

# Artists and Cultural Workers in Canadian Municipalities

Based on the 2011 National Household Survey

## Executive Summary

## Statistical Insights on the Arts

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*Artists and Cultural Workers in Canadian Municipalities* examines the number, incomes, and demographic characteristics of artists and cultural workers by municipal size.

For the purposes of the analysis, all Canadian municipalities were divided into four groups based on population:

1. All municipalities with a population below 50,000 (total population of 12.1 million, or 36% of the overall Canadian population).
2. 69 cities and towns with a population between 50,000 and 165,000 (total population of 6.2 million, or 19% of Canada).
3. 17 cities with a population between 175,000 and 470,000 (total population of 4.5 million, or 13% of Canada).
4. The 11 largest cities in Canada, each with a population of 500,000 or more (total population of 10.6 million, or 32% of Canada).

The municipalities were grouped based on the boundaries of census subdivisions, not metropolitan areas.

In addition to highlighting the demographic and economic differences by size of municipality, this report also provides key data on artists and cultural workers in each municipality for which there is reliable data.

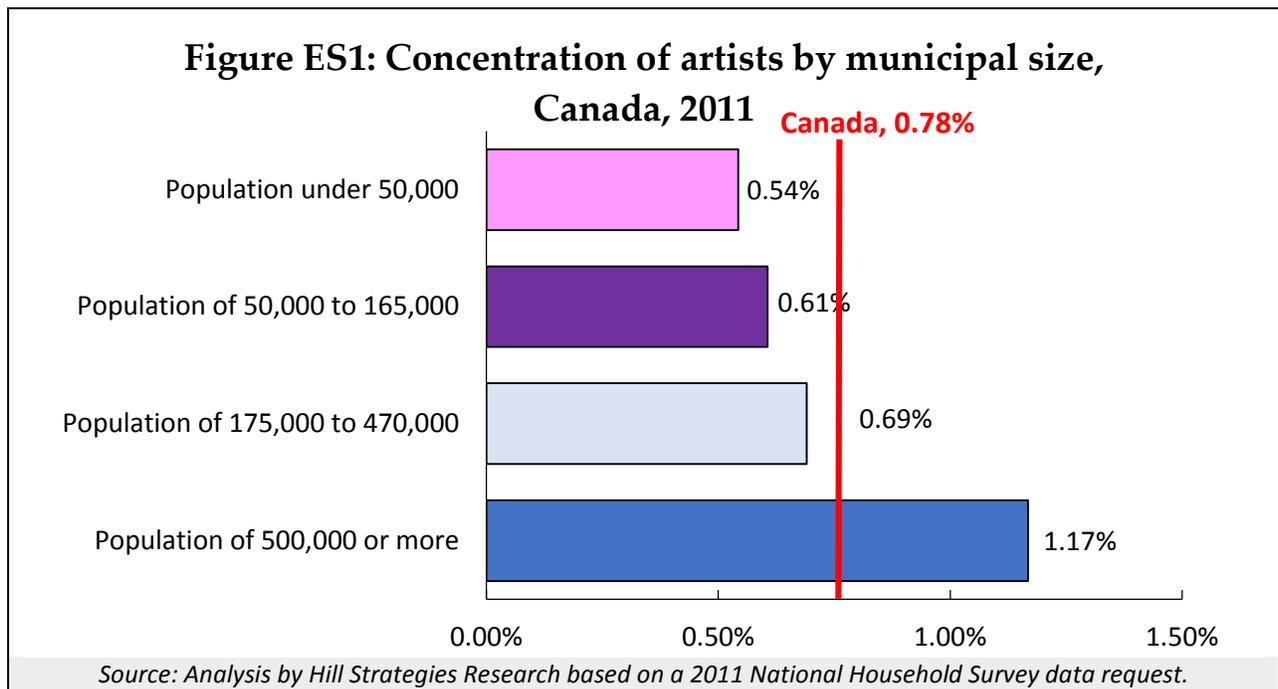
Previous reports in the *Statistical Insights on the Arts* series have focused on artists and cultural workers in Canada and its provinces and territories. The national report showed that there are 136,600 artists in Canada who spent more time at their art than at any other occupation in May of 2011 (which is when the National Household Survey data were collected). The number of artists represents 0.78% of the overall Canadian labour force. The report also found that there are 671,100 people in cultural occupations, comprising 3.82% of the overall labour force.

