

# Artists by Region in Ontario

## BASED ON THE 2001 CENSUS

*Report prepared for the Ontario Arts Council*



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO

<http://www.arts.on.ca>

*by Hill Strategies Research Inc.*



**Research for the Arts | Recherche pour les arts**

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# ARTISTS BY REGION IN ONTARIO

## BASED ON THE 2001 CENSUS

This study provides an in-depth examination of artists in various regions of Ontario, including regions, counties, districts, local municipalities and postal areas. The study is based on custom data requests from the 2001 census, commissioned by Hill Strategies Research from Statistics Canada.

The first section of this report highlights summary data about Ontario's arts labour force and provides comparisons with the overall Ontario labour force. In Section 2, comparisons between municipalities and postal regions in Ontario are provided. Section 3 presents statistics regarding artists in various regions of the province, including counties, districts, regions, municipalities and postal regions.

### *Data provided in the report*

Most of the statistics in the report pertain to the total number of artists and the concentration of artists in local labour forces across Ontario.

We have defined "artists" to include nine occupations tracked by Statistics Canada:<sup>1</sup>

- actors;
- artisans and craftspersons;
- conductors, composers and arrangers;
- dancers;
- musicians and singers;
- other performers;
- painters, sculptors and other visual artists;
- producers, directors, choreographers, and related occupations; and
- writers.

The census classification of occupations is based on the job at which respondents spent the most hours during the week of Sunday, May 6 to Saturday, May 12, 2001.

Average earnings statistics are presented if the standard error is low (coefficient of variation less than 16.6%) and if at least 250 artists reported earnings. The earnings figures include wages, salaries and net self-employment earnings, but exclude government transfers, investment income and pension income. It is important to note that the earnings statistics include amounts received from all employment in 2000, not just the position at which the respondent worked the most hours.

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<sup>1</sup> Please refer to Appendix B for descriptions of the nine arts occupation groups.

The percentage change in the number of artists from 1991 to 2001 is reported when there is a base of at least 40 artists in both years.

A breakdown by occupation is presented for eight municipalities with more than 750 total artists: Toronto (21,000 artists); Ottawa (4,400); Mississauga (2,000); Hamilton (1,700); London (1,400); Markham (900); Kitchener (800); and Brampton (800).

Please see Appendix A for more information regarding the methodology of this report as well as a discussion of Census strengths and limitations. Appendix B contains descriptions of the nine arts occupations.

## **Section 1: Previous report findings – Artists in Ontario**

This section examines the size and structure of Ontario’s arts labour force.

With 52,500 people reporting earnings as artists, the arts labour force comprises less than one percent of the overall Ontario labour force (0.8%).

The average earnings of artists in Ontario are \$26,800, 24% less than the average earnings of the overall Ontario labour force (\$35,200).

This level of average earnings places artists in the lowest third of all occupation groups. That is, two-thirds of the 500-plus occupations tracked by Statistics Canada have average earnings higher than artists. Other occupations with similar earnings include purchasing and inventory clerks (\$26,700), typesetters (\$26,900), accounting clerks (\$26,900) and restaurant and food service managers (\$27,200).

With \$1.4 billion in total earnings, the arts labour force comprises slightly over one-half of one percent of earnings in the overall Ontario labour force.

Table 1 illustrates these key statistics on the arts labour force.

<b>Table 1: Key data on artists in Ontario, 2001</b>			
	<b>Artists</b>	<b>Overall labour force</b>	<b>Arts as % of overall labour force</b>
Number reporting earnings	52,485	6.3 million	0.8%
Average earnings	\$26,800	\$35,200	76%
Total earnings	\$1.4 billion	\$222 billion	0.6%
<i>Source: 2001 Census custom data request</i>			

Of the 52,500 artists living in Ontario, 84% (or 44,100 artists) live in the province’s 11 Census Metropolitan Areas.<sup>2</sup> Across Canada, a somewhat lower percentage of all artists reside in CMAs (77%).

<sup>2</sup> Census Metropolitan Areas (CMAs) are defined as one or more adjacent municipalities situated around a major urban core with a population of at least 100,000 people.

## **Ontario compared to all of Canada**

Ontario's 52,500 artists make up 40% of the 130,700 artists in Canada. This is slightly higher than the province's share of the Canadian population in 2001 (38%).

Average earnings of artists in Ontario (\$26,800) are 14% higher than the average earnings of all artists across the country (\$23,500). The earnings gap between artists and other labour force workers is slightly lower in Ontario (24%) than in all of Canada (26%).

Within Ontario, the earnings gap between artists and other labour force workers is much lower in the City of Toronto (11%) than in other municipalities in the province. In some municipalities, artists earn only one-half of local average earnings.

Due to the combination of a large provincial arts labour force and slightly higher average earnings, the total earnings of artists in Ontario (\$1.4 billion) represents 46% of the total earnings of all artists in Canada (\$3.1 billion).

## **Change in the number and earnings of artists in Ontario between 1991 and 2001**

The number of artists in Ontario increased from 39,000 in 1991 to 52,500 in 2001, an increase of 33%. This figure is three times the 11% growth of the overall Ontario labour force. The overall growth in artists was slightly larger in Ontario (33%) than in all of Canada (29%).

There was large growth in the number of artists in many municipalities across Ontario, as noted in the presentation of statistics by region.

Between 1991 and 2001, the average earnings of Ontario artists increased by 26%, 4% higher than the rate of inflation for this period (22%).<sup>3</sup>

However, the earnings gap between artists and other labour force workers grew from 20% in 1991 to 24% in 2001. This is because the 26% growth in artists' average earnings was less than the 33% growth in average earnings in the overall labour force. Despite a relatively low earnings base in 1991, the growth in artists' earnings still lagged behind the overall Ontario labour force.

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<sup>3</sup> Inflation data was calculated for all of Canada based on Statistics Canada, CANSIM II, table 326-0002 and Catalogue nos. 62-001-XPB and 62-010-XIB, available at <http://www.statcan.ca/english/Pgdb/econ46.htm>. The inflation data was calculated from 1990 to 2000, the years for which census respondents reported their earnings.

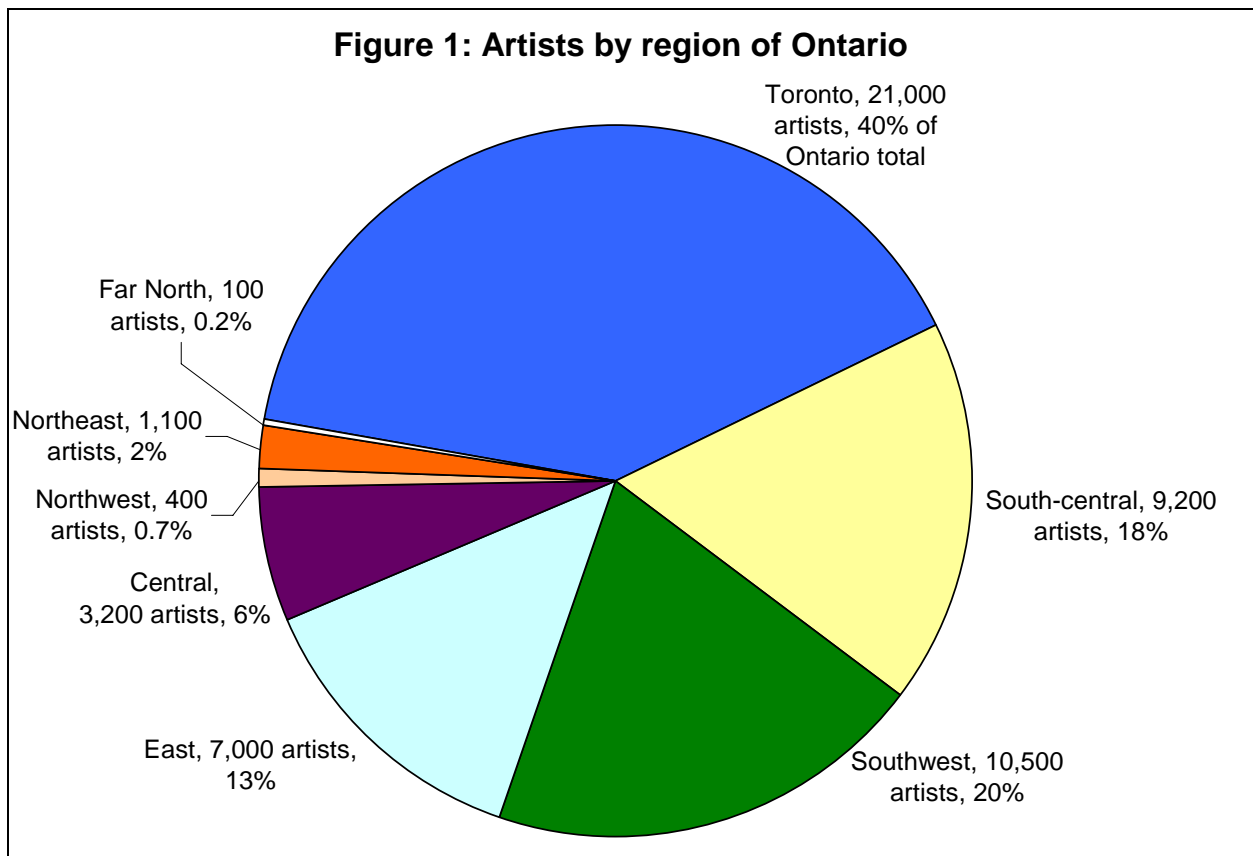
## **Section 2: Summary of findings – Artists in Ontario regions, counties, municipalities and postal areas**

This section examines the regions, counties, municipalities and postal areas with the highest artistic concentrations in Ontario.

### **Artists by region**

There are many artists in all regions of Ontario. The report uses the OAC regional breakdowns of Toronto, south-central, east, central, southwest, northeast, northwest and far north.

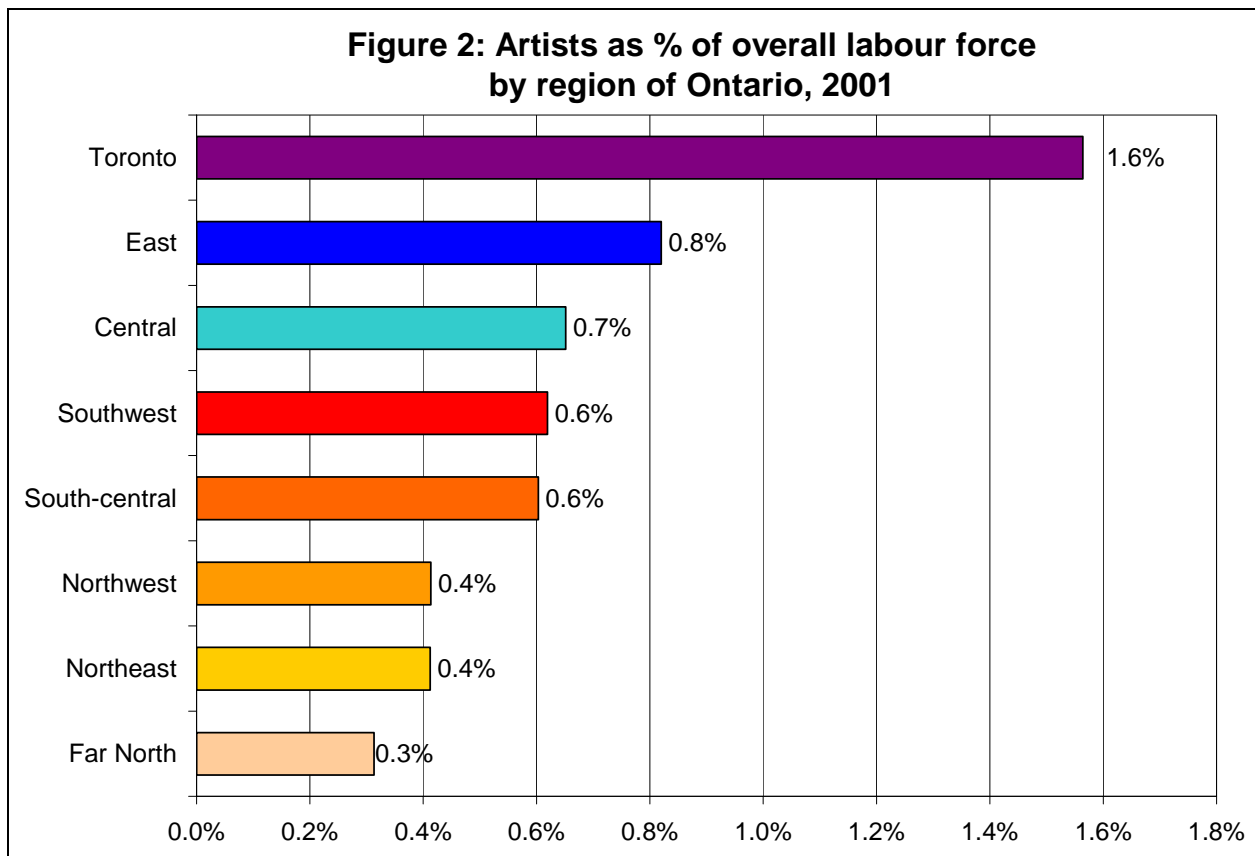
Figure 1 shows the number and percentage of artists by region.



