

Artists in Large Canadian Cities



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ARTISTS IN LARGE CANADIAN CITIES

Section 1: Introduction

This report provides an analysis of artists residing in 92 large municipalities across Canada. "Large municipalities" are defined as those cities with at least 50,000 residents in 2001.

The key statistics for the large cities in this report are:

- the number of artists in 2001;
- artists as a percentage of the overall labour force in 2001;
- the change in the number of artists between 1991 and 2001;¹
- artists' average earnings in 2001;²
- artists' average earnings compared with overall labour force earnings in 2001;³ and
- the number of artists in each of the nine arts occupations in 2001.⁴

The average earnings of artists in each of the nine arts occupations are provided only for Vancouver, Montreal and Toronto, since the estimates of artists' earnings are reliable for almost all of the nine arts occupation groups in each of these three cities.

The report also examines whether the largest Canadian cities have higher concentrations of artists, higher artists' earnings, higher earnings as a percentage of the local labour force, or larger growth in the number of artists between 1991 and 2001.

This study is the last of a series of reports on artists in Canada based on custom data requests from Statistics Canada's 2001 census. Previous reports by Hill Strategies Research have provided: 1) a national profile of artists in Canada; 2) an analysis of artists in the provinces and 27 Census Metropolitan Areas; 3) an examination of the situation of visible minority, Aboriginal and immigrant artists; 4) an analysis of artists by neighbourhood; and 5) an examination of artists in small and rural municipalities.

These previous reports have shown that there are 130,700 artists in Canada who fit the fairly narrow definition of artists used in this report. 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, 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 92,000 artists in the 92 large Canadian cities represent 70% of the 130,700 artists in Canada. Artists comprise 1.0% of the combined labour force of these 92 cities.

¹ To calculate these changes, Hill Strategies Research examined all municipal changes in Canada between 1991 and 2001 and re-calculated 1991 figures based on 2001 municipal boundaries. A list of municipal changes can be found at <http://www.statcan.ca/english/Subjects/Standard/sgc/geography.htm#2>.

² 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.

³ This report uses the term "earnings gap" to denote the percentage difference between artists' average earnings and average earnings in the local labour force.

⁴ The number of artists by occupation is provided if there are at least 40 artists in at least five of the nine arts occupation groups in a city.

As with the previous reports in this series, 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.

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.

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 private dance schools) *are* included in the figures.

The text of the report focuses on cities in each province or region with an above-average concentration of artists. Detailed tables in each section of the report provide information about all large municipalities in each province or region. Appendix A provides a fuller explanation of the study's methodology, while Appendix B provides the descriptions of the nine arts occupations.

Section 2: Why is it important to track artists in large cities?

On a personal level, the arts can stimulate, inspire and entertain. There has also been much interest recently in how the arts may contribute to cities' quality of life as well as their social and economic vitality.

Regarding the economy, the arts are seen to be an important factor in attracting talented people, jobs and investment to communities.⁵ A recent Canadian Council of Chief Executives report noted that "there is growing evidence that artistic and cultural creativity plays an important role in transforming communities into destinations of choice for skilled people in any occupation".⁶ Another study argued that "creativity has replaced raw materials or natural harbours as the crucial wellspring of economic growth. To be successful in this emerging

⁵ The best-known proponent of this is Richard Florida (*The Rise of the Creative Class*). Volume 2, No. 10 of the *Arts Research Monitor* contains more information about the debate over "creative class" theories. Volume 3, No. 10 of the *Arts Research Monitor* examined a variety of reports on the topic of creative people, classes, neighbourhoods and cities. See also the recent series of reports for the Canadian Policy Research Networks entitled *Arts and Culture: Key to Creative Cities*, summarized in Volume 3, No. 5 of the *Arts Research Monitor*. The *Arts Research Monitor* is available at <http://www.ArtsResearchMonitor.com>.

⁶ *From Bronze to Gold: A Blueprint for Canadian Leadership in a Transforming World*, p.19.

creative age, regions must develop, attract and retain talented and creative people who generate innovations, develop technology-intensive industries and power economic growth.”⁷

The *Making the Case for Culture* website contains brief summaries of how the arts contribute to six aspects of Canadian life: the economy; urban renewal; community identity and pride; positive change in communities; quality of life and quality of place; and youth development.⁸ For example, regarding youth development, the site notes that:

- The arts are an effective outreach tool to engage youth.
- Learning in and through the arts enhances learning in other domains and general scholastic achievement.
- The arts build resilience and self-esteem in young people.
- The arts contribute to creating healthy and supportive communities for youth.
- The arts help in the successful transition to adulthood and the development of in-demand job skills.
- The arts offer opportunities for youth leadership development and for youth to affect positive change in their communities.

A strong artistic community can therefore enhance the whole community’s well-being. In this case, the statistics presented in this report may be seen not just as signs of artistic activity in large Canadian cities but also as important factors in the well-being of Canadians and in potential economic growth.

In addition, cities may want to consider how to further develop their arts labour force. Certain cities may be attractive to artists for a number of reasons: inexpensive housing, access to employment and self-employment opportunities, access to resources (such as studio space, galleries, rehearsal and performance space, artist-run centres and associations), social networks, physical environment, family reasons and more.

Section 3: Notes regarding the data

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

- 1) Data is reported for the municipal boundaries that existed in 2001.⁹ To calculate changes between 1991 and 2001, Hill Strategies Research examined all municipal changes in Canada between 1991 and 2001 and re-calculated 1991 figures based on 2001 municipal boundaries.
- 2) Average earnings figures are presented if the standard error is low (coefficient of variation less than 16.6%) and if at least 250 artists reported earnings.
- 3) This report includes the 92 Canadian cities with 50,000 or more residents. A previous report examined 264 smaller municipalities in Canada.

⁷ *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.

⁸ Available at <http://www.creativecity.ca/resources/making-the-case/index.html>, published by the Creative City Network of Canada. See Volume 4, No. 9 of the *Arts Research Monitor* for more resources concerning the impacts of the arts and culture. The *Arts Research Monitor* is available at <http://www.ArtsResearchMonitor.com>.

⁹ Many mergers and de-mergers took place in Quebec after 2001.

Section 4: Key findings and comparisons between cities

Highest artistic concentrations in 2001

Vancouver is the most artistic large city in Canada, and British Columbia has five of the top nine large municipalities

Vancouver has the highest concentration of artists among large Canadian cities. In fact, three of the four cities with the highest artistic concentrations are in British Columbia – Vancouver, Victoria and North Vancouver District Municipality.

Of the nine large cities with artistic concentrations above 1.0%, five are in British Columbia, two are in Quebec, one is in Ontario, and one is in Newfoundland and Labrador.

- Vancouver ranks first among large cities with an artistic concentration of 2.4%.
- Victoria has the second-highest concentration of artists (2.0%).
- Montreal ranks third among large cities with an artistic concentration of 1.9%.
- North Vancouver (District Municipality) has the fourth-highest artistic concentration among large cities (1.8%).
- Toronto ranks fifth among large cities with an artistic concentration of 1.6%.
- Verdun (QC) and St. John's (NL) are tied for sixth with an artistic concentration of 1.3%.
- Saanich (BC) ranks eighth (1.2%).
- New Westminister (BC) is ninth (1.1%).

Table 1 provides the number and concentration of artists in these nine large cities.

Table 1: Canada's 9 most artistic large cities, 2001						
Rank	City	Prov	Type	Number of artists	Total labour force	Artists as %
1	Vancouver	BC	C	7,250	307,290	2.4%
2	Victoria	BC	C	860	42,330	2.0%
3	Montreal	QC	V	10,075	535,715	1.9%
4	North Vancouver	BC	DM	875	47,470	1.8%
5	Toronto	ON	C	21,025	1,332,460	1.6%
6	Verdun	QC	V	385	30,520	1.3%
6	St. John's	NL	C	645	51,480	1.3%
8	Saanich	BC	DM	675	56,860	1.2%
9	New Westminister	BC	C	355	31,460	1.1%
*Municipality types: C=City, DM=District Municipality, V=Ville						

Six large cities are tied for the tenth-highest artistic concentration (1.0%): Richmond (BC), Regina (SK), Waterloo (ON), Ottawa (ON), Quebec City (QC) and Halifax (NS).

