

REVISED! See  
slide 25 for  
details.

# ARTISTS AND CULTURAL WORKERS IN SELECT CANADIAN CITIES IN 2011



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## ARTISTS AND CULTURAL WORKERS

- Select municipalities
  - Emphasis on Summit attendee cities
- 2011 data: National Household Survey
- Forthcoming reports in the *Statistical Insights on the Arts* series



## PROJECT FUNDERS

*(Statistical Insights on the Arts series  
and today's presentation)*



Canadian  
Heritage

Patrimoine  
canadien



Canada Council  
for the Arts

Conseil des Arts  
du Canada



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO

Thanks to the Creative City Network of Canada



[www.HillStrategies.com](http://www.HillStrategies.com)

A Canadian company that specializes in arts research from  
a social science perspective

- Free resources available via internet, email, social media



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## ARTS RESEARCH MONITOR

- Summaries and links to research evidence
- Free report (10 times per year)
  
- Entering 13<sup>th</sup> year of publication
- 500+ articles so far
- All categorized and searchable at [www.HillStrategies.com](http://www.HillStrategies.com)
  
- First stop for research information on the arts



## ARTS RESEARCH MONITOR

- **Evidence base for the arts ...**
  - Aboriginal arts and culturally diverse arts
  - **Artists' situations: earnings, growth, etc.**
  - Arts advocacy
  - **Arts attendance & participation**
  - **Arts education**
  - **Arts funding & finances**
  - Copyright and the arts
  - Creative class, cities, people, neighbourhoods
  - Digital technologies & the arts
  - Facilities
  - Human resources
  - Miscellaneous resources
  - Nonprofit sector information
  - Organizational planning, management, governance & marketing
  - Partnerships
  - **Provincial and local statistics**
  - Volunteers & donors
  - Women in the arts



## ARTS RESEARCH MONITOR

- **Evidence about arts disciplines**
  - Film, video and new media
  - Museums, galleries, visual arts and heritage
  - Performing arts
  - Reading, writing, publishing and literacy
  
- **Benefits and impacts**
  - Economic impacts of the arts
  - Health benefits of the arts
  - Social benefits of the arts



## STATISTICAL INSIGHTS ON THE ARTS

Forthcoming: Artists in Canada (then provinces and cities)

### **41 reports in the series (so far)**

- Diversity and the arts in Canada
- Volunteers and donors in the arts and culture
- Arts and individual well-being in Canada
- Factors in Canadians' arts activities in 2010
- Provincial profiles of arts, culture and heritage activities in 2010



## COMMISSIONED RESEARCH PROJECTS

- Data sources on artists in Canada (technical report examining recent data source changes)
- Municipal Cultural Investment in Seven Canadian Cities (Richmond, Edmonton, Saskatoon, Windsor, Hamilton, Oakville, Halifax)
- Municipal Cultural Investment in Five Large Canadian Cities
- Indirect Cultural Investments in Five Large Canadian Cities
- A Delicate Balance: Music Education in Canadian Schools
- All available at [www.HillStrategies.com](http://www.HillStrategies.com)



## PRESENTATIONS

- **Opportunity to combine information bits into new insights**
  - Saskatoon's Investment in Culture, 2009 to 2012
  - Saskatchewan Arts & Culture Statistics and Data Gaps (and similar presentations for B.C., Alberta, Manitoba, Nova Scotia, and Newfoundland)
  - Factors in Canadians' Arts Attendance
  - The Cultural Climate in Windsor-Essex and (online now) ...
  - Artists and cultural workers in select Canadian cities in 2011
- All available at [www.HillStrategies.com](http://www.HillStrategies.com)



## ARTISTS AND CULTURAL WORKERS

- 9 arts occupations and 50 cultural occupations
  - Percentage of local labour force (“concentration”)
  
- In Canada, provinces, larger cities, and a few smaller municipalities
  - minimum 500 artists

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## “ARTISTS”: 9 OCCUPATION CODES

- Visual artists and craftspeople
  1. Painters, sculptors, and other visual artists
  2. Artisans and craftspeople
  
- Writers
  3. Authors and writers
  
- Performing artists and filmmakers
  4. Actors and comedians
  5. Conductors, composers, and arrangers
  6. Dancers
  7. Musicians and singers
  8. Other performing artists (circus, puppeteers, etc.)
  9. Producers, directors, choreographers, and related occupations

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## CULTURAL WORKERS: 50 OCCUPATIONS