Because of major methodological changes, data in this report are not comparable to data in previous reports in the *Statistical Insights on the Arts* series.

***Artists tend to reside in the largest cities in Canada***

As shown in Figure ES1, the largest cities in Canada have a much higher percentage of their collective labour force in arts occupations (1.17%) than other groups of municipalities. The concentration of artists in the three other groups of municipalities is below the national average (0.78%):

- In municipalities with fewer than 50,000 residents, artists represent 0.54% of the overall labour force.
- In the 69 cities and towns with a population between 50,000 and 165,000, artists represent 0.61% of the overall labour force.
- In the 17 cities with a population between 175,000 and 470,000, the concentration of artists is 0.69%, slightly below the national average (0.78%).



Regarding the number of artists in each group of municipalities:

- Canadian municipalities with fewer than 50,000 residents are home to 33,700 artists, exactly one-quarter of all artists in Canada. While representing the second-largest group of artists (behind only the largest cities in the country), the 25% share of all artists is much lower than the smaller municipalities' 36% share of the overall population.
- 20,000 artists reside in the 69 cities and towns with a population between 50,000 and 165,000, representing 15% of all artists in Canada (compared with 19% of the country's population).
- The 17 cities with a population between 175,000 and 470,000 house 16,600 artists, or 12% of all artists (roughly equal to these cities' share of the overall population: 13%).
- The 11 largest cities in Canada are home to 66,300 artists. This is nearly one-half of the country's artists (49%), which is much higher than these cities' share of the overall population (32%).

***Victoria, Vancouver, Toronto, and Montreal have the highest concentration of artists***

No estimates of fewer than 500 artists are provided in this report because of concerns over data reliability. Those Canadian municipalities with fewer than 500 artists are included in the aggregate analysis by size of municipality, but specific information on artists in each of these municipalities is not provided here. There are 36 Canadian cities with at least 500 artists and 96 municipalities with at least 500 cultural workers.

Among the 36 cities with reliable data on artists, Victoria has the highest concentration of artists (2.36%). There are 1,100 artists in Victoria.

Vancouver has the second-highest concentration of artists (2.32%) and the highest among the 11 largest cities. Vancouver is home to 7,900 artists.