A previous report examined artistic small and rural municipalities in Canada. Interestingly, the most artistic large cities have lower artistic concentrations than many smaller Canadian municipalities. In fact, Vancouver, the large city with the highest artistic concentration, ranks only 28th among Canada's smaller municipalities.

The previous report showed that Cape Dorset, Nunavut, is the most artistic municipality in Canada, with almost one in four labour force workers in the arts. The artistic concentration in Cape Dorset (23%) is almost 10 times the artistic concentration in Vancouver (2.4%) and almost 30 times the national average (0.8%).

In terms of the absolute number of artists, the City of Toronto has about twice as many artists (21,000) as the City of Montreal (10,100), with Vancouver (7,300) having the third-highest number of artists.

Highest artistic concentrations in 1991

In 1991, the same five cities were highest with regard to artistic concentration based on 2001 municipal boundaries. Despite the fact that all of the top five cities grew in artistic concentration between 1991 and 2001, the City of Victoria and the City of Montreal traded second and third places between 1991 and 2001. In 1991, based on 2001 municipal boundaries, the five most artistic large municipalities were: Vancouver (1.7%); Montreal (1.6%); Victoria (1.4%); North Vancouver (1.3%); and Toronto (1.2%).

Based on 1991 municipal boundaries, the list is shuffled somewhat because of the fact that the pre-amalgamation City of Toronto had a much higher artistic concentration than the other municipalities amalgamated into the new City of Toronto. In fact, the old City of Toronto had a much higher artistic concentration in 1991 than any other large Canadian city. In addition, the old City of Ottawa moved up the 1991 rankings to tie for fifth in terms of artistic concentration.

In 1991, based on 1991 municipal boundaries, the most artistic large municipalities were: Toronto (2.5%); Vancouver (1.7%); Montreal (1.6%); Victoria (1.4%); Ottawa (1.3%); and North Vancouver (1.3%).

Artists' average earnings and earnings gap compared with the local labour force¹⁰

Toronto artists have the highest average earnings

Among large Canadian cities, the highest absolute levels of artists' earnings are in:

- Toronto, where artists earn, on average, \$34,100;
- North Vancouver (District Municipality), where artists' average earnings are \$33,700;
- Ajax and Pickering (ON), where artists earn an average of \$31,800 and \$31,000 (respectively);
- Ottawa, where artists' average earnings are \$29,700;
- Vancouver, where artists earn an average of \$29,400.

Montreal artists have the lowest earnings gap compared with the local labour force

In Montreal, artists earn an average of \$26,200, the tenth-highest level of average earnings in Canada. However, Montreal artists have *the lowest earnings gap relative to all local workers* among large Canadian cities.

- In Montreal, artists earn 7% less than the average of other labour force workers.
- In Toronto, the earnings gap is 11%, the second-lowest level in Canada.
- The earnings gap is 14% in Vancouver and Longueuil (QC), tied for the third-lowest level in Canada.

¹⁰ The earnings gap is the percentage difference between artists' average earnings and average earnings in the local labour force.

The arts are a growth sector in many large cities

In 60 of the 92 large cities, the growth in the arts labour force exceeded that of the overall labour force. This shows that the arts are a growth sector in many Canadian cities.

In eight large cities, the growth in the arts labour force was *at least 10 times the growth* in the overall labour force. These eight cities – including St. John’s, Regina, Verdun and Toronto – are presented in Table 2.

City	Prov	% change in artists	% change in overall local labour force	Ratio: Arts vs. overall growth
St. John's	NL	52%	0.6%	93
Regina	SK	13%	0.3%	43
Verdun	QC	33%	1.4%	23
Toronto	ON	35%	2.7%	13
Niagara Falls	ON	65%	5.2%	13
North Vancouver District Municipality	BC	54%	4.3%	12
Peterborough	ON	27%	2.3%	11
Kingston	ON	17%	1.6%	10

In nine other cities, the arts labour force grew substantially while the overall local labour force *decreased* between 1991 and 2001. These nine cities, located in Quebec, Ontario and New Brunswick, are presented in Table 3.

City	Prov	% change in artists	% change in overall local labour force	Difference
LaSalle	QC	47%	-6%	53%
Sarnia	ON	41%	-8%	49%
St. Catharines	ON	38%	-2%	39%
Thunder Bay	ON	26%	-8%	34%
Saint John	NB	23%	-6%	30%
North Bay	ON	16%	-7%	23%
Brossard	QC	14%	-2%	16%
Sault Ste. Marie	ON	13%	-11%	24%
Sainte-Foy	QC	7%	-5%	12%

More detail regarding the change in the number of artists between 1991 and 2001 can be found in the tables in Section 6: Artists by city in each province or region.

Cities with the largest percentage growth in artists, 1991 to 2001

In Canada, the number of artists grew by 29% between 1991 and 2001, close to three times the rate of growth of the overall labour force (10%).

Of the 92 large cities examined in this report, Barrie (ON) had the largest percentage increase in the number of artists. The number of artists in Barrie more than tripled, increasing from 105 in 1991 to 340 in 2001.

As shown in Table 4 below, the number of artists in six other cities at least doubled between 1991 and 2001, including Coquitlam, Richmond and Port Coquitlam in British Columbia, Whitby and Newmarket in Ontario, as well as Moncton, New Brunswick.

Rounding out the list of cities with the highest percentage increase in artists between 1991 and 2001 are: Richmond Hill, ON (86% increase), Norfolk, ON (85% increase), Langley and New Westminster, B.C. (each with an 82% increase).

The final column of Table 4 shows that, although many of these cities experienced a high growth rate in the overall labour force between 1991 and 2001, a few experienced moderate rates of growth. In all 11 cities, the rate of growth in the arts was much higher than growth in the overall local labour force.

Rank	City	Prov	Number of artists in 1991	Number of artists in 2001	Change (#)	Change (%)	% change in overall local labour force
1	Barrie	ON	105	340	235	224%	59%
2	Coquitlam	BC	210	540	330	157%	26%
3	Whitby	ON	125	310	185	148%	44%
4	Newmarket	ON	140	305	165	118%	45%
5	Richmond	BC	430	885	455	106%	19%
6	Port Coquitlam	BC	105	210	105	100%	36%
6	Moncton	NB	130	260	130	100%	14%
8	Richmond Hill	ON	315	585	270	86%	59%
9	Norfolk	ON	100	185	85	85%	11%
10	Langley	BC	195	355	160	82%	36%
10	New Westminster	BC	195	355	160	82%	23%

If you pay them, will they come?

Some artists might select a municipality in which to practice their art based on their knowledge of the earnings of artists who already live there. It is possible, therefore, that those cities with particularly high artists' earnings might also have particularly high artistic concentrations and relatively large growth in the number of artists.

Table 5 shows that there appears to be a correlation between the concentration of artists and artists' earnings in the largest Canadian cities: Vancouver, Montreal, Toronto and North Vancouver District Municipality rank highly with regard to artistic concentration and artists' earnings. However, none of these cities rank as highly with regard to the growth in the number of artists between 1991 and 2001.

Table 5: Rankings of 9 cities with the highest artistic concentrations regarding the number and concentration of artists, artists' earnings and arts labour force growth (among 92 large Canadian cities)					
City	Rank: Number of artists	Rank: Artistic concentration	Rank: Average earnings of artists	Rank: Earnings gap	Rank: % growth in number of artists
Vancouver	3	1	6	T3	23
Victoria	21	2	43	23	22
Montreal	2	3	10	1	50
North Vancouver District Municipality	18	4	2	6	25
Toronto	1	5	1	2	36
Verdun	37	6	13	16	39
St. John's	27	7	34	21	26
Saanich	25	8	42	40	42
New Westminster	40	9	27	30	10

Note: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force

Only one of the cities in the top 10 with regard to artists' earnings experienced particularly high growth in the arts between 1991 and 2001. Coquitlam, B.C., ranks ninth with regard to the level of artists' earnings and seventh with regard to artists' earnings as a percentage of the labour force. Coquitlam's arts labour force grew by more than 2 ½ times between 1991 and 2001, the second-highest growth rate among the 92 large cities.