- Follows Statistics Canada's Canadian Framework for Culture Statistics (2011)
  - Excluding “partially cultural” occupations
- 9 arts occupations, plus
- Archives, Libraries, and Heritage
  - Library, archive, museum, and art gallery managers
  - Records management technicians
  - Library assistants and clerks
  - Correspondence, publication, and regulatory clerks
  - Librarians
  - Conservators and curators
  - Archivists
  - Library and archive technicians and assistants
  - Technical occupations related to museums and art galleries

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## CULTURAL WORKERS: 50 OCCUPATIONS

- Broadcasting, film & video, sound recording, performing arts, and publishing
  - Editors
  - Journalists
  - Film and video camera operators
  - Graphic arts technicians
  - Broadcast technicians
  - Audio and video recording technicians
  - Other technical and co-ordinating occupations in motion pictures, broadcasting, and the performing arts
  - Support occupations in motion pictures, broadcasting, and the performing arts
  - Announcers and other broadcasters
  - Managers - publishing, motion pictures, broadcasting, and performing arts

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## CULTURAL WORKERS: 50 OCCUPATIONS

- **Architecture**
  - Architects
  - Landscape architects
  - Urban and land use planners
  - Landscape and horticulture technicians and specialists
  - Architectural technologists and technicians
- **Design**
  - Web designers and developers
  - Industrial designers
  - Drafting technologists and technicians
  - Graphic designers and illustrators
  - Interior designers and interior decorators
  - Theatre, fashion, exhibit, and other creative designers
  - Patternmakers, textile, leather, and fur products

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## CULTURAL WORKERS: 50 OCCUPATIONS

- **Printing**
  - Desktop publishing operators and related occupations
  - Supervisors, printing and related occupations
  - Printing press operators
  - Plateless printing equipment operators
  - Camera, platemaking, and other pre-press occupations
  - Binding and finishing machine operators
- **Other (natural heritage, communications, photography)**
  - Conservation and fishery officers
  - Professional occupations in public relations and communications
  - Photographers
  - Photographic and film processors

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## METHODOLOGICAL NOTES

- Individuals are classified in the occupation in which they worked the most hours during a specific reference week
  - If unemployed: job at which they worked the longest since January 1, 2010
  
- Some arts instructors and teachers included
  - If they teach in certain settings (e.g., private arts schools, academies, and conservatories)
  
- Some arts teachers excluded
  - If they teach in post-secondary, secondary, or elementary schools

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## METHODOLOGICAL CHANGES

- Mandatory long-form census of 20% of households in 2006 and prior years
  
- Changed in 2011 to voluntary National Household Survey (NHS) of 30% of households
  
- Greater risk of non-response bias

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## METHODOLOGICAL CHANGES

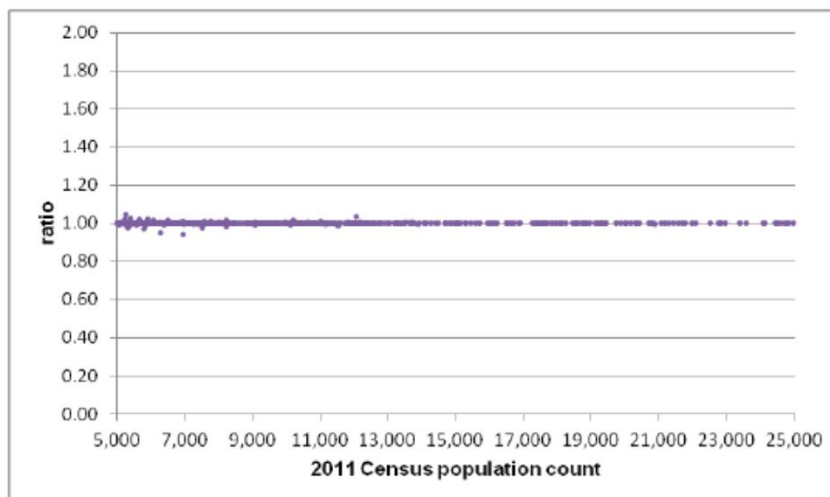
- Labour Force Survey
  - does not publish amounts below 1,500 in many jurisdictions
  - below 500 in smaller jurisdictions
- 2006 long-form census
  - minimum estimate of 40 artists
- 2011 NHS
  - estimates of 500 artists or more
  - Below population levels of 1,000 people, and especially below 500, the NHS population estimate tends to diverge from the census population figure (which, by definition, is more accurate)

