

## **Now available: Detailed study of artists in Canadian municipalities**

[\*Artists in Canadian Municipalities in 2016\*](#) examines the number and incomes of artists in each Canadian municipality, based on the 2016 census and the boundaries of census subdivisions, not metropolitan areas. Resources available include:

- A detailed report with a primary focus on groups of municipalities by population and detailed information about select municipalities
- [Downloadable data](#) on artists and cultural workers in all Canadian municipalities with at least 40 artists.

## **One-half of Canada's artists reside in the 12 largest cities**

[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.

Exactly 50% of Canada's 158,100 artists (78,600) reside in the 12 cities with a population over 500,000 (compared with 34% of the overall Canadian population). 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.

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%).<sup>1</sup> In the 16 medium-sized cities, the concentration of artists is 0.80%, close to the national average.

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

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

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<sup>1</sup> 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.

## Many municipalities have 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%).

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%).

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%).

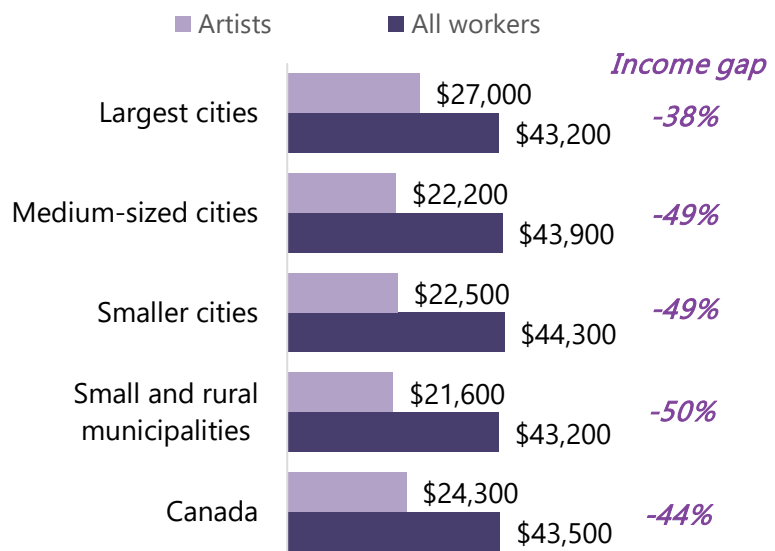
Burnaby (1.09%), Halifax (1.03%), and Richmond (1.01%) have the strongest concentrations of artists among the 16 medium-sized cities.

Key data on artists and cultural workers in each municipality with at least 40 artists are available for download at [HillStrategies.com](http://HillStrategies.com).

## 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%. In Canada's largest cities, the median income of artists (\$27,000) is the highest among the four groups of municipalities, and the income gap is lowest (-38%), as shown in the chart to the right.

## Median incomes of artists and all workers by municipal size



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

## For more information

In order to better understand the situation of artists in each group of municipalities, the following factors are examined in [the full report](#):

- Number of artists and proportion of all artists in Canada
- Demographic information about artists, including gender<sup>2</sup>, racialized people<sup>3</sup>, immigrants, Indigenous people<sup>4</sup>, age, education, and self-employment status
- Median income<sup>5</sup>
- 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.

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%<sup>6</sup>
- Conductors, composers, and arrangers: 3%

The report is available free of charge on the website of Hill Strategies Research ([hillstrategies.com](http://hillstrategies.com)) and the websites of [the Canada Council for the Arts](#) and [the Ontario Arts Council](#), which funded the report along with the Department of Canadian Heritage. 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).

For media enquiries, please contact Mr. Kelly Hill, President of Hill Strategies Research, Hamilton, Ontario, 877-445-5494 (toll-free voice or text), [kelly@hillstrategies.com](mailto:kelly@hillstrategies.com). [Hill Strategies Research](#) specializes in rigorous and reliable research on the arts and culture in Canada, combined with clear and effective communications.

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<sup>2</sup> 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).

<sup>3</sup> 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”.

<sup>4</sup> 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.

<sup>5</sup> 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.

<sup>6</sup> The other performers category includes circus performers, magicians, puppeteers, models, and other performers not elsewhere classified.