

# ***Artists in Canada's Provinces, Territories and Metropolitan Areas***

***A Statistical Analysis Based on the 2001 Census***



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# ARTISTS IN CANADA'S PROVINCES, TERRITORIES AND METROPOLITAN AREAS

*A Statistical Analysis Based on the 2001 Census*

This report provides an analysis of artists residing in each province, territory and Census Metropolitan Area in Canada, including statistics concerning the number of artists, artists' earnings, and trends in the arts labour force between 1991 and 2001. Nine arts occupations are included in the analysis:

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

This project complements a recent report in this series entitled *A Statistical Profile of Artists in Canada*. Some findings of the national profile of artists in these nine occupations include

- There are 131,000 artists in Canada who spent more time at their art than at any other occupation in May 2001.
- 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, artists are in the lowest quarter of average earnings of all occupation groups. The gap between artists' average earnings and overall labour force earnings is 26%.

The first section of the current report examines data on the arts labour force in Canada's provinces and territories. The second section extends this analysis to Canada's 27 Census Metropolitan Areas (CMAs), including an examination of artists residing in Canada's three largest Census Metropolitan Areas: Toronto, Montreal and Vancouver. Section 3 illustrates changes in the number and earnings of artists between 1991 and 2001.

The study is based largely on a custom data request from the 1991 and 2001 census years, commissioned by the Canada Council for the Arts from Statistics Canada.<sup>1</sup> Data available online at Statistics Canada's website was used to examine demographic breakdowns that were not available in the custom data request.<sup>2</sup>

The census captures information about the occupation at which a person worked the most hours between May 6 and 12, 2001. The occupational categories are not a perfect fit for artists but do provide a reasonable approximation of arts employment and self-employment. Overall,

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<sup>1</sup> We wish to thank the Canada Council for the Arts for contributing the data from their custom data request.

<sup>2</sup> Statistics not available in the custom data set include labour force breakdowns by age, sex and education.

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. The Appendix to this report provides a fuller explanation of the study's methodology and descriptions of the nine arts occupations.

A subsequent report in this series will examine the arts labour force and arts participation activities of culturally diverse and Aboriginal Canadians.

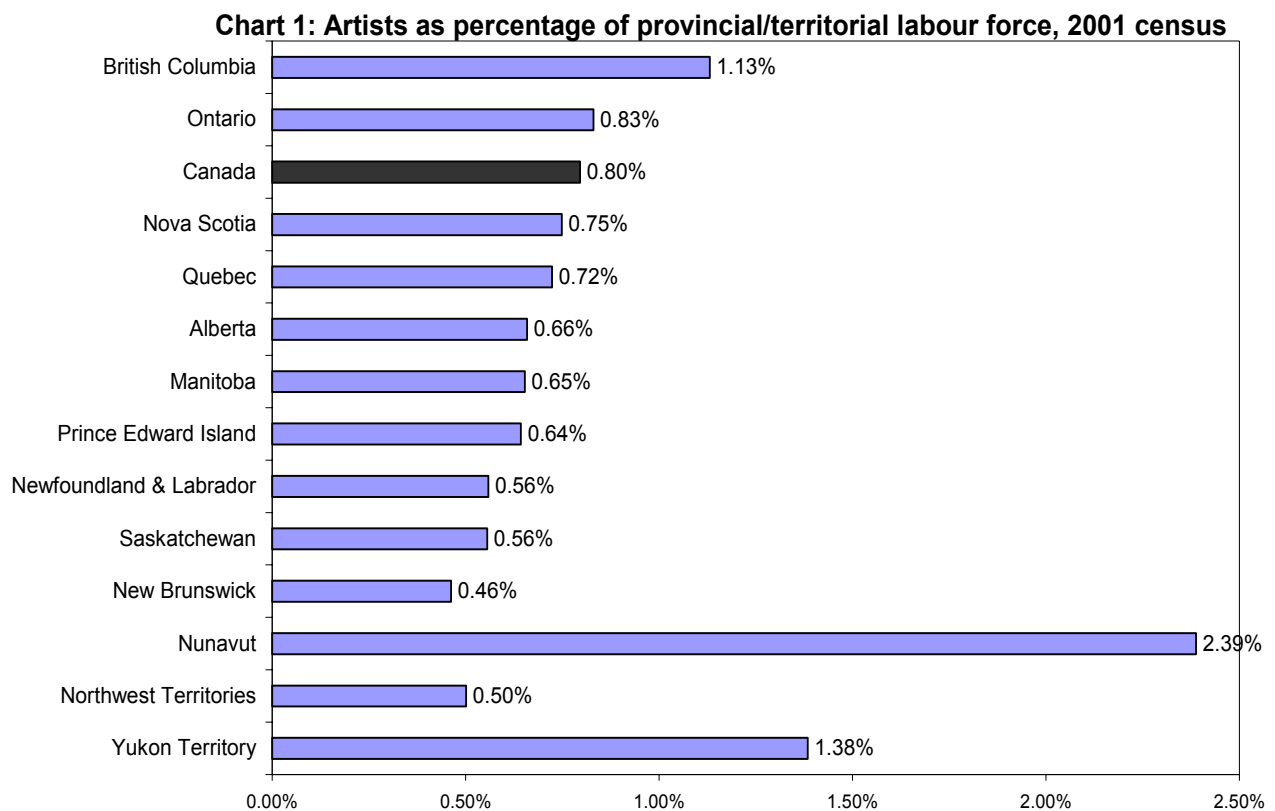
## **Section 1: Artists in Canada's provinces and territories, 2001**

Artists are not distributed evenly among the provinces. With 24,100 artists, British Columbia has the largest percentage of its labour force in arts occupations – 1.13% – the only province above 1% and a figure that is well above the Canadian average of 0.80% (see Chart 1).

Ontario has a slightly higher percentage of its labour force in arts occupations (0.83%) than the Canadian average (0.80%). With 52,500 artists, Ontario has nearly twice as many artists as any other province.

The 3,500 artists in Nova Scotia place the province third in terms of the proportion of the labour force in arts occupations (0.75%).

Quebec has the second-largest number of artists (27,600) and is fourth in terms of the percentage of its labour force in arts occupations (0.72%).



No other province has more than 0.7% of its workforce in arts occupations. Alberta's 11,700 artists represent 0.66% of the labour force, and Manitoba's 4,000 artists comprise 0.65% of the provincial labour force. There are 500 artists in Prince Edward Island, or 0.64% of the Island's labour force.

The final three provinces (Newfoundland and Labrador, Saskatchewan and New Brunswick) have an arts labour force that accounts for less than 0.6% of the overall labour force. Newfoundland and Labrador's arts labour force is about 1,400 people strong, or 0.56% of the province's labour force. This is the same percentage as in Saskatchewan, where there are about 3,000 artists. Finally, in New Brunswick, the 1,800 artists represent less than one-half of one percent of the province's labour force (0.46%).

Given their small populations, Canada's three territories have relatively small numbers of artists.<sup>3</sup> However, Nunavut's 295 artists represent a strikingly large percentage of the territory's labour force (2.39%, more than double the percentage in BC). Yukon's 260 artists represent 1.38% of the territory's labour force (also higher than the percentage in BC). The Northwest Territory's approximately 110 artists account for 0.50% of the overall labour force.

Table 1 presents estimates of the number of artists and artists' share of the overall labour force in each province and territory, from west to east.

