1.6%                |
| <i>*Municipality types: C=City, DM=District Municipality, IM=Island Municipality, RDA=Regional District Electoral Area, VL=Village</i> |             |                          |                             |                     |

An estimate of artists' average earnings is available for three small or rural B.C. municipalities:<sup>9</sup>

- In the West Vancouver District Municipality, artists earn an average of \$32,200, which is about one-half of the average earnings in the local labour force (\$65,600).
- In the City of North Vancouver, artists earn an average of \$29,400, or 12% less than the average earnings in the local labour force (\$33,600).
- In the Capital F RDA, including Saltspring Island, artists' average earnings are only \$14,100, which is 39% less than other local workers (\$23,100).

For full details about the number and concentration of artists in other small and rural municipalities in British Columbia, please consult the detailed tables in Appendix C.

<sup>9</sup> Artists' average earnings are provided if the standard error is low (coefficient of variation less than 16.6%) and if at least 250 artists reported earnings.

## Alberta

Alberta's 11,700 artists represent 0.7% of the labour force. The eight small and rural municipalities in Alberta with an artistic concentration higher than the national average (0.8%) are:

- Olds, located between Calgary and Edmonton, where artists comprise 1.4% of the local labour force;
- Canmore, west of Calgary, which has an artistic concentration of 1.2%;
- Rocky View No. 44, a vast municipal district to the west, north and east of Calgary, which also has an artistic concentration of 1.2%;
- Drumheller, northeast of Calgary, where artists comprise 1.1% of the local labour force;
- Okotoks, south of Calgary, which also has an artistic concentration of 1.1%;
- Parkland County, located west of Edmonton, where artists comprise 0.9% of the local labour force;
- Foothills No. 31, a rural municipality immediately south of the City of Calgary (surrounding but excluding Okotoks and High River), which has an artistic concentration of 0.9%; and
- High River, south of Calgary, where artists also comprise 0.9% of the local labour force.

Table 4 shows the number and concentration of artists in these eight Alberta municipalities.

| <b>Table 4: Artists in eight small Alberta municipalities</b>                     |             |                          |                             |                     |
|---|-------------|--------------------------|-----------------------------|---------------------|
| <b>Municipality</b>   | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
| Olds  | T           | 50                       | 3,685                       | 1.4%                |
| Canmore   | T           | 90                       | 7,365                       | 1.2%                |
| Rocky View No. 44   | MD          | 230                      | 18,995                      | 1.2%                |
| Drumheller  | T           | 45                       | 3,975                       | 1.1%                |
| Okotoks   | T           | 75                       | 6,670                       | 1.1%                |
| Parkland County   | CM          | 145                      | 16,250                      | 0.9%                |
| Foothills No. 31  | MD          | 90                       | 10,355                      | 0.9%                |
| High River  | T           | 45                       | 5,200                       | 0.9%                |
| <i>*Municipality types: CM=County Municipality, MD=Municipal District, T=Town</i> |             |                          |                             |                     |

For full details about the number and concentration of artists in other small and rural municipalities in Alberta, please consult the detailed tables in Appendix C.

## ***Saskatchewan***

Saskatchewan's 2,970 artists represent 0.6% of the provincial labour force. The four small and rural municipalities in the province with reliable estimates of artists are:

- Corman Park No. 344, a rural municipality surrounding Saskatoon, where artists comprise 1.5% of the local labour force, nearly double the national average (50 artists among a local labour force of 4,995);
- Moose Jaw, west of Regina, which has an artistic concentration of 0.5% (85 artists among a local labour force of 15,870);
- Yorkton, northeast of Regina, where artists comprise 0.5% of the local labour force (40 artists among a local labour force of 7,580); and
- Prince Albert, northeast of Saskatoon, which has an artistic concentration of 0.2% (40 artists among a local labour force of 16,765).

## ***Manitoba***

Manitoba's 3,980 artists comprise 0.7% of the provincial labour force. The seven small and rural municipalities in the province with reliable estimates of artists are:

- Portage la Prairie, west of Winnipeg, where artists comprise 1.0% of the local labour force (65 artists among a local labour force of 6,240);
- St. Clements, a rural municipality between Winnipeg and Lake Winnipeg, which has an artistic concentration of 0.8% (45 artists among a local labour force of 5,395);
- Hanover, a rural municipality southeast of Winnipeg, where artists also comprise 0.8% of the local labour force (45 artists among a local labour force of 5,550);
- Russell, a township on the border with Saskatchewan, which has an artistic concentration of 0.6% (45 artists among a local labour force of 7,185);
- St. Andrews, a rural municipality adjacent to St. Clements on the southwestern tip of Lake Winnipeg, where artists also comprise 0.6% of the local labour force (40 artists among a local labour force of 6,455);
- Springfield, a rural municipality immediately east of Winnipeg, which also has an artistic concentration of 0.6% (45 artists among a local labour force of 7,365); and
- Brandon, in southwestern Manitoba, which has an artistic concentration of 0.5% (100 artists among a local labour force of 22,215).

## Ontario

With 52,500 artists, Ontario has nearly twice as many artists as any other province. Artists represent 0.8% of the provincial labour force, equal to the national average. Six small or rural Ontario municipalities have a concentration of artists that is at least double the national average of 0.8%, including:

- Seguin Township, located in the northeastern region of the province, near Parry Sound, which has an artistic concentration of 3.5%, over four times the national average;
- Merrickville-Wolford, a village south of Ottawa, where artists comprise 2.7% of the local labour force;
- Niagara-on-the-Lake (home of the Shaw Festival), in southwestern Ontario, which has an artistic concentration of 2.2%;
- Centre Hastings Township, north of Belleville in eastern Ontario, where artists comprise 1.9% of the local labour force;
- Alnwick/Haldimand Township, west of Belleville in eastern Ontario, which has an artistic concentration of 1.7%; and
- Chatsworth Township, south of Owen Sound in central Ontario, where artists comprise 1.6% of the local labour force.

