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STATISTICAL INSIGHTS ON THE ARTS

Artists in Canadian Municipalities in 2016

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Executive summary

Based on custom data from Statistics Canada’s 2016 long-form census, this report provides an analysis of artists in Canadian municipalities, with a primary focus on groups of municipalities by population. Summary information about select municipalities is also provided in the report, and a data supplement with information for all municipalities with at least 40 artists is available for download at HillStrategies.com.

[Previous reports in the *Statistical Insights on the Arts series*](#) have examined the situation of artists in Canada, the provinces, and territories. In Canada, there are 158,100 artists, representing 0.87% of the overall labour force, a proportion that is also called the concentration of artists.

One-half of Canada’s artists reside in the 12 largest cities

Figure ES1 provides the number and percentage of artists in four groups of municipalities, based on the boundaries of census subdivisions, not metropolitan areas.

Exactly 50% of Canada’s 158,100 artists (78,600) reside in the 12 cities with a population over 500,000. The largest cities’ 50% share of all artists is much higher than these cities’ share of the overall Canadian population (34%).

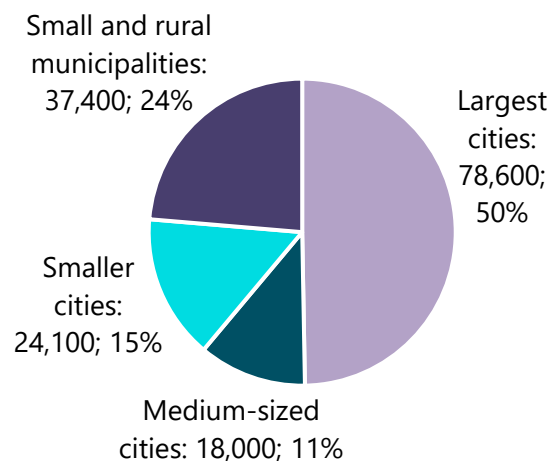
The 16 medium-sized cities (population between 175,000 and 425,000) are home to 18,000 artists, or 11% of all artists, roughly

equal to these cities’ share of the overall population (12%).¹

There are 24,100 artists residing in the 72 smaller cities (population between 50,000 and 165,000), representing 15% of all artists in Canada (compared with 19% of the country’s population).

Small and rural municipalities (fewer than 50,000 residents) are home to 37,400 artists, about one-quarter of all artists in Canada (24%). This municipal group accounts for the second largest number of artists (37,400), behind only the largest cities in the country (78,600). The 24% share of all artists is much lower than the small and rural municipalities’ 35% share of the overall population.

Figure ES1: Artists in Canada by municipal group



Source: 2016 census custom data request.

¹ There are gaps between the population groups when there are no municipalities with a population between the groups.

For example, there are no cities with a population between 425,000 and 500,000.

Figure ES2 depicts the concentration of artists in each municipal group.

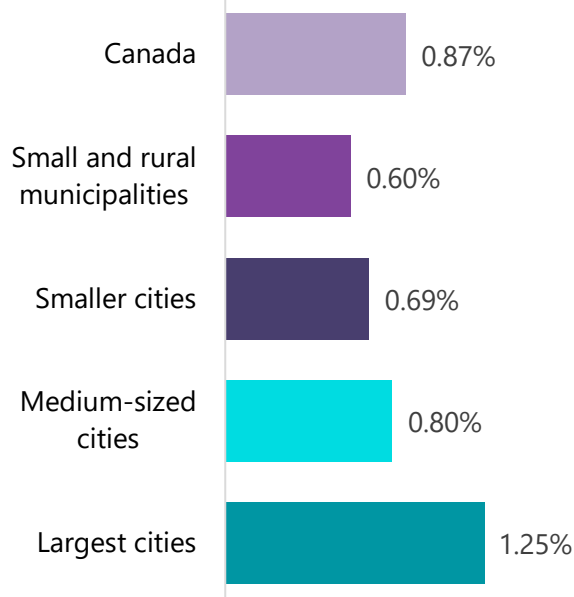
Artists represent 0.60% of the labour force in small and rural municipalities, well below the national average (0.87%).

In the 72 smaller cities, artists represent 0.69% of the labour force.

In the 16 medium-sized cities, the concentration of artists is 0.80%, close to the national average.

The concentration of artists in the 12 largest cities is 1.25%, much higher than in any other municipal group and well above the national average.

**Figure ES2:
Concentration of
artists by municipal
group**



Source: 2016 census custom data request.

Different demographic profiles in different sizes of municipalities

The report provides select demographic and employment information, including gender, members of racialized groups, immigration status, Indigeneity, age, education, and self-employment rates, for artists in each municipal group. Because data related to disability, deafness, and sexual orientation are not available from the census, they could not be analyzed in this report.

Small and rural municipalities (under 50,000 population) have the:

- Highest proportion of women (57%)
- Highest proportion of Indigenous artists (6.0%)
- Lowest percentage of artists under 35 (24%) and the highest percentage 55 or over (37%)
- Lowest proportion of artists from racialized groups (4%)
- Lowest percentage of immigrants (14%)
- Highest percentage of self-employed artists (60%)
- Lowest proportion of artists having a bachelors' degree or higher (36%)

In contrast, the 12 largest cities (over 500,000 population) have the:

- Lowest proportion of women (49%)
- Highest percentage of artists under 35 (37%) and the lowest percentage 55 or over (21%)
- Highest proportion with a bachelors' degree or higher (53%)
- Lowest percentage of self-employed artists (49%)

The medium-sized cities (175,000 to 425,000 population) have the:

- Highest proportions of racialized artists (23%), immigrant artists (28%), and artists who speak languages other than English and French most often at home (18%)
- Same high proportion of artists under 35 (37%) as in the 12 largest cities

Similarities and differences in arts occupations by municipal size

Compared with the national average, the largest cities in Canada have a higher proportion of producers, directors, and choreographers (23% of all artists vs. national average of 17%). Producers, directors, and choreographers are less prevalent in each of the other municipal groups: 14% of artists in medium-sized cities; 13% in smaller cities; and 11% in small and rural municipalities.

On the other hand, it is the small and rural municipalities that have a higher-than-average proportion of artisans and craftspeople (17%, vs. the national average of 9%). The proportion of artists who are artisans and craftspeople decreases as municipal size increases: 10% in smaller cities; 8% in medium-sized cities; and 5% in the largest cities.

Small and rural municipalities also have an above-average proportion of visual artists (17%, vs. the national average of 13%). The proportion of visual artists is quite consistent in other municipal groups: 13% in smaller cities and 12% in both medium-sized cities and the largest cities.

Smaller and medium-sized cities have above-average proportions of musicians (25% and 26%, respectively, compared with the national average of 22%). The proportion of musicians and singers equals the national average in small and rural municipalities (22%) but is slightly lower in the largest cities (20%).

Artists' median incomes vary by municipal size

The median personal income of Canadian artists, from all sources, is \$24,300. The nationwide difference in income between artists and other workers (the "income gap") is -44%.

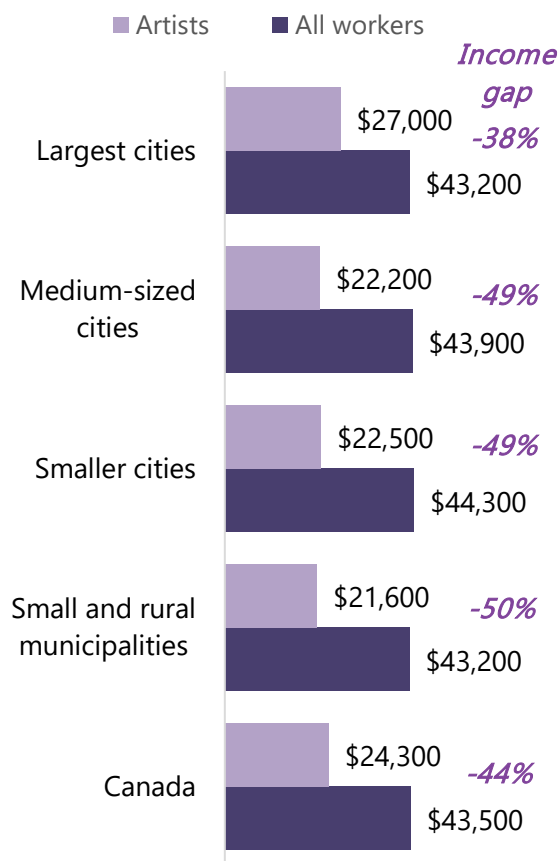
Artists in the largest cities, also the most expensive cities in the country, have a median income of \$27,000, which is 38% lower than the median income of all workers in these cities (\$43,200). The median income of artists in the largest cities is the highest among the four groups of municipalities, and the income gap is lowest in the largest cities, as shown in Figure ES3.