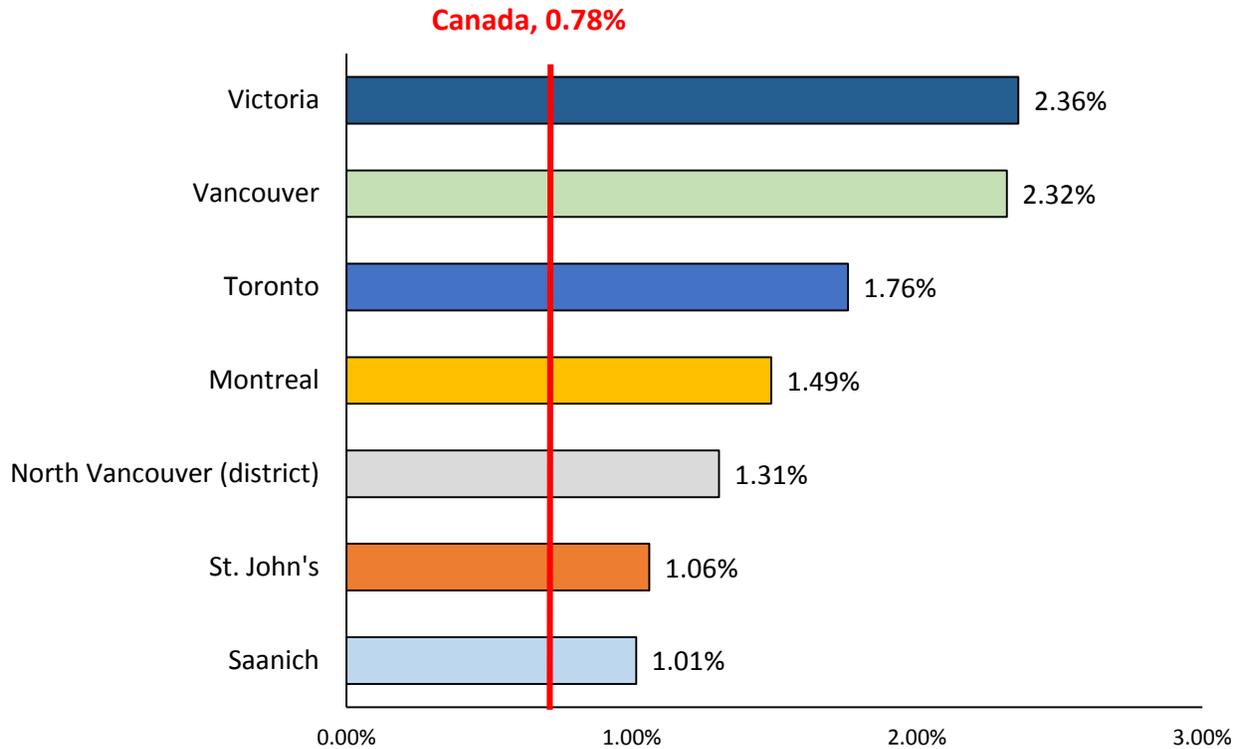
Toronto has the largest number of artists (23,700), nearly twice as many as any other city. One in every six Canadian artists resides in Toronto. The concentration of artists in Toronto (1.76%) is third-highest among the 36 municipalities with reliable data.

As shown in Figure ES2, the four other municipalities with over 1% of their labour force in arts occupations are:

- Montreal (concentration of artists of 1.49%).
- District of North Vancouver, B.C. (1.31%).
- St. John's, NL (1.06%).
- Saanich, B.C. (1.01%).

Victoria, the District of North Vancouver, St. John's, and Saanich are among the smallest municipalities with at least 500 artists (included in the group of municipalities with 50,000 to 165,000 residents).

**Figure ES2: Seven Canadian municipalities with the highest concentration of artists in 2011**



Source: Analysis by Hill Strategies Research based on a 2011 National Household Survey data request.

***Artists' average incomes are highest in the largest cities***

In Canada, the total individual income of all 136,600 artists averages \$32,800, a figure that is 32% less than the overall labour force (\$48,100). Artists in the largest cities have the highest average incomes (\$36,000). This figure, although higher than other groups of municipalities, is 29% lower than average incomes in the 11 large cities' collective labour force (\$51,000). The difference between artists and other workers is higher for the other groups of municipalities:

- In municipalities with fewer than 50,000 residents, artists' average incomes are \$30,700, or 33% less than the overall labour force average (\$45,600).
- In the 69 cities and towns with a population between 50,000 and 165,000, artists' average incomes are \$28,900, or 40% less than the overall labour force average (\$47,700).
- Similarly, in the 17 cities with a population between 175,000 and 470,000, artists have average incomes of \$29,000, 40% lower than other workers (\$48,500).

### *Demographic and employment characteristics of artists by size of municipality*

The report examines select demographic and employment characteristics of artists in different sizes of municipalities, including sex, age, education, Aboriginal people, immigrants, visible minorities, and self-employment rates. Artists in the smallest group of municipalities (under 50,000 population) have:

- The highest proportion of women (55%).
- The highest percentage of people 55 years of age and over (33%).
- The highest percentage of self-employed workers (58%).
- The highest proportion of Aboriginal people (5.5%).
- The lowest proportion with a bachelors' degree or higher (33%).
- The lowest percentage of immigrants (14%).

In contrast, artists in the 11 largest cities have:

- The lowest proportion of women (48%).
- The lowest percentage of people 55 years of age and over (21%).
- The lowest proportion of Aboriginal people (1.8%).
- The highest proportion with a bachelors' degree or higher (51%).