More detailed statistics can be found in the tables in Section 6: Artists by city in each province or region.

Section 5: Does size matter? The largest cities and the arts

This section examines whether the largest Canadian cities also have particularly high concentrations of artists, relatively high levels of artists' earnings, or high growth rates in the arts. In addition, the number and average earnings of artists in each of the nine arts occupations are provided for Vancouver, Montreal and Toronto, since these estimates are reliable for almost all of the nine arts occupation groups in each of these three cities.

Rankings of Vancouver, Montreal and Toronto

Vancouver, Montreal and Toronto have the largest overall number of artists. Collectively, these three cities have 38,400 artists – 29% of Canada's 130,700 artists.

Vancouver, Montreal and Toronto are all highly ranked in terms of artistic concentration. Artists' earnings are also relatively high in these three cities.

- Vancouver is first with regard to artistic concentration, sixth with regard to the level of artists' earnings and tied for third with regard to artists' earnings as a percentage of overall labour force earnings.
- Montreal is third with regard to artistic concentration, tenth with regard to the level of artists' earnings and first with regard to artists' earnings as a percentage of overall labour force earnings.
- Toronto is fifth with regard to artistic concentration, first with regard to the level of artists' earnings and second with regard to artists' earnings as a percentage of overall labour force earnings.

However, as shown in the final column of Table 6, these three cities are not as highly ranked with regard to the percentage growth in the number of artists between 1991 and 2001: Vancouver ranks 23rd, Toronto 36th and Montreal 50th among the 92 large cities.

Table 6: Rankings of Vancouver, Montreal and Toronto regarding the number and concentration of artists, artists' earnings and arts labour force growth (among 92 large Canadian cities)					
City	Rank: Number of artists	Rank: Artistic concentration	Rank: Average earnings of artists	Rank: Earnings gap	Rank: % growth in number of artists
Vancouver	3	1	6	T3	23
Montreal	2	3	10	1	50
Toronto	1	5	1	2	36
<i>Note: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force</i>					

From this data, it appears that size matters regarding the concentration of artists and artists' earnings but not regarding growth in the number of artists.

More detailed statistics can be found in the tables in Section 6: Artists by city in each province or region.

Rankings of the seven next-largest cities

Size of municipality matters little for other large cities, as shown in Table 7. None of the seven other cities with the largest number of artists rank in the top 10 in any other category, with one exception: Ottawa ranks fifth with regard to the level of artists' earnings and eighth with regard to the earnings gap.

Table 7: Rankings of seven very large cities regarding the number and concentration of artists, artists' earnings and arts labour force growth (among 92 large Canadian cities)					
City	Rank: Number of artists	Rank: Artistic concentration	Rank: Average earnings of artists	Rank: Earnings gap	Rank: % growth in number of artists
Calgary	4	21	23	36	29
Ottawa	5	12	5	8	64
Edmonton	6	24	32	22	56
Winnipeg	7	20	33	17	62
Mississauga	8	62	14	18	12
Halifax	9	13	28	19	37
Hamilton	10	45	21	20	54

Note: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force

Along with Vancouver, Montreal and Toronto, these are the 10 cities with the largest overall labour forces. These 10 large municipalities have 45% of the country's artists, compared with 29% of the country's overall labour force.

More detailed statistics can be found in the tables in [Section 6: Artists by city in each province or region](#).

Other comparisons between Vancouver, Montreal and Toronto

Number of artists in the city as a percentage of the province, 2001

As a percentage of their respective provincial arts labour forces:

- Vancouver artists represent 30% of all British Columbia artists, while the overall Vancouver labour force represents only 14% of the total B.C. labour force.
- Montreal artists account for 36% of all Quebec artists, while the overall Montreal labour force accounts for 14% of the total Quebec labour force.
- Toronto artists represent 40% of all Ontario artists, while the overall Toronto labour force represents 21% of the total Ontario labour force.

Detailed figures by arts occupation are provided in the relevant provincial sections of Section 6: Artists by city in each province or region.

Growth in the number of artists between 1991 and 2001

Table 8 shows that, between 1991 and 2001, the arts labour force grew by 57% in Vancouver, 35% in Toronto and 24% in Montreal.

In all three cities, the arts labour force grew much more quickly than the overall local labour force. The final column of Table 8 shows that Toronto had the highest ratio of arts growth compared with overall labour force growth. The Toronto ratio of 12.9 means that the growth in Toronto's arts labour force was about 13 times the growth in the city's overall labour force between 1991 and 2001. In Montreal, the growth in the arts labour force was over six times the growth in the city's overall labour force. In Vancouver, the growth in the arts labour force was over four times the growth in the city's overall labour force.

Jurisdiction	Number of artists in 1991	Number of artists in 2001	Change (#)	Change (%)	% change in overall labour force	Ratio: Arts vs. overall growth
Vancouver	4,630	7,250	2,620	57%	13%	4.3
Montreal	8,095	10,075	1,980	24%	4%	6.3
Toronto	15,630	21,025	5,395	35%	3%	12.9
Canada	101,605	130,695	29,090	29%	10%	2.9

The combined growth rate in the arts in Vancouver, Montreal and Toronto was only slightly higher than the growth rate in the arts *outside* of these three cities between 1991 and 2001. In 1991, Vancouver, Montreal and Toronto represented 28% of Canada's artists. This percentage changed very little by 2001 – increasing slightly to 29%.

Number of artists by occupation group

Table 9 shows the number of artists by occupation in Vancouver, Montreal and Toronto.

- The “producers, directors, choreographers and related occupations” group is the largest occupation group in all three cities.
- In Vancouver, actors are the second-largest occupation group, followed by musicians and writers.
- In Montreal, musicians are the second-largest occupation group, followed by writers and actors.
- In Toronto, writers are the second-largest occupation group, followed by musicians and actors.

Table 9 also shows the percentage of each city’s artists in each of the nine arts occupations. Compared to the other large cities in the table, Vancouver has a particularly high concentration of actors, artisans and painters, sculptors and other visual artists. Montreal and Toronto have relatively high concentrations of musicians and producers, directors, choreographers and related occupations. Toronto also has a relatively high concentration of writers.

Compared with the Canadian average, all three cities have a relatively high percentage of local artists in the actors and producers occupation groups. All three cities have a relatively low percentage of local artists in the artisans and musicians occupation groups.

Occupation	Vancouver		Montreal		Toronto		Canada	
	Number	% of local artists	Number	% of local artists	Number	% of local artists	Number	% of all artists
Actors	1,235	17%	1,325	13%	2,740	13%	10,765	8%
Artisans and craftspersons	695	10%	615	6%	1,280	6%	19,575	15%
Conductors, composers and arrangers	130	2%	195	2%	405	2%	2,290	2%
Dancers	270	4%	480	5%	755	4%	6,865	5%
Musicians and singers	1,225	17%	1,890	19%	3,995	19%	31,000	24%
Other performers	200	3%	370	4%	570	3%	4,570	3%
Painters, sculptors and other visual artists	770	11%	955	9%	1,890	9%	15,250	12%
Producers, directors, choreographers and related	1,530	21%	2,655	26%	5,120	24%	19,240	15%
Writers	1,195	16%	1,600	16%	4,265	20%	21,145	16%
All 9 arts occupations	7,250	100%	10,075	100%	21,025	100%	130,700	100%

Earnings of artists by occupation group

Table 10 shows that, not surprisingly, the “producers, directors, choreographers and related occupations” group is the highest-paid arts occupation group in each city, although Toronto and Vancouver-based artists in this occupation group earn significantly more than those who reside in Montreal. Writers are the second-best paid occupation group in Vancouver and Montreal.