The Toronto region has the largest number and highest concentration of artists (as a percentage of the local labour force):

- Toronto – 21,000 artists, 1.6% of the local labour force;
- South-central (the Greater Toronto Area, excluding the City of Toronto) – 9,200 artists, 0.6% of the local labour force;
- East – 7,000 artists, 0.8% of the local labour force;
- Central – 3,200 artists, 0.7% of the local labour force;
- Southwest – 10,500 artists, 0.6% of the local labour force;
- Northeast – 1,100 artists, 0.4% of the local labour force;
- Northwest – 400 artists, 0.4% of the local labour force; and
- Far North – 100 artists, 0.3% of the local labour force.

Figure 2 shows the concentration of artists in regions of the province.



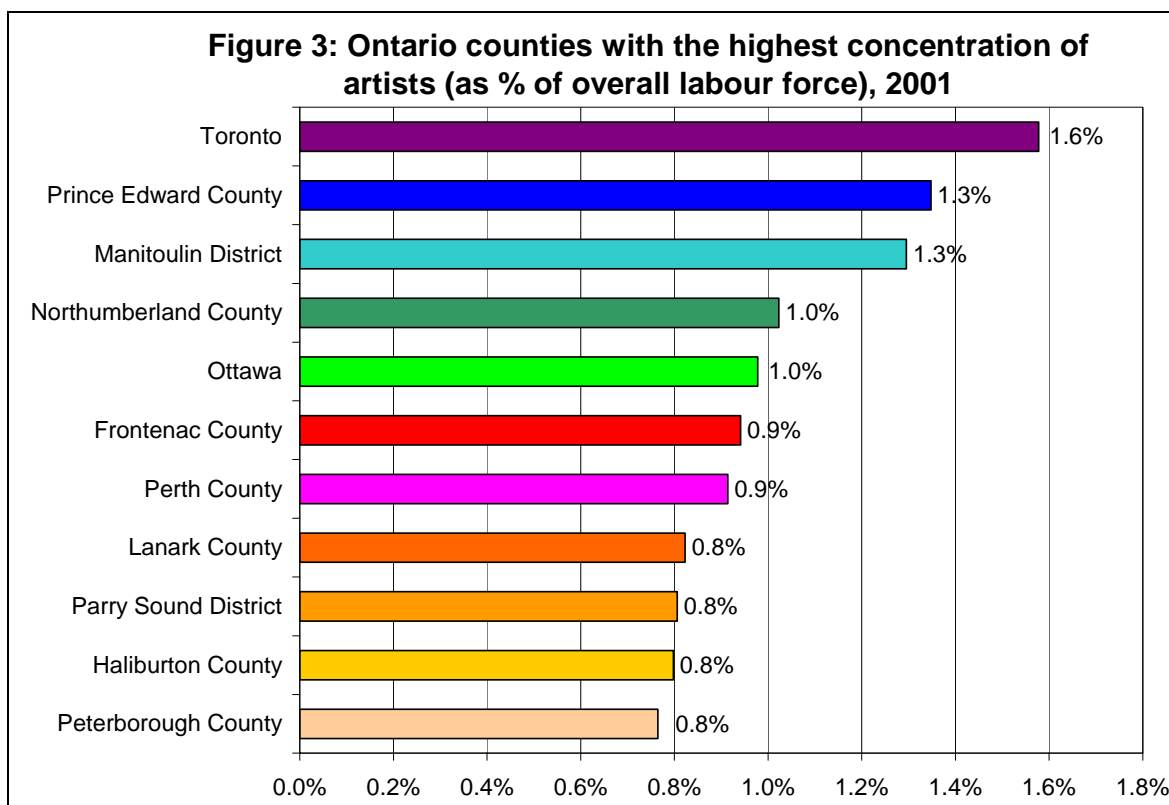
## Most artistic counties, districts and regional municipalities in Ontario

This portion examines the upper-tier municipalities – categorized as “Census Divisions” by Statistics Canada – with the highest artistic concentrations.

Toronto is the only municipality that is considered a region by the Ontario Arts Council as well as both a Census Division and a Census Subdivision by Statistics Canada. The above figures for Toronto (21,000 artists, 1.6% of the local labour force) rank Toronto first among Ontario’s 49 Census Divisions in terms of the number and concentration of artists.

As shown in Figure 3, the other Ontario counties (Census Divisions) with artistic concentrations at or above the national average (0.8%) are:

- Prince Edward County – 170 artists, 1.3% of the local labour force;
- Manitoulin District – 75 artists, 1.3% of the local labour force;
- Northumberland County – 410 artists, 1.0% of the local labour force;
- City of Ottawa – 4,400 artists, 1.0% of the local labour force;
- Frontenac County – 700 artists, 0.9% of the local labour force;
- Perth County – 390 artists, 0.9% of the local labour force;
- Lanark County – 270 artists, 0.8% of the local labour force;
- Parry Sound District – 160 artists, 0.8% of the local labour force;
- Haliburton County – 55 artists, 0.8% of the local labour force; and
- Peterborough County – 490 artists, 0.8% of the local labour force.



## **Average earnings by county, district and regional municipality**

Artists' average earnings exceed \$25,000 in only three of Ontario's 49 Census Divisions: Toronto (\$34,100); Ottawa (\$29,700); and Halton (\$27,300). In three other GTA Census Divisions (Peel, York and Durham), artists' earnings are between \$23,000 and \$24,000.

These are some of the highest-cost areas of the province in which to live. For this reason, artists' earnings relative to overall labour force earnings were also examined. By this measure, Toronto artists still fare best, earning (on average) only 11% less than other labour force workers. The gap in earnings is 26% in Ottawa and about one-third in Perth County, Hamilton, Frontenac County, Peel Region, Grey County and Greater Sudbury.

Artists' average earnings are less than \$15,000 in six counties: Northumberland County (\$14,500); Thunder Bay District (\$14,200); Lambton County (\$13,500); Hastings County (\$13,100); Leeds and Grenville (\$11,200); and Algoma District (\$10,300).

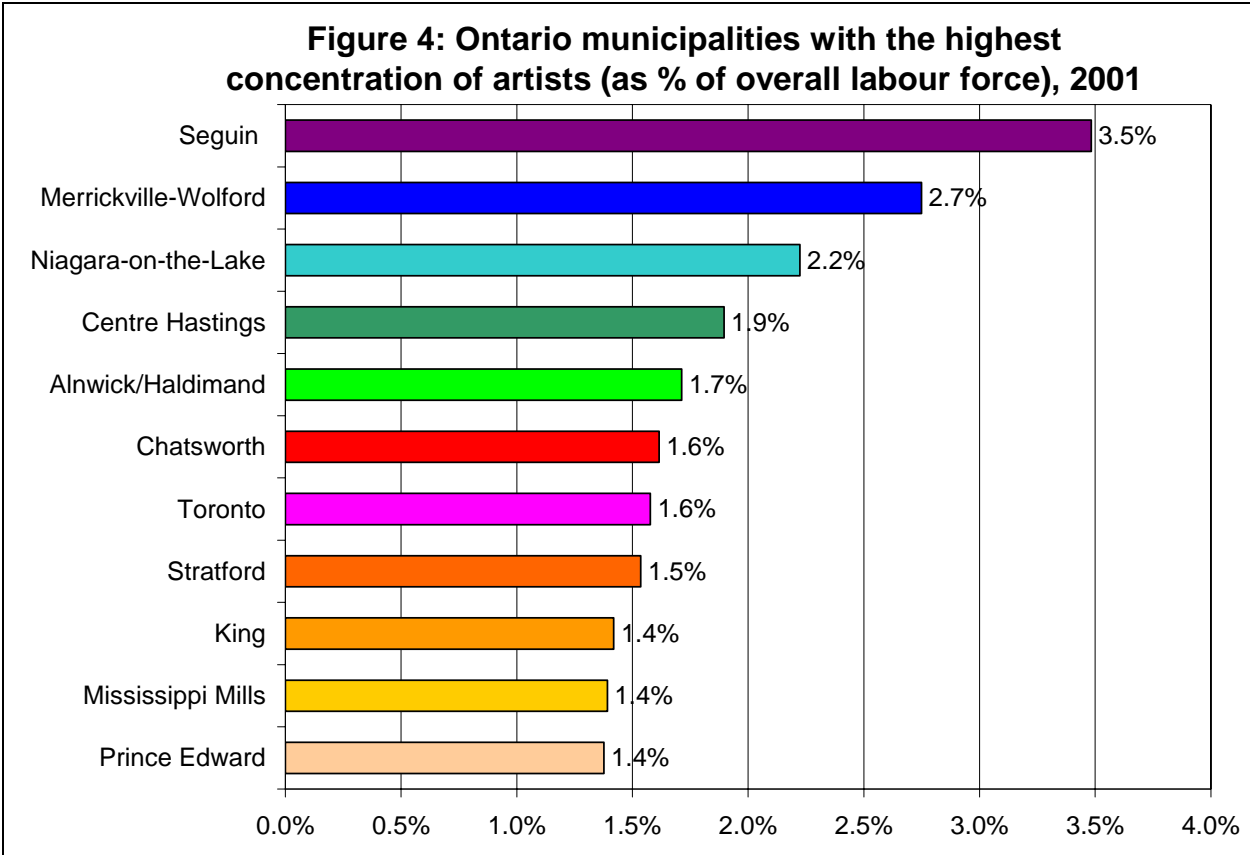
In these six counties, the earnings gap between artists and other labour force workers is more than 50%. In other words, the average earnings of artists are less than half of other labour force workers in these counties.

In the province as a whole, the average earnings of artists are \$26,800, 24% less than the average earnings of the overall Ontario labour force.

**Most artistic municipalities in Ontario (lower-tier municipalities)**

This portion examines the lower-tier municipalities – categorized as “Census Subdivisions” by Statistics Canada – with the highest artistic concentrations.

Figure 4 and Table 2 provide details about the 11 most artistic municipalities in Ontario.



The five most artistic municipalities in the province are all small: Seguin Township (3.5% of the local labour force in the arts), Merrickville-Wolford (2.7%), Niagara-on-the-Lake (2.2%), Centre Hastings Township (1.9%) and Alnwick/Haldimand Township (1.7%). These municipalities are located in various regions of Ontario, indicating that many small municipalities across the province have a high concentration of artists.

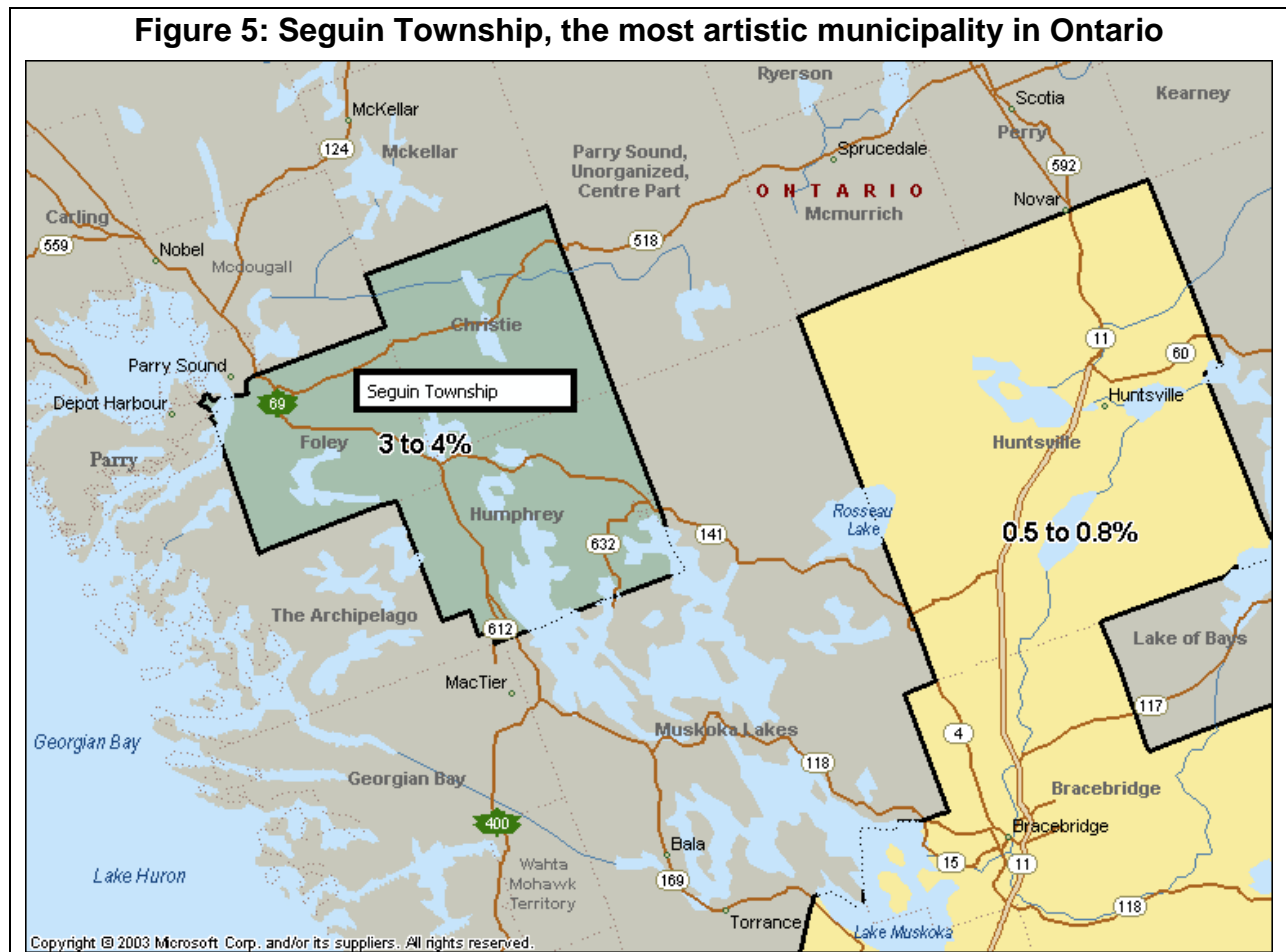
Toronto is tied with Chatsworth Township for the sixth-highest artistic concentration in Ontario (1.6%). Stratford is the second-largest municipality on the list (with an overall labour force of about 17,000). Stratford ranks eighth in Ontario with 1.5% of the local labour force in the arts.