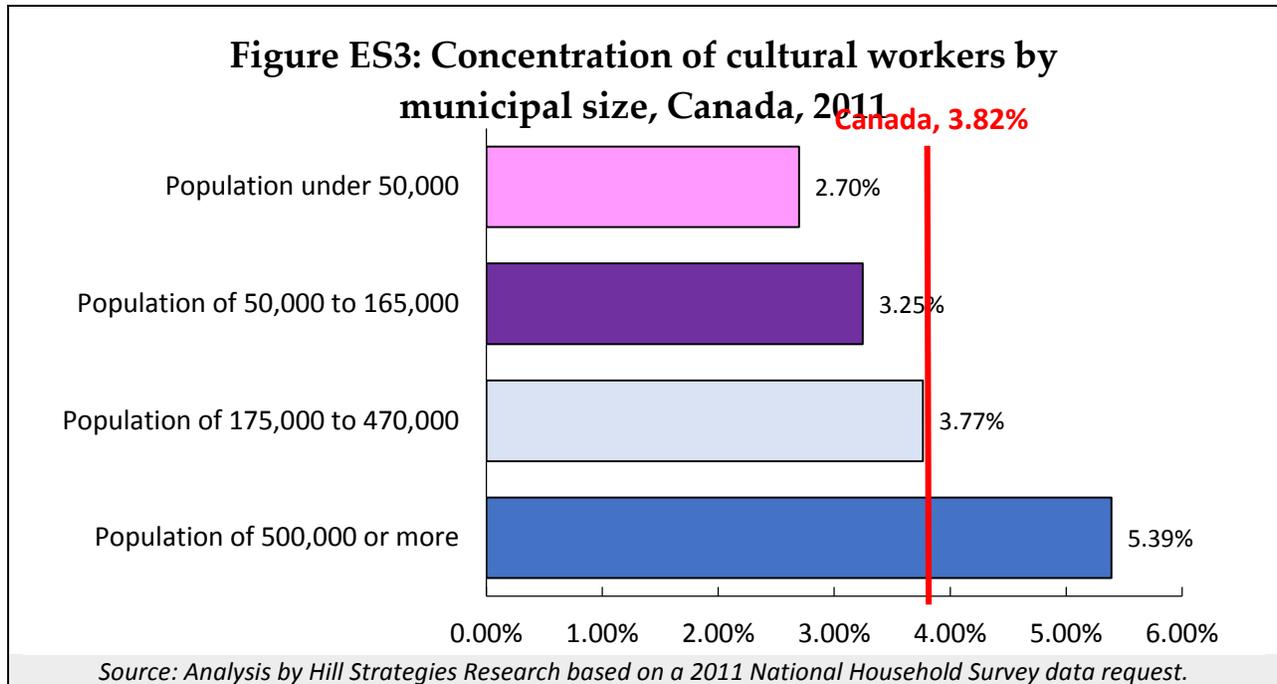
The percentage of artists in the 11 largest cities who are self-employed (49%) is much lower than the percentage in the smallest group of municipalities, while the proportion of immigrants (23%) is much higher than in the smallest group of municipalities.

Cities with populations between 175,000 and 470,000 have the highest proportion of immigrant and visible minority Canadians as a percentage of all artists.