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## NHS POPULATION ESTIMATES VERY GOOD FOR MUNICIPALITIES OVER 5,000

Source: 2011  
National  
Household Survey  
User Guide

Figure 3.1 Distribution of the ratio of the NHS population estimate to the 2011 Census population count, census subdivisions (CSDs) with a population of 5,000 to 24,999

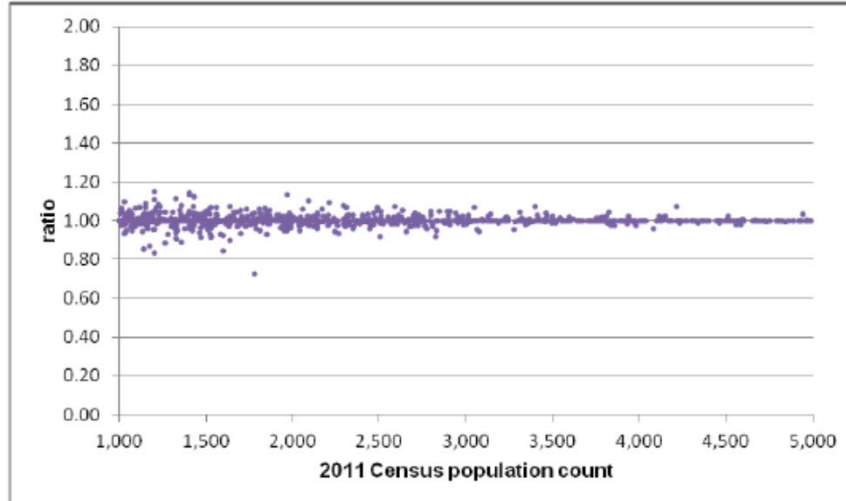


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## NHS POPULATION ESTIMATES VERY GOOD FOR MUNICIPALITIES OVER 1,000

Source: 2011 National Household Survey User Guide

Figure 3.2 Distribution of the ratio of the NHS population estimate to the 2011 Census population count, census subdivisions (CSDs) with a population of 1,000 to 4,999

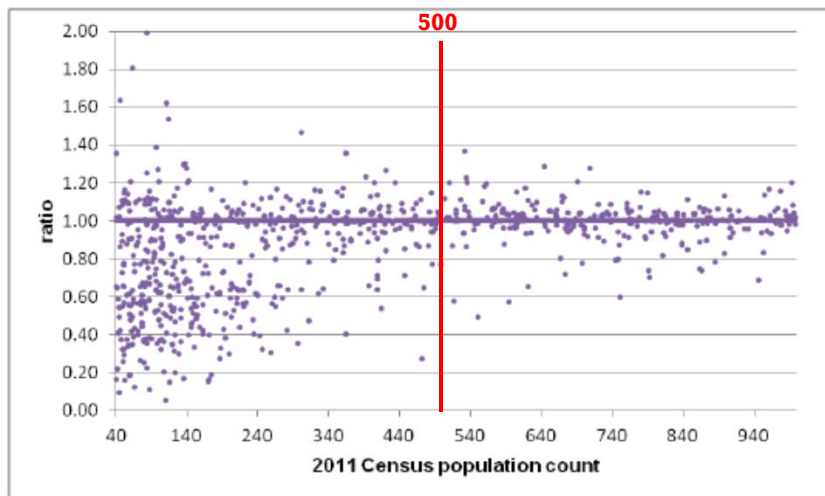


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## NHS POPULATION ESTIMATES LESS ACCURATE FOR MUNICIPALITIES UNDER 500

Source: 2011 National Household Survey User Guide

Figure 3.3 Distribution of the ratio of the NHS population estimate to the 2011 Census population count, census subdivisions (CSDs) with a population of 40 to 999



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## METHODOLOGICAL CHANGES

- Data not historically comparable
- Technical report
  - Large changes in many estimates between 2006 long-form census and 2011 NHS
  - specific arts occupations, most provinces, territories, and Census Metropolitan Areas
  - highly improbable that these are “real” differences
- Cannot make comparisons with previous presentations or reports

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## ARTISTS ARE PROBABLY UNDER-COUNTED

- NHS: Most hours worked between May 1 and 7, 2011
  - In-between season
  - Many artists work multiple jobs
- *Waging Culture* (2009 study of Canadian visual artists)
  - Estimate of visual artists that was 30% to 60% larger than 2006 census estimates
- Australian report: *Don't Give Up Your Day Job*
  - “almost two-thirds of Australian professional artists have more than one job.”