Tied for ninth in Ontario with 1.4% of the local labour force in the arts are King Township, Mississippi Mills and Prince Edward County.

**Table 2: Eleven most artistic municipalities in Ontario**

<b>Municipality</b>	<b>County</b>	<b>Region</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>
Seguin	Parry Sound	NE	TP	70	2,010	3.5%
Merrickville-Wolford	Leeds and Grenville	E	VL	40	1,455	2.7%
Niagara-on-the-Lake	Niagara	SW	T	170	7,645	2.2%
Centre Hastings	Hastings	E	TP	40	2,110	1.9%
Alnwick/Haldimand	Northumberland	C	TP	55	3,210	1.7%
Chatsworth	Grey	C	TP	55	3,405	1.6%
Toronto	Toronto	TO	C	21,025	1,332,460	1.6%
Stratford	Perth	SW	C	260	16,930	1.5%
King	York	SC	TP	155	10,920	1.4%
Mississippi Mills	Lanark	E	T	90	6,465	1.4%
Prince Edward	Prince Edward	E	C	170	12,350	1.4%
<p><i>*Municipality types: C=City, T=Town, TP=Township, VL=Village</i></p> <p><i>*OAC regions: C=Central, E=East, NE=Northeast, NW=Northwest, SC=Southcentral (GTA), SW=Southwest, TO=Toronto, FN=Far North</i></p>						

Figure 5 provides a map showing Seguin Township, the most artistic municipality in Ontario, where artists comprise 3.5% of the local labour force. Seguin Township is located in the northeastern region of the province, near Parry Sound.



Among larger municipalities in Ontario, those with artistic concentrations at or above the national average (0.8%) are:

- Toronto (1.6%);
- Ottawa (1.0%);
- Waterloo (1.0%);
- Kingston (0.9%);
- Oakville (0.8%);
- Peterborough (0.8%);
- Newmarket (0.8%);
- Richmond Hill (0.8%); and
- London (0.8%).

## **Average earnings by municipality**

Artists' average earnings exceed \$25,000 in seven municipalities: Toronto (\$34,100); Ajax (\$31,800); Pickering (\$31,000); Ottawa (\$29,700); Oakville (\$28,300); Burlington (\$27,700); and Windsor (\$25,300).

Artists' average earnings are only slightly above \$15,000 in three municipalities: St. Catharines (\$16,400); Niagara Falls (\$16,200); and Thunder Bay (\$15,500).

Relative to average earnings in the overall labour force, Toronto artists fare best, with average earnings only 11% less than other labour force workers. The gap in earnings is less than 30% in six other municipalities: Ajax (17%); Ottawa (26%); Pickering (26%); Windsor (28%); Barrie (28%); and Kitchener (29%).

The four municipalities with the highest earnings gap between artists and other labour force workers are: St. Catharines (48%); Thunder Bay (51%); Whitby (55%); and Vaughan (55%). In other words, the average earnings of artists are about one-half of other labour force workers in these municipalities.

In the province as a whole, the average earnings of artists are \$26,800, 24% less than the average earnings of the overall Ontario labour force.

## **Fastest-growing arts communities**

Between 1991 and 2001, the number of artists in Ontario increased by 33%, three times the 11% growth of the overall Ontario labour force. During the same period, 10 municipalities saw their arts labour force double (or more):

- Barrie had the fastest-growing arts labour force (more than tripling, from 110 artists in 1991 to 340 in 2001).
- The number of artists in King Township increased more than two-and-a-half times, from 60 artists in 1991 to 160 in 2001.
- In Kingsville, the number of artists increased by two-and-a-half times, from 40 artists in 1991 to 100 in 2001.
- Whitby's arts labour force grew by nearly two-and-a-half times between 1991 and 2001.
- Fort Erie saw a 136% increase in artists between 1991 and 2001.
- In Oro-Medonte, the number of artists increased by 125%.
- Newmarket's arts labour force grew by 118% between 1991 and 2001.
- Uxbridge saw a 118% increase in artists between 1991 and 2001.
- In New Tecumseth and Mississippi Mills, the number of artists doubled between 1991 and 2001.

## **Most artistic neighbourhoods in Ontario**

Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

Toronto is home to the 17 postal regions with the highest concentration of artists in Ontario, including three of the 10 neighbourhoods with the highest concentration of artists in Canada:

- M5R, the Annex area, which has 845 artists out of 15,590 total workers, for an artistic concentration of 5.4%. This concentration is almost seven times the national average and ranks the area 4<sup>th</sup> among Canadian neighbourhoods.
- M6J, West Queen West, which has 5.2% of its labour force in arts occupations, 5<sup>th</sup> in Canada.
- M6G, surrounding the Little Italy area, adjacent to both M5R and M6J, which has 5.1% of the local labour force in arts occupations, the 6<sup>th</sup> highest level in Canada.

The postal region in Ontario outside of Toronto with the highest concentration of artists is the K1M area in eastern Ottawa, which has 3.0% of its labour force in the arts – almost four times the national average. In addition to K1M, the areas of Ottawa with a concentration of artists that is at least double the national average (i.e., 1.6% or higher) are:

- K1Y (Ottawa West, 2.2%);
- K1S (the Glebe and south, 1.9%);
- K2A (west Ottawa – Highland Park, 1.8%);
- K1N (Byward Market – Lower Town area, 1.7%); and
- K2P (central Ottawa, 1.7%).

Six postal regions in rural areas of Ontario have artistic concentrations that are above the national average:

- LOS in southwestern Ontario (north of Lake Erie and west of Niagara Falls, including Pelham), with 1.3% of the local labour force in the arts. This is the rural area of Ontario with the highest concentration of artists and is tied for 8<sup>th</sup> among Canadian rural areas;
- K0G in eastern Ontario (north of Brockville), 1.2%, ranking 10<sup>th</sup> among rural areas in Canada;
- POB in central Ontario (north of Bracebridge), 1.1%;
- KOH in eastern Ontario (surrounding Kingston, including the Thousand Islands), also 1.1%;
- POP in northern Ontario (Manitoulin Island), also 1.1%, and
- K0K in eastern Ontario (surrounding Belleville, including Prince Edward County), 0.9%.

Information about other artistic neighbourhoods in Ontario is provided in the regional profiles of artists.

## **Section 3: Artists by region in Ontario**

This section examines the number and concentration of artists by region of Ontario, using the Ontario Arts Council regional breakdowns: Toronto, south-central, central, southwest, east, northwest, northeast and far north.

### **Toronto**

This portion of the report provides data on artists in the Toronto Census Metropolitan Area and the City of Toronto. A breakdown of artists by occupation in the City of Toronto is also provided. A previous report for the Ontario Arts Council (*A Statistical Profile of Artists in Ontario*) provided an occupational breakdown of artists in the Toronto CMA.

#### ***Toronto Census Metropolitan Area***

More than half of all artists in Ontario (55%) reside in the Toronto CMA. The Toronto CMA's 28,900 artists make up 1.1% of the local labour force. In terms of average earnings, artists located in the Toronto CMA earn \$31,500, 18% more than all artists in Ontario but 18% less than all workers in the CMA's labour force.

The Toronto CMA also accounts for 81% of the visible minority artists and 68% of the immigrant artists in the province.

#### ***City of Toronto***

The 21,000 artists in the City of Toronto represent 1.6% of the city's overall labour force. The city's artists earn an average of \$34,100, which is 11% less than other labour force workers in the city.

The 21,000 artists in the City of Toronto account for 40% of all artists in Ontario.

The artistic concentration in the City of Toronto (1.6%) trails the levels in five small municipalities in Ontario: Seguin (3.5%), Merrickville-Wolford (2.7%), Niagara-on-the-Lake (2.2%), Centre Hastings (1.9%) and Alwick/Haldimand (1.7%).

Toronto's artistic concentration (1.6%) is the highest among large cities in Ontario but is slightly below four other large cities in other provinces: Vancouver (2.4%), Victoria (2.0%), Montreal (1.9%) and North Vancouver (1.7%).

The number of artists in the City of Toronto is more than double the number residing in the rest of the Greater Toronto Area, despite the fact that the overall labour force is slightly smaller in Toronto than in the rest of the GTA. This is why the City of Toronto has a much higher artistic concentration (1.6%) than the rest of the GTA (0.6%).

#### ***Large increase in number of artists but increasing earnings gap between 1991 and 2001***

The number of artists in the City of Toronto, based on the 2001 city boundaries, increased from 15,600 in 1991 to 21,000 in 2001. The 35% increase in the number of artists is 13 times higher than the 2.7% increase in the overall Toronto labour force between 1991 and 2001.

Because of the large increase in the number of artists, the artistic concentration in the City of Toronto (2001 boundaries) rose from 1.2% in 1991 to 1.6% in 2001.

The artistic concentration of the former City of Toronto (1991 boundaries) was 2.5% in 1991, the highest level among large Canadian cities in 1991. The equivalent figure is not available for 2001.

The City of Toronto (2001 boundaries) accounted for the same percentage of the province's artists in 1991 and 2001 (40%). This is because the increase in the number of artists in Toronto (35%) was very similar to the growth in the province as a whole (33%) between 1991 and 2001.

The earnings gap between artists and other labour force workers grew from 8% in 1991 to 11% in 2001. The average earnings of Toronto artists grew from \$26,300 in 1991 to \$34,100 in 2001, a 30% increase. However, average earnings in the overall labour force grew by 34%, leading to the larger earnings gap in 2001 than in 1991.

### *Artists by occupation in 2001*

Table 3 provides the number of artists by occupation in the City of Toronto, the Toronto CMA and the province. The final column of Table 3 shows that 40% of the province's artists reside in the City of Toronto, compared with only 21% of the overall provincial labour force. Nearly two-thirds of all actors, producers, directors and choreographers reside in the City of Toronto. On the other hand, only 18% of the province's artisans and craftspeople live in the city. This is the only arts occupation that is less strongly concentrated in the City of Toronto than the overall labour force (21%).

<b>Occupation</b>	<b>City of Toronto</b>	<b>Toronto CMA</b>	<b>Ontario</b>	<b>City of Toronto as % of Ontario</b>
Actors	2,740	3,290	4,230	65%
Artisans and craftspersons	1,280	2,270	6,940	18%
Conductors, composers and arrangers	405	535	935	43%
Dancers	755	1,520	2,940	26%
Musicians and singers	3,995	6,040	12,155	33%
Other performers	570	1,040	2,145	27%
Painters, sculptors and other visual artists	1,890	2,570	5,245	36%
Producers, directors, choreographers and related occupations	5,120	6,205	8,160	63%
Writers	4,265	5,395	9,735	44%
<b>All 9 arts occupations</b>	<b>21,020</b>	<b>28,865</b>	<b>52,485</b>	<b>40%</b>
<b>Overall labour force</b>	<b>1,332,460</b>	<b>2,659,225</b>	<b>6,319,530</b>	<b>21%</b>
<b>Artists as % of overall labour force</b>	<b>1.6%</b>	<b>1.1%</b>	<b>0.8%</b>	

### *Artistic neighbourhoods*

The City of Toronto is home to the 17 postal regions with the highest concentration of artists in Ontario, including three of the 10 neighbourhoods with the highest concentration of artists in Canada:

- M5R, the Annex area, which has 845 artists out of 15,590 total workers, for an artistic concentration of 5.4%. This concentration is almost seven times the national average and ranks the area 4<sup>th</sup> among Canadian neighbourhoods.
- M6J, West Queen West, which has 5.2% of its labour force in arts occupations, 5<sup>th</sup> in Canada.
- M6G, surrounding the Little Italy area, adjacent to both M5R and M6J, which has 5.1% of the local labour force in arts occupations, the 6<sup>th</sup> highest level in Canada.

Three other postal areas in Toronto have an artistic concentration above 4%, which is five times higher than the national average:

- M4Y (an area surrounding Church and Wellesley, centre of “Toronto’s biggest gay community”<sup>4</sup>), where artists comprise 4.7% of the local labour force.
- M4W (Rosedale), which has an artistic concentration of 4.5%.
- M6R (Parkdale), which has an artistic concentration of 4.3%.