### *Concentration of cultural workers*

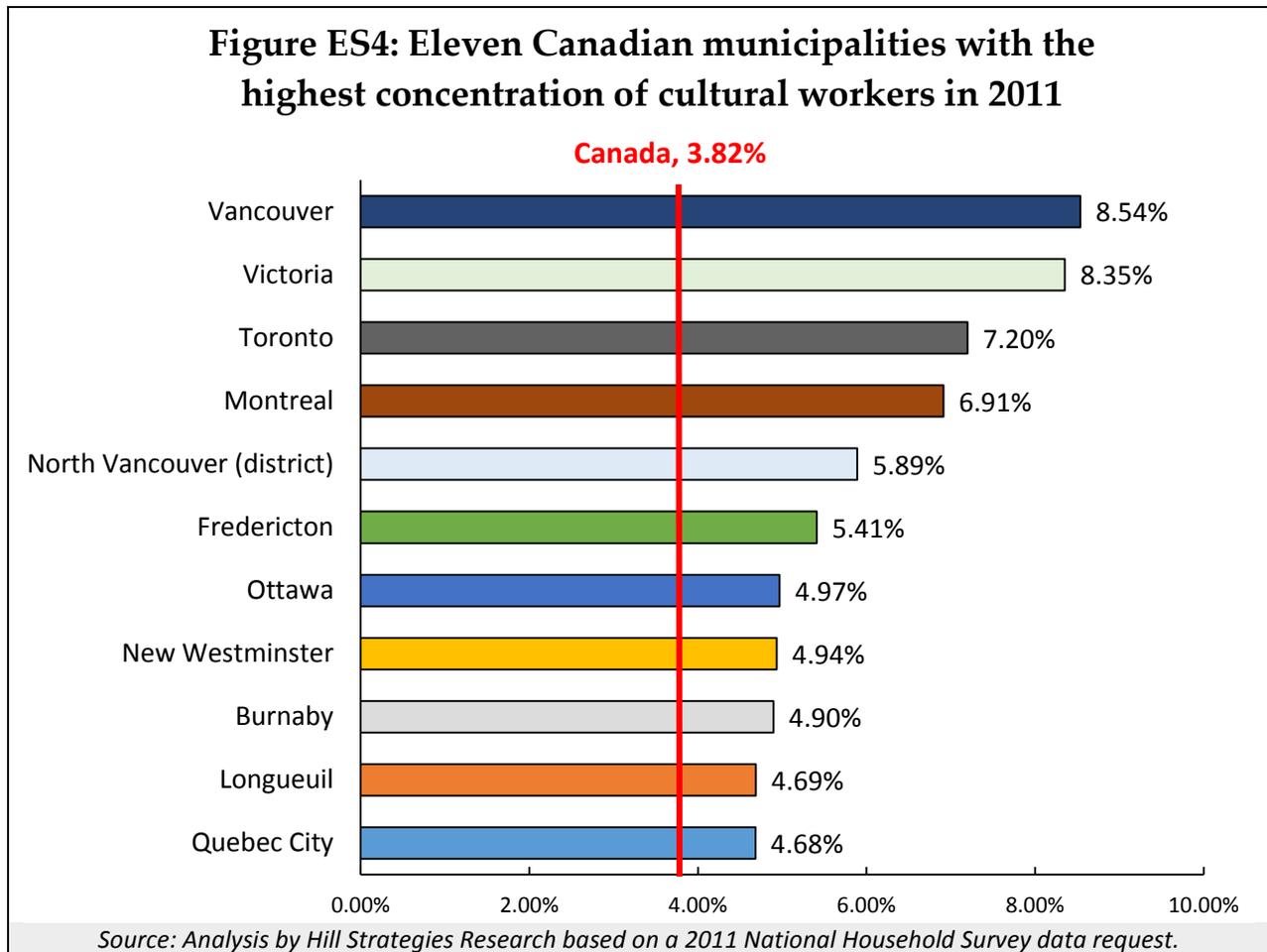
Cultural workers represent 3.82% of all Canadian workers. As shown in Figure ES3, the concentration of cultural workers increases by size of municipality:

- In municipalities with fewer than 50,000 residents, cultural workers account for 2.70% of the overall labour force.
- In the 69 cities and towns with a population between 50,000 and 165,000, cultural workers represent 3.25% of the overall labour force.
- In the 17 cities with a population between 175,000 and 470,000, cultural workers represent 3.77% of the overall labour force, a percentage that is essentially equal to the national average (3.82%).
- Canada's 11 largest cities collectively have 5.39% of their labour force in cultural occupations, a percentage that is well above the national average.