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## A NOTE ABOUT THE REVISION OF THIS PRESENTATION

Source: 2011  
National  
Household Survey

- Original presentation used larger base population than desired
- Desired base: experienced labour force (i.e., people employed in May 2011 plus unemployed people in May 2011 who had worked since January 2010)
  - Revised data: 136,600 artists and 671,100 cultural workers
- Original presentation: experienced labour force PLUS those not in the labour force in May 2011 but who had worked since January 2010 (i.e., a higher number than desired)
  - Original data: 155,500 artists and 734,400 cultural workers
- Income and concentration data also changed slightly.

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## ARTISTS IN CANADA

Source: 2011  
National  
Household Survey

- 136,600 artists
  - spent more time at their art than at any other occupation in May 2011
  - 0.78% of the overall labour force in Canada
  - 1 in every 129 workers
- 132,900 in automotive manufacturing
- 149,900 in utilities sector
- 158,300 in telecommunications

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## CULTURAL WORKERS IN CANADA

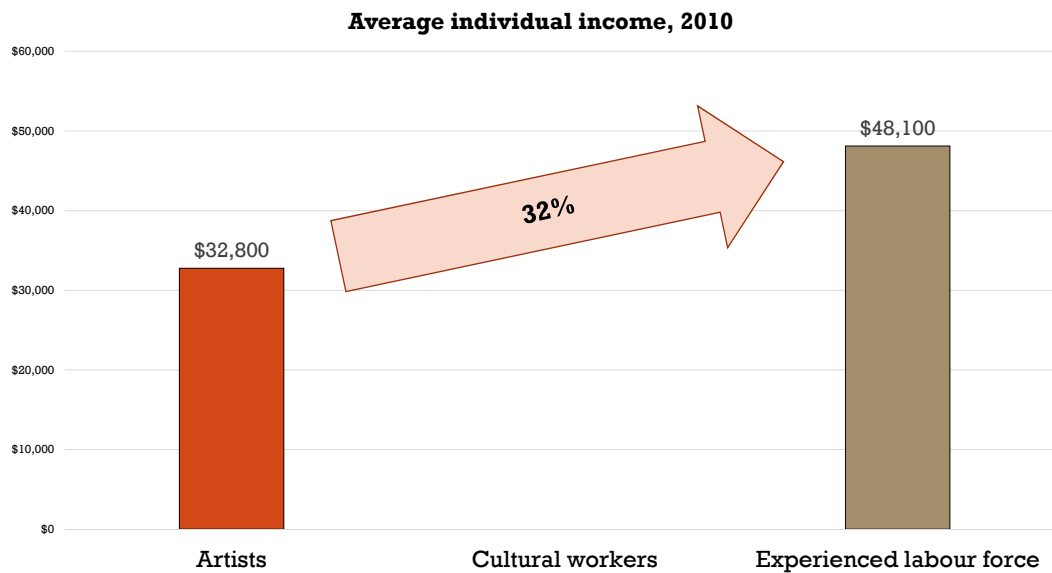
Source: 2011  
National  
Household Survey

- 671,100 cultural workers (includes artists)
  - 3.82% of the overall labour force in Canada
  - 1 in every 26 workers
- 254,200 workers in real estate
- 339,400 workers on farms
- 733,500 workers in wholesale trade