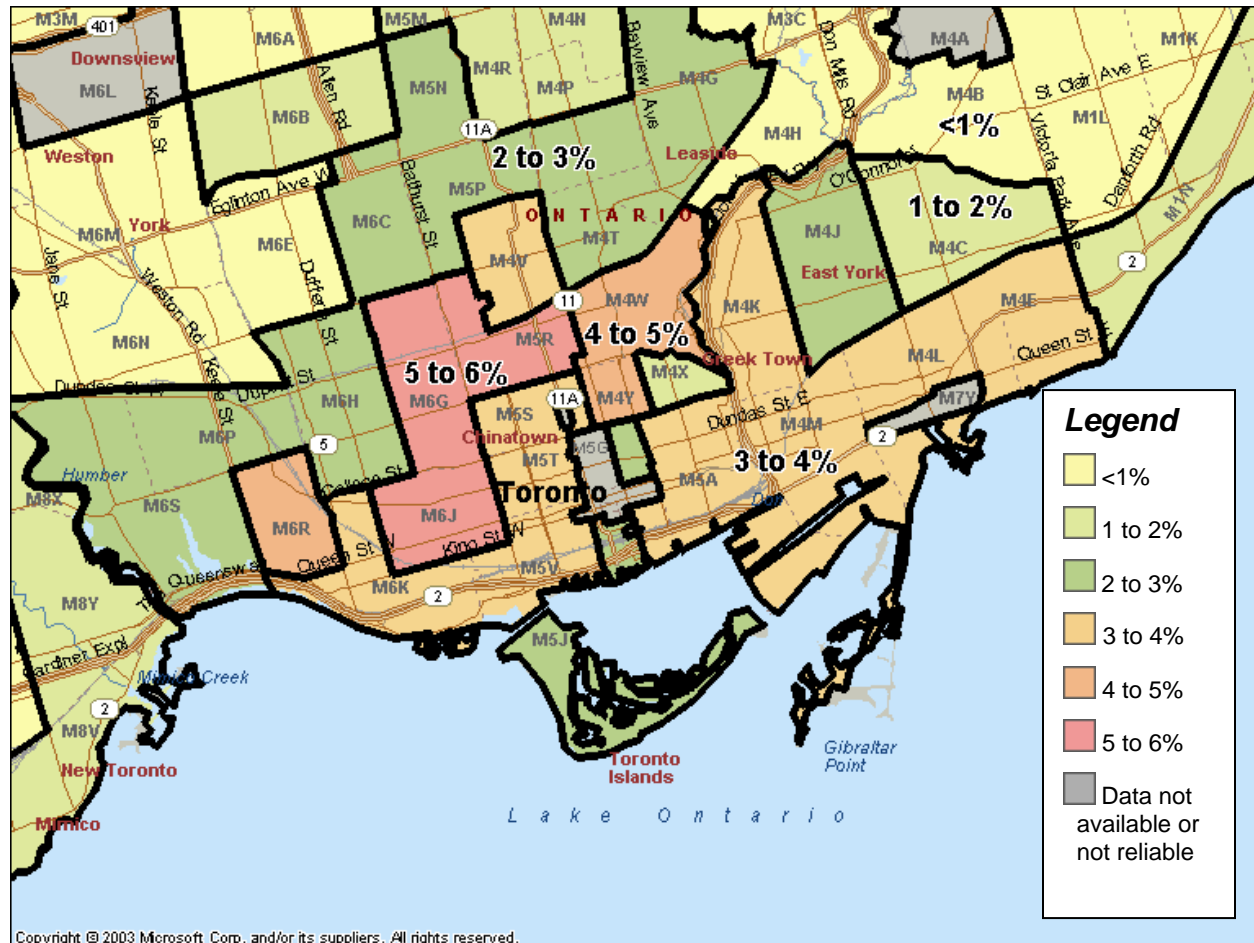
Eleven other postal regions in Toronto have over 3% of the local labour force in the arts: M5S (3.9%), M4E (3.9%), M4K (3.8%), M4V (3.7%), M5V (3.7%), M5T (3.4%), M5E (3.4%), M4M (3.2%), M4L (3.2%), M5A (3.1%) and M6K (3.1%). These are the seventeen postal regions with the highest concentration of artists in Ontario.

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<sup>4</sup> Church-Wellesley Village Business Improvement Area, <http://www.churchwellesleyvillage.ca>.

As shown in Figure 6, many other areas in Toronto have 2 to 3% (dark green shading) or 1 to 2% (light green shading) of the local labour force in the arts.

**Figure 6: Artistic geography of Toronto**



**South-central region  
(the Greater Toronto Area, excluding the City of Toronto)**

The 9,200 artists residing in the Greater Toronto Area (outside of Toronto) represent 0.6% of the labour force in this area of the province. There is reliable data on artists for all 24 municipalities in Durham, Halton, Peel and York regions.

***Durham Region***

The 1,700 artists residing in Durham Region represent 0.6% of the local labour force. These artists earn, on average, \$23,100, a 38% earnings gap when compared with other local workers.

The Oshawa CMA is home to over 800 artists, representing 0.5% of the local labour force. Artists in the Oshawa CMA earn an average of \$36,300, exactly one-half of the earnings of other local workers. (The CMA statistics cover a much broader area than the City of Oshawa statistics in Table 4 below.)

Table 4 shows the number and concentration of artists in Durham Region municipalities as well as the percentage change in the number of artists between 1991 and 2001. Uxbridge and Brock Townships have the second-highest artistic concentration in the GTA (1.1%). Uxbridge and Whitby saw particularly significant growth in the number of artists between 1991 and 2001.

<b>Table 4: Artists in Durham Region municipalities</b>					
<b>Municipality</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Uxbridge	TP	115	10,010	1.1%	109%
Brock	TP	70	6,370	1.1%	n.r.
Whitby	T	310	50,195	0.6%	148%
Scugog	TP	70	11,340	0.6%	n.r.
Ajax	T	260	42,850	0.6%	24%
Pickering	C	315	52,235	0.6%	24%
Clarington	T	215	38,090	0.6%	65%
Oshawa	C	320	75,575	0.4%	5%
*Municipality types: C=City, T=Town, TP=Township, VL=Village n.r. = data not reliable					

There are reliable earnings statistics for artists in four Durham Region municipalities: Ajax (\$31,800, 17% less than other labour force workers); Oshawa (\$18,700, 44% less than other labour force workers); Pickering (\$31,000, 26% less than other labour force workers); and Whitby (\$18,400, 55% less than other labour force workers).

Among postal regions in the GTA (excluding Toronto), Uxbridge (L9P) has the second-highest artistic concentration, with 1.6% of its labour force in the arts (next to Mississauga's L5H postal

area). Another postal area in Durham Region with a relatively high artistic concentration is L1B (Clarington, 1.2%).<sup>5</sup>

### ***Halton Region***

Halton Region's 1,600 artists represent 0.7% of all workers residing in the region. Average earnings of Halton artists (\$27,300) are 40% lower than other local workers.

Table 5 shows the number and concentration of artists in the four Halton Region municipalities as well as the percentage change in the number of artists between 1991 and 2001. Oakville is the only Halton Region municipality with an artistic concentration that is equal to the national average (0.8%).

<b>Table 5: Artists in Halton Region municipalities</b>					
<b>Municipality</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Oakville	T	700	83,620	0.8%	33%
Burlington	C	650	88,605	0.7%	59%
Milton	T	105	19,795	0.5%	-28%
Halton Hills	T	150	28,715	0.5%	20%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village</i>					

There are reliable earnings statistics for artists in Burlington and Oakville. On average, Burlington artists earned \$27,700 in 2001, a 36% earnings gap when compared with other local workers. Oakville artists earned an average of \$28,300, 46% less than other local workers.

Three postal areas in Halton Region are tied for the highest artistic concentration (1.1%): L8L (southwest Oakville); L7N (southeast Burlington); and L6K (central Oakville). Two other postal areas have 1.0% of their labour force in the arts: L6J (southeast Oakville); and L7R (southcentral Burlington).<sup>6</sup>

<sup>5</sup> Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

<sup>6</sup> Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

## ***Peel Region***

The 3,000 artists residing in Peel Region represent 0.5% of the local labour force. Peel artists earn, on average, \$24,100, which is 34% less than other local workers.

Table 6 shows the number and concentration of artists in the three Peel Region municipalities as well as the percentage change in the number of artists between 1991 and 2001.

<b>Table 6: Artists in Peel Region municipalities</b>					
<b>Municipality</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Caledon	T	180	30,870	0.6%	71%
Mississauga	C	2,035	356,130	0.6%	75%
Brampton	C	765	191,240	0.4%	46%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village</i>					

There are reliable earnings statistics for artists in Brampton and Mississauga. On average, Brampton artists earned \$21,500 in 2001, 38% less than other local workers. Mississauga artists earned an average of \$24,800, a 34% earnings gap when compared with other local workers.

Among postal regions in the GTA, south-central Mississauga (L5H – Lorne Park) has the highest artistic concentration (1.7%). Other postal areas in Peel Region with relatively high artistic concentrations are: L7A (northwest Brampton, 1.2%) and L5G (Mississauga Port Credit, 1.0%).<sup>7</sup>

### *Large increase in number of artists in Peel municipalities between 1991 and 2001*

The number of artists in the City of Mississauga increased from 1,200 in 1991 to 2,000 in 2001. The 75% increase in the number of artists is nearly three times larger than the 28% increase in the overall Mississauga labour force between 1991 and 2001. Because of the large increase in the number of artists, the artistic concentration in the City of Mississauga rose from 0.4% in 1991 to 0.6% in 2001.

The number of artists in the City of Brampton increased from just over 500 in 1991 to nearly 800 in 2001. The 46% increase in the number of artists is larger than the 35% increase in the overall Brampton labour force between 1991 and 2001. Despite the large increase in the number of artists, the artistic concentration in the City of Brampton was 0.4% in both 1991 and 2001.

Caledon saw a 71% increase in the number of artists between 1991 and 2001, much higher than the 46% increase in the overall labour force residing in Caledon.

### *Increasing earnings gap between 1991 and 2001*

In Mississauga, the earnings gap between artists and other labour force workers increased from 20% in 1991 to 34% in 2001. The average earnings of Mississauga artists grew from \$23,400 in 1991 to \$24,800 in 2001. This 6% increase is below the 22% inflation rate during the same

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<sup>7</sup> Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

period. Average earnings in the overall labour force grew by 28%, leading to the larger earnings gap in 2001 than in 1991.

In Brampton, the earnings gap between artists and other labour force workers increased slightly from 34% in 1991 to 38% in 2001. The average earnings of Brampton artists grew from \$18,200 in 1991 to \$21,500 in 2001. This 18% increase is slightly below the 22% inflation rate during the same period. Average earnings in the overall labour force grew by 25%, leading to the slightly larger earnings gap in 2001 than in 1991.

*Artists by occupation in Mississauga in 2001*

Table 7 provides the number and percentage of artists by occupation in the City of Mississauga and the province. The four occupation groups with the largest number of Mississauga artists are: musicians and singers; producers, directors and choreographers; artisans and craftspersons; and writers. When compared with provincial percentages, Mississauga has an above-average concentration of musicians, singers, dancers, producers, directors and choreographers in its local arts labour force.

<b>Table 7: Artists by occupation in Mississauga and Ontario, 2001</b>				
<b>Occupation</b>	<b>City of Mississauga</b>	<b>% of local artists</b>	<b>Ontario</b>	<b>% of Ontario artists</b>
Actors	130	6%	4,230	8%
Artisans and craftspersons	240	12%	6,940	13%
Conductors, composers and arrangers	45	2%	935	2%
Dancers	175	9%	2,940	6%
Musicians and singers	545	27%	12,155	23%
Other performers	120	6%	2,145	4%
Painters, sculptors and other visual artists	145	7%	5,245	10%
Producers, directors, choreographers and related occupations	395	19%	8,160	16%
Writers	230	11%	9,735	19%
<b>All 9 arts occupations</b>	<b>2,035</b>	<b>100%</b>	<b>52,485</b>	<b>100%</b>
<b>Overall labour force</b>	<b>356,130</b>		<b>6,319,530</b>	<b>4%</b>
<b>Artists as % of overall labour force</b>	<b>0.6%</b>		<b>0.8%</b>	

*Artists by occupation in Brampton in 2001*

Table 8 provides the number and percentage of artists by occupation in the City of Brampton and the province. The four occupation groups with the largest number of Brampton artists are: musicians and singers; writers; dancers; and artisans and craftspersons. When compared with provincial percentages, Brampton has a particularly high concentration of dancers in its local arts labour force.

<b>Table 8: Artists by occupation in Brampton and Ontario, 2001</b>				
<b>Occupation</b>	<b>City of Brampton</b>	<b>% of local artists</b>	<b>Ontario</b>	<b>% of Ontario artists</b>
Actors	40	5%	4,230	8%
Artisans and craftspersons	110	14%	6,940	13%
Conductors, composers and arrangers	n.r.	n.r.	935	2%
Dancers	125	16%	2,940	6%
Musicians and singers	185	24%	12,155	23%
Other performers	n.r.	n.r.	2,145	4%
Painters, sculptors and other visual artists	60	8%	5,245	10%
Producers, directors, choreographers and related occupations	65	9%	8,160	16%
Writers	135	18%	9,735	19%
<b>All 9 arts occupations</b>	<b>760</b>	<b>100%</b>	<b>52,485</b>	<b>100%</b>
<b>Overall labour force</b>	<b>191,240</b>		<b>6,319,530</b>	<b>4%</b>
<b>Artists as % of overall labour force</b>	<b>0.4%</b>		<b>0.8%</b>	
<i>n.r. = data not reliable</i>				

**York Region**

York Region’s 2,900 artists represent 0.7% of all workers residing in the region. The average earnings of York artists are \$23,700, a gap of 42% when compared with other local workers.