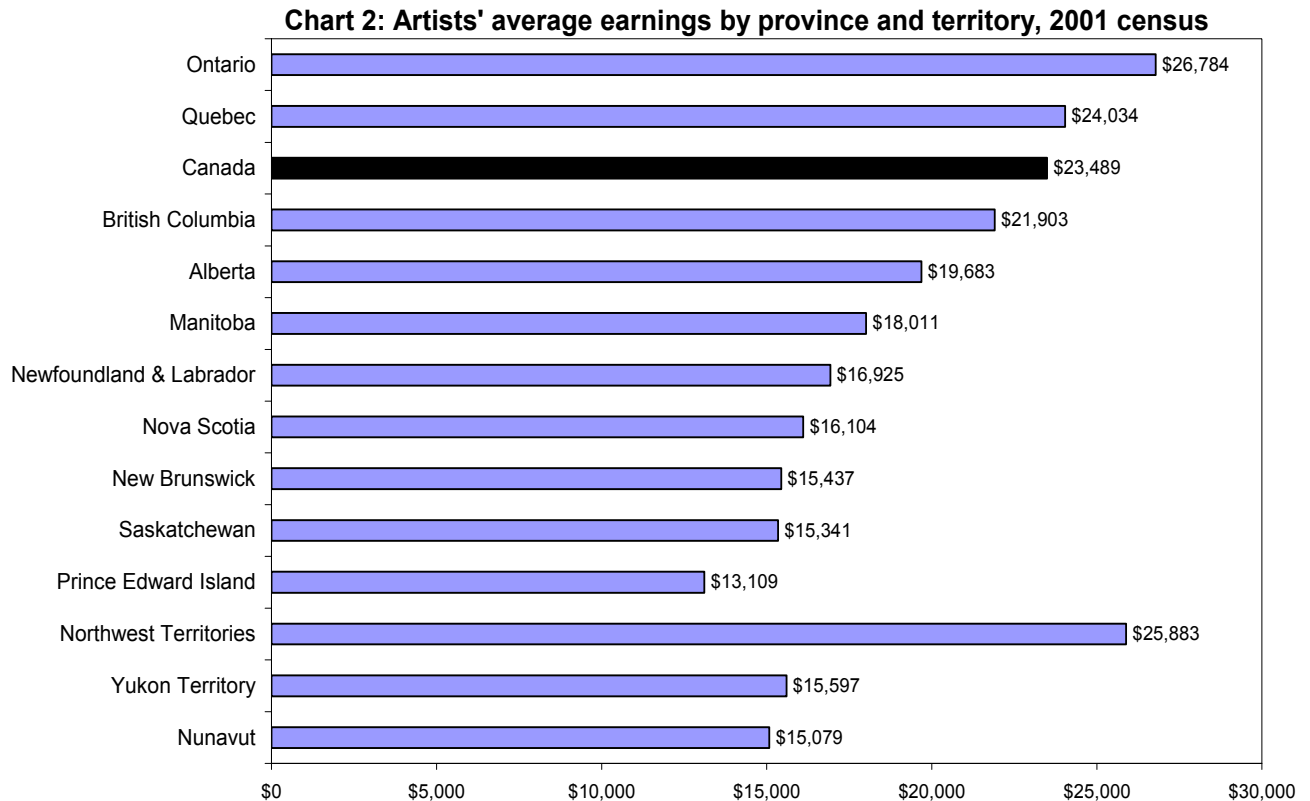
<b>Table 1: Artists in the provinces and territories, 2001</b>		
<b>Province</b>	<b>Artists</b>	<b>As % of overall labour force</b>
British Columbia	24,080	1.13%
Alberta	11,655	0.66%
Saskatchewan	2,970	0.56%
Manitoba	3,980	0.65%
Ontario	52,485	0.83%
Quebec	27,605	0.72%
New Brunswick	1,800	0.46%
Nova Scotia	3,510	0.75%
Prince Edward Island	500	0.64%
Newfoundland & Labrador	1,405	0.56%
Yukon Territory	260	1.38%
Northwest Territories	110	0.50%
Nunavut	295	2.39%
<b>Canada</b>	<b>130,695</b>	<b>0.80%</b>
<i>Source: 2001 Census custom data request.</i>		

<sup>3</sup> The estimates of artists in low population areas, such as the territories, are less accurate than in other areas because of attempts by Statistics Canada to ensure the confidentiality of individual responses. This includes "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.

As a group, Ontario, Quebec and B.C. account for 80% of Canada's artists, compared to 75% of the overall labour force. Clearly, these three provinces have significant arts infrastructures that attract a large number of artists.

Those areas with a large arts infrastructure may be able to provide more full-time or near full-time arts employment and self-employment opportunities than other jurisdictions. This will affect statistics based on the census, which classifies respondents into occupation groups based on the position at which the respondent worked the most hours during the census week.<sup>4</sup> This methodology also leads to an under-counting of artists, who often hold multiple positions inside and outside the arts.

Artists' average earnings are highest in Ontario, Quebec and British Columbia, those provinces with the largest arts infrastructure and the highest cost of living. Chart 2 presents the average earnings for artists in each province and territory.



<sup>4</sup> The census week was May 6-12, 2001.

## Earnings gap

Artists' average earnings are well below the overall labour force average in every province. It is in Quebec where artists come closest to overall labour force earnings, with an earnings gap of 18%.<sup>5</sup> In Ontario, the earnings gap is 24%, while in all other provinces the earnings gap is 30% or more. In fact, artists in Prince Edward Island earn, on average, 41% less than the average earnings in the province's overall labour force. In the nation as a whole, the earnings gap for artists is 26%. The existence of this earnings gap leads to the conclusion that the economic situation of artists should be a significant concern in every province's labour force.

The fact that Quebec, a province with significant public funding for the arts, has the lowest earnings gap raises an interesting question: Does public funding for the arts play a significant, direct role in the overall earnings of artists? Future research could attempt to examine the factors in the differences in artists' earnings between provinces.

Table 2 provides the estimates of the average earnings of artists and overall labour force workers as well as the earnings gap in each province and territory, from west to east.

<b>Table 2: Artists' average earnings in the provinces and territories, 2001</b>			
<b>Province</b>	<b>Artists</b>	<b>Overall labour force</b>	<b>Earnings gap</b>
British Columbia	\$21,903	\$31,544	31%
Alberta	\$19,683	\$32,603	40%
Saskatchewan	\$15,341	\$25,691	40%
Manitoba	\$18,011	\$27,178	34%
Ontario	\$26,784	\$35,185	24%
Quebec	\$24,034	\$29,385	18%
New Brunswick	\$15,437	\$24,971	38%
Nova Scotia	\$16,104	\$26,632	40%
Prince Edward Island	\$13,109	\$22,303	41%
Newfoundland and Labrador	\$16,925	\$24,165	30%
Yukon Territory	\$15,597	\$31,526	51%
Northwest Territories	\$25,883	\$36,645	29%
Nunavut	\$15,079	\$28,215	47%
<b>Canada</b>	<b>\$23,489</b>	<b>\$31,757</b>	<b>26%</b>

*Source: 2001 Census custom data request.*

<sup>5</sup> The earnings gap is the difference between the average earnings of artists and overall labour force workers in each jurisdiction.

Table 3 shows the number of artists by occupation group and province. Ontario has the most artists in all nine occupation groups.

Some provinces have been grouped together to minimize the categories with figures that are so low that they may not be reliable (i.e., those occupation groups with less than 250 artists).

<b>Table 3: Artists by occupation and province, 2001</b>							
<b>Occupation</b>	<b>British Columbia</b>	<b>Alberta</b>	<b>Manitoba &amp; Saskatchewan</b>	<b>Ontario</b>	<b>Quebec</b>	<b>Atlantic</b>	<b>Canada</b>
Actors	2,595	670	255	4,230	2,425	570	10,765
Artisans and craftspersons	4,280	1,935	1,025	6,940	3,275	1,900	19,575
Conductors, composers and arrangers	410	n/a (<250)	n/a (<250)	935	515	n/a (<250)	2,290
Dancers	1,130	825	465	2,940	1,240	n/a (<250)	6,865
Musicians and singers	5,325	3,325	2,445	12,155	5,740	1,915	31,000
Other performers	570	465	n/a (<250)	2,145	1,005	n/a (<250)	4,570
Painters, sculptors and other visual artists	3,160	1,390	720	5,245	3,785	755	15,250
Producers, directors, choreographers and related occupations	3,200	1,105	645	8,160	5,295	765	19,240
Writers	3,410	1,745	1,025	9,735	4,325	845	21,145
<b>All 9 arts occupations</b>	<b>24,080</b>	<b>11,655</b>	<b>6,950</b>	<b>52,485</b>	<b>27,605</b>	<b>7,215</b>	<b>130,695</b>
<i>Source: 2001 Census custom data request. Some provinces have been grouped together to minimize the categories with figures too low to report (i.e., below 250).</i>							

Table 4 provides a detailed breakdown of artists' average earnings by occupation group and province. Ontario artists have the highest average earnings in five occupation groups and are essentially tied for the highest earnings in two other arts occupation groups.