Table 5 shows the number and concentration of artists in 10 small and rural Ontario municipalities with particularly high artistic concentrations.

| Municipality  | Type | Number of artists | Overall labour force | Artists as % |
|---|------|-------------------|----------------------|--------------|
| Seguin  | TP   | 70                | 2,010                | 3.5%         |
| Merrickville-Wolford  | VL   | 40                | 1,455                | 2.7%         |
| Niagara-on-the-Lake   | T    | 170               | 7,645                | 2.2%         |
| Centre Hastings   | TP   | 40                | 2,110                | 1.9%         |
| Alnwick/Haldimand   | TP   | 55                | 3,210                | 1.7%         |
| Chatsworth  | TP   | 55                | 3,405                | 1.6%         |
| Stratford   | C    | 260               | 16,930               | 1.5%         |
| King  | TP   | 155               | 10,920               | 1.4%         |
| Mississippi Mills   | T    | 90                | 6,465                | 1.4%         |
| Prince Edward   | C    | 170               | 12,350               | 1.4%         |
| <i>*Municipality types: C=City, T=Town, TP=Township, VL=Village</i> |      |                   |                      |              |

Among small and rural Ontario municipalities, an estimate of artists' average earnings is available only for Stratford.<sup>10</sup> In Stratford, artists earn an average of \$21,600, which is 30% less than other local workers (\$30,700).

For full details about the number and concentration of artists in other small and rural municipalities in Ontario, please consult the detailed tables in Appendix C.

<sup>10</sup> Artists' average earnings are provided if the standard error is low (coefficient of variation less than 16.6%) and if at least 250 artists reported earnings.

## Quebec

Of all the provinces, Quebec has the second-largest number of artists (27,600), representing 0.7% of the provincial labour force. Eleven small or rural Quebec municipalities have a concentration of artists that is at least double the Canadian average of 0.8%:

- Sutton, in the eastern townships, which has an artistic concentration of 6.0%, the fifth-highest level in Canada;<sup>11</sup>
- Outremont, a smaller municipality in central Montreal (as of 2001), where artists comprise 4.8% of the local labour force (ninth among Canadian municipalities). On January 1, 2002, Outremont was amalgamated into the City of Montreal;
- the Parish of Saint-Sauveur, a small municipality north of Montreal in the Laurentians, which has an artistic concentration of 3.3%;<sup>12</sup>
- Montréal-Ouest, where artists comprise 3.0% of the local labour force;<sup>13</sup>
- Westmount, which has an artistic concentration of 2.9%;<sup>14</sup>
- Hudson, west of Montreal near the town of Oka, where artists comprise 2.8% of the local labour force;
- Pontiac, northwest of Gatineau, which has an artistic concentration of 2.5%;
- the town of Oka, where artists comprise 2.3% of the local labour force;
- Chelsea, adjacent to Pontiac, northwest of Gatineau including Meach Lake, where artists comprise 2.1% of the local labour force;
- Saint-Lambert, on the south shore of Greater Montreal, which also has an artistic concentration of 2.1%; and
- Lac-Brome, north of Sutton in the eastern townships, which has an artistic concentration of 2.0%.

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<sup>11</sup> The City of Sutton subsequently merged with the Township of Sutton.

<sup>12</sup> The Parish of Saint-Sauveur subsequently merged with the village of Saint-Sauveur-des-Monts.

<sup>13</sup> On January 1, 2002, Montréal-Ouest was amalgamated into the City of Montreal. Following a subsequent vote to demerge, Montréal-Ouest was re-established as a separate municipality on January 1, 2006.

<sup>14</sup> On January 1, 2002, Westmount was amalgamated into the City of Montreal. Following a subsequent vote to demerge, Westmount was re-established as a separate municipality on January 1, 2006.

Table 6 shows the number and concentration of artists in these 11 Quebec municipalities.

| <b>Table 6: Artists in 11 small and rural Quebec municipalities</b> |             |                          |                             |                     |
|---|-------------|--------------------------|-----------------------------|---------------------|
| <b>Municipality</b>   | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
| Sutton  | V           | 40                       | 670                         | 6.0%                |
| Outremont   | V           | 600                      | 12,545                      | 4.8%                |
| Saint-Sauveur   | P           | 90                       | 2,730                       | 3.3%                |
| Montréal-Ouest  | V           | 90                       | 2,955                       | 3.0%                |
| Westmount   | V           | 305                      | 10,365                      | 2.9%                |
| Hudson  | V           | 65                       | 2,350                       | 2.8%                |
| Pontiac   | M           | 55                       | 2,230                       | 2.5%                |
| Oka   | M           | 40                       | 1,725                       | 2.3%                |
| Chelsea   | M           | 75                       | 3,560                       | 2.1%                |
| Saint-Lambert   | V           | 225                      | 10,715                      | 2.1%                |
| Lac-Brome   | V           | 50                       | 2,470                       | 2.0%                |
| <i>*Municipality types: M=Municipalité, P=Paroisse, V=Ville</i>     |             |                          |                             |                     |

Among small and rural Quebec municipalities, an estimate of artists' average earnings is available only for Outremont.<sup>15</sup> In Outremont, artists earn an average of \$43,000, which is 19% less than other local workers (\$53,000).

For full details about the number and concentration of artists in other small and rural municipalities in Quebec, please consult the detailed tables in Appendix C.

<sup>15</sup> Artists' average earnings are provided if the standard error is low (coefficient of variation less than 16.6%) and if at least 250 artists reported earnings.

## ***New Brunswick***

New Brunswick's 1,800 artists represent 0.5% of the province's labour force.

The six small and rural municipalities in the province with reliable estimates of artists are:

- Hampton Parish, northeast of Saint John, where artists comprise 2.8% of the local labour force, the second-highest level in the Atlantic provinces (40 artists among a local labour force of 1,405);
- Alnwick Parish, in the northeastern portion of the province (Burnt Church and area, near Miramichi Bay), where artists comprise 2.5% of the local labour force, over three times the national average (75 artists among a local labour force of 2,960);
- L'Acadie, which has an artistic concentration of 1.3% (40 artists among a local labour force of 3,090);
- Rothesay, a town to the northeast of Saint John, where artists comprise 0.8% of the local labour force (55 artists among a local labour force of 6,495);
- Fredericton, which also has an artistic concentration equal to the national average (0.8%, with 210 artists among a local labour force of 27,850); and
- Riverview, adjacent to Moncton, which has an artistic concentration of 0.7% (65 artists among a local labour force of 9,895).

