



Artists in Large Atlantic Cities

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Artists in Large Canadian Cities, a new report from Hill Strategies Research, provides an analysis of artists residing in 92 municipalities across Canada with at least 50,000 residents in 2001. The 92,000 artists in the 92 large Canadian cities represent 70% of the 130,700 artists in Canada.

Based on the 2001 census, the key statistics for each large city in the full report are: the number of artists (overall and in each of nine arts occupations); artists as a percentage of the overall labour force; artists' average earnings; and the change in the number of artists between 1991 and 2001. The full report, a national Executive Summary and other regional summaries are available for free from the Hill Strategies Research website (<http://www.hillstrategies.com>).

There has 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. On a personal level, the arts can stimulate, inspire and entertain.

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.

St. John's has the highest artistic concentration among five large Atlantic cities

Artists represent 0.8% of the overall labour force in Canada. 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). St. John's is followed by Halifax, where the artistic concentration of 1.0% is tied for tenth in Canada.

In St. John's, artists earn an average of \$19,300, 35% less than other local 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 are low in St. John's and Halifax despite the fact that, in Canada, the percentage of artists with a university degree, certificate or diploma (41%) is double the rate in the overall labour force (22%). 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%).

Table 1, 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 five large Atlantic cities.

Table 1: Artists in 5 large Atlantic cities					
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.
<i>Notes: Earnings gap = Percentage difference between the average earnings of artists and the overall local labour force; "n.r." = not reliable</i>					

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 are a growth sector in many large cities

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%). In 60 of the 92 large Canadian 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.

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%).

In St. John's, the 52% growth in the arts labour force was *93 times* the growth in the overall local labour force (0.6%). 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%.

Vancouver is the most artistic large city in Canada

- 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 Westminster (BC) is ninth (1.1%).

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).

Among large Canadian cities, the highest absolute level of artists' earnings is in Toronto, where artists earn, on average, \$34,100.

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, earning 7% less than the average of all local workers.

Report and data notes

Artists in Large Canadian Cities is the last of a series of reports on artists in Canada based on a custom data request from Statistics Canada's 2001 census, conceived of and commissioned by Hill Strategies Research.

The full report, funded by the Canada Council for the Arts, the Department of Canadian Heritage (Canadian Cultural Observatory and Arts Policy Branch), and the Ontario Arts Council, is available free of charge on the websites of Hill Strategies Research (<http://www.hillstrategies.com>) and the funding organizations. The report is the fourteenth in a *Statistical Insights on the Arts* series by Hill Strategies Research.

Nine arts occupations are included in the analysis: (1) actors; (2) artisans and craftspersons; (3) conductors, composers and arrangers; (4) dancers; (5) musicians and singers; (6) other performers (such as circus performers and puppeteers); (7) painters, sculptors and other visual artists; (8) producers, directors, choreographers and related occupations; and (9) writers.

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 dance schools) *are* included in the figures.

Data is reported for the municipal boundaries that existed in 2001.

Please see the full report for more information regarding the methodology of this report as well as a discussion of Census strengths and limitations.