In some arts occupations, average earnings are quite similar between the provinces (e.g., dancers and other performers). In other arts occupations, average earnings vary significantly (e.g., actors, producers and writers).

Once again, some provinces have been grouped together to minimize the categories with figures that are so low that they may not be reliable (i.e., those occupation groups with less than 250 artists).

**Table 4: Artists' average earnings by occupation and province, 2001**

Occupation	British Columbia	Alberta	Manitoba & Saskatchewan	Ontario	Quebec	Atlantic	Canada
Actors	\$20,173	\$15,292	\$12,509	\$24,142	\$23,534	\$12,905	\$21,597
Artisans and craftspersons	\$14,908	\$16,801	\$13,722	\$16,798	\$16,429	\$10,834	\$15,533
Conductors, composers and arrangers	\$31,224	n/a	n/a	\$30,528	\$24,215	n/a	\$27,381
Dancers	\$14,563	\$14,541	\$14,946	\$14,945	\$13,826	n/a	\$14,587
Musicians and singers	\$15,401	\$14,859	\$11,911	\$18,353	\$15,548	\$12,902	\$16,090
Other performers	\$18,660	\$19,520	n/a	\$18,081	\$17,984	n/a	\$18,156
Painters, sculptors and other visual artists	\$15,200	\$14,595	\$16,720	\$24,955	\$15,906	\$13,371	\$18,666
Producers, directors, choreographers and related occupations	\$45,584	\$36,413	\$32,774	\$45,752	\$41,395	\$35,326	\$43,111
Writers	\$27,995	\$29,179	\$22,158	\$35,798	\$31,502	\$22,947	\$31,911
<b>All 9 arts occupations</b>	<b>\$21,903</b>	<b>\$19,683</b>	<b>\$16,870</b>	<b>\$26,784</b>	<b>\$24,034</b>	<b>\$15,890</b>	<b>\$23,489</b>
<p><i>Source: 2001 Census custom data request. Figures based on groups with less than 250 people are not reported but are shown as n/a. Some provinces have been grouped together to minimize the categories with figures too low to report (i.e., below 250).</i></p>							



## **Section 2: Artists in Canada's Census Metropolitan Areas, 2001**

There has been much interest recently in the personal, societal and economic benefits of cultural activities in communities.<sup>6</sup> In addition to being a source of enjoyment for many Canadians, the arts may be linked to economic growth. One recent study 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>7</sup> Another recent article, 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>8</sup>

If these arguments are correct, the statistics presented in this report may be seen not just as a sign of artistic activity but also as a factor in the well-being of Canadians and in future economic growth.

### **Artists are concentrated in Canada's CMAs**

Artists are concentrated in Canada's 27 Census Metropolitan Areas (CMAs).<sup>9</sup> CMAs, as a group, account for over three-quarters of the nation's artists, compared with only two-thirds of its labour force. As shown in Chart 3, five metropolitan areas – Victoria, Vancouver, Toronto, Montreal and Halifax – have the highest proportion of their labour force employed in the arts. Victoria and Vancouver each have about 1.4% of their labour force in arts occupations, while Toronto is the only other CMA with over 1% of its labour force in arts occupations (1.09%). Montreal has almost exactly 1% of its labour force in the arts (0.99%), followed by Halifax (0.97%).

At the low end, four CMAs (Thunder Bay, Windsor, Chicoutimi-Jonquière and Greater Sudbury) have less than one-half of one percent of their labour force in arts occupations.

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<sup>6</sup> See, for example, the recent series of reports for the Canadian Policy Research Networks entitled *Arts and Culture: Key to Creative Cities*. A March 1999 study prepared for the National Arts Centre, the National Capital Commission and the Department of Canadian Heritage discussed a *Socio-economic Benefits Framework of the Cultural Sector*.

<sup>7</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.

<sup>8</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>9</sup> A Census Metropolitan Area consists of one or more adjacent municipalities situated around a major urban core. The urban core must have a population of at least 100,000.

**Chart 3: Artists as percentage of labour force in Census Metropolitan Areas, 2001 census**

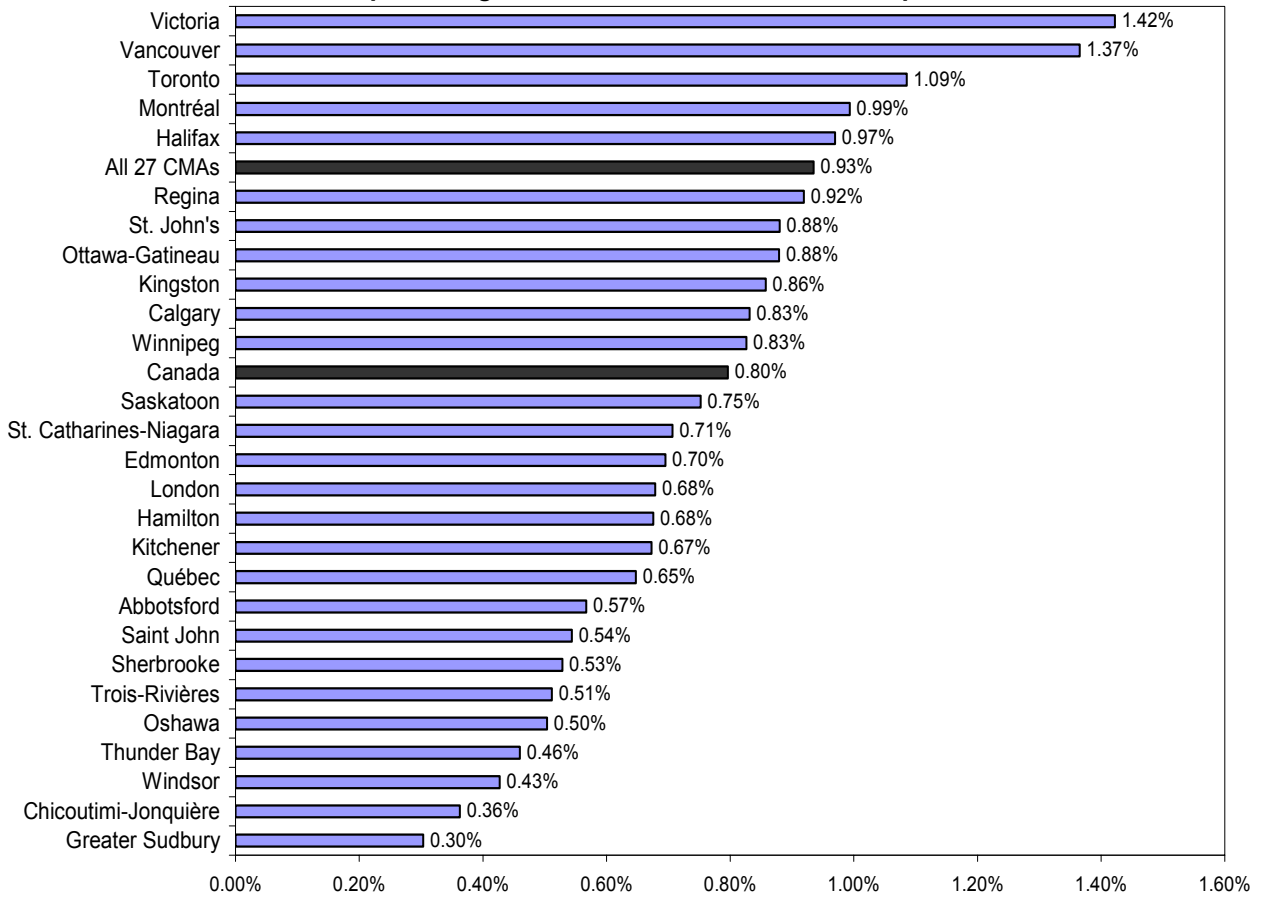


Table 5 presents estimates of the number of artists and artists' share of the overall labour force in all 27 CMAs in Canada, from west to east. As a group, Canada's 27 CMAs have a larger percentage of their workforce in arts occupations (0.93%) than the country as a whole (0.80%).