## ***Nova Scotia***

There are 3,510 artists in Nova Scotia, representing 0.7% of the provincial labour force.

The five small and rural municipalities in the province with an artistic concentration above the national average (0.8%) are:

- Victoria Subd. B (a Subdivision of a County Municipality), on Cape Breton Island, where artists comprise 1.9% of the local labour force (40 artists among a local labour force of 2,155);
- Lunenburg, where artists comprise 1.7% of the local labour force (215 artists among a local labour force of 12,840);
- Chester, a municipal district west of Halifax, which has an artistic concentration of 1.4% (75 artists among a local labour force of 5,220);
- Yarmouth, a municipal district in the southwestern portion of the province, where artists comprise 1.0% of the local labour force (55 artists among a local labour force of 5,375); and
- Clare, a municipal district north of Yarmouth, which has an artistic concentration of 0.9% (45 artists among a local labour force of 4,760).

For full details about the number and concentration of artists in other small and rural municipalities in Nova Scotia, please consult the detailed tables in Appendix C.



### ***Prince Edward Island***

There are 500 artists on Prince Edward Island, or 0.6% of the Island's labour force.

There is reliable data for two municipalities on P.E.I.:

- Lot 65, west of Charlottetown, which has an artistic concentration of 3.7%, the highest level in the Atlantic provinces (40 artists among a local labour force of 1,090); and
- Charlottetown, where artists comprise 0.9% of the labour force (155 artists among a local labour force of 17,900).

### ***Newfoundland and Labrador***

There are 1,400 artists in Newfoundland and Labrador, representing 0.6% of the province's labour force.

The four small and rural municipalities in the province with reliable estimates of artists are:

- Portugal Cove-St. Philip's, west of St. John's on Conception Bay, where artists comprise 1.4% of the local labour force (45 artists among a local labour force of 3,200);
- Corner Brook, which has an artistic concentration of 0.6% (55 artists among a local labour force of 9,730);
- Conception Bay South, where artists comprise 0.5% of the local labour force (55 artists among a local labour force of 10,210); and
- Mount Pearl, southwest of St. John's, which has an artistic concentration of 0.3% (50 artists among a local labour force of 14,395).

## **Appendix A: Counting artists – Census strengths and limitations**

The terms “artists” and “arts labour force” are used interchangeably in this report to describe those Canadians 15 or older reporting employment or self-employment earnings in any of the nine occupation groups which have been identified as artistic by the Canada Council for the Arts in previous research, including *Artists in the Labour Force* (1999). As that report noted:

There are numerous reasons why it is difficult to count the number of artists in Canada. First, there is no widely accepted definition of which occupations should fall under the heading of “artist”. Second, Statistics Canada does not have one well-defined occupation category for artists. Third, membership in artist associations, another possible source of data, would not provide complete information as some artists belong to associations while others do not. Fourth, previous studies have shown that as many as 50% of cultural workers hold multiple jobs. Some artists (e.g., the musician who also works full time as a taxi driver) will therefore be counted in statistics under a non-artistic occupation.

The nine occupations were selected for this profile of artists on the basis of two criteria. First, occupations were chosen on the basis of artistic content (as found in the description of job content and job titles for each occupation under the Standard Occupation Classification used by Statistics Canada)... Second, the definition of artist occupations was based on the range of types of professional artists applying to the Canada Council for funding each year. The artists eligible for funding include writers, visual artists, craft artists, film and video artists, dancers, choreographers, playwrights, artistic directors, actors, musicians, singers, composers and interdisciplinary and performance artists. Although occupation categories used in Statistics Canada data are not quite as precise and detailed as these, there are many similarities.

It should be noted that the Statistics Canada occupation classification does not distinguish between commercial and non-commercial activity. Figures on the number of artists from Census data therefore will include many individuals who would not be eligible for Canada Council grants. Also note that Statistics Canada figures do not include amateur artists as the data is based on labour force activity.

The number of people reporting wages, salaries or self-employment earnings, also referred to as “earners”, was chosen as the count of artists because this figure is readily available in the custom data set and because it provides a reasonable estimate of the number of people who commit a significant amount of time to their art. The position in which the person spent the most time working during the census week was used to classify census respondents by occupation.

Despite some limitations, the 2001 census is one of the best available sources of information on the arts labour force. The census provides estimates based on a very large population base – the 20% of households that completed a long census form.

However, the census is not a perfect source for information about artists. One issue is the timing of the census. The classification of occupations is based on the position that respondents spent the most hours at during the week of Sunday, May 6 to Saturday, May 12, 2001. This is an “in between” period for many artistic endeavours. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the

week of May 6, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

The focus on the position where the individual worked the most hours affects census labour force counts. Having multiple positions is an important facet of the working life of many artists. Some may work more hours at other positions during the week than at their art. Due to this, census-based estimates of artists are likely to be somewhat low.

Even though the 2001 census provides a very large sample, this still has limits. Some breakdowns of the arts labour force in areas with lower populations are less accurate because of the fairly small sample of artists in these locations. In addition, Statistics Canada's efforts to ensure confidentiality of individual responses result in some distortion of the estimates of artists in areas with low populations.<sup>16</sup> No statistics under 40 are reported in this report due to possible inaccuracies.

The census is conducted once every five years, limiting the analysis of trends over time to the census years.

Given these limitations, census data will not fill all analytical needs. Census data does, however, allow us to provide a very detailed statistical portrait of artists across Canada.

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<sup>16</sup> This included "random rounding" of small figures, whereby occupation groups with 1 to 10 individuals are rounded to 0 or 10 on a random basis. This results in some distortion of the estimates of artists in the territories and other small population areas.