Table 9 shows the number and concentration of artists in all nine York Region municipalities as well as the percentage change in the number of artists between 1991 and 2001. King Township has the highest artistic concentration in the GTA (1.4%), excluding the City of Toronto itself (1.6%). Whitchurch-Stouffville, Newmarket and Richmond Hill also have artistic concentrations that are higher than or equal to the national average (0.8%).

King Township and Newmarket saw particularly significant growth in the number of artists between 1991 and 2001.

<b>Table 9: Artists in York Region municipalities</b>					
<b>Municipality</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
King	TP	155	10,920	1.4%	158%
Whitchurch-Stouffville	T	135	12,815	1.1%	n.r.
Newmarket	T	305	38,845	0.8%	118%
Richmond Hill	T	585	74,975	0.8%	86%
Aurora	T	175	23,670	0.7%	75%
Markham	T	875	119,750	0.7%	51%
East Gwillimbury	T	85	12,265	0.7%	70%
Georgina	T	115	21,190	0.5%	15%
Vaughan	C	500	104,795	0.5%	59%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village n.r. = data not reliable</i>					

There are reliable earnings statistics for artists in four York Region municipalities: Markham (\$24,500, 38% less than other labour force workers); Newmarket (\$21,600, 46% less than other labour force workers)<sup>8</sup>; Richmond Hill (\$24,600, 40% less than other labour force workers); and Vaughan (\$18,500, 55% less than other labour force workers).

Four postal areas in York Region have relatively high artistic concentrations: L7B (King, 1.6%, double the national average); L3T (Markham, 1.2%); L4A (Whitchurch-Stouffville, 1.0%); and L3X (Newmarket, also 1.0%).<sup>9</sup>

<sup>8</sup> The estimate of artists’ average earnings in Newmarket has a coefficient of variation between 16.6% and 25%, meaning that the estimate is somewhat less reliable than other earnings statistics in this report and should therefore be used with caution.

<sup>9</sup> Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

*Markham artists: large increase in number of artists but increasing earnings gap*

The number of artists in the City of Markham increased from about 600 in 1991 to nearly 900 in 2001. The 51% increase in the number of artists is much larger than the 32% increase in the overall Markham labour force between 1991 and 2001. Because of the large increase in the number of artists, the artistic concentration in the City of Markham increased from 0.6% in 1991 to 0.7% in 2001.

The earnings gap between artists and other labour force workers increased significantly from 22% in 1991 to 38% in 2001. The average earnings of Markham artists decreased from \$26,500 in 1991 to \$24,500 in 2001. This 7% decrease does not take into account the 22% inflation rate during the same period. Average earnings in the overall labour force grew by 17%, leading to the much larger earnings gap in 2001 than in 1991.

*Artists by occupation in Markham in 2001*

Table 10 provides the number and percentage of artists by occupation in the City of Markham and the province. The four occupation groups with the largest number of Markham artists are: musicians and singers; artisans and craftspersons; writers; and producers, directors and choreographers. When compared with provincial percentages, Markham has an above-average concentration of musicians, singers, and other performers in its local arts labour force.

<b>Table 10: Artists by occupation in Markham and Ontario, 2001</b>				
<b>Occupation</b>	<b>City of Markham</b>	<b>% of local artists</b>	<b>Ontario</b>	<b>% of Ontario artists</b>
Actors	80	9%	4,230	8%
Artisans and craftspersons	120	14%	6,940	13%
Conductors, composers and arrangers	n.r.	n.r.	935	2%
Dancers	65	7%	2,940	6%
Musicians and singers	265	30%	12,155	23%
Other performers	80	9%	2,145	4%
Painters, sculptors and other visual artists	60	7%	5,245	10%
Producers, directors, choreographers and related occupations	100	11%	8,160	16%
Writers	110	13%	9,735	19%
<b>All 9 arts occupations</b>	<b>875</b>	<b>100%</b>	<b>52,485</b>	<b>100%</b>
<b>Overall labour force</b>	<b>119,750</b>		<b>6,319,530</b>	<b>4%</b>
<b>Artists as % of overall labour force</b>	<b>0.7%</b>		<b>0.8%</b>	
<i>n.r. = data not reliable</i>				

## Eastern Ontario

There are 7,000 artists in eastern Ontario, representing 0.8% of the region's labour force.

### ***Ottawa***

The Ottawa-Gatineau CMA is home to the second largest number of artists in Ontario (5,400 artists).<sup>10</sup> Artists represent 0.9% of the Ottawa-Gatineau labour force. Artists in the Ottawa-Gatineau CMA earn an average of \$29,100, 9% more than all artists in Ontario but 23% less than other workers in the local labour force.

The 4,400 artists in the City of Ottawa represent 1.0% of the city's overall labour force. On average, artists in the City of Ottawa earned \$29,700 in 2001, a 26% gap when compared with other local workers (\$40,100).

The 4,400 artists in the City of Ottawa account for 8% of all artists in Ontario.

### ***Increasing number of artists and increasing earnings gap between 1991 and 2001***

The number of artists in the City of Ottawa, based on the 2001 city boundaries, increased from 4,000 in 1991 to 4,400 in 2001. The 11% increase in the number of artists is slightly higher than the 10% increase in the overall Ottawa labour force between 1991 and 2001.

The artistic concentration in the City of Ottawa (2001 boundaries) was 1.0% in both 1991 and 2001.

The artistic concentration of the former City of Ottawa (1991 boundaries) was 1.3% in 1991. The equivalent figure is not available for 2001.

The earnings gap between artists and other labour force workers grew from 21% in 1991 to 26% in 2001. The average earnings of Ottawa artists grew from \$23,100 in 1991 to \$29,700 in 2001, a 29% increase. However, average earnings in the overall labour force grew by 37%, leading to the larger earnings gap in 2001 than in 1991.

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<sup>10</sup> Because the definition of CMAs includes adjacent municipalities, the Gatineau area is included in the Ottawa CMA despite the provincial boundary between Ottawa and Gatineau.

### *Artists by occupation in 2001*

Table 11 provides the number of artists by occupation in the City of Ottawa, the Ottawa-Gatineau CMA and the province. The final column of Table 11 shows that 8% of the province's artists reside in the City of Ottawa, compared with 7% of the overall provincial labour force. Of all arts occupations, the City of Ottawa comprises the largest percentage of writers (18%). In addition, dancers, painters and visual artists are strongly represented in Ottawa.

<b>Occupation</b>	<b>City of Ottawa</b>	<b>Ottawa-Gatineau CMA</b>	<b>Ontario</b>	<b>City of Ottawa as % of Ontario</b>
Actors	70	100	4,230	2%
Artisans and craftspersons	360	430	6,940	5%
Conductors, composers and arrangers	60	95	935	6%
Dancers	275	330	2,940	9%
Musicians and singers	855	1,000	12,155	7%
Other performers	75	85	2,145	3%
Painters, sculptors and other visual artists	465	620	5,245	9%
Producers, directors, choreographers and related occupations	465	640	8,160	6%
Writers	1,775	2,100	9,735	18%
<b>All 9 arts occupations</b>	<b>4,395</b>	<b>5,400</b>	<b>52,485</b>	<b>8%</b>
<b>Overall labour force</b>	<b>442,860</b>	<b>614,095</b>	<b>6,319,530</b>	<b>7%</b>
<b>Artists as % of overall labour force</b>	<b>1.0%</b>	<b>0.9%</b>	<b>0.8%</b>	

### *Artistic neighbourhoods in Ottawa*

The postal region in Ontario outside of Toronto with the highest concentration of artists is the K1M area in eastern Ottawa, which has 3.0% of its labour force in the arts – almost four times the national average. In addition to K1M, the areas of Ottawa with a concentration of artists that is at least double the national average (i.e., 1.6% or higher) are:

- K1Y (Ottawa West, 2.2%);
- K1S (the Glebe and south, 1.9%);
- K2A (west Ottawa – Highland Park, 1.8%);
- K1N (Byward Market – Lower Town area, 1.7%); and
- K2P (central Ottawa, 1.7%).

In areas outside of the Ottawa core, the Manotick area (K4M) has a relatively high artistic concentration (1.3%).

**Frontenac, Hastings, Lennox and Addington, and Prince Edward counties**

The 710 artists residing in Frontenac County represent 0.9% of the local labour force. The average earnings of Frontenac County artists are \$20,000, a gap of 34% when compared with other local workers.

There are 340 artists in Hastings County, representing 0.5% of the local labour force. Hastings County artists earn, on average, \$13,100, which is 52% less than other local workers.

The 110 artists residing in Lennox and Addington County represent 0.5% of the local labour force. The estimate of the average earnings of Lennox and Addington artists is not reliable and cannot be released.

The 170 artists residing in Prince Edward County represent 1.4% of the local labour force. The estimate of the average earnings of Prince Edward County artists is not reliable and cannot be released.

**Artists by CMA and municipality in 2001**

The Kingston CMA is home to about 700 artists, representing 0.9% of the local labour force. Artists in the Kingston CMA earn an average of \$19,500, 36% less than other workers in the local labour force. The CMA statistics cover a much broader area than the City of Kingston statistics that are included in Table 12 below.

Table 12 presents key statistics on artists in municipalities in Frontenac, Hastings, Lennox and Addington counties. Centre Hastings Township, including the former Village of Madoc and Huntingdon Township, has the highest artistic concentration in these counties (1.9%), the fourth-highest level in all of Ontario.

Table 12 shows that Prince Edward County, South Frontenac Township and Kingston also have relatively high concentrations of artists.

The final column of Table 12 shows that Prince Edward County saw a 48% increase in its arts labour force between 1991 and 2001.

<b>Municipality</b>	<b>County</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Centre Hastings	Hastings	TP	40	2,110	1.9%	n.r.
Prince Edward	Prince Edward	C	170	12,350	1.4%	48%
South Frontenac	Frontenac	TP	115	9,090	1.3%	n.r.
Kingston	Frontenac	C	520	60,755	0.9%	17%
Loyalist	Lennox and Addington	TP	45	7,550	0.6%	13%
Belleville	Hastings	C	100	23,500	0.4%	25%
Quinte West	Hastings	C	90	21,500	0.4%	-45%

*\*Municipality types: C=City, T=Town, TP=Township, VL=Village  
n.r. = data not reliable*

Of these municipalities, there are reliable earnings statistics for artists in Kingston only. On average, artists in the City of Kingston earned \$18,400 in 2001, 41% less than other local workers (\$31,000).

A number of postal areas in these counties have artistic concentrations above the national average (0.8%):

- K7L (central Kingston, south of Princess Street), 1.2%;
- K0H (surrounding Kingston, including the Thousand Islands), 1.1%;
- K7G (Gananoque), 1.0%;
- K0K (surrounding Belleville, including Prince Edward County), 0.9%; and
- K7K (east Kingston), also 0.9%.

### ***Lanark, Leeds and Grenville, and Stormont, Dundas and Glengarry counties***

The 270 artists residing in Lanark County represent 0.8% of the local labour force. The estimate of the average earnings of Lanark artists is not reliable and cannot be released.

There are 330 artists residing in the United Counties of Leeds and Grenville, representing 0.6% of the local labour force. Leeds and Grenville artists earn, on average, \$11,200, which is 62% less than other local workers.

The 250 artists residing in Stormont, Dundas and Glengarry represent 0.4% of the local labour force. The estimate of the average earnings of Stormont, Dundas and Glengarry artists is not reliable and cannot be released.

#### *Artists by municipality in 2001*

Table 13 presents key statistics on artists in municipalities in Lanark, Leeds and Grenville, and Stormont, Dundas and Glengarry counties. Merrickville-Wolford has the highest artistic concentration in these counties (2.7%), the second-highest level in all of Ontario.

Table 13 shows that Mississippi Mills, North Grenville and Carleton Place also have relatively high concentrations of artists. The final column of Table 13 shows that Mississippi Mills saw its arts labour force double between 1991 and 2001.

<b>Table 13: Artists in Lanark, Leeds and Grenville, and Stormont, Dundas and Glengarry municipalities</b>						
<b>Municipality</b>	<b>County</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Merrickville-Wolford	Leeds and Grenville	VL	40	1,455	2.7%	n.r.
Mississippi Mills	Lanark	T	90	6,465	1.4%	100%
North Grenville	Leeds and Grenville	TP	100	7,450	1.3%	n.r.
Carleton Place	Lanark	T	45	4,880	0.9%	n.r.
North Dundas	Stormont, Dundas and Glengarry	TP	45	6,160	0.7%	13%
Brockville	Leeds and Grenville	C	70	10,505	0.7%	n.r.
Cornwall	Stormont, Dundas and Glengarry	C	90	20,790	0.4%	6%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village n.r. = data not reliable</i>						

Postal areas in these counties with relatively high artistic concentrations include KOG (north of Brockville, 1.2%, ranking 10<sup>th</sup> among rural areas in Canada) and K7C (Carleton Place, Lanark County, 1.0%).

### ***Prescott, Russell and Renfrew counties***

The 190 artists residing in the United Counties of Prescott and Russell represent 0.5% of the local labour force. The estimate of the average earnings of Prescott and Russell artists is not reliable and cannot be released.

The 240 artists residing in Renfrew County represent 0.5% of the local labour force. The estimate of the average earnings of Renfrew County artists is not reliable and cannot be released.

There are no municipalities in these counties with reliable data on artists.

## Central Ontario

There are 3,200 artists in the central region of the province, representing 0.7% of the region's labour force.