In Vancouver and Montreal, these two occupation groups are the only ones to earn more than the average earnings for all nine arts occupations in the city.

In Toronto, painters, sculptors and other visual artists are the second-best paid arts occupation.

Many artists are very poorly paid in Vancouver, Montreal and Toronto

In Vancouver, three of the arts occupation groups have average earnings below \$20,000 (dancers, musicians and painters). In Montreal, five of the arts occupations groups have average earnings below \$20,000 (artisans, dancers, musicians, other performers, and painters). In Toronto, only dancers have average earnings below \$20,000. However, Toronto-based artisans and other performers earn just over \$20,000 on average.

Montreal artists have the lowest average earnings in most occupation groups

On average, Montreal artists earn less in every occupation group than Toronto artists, although dancers have similarly low average earnings in both cities. Artists in Montreal earn less in every occupation group than artists in Vancouver, with the exception of painters, sculptors and other visual artists.

Table 10: Average earnings by arts occupation in Vancouver, Montreal, Toronto and Canada				
Occupation	Montreal	Toronto	Vancouver	Canada
Actors	\$24,074	\$26,343	\$24,983	\$21,597
Artisans and craftspersons	\$19,104	\$20,084	\$21,554	\$15,533
Conductors, composers and arrangers	n.r.	\$35,023	n.r.	\$27,381
Dancers	\$18,299	\$18,542	\$19,174	\$14,587
Musicians and singers	\$15,676	\$23,894	\$19,619	\$16,090
Other performers	\$18,684	\$20,262	n.r.	\$18,666
Painters, sculptors and other visual artists	\$18,484	\$40,023	\$16,800	\$18,156
Producers, directors, choreographers and related	\$39,135	\$49,429	\$46,179	\$43,111
Writers	\$30,503	\$36,527	\$37,571	\$31,911
All 9 arts occupations	\$26,245	\$34,139	\$29,370	\$23,489
All occupations (arts + non-arts)	\$28,075	\$38,302	\$34,328	\$31,757
Earnings gap	7%	11%	14%	26%
<i>Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force; “n.r.” = not reliable</i>				

Section 6: Artists by city in each province or region

British Columbia

With 24,100 artists, British Columbia is the province with the largest percentage of its labour force in arts occupations (1.1%). Table 11, sorted by the concentration of artists, shows the number of artists, the overall labour force, the concentration of artists, artists' average earnings and the earnings gap compared with the overall labour force in 19 large British Columbia cities.

The data in Table 11 shows that:

- Vancouver, Victoria and North Vancouver (District Municipality) have an artistic concentration that is more than double the national average of 0.8%. These cities rank first, second and fourth in terms of artistic concentration among large Canadian cities.
- Two other B.C. cities also have a particularly high artistic concentration: Saanich ranks eighth in Canada, and New Westminster ranks ninth.
- Artists' average earnings are much higher in North Vancouver District Municipality and Vancouver than in other B.C. cities. Among all Canadian cities, North Vancouver District Municipality ranks second only to Toronto in terms of average artists' earnings, while Vancouver ranks sixth.
- Among large B.C. cities, the earnings gap between artists and other local workers is lowest in Vancouver, North Vancouver District Municipality and Coquitlam.

City	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Vancouver	7,250	307,290	2.4%	\$29,400	14%
Victoria	860	42,330	2.0%	\$17,800	35%
North Vancouver District Municipality	875	47,470	1.8%	\$33,700	21%
Saanich	675	56,860	1.2%	\$17,900	44%
New Westminster	355	31,460	1.1%	\$20,400	38%
Richmond	885	86,700	1.0%	\$16,600	47%
Coquitlam	540	61,135	0.9%	\$26,900	22%
Burnaby	880	101,240	0.9%	\$18,900	39%
Nanaimo	280	35,860	0.8%	\$13,100	53%
Kamloops	315	41,820	0.8%	\$15,900	47%
Surrey	1,375	182,880	0.8%	\$18,900	40%
Maple Ridge	250	33,935	0.7%	n.r.	n.r.
Port Coquitlam	210	28,960	0.7%	n.r.	n.r.
Kelowna	360	49,675	0.7%	\$16,900	43%
Langley	355	49,100	0.7%	\$16,400	52%
Chilliwack	205	30,285	0.7%	n.r.	n.r.
Delta	350	54,540	0.6%	n.r.	n.r.
Abbotsford	290	60,190	0.5%	\$13,100	54%
Prince George	155	41,350	0.4%	n.r.	n.r.

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force; "n.r." = not reliable

The arts: a growth sector in many B.C. cities

Table 12 shows that, between 1991 and 2001, the number of artists more than doubled in three large B.C. cities: Coquitlam, Richmond and Port Coquitlam. There was very significant growth in the arts in many other large B.C. cities, including Langley (82%), New Westminster (82%), Kamloops (70%) and Surrey (70%).

The final column of Table 12 shows that, relative to overall labour force growth, growth in the arts labour force was highest in North Vancouver District Municipality, Victoria and Coquitlam. In North Vancouver (D.M.), the growth in the arts labour force was *over 12 times* the growth in the overall local labour force. In Victoria and Coquitlam, the arts labour force grew at a rate that was over six times higher than growth in the overall local labour force.

In Vancouver, the growth in the arts labour force was over four times the growth in the city's overall labour force. Although the growth rate in the arts in Vancouver was impressive (57% between 1991 and 2001), this ranks 23rd among the 92 large Canadian cities included in this report.

City	Number of artists in 1991	Number of artists in 2001	Change (#)	Change (%)	% change in overall local labour force	Ratio: Arts vs. overall growth
Coquitlam	210	540	330	157%	26%	6.1
Richmond	430	885	455	106%	19%	5.6
Port Coquitlam	105	210	105	100%	36%	2.8
Langley	195	355	160	82%	36%	2.3
New Westminster	195	355	160	82%	23%	3.5
Kamloops	185	315	130	70%	16%	4.4
Surrey	810	1,375	565	70%	41%	1.7
Chilliwack	125	205	80	64%	22%	2.9
Victoria	545	860	315	58%	9%	6.2
Vancouver	4,630	7,250	2,620	57%	13%	4.3
North Vancouver District Municipality	570	875	305	54%	4%	12.5
Nanaimo	195	280	85	44%	16%	2.7
Kelowna	260	360	100	38%	30%	1.3
Saanich	520	675	155	30%	7%	4.1
Maple Ridge	195	250	55	28%	30%	0.9
Burnaby	815	880	65	8%	12%	0.7
Abbotsford	335	290	-45	-13%	36%	n/a
Prince George	195	155	-40	-21%	5%	n/a
Delta	450	350	-100	-22%	4%	n/a

Note: In cities where municipal boundaries changed between 1991 and 2001, 1991 data is stated based on 2001 municipal boundaries.

B.C. artists are concentrated in Vancouver

Thirty percent of B.C.'s artists reside in Vancouver, compared with 14% of the province's overall labour force. The arts occupations that are most strongly concentrated in Vancouver are the actors and producers occupation groups (48% of each of these types of artists reside in Vancouver), followed by writers and other performers (35% each). The arts occupations that are the least concentrated in Vancouver are the artisans group (16%) and the musicians group (23%).

Many of these artists are very poorly paid. In Vancouver, dancers, musicians and painters have average earnings below \$20,000.

Artists by occupation in B.C. cities

Table 13 provides the number of artists by occupation in Saanich and Victoria.

- In Saanich, musicians are the largest arts occupation group, followed by writers, artisans and painters.
- In Victoria, writers are the largest arts occupation group, followed by musicians and painters.

Table 13: Artists by occupation in 2 large Vancouver Island cities		
Occupation	Saanich	Victoria
Actors	40	n.r.
Artisans and craftspersons	100	100
Conductors, composers and arrangers	n.r.	n.r.
Dancers	n.r.	n.r.
Musicians and singers	210	240
Other performers	n.r.	n.r.
Painters, sculptors and other visual artists	100	160
Producers, directors, choreographers and related	50	40
Writers	125	255
All 9 arts occupations	675	860
<i>"n.r." = not reliable</i>		

Table 14 provides the number of artists by occupation for six Greater Vancouver Regional District cities where there are 40 or more artists in at least five of nine arts occupation groups.