In the other municipal groups, there is relatively little variation in artists' median incomes (close to \$22,000 in each) and in the income gap (-49% and -50% in each):

- Artists in the 16 medium-sized cities have a median personal income of \$22,200, which is 49% lower than the median income of all workers in these cities (\$43,900).
- The median income of artists in the 72 smaller cities is \$22,500, which is 49% lower than the median income of all workers in these cities (\$44,300).

- Artists in small and rural municipalities have a median personal income of \$21,600, which is 50% lower than the median income of all workers in these cities (\$43,200).

Figure ES3: Median incomes of artists and all workers by municipal size



Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Municipalities with strong concentrations of artists

Individual municipalities of many different sizes have strong concentrations of artists.

Some small and rural municipalities have the strongest concentrations of artists among all Canadian municipalities, including three British Columbia municipal areas: Saltspring Island (5.57%), Sunshine Coast F regional district electoral area (4.72%), and Southern Gulf Islands (4.59%).

Four small and rural municipalities outside of British Columbia have a particularly strong concentration of artists: Piedmont, Quebec (4.07%); The Blue Mountains, Ontario (3.29%); Montréal-Ouest, Quebec (3.18%); and Westmount, Quebec (3.03%).

Most of the above small and rural municipalities are home to fewer than 125 artists but have very strong concentrations of artists due to their smaller overall labour forces.

Smaller cities with particularly strong concentrations of artists include Victoria (1.97%), the District of North Vancouver (1.83%), and the City of North Vancouver (1.69%). Three smaller cities with strong concentrations of artists are provincial capitals: Victoria (1.97%), St. John’s (1.21%), and Fredericton (0.99%).

Burnaby (1.09%), Halifax (1.03%), and Richmond (1.01%) have the strongest concentrations of artists among the 16 medium-sized cities.

In the largest cities, the concentration of artists is highest in Vancouver (2.43%), Toronto (1.88%), and Montreal (1.83%).

Toronto has the largest number of artists (27,000) and is home to about one in every six Canadian artists (17%).

About this report

After an introduction, subsequent sections of the full report provide detailed information about artists in each of the four municipal groups. Detailed data, including statistics on cultural workers, are provided in an appendix. Full methodological notes can be found in the second appendix.

The report is based on a custom data request from the 2016 long-form census, which classifies most people in the occupation in which they worked the most hours during the census reference week (May 1 to 7, 2016). This is an “in between” period for some artistic endeavours. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the week of May 1, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

Other aspects of the census have particular relevance in capturing the working lives of artists:

- Artists who spent more time at another occupation than at their artwork during the reference week would be classified in

the other occupation. The census does not capture information about secondary occupations.

- Each occupation includes individuals who are employed or self-employed.
- Artists who teach in post-secondary, secondary, or elementary schools are classified as professors or teachers, not in artistic occupations. Instructors and teachers in some settings (such as private arts schools, academies, and conservatories) are *included* as “artists”.
- Median incomes include wages and salaries, net self-employment income, investment income, retirement pensions, other income sources (a category that includes artists’ project grants), as well as government transfer payments.

No estimates of fewer than 40 artists are provided in this report because of concerns over data reliability. Municipalities with fewer than 40 artists are included in the aggregate totals by municipal group, but specific information on artists in each of these municipalities is not provided in this report or the accompanying tables.

Due to major changes in methods between the 2011 National Household Survey and the 2016 census, data in this report are not comparable to previous reports in the *Statistical Insights on the Arts* series. Reports based on the 2001 and 2006 long-form census are also not comparable, given a change in the base population used in the calculations of artists.²

² Reports from 2001 and 2006 excluded respondents with no income, while this report places no restriction on incomes.

1) Introduction

Using custom data that Hill Strategies requested from Statistics Canada's 2016 long-form census, this report provides an analysis of artists in Canadian municipalities, with a primary focus on groups of municipalities by population. Summary information about select municipalities is also provided in the report.

Detailed data, including statistics on cultural workers, are [provided in an appendix](#). Supplemental tables with key data on artists and cultural workers in each municipality with at least 40 artists are available for download at HillStrategies.com.

[Previous reports in the *Statistical Insights on the Arts series*](#) examined artists in Canada, the provinces, and territories and found that there are 158,100 artists in Canada, or 0.87% of the overall Canadian labour force. This proportion is also called the concentration of artists. The median personal income of Canadian artists, from all sources, is \$24,300.

Consistent with previous reports in this series, nine detailed occupation codes are included in the count of artists:

- Musicians and singers: 22% of all artists
- Authors and writers: 18%
- Producers, directors, choreographers, and related occupations: 17%
- Visual artists: 13%
- Artisans and craftspeople: 9%
- Actors and comedians: 7%

- Dancers: 6%
- Other performers: 4%³
- Conductors, composers, and arrangers: 3%

These statistics on artists are based on the "experienced labour force", which captures people who had an occupation in May of 2016, or who had worked since January of 2015.⁴

For the purposes of this analysis, all Canadian municipalities were divided into four groups based on population. A section of this report is devoted to each group of municipalities:⁵

- The 12 largest cities in Canada, each with a population over 500,000 (home to 11.8 million people, or 34% the population)
- 16 cities with a population between 175,000 and 425,000, collectively home to 4.3 million residents, or 12% of the population. These cities are referred to as "medium-sized cities" in this report.
- 72 cities with a population between 50,000 and 165,000, collectively home to 6.7 million people, or 19% of the population. These cities are identified as "smaller cities" in this report.
- Municipalities with a population below 50,000 and all unorganized municipal areas (home to 12.4 million residents, or

³ The other performers category includes circus performers, magicians, puppeteers, models, and other performers not elsewhere classified.

⁴ To ensure data reliability and accuracy, no estimates of fewer than 40 artists are provided in this report.

⁵ There are gaps between the population groups when there are no municipalities with a population between the groups. For example, there are no cities with a population between 425,000 and 500,000.

35% of Canada's population)⁶. These cities, towns, rural municipalities, Indigenous reserves, and unorganized areas are referred to as "small and rural municipalities" in this report.

The municipalities are grouped based on the populations of census subdivisions, not metropolitan areas.

In order to better understand the situation of artists in each group of municipalities, the report examines the following factors:

- Number of artists and proportion of all artists in Canada
- Demographic information about artists, including gender⁷, racialized people⁸, immigrants, Indigenous people⁹, age, education, and self-employment status
- Median income¹⁰
- Number and median income of artists by occupation

Because data related to disability, deafness, and sexual orientation are not available from the census, they could not be analyzed in this report.

While full methodological notes can be found in [Appendix 2](#), there are a few important elements of census data that

should be kept in mind when reading this report:

- Most people are classified in the occupation in which they worked the most hours during the census reference week (May 1 to 7, 2016). This is an "in between" period for some artistic endeavours. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the week of May 1, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.
- Artists who spent more time at another occupation than at their artwork during the reference week would be classified in the other occupation. The census does not capture information about secondary occupations.
- Each occupation includes individuals who are employed or self-employed.
- Artists who teach in post-secondary, secondary, or elementary schools are classified as professors or teachers, not in artistic occupations. Instructors and teachers in some settings (such as private arts schools, academies, and conservatories) are *included* as "artists".

⁶ Each municipal group's share of the overall population is equal to its share of all workers, which would be a more precise comparator for artists in the workforce.

⁷ The 2016 census included a "binary" question regarding sex: "What is this person's sex? Male; Female". Because the terms female and male often refer to biological sex characteristics, this report uses the more inclusive terms women and men (which often refer to gender rather than sex).

⁸ Statistics Canada identified respondents as being from a "visible minority", referred to as "racialized" in this report, based on a question about respondents' ethnic identification: "Is this person: *Mark more than one circle or specify, if applicable.*; White; South Asian (e.g., East Indian, Pakistani, Sri

Lankan, etc.); Chinese; Black; Filipino; Latin American; Arab; Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.); West Asian (e.g., Iranian, Afghan, etc.); Korean; Japanese; Other — specify".

⁹ The 2016 census asked: "Is this person an Aboriginal person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?" Respondents who said yes are referred to as Indigenous in this report.