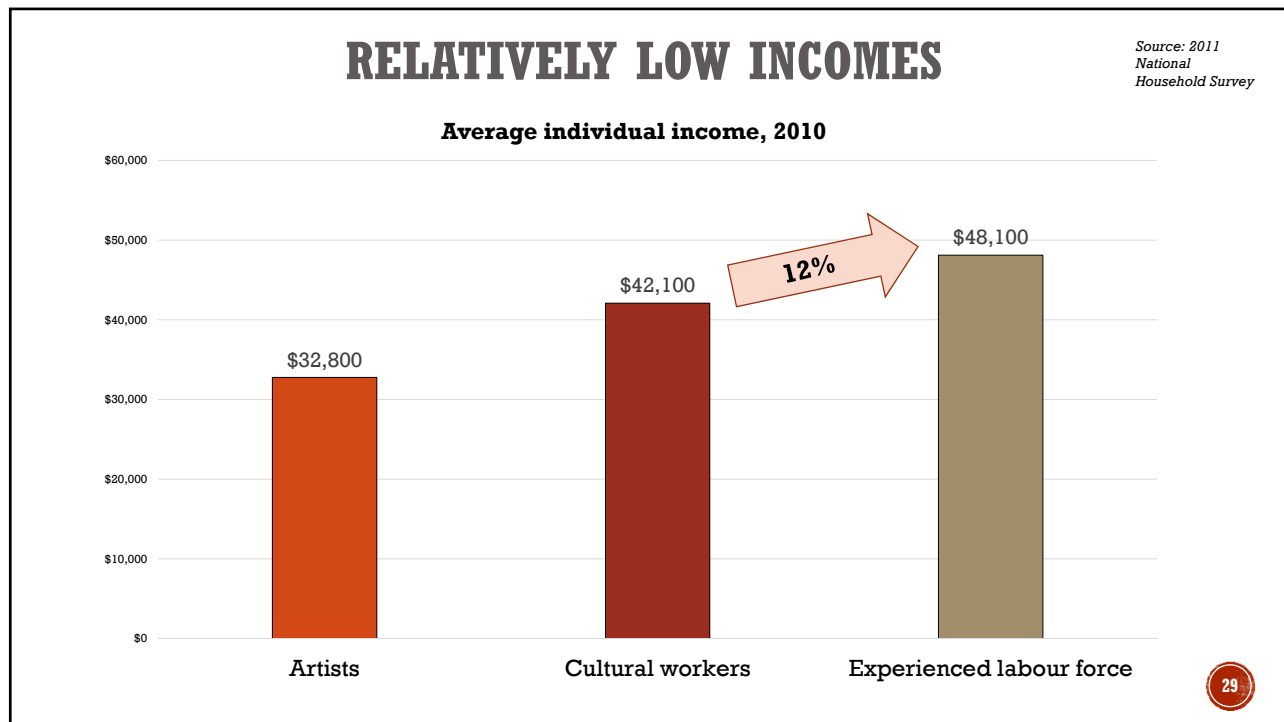
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## RELATIVELY LOW INCOMES