- Musicians and singers are among the three largest local arts occupation groups in each of the six cities.
- Artisans are the second or third-largest group in Burnaby, Coquitlam and Surrey, while painters are the second or third-largest group in Burnaby, Richmond and Surrey.
- The producers occupation group is the largest arts occupation group in Vancouver and North Vancouver District Municipality and the second-largest group in Coquitlam and Richmond.
- In Vancouver, the producers occupation group is followed by actors and musicians.
- Compared to Toronto and Montreal, Vancouver has a relatively high percentage of local artists in the actors, artisans and painters occupation groups.
- Compared to the Canadian average, Vancouver has a relatively high percentage of local artists in the actors and producers occupation groups and a relatively low percentage of local artists in the artisans and musicians occupation groups.

Occupation	Burnaby	Coquitlam	North Vancouver	Richmond	Surrey	Vancouver
Actors	85	70	115	95	160	1,235
Artisans and craftspersons	110	75	95	85	340	695
Conductors, composers and arrangers	n.r.	n.r.	n.r.	n.r.	n.r.	130
Dancers	50	n.r.	55	75	85	270
Musicians and singers	235	175	195	315	355	1,225
Other performers	70	n.r.	n.r.	n.r.	n.r.	200
Painters, sculptors and other visual artists	125	70	80	100	180	770
Producers, directors, choreographers and related	70	80	200	110	50	1,530
Writers	110	n.r.	130	90	130	1,195
All 9 arts occupations	880	540	875	885	1,375	7,250
<i>"n.r." = not reliable</i>						

The Prairie Provinces

The 18,600 artists in the three Prairie provinces represent 0.6% of the overall labour force.

Among the 10 large cities on the Prairies, Regina has the highest artistic concentration, with 1.0% of the local labour force in the arts. The artistic concentration in Regina is tied for tenth among large Canadian cities.

Table 15 shows that Winnipeg has the second-highest artistic concentration among large Prairie cities (0.9%), while Calgary, Edmonton and Saskatoon each have 0.8% of their local labour force in the nine arts occupations.

Among large Prairie cities, it is in Calgary where artists have the highest average earnings. At only \$21,500, however, artists' average earnings in Calgary are 42% lower than average earnings in the overall local labour force.

In Winnipeg and Edmonton, artists' average earnings are closer to local labour force earnings, with earnings gaps of 33% and 35%, respectively.

Artists' average earnings and the earnings gaps in Prairie cities lag behind the Canadian averages. Nationally, artists' average earnings (\$23,500) are 26% less than other workers.

City	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Regina	960	100,815	1.0%	\$17,500	43%
Winnipeg	2,965	347,020	0.9%	\$19,700	33%
Calgary	4,575	541,725	0.8%	\$21,500	42%
Edmonton	3,095	385,415	0.8%	\$20,000	35%
Saskatoon	875	109,650	0.8%	\$16,400	42%
Medicine Hat	175	28,085	0.6%	n.r.	n.r.
Lethbridge	220	38,135	0.6%	n.r.	n.r.
Red Deer	230	41,275	0.6%	n.r.	n.r.
St. Albert	175	32,760	0.5%	n.r.	n.r.
Strathcona County	230	44,235	0.5%	n.r.	n.r.

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force; "n.r." = not reliable

Prairie artists are concentrated in Calgary, Edmonton, Regina, Saskatoon and Winnipeg

Combined, the number of artists in Calgary, Edmonton, Regina, Saskatoon and Winnipeg (12,500) represents two-thirds of the 18,600 artists in the three Prairie provinces. Provincially, in Alberta, two-thirds of the province's 11,700 artists reside in Calgary or Edmonton. In Saskatchewan, 62% of the province's 3,000 artists reside in Regina or Saskatoon. In Manitoba, three-quarters of the province's 4,000 artists reside in Winnipeg.

The arts: a growth sector in many Prairie cities

Table 16 shows that, among large Prairie cities, the percentage increase in the number of artists was highest in Calgary (46%), Medicine Hat (30%) and Edmonton (21%).

The final column of Table 16 shows that, relative to overall labour force growth, growth in the arts labour force was highest in Regina, where the growth in the arts labour force was *over 43 times* the growth in the overall local labour force. In Winnipeg, the growth in the arts labour force was almost eight times the growth in the overall local labour force.

Table 16: Changes in the arts labour force in 10 large Prairie cities, 1991 to 2001						
City	Number of artists in 1991	Number of artists in 2001	Change (#)	Change (%)	% change in overall local labour force	Ratio: Arts vs. overall growth
Calgary	3,130	4,575	1,445	46%	27%	1.7
Medicine Hat	135	175	40	30%	24%	1.2
Edmonton	2,565	3,095	530	21%	9%	2.3
Regina	850	960	110	13%	0.3%	43.4
Winnipeg	2,630	2,965	335	13%	1.7%	7.6
Red Deer	205	230	25	12%	25%	0.5
Lethbridge	200	220	20	10%	14%	0.7
St. Albert	175	175	0	0%	27%	0.0
Saskatoon	890	875	-15	-2%	6%	n/a
Strathcona County	280	230	-50	-18%	29%	n/a
<i>Note: In cities where municipal boundaries changed between 1991 and 2001, 1991 data is stated based on 2001 municipal boundaries.</i>						

Artists by occupation in the largest Prairie cities

Table 17 provides the number of artists by occupation for five Prairie cities where there are 40 or more artists in at least five of the nine arts occupation groups. The most common arts occupations for Prairie artists are musicians and singers or writers.

- In all five cities, the musicians and singers occupation group is the largest arts occupation group.
- In all five cities, writers are the second-largest arts occupation group.
- In Calgary, Edmonton and Winnipeg, artisans and craftspersons are the third-largest arts occupation group.
- In Regina and Saskatoon, the producers occupation group is the third-largest arts occupation group.

Occupation	Calgary	Edmonton	Regina	Saskatoon	Winnipeg
Actors	335	190	70	45	120
Artisans and craftspersons	590	425	105	50	380
Conductors, composers and arrangers	70	75	n.r.	n.r.	60
Dancers	360	230	115	60	245
Musicians and singers	1,095	885	260	285	1,045
Other performers	170	155	n.r.	n.r.	110
Painters, sculptors and other visual artists	525	360	65	80	280
Producers, directors, choreographers and related	545	355	150	85	300
Writers	885	430	160	220	430
All 9 arts occupations	4,575	3,095	960	875	2,965
<i>"n.r." = not reliable</i>					

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.

Table 18, sorted by the concentration of artists, shows the number of artists, the overall labour force, the concentration of artists, artists' average earnings and the earnings gap compared with the overall labour force in 37 large Ontario cities.

The data in Table 18 shows that:

- Toronto has an artistic concentration (1.6%) that is double the national average of 0.8%, ranking the city fifth among large Canadian cities.
- Ottawa (1.0%), Waterloo (1.0%) and Kingston (0.9%) also have an artistic concentration that is above the national average of 0.8%. Ottawa and Waterloo are tied for tenth in Canada.
- Among large Ontario cities, artists' average earnings are highest in Toronto (\$34,100, the highest level in Canada), Ajax (\$31,800, the third-highest level in Canada), Pickering (\$31,000, the fourth-highest level in Canada) and Ottawa (\$29,700, the fifth-highest level in Canada).
- Among large Ontario cities, the earnings gap between artists and other local workers is lowest in Toronto (11%, the third-lowest level in Canada). The only other Ontario city with an earnings gap that is below the national average of 26% is Ajax, where artists earn 17% less than other local workers.
- In terms of the absolute number of artists, the City of Toronto has about twice as many artists (21,000) as the City of Montreal (10,100), with Vancouver (7,300) having the third-highest number of artists.