## **Appendix B: Descriptions of the nine arts occupations**

Source: 1991 Standard Occupation Classification, Statistics Canada  
<http://www.statcan.ca/english/Subjects/Standard/soc/1991/soc91-menu.htm>

| <b>Occupation (Code)</b>                   | <b>Definition</b>  |
|--|--|
| Actors (F035)                              | <p>Occupations in this unit group are primarily concerned with acting in productions for stage, motion picture, television, radio or other settings to entertain audiences. Persons in these occupations may specialize in stage acting or film acting. Acting teachers, other than those who teach in educational institutions, are also included in this unit group.</p> <p><b>Exclusions</b> - Persons who teach acting in post-secondary, secondary or elementary schools are classified in an appropriate unit group of major group E1 - Teachers and Professors.</p>   |
| Artisans and craftspersons (F144)          | <p>Occupations in this unit group are primarily concerned with using manual and artistic skills in designing and making various craft objects, such as jewellery, ornamental objects, pottery, stained glass, rugs and woven fabrics. Makers of hand-crafted stringed musical instruments, hand bookbinders, and craft teachers are also included in this unit group.</p> <p><b>Exclusions</b> - Machine operators and assemblers who produce similar objects in manufacturing are classified in an appropriate unit group of broad occupational category H - Trades, Transport and Equipment Operators and Related Occupations, or an appropriate unit group of broad occupational category J - Occupations Unique to Processing, Manufacturing and Utilities. - Painters, sculptors and other visual artists are classified in unit group F036 - Painters, Sculptors and Other Visual Artists.</p> |
| Conductors, composers and arrangers (F032) | <p>Occupations in this unit group are primarily concerned with conducting, composing and arranging instrumental or vocal music.</p> <p><b>Exclusions</b> - Occupations concerned with performing or teaching instrumental or vocal music are classified in unit group F033 - Musicians and Singers.</p>  |
| Dancers (F034)                             | <p>Occupations in this unit group are primarily concerned with performing dances. Also included in this unit group are dance teachers, other than those that teach in post-secondary, secondary or elementary schools.</p> <p><b>Exclusions</b> - Exotic and striptease dancers are classified in unit group F132 - Other Performers. - Choreographers are classified in unit group F031 - Producers, Directors, Choreographers and Related Occupations. - Persons who teach dance in post-secondary, secondary or elementary school are classified in an appropriate unit group of major group E1 - Teachers and Professors.</p>  |
| Musicians and singers (F033)               | <p>Occupations in this unit group are primarily concerned with performing instrumental or vocal music. Musicians and singers perform with orchestras, opera companies or popular bands in lounges, theatres, film, television and recording studios. Music teachers, other than those in educational institutions, are included in this unit group. They teach in conservatories, academies and private homes.</p> <p><b>Exclusions</b> - Music composers and arrangers are classified in unit group F032 - Conductors, Composers and Arrangers. - Persons who teach music in post-secondary, secondary or elementary school are classified in an appropriate unit group of major group E1 - Teachers and Professors.</p>  |

|   |   |
|---|---|
| Other performers (F132)   | Occupations in this unit group are those, not elsewhere classified, primarily concerned with entertaining the public, such as circus performers, magicians and puppeteers.  |
| Painters, sculptors and other visual artists (F036)                 | <p>Occupations in this unit group are primarily concerned with creating original artistic works using methods such as painting, drawing, sculpting, or etching. This unit group also includes art instructors and teachers, who teach in art schools other than primary, secondary or post-secondary schools.</p> <p><b>Exclusions</b> - House painters are classified in unit group H144 - Painters and Decorators. - Art teachers in primary, secondary or post-secondary institutions are classified in an appropriate unit group of major group E1 - Teachers and Professors. - Skilled craftspersons are classified in unit group F144 - Artisans and Craftspersons. - Graphic designers are classified in unit group F141 - Graphic Designers and Illustrating Artists.</p> |
| Producers, directors, choreographers and related occupations (F031) | <p>Occupations in this unit group are primarily concerned with producing, directing and overseeing film, television, radio, theatre, recording or dance productions or a specific aspect of the production.</p> <p><b>Exclusions</b> - Editors of pre-recorded videos, sound recording mixers and other radio and video technicians are classified in unit group F125 - Audio and Video Recording Technicians.</p>  |
| Writers (F021)  | <p>Occupations in this unit group are primarily concerned with researching and writing books, scripts, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. Writers may specialize in a particular subject, type of publication or type of writing. Free-lance writers are classified in this unit group.</p> <p><b>Exclusions</b> - Journalists are classified in unit group F023 - Journalists.</p>  |

**Appendix C: Detailed tables**

**Calculations by Hill Strategies Research based on 2001 census data**

| <b>Prov</b> | <b>Census Subdivision (Municipality)</b> | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
|-------------|--|-------------|--------------------------|-----------------------------|---------------------|
| NU          | Cape Dorset                              | HAM         | 110                      | 485                         | 22.7%               |
| NU          | Iqaluit                                  | T           | 50                       | 3,090                       | 1.6%                |
| YT          | Whitehorse                               | C           | 190                      | 12,440                      | 1.5%                |
| NT          | Yellowknife                              | C           | 60                       | 10,775                      | 0.6%                |
|             |  |             |                          |                             |                     |
| BC          | Squamish-Lillooet D                      | RDA         | 45                       | 480                         | 9.4%                |
| BC          | Comox-Strathcona K                       | RDA         | 85                       | 1,040                       | 8.2%                |
| BC          | Bowen Island                             | IM          | 115                      | 1,735                       | 6.6%                |
| BC          | Nanaimo B                                | RDA         | 105                      | 1,805                       | 5.8%                |
| BC          | Capital F                                | RDA         | 255                      | 4,925                       | 5.2%                |
| BC          | Lions Bay                                | VL          | 40                       | 830                         | 4.8%                |
| BC          | Cowichan Valley G                        | RDA         | 50                       | 1,125                       | 4.4%                |
| BC          | Sunshine Coast D                         | RDA         | 60                       | 1,675                       | 3.6%                |
| BC          | Sunshine Coast E                         | RDA         | 60                       | 1,720                       | 3.5%                |
| BC          | Capital G                                | RDA         | 65                       | 1,970                       | 3.3%                |
| BC          | Greater Vancouver A                      | RDA         | 130                      | 4,250                       | 3.1%                |
| BC          | Capital H (Part 1)                       | RDA         | 65                       | 2,130                       | 3.1%                |
| BC          | Thompson-Nicola L                        | RDA         | 50                       | 1,720                       | 2.9%                |
| BC          | West Vancouver                           | DM          | 535                      | 20,915                      | 2.6%                |
| BC          | Central Kootenay F                       | RDA         | 45                       | 2,260                       | 2.0%                |
| BC          | Oak Bay                                  | DM          | 170                      | 8,700                       | 2.0%                |
| BC          | Cowichan Valley B                        | RDA         | 75                       | 4,080                       | 1.8%                |
| BC          | Comox-Strathcona A                       | RDA         | 40                       | 2,220                       | 1.8%                |
| BC          | North Vancouver                          | C           | 455                      | 27,130                      | 1.7%                |
| BC          | Metchosin                                | DM          | 45                       | 2,690                       | 1.7%                |
| BC          | North Saanich                            | DM          | 95                       | 5,845                       | 1.6%                |
| BC          | Central Saanich                          | DM          | 135                      | 8,595                       | 1.6%                |
| BC          | Parksville                               | C           | 65                       | 4,170                       | 1.6%                |
| BC          | Coldstream                               | DM          | 75                       | 4,905                       | 1.5%                |
| BC          | Nanaimo F                                | RDA         | 45                       | 2,995                       | 1.5%                |
| BC          | Nelson                                   | C           | 75                       | 5,090                       | 1.5%                |
| BC          | View Royal                               | T           | 60                       | 4,170                       | 1.4%                |
| BC          | White Rock                               | C           | 130                      | 9,165                       | 1.4%                |
| BC          | Sidney                                   | T           | 70                       | 4,990                       | 1.4%                |
| BC          | North Cowichan                           | DM          | 165                      | 12,870                      | 1.3%                |
| BC          | Comox-Strathcona C                       | RDA         | 55                       | 4,300                       | 1.3%                |
| BC          | Nanaimo G                                | RDA         | 40                       | 3,185                       | 1.3%                |
| BC          | Central Okanagan G                       | RDA         | 65                       | 5,300                       | 1.2%                |
| BC          | Nanaimo A                                | RDA         | 40                       | 3,315                       | 1.2%                |
| BC          | Sooke                                    | DM          | 55                       | 4,665                       | 1.2%                |
| BC          | Comox-Strathcona B                       | RDA         | 50                       | 4,295                       | 1.2%                |
| BC          | Courtenay                                | C           | 100                      | 8,820                       | 1.1%                |