### ***Haliburton, Kawartha Lakes, Muskoka, Northumberland and Peterborough counties***

There are 60 artists in Haliburton County, representing 0.8% of the local labour force. The estimate of the average earnings of Haliburton County artists is not reliable and cannot be released.

The 190 artists residing in Kawartha Lakes represent 0.5% of the local labour force. The estimate of the average earnings of artists in Kawartha Lakes is not reliable and cannot be released.

There are 200 artists in Muskoka Region, representing 0.7% of the local labour force. The estimate of the average earnings of artists in Muskoka is not reliable and cannot be released.

The 410 artists residing in Northumberland County represent 1.0% of the local labour force. Northumberland County artists earn, on average, \$14,500, which is 52% less than other local workers.

There are 490 artists in Peterborough County, representing 0.8% of the local labour force. These artists earn, on average, \$17,300, a 40% earnings gap when compared with other local workers.

### *Artists by municipality in 2001*

Table 14 presents key statistics on artists in municipalities in Kawartha Lakes, Muskoka, Northumberland and Peterborough counties. (There are no municipalities in Haliburton County with reliable statistics.)

Alnwick/Haldimand has the highest artistic concentration among municipalities in these counties (1.7%), the fifth-highest level in all of Ontario. Table 14 shows that a number of other Northumberland County municipalities, including Cramahe, Campbellford/Seymour Percy Hastings, Port Hope and Hope, Hamilton Township and Cobourg also have relatively high concentrations of artists. Peterborough and Huntsville have artistic concentrations equal to the national average (0.8%).

The final column of Table 14 shows that Campbellford/Seymour Percy Hastings, Port Hope and Hope, and Peterborough saw significant increases in the number of local artists between 1991 and 2001.

<b>Table 14: Artists in Kawartha Lakes, Muskoka, Northumberland and Peterborough municipalities</b>						
<b>Municipality</b>	<b>County</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Alnwick/Haldimand	Northumberland	TP	55	3,210	1.7%	n.r.
Cramahe	Northumberland	TP	40	2,980	1.3%	n.r.
Campbellford/Seymour Percy Hastings	Northumberland	T	65	5,810	1.1%	63%
Port Hope and Hope	Northumberland	T	85	8,250	1.0%	55%
Hamilton Township	Northumberland	TP	55	5,975	0.9%	n.r.
Cobourg	Northumberland	T	75	8,315	0.9%	n.r.
Peterborough	Peterborough	C	285	35,090	0.8%	27%
Gravenhurst	Muskoka	T	40	5,115	0.8%	n.r.
Huntsville	Muskoka	T	65	9,330	0.7%	n.r.
Kawartha Lakes	Kawartha Lakes	C	185	33,950	0.5%	-18%
Bracebridge	Muskoka	T	40	7,535	0.5%	n.r.
Smith-Ennismore- Lakefield	Peterborough	TP	45	8,770	0.5%	-36%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village; n.r. = data not reliable</i>						

Of these municipalities, there are reliable earnings statistics for artists in Peterborough only. On average, Peterborough artists earned \$18,900 in 2001, a 35% earnings gap when compared with other local workers (\$28,900).<sup>11</sup>

The postal areas in these counties with the highest artistic concentrations are: L1A (Port Hope, 1.1%); KOJ (south and central Peterborough, 0.9%); K9A (Cobourg, also 0.9%); and K9H (north and central Peterborough (0.8%).

<sup>11</sup> The estimate of artists' average earnings in Peterborough has a coefficient of variation between 16.6% and 25%, meaning that the estimate is somewhat less reliable than other earnings statistics in this report and should therefore be used with caution.

### ***Bruce, Dufferin, Grey and Simcoe counties***

The 170 artists residing in Bruce County represent 0.5% of the local labour force. The estimate of the average earnings of Bruce County artists is not reliable and cannot be released.

There are 190 artists in Dufferin County, representing 0.6% of the local labour force. The estimate of the average earnings of artists in Dufferin County is not reliable and cannot be released.

The 320 artists residing in Grey County represent 0.7% of the local labour force. Grey County artists earn, on average, \$17,800, which is 34% less than other local workers.

There are 1,200 artists in Simcoe County, representing 0.6% of the local labour force. These artists earn, on average, \$20,400, a 36% earnings gap when compared with other local workers.

#### ***Artists by municipality in 2001***

Table 15 presents key statistics on artists in municipalities in Bruce, Dufferin, Grey and Simcoe counties. Chatsworth, in Grey County, has the highest artistic concentration in these areas of the province (1.6%), tied with Toronto for the sixth-highest level in all of Ontario.

Table 15 shows that Georgian Highlands (Grey County), Clearview (Simcoe County), Mono (Dufferin County) and Oro-Medonte (Simcoe County) also have concentrations of artists that are above the national average (0.8%). Owen Sound has an artistic concentration (0.7%) that is slightly below the national average.

The final column of Table 15 shows that a number of municipalities in Bruce, Grey, Dufferin and Simcoe counties saw significant increases in the number of local artists between 1991 and 2001. In particular, the number of artists in Barrie more than tripled between 1991 and 2001 – the highest growth of any Canadian municipality. In comparison, the overall Barrie labour force grew by 59% between 1991 and 2001.

<b>Table 15: Artists in Bruce, Dufferin, Grey and Simcoe municipalities</b>						
<b>Municipality</b>	<b>County</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Chatsworth	Grey	TP	55	3,405	1.6%	n.r.
Georgian Highlands	Grey	T	55	5,535	1.0%	n.r.
Clearview	Simcoe	TP	75	7,680	1.0%	67%
Mono	Dufferin	T	40	4,135	1.0%	0%
Oro-Medonte	Simcoe	TP	90	10,360	0.9%	125%
Midland	Simcoe	T	60	7,660	0.8%	n.r.
Severn	Simcoe	TP	45	5,885	0.8%	-18%
Owen Sound	Grey	C	75	10,350	0.7%	7%
Saugeen Shores	Bruce	T	40	6,200	0.6%	n.r.
West Grey	Grey	TP	40	6,610	0.6%	-11%
Bradford West Gwillimbury	Simcoe	T	80	13,240	0.6%	n.r.
Barrie	Simcoe	C	340	57,775	0.6%	224%
Essa	Simcoe	TP	55	9,655	0.6%	n.r.
Springwater	Simcoe	TP	50	8,865	0.6%	-9%
Orangeville	Dufferin	T	80	14,260	0.6%	33%
Orillia	Simcoe	C	80	14,490	0.6%	7%
New Tecumseth	Simcoe	T	80	14,540	0.6%	100%
Collingwood	Simcoe	T	40	8,270	0.5%	-11%
Innisfil	Simcoe	T	70	15,370	0.5%	75%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village</i> <i>n.r. = data not reliable</i>						

Of these central region municipalities, there are reliable earnings statistics for artists in Barrie only. On average, Barrie artists earned \$23,400 in 2001, 28% less than other local workers.

No postal regions in these counties have an artistic concentration above the national average. The postal area with the highest artistic concentration is NOH (0.8%), a wide swath of Grey and Bruce counties, including Chatsworth, the Bruce Peninsula, Port Elgin and Sydenham.

## Southwestern Ontario

There are 10,500 artists in the southwestern region, representing 0.6% of the region's labour force. There is reliable data on artists for 42 municipalities in southwestern Ontario, including municipalities in 14 southwestern counties and regions: Brant, Chatham-Kent, Elgin, Essex, Haldimand and Norfolk, Hamilton, Huron, Lambton, Middlesex, Niagara, Oxford, Perth, Waterloo and Wellington.

### ***Niagara Region***

The 1,600 artists residing in Niagara Region represent 0.7% of the local labour force. The average earnings of Niagara artists are \$18,900, a gap of 38% when compared with other local workers.

The St. Catharines-Niagara CMA is home to about 1,400 artists, representing 0.7% of the local labour force. Artists in the St. Catharines-Niagara CMA earn an average of \$19,000, 37% less than other workers in the local labour force. The CMA statistics cover a much broader area than the City of St. Catharines or Niagara Falls statistics that are included in Table 16 below.

Niagara-on-the-Lake, in Niagara Region, has the highest artistic concentration in southwestern Ontario (2.2%). This is the third-highest artistic concentration of any Ontario municipality, behind only Seguin Township (3.5%) and Merrickville-Wolford (2.7%).

Table 16 presents key statistics on artists in Niagara Region municipalities. The final column of Table 16 shows that a number of Niagara Region municipalities, particularly Niagara-on-the-Lake and Fort Erie, saw significant increases in the number of local artists between 1991 and 2001.

<b>Table 16: Artists in Niagara Region municipalities</b>					
<b>Municipality</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Niagara-on-the-Lake	T	170	7,645	2.2%	70%
Fort Erie	T	130	14,195	0.9%	136%
Pelham	T	75	8,605	0.9%	n.r.
Lincoln	T	90	10,815	0.8%	29%
West Lincoln	TP	55	6,860	0.8%	38%
St. Catharines	C	495	66,800	0.7%	38%
Niagara Falls	C	280	42,255	0.7%	65%
Grimsby	T	70	12,005	0.6%	0%
Thorold	C	45	9,795	0.5%	n.r.
Welland	C	80	24,540	0.3%	-6%
<p><i>*Municipality types: C=City, T=Town, TP=Township, VL=Village</i>  <i>n.r. = data not reliable</i></p>					

The rural LOS region (north of Lake Erie and west of Niagara Falls, including Pelham), has 1.3% of the local labour force in the arts. This is the rural area of Ontario with the highest concentration of artists and is tied for 8<sup>th</sup> among Canadian rural areas. The urban L2R area of St. Catharines also has an artistic concentration of 1.3%.<sup>12</sup>

There are reliable earnings statistics for artists in the cities of St. Catharines and Niagara Falls. St. Catharines artists earned an average of \$16,400, 48% less than other local workers. On average, Niagara Falls artists earned \$16,200 in 2001, a 44% earnings gap when compared with other local workers.

### ***Hamilton***

Almost 5% of all artists in Ontario reside in the Hamilton CMA. The 2,400 artists in the Hamilton CMA represent 0.7% of the local labour force. Artists in the Hamilton CMA earn an average of \$23,300, 13% less than all artists in Ontario and 34% less than all workers in the local labour force. The CMA statistics cover a much broader area than the City of Hamilton statistics that are presented below.

The 1,700 artists in the City of Hamilton represent 0.7% of the city's overall labour force. The city's artists earn an average of \$21,600, which is 35% less than other labour force workers in the city (\$33,000).

#### *Large increase in number of artists but increasing earnings gap between 1991 and 2001*

The number of artists in the City of Hamilton, based on the 2001 city boundaries, increased from 1,400 in 1991 to 1,700 in 2001. The 23% increase in the number of artists is five times higher than the 4.5% increase in the overall Hamilton labour force between 1991 and 2001.

Because of the large increase in the number of artists, the artistic concentration in the City of Hamilton (2001 boundaries) rose from 0.6% in 1991 to 0.7% in 2001.

The earnings gap between artists and other labour force workers increased significantly from 25% in 1991 to 35% in 2001. The average earnings of Hamilton artists grew from \$18,900 in 1991 to \$21,600 in 2001. This 14% increase is below the 22% inflation rate during the same period. Average earnings in the overall labour force grew by 32%, leading to the larger earnings gap in 2001 than in 1991.

#### *Artists by occupation in 2001*

Table 17 provides the number and percentage of artists by occupation in the City of Hamilton and the province. The four occupation groups with the largest number of Hamilton artists are: musicians and singers; writers; producers, directors and choreographers; and painters, sculptors and other visual artists. When compared with provincial percentages, Hamilton has an above-average concentration of musicians, singers, dancers and other performers in its local arts labour force.

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<sup>12</sup> Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

<b>Table 17: Artists by occupation in Hamilton and Ontario, 2001</b>				
<b>Occupation</b>	<b>City of Hamilton</b>	<b>% of local artists</b>	<b>Ontario</b>	<b>% of Ontario artists</b>
Actors	105	6%	4,230	8%
Artisans and craftspersons	220	13%	6,940	13%
Conductors, composers and arrangers	50	3%	935	2%
Dancers	140	8%	2,940	6%
Musicians and singers	455	27%	12,155	23%
Other performers	105	6%	2,145	4%
Painters, sculptors and other visual artists	175	10%	5,245	10%
Producers, directors, choreographers and related occupations	195	11%	8,160	16%
Writers	260	15%	9,735	19%
<b>All 9 arts occupations</b>	<b>1,700</b>	<b>100%</b>	<b>52,485</b>	<b>100%</b>
<b>Overall labour force</b>	<b>251,815</b>		<b>6,319,530</b>	<b>4%</b>
<b>Artists as % of overall labour force</b>	<b>0.7%</b>		<b>0.8%</b>	

### *Artistic neighbourhoods*

In Hamilton, two postal areas have an artistic concentration that is at least double the national average (i.e., 1.6% or more):

- North-central Hamilton (L8R), 1.9%. This neighbourhood (extending north of King St. W. between Highway 403 and James St. N.) has 85 artists among a total labour force of 4,430; and
- West-central Hamilton (L8P – an area surrounding Locke St. S.), 1.6%, with 195 artists among a total labour force of 11,915.