Source: 2011  
National  
Household Survey



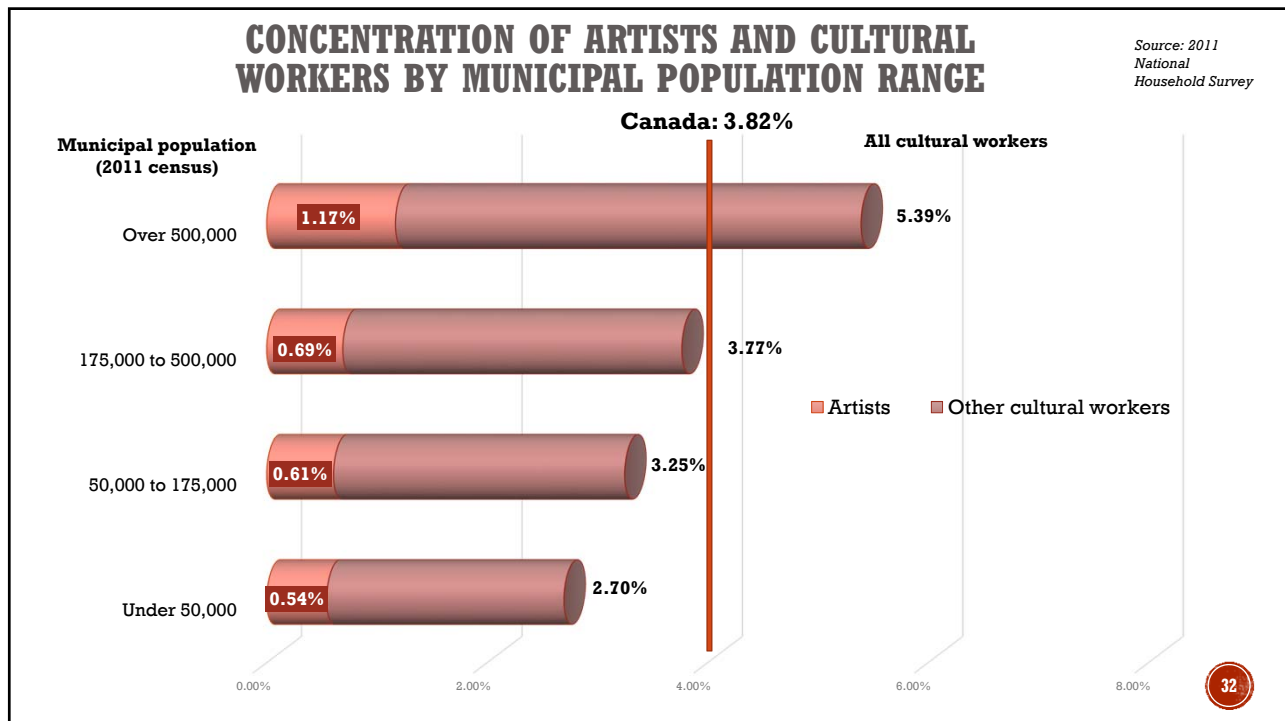
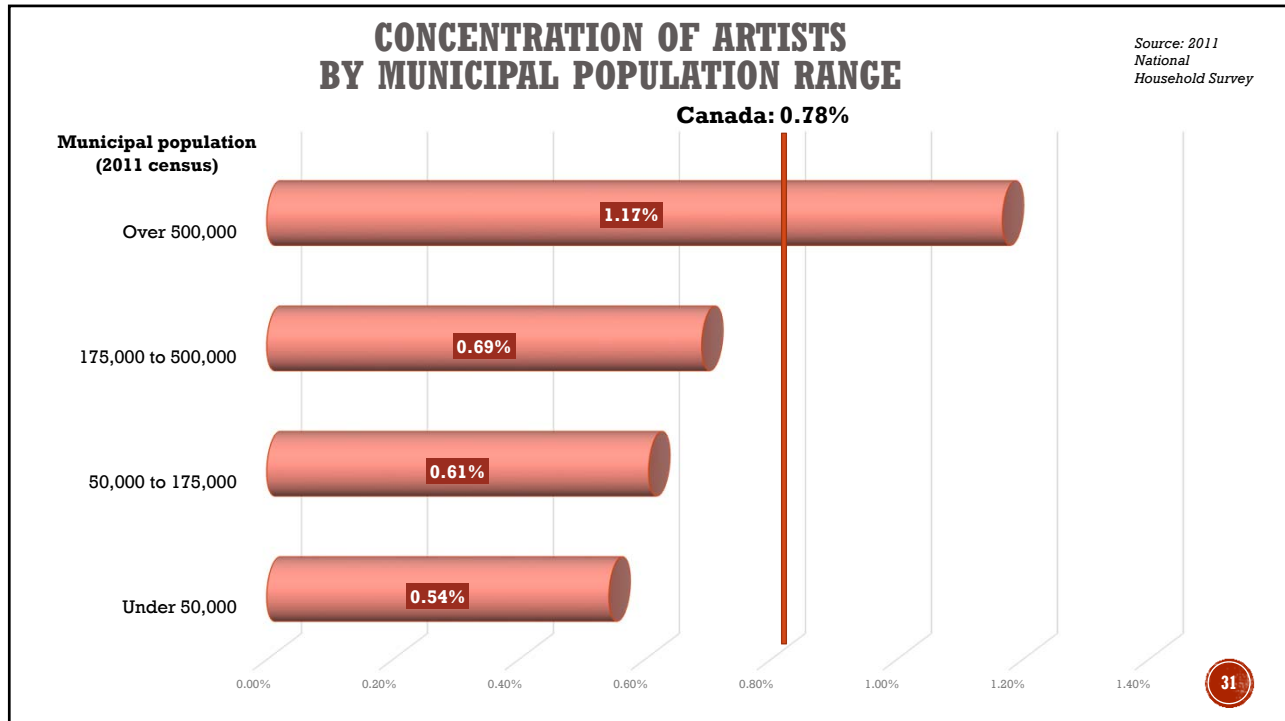
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## ARTISTS AND CULTURAL WORKERS IN CANADIAN MUNICIPALITIES

- No “standard” grouping of Canadian municipalities
- Custom grouping used in future report (fall 2014)
  - 11 cities with population >500,000
  - 17 cities with population between 175,000 and 500,000
  - 69 municipalities between 50,000 and 175,000
  - Hundreds of municipalities with population <50,000 (or unorganized)
- For each group of municipalities
  - Artists and cultural workers as % of labour force
  - Demographics of artists

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## ARTISTS AND CULTURAL WORKERS