¹⁰ The analysis in the report focuses on median incomes, which are believed to provide a better indication of the typical situation of artists than the average (i.e., the "mean"), which is more strongly affected by a few individuals with very high incomes.

- Median incomes include wages and salaries, net self-employment income, investment income, retirement pensions, other income sources (a category that includes artists' project grants), as well as government transfer payments.
- Due to major changes in methods between the 2011 National Household Survey and the 2016 census, data in this report are not comparable to previous reports in the *Statistical Insights on the Arts* series. Reports based on the 2001 and 2006 long-form census are also not comparable, given a change in the base population used in the calculations of artists.¹¹

Census counts of artists

In the census, most people are classified in the occupation in which they worked the most hours during the census reference week (May 1 to 7, 2016).

Artists who spent more time at another occupation than at their artwork during the reference week would be classified in the other occupation.

May is an "in between" period for some artistic endeavours. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the week of May 1, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

¹¹ Reports from 2001 and 2006 excluded respondents with no income, while this report places no restriction on incomes.

2) Artists in Canada's 12 largest cities

Exactly 50% of Canada's 158,100 artists (78,600) reside in the 12 cities with a population over 500,000. The largest cities' 50% share of all artists is much higher than these cities' share of the overall Canadian population (34%).

The concentration of artists in the 12 largest cities is 1.25%, much higher than in any other group of municipalities and well above the national average (0.87%).

The 12 largest cities are:

- Toronto, ON, population of 2.7 million
- Montreal, QC, 1.7 million
- Calgary, AB, 1.2 million
- Ottawa, ON, 934,000
- Edmonton, AB, 933,000
- Mississauga, ON, 722,000
- Winnipeg, MB, 705,000
- Vancouver, BC, 631,000
- Brampton, ON, 594,000
- Hamilton, ON, 537,000
- Quebec City, QC, 532,000
- Surrey, BC, 518,000

Demographic information

Table 1 provides key demographic information about artists and all workers in the largest cities and in Canada as a whole. The 12 largest cities have:

- The lowest proportion of women artists (49%) among the four groups of municipalities, below the national average (52%)

Table 1: Demographics of artists in Canada's largest cities

Statistic	Largest cities	Canada
Women		
Artists	49%	52%
All workers	48%	48%
Racialized		
Artists	19%	15%
All workers	39%	21%
Immigrants		
Artists	23%	21%
All workers	39%	24%
Indigenous		
Artists	2.2%	3.1%
All workers	2.1%	3.9%
Under 35		
Artists	37%	33%
All workers	37%	35%
55 or older		
Artists	21%	26%
All workers	19%	21%
Bachelor's degree or higher		
Artists	53%	47%
All workers	38%	28%
Self-employed		
Artists	49%	52%
All workers	11%	12%

Source: 2016 census custom data request.

- A higher proportion of racialized artists than the national average (19% vs. 15%)
- A similar proportion of immigrant artists as the national average (23% vs. 21%)
- A lower proportion of Indigenous artists than the national average (2.2% vs. 3.1%)
- The highest proportion of artists under 35 years of age (37%) among the four groups of municipalities, above the national average (33%)
- The highest proportion of artists with at least a bachelor’s degree (53%) among the four groups of municipalities, above the national average (47%)
- A lower self-employment rate than the national average (49% vs. 52%)

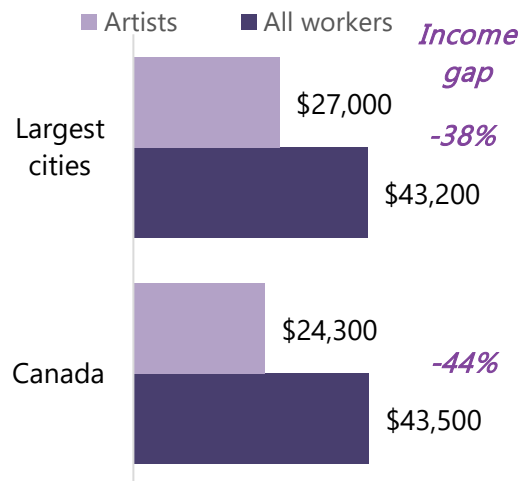
In the largest cities, the proportions of artists by language group¹² are similar to the national averages:

- English: 76% in the largest cities and all of Canada
- French: 18% in the largest cities and all of Canada
- Other languages: 10% in the largest cities and 9% in all of Canada

Median income of artists

As shown in Figure 1, artists in the largest cities have a median *personal* income of \$27,000, which is 38% lower than the median income of all workers in these cities (\$43,200). The median income of artists in the largest cities (\$27,000), also the most expensive cities in the country, is much higher than the medians in the three other groups of municipalities (close to \$22,000 in each). The median for all Canadian artists is \$24,300.

Figure 1: Median individual income of artists in Canada's 12 largest cities



Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

The difference between the median income of artists and all workers in the largest cities (-38%) is the lowest among the four groups of municipalities and is smaller than the nationwide difference (-44%).

The median *employment* income of artists in the largest cities is \$20,700, 48% lower than the median employment income of all workers in these cities (\$39,800).

Artists in the largest cities have a median *household* income of \$58,000, which is 31% lower than that of all workers in these cities (\$84,000).

¹² These statistics are based on the language spoken most often at home. People could select multiple languages if they were used equally often. For the custom dataset, these

multiple selections were counted in each of the language groups. In other words, the combination of English + French + other is more than 100%.

Incomes of different groups of artists

Compared with the median income of all artists in the largest cities (\$27,000), artists who are racialized, Indigenous, under 35, or self-employed, have particularly low median incomes. However, artists in all demographic groups (except for Indigenous artists) have higher median incomes in the largest cities than in the three other municipal groups. Table 2 provides the median incomes for various demographic groups in the largest cities.

Table 2: Median incomes of different groups of artists in Canada's largest cities		
Group	Largest cities	Canada
Women	\$25,600	\$22,300
Men	\$28,400	\$27,100
Racialized	\$19,200	\$18,200
Non-racialized	\$29,100	\$25,400
Immigrants	\$23,200	\$21,900
Non-immigrants	\$28,400	\$25,000
Indigenous	\$18,300	\$16,600
Non-Indigenous	\$27,200	\$24,600
Under 35	\$20,200	\$17,900
35 to 54	\$33,300	\$29,200
55 or older	\$31,400	\$27,500
Bachelor's degree or higher	\$31,800	\$29,300
Self-employed	\$20,900	\$19,600
All artists	\$27,000	\$24,300

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Arts occupations in the largest cities

There are some differences in the occupations of artists in Canada's largest cities compared to the country as a whole. As shown in Table 3, the largest cities have a higher proportion of producers, directors, and choreographers (23% vs. 17%) and a lower proportion of artisans and craftspeople (5% vs. 9%).

Table 3: Artists by occupation in Canada's largest cities		
Occupation	Largest cities	Canada
Musicians & singers	20%	22%
Authors & writers	19%	18%
Producers, directors, choreographers & related	23%	17%
Visual artists	12%	13%
Artisans & craftspeople	5%	9%
Actors & comedians	9%	7%
Dancers	5%	6%
Other performers	4%	4%
Conductors, composers & arrangers	3%	3%

Source: 2016 census custom data request

Table 4 shows that artists in the 12 largest cities have slightly higher median incomes than the Canadian median in most of the nine arts occupations. Writers and actors tend to have much higher incomes in the largest cities.

Table 4: Median income by arts occupation in Canada's largest cities		
Occupation	Largest cities	Canada
Musicians & singers	\$18,000	\$17,900
Authors & writers	\$43,100	\$40,000
Producers, directors, choreographers & related	\$50,400	\$49,300
Visual artists	\$21,200	\$20,000
Actors & comedians	\$23,300	\$20,500
Artisans & craftspeople	\$19,200	\$18,500
Dancers	\$17,400	\$15,800
Other performers	\$17,500	\$16,900
Conductors, composers & arrangers	\$28,700	\$29,700
All artists	\$27,000	\$24,300

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Artists in each large city

Toronto has the largest number of artists (27,000) and is home to about one in every six Canadian artists (17%). Figure 2 shows that the concentration of artists in Toronto (1.88%) is second only to Vancouver (2.43%) among the 12 largest cities.