| <b>Prov</b> | <b>Census Subdivision (Municipality)</b> | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
|-------------|--|-------------|--------------------------|-----------------------------|---------------------|
| BC          | Mission                                  | DM          | 165                      | 15,575                      | 1.1%                |
| BC          | Comox                                    | T           | 55                       | 5,380                       | 1.0%                |
| BC          | Port Moody                               | C           | 140                      | 13,905                      | 1.0%                |
| BC          | Lake Country                             | DM          | 50                       | 5,275                       | 0.9%                |
| BC          | Whistler                                 | DM          | 65                       | 7,180                       | 0.9%                |
| BC          | Langford                                 | DM          | 90                       | 10,625                      | 0.8%                |
| BC          | Squamish                                 | DM          | 70                       | 8,345                       | 0.8%                |
| BC          | Campbell River                           | DM          | 125                      | 15,175                      | 0.8%                |
| BC          | Summerland                               | DM          | 40                       | 5,120                       | 0.8%                |
| BC          | Central Okanagan H                       | RDA         | 60                       | 7,915                       | 0.8%                |
| BC          | Colwood                                  | C           | 55                       | 7,545                       | 0.7%                |
| BC          | Langley                                  | C           | 90                       | 12,655                      | 0.7%                |
| BC          | Terrace                                  | C           | 45                       | 6,585                       | 0.7%                |
| BC          | Pitt Meadows                             | DM          | 55                       | 8,400                       | 0.7%                |
| BC          | Esquimalt                                | DM          | 55                       | 9,050                       | 0.6%                |
| BC          | Cranbrook                                | C           | 55                       | 9,605                       | 0.6%                |
| BC          | Penticton                                | C           | 80                       | 14,210                      | 0.6%                |
| BC          | Fort St. John                            | C           | 55                       | 9,875                       | 0.6%                |
| BC          | Port Alberni                             | C           | 40                       | 8,005                       | 0.5%                |
| BC          | Prince Rupert                            | C           | 40                       | 8,245                       | 0.5%                |
| BC          | Vernon                                   | C           | 60                       | 16,005                      | 0.4%                |
|             |  |             |                          |                             |                     |
| AB          | Olds                                     | T           | 50                       | 3,685                       | 1.4%                |
| AB          | Canmore                                  | T           | 90                       | 7,365                       | 1.2%                |
| AB          | Rocky View No. 44                        | MD          | 230                      | 18,995                      | 1.2%                |
| AB          | Drumheller                               | T           | 45                       | 3,975                       | 1.1%                |
| AB          | Okotoks                                  | T           | 75                       | 6,670                       | 1.1%                |
| AB          | Parkland County                          | CM          | 145                      | 16,250                      | 0.9%                |
| AB          | Foothills No. 31                         | MD          | 90                       | 10,355                      | 0.9%                |
| AB          | High River                               | T           | 45                       | 5,200                       | 0.9%                |
| AB          | Wetaskiwin County No. 10                 | CM          | 50                       | 6,325                       | 0.8%                |
| AB          | Red Deer County                          | CM          | 80                       | 11,015                      | 0.7%                |
| AB          | Lacombe County                           | CM          | 40                       | 6,015                       | 0.7%                |
| AB          | Grande Prairie County No. 1              | CM          | 40                       | 9,475                       | 0.4%                |
| AB          | Sturgeon County                          | MD          | 40                       | 10,830                      | 0.4%                |
| AB          | Airdrie                                  | C           | 40                       | 12,380                      | 0.3%                |
| AB          | Grande Prairie                           | C           | 50                       | 23,375                      | 0.2%                |
|             |  |             |                          |                             |                     |
| SK          | Corman Park No. 344                      | RM          | 50                       | 4,995                       | 1.0%                |
| SK          | Moose Jaw                                | C           | 85                       | 15,870                      | 0.5%                |
| SK          | Yorkton                                  | C           | 40                       | 7,580                       | 0.5%                |
| SK          | Prince Albert                            | C           | 40                       | 16,765                      | 0.2%                |

