



Artists in Large Quebec 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, an 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.

Montreal artists have the lowest earnings gap relative to all local workers among large cities in Canada

Artists represent 0.8% of the overall labour force in Canada. Quebec's 27,600 artists represent 0.7% of the provincial labour force.

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.

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 21 large Quebec cities.

Table 1: Artists in 21 large Quebec cities					
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

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 craftpersons (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).

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.

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%).

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

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