



## Artists in Large Ontario 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.

### ***Toronto artists have the highest average earnings in Canada***

Artists represent 0.8% of the overall labour force in Canada. 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.

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.

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

In terms of the absolute number of artists in 2001, 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.

In 2001, among large 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).

In many Ontario 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 Toronto, dancers have average earnings below \$20,000, while Toronto-based artisans and other performers earn just over \$20,000 on average.

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 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.

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 37 large Ontario cities.

### ***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%).

**Table 1: 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 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.

Of the 92 large Canadian cities, 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.

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.

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 36<sup>th</sup> among the 92 large Canadian cities included in this report.

### ***Vancouver is the most artistic large city in Canada***

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

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).

## ***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.