Table 18: Artists in 37 large Ontario cities

City	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Toronto	21,025	1,332,460	1.6%	\$34,100	11%
Ottawa	4,395	442,860	1.0%	\$29,700	26%
Waterloo	500	52,045	1.0%	\$21,000	46%
Kingston	520	60,755	0.9%	\$18,400	41%
Oakville	700	83,620	0.8%	\$28,300	46%
Peterborough	285	35,090	0.8%	n.r.	n.r.
Newmarket	305	38,845	0.8%	n.r.	n.r.
Richmond Hill	585	74,975	0.8%	\$24,600	40%
London	1,385	182,925	0.8%	\$18,400	44%
St. Catharines	495	66,800	0.7%	\$16,400	48%
Burlington	650	88,605	0.7%	\$27,700	36%
Markham	875	119,750	0.7%	\$24,500	38%
Kitchener	765	108,705	0.7%	\$22,500	29%
North Bay	185	26,530	0.7%	n.r.	n.r.
Hamilton	1,700	251,815	0.7%	\$21,600	35%
Sarnia	240	36,160	0.7%	n.r.	n.r.
Niagara Falls	280	42,255	0.7%	\$16,200	44%
Guelph	410	62,390	0.7%	\$21,400	36%
Whitby	310	50,195	0.6%	\$18,400	55%
Ajax	260	42,850	0.6%	\$31,800	17%
Pickering	315	52,235	0.6%	\$31,000	26%
Barrie	340	57,775	0.6%	\$23,400	28%
Caledon	180	30,870	0.6%	n.r.	n.r.
Mississauga	2,035	356,130	0.6%	\$24,800	34%
Clarington	215	38,090	0.6%	n.r.	n.r.
Norfolk	185	33,240	0.6%	n.r.	n.r.
Kawartha Lakes	185	33,950	0.5%	n.r.	n.r.
Thunder Bay	290	56,770	0.5%	\$15,500	51%
Windsor	535	106,455	0.5%	\$25,300	28%
Sault Ste. Marie	175	36,190	0.5%	n.r.	n.r.
Vaughan	500	104,795	0.5%	\$18,500	55%
Cambridge	265	61,955	0.4%	\$20,100	40%
Oshawa	320	75,575	0.4%	\$18,700	44%
Brantford	190	45,180	0.4%	n.r.	n.r.
Brampton	765	191,240	0.4%	\$21,500	38%
Chatham-Kent	220	57,270	0.4%	n.r.	n.r.
Greater Sudbury	265	78,780	0.3%	\$20,100	36%

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force; "n.r." = not reliable

The arts: a growth sector in many Ontario cities

Of the 92 large Canadian cities examined in this report, Barrie had the largest percentage increase in the number of artists. The number of artists in Barrie more than tripled, increasing from 105 in 1991 to 340 in 2001.

Table 19 shows that the number of artists more than doubled in two other Ontario cities between 1991 and 2001 – Whitby and Newmarket (ranking these cities third and fourth in Canada, respectively). Also ranking highly in terms of growth in the arts are Richmond Hill (86% increase, eighth in Canada) and Norfolk (85% increase, ninth in Canada). In addition, there was significant growth in the arts in many other Ontario cities between 1991 and 2001, including Mississauga, Caledon and Guelph.

In five Ontario cities, the arts labour force grew substantially while the overall local labour force *decreased* between 1991 and 2001: Sarnia, St. Catharines, Thunder Bay, North Bay and Sault Ste. Marie.

The final column of Table 19 shows that, relative to overall labour force growth, growth in the arts labour force was highest in Toronto, Niagara Falls, Peterborough and Kingston. In each of these cities, the growth in the arts labour force was *at least 10 times* the growth in the overall local labour force.

In Toronto, the growth in the arts labour force was 13 times the growth in the city's overall labour force. Although the growth rate in the arts in Toronto was significant (35%), this ranks 36th among the 92 large Canadian cities included in this report.

The figures in Table 19 are based on 2001 municipal boundaries. Although not shown in Table 19, based on 1991 municipal boundaries, the pre-amalgamation City of Toronto had a much higher artistic concentration in 1991 than any other large Canadian city. In addition, the old City of Ottawa moved up the 1991 rankings to tie for fifth in Canada in terms of artistic concentration. In 1991, based on 1991 municipal boundaries, the most artistic large municipalities were: Toronto (2.5%); Vancouver (1.7%); Montreal (1.6%); Victoria (1.4%); Ottawa (1.3%); and North Vancouver (1.3%).

Table 19: Changes in the arts labour force in 37 large Ontario cities, 1991 to 2001

City	Number of artists in 1991	Number of artists in 2001	Change (#)	Change (%)	% change in overall local labour force	Ratio: Arts vs. overall growth
Barrie	105	340	235	224%	59%	3.8
Whitby	125	310	185	148%	44%	3.4
Newmarket	140	305	165	118%	45%	2.6
Richmond Hill	315	585	270	86%	59%	1.5
Norfolk	100	185	85	85%	11%	7.4
Mississauga	1,160	2,035	875	75%	28%	2.7
Caledon	105	180	75	71%	46%	1.6
Guelph	240	410	170	71%	21%	3.3
Clarington	130	215	85	65%	38%	1.7
Niagara Falls	170	280	110	65%	5%	12.6
Vaughan	315	500	185	59%	63%	0.9
Burlington	410	650	240	59%	13%	4.5
Waterloo	325	500	175	54%	21%	2.6
Markham	580	875	295	51%	32%	1.6
Brampton	525	765	240	46%	35%	1.3
Sarnia	170	240	70	41%	-8%	n/a
Brantford	135	190	55	41%	6%	6.8
St. Catharines	360	495	135	38%	-2%	n/a
Toronto	15,630	21,025	5,395	35%	3%	12.9
Oakville	525	700	175	33%	21%	1.6
Kitchener	585	765	180	31%	13%	2.5
London	1,070	1,385	315	29%	7%	4.5
Peterborough	225	285	60	27%	2%	11.4
Thunder Bay	230	290	60	26%	-8%	n/a
Ajax	210	260	50	24%	28%	0.9
Pickering	255	315	60	24%	27%	0.9
Hamilton	1,380	1,700	320	23%	5%	5.2
Kingston	445	520	75	17%	2%	10.5
North Bay	160	185	25	16%	-7%	n/a
Sault Ste. Marie	155	175	20	13%	-11%	n/a
Ottawa	3,965	4,395	430	11%	10%	1.1
Oshawa	305	320	15	5%	5%	1.0
Cambridge	265	265	0	0%	21%	0.0
Windsor	585	535	-50	-9%	11%	n/a
Chatham-Kent	250	220	-30	-12%	-2%	n/a
Kawartha Lakes	225	185	-40	-18%	10%	n/a
Greater Sudbury	435	265	-170	-39%	-11%	n/a

Note: In cities where municipal boundaries changed between 1991 and 2001, 1991 data is stated based on 2001 municipal boundaries.

Ontario artists are concentrated in Toronto

Forty percent of the province's artists reside in Toronto, compared with 21% of the province's overall labour force. The arts occupations that are most strongly concentrated in Toronto are the actors and producers occupation groups (65% and 63% respectively), followed by the writers and conductors occupation groups (44% and 43% respectively). The arts occupations that are the least concentrated in Toronto are artisans (18%), dancers (26%) and other performers (27%).

Many of these artists are very poorly paid. In Toronto, dancers have average earnings below \$20,000, while Toronto-based artisans and other performers earn just over \$20,000 on average.

Artists by occupation in Ontario cities

Table 20 provides the number of artists by occupation for eight Greater Toronto Area cities where there are 40 or more artists in at least five of the nine arts occupation groups.