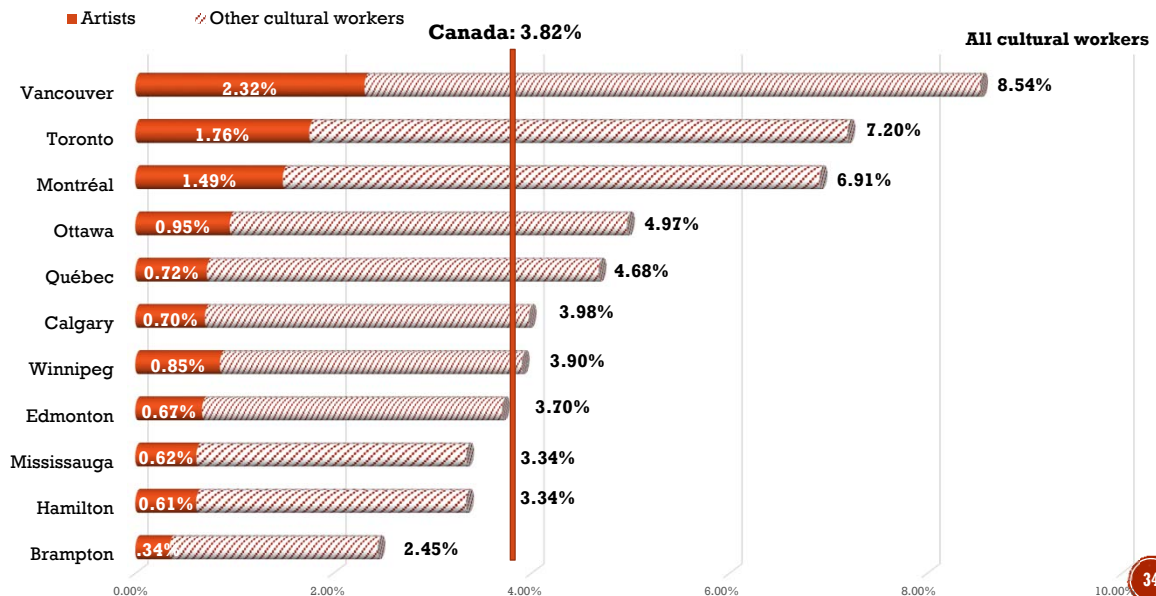
Source: 2011  
National  
Household Survey

- Tend toward larger cities
- Location quotients for artists (Canada = 1.00)
  - 1.44 for population >500,000
  - 0.85 for population between 175,000 and 500,000
  - 0.75 for population between 50,000 and 175,000
  - 0.67 for population <50,000 (or unorganized)
- Demographics of artists
  - Not yet available
  - Custom data request pending