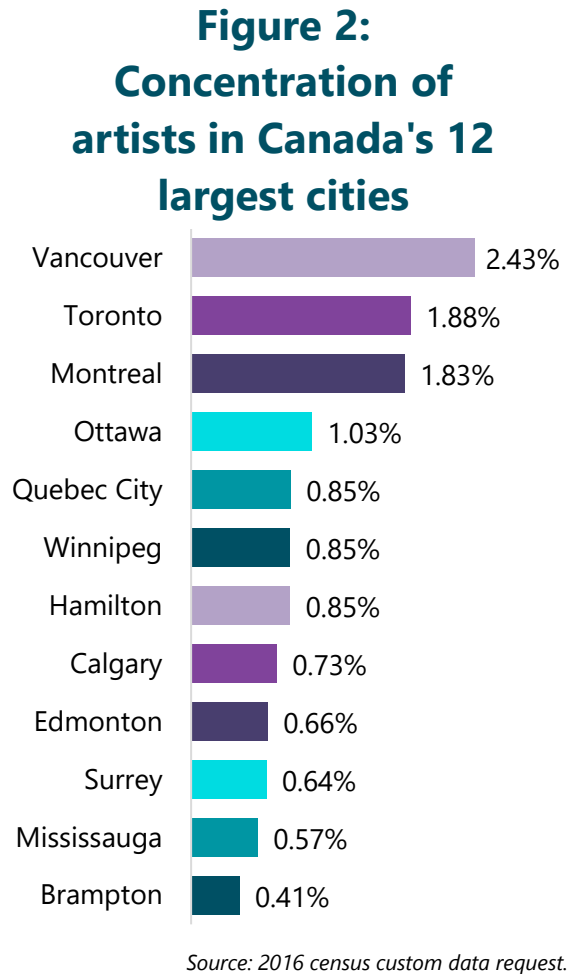


Table 5 provides additional information about each of the 12 largest cities (listed from west to east). Artists in Ottawa (\$28,800), Toronto (\$28,700), Montreal (\$28,500), and Calgary (\$28,400) have the highest median incomes, but there are significant income differences between artists and all workers in each of these cities. These differences are labelled as “income gap” in the table.

The 15,800 artists in Montreal have the lowest difference in median income compared with all local workers (-24%, compared with -44% for all Canadian artists). Hamilton (-57%), Brampton (-54%), and Mississauga (-53%) have the largest gap in median incomes among the largest cities.

Table 5: Artists in each of Canada’s 12 largest cities			
City	Number of artists	Median income	Income gap
Vancouver	8,900	\$27,100	-37%
Surrey	1,700	\$20,200	-48%
Edmonton	3,500	\$26,400	-48%
Calgary	5,200	\$28,400	-46%
Winnipeg	3,200	\$24,100	-42%
Hamilton	2,300	\$18,400	-57%
Brampton	1,300	\$17,800	-54%
Mississauga	2,200	\$19,800	-53%
Toronto	27,000	\$28,700	-31%
Ottawa	5,200	\$28,800	-43%
Montreal	15,800	\$28,500	-24%
Quebec City	2,400	\$25,800	-40%
Canada	158,100	\$24,300	-44%

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Census counts of artists

In the census, most people are classified in the occupation in which they worked the most hours during the census reference week (May 1 to 7, 2016).

Artists who spent more time at another occupation than at their artwork during the reference week would be classified in the other occupation.

May is an “in between” period for some artistic endeavours. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the week of May 1, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

3) Artists in 16 medium-sized cities

Home to 18,000 artists, the 16 Canadian cities with a population between 175,000 and 425,000 account for 11% of the country's artists, compared with the cities' 12% share of the total population.

The concentration of artists in these 16 cities is 0.80%, second only to the largest cities (1.25%) and close to the national average (0.87%).¹³

The 16 medium-sized cities are:

- Laval, QC, population of 423,000
- Halifax, NS, 403,000
- London, ON, 384,000
- Markham, ON, 329,000
- Vaughan, ON, 306,000
- Gatineau, QC, 276,000
- Saskatoon, SK, 246,000
- Longueuil, QC, 240,000
- Kitchener, ON, 233,000
- Burnaby, BC, 233,000
- Windsor, ON, 217,000
- Regina, SK, 215,000
- Richmond, BC, 198,000
- Richmond Hill, ON, 195,000
- Oakville, ON, 194,000
- Burlington, ON, 183,000

Demographic information

Table 6 provides key demographic information about artists and all workers in the medium-sized cities and in Canada as a whole. The 16 medium-sized cities have:

Table 6: Demographics of artists in 16 medium-sized cities		
Statistic	Medium cities	Canada
Women		
Artists	54%	52%
All workers	48%	48%
Racialized		
Artists	23%	15%
All workers	30%	21%
Immigrants		
Artists	28%	21%
All workers	33%	24%
Indigenous		
Artists	1.9%	3.1%
All workers	2.3%	3.9%
Under 35		
Artists	37%	33%
All workers	35%	35%
55 or older		
Artists	24%	26%
All workers	20%	21%
Bachelor's degree or higher		
Artists	48%	47%
All workers	34%	28%
Self-employed		
Artists	50%	52%
All workers	11%	12%

Source: 2016 census custom data request.

¹³ In the census, most people are classified in the occupation in which they worked the most hours between May 1 and 7, 2016. Artists who spent more time at another occupation than

at their artwork during this reference week would be classified in the other occupation. It should be noted that May is an "in between" period for some artistic endeavours.

- A similar proportion of women artists (54%) as the national average (52%)
- The highest proportion of racialized artists (23%) among the four groups of municipalities, well above the national average (15%)
- The highest proportion of immigrant artists (28%) among the four municipal groups, well above the national average (21%)
- The lowest proportion of Indigenous artists (1.9%) among the four groups of municipalities, well below the national average (3.1%)
- A very high proportion of artists under 35 years of age (37%), above the national average (33%)
- A similar proportion of artists with at least a bachelor’s degree as the national average (48% vs. 47%)
- A similar self-employment rate as the national average (50% vs. 52%)

The proportions of artists by language group in the medium-sized cities show some differences from the national averages:

- English: 74% in the medium cities compared with 76% in all of Canada
- French: 14% in the medium cities and 18% in all of Canada
- Other languages: 17% in the medium cities and 9% in all of Canada

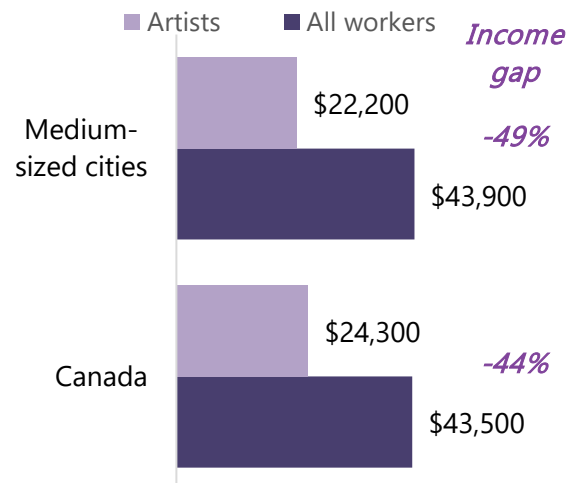
Median income of artists

Figure 3 shows that the median *personal* income of artists in the 72 smaller cities is \$22,200, or 49% lower than the median income of all workers in these cities (\$43,900). The median income of artists in the medium cities (\$22,200) is very similar to artists’ median incomes in smaller cities (\$22,500) and small and rural municipalities

(\$21,600). The median for all Canadian artists is \$24,300.

The difference between the median income of artists and all workers in the medium-sized cities (-49%) is similar to the differences in smaller cities (also -49%) and small and rural municipalities (50%). Nationwide, the difference is -44%.

Figure 3: Median individual income of artists in 16 medium-sized cities



Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

When *employment* rather than *total* income is examined, the median employment income of artists in the 16 cities is \$15,800, 60% lower than the median employment income of all workers in these cities (\$39,900).

Artists in the medium-sized cities have a median *household* income of \$60,200, which is 32% lower than that of all workers in these cities (\$88,600).

Incomes of different groups of artists

Table 7 shows that artists who are under 35, racialized, self-employed, Indigenous, immigrant, or women have lower median incomes than the overall median income of artists in the medium cities (\$22,200).