*Vancouver, Victoria, Toronto, and Montreal have the highest concentration of cultural workers*

Figure ES4 shows that, among the 96 cities with reliable data on cultural workers, Vancouver has the highest concentration of cultural workers (8.54%), followed by Victoria (8.35%), Toronto (7.20%), and Montreal (6.91%). Seven other cities have a particularly high concentration of cultural workers: District of North Vancouver, B.C. (5.89%), Fredericton, N.B. (5.41%), Ottawa, ON (4.97%), New Westminister, B.C. (4.94%), Burnaby, B.C. (4.90%), Longueuil, QC (4.69%), and Quebec City, QC (4.68%).



### *Average incomes of cultural workers*

In Canada, cultural workers have average individual incomes of \$42,100 (12% less than the overall labour force average of \$48,100). The difference in incomes between cultural workers and the overall labour force does not vary much by size of municipality:

- In municipalities with fewer than 50,000 residents, cultural workers' average incomes are \$39,300, or 14% less than the overall labour force average (\$45,600).
- In the 69 cities and towns with a population between 50,000 and 165,000, cultural workers' average incomes are \$40,300, or 16% less than the overall labour force average (\$47,700).
- Cultural workers in the 17 cities with a population between 175,000 and 470,000 have average incomes of \$41,600, 14% lower than other workers (\$48,500).
- Cultural workers in the largest cities have the highest average incomes (\$44,400), a figure that is 13% lower than average incomes in the 11 large cities' collective labour force (\$51,000).

### *Methodological notes*

- Nine of Statistics Canada's detailed occupation codes are included as artists in this report:
  - Actors and comedians.
  - Artisans and craftspersons.
  - Authors and writers.
  - Conductors, composers and arrangers.
  - Dancers.
  - Musicians and singers.
  - Other performers (including circus performers, magicians, models, puppeteers, and other performers not elsewhere classified).
  - Producers, directors, choreographers, and related occupations.
  - Visual artists (categorized by Statistics Canada as "Painters, sculptors and other visual artists").
- Cultural workers include Canadians who were classified into 50 occupation codes, including heritage occupations (such as librarians, curators, and archivists), cultural occupations (such as graphic designers, print operators, editors, translators, and architects), and the nine arts occupations.
- Because of major methodological changes between the 2006 census and the 2011 National Household Survey, data in this report are not comparable to data in previous reports in the *Statistical Insights on the Arts* series.
- Readers should be aware that the estimate of cultural workers in this report differs conceptually from recent estimates provided by the Culture Satellite Account (CSA). The estimate in this report is based on occupations, while the estimates in the CSA report are based on culture industries and culture products. In addition to using a different methodology, the CSA estimates have a different base year and use different data sources.
- Individuals are classified in the occupation in which they worked the most hours during a specific reference week. If they did not work during the reference week, they are

classified based on the job at which they worked the longest since January 1, 2010. Artists who spent more time at another occupation than at their artwork during the reference week would be categorized in the other occupation.

- Unless otherwise noted, the labour force statistics in this report refer to the experienced labour force, which includes all those who worked (for pay or in self-employment) during the NHS reference week as well as unemployed people who had worked since January 1, 2010.
- Individuals who are employed or self-employed are captured in each occupation.
- Artists who teach in post-secondary, secondary, or elementary schools are classified as teachers or professors and are therefore excluded from the count of artists. Instructors and teachers in some settings (such as private arts schools, academies, and conservatories) are included in the arts occupations.
- The 2011 National Household Survey collected earnings information for 2010, the most recent full calendar year.
- Income sources include wages and salaries, net self-employment income, investment income, retirement pensions, other income sources, as well as government transfer payments.
- The employment income statistics (also called “earnings”) include wages and salaries as well as net self-employment income.
- The earnings statistics include amounts received from all employment and self-employment positions in 2010, not just the position at which the respondent worked the most hours during the reference week. In some cases, individuals may have worked in a different occupation in 2010 (the basis for earnings statistics) than the one in which they worked the most hours during the NHS reference week (May 1 to 7, 2011 – the basis for occupational classifications).
- Artists’ project grants would not be included in employment earnings but would be captured in other income sources.
- Canadians 15 or older are captured in the occupational data.