| <b>Prov</b> | <b>Census Subdivision (Municipality)</b> | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
|-------------|--|-------------|--------------------------|-----------------------------|---------------------|
| MB          | Portage la Prairie                       | C           | 65                       | 6,240                       | 1.0%                |
| MB          | St. Clements                             | RM          | 45                       | 5,395                       | 0.8%                |
| MB          | Hanover                                  | RM          | 45                       | 5,550                       | 0.8%                |
| MB          | Russell                                  | TP          | 45                       | 7,185                       | 0.6%                |
| MB          | St. Andrews                              | RM          | 40                       | 6,455                       | 0.6%                |
| MB          | Springfield                              | RM          | 45                       | 7,365                       | 0.6%                |
| MB          | Brandon                                  | C           | 100                      | 22,215                      | 0.5%                |
|             |  |             |                          |                             |                     |
| ON          | Seguin                                   | TP          | 70                       | 2,010                       | 3.5%                |
| ON          | Merrickville-Wolford                     | VL          | 40                       | 1,455                       | 2.7%                |
| ON          | Niagara-on-the-Lake                      | T           | 170                      | 7,645                       | 2.2%                |
| ON          | Centre Hastings                          | TP          | 40                       | 2,110                       | 1.9%                |
| ON          | Alnwick/Haldimand                        | TP          | 55                       | 3,210                       | 1.7%                |
| ON          | Chatsworth                               | TP          | 55                       | 3,405                       | 1.6%                |
| ON          | Stratford                                | C           | 260                      | 16,930                      | 1.5%                |
| ON          | King                                     | TP          | 155                      | 10,920                      | 1.4%                |
| ON          | Mississippi Mills                        | T           | 90                       | 6,465                       | 1.4%                |
| ON          | Prince Edward                            | C           | 170                      | 12,350                      | 1.4%                |
| ON          | North Grenville                          | TP          | 100                      | 7,450                       | 1.3%                |
| ON          | Cramahe                                  | TP          | 40                       | 2,980                       | 1.3%                |
| ON          | Centre Wellington                        | TP          | 175                      | 13,530                      | 1.3%                |
| ON          | South Frontenac                          | TP          | 115                      | 9,090                       | 1.3%                |
| ON          | Uxbridge                                 | TP          | 115                      | 10,010                      | 1.1%                |
| ON          | Campbellford/Seymour Percy Hastings      | T           | 65                       | 5,810                       | 1.1%                |
| ON          | Brock                                    | TP          | 70                       | 6,370                       | 1.1%                |
| ON          | Lambton Shores                           | C           | 60                       | 5,525                       | 1.1%                |
| ON          | Whitchurch-Stouffville                   | T           | 135                      | 12,815                      | 1.1%                |
| ON          | Guelph/Eramosa                           | TP          | 70                       | 6,700                       | 1.0%                |
| ON          | Central Huron                            | TP          | 45                       | 4,310                       | 1.0%                |
| ON          | Port Hope and Hope                       | T           | 85                       | 8,250                       | 1.0%                |
| ON          | Georgian Highlands                       | T           | 55                       | 5,535                       | 1.0%                |
| ON          | Central Elgin                            | TP          | 70                       | 7,095                       | 1.0%                |
| ON          | Clearview                                | TP          | 75                       | 7,680                       | 1.0%                |
| ON          | Mono                                     | T           | 40                       | 4,135                       | 1.0%                |
| ON          | Zorra                                    | TP          | 45                       | 4,765                       | 0.9%                |
| ON          | Carleton Place                           | T           | 45                       | 4,880                       | 0.9%                |
| ON          | Hamilton                                 | TP          | 55                       | 5,975                       | 0.9%                |
| ON          | Fort Erie                                | T           | 130                      | 14,195                      | 0.9%                |
| ON          | Cobourg                                  | T           | 75                       | 8,315                       | 0.9%                |
| ON          | Kingsville                               | T           | 100                      | 11,420                      | 0.9%                |
| ON          | Mapleton                                 | TP          | 45                       | 5,155                       | 0.9%                |
| ON          | Pelham                                   | T           | 75                       | 8,605                       | 0.9%                |
| ON          | Oro-Medonte                              | TP          | 90                       | 10,360                      | 0.9%                |
| ON          | Perth East                               | TP          | 60                       | 6,975                       | 0.9%                |
| ON          | Lincoln                                  | T           | 90                       | 10,815                      | 0.8%                |
| ON          | West Lincoln                             | TP          | 55                       | 6,860                       | 0.8%                |



