



## British Columbia: Home to Many Artistic Large 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.

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

Artists represent 0.8% of the overall labour force in Canada. With 24,100 artists, British Columbia is the province with the largest percentage of its labour force in arts occupations (1.1%).

Among large Canadian cities, Vancouver has the highest concentration of artists in the local labour force. 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:

- 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%), while New Westminster (BC) is ninth (1.1%).

A previous report showed that seven of the 10 most artistic small and rural municipalities in Canada are in British Columbia.

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).

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. Collectively, these three cities have 38,400 artists – 29% of Canada's 130,700 artists.

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 19 large British Columbia cities.

Among these 19 large B.C. cities:

- Artists' average earnings are much higher in North Vancouver District Municipality (\$33,700) and Vancouver (\$29,400) 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.
- The earnings gap between artists and other local workers is lowest in Vancouver, North Vancouver and Coquitlam. The earnings gap is 14% in Vancouver, tied for the third-lowest level in Canada. The earnings gap is 21% in North Vancouver District Municipality and 22% in Coquitlam.
- In many cities, artists have average earnings below \$20,000, 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%).
- In Vancouver, dancers, musicians and painters have average earnings below \$20,000.

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.

<b>City</b>	<b>Artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Artists' average earnings</b>	<b>Earnings gap</b>
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 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.

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%).

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 23<sup>rd</sup> among the 92 large Canadian cities included in the full

report. Between 1991 and 2001, the arts labour force grew by 35% in Toronto and 24% in Montreal.

### ***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%).

### ***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.