Four other Hamilton neighbourhoods have an artistic concentration that is above the national average (i.e., more than 0.8%):

- Dundas (L9H), 1.2%, with 210 artists among a total labour force of 17,220. This is the neighbourhood with the largest absolute number of artists in Hamilton;
- East-central Hamilton (L8M – surrounding Main St. East near Sherman and Gage), also 1.2%, with 80 artists among a total labour force of 6,835;
- Westdale (L8S), 1.1%, with 105 artists among a total labour force of 9,150; and
- Ancaster (L9G), 1.0%, with 110 artists among a total labour force of 11,370.<sup>13</sup>

<sup>13</sup> Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

## ***London-Middlesex***

There are 1,600 artists residing in Middlesex County, representing 0.5% of the local labour force. Middlesex County artists earn, on average, \$18,000, a 44% earnings gap when compared with other local workers.

The London CMA is home to about 1,600 artists, representing 0.7% of the local labour force. Artists in the London CMA earn an average of \$17,600, 46% less than other workers in the local labour force. The CMA statistics cover a much broader area than the City of London statistics that are presented below.

The 1,400 artists in the City of London represent 0.8% of the city's overall labour force. The city's artists earn an average of \$18,400, which is 44% less than other labour force workers in the city (\$32,700).

### *Large increase in number of artists but earnings gap remained large between 1991 and 2001*

The number of artists in the City of London increased from 1,100 in 1991 to 1,400 in 2001. The 29% increase in the number of artists is over four times the 6.6% increase in the overall London labour force between 1991 and 2001.

Because of the large increase in the number of artists, the artistic concentration in the City of London rose from 0.6% in 1991 to 0.8% in 2001.

The earnings gap between artists and other labour force workers was 44% in both 1991 and 2001. The average earnings of London artists grew from \$14,000 in 1991 to \$18,400 in 2001. This 32% increase is above the 22% inflation rate during the same period but is roughly equal to the 30% increase in average earnings in the overall labour force.

### *Artists by occupation in 2001*

Table 18 provides the number and percentage of artists by occupation in the City of London and the province. The five occupation groups with the largest number of London artists are: musicians and singers; writers; artisans and craftspersons; other performers; and painters, sculptors and other visual artists. When compared with provincial percentages, London has an above-average concentration of musicians, singers and other performers in its local arts labour force.

<b>Table 18: Artists by occupation in London and Ontario, 2001</b>				
<b>Occupation</b>	<b>City of London</b>	<b>% of local artists</b>	<b>Ontario</b>	<b>% of Ontario artists</b>
Actors	n.r.	n.r.	4,230	8%
Artisans and craftspersons	185	13%	6,940	13%
Conductors, composers and arrangers	n.r.	n.r.	935	2%
Dancers	75	5%	2,940	6%
Musicians and singers	465	34%	12,155	23%
Other performers	150	11%	2,145	4%
Painters, sculptors and other visual artists	120	9%	5,245	10%
Producers, directors, choreographers and related occupations	80	6%	8,160	16%
Writers	255	18%	9,735	19%
<b>All 9 arts occupations</b>	<b>1,385</b>	<b>100%</b>	<b>52,485</b>	<b>100%</b>
<b>Overall labour force</b>	<b>182,925</b>		<b>6,319,530</b>	<b>3%</b>
<b>Artists as % of overall labour force</b>	<b>0.8%</b>		<b>0.8%</b>	
<i>n.r. = data not reliable</i>				

### *Artistic neighbourhoods*

The N6A postal region (northcentral London) has the highest artistic concentration among all postal areas in southwestern Ontario (2.2%), almost triple the national average (0.8%). Other London postal regions with high artistic concentrations include: N6B (southcentral London, 1.5%); and N6C (south London, 1.3%).<sup>14</sup>

<sup>14</sup> Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

*Other Middlesex County municipalities*

Table 19 presents key statistics on artists in Middlesex Centre and Strathroy-Caradoc.

<b>Table 19: Artists in other Middlesex County municipalities</b>					
<b>Municipality</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Middlesex Centre	TP	45	8,275	0.5%	n.r.
Strathroy-Caradoc	TP	50	10,410	0.5%	n.r.
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village n.r. = data not reliable</i>					

## ***Waterloo Region***

The 1,700 artists residing in Waterloo Region represent 0.7% of the local labour force. Average earnings of Waterloo Region artists (\$21,200) are 38% lower than other local workers.

The Kitchener CMA is home to about 1,600 artists, representing 0.7% of the local labour force. Artists in the Kitchener CMA earn an average of \$21,200, 37% less than other workers in the local labour force. The CMA statistics cover a much broader area than the City of Kitchener statistics that are presented below.

About 800 artists reside in the City of Kitchener, representing 0.7% of the city's overall labour force. The city's artists earn an average of \$22,500, which is 29% less than other labour force workers in the city (\$31,700).

The 500 artists in the City of Waterloo represent 1.0% of the city's overall labour force. The city's artists earn an average of \$21,000, which is 46% less than other labour force workers in the city (\$39,300).

Just fewer than 300 artists reside in the City of Cambridge, representing 0.4% of the city's overall labour force. The city's artists earn an average of \$20,100, which is 40% less than other labour force workers in the city (\$33,700).

### *Large increase in number of artists in Kitchener and Waterloo between 1991 and 2001*

The number of artists in the City of Kitchener increased from just under 600 in 1991 to almost 800 in 2001. The 31% increase in the number of artists is two and a half times larger than the 13% increase in the overall Kitchener labour force between 1991 and 2001. Because of the large increase in the number of artists, the artistic concentration in the City of Kitchener rose from 0.6% in 1991 to 0.7% in 2001.

The number of artists in the City of Waterloo increased from just over 300 in 1991 to 500 in 2001. The 54% increase in the number of artists is about two and a half times larger than the 21% increase in the overall Waterloo labour force between 1991 and 2001. Because of the large increase in the number of artists, the artistic concentration in the City of Waterloo rose from 0.8% in 1991 to 1.0% in 2001.

There was no change in the number of artists residing in the City of Cambridge between 1991 and 2001, with just fewer than 300 artists residing in the city in both years. In comparison, the overall Cambridge labour force increased by 21% between 1991 and 2001. Because of the increase in the overall labour force, the artistic concentration in the City of Cambridge decreased from 0.5% in 1991 to 0.4% in 2001.

### *Increasing earnings gap between 1991 and 2001*

In Kitchener, the earnings gap between artists and other labour force workers increased from 21% in 1991 to 29% in 2001. The average earnings of Kitchener artists grew from \$19,300 in 1991 to \$22,500 in 2001. This 17% increase is below the 22% inflation rate during the same period. Average earnings in the overall labour force grew by 30%, leading to the larger earnings gap in 2001 than in 1991.

In Waterloo, the earnings gap between artists and other labour force workers increased significantly from 33% in 1991 to 46% in 2001. The average earnings of Waterloo artists grew from \$18,600 in 1991 to \$21,000 in 2001. This 13% increase is below the 22% inflation rate during the same period. Average earnings in the overall labour force grew by 41%, leading to the larger earnings gap in 2001 than in 1991.

The earnings gap between artists and other labour force workers in Cambridge remained stable at 40% in both 1991 and 2001. The average earnings of Cambridge artists grew from \$14,300 in 1991 to \$20,100 in 2001. This 41% increase is well above the 22% inflation rate during the same period. Average earnings in the overall labour force grew by 42%, leading to the unchanged earnings gap between 1991 and 2001.

*Artists by occupation in Kitchener in 2001*

Table 20 provides the number and percentage of artists by occupation in the City of Kitchener and the province. The three occupation groups with the largest number of Kitchener artists are: musicians and singers; artisans and craftspersons; and writers. When compared with provincial percentages, Kitchener has an above-average concentration of musicians, singers, artisans, craftspersons and other performers in its local arts labour force.

<b>Table 20: Artists by occupation in Kitchener and Ontario, 2001</b>				
<b>Occupation</b>	<b>City of Kitchener</b>	<b>% of local artists</b>	<b>Ontario</b>	<b>% of Ontario artists</b>
Actors	50	7%	4,230	8%
Artisans and craftspersons	125	16%	6,940	13%
Conductors, composers and arrangers	n.r.	n.r.	935	2%
Dancers	n.r.	n.r.	2,940	6%
Musicians and singers	265	35%	12,155	23%
Other performers	45	6%	2,145	4%
Painters, sculptors and other visual artists	55	7%	5,245	10%
Producers, directors, choreographers and related occupations	60	8%	8,160	16%
Writers	110	14%	9,735	19%
<b>All 9 arts occupations</b>	<b>760</b>	<b>100%</b>	<b>52,485</b>	<b>100%</b>
<b>Overall labour force</b>	<b>108,705</b>		<b>6,319,530</b>	<b>4%</b>
<b>Artists as % of overall labour force</b>	<b>0.7%</b>		<b>0.8%</b>	
<i>n.r. = data not reliable</i>				

### *Artistic neighbourhoods*

Waterloo Region postal areas with particularly high artistic concentrations include: N2G (central Kitchener, 1.5%); N2L (westcentral Waterloo, 1.4%); N2H (central Kitchener, 1.2%); and N2C (south Kitchener, 1.0%).<sup>15</sup>

### *Other Waterloo County municipalities*

Table 21 presents key statistics on artists in Wilmot and Woolwich.

<b>Table 21: Artists in other Waterloo County municipalities</b>					
<b>Municipality</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Wilmot	TP	65	8,740	0.7%	63%
Woolwich	TP	75	10,585	0.7%	67%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village n.r. = data not reliable</i>					

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<sup>15</sup> Postal regions commonly have higher artistic concentrations than whole municipalities, as artists often congregate in certain neighbourhoods.

**Guelph-Wellington**

There are 810 artists residing in Wellington County, representing 0.7% of the local labour force. Wellington County artists earn, on average, \$21,400, which is 37% less than other local workers.

Table 22 presents key statistics on artists in three municipalities in Wellington County. Centre Wellington Township, including Elora, Fergus and area, has the highest artistic concentration in the county (1.3%). Table 22 shows that Guelph/Eramosa Township (just outside of the City of Guelph) also has an artistic concentration (1.0%) that is above the national average (0.8%). The City of Guelph itself has an artistic concentration of 0.7%, just below the national average.

The final column of Table 22 shows that there was a significant increase in the number of artists in all three Wellington County municipalities between 1991 and 2001.

<b>Table 22: Artists in Wellington County municipalities</b>					
<b>Municipality</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Centre Wellington	TP	175	13,530	1.3%	84%
Guelph/Eramosa	TP	70	6,700	1.0%	27%
Guelph	C	410	62,390	0.7%	71%
<p><i>*Municipality types: C=City, T=Town, TP=Township, VL=Village</i>  <i>n.r. = data not reliable</i></p>					

Of these Wellington County municipalities, there are reliable earnings statistics for artists in the City of Guelph only. On average, Guelph artists earned \$21,400 in 2001, 36% less than other local workers (\$33,600).

Wellington County postal areas with particularly high artistic concentrations are N1M (Fergus and area, 1.4%) and N1H (westcentral Guelph, 0.8%).

### ***Huron, Oxford and Perth counties***

The 180 artists residing in Huron County represent 0.5% of the local labour force. The estimate of the average earnings of artists in Huron County is not reliable and cannot be released.

There are 240 artists residing in Oxford County, representing 0.4% of the local labour force. The estimate of the average earnings of Oxford County artists is not reliable and cannot be released.

The 390 artists residing in Perth County represent 0.9% of the local labour force. Average earnings of Perth County artists (\$20,100) are 33% lower than other local workers.

### ***Artists by municipality in 2001***

Table 23 presents key statistics on artists in municipalities in Huron, Oxford and Perth counties. Stratford has the highest artistic concentration in these counties (1.5%), the eighth-highest level in all of Ontario. Table 23 shows that Central Huron, Zorra and Perth East also have artistic concentrations that are slightly above the national average (0.8%).

The final column of Table 23 shows that there was a 33% increase in the number of artists in Stratford between 1991 and 2001.

<b>Table 23: Artists in Huron, Oxford and Perth municipalities</b>						
<b>Municipality</b>	<b>County</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Stratford	Perth	C	260	16,930	1.5%	33%
Central Huron	Huron	TP	45	4,310	1.0%	-18%
Zorra	Oxford	TP	45	4,765	0.9%	13%
Perth East	Perth	TP	60	6,975	0.9%	n.r.
Woodstock	Oxford	C	85	17,350	0.5%	-26%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village n.r. = data not reliable</i>						

Of these municipalities, there are reliable earnings statistics for artists in Stratford only. On average, Stratford artists earned \$21,600 in 2001, 30% less than other local workers (\$30,700).

Not surprisingly, the main Stratford postal area (N5A) has a high artistic concentration (1.6%), double the national average.

### ***Brant, Elgin, Haldimand and Norfolk counties***

The 280 artists residing in Brant County represent 0.4% of the local labour force. The estimate of the average earnings of Brant County artists is not reliable and cannot be released.

There are 220 artists residing in Elgin County, representing 0.5% of the local labour force. The estimate of the average earnings of Elgin County artists is not reliable and cannot be released.

The 350 artists residing in Haldimand and Norfolk represent 0.6% of the local labour force. The estimate of the average earnings of artists in Haldimand and Norfolk is not reliable and cannot be released.

### ***Artists by municipality in 2001***

Table 24 presents key statistics on artists in seven municipalities in Brant, Elgin, Haldimand and Norfolk counties. Central Elgin and Mapleton have artistic concentrations that are slightly above the national average (0.8%).

The final column of Table 24 shows that there was a significant increase in the number of artists in many Brant, Elgin, Haldimand and Norfolk municipalities between 1991 and 2001.