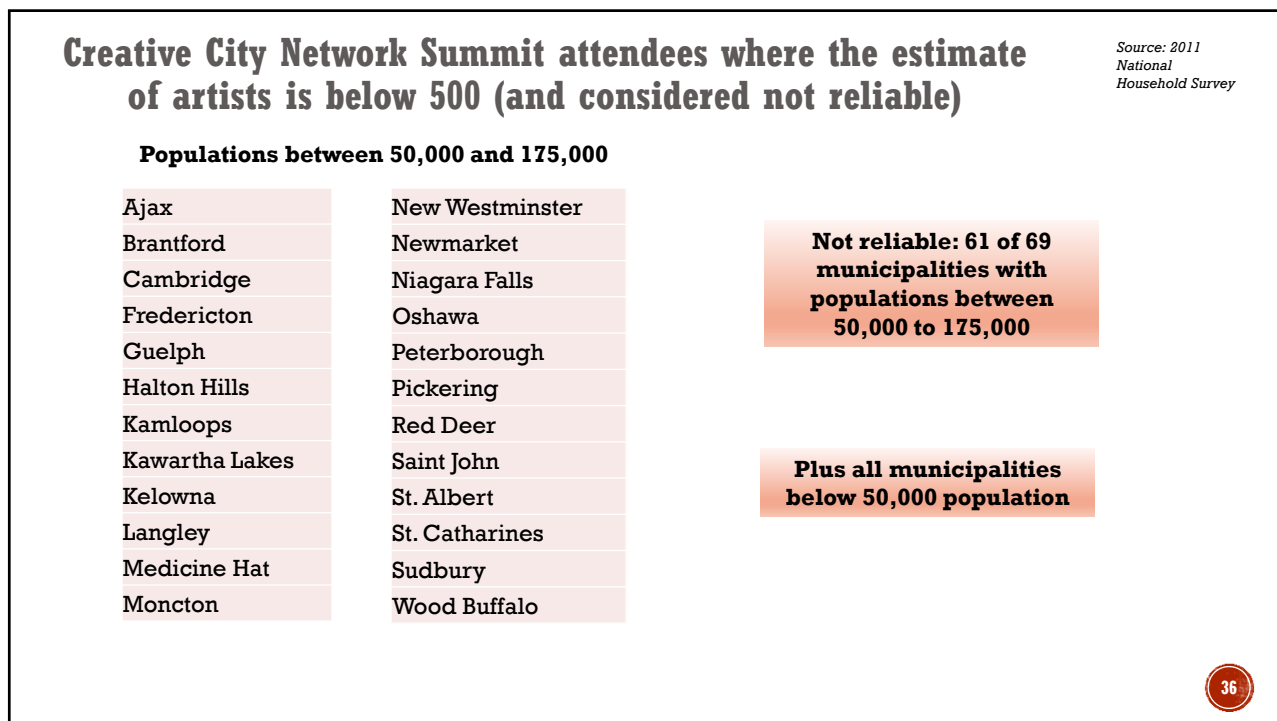
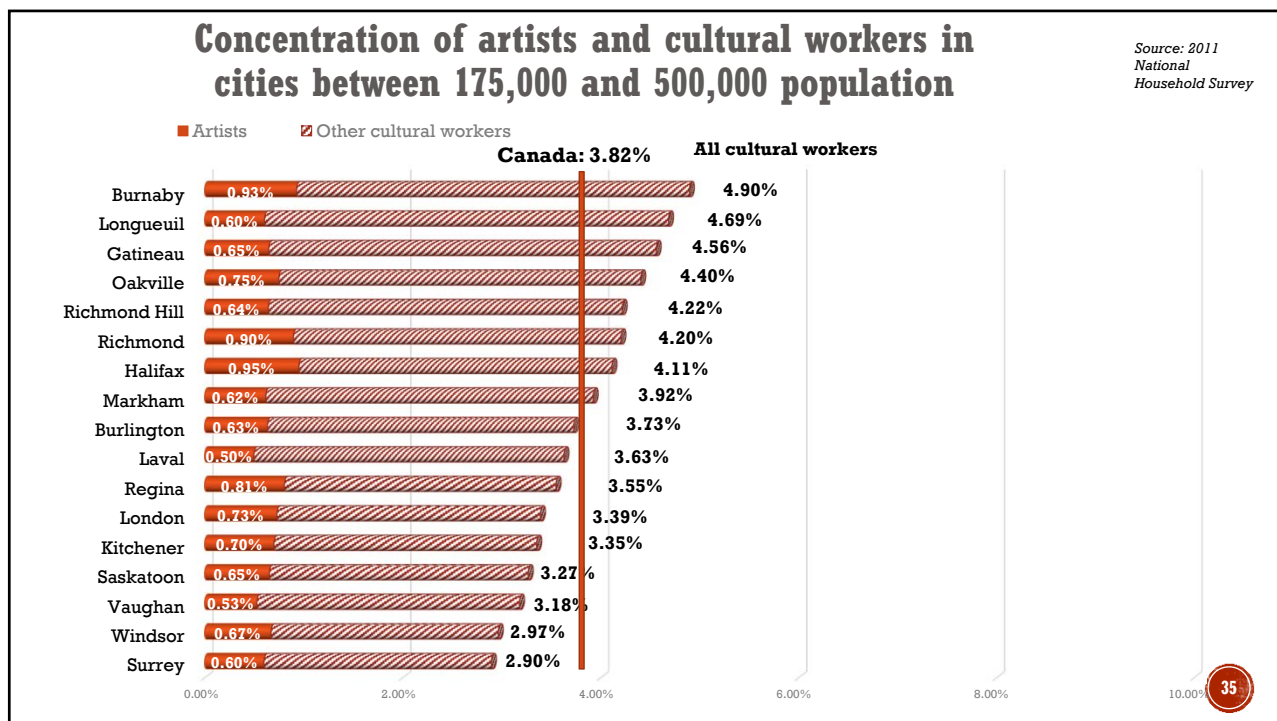
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## Concentration of artists and cultural workers in cities over 500,000 population

Source: 2011  
National  
Household Survey



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