| <b>Prov</b> | <b>Census Subdivision (Municipality)</b> | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
|-------------|--|-------------|--------------------------|-----------------------------|---------------------|
| ON          | Cochrane                                 | T           | 55                       | 6,920                       | 0.8%                |
| ON          | Midland                                  | T           | 60                       | 7,660                       | 0.8%                |
| ON          | Gravenhurst                              | T           | 40                       | 5,115                       | 0.8%                |
| ON          | Severn                                   | TP          | 45                       | 5,885                       | 0.8%                |
| ON          | Wilmot                                   | TP          | 65                       | 8,740                       | 0.7%                |
| ON          | Aurora                                   | T           | 175                      | 23,670                      | 0.7%                |
| ON          | North Dundas                             | TP          | 45                       | 6,160                       | 0.7%                |
| ON          | Owen Sound                               | C           | 75                       | 10,350                      | 0.7%                |
| ON          | Haldimand                                | C           | 170                      | 23,715                      | 0.7%                |
| ON          | Woolwich                                 | TP          | 75                       | 10,585                      | 0.7%                |
| ON          | Huntsville                               | T           | 65                       | 9,330                       | 0.7%                |
| ON          | East Gwillimbury                         | T           | 85                       | 12,265                      | 0.7%                |
| ON          | Brockville                               | C           | 70                       | 10,505                      | 0.7%                |
| ON          | Saugeen Shores                           | T           | 40                       | 6,200                       | 0.6%                |
| ON          | Essex                                    | T           | 70                       | 10,855                      | 0.6%                |
| ON          | Scugog                                   | TP          | 70                       | 11,340                      | 0.6%                |
| ON          | West Grey                                | TP          | 40                       | 6,610                       | 0.6%                |
| ON          | Bradford West Gwillimbury                | T           | 80                       | 13,240                      | 0.6%                |
| ON          | Loyalist                                 | TP          | 45                       | 7,550                       | 0.6%                |
| ON          | Grimsby                                  | T           | 70                       | 12,005                      | 0.6%                |
| ON          | Essa                                     | TP          | 55                       | 9,655                       | 0.6%                |
| ON          | Springwater                              | TP          | 50                       | 8,865                       | 0.6%                |
| ON          | Orangeville                              | T           | 80                       | 14,260                      | 0.6%                |
| ON          | Orillia                                  | C           | 80                       | 14,490                      | 0.6%                |
| ON          | New Tecumseth                            | T           | 80                       | 14,540                      | 0.6%                |
| ON          | Middlesex Centre                         | TP          | 45                       | 8,275                       | 0.5%                |
| ON          | Georgina                                 | T           | 115                      | 21,190                      | 0.5%                |
| ON          | Bracebridge                              | T           | 40                       | 7,535                       | 0.5%                |
| ON          | Milton                                   | T           | 105                      | 19,795                      | 0.5%                |
| ON          | Halton Hills                             | T           | 150                      | 28,715                      | 0.5%                |
| ON          | Smith-Ennismore-Lakefield                | TP          | 45                       | 8,770                       | 0.5%                |
| ON          | Brant                                    | C           | 90                       | 17,975                      | 0.5%                |
| ON          | Woodstock                                | C           | 85                       | 17,350                      | 0.5%                |
| ON          | Collingwood                              | T           | 40                       | 8,270                       | 0.5%                |
| ON          | Strathroy-Caradoc                        | TP          | 50                       | 10,410                      | 0.5%                |
| ON          | Thorold                                  | C           | 45                       | 9,795                       | 0.5%                |
| ON          | Innisfil                                 | T           | 70                       | 15,370                      | 0.5%                |
| ON          | Tecumseh                                 | T           | 65                       | 14,580                      | 0.4%                |
| ON          | Cornwall                                 | C           | 90                       | 20,790                      | 0.4%                |
| ON          | Belleville                               | C           | 100                      | 23,500                      | 0.4%                |
| ON          | Quinte West                              | C           | 90                       | 21,500                      | 0.4%                |
| ON          | LaSalle                                  | T           | 55                       | 14,430                      | 0.4%                |
| ON          | Welland                                  | C           | 80                       | 24,540                      | 0.3%                |
| ON          | St. Thomas                               | C           | 55                       | 17,095                      | 0.3%                |
| ON          | Timmins                                  | C           | 55                       | 21,680                      | 0.3%                |

| Prov | Census Subdivision (Municipality) | Type | Number of artists | Overall labour force | Artists as % |
|------|-----------------------------------|------|-------------------|----------------------|--------------|
| QC   | Sutton                            | V    | 40                | 670                  | 6.0%         |
| QC   | Outremont                         | V    | 600               | 12,545               | 4.8%         |
| QC   | Saint-Sauveur                     | P    | 90                | 2,730                | 3.3%         |
| QC   | Montréal-Ouest                    | V    | 90                | 2,955                | 3.0%         |
| QC   | Westmount                         | V    | 305               | 10,365               | 2.9%         |
| QC   | Hudson                            | V    | 65                | 2,350                | 2.8%         |
| QC   | Pontiac                           | M    | 55                | 2,230                | 2.5%         |
| QC   | Oka                               | M    | 40                | 1,725                | 2.3%         |
| QC   | Chelsea                           | M    | 75                | 3,560                | 2.1%         |
| QC   | Saint-Lambert                     | V    | 225               | 10,715               | 2.1%         |
| QC   | Lac-Brome                         | V    | 50                | 2,470                | 2.0%         |
| QC   | Bromont                           | V    | 45                | 2,955                | 1.5%         |
| QC   | Otterburn Park                    | V    | 65                | 4,440                | 1.5%         |
| QC   | Sillery                           | V    | 90                | 6,405                | 1.4%         |
| QC   | La Pêche                          | M    | 45                | 3,600                | 1.3%         |
| QC   | Beaconsfield                      | V    | 125               | 10,410               | 1.2%         |
| QC   | Carignan                          | V    | 40                | 3,380                | 1.2%         |
| QC   | Côte-Saint-Luc                    | C    | 145               | 13,105               | 1.1%         |
| QC   | Saint-Bruno-de-Montarville        | V    | 145               | 13,565               | 1.1%         |
| QC   | Beloeil                           | V    | 110               | 10,440               | 1.1%         |
| QC   | Chambly                           | V    | 110               | 11,030               | 1.0%         |
| QC   | Pointe-Claire                     | V    | 155               | 15,820               | 1.0%         |
| QC   | Cap-Rouge                         | V    | 80                | 8,310                | 1.0%         |
| QC   | Rosemère                          | V    | 70                | 7,335                | 1.0%         |
| QC   | Sainte-Anne-des-Plaines           | V    | 60                | 6,395                | 0.9%         |
| QC   | Rock Forest                       | V    | 100               | 10,765               | 0.9%         |
| QC   | Greenfield Park                   | V    | 80                | 8,810                | 0.9%         |
| QC   | Aylmer                            | V    | 180               | 20,055               | 0.9%         |
| QC   | Boucherville                      | V    | 185               | 20,965               | 0.9%         |
| QC   | La Prairie                        | V    | 90                | 10,625               | 0.8%         |
| QC   | Lachine                           | V    | 170               | 20,170               | 0.8%         |
| QC   | Trois-Rivières                    | V    | 175               | 20,920               | 0.8%         |
| QC   | Dollard-des-Ormeaux               | V    | 215               | 27,240               | 0.8%         |
| QC   | L'Ancienne-Lorette                | V    | 70                | 9,150                | 0.8%         |
| QC   | Bécancour                         | V    | 40                | 5,630                | 0.7%         |
| QC   | Candiac                           | V    | 50                | 7,600                | 0.7%         |
| QC   | Saint-Lazare                      | P    | 45                | 6,975                | 0.6%         |
| QC   | Magog                             | V    | 45                | 7,070                | 0.6%         |
| QC   | Saint-Jean-sur-Richelieu          | V    | 115               | 18,835               | 0.6%         |
| QC   | Val-d'Or                          | V    | 70                | 11,600               | 0.6%         |
| QC   | Saint-Nicolas                     | V    | 60                | 9,955                | 0.6%         |
| QC   | Granby                            | V    | 140               | 23,250               | 0.6%         |
| QC   | Saint-Augustin-de-Desmaures       | M    | 55                | 9,290                | 0.6%         |
| QC   | Dorval                            | C    | 55                | 9,410                | 0.6%         |
| QC   | Mont-Royal                        | V    | 55                | 9,595                | 0.6%         |
| QC   | Drummondville                     | V    | 135               | 23,755               | 0.6%         |