<b>Table 5: Artists in Canada's Census Metropolitan Areas, 2001</b>		
<b>CMA</b>	<b>Artists</b>	<b>As % of overall labour force</b>
Victoria	2,470	1.42%
Vancouver	15,130	1.37%
Abbotsford	440	0.57%
Edmonton	3,865	0.70%
Calgary	4,940	0.83%
Saskatoon	970	0.75%
Regina	1,025	0.92%
Winnipeg	3,165	0.83%
Thunder Bay	300	0.46%
Greater Sudbury	245	0.30%
Windsor	710	0.43%
London	1,625	0.68%
Kitchener	1,625	0.67%
St. Catharines - Niagara	1,415	0.71%
Hamilton	2,420	0.68%
Toronto	28,865	1.09%
Oshawa	835	0.50%
Kingston	685	0.86%
Ottawa - Gatineau	5,400	0.88%
Montreal	18,280	0.99%
Trois-Rivières	350	0.51%
Sherbrooke	435	0.53%
Québec	2,445	0.65%
Chicoutimi - Jonquière	275	0.36%
Saint John	350	0.54%
Halifax	1,985	0.97%
St. John's	825	0.88%
<b>All 27 CMAs</b>	<b>101,075</b>	<b>0.93%</b>
<b>Canada</b>	<b>130,695</b>	<b>0.80%</b>
<i>Source: 2001 Census custom data request.</i>		

The figures in Table 5 differ somewhat from the “bohemian index” figures provided in reports such as *Competing on Creativity: Focus on Halifax* because of the different occupations used to measure “bohemians” in the Halifax report and “artists” in this report.<sup>10</sup>

<sup>10</sup> The Halifax report used 13 occupation groups, including five that are not part of the present report (graphic designers and illustrating artists; interior designers; patternmakers; photographers; and theatre, fashion, exhibit and other creative designers). This report includes nine occupation groups, including one

Table 6 shows the rankings of CMAs in three population groups. In the small CMA category (population under 250,000), Regina, St. John's and Kingston have a similarly high level of artists in the workforce. In the medium CMA group (population between 250,000 and 700,000), Victoria has by far the highest percentage of artists in its labour force, followed by Halifax and Winnipeg. In the large CMA category (population of 900,000 or more), Vancouver leads the way, followed by Toronto and Montreal.

<i>Small CMAs (&lt;250,000)</i>		<i>Medium CMAs (250,000 - 700,000)</i>		<i>Large CMAs (900,000 +)</i>	
<b>CMA</b>	<b>Artists as % of labour force</b>	<b>CMA</b>	<b>Artists as % of labour force</b>	<b>CMA</b>	<b>Artists as % of labour force</b>
Regina	0.92%	Victoria	1.42%	Vancouver	1.37%
St. John's	0.88%	Halifax	0.97%	Toronto	1.09%
Kingston	0.86%	Winnipeg	0.83%	Montreal	0.99%
Saskatoon	0.75%	St. Catharines - Niagara	0.71%	Ottawa - Gatineau	0.88%
Abbotsford	0.57%	London	0.68%	Calgary	0.83%
Saint John	0.54%	Hamilton	0.68%	Edmonton	0.70%
Sherbrooke	0.53%	Kitchener	0.67%		
Trois-Rivières	0.51%	Québec	0.65%		
Thunder Bay	0.46%	Oshawa	0.50%		
Chicoutimi - Jonquière	0.36%	Windsor	0.43%		
Greater Sudbury	0.30%				

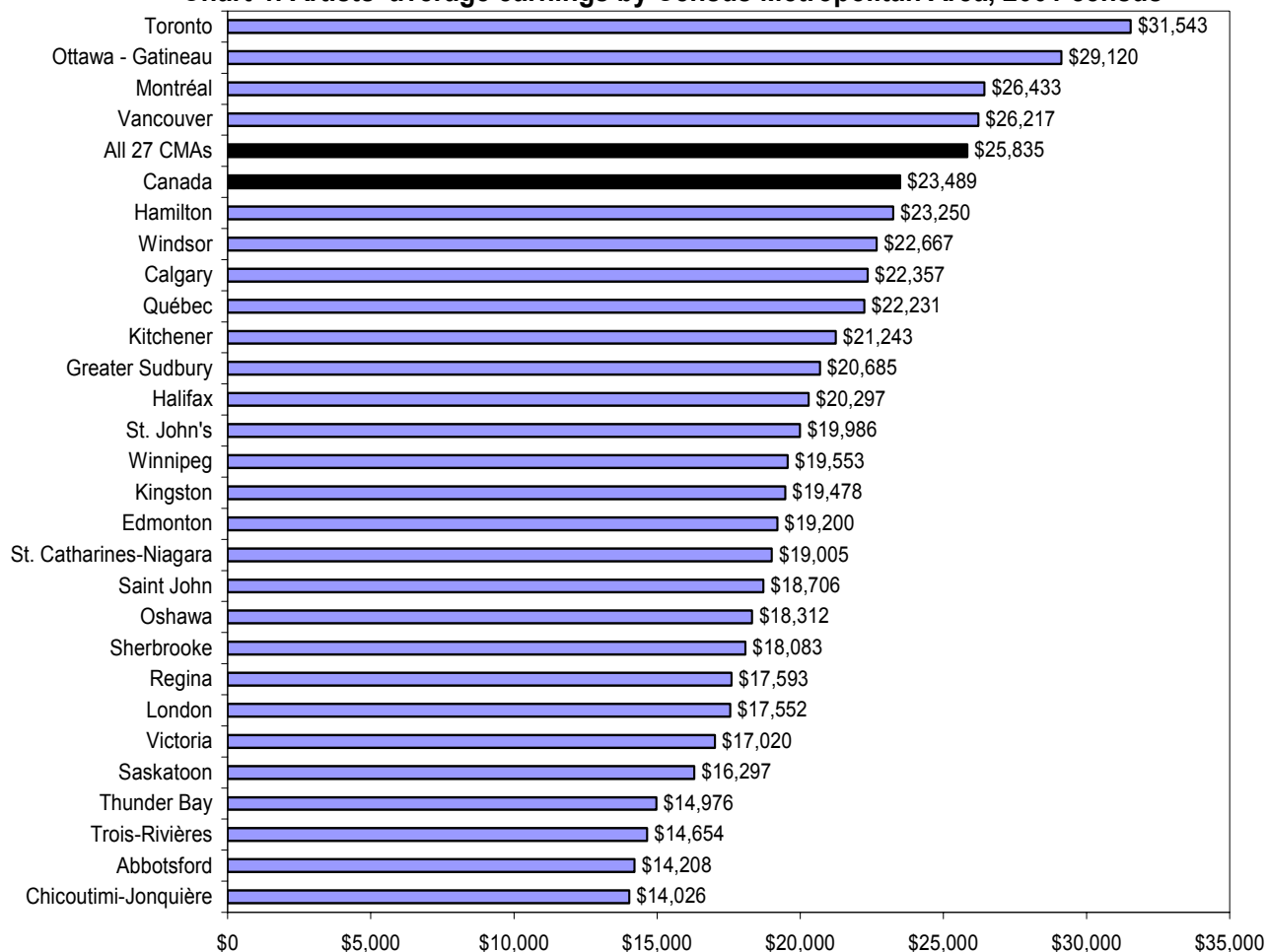
Examined differently, Table 6 shows that size is not an overwhelming factor in determining the location decisions of artists. Although all of the large CMAs have at least a moderate percentage of artists in their labour force, there is a range of artists' concentration in each of the three population groups.

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that is not part of the Halifax report (other performers). Both reports used 2001 census occupation data. The Halifax report is available at <http://www.greaterhalifax.com/selectinghalifax.asp?cmPageID=528>.