Table 7: Median incomes of different groups of artists in 16 medium-sized cities		
Group	Medium cities	Canada
Women	\$20,200	\$22,300
Men	\$25,200	\$27,100
Racialized	\$17,000	\$18,200
Non-racialized	\$24,100	\$25,400
Immigrants	\$19,000	\$21,900
Non-immigrants	\$23,900	\$25,000
Indigenous	\$18,700	\$16,600
Non-Indigenous	\$22,300	\$24,600
Under 35	\$15,600	\$17,900
35 to 54	\$28,100	\$29,200
55 or older	\$27,300	\$27,500
Bachelor's degree or higher	\$26,400	\$29,300
Self-employed	\$17,800	\$19,600
All artists	\$22,200	\$24,300

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Arts occupations in medium cities

Table 8 provides a comparison of the proportion of artists by occupation in medium-sized cities and the country as a whole. The medium cities have a higher proportion of musicians (26% vs. 22%) and a lower proportion of producers, directors, and choreographers (14% vs. 17%).

Table 8: Artists by occupation in 16 medium-sized cities		
Occupation	Medium cities	Canada
Musicians & singers	26%	22%
Authors & writers	17%	18%
Producers, directors, choreographers & related	14%	17%
Visual artists	12%	13%
Artisans & craftspeople	8%	9%
Actors & comedians	6%	7%
Dancers	8%	6%
Other performers	5%	4%
Conductors, composers & arrangers	3%	3%

Source: 2016 census custom data request

In many of the nine arts occupations, artists in the 16 cities have similar median incomes to the Canadian median, as shown in Table 9. However, conductors, composers, and arrangers tend to have higher median incomes in medium-sized cities than in other parts of Canada. Artisans and craftspeople, dancers, and other performers tend to have lower median incomes in medium-sized cities.

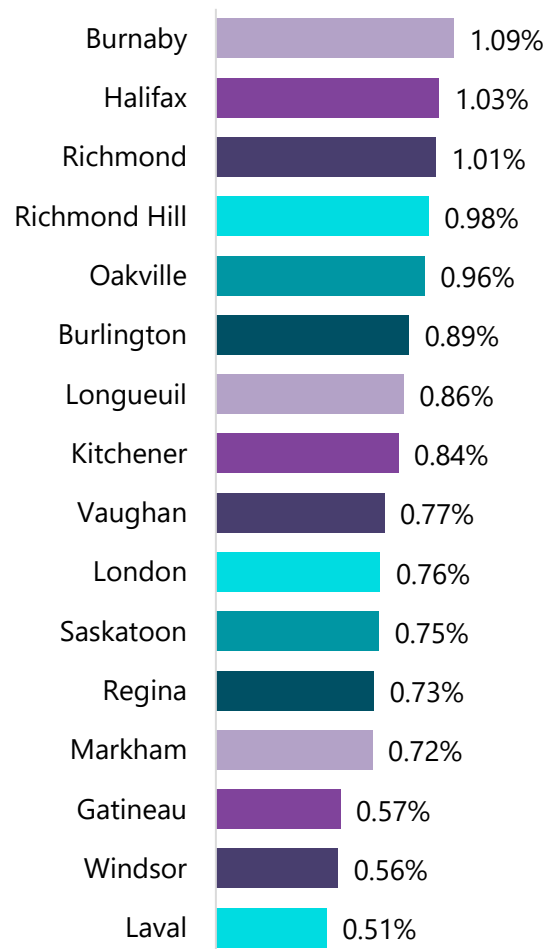
Table 9: Median income by arts occupation in Canada's medium cities		
Occupation	Medium cities	Canada
Musicians & singers	\$17,600	\$17,900
Authors & writers	\$39,100	\$40,000
Producers, directors, choreographers & related	\$48,600	\$49,300
Visual artists	\$19,700	\$20,000
Actors & comedians	\$20,300	\$20,500
Artisans & craftspeople	\$13,100	\$18,500
Dancers	\$14,100	\$15,800
Other performers	\$14,700	\$16,900
Conductors, composers & arrangers	\$32,400	\$29,700
All artists	\$22,200	\$24,300

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Artists in each medium-sized city

Burnaby (1.09%), Halifax (1.03%), and Richmond (1.01%) have the strongest concentrations of artists among the 16 medium-sized cities, as shown in Figure 4.

**Figure 4:
Concentration of artists in 16 medium-sized cities**



Source: 2016 census custom data request.

Table 10 provides additional information about artists in each of the 16 medium-sized cities (listed from west to east).

Artists in Longueuil (\$32,000), Kitchener (\$29,100), Regina (\$28,800), and Saskatoon (\$27,100) have the highest median incomes, but there are significant income differences between artists and all workers in each of these cities. These differences are labelled as “income gap” in the table.

The 1,100 artists in Longueuil, on the south shore of the Montreal area, have the lowest difference in median income compared with all local workers (-22%, compared with -44% for all Canadian artists). The gaps in median incomes are particularly high for some Toronto-area cities, such as Oakville (-68%), Vaughan (-64%), and Richmond Hill (-63%).

Table 10: Artists in each medium-sized city			
City	Number of artists	Median income	Income gap
Burnaby	1,300	\$22,900	-44%
Richmond	1,000	\$20,800	-45%
Saskatoon	1,000	\$27,100	-43%
Regina	870	\$28,800	-43%
London	1,500	\$19,100	-54%
Windsor	550	\$18,300	-52%
Kitchener	1,100	\$29,100	-32%
Burlington	890	\$25,000	-52%
Oakville	1,000	\$17,500	-68%
Richmond Hill	1,000	\$16,600	-63%
Markham	1,200	\$17,300	-58%
Vaughan	1,300	\$17,200	-64%
Gatineau	840	\$21,900	-53%
Laval	1,100	\$24,700	-42%
Longueuil	1,100	\$32,000	-22%
Halifax	2,300	\$24,700	-42%
Canada	158,100	\$24,300	-44%

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

4) Artists in 72 smaller cities

There are 24,100 artists residing in the 72 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 concentration of artists in these 72 cities is 0.69%, below the national average (0.87%).

The 72 smaller cities include three provincial capitals: Victoria, Fredericton, and St. John’s. The largest cities in this group are Greater Sudbury (population 162,000), Sherbrooke (161,000), and Oshawa (159,000). The group’s smallest cities are North Bay (52,600), Belleville (50,700), and Mirabel (50,500).¹⁴

Demographic information

Table 11 provides key demographic information about artists and all workers in the smaller cities and in Canada as a whole. The 72 smaller cities have:

- A similar proportion of women artists (54%) as the national average (52%)
- A lower proportion of racialized artists (11%) than the national average (15%)
- A lower proportion of immigrant artists (17%) than the national average (21%)
- A similar proportion of Indigenous artists (2.8%) as the national average (3.1%)
- Proportions of artists by age that are very similar to the national averages, including the proportion of artists under 35 (32% vs. 33%)

Table 11: Demographics of artists in 72 smaller cities

Statistic	Smaller cities	Canada
Women		
Artists	54%	52%
All workers	48%	48%
Racialized		
Artists	11%	15%
All workers	14%	21%
Immigrants		
Artists	17%	21%
All workers	17%	24%
Indigenous		
Artists	2.8%	3.1%
All workers	3.3%	3.9%
Under 35		
Artists	32%	33%
All workers	35%	35%
55 or older		
Artists	28%	26%
All workers	21%	21%
Bachelor's degree or higher		
Artists	39%	47%
All workers	24%	28%
Self-employed		
Artists	52%	52%
All workers	10%	12%

Source: 2016 census custom data request.

¹⁴ In the census, most people are classified in the occupation in which they worked the most hours between May 1 and 7, 2016. Artists who spent more time at another occupation than

at their artwork during this reference week would be classified in the other occupation. It should be noted that May is an “in between” period for some artistic endeavours.

- A lower proportion of artists with at least a bachelor’s degree than the national average (39% vs. 47%)
- A self-employment rate equal to the national average (52%)

The proportions of artists by language group in the smaller cities show some differences from the national averages:

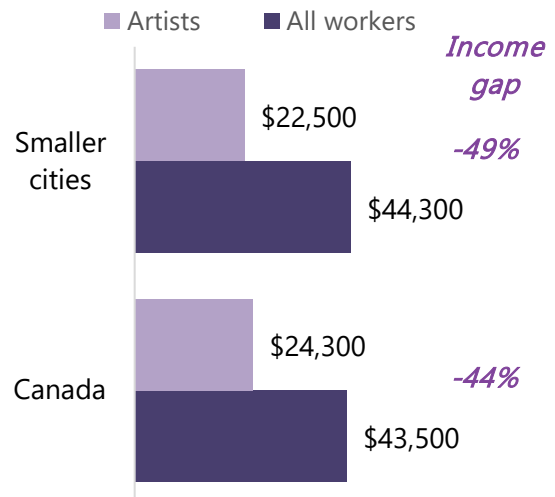
- English: 82% in the smaller cities compared with 76% in all of Canada
- French: 14% in the smaller cities and 18% in all of Canada
- Other languages: 6% in the smaller cities and 9% in all of Canada

Median income of artists

Figure 5 shows that artists in the 72 cities have a median *personal* income of \$22,500, which is 49% lower than the median income of all workers in these cities (\$44,300). The median income of artists in the smaller cities (\$22,500) is very similar to artists’ median incomes in medium-sized cities (\$22,200) and small and rural municipalities (\$21,600). The median for all Canadian artists is \$24,300.