- Musicians and singers are the largest local arts occupation group in each of the cities except Toronto, where musicians rank third behind the producers and writers occupation groups.
- In six of the eight cities, writers are among the three largest local arts occupation groups.
- In five of the eight cities, the producers occupation group is among the three largest local arts occupation groups.
- In four of the eight cities, the artisans occupation group is among the three largest local arts occupation groups.
- Compared to Vancouver, Montreal and Toronto have relatively high concentrations of musicians and producers, directors, choreographers and related occupations.
- Toronto also has a relatively high concentration of writers compared to Vancouver and Montreal.
- Compared to Canadian average, Toronto has a relatively high percentage of local artists in the actors and producers occupation groups and a relatively low percentage of local artists in the artisans and musicians occupation groups.

Occupation	Brampton	Burlington	Markham	Mississauga	Oakville	Richmond Hill	Toronto	Vaughan
Actors	40	n.r.	80	130	40	n.r.	2,740	n.r.
Artisans and craftspersons	110	70	120	240	55	80	1,280	65
Conductors, composers and arrangers	n.r.	n.r.	n.r.	45	n.r.	n.r.	405	n.r.
Dancers	125	60	65	175	90	65	755	n.r.
Musicians and singers	185	190	265	545	145	175	3,995	170
Other performers	n.r.	n.r.	80	120	40	n.r.	570	40
Painters, sculptors and other visual artists	60	60	60	145	50	65	1,890	40
Producers, directors, choreographers and related	65	75	100	395	135	70	5,120	45
Writers	135	110	110	230	140	50	4,265	80
All 9 arts occupations	765	650	875	2,035	700	585	21,025	500
<i>"n.r." = not reliable</i>								

Table 21 provides the number of artists by occupation for five Southwestern Ontario cities where there are 40 or more artists in at least five of the nine arts occupation groups.

- Guelph is one of very few cities in Canada (along with Ottawa) where writers are the largest occupation group. The artisans occupation group is second-largest in Guelph.
- In Hamilton and London, musicians are the largest local arts occupation group, followed by the writers and artisans occupation groups.
- In Kitchener, musicians are the largest local arts occupation group, followed by the artisans and writers occupation groups.
- In Windsor, musicians are the largest local arts occupation group, followed by the other performers and artisans occupation groups.

Table 21: Artists by occupation in 5 large Southwestern Ontario cities					
Occupation	Guelph	Hamilton	Kitchener	London	Windsor
Actors	n.r.	105	50	n.r.	n.r.
Artisans and craftspersons	90	220	125	185	80
Conductors, composers and arrangers	n.r.	50	n.r.	n.r.	n.r.
Dancers	n.r.	140	n.r.	75	45
Musicians and singers	65	455	265	465	165
Other performers	n.r.	105	45	150	85
Painters, sculptors and other visual artists	45	175	55	120	n.r.
Producers, directors, choreographers and related	50	195	60	80	60
Writers	110	260	110	255	50
All 9 arts occupations	410	1,700	765	1,385	535
<i>"n.r." = not reliable</i>					

Table 22 provides the number of artists by occupation in Kingston and Ottawa.

- In Kingston, musicians are the largest arts occupation group, followed by writers.
- Ottawa is one of very few cities in Canada (along with Guelph) where writers are the largest occupation group. Musicians are the second-largest occupation group in Ottawa.

Table 22: Artists by occupation in Kingston and Ottawa		
Occupation	Kingston	Ottawa
Actors	40	70
Artisans and craftspersons	60	360
Conductors, composers and arrangers	n.r.	60
Dancers	n.r.	275
Musicians and singers	170	855
Other performers	n.r.	75
Painters, sculptors and other visual artists	65	465
Producers, directors, choreographers and related	n.r.	465
Writers	115	1,775
All 9 arts occupations	520	4,395
<i>"n.r." = not reliable</i>		

Quebec¹¹

Quebec's 27,600 artists represent 0.7% of the provincial labour force. Table 23, sorted by the concentration of artists, shows the number of artists, the overall labour force, the concentration of artists, artists' average earnings and the earnings gap compared with the overall labour force in 21 large Quebec cities. The data in Table 23 shows that:

- Montreal has an artistic concentration (1.9%) that is more than double the Canadian average of 0.8%, ranking the city third among large Canadian cities behind Vancouver (2.4%) and Victoria (2.0%).
- Verdun (1.3%), Quebec City (1.0%) and Sainte-Foy (0.9%) also have an artistic concentration that is above the Canadian average of 0.8%. Verdun is tied for sixth among large Canadian cities, while Quebec City is tied for tenth.
- Among large Quebec cities, artists' average earnings are highest Montreal (\$26,200, the tenth-highest level in Canada) and Longueuil (\$26,100 the 11th-highest level in Canada).
- Montreal artists have *the lowest earnings gap relative to all local workers* among large Canadian cities (7%). The earnings gap is 14% in Longueuil, tied for the third-lowest level in Canada.

City	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
Montreal	10,075	535,715	1.9%	\$26,200	7%
Verdun	385	30,520	1.3%	\$25,200	32%
Quebec City	905	87,355	1.0%	\$20,100	28%
Sainte-Foy	360	40,450	0.9%	\$20,800	36%
Longueuil	495	68,385	0.7%	\$26,100	14%
Hull	255	37,555	0.7%	\$24,000	27%
Saint-Laurent	225	36,275	0.6%	n.r.	n.r.
Sherbrooke	230	37,765	0.6%	n.r.	n.r.
Brossard	210	35,725	0.6%	n.r.	n.r.
LaSalle	220	38,100	0.6%	n.r.	n.r.
Pierrefonds	170	29,575	0.6%	n.r.	n.r.
Laval	935	184,290	0.5%	\$21,900	32%
Beauport	175	38,325	0.5%	n.r.	n.r.
Saint-Léonard	150	32,945	0.5%	n.r.	n.r.
Saint-Hubert	195	43,100	0.5%	n.r.	n.r.
Jonquière	105	25,425	0.4%	n.r.	n.r.
Charlesbourg	150	37,470	0.4%	n.r.	n.r.
Chicoutimi	115	29,335	0.4%	n.r.	n.r.
Gatineau	215	57,540	0.4%	n.r.	n.r.
Montréal-Nord	110	35,245	0.3%	n.r.	n.r.
Repentigny	90	30,335	0.3%	n.r.	n.r.

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force; "n.r." = not reliable

¹¹ Data is reported for the municipal boundaries that existed in 2001. Many mergers and de-mergers took place in Quebec after 2001.

The arts: a growth sector in many Quebec cities

Table 24 shows that there was very significant growth in the arts in many large Quebec cities, including LaSalle (47%), Verdun (33%), Saint-Hubert (30%), Beauport (25%) and Laval (25%).

The final column of Table 24 shows that, relative to overall labour force growth, growth in the arts labour force was highest in Verdun, where the growth in the arts labour force was over 23 times the growth in the overall local labour force.

In Montreal, the growth in the arts labour force was over six times the growth in the city's overall labour force. Although the growth rate in the arts in Montreal was substantial (24%), this ranks 50th among the 92 large Canadian cities included in this report.

In LaSalle, Brossard and Sainte-Foy, the arts labour force grew substantially while the overall local labour force *decreased* between 1991 and 2001.

In 10 of the 21 large Quebec cities, the arts labour force *decreased* in size between 1991 and 2001. This is an unusual situation, as only 10 of the 71 large cities in the rest of Canada saw a decrease in the arts labour force during this period (including three cities in B.C., two in the Prairie provinces, four in Ontario and one in the Atlantic provinces).

In 1991, based on 2001 municipal boundaries, Montreal ranked second in Canada in terms of artistic concentration, behind only Vancouver. The five most artistic large municipalities were: Vancouver (1.7%); Montreal (1.6%); Victoria (1.4%); North Vancouver (1.3%); and Toronto (1.2%). Despite the fact that all of the top five cities grew in artistic concentration between 1991 and 2001, the City of Victoria and the City of Montreal traded second and third places between 1991 and 2001.

However, based on 1991 municipal boundaries, the pre-amalgamation City of Toronto had a much higher artistic concentration in 1991 than any other large Canadian city. In 1991, based on 1991 municipal boundaries, the most artistic large municipalities were: Toronto (2.5%); Vancouver (1.7%); Montreal (1.6%); Victoria (1.4%); Ottawa (1.3%); and North Vancouver (1.3%).