Chart 4 presents the average earnings of artists in each of Canada's 27 CMAs. Toronto, Ottawa-Gatineau, Vancouver and Montreal are the only CMAs above the Canadian average. After these four CMAs, there is a significant drop to the next level of average earnings. At the low end, artists in Thunder Bay, Trois-Rivières, Abbotsford and Chicoutimi-Jonquière earn, on average, less than \$15,000.

**Chart 4: Artists' average earnings by Census Metropolitan Area, 2001 census**



The cost of living is high in some of the CMAs with high artists' earnings, particularly Montreal, Toronto and Vancouver. However, Table 7 shows that these three CMAs have the lowest earnings gap between artists and other labour force workers. Although not a perfect analysis of the cost of living, this would suggest that artists do relatively well in these communities compared to other locations in Canada.

Table 7 also shows that the earnings gap for artists is 50% or more in Oshawa, Abbotsford, Thunder Bay and Chicoutimi-Jonquière: Artists earn one-half or less of the average earnings of overall labour force workers in these communities.

<b>Table 7: Artists' average earnings in Census Metropolitan Areas, 2001</b>			
<b>CMA</b>	<b>Artists</b>	<b>Overall labour force</b>	<b>Earnings gap</b>
Montreal	\$26,433	\$31,730	17%
Toronto	\$31,543	\$38,598	18%
Vancouver	\$26,217	\$34,007	23%
Ottawa - Gatineau	\$29,120	\$38,011	23%
Québec	\$22,231	\$29,789	25%
St. John's	\$19,986	\$28,872	31%
Sherbrooke	\$18,083	\$26,866	33%
Greater Sudbury	\$20,685	\$31,043	33%
Winnipeg	\$19,553	\$29,359	33%
Halifax	\$20,297	\$30,614	34%
Hamilton	\$23,250	\$35,360	34%
Saint John	\$18,706	\$28,817	35%
Kingston	\$19,478	\$30,497	36%
St. Catharines - Niagara	\$19,005	\$30,384	37%
Kitchener	\$21,243	\$33,985	37%
Calgary	\$22,357	\$36,851	39%
Windsor	\$22,667	\$37,655	40%
Edmonton	\$19,200	\$31,999	40%
Regina	\$17,593	\$30,127	42%
Saskatoon	\$16,297	\$28,174	42%
Victoria	\$17,020	\$30,529	44%
London	\$17,552	\$32,393	46%
Trois-Rivières	\$14,654	\$27,950	48%
Oshawa	\$18,312	\$36,290	50%
Abbotsford	\$14,208	\$28,567	50%
Thunder Bay	\$14,976	\$31,498	52%
Chicoutimi - Jonquière	\$14,026	\$29,681	53%
<b>All 27 CMAs</b>	<b>\$25,835</b>	<b>\$34,219</b>	<b>25%</b>
<b>Canada</b>	<b>\$23,489</b>	<b>\$31,757</b>	<b>26%</b>

*Source: 2001 Census custom data request.*

Table 8 presents the average earnings and the earnings gap for artists in Canada's 27 CMAs, grouped into three population categories.

St. John's, Greater Sudbury and Sherbrooke have the lowest earnings gap for artists in the small CMA category (population under 250,000). In each of these three CMAs, artists earn about one-third less than other labour force workers. In the medium CMA group (population between 250,000 and 700,000), Quebec City has the lowest earnings gap (25%), followed by Winnipeg, Halifax and Hamilton (33% or 34%).

It is in Canada's largest CMAs that the average earnings of artists are closest to overall labour force earnings. Montreal and Toronto have relatively low earnings gaps (17% and 18% respectively). In Vancouver and Ottawa-Gatineau, the earnings gap is 23%.

<b>Table 8: Artists' average earnings by CMA and population groups, 2001</b>		
<b><i>Small CMAs (&lt;250,000)</i></b>		
<b>CMA</b>	<b>Artists' average earnings</b>	<b>Earnings gap</b>
St. John's	\$19,986	31%
Sherbrooke	\$18,083	33%
Greater Sudbury	\$20,685	33%
Saint John	\$18,706	35%
Kingston	\$19,478	36%
Regina	\$17,593	42%
Saskatoon	\$16,297	42%
Trois-Rivières	\$14,654	48%
Abbotsford	\$14,208	50%
Thunder Bay	\$14,976	52%
Chicoutimi - Jonquière	\$14,026	53%
<b><i>Medium CMAs (250,000 - 700,000)</i></b>		
<b>CMA</b>	<b>Artists' average earnings</b>	<b>Earnings gap</b>
Québec	\$22,231	25%
Winnipeg	\$19,553	33%
Halifax	\$20,297	34%
Hamilton	\$23,250	34%
St. Catharines - Niagara	\$19,005	37%
Kitchener	\$21,243	37%
Windsor	\$22,667	40%
Victoria	\$17,020	44%
London	\$17,552	46%
Oshawa	\$18,312	50%

<b>Table 8: Artists' average earnings by CMA and population groups, 2001 (continued)</b>		
<b>Large CMAs (900,000 +)</b>		
<b>CMA</b>	<b>Artists' average earnings</b>	<b>Earnings gap</b>
Montreal	\$26,433	17%
Toronto	\$31,543	18%
Vancouver	\$26,217	23%
Ottawa - Gatineau	\$29,120	23%
Calgary	\$22,357	39%
Edmonton	\$19,200	40%
<i>Source: 2001 Census custom data request</i>		

### **If you pay them, will they come?**

This section examines the relationship between the number of artists and their average earnings in Canada's Census Metropolitan Areas. As shown in Table 9, Vancouver, Toronto and Montreal rank highly on all indicators of the concentration of artists and their average earnings (whether measured in dollar figures or as a percentage of overall labour force earnings). On the other hand, Victoria, the CMA with the highest percentage of its labour force in arts occupations, ranks quite low on the measures of average earnings.

Across all CMAs, a linear correlation between the rank order of artists as a percentage of the labour force and each of the other two rankings returns only low to moderate correlations.<sup>11</sup> This suggests that there is not a strong, universal connection between average earnings and artists' labour force numbers, although more research could attempt to pinpoint specific relationships between earnings and numbers of artists.

Examined differently, Table 9 shows that five of the top 10 CMAs in the concentration of artists are also in the top 10 of artists' average earnings, while six are in the top 10 of artists' earnings as a percentage of labour force earnings. Similarly, six of the bottom 10 CMAs in the concentration of artists are also in the bottom 10 of artists' average earnings, while five are in the bottom 10 of artists' earnings as a percentage of labour force earnings.

<sup>11</sup> The correlation coefficient is 0.40 between the ranks of artists' concentration and earnings and 0.46 between the ranks of artists' concentration and earnings expressed as a percentage of labour force earnings.



**Table 9: Rankings of Census Metropolitan Areas regarding number and average earnings of artists, 2001**

<b>CMA</b>	<b>Rank – Artists as % of labour force</b>	<b>Rank – Artists' average earnings (\$)</b>	<b>Rank – Artists' average earnings as % of labour force earnings</b>
Victoria	1	22	21
Vancouver	2	4	3
Toronto	3	1	2
Montreal	4	3	1
Halifax	5	11	10
Regina	6	20	19
St. John's	7	12	6
Ottawa - Gatineau	8	2	4
Kingston	9	14	13
Calgary	10	7	16
Winnipeg	11	13	9
Saskatoon	12	23	20
St. Catharines - Niagara	13	16	14
Edmonton	14	15	18
London	15	21	22
Hamilton	16	5	11
Kitchener	17	9	15
Québec	18	8	5
Abbotsford	19	26	25
Saint John	20	17	12
Sherbrooke	21	19	7
Trois-Rivières	22	25	23
Oshawa	23	18	24
Thunder Bay	24	24	26
Windsor	25	6	17
Chicoutimi - Jonquière	26	27	27
Greater Sudbury	27	10	8

*Source: 2001 Census custom data request*

## Toronto, Montreal and Vancouver

This section focuses on artists residing in Canada's three largest Census Metropolitan Areas: Toronto, Montreal and Vancouver ("TMV"). The section examines the concentration of artists in these three metropolises, including comparisons of the number and earnings of artists with the 24 other CMAs and non-CMA areas (rural areas, towns and small cities).