| <b>Prov</b> | <b>Census Subdivision (Municipality)</b> | <b>Type</b> | <b>Number of artists</b> | <b>Overall labour force</b> | <b>Artists as %</b> |
|-------------|--|-------------|--------------------------|-----------------------------|---------------------|
| QC          | Vaudreuil-Dorion                         | V           | 60                       | 11,350                      | 0.5%                |
| QC          | Rimouski                                 | V           | 85                       | 16,170                      | 0.5%                |
| QC          | Anjou                                    | V           | 100                      | 19,630                      | 0.5%                |
| QC          | Boisbriand                               | V           | 70                       | 14,635                      | 0.5%                |
| QC          | Val-Bélair                               | V           | 55                       | 11,910                      | 0.5%                |
| QC          | Terrebonne                               | V           | 105                      | 23,625                      | 0.4%                |
| QC          | Sainte-Thérèse                           | V           | 60                       | 13,520                      | 0.4%                |
| QC          | Sainte-Julie                             | V           | 70                       | 15,875                      | 0.4%                |
| QC          | La Baie                                  | V           | 40                       | 9,125                       | 0.4%                |
| QC          | Varenes                                  | V           | 50                       | 11,435                      | 0.4%                |
| QC          | Saint-Georges                            | V           | 50                       | 11,585                      | 0.4%                |
| QC          | Deux-Montagnes                           | V           | 40                       | 9,380                       | 0.4%                |
| QC          | Saint-Hyacinthe                          | V           | 80                       | 19,665                      | 0.4%                |
| QC          | Cap-de-la-Madeleine                      | V           | 60                       | 14,750                      | 0.4%                |
| QC          | Lachenaie                                | V           | 50                       | 12,415                      | 0.4%                |
| QC          | Châteauguay                              | V           | 80                       | 20,950                      | 0.4%                |
| QC          | Lévis                                    | V           | 80                       | 21,470                      | 0.4%                |
| QC          | Kirkland                                 | V           | 40                       | 11,285                      | 0.4%                |
| QC          | Alma                                     | V           | 45                       | 12,955                      | 0.3%                |
| QC          | Sorel-Tracy                              | V           | 55                       | 15,945                      | 0.3%                |
| QC          | Mascouche                                | V           | 55                       | 16,370                      | 0.3%                |
| QC          | Mirabel                                  | V           | 50                       | 15,055                      | 0.3%                |
| QC          | Blainville                               | V           | 65                       | 20,085                      | 0.3%                |
| QC          | Victoriaville                            | V           | 55                       | 20,135                      | 0.3%                |
| QC          | Saint-Eustache                           | V           | 45                       | 22,630                      | 0.2%                |

| Prov   | Census Subdivision (Municipality)             | Type | Number of artists | Overall labour force | Artists as % |
|--|---|------|-------------------|----------------------|--------------|
| NB   | Hampton                                       | PAR  | 40                | 1,405                | 2.8%         |
| NB   | Alnwick                                       | PAR  | 75                | 2,960                | 2.5%         |
| NB   | L'Acadie                                      | M    | 40                | 3,090                | 1.3%         |
| NB   | Rothesay                                      | T    | 55                | 6,495                | 0.8%         |
| NB   | Fredericton                                   | C    | 210               | 27,850               | 0.8%         |
| NB   | Riverview                                     | T    | 65                | 9,895                | 0.7%         |
|  |   |      |                   |                      |              |
| NS   | Victoria Subd. B                              | SCM  | 40                | 2,155                | 1.9%         |
| NS   | Lunenburg                                     | MD   | 215               | 12,840               | 1.7%         |
| NS   | Chester                                       | MD   | 75                | 5,220                | 1.4%         |
| NS   | Yarmouth                                      | MD   | 55                | 5,375                | 1.0%         |
| NS   | Clare   | MD   | 45                | 4,760                | 0.9%         |
| NS   | Truro   | T    | 40                | 5,475                | 0.7%         |
| NS   | West Hants                                    | MD   | 40                | 6,890                | 0.6%         |
| NS   | Colchester Subd. B                            | SCM  | 40                | 9,610                | 0.4%         |
| NS   | East Hants                                    | MD   | 45                | 10,965               | 0.4%         |
| NS   | Kings Subd. A                                 | SCM  | 40                | 11,175               | 0.4%         |
|  |   |      |                   |                      |              |
| PEI  | Lot 65  | LOT  | 40                | 1,090                | 3.7%         |
| PEI  | Charlottetown                                 | C    | 155               | 17,900               | 0.9%         |
|  |   |      |                   |                      |              |
| NL   | Portugal Cove-St. Philip's                    | T    | 45                | 3,200                | 1.4%         |
| NL   | Corner Brook                                  | C    | 55                | 9,730                | 0.6%         |
| NL   | Conception Bay South                          | T    | 55                | 10,210               | 0.5%         |
| NL   | Mount Pearl                                   | C    | 50                | 14,395               | 0.3%         |
|  |   |      |                   |                      |              |
|  | <b>All 264 small and rural municipalities</b> |      | <b>22,075</b>     | <b>2,599,050</b>     | <b>0.8%</b>  |
|  |   |      |                   |                      |              |
|  | <b>Canada (all locations)</b>                 |      | <b>130,700</b>    | <b>16,415,785</b>    | <b>0.8%</b>  |
|  |   |      |                   |                      |              |
| <p><b>Types:</b> C=City; CM=County Municipality; DM=District Municipality; HAM=Hamlet; IM=Island Municipality; LOT=Lot; M=Municipalité; MD=Municipal District; P=Paroisse; PAR=Parish; RDA=Regional District Electoral Area; RM=Rural Municipality; SCM=Subdivision of County Municipality; T=Town; TP=Township; V=Ville; VL=Village</p> |   |      |                   |                      |              |