The difference between the median income of artists and all workers in the smaller cities (-49%) is similar to the differences in medium-sized cities (also -49%) and small and rural municipalities (50%). Nationwide, the difference is -44%.

Figure 5: Median individual income of artists in 72 small cities



Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

The median *employment* income of artists in the smaller cities is \$15,700, 61% lower than the median employment income of all workers in these cities (\$39,800).

Artists in the 72 smaller cities have a median *household* income of \$58,700, which is 35% lower than that of all workers in these cities (\$89,700).

Incomes of different groups of artists

As shown in Table 12, artists who are under 35, racialized, Indigenous, self-employed, or women have median incomes below \$20,000 in the smaller cities.

Table 12: Median incomes of different groups of artists in 72 smaller cities		
Group	Smaller cities	Canada
Women	\$19,800	\$22,300
Men	\$26,500	\$27,100
Racialized	\$17,000	\$18,200
Non-racialized	\$23,500	\$25,400
Immigrants	\$21,200	\$21,900
Non-immigrants	\$23,000	\$25,000
Indigenous	\$17,600	\$16,600
Non-Indigenous	\$22,700	\$24,600
Under 35	\$15,800	\$17,900
35 to 54	\$26,600	\$29,200
55 or older	\$27,200	\$27,500
Bachelor's degree or higher	\$26,300	\$29,300
Self-employed	\$18,900	\$19,600
All artists	\$22,500	\$24,300

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Arts occupations in smaller cities

Compared with the national averages, higher proportions of artists in the 72 smaller cities are musicians (25% vs. 22%) or dancers (9% vs. 6%), but a lower proportion of artists are producers, directors, and choreographers (13% vs. 17%). Table 13 provides details for all nine arts occupations.

Table 13: Artists by occupation in 72 smaller cities		
Occupation	Smaller cities	Canada
Musicians & singers	25%	22%
Authors & writers	17%	18%
Producers, directors, choreographers & related	13%	17%
Visual artists	13%	13%
Artisans & craftspeople	10%	9%
Actors & comedians	6%	7%
Dancers	9%	6%
Other performers	5%	4%
Conductors, composers & arrangers	2%	3%

Source: 2016 census custom data request

Table 14 shows that artists in many occupations have similar median incomes in the smaller cities as the Canadian median. In two occupations (actors and comedians as well as conductors, composers, and arrangers), artists in the smaller cities tend to have higher median incomes than in other parts of Canada. In two other occupations (authors and writers as well as artisans and craftspeople), artists in the 72 smaller cities tend to have lower median incomes in smaller cities.

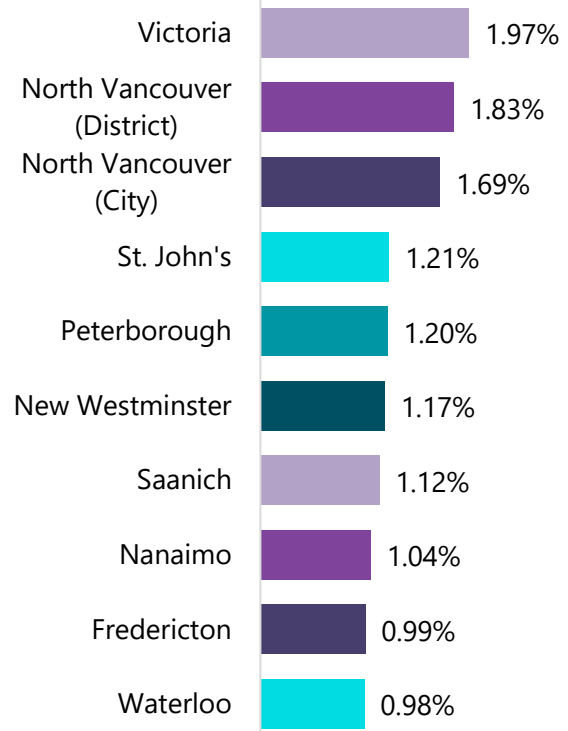
Smaller cities with strong concentrations of artists

As shown in Figure 6, three British Columbia cities have the strongest concentrations of artists among the 72 smaller cities: Victoria (1.97%), the District of North Vancouver (1.83%), and the City of North Vancouver (1.69%). Three of the cities with particularly strong concentrations of artists are provincial capitals: Victoria (1.97%), St. John's (1.21%), and Fredericton (0.99%).

Table 14: Median income by arts occupation in Canada's smaller cities		
Occupation	Smaller cities	Canada
Musicians & singers	\$18,200	\$17,900
Authors & writers	\$36,800	\$40,000
Producers, directors, choreographers & related	\$49,300	\$49,300
Visual artists	\$18,700	\$20,000
Actors & comedians	\$22,600	\$20,500
Artisans & craftspeople	\$15,600	\$18,500
Dancers	\$15,000	\$15,800
Other performers	\$16,700	\$16,900
Conductors, composers & arrangers	\$32,400	\$29,700
All artists	\$22,500	\$24,300

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Figure 6: Smaller cities with strong concentrations of artists



Source: 2016 census custom data request.

Information about artists in each of the 72 smaller cities is provided in the detailed tables available for download at HillStrategies.com.

5) Artists in small and rural municipalities

Canadian municipalities with fewer than 50,000 residents are home to 37,400 artists, about one-quarter of all artists in Canada (24%). This municipal group accounts for the second largest number of artists (37,400), behind only the largest cities in the country (78,600).

The 24% share of all artists is much lower than the small and rural municipalities' 35% share of the overall population. Artists represent 0.60% of the labour force in small and rural municipalities, well below the national average (0.87%).¹⁵

This group, which includes all areas of Canada that are not captured in the other three groups, includes Charlottetown (provincial capital of Prince Edward Island) as well as all three territorial capitals (Whitehorse, Yellowknife, and Iqaluit).

The largest cities in this group are Shawinigan (population 49,349), Dollard-des Ormeaux (48,899), Brandon (48,859), and Rimouski (48,664).

Demographic information

Table 15 provides key demographic information about artists and all workers in small and rural municipalities and in Canada as a whole. Small and rural municipalities have:

- The highest proportion of women artists (57%) among the four municipal groups,

¹⁵ In the census, most people are classified in the occupation in which they worked the most hours between May 1 and 7, 2016. Artists who spent more time at another occupation than

Table 15: Demographics of artists in small and rural municipalities

Statistic	Small and rural	Canada
Women		
Artists	57%	52%
All workers	47%	48%
Racialized		
Artists	4%	15%
All workers	5%	21%
Immigrants		
Artists	14%	21%
All workers	8%	24%
Indigenous		
Artists	6.0%	3.1%
All workers	6.7%	3.9%
Under 35		
Artists	24%	33%
All workers	31%	35%
55 or older		
Artists	37%	26%
All workers	25%	21%
Bachelor's degree or higher		
Artists	36%	47%
All workers	18%	28%
Self-employed		
Artists	60%	52%
All workers	13%	12%

Source: 2016 census custom data request.

much higher than the national average (52%)

at their artwork during this reference week would be classified in the other occupation. It should be noted that May is an "in between" period for some artistic endeavours.

