



## Artists in Large Prairie 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.

### ***Regina has the highest artistic concentration among 10 large cities on the Prairies***

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

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 all other Prairie cities, artists have average earnings of \$20,000 or less, 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 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.

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 10 large Prairie cities.

<b>Table 1: Artists in 10 large Prairie cities</b>					
<b>City</b>	<b>Artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Artists' average earnings</b>	<b>Earnings gap</b>
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 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.

Among large Prairie cities, the percentage increase in the number of artists was highest in Calgary (46%), Medicine Hat (30%) and Edmonton (21%). The growth in the arts labour force was 13% in Regina and Winnipeg, 12% in Red Deer and 10% in Lethbridge.

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.

### ***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.