Nearly one-half of Canada's artists (48%) reside in Toronto, Montreal or Vancouver, a percentage that is much higher than TMV's share of the country's overall labour force (34%). The Toronto CMA accounts for 22% of the country's artists and 16% of the overall labour force. The Montreal CMA comprises 14% of Canada's artists and 11% of the overall labour force, while the Vancouver CMA accounts for 12% of the nation's artists and 7% of the country's labour force. The last two rows of Table 10 show these figures.

Interestingly, Canada's overall labour force is divided nearly equally between TMV (34%), the 24 other CMAs (32%), and non-CMA areas (34%). The division is quite different for artists, with 48% residing in TMV, 30% in the 24 other CMAs, and 23% in non-CMA areas.

Table 10 looks at the concentration of each of the nine arts occupations in Toronto, Montreal and Vancouver. The fifth column of Table 10 shows that actors are most strongly concentrated in TMV, with 70% residing in these three metropolitan areas. Producers, directors, choreographers and related occupations follow closely, with 67% residing in Toronto, Montreal or Vancouver. At the other end, artisans and craftspersons are *least* concentrated in TMV, with only 29% residing in these three metropolitan areas. These findings indicate that different types of artists may make location decisions based on different factors.

Occupation	Toronto	Montreal	Vancouver	TMV as a group	Rank: concentration in TMV	24 other CMAs	Non-CMA
Actors	31%	19%	21%	70%	1	19%	11%
Artisans and craftspersons	12%	8%	9%	29%	9	27%	44%
Conductors, composers and arrangers	23%	16%	11%	51%	3	29%	21%
Dancers	22%	12%	10%	45%	6	37%	18%
Musicians and singers	19%	12%	11%	42%	7	35%	24%
Other performers	23%	15%	9%	47%	5	33%	20%
Painters, sculptors and other visual artists	17%	13%	11%	41%	8	29%	30%
Producers, directors, choreographers and related occupations	32%	21%	13%	67%	2	22%	11%
Writers	26%	15%	10%	50%	4	35%	15%
<b>All 9 arts occupations</b>	<b>22%</b>	<b>14%</b>	<b>12%</b>	<b>48%</b>		<b>30%</b>	<b>23%</b>
<b>Overall labour force</b>	<b>16%</b>	<b>11%</b>	<b>7%</b>	<b>34%</b>		<b>32%</b>	<b>34%</b>

*Source: 2001 Census custom data request*

Table 11 shows that, in relationship to the size of its overall labour force, Vancouver has the most artists of the nation's largest CMAs. In fact, Vancouver is at least tied with Toronto or Montreal in every arts occupation.

Occupation	Toronto	Montreal	Vancouver	TMV as a group	24 other CMAs	Non-CMA
Actors	1.2	1.1	2.0	1.4	0.4	0.2
Artisans and craftspersons	0.9	0.8	1.7	1.0	1.0	1.5
Conductors, composers and arrangers	0.2	0.2	0.2	0.2	0.1	0.1
Dancers	0.6	0.5	0.6	0.5	0.5	0.2
Musicians and singers	2.3	2.0	2.9	2.3	2.1	1.3
Other performers	0.4	0.4	0.4	0.4	0.3	0.2
Painters, sculptors and other visual artists	1.0	1.1	1.5	1.1	0.9	0.8
Producers, directors, choreographers and related occupations	2.3	2.2	2.3	2.3	0.8	0.4
Writers	2.0	1.7	2.0	1.9	1.4	0.6
<b>All 9 arts occupations</b>	<b>10.9</b>	<b>9.9</b>	<b>13.7</b>	<b>11.1</b>	<b>7.5</b>	<b>5.3</b>
<b>Overall labour force</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>

*Source: 2001 Census custom data request*

Table 12 provides the estimates of the number of artists in each arts occupation in Toronto, Montreal, Vancouver, other CMAs and non-CMA areas. Of Canada's three largest CMAs, Toronto has the largest number of artists in each of the nine occupation groups.

Occupation	Toronto	Montreal	Vancouver	TMV as a group	24 other CMAs	Non-CMA
Actors	3,290	2,050	2,235	7,575	2,025	1,165
Artisans and craftspersons	2,270	1,515	1,830	5,615	5,375	8,585
Conductors, composers and arrangers	535	370	260	1,165	655	470
Dancers	1,520	840	715	3,075	2,540	1,250
Musicians and singers	6,040	3,635	3,255	12,930	10,715	7,355
Other performers	1,040	690	405	2,135	1,530	905
Painters, sculptors and other visual artists	2,570	1,990	1,665	6,225	4,435	4,590
Producers, directors, choreographers and related occupations	6,205	4,100	2,590	12,895	4,210	2,135
Writers	5,395	3,090	2,175	10,660	7,315	3,170
<b>All 9 arts occupations</b>	<b>28,865</b>	<b>18,280</b>	<b>15,130</b>	<b>62,275</b>	<b>38,800</b>	<b>29,625</b>
<b>Overall labour force</b>	<b>2,659,225</b>	<b>1,840,330</b>	<b>1,108,050</b>	<b>5,607,605</b>	<b>5,203,130</b>	<b>5,605,050</b>

*Source: 2001 Census custom data request*

The average earnings figures in Table 13 show that artists in Canada's three largest metropolitan areas are better remunerated than artists in Canada's 24 other CMAs. The difference in artists' average earnings between TMV and the 24 other CMAs is 36%, compared with an 8% difference in the average earnings of overall labour force workers.

Table 13 also shows that artists' average earnings are highest in Toronto in six of the nine arts occupations. The difference between Toronto and Montreal or Vancouver is especially wide for painters, sculptors and other visual artists.

<b>Occupation</b>	<b>Toronto</b>	<b>Montreal</b>	<b>Vancouver</b>	<b>TMV as a group</b>	<b>24 other CMAs</b>	<b>Non-CMA</b>
Actors	\$24,821	\$23,231	\$21,520	\$23,417	\$16,900	\$17,929
Artisans and craftspersons	\$21,211	\$17,341	\$18,452	\$19,268	\$16,608	\$12,417
Conductors, composers and arrangers	\$33,318	\$26,703	\$34,383	\$31,455	\$22,278	\$24,395
Dancers	\$17,185	\$15,672	\$15,339	\$16,342	\$13,599	\$12,275
Musicians and singers	\$22,130	\$17,045	\$17,953	\$19,649	\$15,274	\$11,022
Other performers	\$20,125	\$19,355	\$20,170	\$19,885	\$17,066	\$15,920
Painters, sculptors and other visual artists	\$34,091	\$16,303	\$18,272	\$24,173	\$15,981	\$13,791
Producers, directors, choreographers and related occupations	\$48,589	\$42,799	\$49,100	\$46,851	\$36,851	\$32,869
Writers	\$35,780	\$33,343	\$32,501	\$34,405	\$31,787	\$23,812
<b>All 9 arts occupations</b>	<b>\$31,543</b>	<b>\$26,433</b>	<b>\$26,217</b>	<b>\$28,749</b>	<b>\$21,158</b>	<b>\$15,485</b>
<b>Overall labour force</b>	<b>\$38,598</b>	<b>\$31,730</b>	<b>\$34,007</b>	<b>\$35,437</b>	<b>\$32,907</b>	<b>\$27,008</b>
<i>Source: 2001 Census custom data request</i>						

### Section 3: Changes in the arts labour force between 1991 and 2001

#### Number of artists

In Canada, the arts labour force grew much more quickly than the overall labour force between 1991 and 2001. During this period, the number of artists in Canada increased by 29%, nearly three times the 10% growth in the overall labour force.

Between 1991 and 2001, the growth in artists was much greater than overall labour force growth in every province except Saskatchewan, where the arts labour force decreased slightly. Arts labour force growth was significantly higher – double or more the overall provincial labour force growth rate – in all provinces except Alberta and Saskatchewan. In Newfoundland, the arts labour force grew significantly (11%) during a period when the overall labour force decreased (-11%). Table 14 shows the change in the number of artists for each province.