- The highest proportion of Indigenous artists (6.0%) among the four groups of municipalities, well above the national average (3.1%)
- A lower proportion of racialized artists (4%) than the national average (15%)
- A lower proportion of immigrant artists (14%) than the national average (21%)
- The lowest proportion of artists under 35 among the four municipal groups (24%, vs. national average of 33%) and the highest proportion 55 or older (37%, vs. national average of 26%)
- A lower proportion of artists with at least a bachelor’s degree than the national average (36% vs. 47%)
- The highest self-employment rate (60%), compared with the national average of 52%

Small and rural municipalities are home to a higher proportion of Francophone artists than any other municipal group but a much lower proportion of artists with non-official languages than the national average:

- French: 24% of artists in small and rural municipalities vs. 18% in all of Canada
- Non-official languages: 4% in small and rural municipalities vs. 9% in all of Canada
- English: 74% in small and rural municipalities and 76% in all of Canada

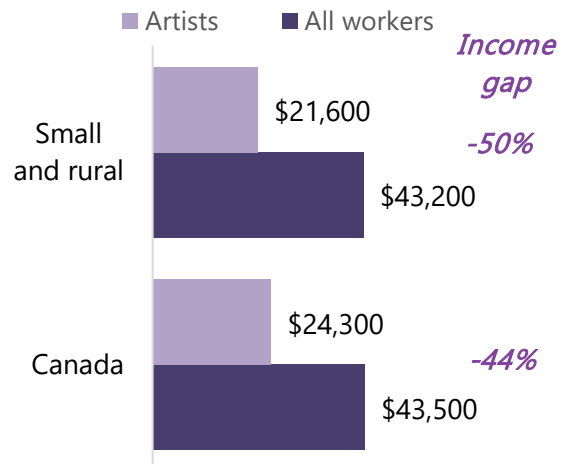
Median income of artists

Figure 7 shows that artists in small and rural municipalities have a median *personal* income of \$21,600, which is 50% lower than the median income of all workers in these cities (\$43,200). The median income of artists in small and rural municipalities (\$21,600) is very similar to artists’ median incomes in medium-sized cities (\$22,200) and smaller

cities (\$22,500). The median for all Canadian artists is \$24,300.

The difference between the median income of artists and all workers in small and rural municipalities (-50%) is similar to the differences in smaller and medium-sized cities (both -49%). Nationwide, the difference is -44%.

Figure 7: Median individual income of artists in small and rural municipalities



Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

The median *employment* income of artists in small and rural municipalities is just \$13,100, 65% lower than the median employment income of all workers in these municipalities (\$37,500).

Artists residing in small and rural municipalities have a median *household* income of \$55,400, which is 36% lower than that of all workers in these municipalities (\$86,400).

Incomes of different groups of artists

While Indigenous artists represent a relatively high proportion of all artists in small and rural municipalities, Indigenous artists’ median incomes tend to be very low in these areas (just \$14,800, as shown in Table 16). Other groups of artists with median incomes below \$20,000 in small and rural municipalities include those who are under 35, racialized, self-employed, or women.

Table 16: Median incomes of different groups of artists in small and rural municipalities		
Group	Small and rural	Canada
Women	\$19,600	\$22,300
Men	\$25,200	\$27,100
Racialized	\$17,800	\$18,200
Non-racialized	\$21,900	\$25,400
Immigrants	\$21,900	\$21,900
Non-immigrants	\$21,600	\$25,000
Indigenous	\$14,800	\$16,600
Non-Indigenous	\$22,100	\$24,600
Under 35	\$15,400	\$17,900
35 to 54	\$24,100	\$29,200
55 or older	\$24,200	\$27,500
Bachelor’s degree or higher	\$26,500	\$29,300
Self-employed	\$18,600	\$19,600
All artists	\$21,600	\$24,300

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Arts occupations in small and rural municipalities

There are many differences in the arts occupations that are prevalent in small and rural municipalities compared with the national averages. Higher proportions of artists in small and rural municipalities are artisans and craftspeople (17% vs. 9%) or visual artists (17% vs. 13%). On the other hand, lower proportions are producers, directors, and choreographers (11% vs. 17%), authors and writers (15% vs. 18%), or actors and comedians (4% vs. 7%). Table 17 provides details for all nine arts occupations.

Table 17: Artists by occupation in small and rural municipalities		
Occupation	Small and rural	Canada
Musicians & singers	22%	22%
Authors & writers	15%	18%
Producers, directors, choreographers & related	11%	17%
Visual artists	17%	13%
Artisans & craftspeople	17%	9%
Actors & comedians	4%	7%
Dancers	7%	6%
Other performers	3%	4%
Conductors, composers & arrangers	3%	3%

Source: 2016 census custom data request

Table 18 shows that artists in many occupations have similar median incomes in small and rural municipalities as the Canadian median. Artisans and craftspeople tend to have higher median incomes in small and rural municipalities than in other areas of the country. On the other hand, two arts occupations tend to have lower median incomes in small and rural municipalities than in other parts of Canada: authors and writers; and producers, directors, and choreographers.

Table 18: Median income by arts occupation in Canada's small and rural municipalities		
Occupation	Smaller cities	Canada
Musicians & singers	\$17,500	\$17,900
Authors & writers	\$36,800	\$40,000
Producers, directors, choreographers & related	\$46,200	\$49,300
Visual artists	\$18,600	\$20,000
Actors & comedians	\$19,100	\$20,500
Artisans & craftspeople	\$22,600	\$18,500
Dancers	\$15,200	\$15,800
Other performers	\$16,600	\$16,900
Conductors, composers & arrangers	\$29,300	\$29,700
All artists	\$21,600	\$24,300

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Small and rural municipalities with strong concentrations of artists

Table 19 shows that there are many small and rural municipalities with very strong concentrations of artists. In fact, the municipalities in this table have the strongest concentrations of artists among Canadian municipalities.

Eleven of the 15 municipalities in the table are in British Columbia, including many unorganized local areas that are grouped into "regional district electoral areas" (designated by a letter at the end of the name).

The three municipalities with concentrations of artists above 4.5%, all in British Columbia, are Saltspring Island (5.57%), Sunshine Coast F (4.72%), and Southern Gulf Islands (4.59%).

The four municipalities outside of British Columbia are: Piedmont, Quebec (4.07%); The Blue Mountains, Ontario (3.29%); Montréal-Ouest, Quebec (3.18%); and Westmount, Quebec (3.03%).

Ten of the 15 municipalities are home to 100 or fewer artists. There are 290 artists in each of the two municipalities with the largest number of artists.

Information about artists in all small and rural municipalities with at least 40 artists is provided in the detailed tables available for download at HillStrategies.com.

Table 19: Small and rural municipalities with particularly strong concentrations of artists

City	Concentration of artists	# of artists
Saltspring Island, BC	5.57%	290
Sunshine Coast F, BC	4.72%	50
Southern Gulf Islands, BC	4.59%	100
Central Kootenay H, BC	4.37%	110
Strathcona C, BC	4.31%	50
Nanaimo B, BC	4.17%	70
Comox Valley A, BC	4.07%	140
Piedmont, QC	4.07%	60
Bowen Island, BC	4.07%	90
Sunshine Coast E, BC	3.89%	80
The Blue Mountains, ON	3.29%	120
Sunshine Coast D, BC	3.22%	60
Montréal-Ouest, QC	3.18%	90
Sunshine Coast B, BC	3.05%	40
Westmount, QC	3.03%	290
Canada	0.87%	158,100

Source: 2016 census custom data request. Income figures relate to the 2015 calendar year.

Appendix 1) Detailed tables

Key data on artists and cultural workers by size of municipality, 2016

Details for individual municipalities available for download at HillStrategies.com

Statistic	Canada	12 largest cities	16 medium-sized cities	72 smaller cities	Small & rural municipalities
Artists	158,125	78,590	18,005	24,140	37,385
Artists as % of all in Canada	100%	50%	11%	15%	24%
Artists as % of overall labour force	0.87%	1.25%	0.80%	0.69%	0.60%
Arts occupations					
Musicians and singers	35,005	15,975	4,735	5,960	8,325
Authors and writers	27,700	14,875	3,130	4,090	5,605
Producers, directors, choreographers, and related occupations	27,595	17,770	2,575	3,215	4,040
Visual artists	21,060	9,215	2,200	3,130	6,510
Artisans and craftspersons	14,715	4,240	1,505	2,510	6,470
Actors and comedians	11,375	7,175	1,080	1,480	1,640
Dancers	10,145	4,050	1,425	2,090	2,580
Other performers	6,345	3,070	860	1,150	1,265
Conductors, composers, and arrangers	4,190	2,225	495	520	960
Cultural workers	726,630	347,935	89,365	118,225	171,105
CW as % of all CW in Canada	100%	48%	12%	16%	24%
CW as % of overall labour force	4.0%	5.5%	4.0%	3.4%	2.8%
All workers (experienced labour force)	18,268,125	6,299,980	2,249,105	3,498,550	6,220,490
All workers as % of Canada	100%	34%	12%	19%	34%