City	Number of artists in 1991	Number of artists in 2001	Change (#)	Change (%)	% change in overall local labour force	Ratio: Arts vs. overall growth
LaSalle	150	220	70	47%	-6%	n/a
Verdun	290	385	95	33%	1%	23.5
Saint-Hubert	150	195	45	30%	6%	4.8
Beauport	140	175	35	25%	8%	3.0
Laval	750	935	185	25%	7%	3.7
Montreal	8,095	10,075	1,980	24%	4%	6.3
Gatineau	175	215	40	23%	9%	2.7
Brossard	185	210	25	14%	-2%	n/a
Sainte-Foy	335	360	25	7%	-5%	n/a
Hull	250	255	5	2%	9%	0.2
Quebec City	900	905	5	1%	1%	1.1
Sherbrooke	235	230	-5	-2%	-2%	n/a
Longueuil	520	495	-25	-5%	-3%	n/a
Pierrefonds	180	170	-10	-6%	10%	n/a
Saint-Laurent	250	225	-25	-10%	0%	n/a
Saint-Léonard	170	150	-20	-12%	-18%	n/a
Charlesbourg	180	150	-30	-17%	-8%	n/a
Jonquière	160	105	-55	-34%	-4%	n/a
Repentigny	145	90	-55	-38%	10%	n/a
Chicoutimi	195	115	-80	-41%	-4%	n/a
Montréal-Nord	200	110	-90	-45%	-13%	n/a

Note: In cities where municipal boundaries changed between 1991 and 2001, 1991 data is stated based on 2001 municipal boundaries.

Quebec artists are concentrated in Montreal

Thirty-six percent of the province's artists reside in Montreal, compared with 14% of the province's overall labour force. The arts occupations that are most strongly concentrated in Montreal are the actors and producers occupation groups (55% and 50% respectively), followed by the dancers, conductors, other performers and writers occupation groups (between 37% and 39% each). The arts occupations that are the least concentrated in Montreal are artisans and craftspersons (19%) and painters, sculptors and other visual artists (25%).

Many of these artists are very poorly paid. In Montreal, five of the arts occupation groups have average earnings below \$20,000 (artisans, dancers, musicians, other performers, and painters).

On average, Montreal artists earn less in every occupation group than Toronto artists, although dancers have similarly low average earnings in both cities. In addition, artists in Montreal earn less in every occupation group than artists in Vancouver, with the exception of painters, sculptors and other visual artists.

Artists by occupation in Quebec cities

Table 25 provides the number of artists by occupation for four Quebec cities where there are 40 or more artists in at least five of the nine arts occupation groups.

- In Montreal, the “producers, directors, choreographers and related occupations” group is the largest arts occupation group, followed by musicians, writers and actors.
- In Laval, musicians are the largest local arts occupation group, followed by the artisans and producers occupation groups.
- In Longueuil, writers are the largest local arts occupation group, followed by the producers and musicians occupation groups.
- In Quebec City, musicians are the largest local arts occupation group, followed by the painters and producers occupation groups.
- Compared to Vancouver, Montreal and Toronto have relatively high concentrations of musicians and producers, directors, choreographers and related occupations.
- Compared to Canadian average, Montreal has a relatively high percentage of local artists in the actors and producers occupation groups and a relatively low percentage of local artists in the artisans and musicians occupation groups.

Occupation	Laval	Longueuil	Montreal	Quebec City
Actors	50	60	1,325	75
Artisans and craftspersons	190	n.r.	615	75
Conductors, composers and arrangers	n.r.	n.r.	195	n.r.
Dancers	55	40	480	n.r.
Musicians and singers	210	85	1,890	240
Other performers	60	n.r.	370	n.r.
Painters, sculptors and other visual artists	110	65	955	175
Producers, directors, choreographers and related	120	90	2,655	155
Writers	110	105	1,600	125
All 9 arts occupations	935	495	10,075	905
<i>"n.r." = not reliable</i>				

The Atlantic Provinces

The 7,200 artists in the four Atlantic provinces represent 0.6% of the overall Atlantic labour force.

Among the five large cities in the Atlantic provinces, St. John's has the highest artistic concentration with 1.3% of the local labour force in the arts (tied for sixth among large Canadian cities). Table 26 shows that St. John's is followed by Halifax, where the artistic concentration of 1.0% is tied for tenth in Canada.

The estimates of artists' average earnings are reliable for only St. John's and Halifax. In St. John's, artists earn an average of \$19,300, 35% less than other workers. In Halifax, artists have the average earnings of \$20,300, 34% lower than average earnings in the overall local labour force. Artists' average earnings and the earnings gap in these cities lag behind the national averages: average earnings of \$23,500 and an earnings gap of 26%

City	Artists	Overall labour force	Artists as %	Artists' average earnings	Earnings gap
St. John's	645	51,480	1.3%	\$19,300	35%
Halifax	1,990	202,245	1.0%	\$20,300	34%
Moncton	260	34,435	0.8%	n.r.	n.r.
Saint John	185	34,700	0.5%	n.r.	n.r.
Cape Breton	155	43,475	0.4%	n.r.	n.r.

Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force; "n.r." = not reliable

Atlantic artists are concentrated in Halifax and St. John's

Combined, the number of artists in Halifax and St. John's (2,600) represents 37% of the 7,200 artists in the four Atlantic provinces. Provincially, in Nova Scotia, 57% of the province's 3,500 artists reside in Halifax. In Newfoundland and Labrador, 46% of the province's 1,400 artists reside in St. John's. In New Brunswick, one-quarter of the province's 1,800 artists reside in Moncton or Saint John.

The arts: a growth sector in four large Atlantic cities

Table 27 shows that, between 1991 and 2001, the number of artists doubled in Moncton. This is tied for the sixth-highest growth rate among 92 large Canadian cities.

There was also very significant growth in the arts in St. John's (52%), Halifax (34%) and Saint John (23%).

The final column of Table 27 shows that, in St. John's, the growth in the arts labour force was 93 times the growth in the overall local labour force. This is the highest ratio of arts to overall labour force growth in all of Canada between 1991 and 2001. In Moncton, the arts labour force grew at a rate that was over seven times higher than growth in the overall local labour force. In Halifax, the arts labour force grew at a rate that was over four times higher than growth in the overall local labour force.

In Saint John, the 23% growth in the number of artists came during a period when the overall local labour decreased by 6%.

City	Number of artists in 1991	Number of artists in 2001	Change (#)	Change (%)	% change in overall local labour force	Ratio: Arts vs. overall growth
Moncton	130	260	130	100%	14%	7.2
St. John's	425	645	220	52%	0.6%	93.0
Halifax	1,485	1,990	505	34%	8%	4.3
Saint John	150	185	35	23%	-6%	n/a
Cape Breton	210	155	-55	-26%	-11%	n/a

Note: In cities where municipal boundaries changed between 1991 and 2001, 1991 data is stated based on 2001 municipal boundaries.

Artists by occupation in St. John's and Halifax

Table 28 provides the number of artists by occupation in St. John's and Halifax.

- In St. John's, musicians are the largest arts occupation group, followed by producers and actors.
- In Halifax, musicians are the largest arts occupation group, followed by producers and writers.

Occupation	St. John's	Halifax
Actors	95	200
Artisans and craftspersons	60	260
Conductors, composers and arrangers	n.r.	n.r.
Dancers	n.r.	85
Musicians and singers	220	535
Other performers	n.r.	65
Painters, sculptors and other visual artists	65	165
Producers, directors, choreographers and related	105	325
Writers	55	320
All 9 arts occupations	645	1,990
<i>"n.r." = not reliable</i>		

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.¹² 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.

¹² 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>

Occupation (Code)	Definition
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>Exclusions - 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>Exclusions - 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>Exclusions - 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>Exclusions - 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>Exclusions - 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>Exclusions - 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>Exclusions - 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>Exclusions - Journalists are classified in unit group F023 - Journalists.</p>