<b>Table 14: Change in the number of artists by province, 1991 to 2001</b>					
<b>Province</b>	<b>1991</b>	<b>2001</b>	<b>Change (#)</b>	<b>Change (%)</b>	<b>Overall labour force change (%)</b>
British Columbia	16,405	24,080	7,675	47%	18%
Alberta	8,905	11,655	2,750	31%	21%
Saskatchewan	3,120	2,970	-150	-5%	3%
Manitoba	3,635	3,980	345	9%	4%
Ontario	39,460	52,485	13,025	33%	11%
Quebec	23,540	27,605	4,065	17%	6%
New Brunswick	1,390	1,800	410	29%	5%
Nova Scotia	2,950	3,510	560	19%	1%
Prince Edward Island	395	500	105	27%	10%
Newfoundland and Labrador	1,265	1,405	140	11%	-11%
Yukon Territory	n/a (<250)	260	n/a	n/a	n/a
Northwest Territories & Nunavut	415	405	-10	-2%	12%
<b>Canada</b>	<b>101,605</b>	<b>130,695</b>	<b>29,090</b>	<b>29%</b>	<b>10%</b>

*Source: 1991 and 2001 census custom data request*

Similar to the provincial data above, arts labour force growth between 1991 and 2001 was much stronger than overall labour force growth in almost all Census Metropolitan Areas. In many CMAs, the arts labour force grew by a rate that is double or more the overall labour force growth rate. Table 15 provides the estimates of changes in the number of artists in each CMA, listed from west to east.

<b>CMA</b>	<b>1991</b>	<b>2001</b>	<b>Change (#)</b>	<b>Change (%)</b>	<b>Overall labour force change (%)</b>
Victoria	1,645	2,470	825	50%	10%
Vancouver	9,855	15,130	5,275	54%	20%
Abbotsford	n/a	440	n/a	n/a	n/a
Edmonton	3,315	3,865	550	17%	14%
Calgary	3,305	4,940	1,635	49%	31%
Saskatoon	975	970	-5	-1%	10%
Regina	895	1,025	130	15%	3%
Winnipeg	2,710	3,165	455	17%	5%
Thunder Bay	n/a (<250)	300	n/a	n/a	-6%
Greater Sudbury	420	245	-175	-42%	-5%
Windsor	685	710	25	4%	20%
London	1,260	1,625	365	29%	9%
Kitchener	1,225	1,625	400	33%	16%
St. Catharines - Niagara	935	1,415	480	51%	2%
Hamilton	1,865	2,420	555	30%	7%
Toronto	20,565	28,865	8,300	40%	16%
Oshawa	565	835	270	48%	21%
Kingston	n/a	685	n/a	n/a	n/a
Ottawa - Gatineau	4,625	5,400	775	17%	12%
Montreal	14,935	18,280	3,345	22%	9%
Trois-Rivières	290	350	60	21%	1%
Sherbrooke	390	435	45	12%	12%
Québec	2,300	2,445	145	6%	6%
Chicoutimi - Jonquière	395	275	-120	-30%	-2%
Saint John	n/a (<250)	350	n/a	n/a	1%
Halifax	1,470	1,985	515	35%	10%
St. John's	590	825	235	40%	0%
<b>All CMAs (25 in 1991, 27 in 2001)</b>	<b>75,660</b>	<b>101,075</b>	<b>25,415</b>	<b>34%</b>	<b>14%</b>
<b>Canada</b>	<b>101,605</b>	<b>130,695</b>	<b>29,090</b>	<b>29%</b>	<b>10%</b>

*Source: 1991 and 2001 census custom data request. Abbotsford and Kingston attained CMA status for the first time in 2001. Data for 1991 is therefore not available for these two CMAs. Artist populations of less than 250 are not presented in this table because these estimates may not be reliable (e.g., Thunder Bay and Saint John in 1991).*

The concentration of artists in the Toronto, Montreal and Vancouver CMAs increased slightly between 1991 and 2001. In 1991, 45% of artists resided in Toronto, Montreal or Vancouver. By 2001, this figure had increased to 48%.

In examining differing patterns of the concentration of artists in various U.S. metropolitan areas, Markusen et al. noted that “neither sheer metropolitan workforce size nor recent growth rates explain these divergent patterns. A combination of amenities, regional support for the arts, informal networks among artists and synergy with particular industries appear to explain their presence and persistence.”<sup>12</sup>

A close examination of Table 15 shows that some areas with high overall growth rates also had significant growth in the number of artists (e.g., Calgary, Oshawa, Vancouver and Toronto). Many CMAs had lower overall labour force growth yet still experienced significant growth in the number of artists (e.g., Victoria, London, St. Catharines, Hamilton, Trois-Rivières, Halifax and St. John’s). Finally, a few CMAs experienced higher overall labour force growth than arts labour force growth (e.g., Windsor and Saskatoon).

These findings appear to echo the results from U.S. research that overall labour force growth is not a significant predictor of arts labour force growth. As shown earlier in this report (see the discussion of Table 6), overall labour force size is also not a determining factor in the size of an arts labour force.

### **Artists’ average earnings**

Between 1991 and 2001, the average earnings of artists in Canada increased by 26%, 4% higher than the rate of inflation for this period (22%).<sup>13</sup> The 26% growth in artists’ average earnings is less than the 31% growth in average earnings in the overall labour force.

Table 16 shows that artists’ average earnings grew by more than the average earnings of the overall labour force in four provinces (B.C., Manitoba, New Brunswick, and Newfoundland and Labrador). In P.E.I., artists’ earnings grew by the same rate (26%) as overall labour force earnings. In the other five provinces, artists’ average earnings grew less than overall labour force earnings between 1991 and 2001.

None of the earnings figures in this section have been adjusted for the 22% inflation in Canada during this period.

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<sup>12</sup> *The Artistic Dividend Revisited*, Ann Markusen, Greg Schrock and Martina Cameron, University of Minnesota, 2004, p. 1.

<sup>13</sup> Inflation data was calculated based on Statistics Canada, CANSIM II, table 326-0002 and Catalogue nos. 62-001-XPB and 62-010-XIB, available at <http://www.statcan.ca/english/Pgdb/econ46.htm>. The inflation data was calculated from 1990 to 2000, the years for which census respondents reported their earnings.

<b>Table 16: Change in artists' average earnings by province, 1991 to 2001</b>					
<b>Province</b>	<b>1991</b>	<b>2001</b>	<b>Change (\$)</b>	<b>Change (%)</b>	<b>Overall labour force change (%)</b>
British Columbia	\$16,325	\$21,903	\$5,578	34%	27%
Alberta	\$16,088	\$19,683	\$3,595	22%	36%
Saskatchewan	\$12,417	\$15,341	\$2,925	24%	29%
Manitoba	\$13,203	\$18,011	\$4,808	36%	28%
Ontario	\$21,181	\$26,784	\$5,603	26%	33%
Quebec	\$20,315	\$24,034	\$3,718	18%	25%
New Brunswick	\$11,205	\$15,437	\$4,232	38%	26%
Nova Scotia	\$14,304	\$16,104	\$1,799	13%	27%
Prince Edward Island	\$10,438	\$13,109	\$2,671	26%	26%
Newfoundland and Labrador	\$9,857	\$16,925	\$7,067	72%	34%
Yukon Territory	\$10,509	\$15,597	\$5,088	48%	22%
Northwest Territories & Nunavut	\$11,527	\$18,014	\$6,487	56%	23%
<b>Canada</b>	<b>\$18,635</b>	<b>\$23,490</b>	<b>\$4,856</b>	<b>26%</b>	<b>31%</b>

*Source: 1991 and 2001 census custom data request*



Table 17 shows that artists' average earnings grew by more than overall labour force earnings in nine CMAs. Included in these CMAs are Toronto and Vancouver, where artists' average earnings grew by more than double the growth in overall labour force earnings. In four CMAs, including Montreal, there was very little difference (i.e., 2% or less) between the growth in the average earnings of artists compared to overall labour force workers. In 10 CMAs, artists' average earnings grew less than overall labour force earnings between 1991 and 2001.