Income statistics	Canada	12 largest cities	16 medium-sized cities	72 smaller cities	Small & rural municipalities
Artists					
Median personal income	\$24,294	\$26,967	\$22,228	\$22,484	\$21,615
Median employment income	\$17,331	\$20,740	\$15,827	\$15,709	\$13,068
Median household income	\$57,796	\$58,006	\$60,223	\$58,684	\$55,415
Average personal income	\$38,455	\$41,825	\$34,981	\$35,026	\$35,229
Average employment income	\$30,740	\$34,237	\$28,416	\$28,086	\$26,007
Average household income	\$78,403	\$79,530	\$76,370	\$79,504	\$75,848
Median personal income by arts occupation					
Musicians and singers	\$17,858	\$18,018	\$17,622	\$18,227	\$17,502
Authors and writers	\$40,042	\$43,087	\$39,125	\$36,848	\$36,800
Producers, directors, choreographers, and related occupations	\$49,317	\$50,359	\$48,608	\$49,331	\$46,183
Visual artists	\$20,011	\$21,180	\$19,699	\$18,675	\$18,644
Artisans and craftspersons	\$20,528	\$23,317	\$20,310	\$22,574	\$19,110
Actors and comedians	\$18,509	\$19,159	\$13,142	\$15,572	\$22,616
Dancers	\$15,755	\$17,399	\$14,145	\$15,013	\$15,156
Other performers	\$16,907	\$17,524	\$14,690	\$16,693	\$16,614
Conductors, composers, and arrangers	\$29,702	\$28,745	\$32,356	\$32,360	\$29,334
Cultural workers					
Median personal income	\$40,971	\$42,832	\$41,126	\$40,369	\$38,045
Median employment income	\$37,211	\$39,982	\$38,020	\$36,324	\$32,276
Median household income	\$75,353	\$73,195	\$77,815	\$79,318	\$76,303
Average personal income	\$48,833	\$51,322	\$47,507	\$47,048	\$45,699
Average employment income	\$44,045	\$47,008	\$43,415	\$42,457	\$39,437
Average household income	\$92,034	\$91,593	\$93,200	\$94,202	\$90,903
All workers					
Median personal income	\$43,484	\$43,194	\$43,862	\$44,328	\$43,168
Median employment income	\$38,997	\$39,756	\$39,919	\$39,785	\$37,542
Median household income	\$86,460	\$84,042	\$88,612	\$89,704	\$86,373
Average personal income	\$56,872	\$59,498	\$56,847	\$55,862	\$54,791
Average employment income	\$51,091	\$54,162	\$51,794	\$50,443	\$48,113
Average household income	\$108,920	\$112,441	\$111,426	\$108,404	\$104,732
Source: 2016 census custom data request, Statistics Canada. Further details available for download at HillStrategies.com					

Appendix 2) Methodological notes

Because of major methodological changes between the 2011 National Household Survey and the 2016 long-form census, data in this report are not comparable to data in previous reports in the *Statistical Insights on the Arts series*. The National Household Survey was voluntary, while the long-form census is mandatory. The census was completed by 25% of all Canadian households.

Compared with even older reports in the *Statistical Insights on the Arts series* (using 2001 and 2006 long-form census data), there has been a change in the base population analyzed for this report. This report examines the experienced labour force, which includes all those who worked as an artist during the census reference week or worked as an artist longer than any other position since January 1, 2015. Reports from 2006 excluded respondents with no income, while this report places no restriction on incomes.

There are other important aspects about the classification of artists in census data:

- Canadians 15 or older are classified in the occupation in which they worked the most hours during the census reference week (May 1 to 7, 2016). If they were unemployed during that week, they are classified based on the job at which they worked the longest since January 1, 2015. If they did not work at all during that period, or if they were not in the labour force during the reference week, they are excluded from the experienced labour force (and the statistics in this report).
- Artists who spent more time at another occupation than at their artwork during the reference week would be categorized in the other occupation. The census does not capture information about secondary occupations.
- Each occupation includes individuals who are employed or self-employed.
- Artists who teach in post-secondary, secondary, or elementary schools are classified as professors or teachers, not in artistic occupations. Instructors and teachers in some settings (such as private arts schools, academies, and conservatories) are *included* as "artists".
- The 2016 census collected income information for 2015, the most recent calendar year.
- Total incomes include wages and salaries, net self-employment income, investment income, retirement pensions, other income sources (a category that includes artists' project grants), as well as government transfer payments.
- Employment income statistics include amounts received from all employment and self-employment positions in 2015, 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 2015 (the basis for earnings statistics) than the one in which they worked the most hours during the census reference week (May 1 to 7, 2016 – the basis for occupational classifications). In these cases, the earnings would have been based on the other occupation.
- The report highlights artists' situations in the three most common sectors for artists:

- 1) arts, entertainment, and recreation; 2) educational services; and 3) information and cultural industries.
- Because of major changes in methods between the 2011 National Household Survey and the 2016 census, data in this report are not comparable to previous reports. Subsequent reports will examine artists in the provinces and local areas, as well as demographic differences in the situations of artists.

Choice of nine arts occupations

In this report, the term “artists” is used to describe those Canadians 15 or older classified into nine occupation groups:

- 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”)

These occupation groups were identified as artistic in discussions by arts sector representatives prior to the analysis of the 2001 census. These nine occupation groups were selected for inclusion in the *Statistical Insights on the Arts* series during discussions

between Hill Strategies Research and the project funders: the Canada Council for the Arts, the Ontario Arts Council, and the Department of Canadian Heritage.

In general, the nine occupations were selected as “artists” on the basis of the artistic nature of the occupations, based on occupation titles and descriptions.

Strengths and limitations of census data for counting artists

The 2016 long-form census is one of the best available sources of information on artists in Canada. The census provides occupation estimates based on a very large population base: the 3.7 million households that completed the long-form version of the census.¹⁶ This allows for a fine-grained analysis of the situations of artists in many jurisdictions across the country.

However, there are strong limitations to census data on artists, related to the focus on the job where an individual worked the most hours, the timing of the census, and the nature of the standard occupational classifications.

The focus on the job where the individual worked the most hours affects census labour force counts. Having multiple jobs is an important facet of the working life of many artists. Some may work more hours at other jobs during the week than at their art. Due to this, census-based estimates of artists are likely to be somewhat low.

¹⁶ 25% of households were asked to complete the long-form census, and the weighted response rate was 96.9%. Source: *Guide to the Census of Population, 2016*, accessed at

<https://www12.statcan.gc.ca/census-recensement/2016/ref/98-304/index-eng.cfm>.

A gap in the Statistics Canada occupational classification is the fact that there is no distinct category for filmmakers or other media artists. The closest categories are “Producers, directors, choreographers, and related occupations” (which includes a number of artforms), “film and video camera operators” (not one of the nine arts occupations), and “painters, sculptors, and other visual artists”.

Another example of an occupation group that is not a perfect fit for artists is the authors and writers category. This occupation group includes a broader range of writers than simply novelists, poets and other “artistic” writers (but excludes journalists).

Another issue is the timing of the census. The classification of occupations is generally based on the job that respondents spend the most hours at during the week of Sunday, May 1 to Saturday, May 7, 2016. This is an “in between” period for many artistic endeavours. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the week of May 1, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

Demographic questions

A few important notes regarding the availability and nature of some demographic

questions in the 2016 census follow.¹⁷

The census included questions about:

- Sex: The census included a “binary” question regarding sex, with just two response options: “What is this person’s sex? Male; Female”.
- Indigenous people (referred to as Aboriginal in the census): “Is this person an Aboriginal person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)?”
- Racialized Canadians: Statistics Canada identified certain groups as being from a “visible minority”, referred to as “racialized” in this report, based on a question about respondents’ backgrounds: “Is this person: *Mark more than one circle or specify, if applicable;* White; South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.); Chinese; Black; Filipino; Latin American; Arab; Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.); West Asian (e.g., Iranian, Afghan, etc.); Korean; Japanese; Other — specify”.
- Immigrants to Canada: “Are you now, or have you ever been a landed immigrant in Canada? A *‘landed immigrant’ (permanent resident) is a person who has been granted the right to live in Canada permanently by immigration authorities.*”

Because data related to disability, deafness, and sexual orientation are not available from the census, they could not be analyzed in this report.

¹⁷ The long-form census questions were accessed at <https://www12.statcan.gc.ca/nhs-enm/2016/ref/questionnaires/questions-eng.cfm>.