<b>Table 17: Change in artists' average earnings by Census Metropolitan Area, 1991 to 2001</b>					
<b>CMA</b>	<b>1991</b>	<b>2001</b>	<b>Change (\$)</b>	<b>Change (%)</b>	<b>Overall labour force change (%)</b>
Victoria	\$14,908	\$17,020	\$2,112	14%	22%
Vancouver	\$18,690	\$26,217	\$7,527	40%	17%
Abbotsford	n/a	\$14,208	n/a	n/a	n/a
Edmonton	\$17,262	\$19,200	\$1,938	11%	22%
Calgary	\$17,053	\$22,357	\$5,305	31%	12%
Saskatoon	\$10,917	\$16,297	\$5,380	49%	21%
Regina	\$17,282	\$17,593	\$311	2%	17%
Winnipeg	\$14,115	\$19,553	\$5,438	39%	39%
Thunder Bay	n/a	\$14,976	n/a	n/a	52%
Greater Sudbury	\$13,141	\$20,685	\$7,544	57%	17%
Windsor	\$11,073	\$22,667	\$11,595	105%	44%
London	\$14,427	\$17,552	\$3,126	22%	55%
Kitchener	\$17,733	\$21,243	\$3,510	20%	42%
St. Catharines - Niagara	\$13,262	\$19,005	\$5,743	43%	30%
Hamilton	\$17,969	\$23,250	\$5,281	29%	29%
Toronto	\$25,400	\$31,543	\$6,144	24%	11%
Oshawa	\$16,222	\$18,312	\$2,089	13%	35%
Kingston	n/a	\$19,478	n/a	n/a	n/a
Ottawa - Gatineau	\$23,660	\$29,120	\$5,460	23%	12%
Montreal	\$22,201	\$26,433	\$4,232	19%	18%
Trois-Rivières	\$11,327	\$14,654	\$3,327	29%	31%
Sherbrooke	\$19,834	\$18,083	-\$1,751	-9%	30%
Québec	\$17,999	\$22,231	\$4,232	24%	52%
Chicoutimi - Jonquière	\$16,340	\$14,026	-\$2,314	-14%	30%
Saint John	n/a	\$18,706	n/a	n/a	25%
Halifax	\$17,238	\$20,297	\$3,059	18%	41%
St. John's	\$12,771	\$19,986	\$7,215	56%	36%
<b>All CMAs (25 in 1991, 27 in 2001)</b>	<b>\$20,567</b>	<b>\$25,835</b>	<b>\$5,268</b>	<b>26%</b>	<b>30%</b>
<b>Canada</b>	<b>\$18,635</b>	<b>\$23,490</b>	<b>\$4,856</b>	<b>26%</b>	<b>31%</b>
<i>Source: 1991 and 2001 census custom data request. Abbotsford and Kingston attained CMA status for the first time in 2001. Data for 1991 is therefore not available for these two CMAs. Earnings figures based on artist populations of less than 250 are not presented in this table because these estimates may not be reliable (e.g., Thunder Bay and Saint John in 1991).</i>					

## Summary

The previous report in this series (*A Statistical Profile of Artists in Canada*) showed that there are about 131,000 artists in Canada who spent more time at their art than at any other occupation in May of 2001. 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, artists were found to earn 26% less, on average, than other labour force workers.

The current report shows that British Columbia has a much larger proportion of its workforce employed in artistic occupations than the Canadian average (1.13% vs. 0.80%). Ontario has the second-highest percentage of its labour force in arts occupations (0.83%) and has nearly twice as many artists as any other province. Among the territories, Nunavut has a particularly high percentage of its labour force in the nine arts occupations (2.39%).

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. Five metropolitan areas – Victoria, Vancouver, Toronto, Montreal and Halifax – have the highest proportion of their labour force employed in the arts.

Nearly one-half of Canada's artists (48%) reside in three CMAs: Toronto, Montreal or Vancouver. This percentage is much higher than the share of the country's overall labour force in these three CMAs (34%). The Toronto CMA accounts for 22% of the country's artists and 16% of the overall labour force. The Montreal CMA comprises 14% of Canada's artists and 11% of the overall labour force, while the Vancouver CMA accounts for 12% of the nation's artists and 7% of the country's labour force.

Of nine arts occupations, actors are most strongly concentrated in these three CMAs, with 70% residing in Toronto, Montreal or Vancouver. Producers, directors, choreographers and related occupations follow closely (67%). Artisans and craftspersons are *least* concentrated in Toronto, Montreal or Vancouver, with only 29% residing in these three metropolitan areas.

Throughout the report, some possible factors in the location decision-making of artists are examined. Findings on this topic include:

- There is not an overarching east/west or regional pattern of artists' choice of location.
- Community size is not an across-the-board factor in the number of artists in a community. However, Canada's three largest CMAs do have relatively large percentages of their labour force in arts occupations.
- There is not a strong, universal connection between average earnings and artists' labour force numbers. The connection between artists' earnings and labour force numbers appears to be strongest in Toronto, Montreal and Vancouver.
- Overall labour force growth does not appear to be a significant predictor of arts labour force growth.
- Artists working in different artforms may make their location decisions based on different factors. More research could examine whether there is consistency within artforms and, if so, which factors are most important for each artform.

Artists' earnings are well below the overall labour force average in every province. It is in Quebec where artists come closest to overall labour force earnings, with an earnings gap of

18%. In Ontario, the earnings gap is 24%, while in all other provinces the earnings gap is 30% or more. In dollar terms, artists' average earnings are highest in Ontario, Quebec and British Columbia.

Artists' average earnings are highest in the Toronto, Ottawa-Gatineau, Montreal and Vancouver CMAs. These four metropolitan areas also have the lowest earnings gap between artists and other labour force workers. In four CMAs (Oshawa, Abbotsford, Thunder Bay and Chicoutimi-Jonquière), the earnings gap is 50% or more.

Between 1991 and 2001, the growth in artists was much greater than overall labour force growth in every province except Saskatchewan, where the arts labour force decreased slightly. Arts labour force growth was *significantly higher* – double or more the overall provincial labour force growth rate – in every province except Alberta and Saskatchewan. In Newfoundland, the arts labour force grew significantly (11%) during a period when the overall labour force decreased (-11%).

Arts labour force growth between 1991 and 2001 was very strong in a large number of Canada's 27 CMAs, sometimes more than double the growth rate in the overall labour force.

Between 1991 and 2001, artists' average earnings grew by more than the average earnings of the overall labour force in four provinces (B.C., Manitoba, New Brunswick, and Newfoundland and Labrador). In P.E.I., artists' earnings grew by the same rate (26%) as overall labour force earnings. In the other five provinces, artists' average earnings grew less than overall labour force earnings between 1991 and 2001. In Canada as a whole, artists' average earnings grew by less than overall labour force earnings (26% vs. 31%). None of these figures have been adjusted for the 22% inflation during this period.

Artists' average earnings grew by more than overall labour force earnings in nine CMAs, including Toronto and Vancouver, where artists' average earnings grew by more than double the growth in overall labour force earnings. In four CMAs, including Montreal, there was very little difference between the growth in artists' average earnings compared to overall labour force workers. In 10 CMAs, artists' average earnings grew less than overall labour force earnings between 1991 and 2001.

## **Appendix: 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)...<sup>14</sup> 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.

The earnings statistics in this report include wages, salaries and net self-employment earnings, but exclude government transfers, investment income and pension income. It is important to note that the earnings statistics include amounts received from all positions, not just the position at which the respondent worked the most hours. Earnings figures were asked for the 2000 calendar year. Some workers may have changed positions between the end of 2000 and May of 2001, leaving an earnings figure that would not directly relate to the occupation in May, 2001.

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<sup>14</sup> [See the Appendix for these occupation descriptions. The nine arts occupation codes were drawn from the Standard Occupational Classification, developed in 1991.]

This is likely to be relatively rare, and the earnings figures in this report should generally relate to the occupation reported.

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>15</sup> Very few statistics under 250 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 in Canada’s provinces, territories and Census Metropolitan Areas.

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<sup>15</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.

## **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>