<b>Table 24: Artists in Brant, Elgin, Haldimand and Norfolk municipalities</b>						
<b>Municipality</b>	<b>County</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Central Elgin	Elgin	TP	70	7,095	1.0%	56%
Mapleton	Elgin	TP	45	5,155	0.9%	n.r.
Haldimand	Haldimand and Norfolk	C	170	23,715	0.7%	36%
Norfolk	Haldimand and Norfolk	C	185	33,240	0.6%	85%
Brant	Brant	C	90	17,975	0.5%	-10%
Brantford	Brant	C	190	45,180	0.4%	41%
St. Thomas	Elgin	C	55	17,095	0.3%	-31%
<i>*Municipality types: C=City, T=Town, TP=Township, VL=Village</i> <i>n.r. = data not reliable</i>						

The Nanticoke and area postal region (NOA), on the shores of Lake Erie, has an artistic concentration that is equal to the national average (0.8%).

**Chatham-Kent, Essex and Lambton counties**

The 220 artists residing in Chatham-Kent represent 0.4% of the local labour force. The estimate of the average earnings of Chatham-Kent artists is not reliable and cannot be released.

The 900 artists residing in Essex County represent 0.4% of the local labour force. Average earnings of Essex artists (\$20,600) are 44% lower than other local workers.

The 380 artists residing in Lambton County represent 0.6% of the local labour force. These artists earn, on average, \$13,500, a 57% earnings gap when compared with other local workers.

*Artists by CMA and municipality in 2001*

The Windsor CMA is home to about 700 artists, representing 0.4% of the local labour force. Artists in the Windsor CMA earn an average of \$22,700, 40% less than other workers in the local labour force. The CMA statistics cover a much broader area than the City of Windsor statistics that are included in Table 25 below.

Table 25 presents key statistics on artists in eight municipalities in Chatham-Kent, Essex and Lambton counties. Lambton Shores and Kingsville have artistic concentrations that are above the national average (0.8%).

The final column of Table 25 shows that there was a significant increase in the number of artists in many Chatham-Kent, Essex and Lambton municipalities between 1991 and 2001.

<b>Table 25: Artists in Chatham-Kent, Essex and Lambton municipalities</b>						
<b>Municipality</b>	<b>County</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Lambton Shores	Lambton	C	60	5,525	1.1%	n.r.
Kingsville	Essex	T	100	11,420	0.9%	150%
Sarnia	Lambton	C	240	36,160	0.7%	41%
Essex	Essex	T	70	10,855	0.6%	75%
Windsor	Essex	C	535	106,455	0.5%	-9%
Chatham-Kent	Chatham-Kent	C	220	57,270	0.4%	-12%
LaSalle	Essex	T	55	14,430	0.4%	n.r.
Tecumseh	Essex	T	65	14,580	0.4%	n.r.
*Municipality types: C=City, T=Town, TP=Township, VL=Village n.r. = data not reliable						

Of these municipalities, there are reliable earnings statistics for artists in Windsor only. On average, Windsor artists earned \$25,300 in 2001, 28% less than other local workers (\$35,200).

The postal areas in these counties with the highest artistic concentrations are N9Y (Kingsville and area, 0.9%), N8M (Town of Essex, 0.8%) and N7T (central Sarnia, also 0.8%). In Windsor, the postal area with the highest artistic concentration is N9B, a western area including the University of Windsor (0.8%).

## Northern Ontario

There are 1,600 artists in northern Ontario, representing 0.4% of the labour force in northern parts of the province. This figure includes the 1,100 artists in northeastern Ontario (0.4% of the region's labour force), 400 artists in northwestern Ontario (also 0.4%), and 100 artists in the Far North (0.3%).

### *Artists by county*

#### *Northeastern region*

There are 260 artists residing in Algoma District, representing 0.4% of the local labour force. The average earnings of Algoma District artists are \$10,300, a gap of 64% when compared with other local workers.

The 80 artists residing in Cochrane District represent 0.2% of the local labour force. The estimate of the average earnings of artists in Cochrane District is not reliable and cannot be released.

There are 270 artists residing in Greater Sudbury, representing 0.3% of the local labour force. These artists earn, on average, \$20,100, a 36% earnings gap when compared with other local workers. (The estimate of the number and average earnings of artists in Sudbury District are not reliable and cannot be released.)

The 80 artists residing in Manitoulin District represent 1.3% of the local labour force. The estimate of the average earnings of Manitoulin District artists is not reliable and cannot be released.

There are 230 artists residing in Nipissing District, representing 0.5% of the local labour force. The estimate of the average earnings of artists in Nipissing District is not reliable and cannot be released.

The 160 artists residing in Parry Sound District represent 0.8% of the local labour force. The estimate of the average earnings of Parry Sound District artists is not reliable and cannot be released.

There are 50 artists residing in Timiskaming District, representing 0.3% of the local labour force. The estimate of the average earnings of Timiskaming artists is not reliable and cannot be released.

#### *Northwestern region*

The 360 artists residing in Thunder Bay District represent 0.4% of the local labour force. Artists residing in Thunder Bay District earn, on average, \$14,200, which is 56% less than other local workers.

The estimate of the number and average earnings of artists in Rainy River District are not reliable and cannot be released.

### *Far North region*

The 100 artists residing in Kenora District represent 0.3% of the local labour force. The estimate of the average earnings of artists in Kenora District is not reliable and cannot be released.

### *Artists by CMA and municipality*

The Sudbury CMA has about 260 artists, representing 0.3% of the local labour force. Artists in the Sudbury CMA earn an average of \$20,700, one-third less than the average earnings of other local workers.

The Thunder Bay Census Metropolitan Area is home to about 300 artists, representing 0.5% of the local labour force. Artists in the Thunder Bay CMA earn an average of \$15,000, less than half of the average earnings of other local workers.

The CMA statistics cover a much broader area than the City of Greater Sudbury and City of Thunder Bay statistics that are included in Table 26 below.

Table 26 presents key statistics on artists in northern regions of the province. Seguin Township, in Parry Sound District, has the highest artistic concentration in the province (3.5%), over four times the provincial average (0.8%). Table 26 also shows that Cochrane has a concentration of artists that is equal to the provincial average (0.8%).

The final column of Table 26 shows that Thunder Bay, Seguin Township, North Bay and Sault Ste. Marie saw increases in their local arts labour force between 1991 and 2001. These increases are even more substantial when compared with the decreases in the overall labour force in all four of these municipalities during the same timeframe.

<b>Municipality</b>	<b>County</b>	<b>Type</b>	<b>Number of artists</b>	<b>Overall labour force</b>	<b>Artists as %</b>	<b>Change in # of artists, 1991-2001</b>
Seguin	Parry Sound	TP	70	2,010	3.5%	17%
Cochrane	Cochrane	T	55	6,920	0.8%	n.r.
North Bay	Nipissing	C	185	26,530	0.7%	16%
Sault Ste. Marie	Algoma	C	175	36,190	0.5%	13%
Greater Sudbury	Sudbury	C	260	78,780	0.3%	-39%
Timmins	Cochrane	C	55	21,680	0.3%	-15%
Thunder Bay (northwest region)	Thunder Bay	C	290	56,770	0.5%	26%

*\*Municipality types: C=City, T=Town, TP=Township, VL=Village  
n.r. = data not reliable*

There are reliable earnings statistics for artists in Sudbury and Thunder Bay. On average, artists in the City of Greater Sudbury earned \$20,100 in 2001, 36% less than other local workers. Artists in the City of Thunder Bay earned an average of \$15,500, less than half the average earnings of other local workers (\$31,700).

In both Sudbury and Thunder Bay, the earnings gap between artists and overall labour force workers is much higher than the provincial average (24%).

### Artists in northern postal regions

In postal regions beginning with “P” (northern portions of the province), the areas with artistic concentrations above the national average are:

- POB, north of Bracebridge, with 1.1% of the local labour force in the arts;
- P2A, Parry Sound, also 1.1%;
- POP, Manitoulin Island, also 1.1%; and
- P1P, Gravenhurst, 0.9%.

The POA (Algonquin Park and area) and P1B (North Bay) areas have artistic concentrations of 0.8%. The P3C area of Sudbury has the highest artistic concentration in the city (0.7%, just below the national average). In Thunder Bay, the P7C area has the highest artistic concentration (0.7%, just below the national average).

## **Appendix A: Counting artists: Census strengths and limitations**

The terms “artists” and “arts labour force” are used interchangeably in this report to describe those Canadians 15 or older reporting employment or self-employment earnings in any of the nine occupation groups which have been identified as artistic by the Canada Council for the Arts in previous research, including *Artists in the Labour Force* (1999). As that report noted:

There are numerous reasons why it is difficult to count the number of artists in Canada. First, there is no widely accepted definition of which occupations should fall under the heading of “artist”. Second, Statistics Canada does not have one well-defined occupation category for artists. Third, membership in artist associations, another possible source of data, would not provide complete information as some artists belong to associations while others do not. Fourth, previous studies have shown that as many as 50% of cultural workers hold multiple jobs. Some artists (e.g., the musician who also works full time as a taxi driver) will therefore be counted in statistics under a non-artistic occupation.

The nine occupations were selected for this profile of artists on the basis of two criteria. First, occupations were chosen on the basis of artistic content (as found in the description of job content and job titles for each occupation under the Standard Occupation Classification used by Statistics Canada).<sup>16</sup> Second, the definition of artist occupations was based on the range of types of professional artists applying to the Canada Council for funding each year. The artists eligible for funding include writers, visual artists, craft artists, film and video artists, dancers, choreographers, playwrights, artistic directors, actors, musicians, singers, composers and interdisciplinary and performance artists. Although occupation categories used in Statistics Canada data are not quite as precise and detailed as these, there are many similarities.

It should be noted that the Statistics Canada occupation classification does not distinguish between commercial and non-commercial activity. Figures on the number of artists from Census data therefore will include many individuals who would not be eligible for Canada Council grants. Also note that Statistics Canada figures do not include amateur artists as the data is based on labour force activity.

The number of people reporting wages or self-employment earnings, also referred to as “earners”, was chosen as the count of artists because this figure is readily available in the custom data set and because it provides a reasonable estimate of the number of people who commit a significant amount of time to their art. The position in which the person spent the most time working during the census week was used to classify census respondents by occupation.

The earnings statistics in this report include wages, salaries and net self-employment earnings, but exclude government transfers, investment income and pension income. It is important to note that the earnings statistics include amounts received from all employment in 2000, not just the position at which the respondent worked the most hours.

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<sup>16</sup> [See Appendix B for these occupation descriptions. The nine arts occupation codes were drawn from the Standard Occupational Classification, developed in 1991.]

Despite some limitations, the 2001 census is one of the best available sources of information on the arts labour force. The census provides estimates based on a very large population base – the 20% of households that completed a long census form.

However, the census is not a perfect source for information about artists. One issue is the timing of the census. The classification of occupations is based on the job that respondents spend the most hours at during the week of Sunday, May 6 to Saturday, May 12, 2001. This is an “in between” period for many artistic endeavors. 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 6, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that begin after early May.

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 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.

Even though the 2001 census provides a very large sample, this still has limits. Some breakdowns of the arts labour force in areas with lower populations are less accurate because of the fairly small sample of artists in these locations. In addition, Statistics Canada’s efforts to ensure confidentiality of individual responses result in some distortion of the estimates of artists in areas with low populations.<sup>17</sup> No statistics under 250 are reported in this report due to possible inaccuracies.

The census is conducted once every five years, limiting the analysis of trends over time to the census years.

Given these limitations, census data will not fill all analytical needs. Census data does, however, allow us to provide a very detailed statistical portrait of artists in Ontario.

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<sup>17</sup> This included “random rounding” of small figures, whereby occupation groups with 1 to 10 individuals are rounded to 0 or 10 on a random basis. This results in some distortion of the estimates of artists in the territories and other small population areas.

## **Appendix B: Descriptions of the nine arts occupations**

Source: 1991 Standard Occupation Classification, Statistics Canada

<http://www.statcan.ca/english/Subjects/Standard/soc/1991/soc91-menu.htm>

<b>Occupation (Code)</b>	<b>Definition</b>
Actors (F035)	<p>Occupations in this unit group are primarily concerned with acting in productions for stage, motion picture, television, radio or other settings to entertain audiences. Persons in these occupations may specialize in stage acting or film acting. Acting teachers, other than those who teach in educational institutions, are also included in this unit group.</p> <p><b>Exclusions</b> - Persons who teach acting in post-secondary, secondary or elementary schools are classified in an appropriate unit group of major group E1 - Teachers and Professors.</p>
Artisans and craftspersons (F144)	<p>Occupations in this unit group are primarily concerned with using manual and artistic skills in designing and making various craft objects, such as jewellery, ornamental objects, pottery, stained glass, rugs and woven fabrics. Makers of hand-crafted stringed musical instruments, hand bookbinders, and craft teachers are also included in this unit group.</p> <p><b>Exclusions</b> - Machine operators and assemblers who produce similar objects in manufacturing are classified in an appropriate unit group of broad occupational category H - Trades, Transport and Equipment Operators and Related Occupations, or an appropriate unit group of broad occupational category J - Occupations Unique to Processing, Manufacturing and Utilities. - Painters, sculptors and other visual artists are classified in unit group F036 - Painters, Sculptors and Other Visual Artists.</p>
Conductors, composers and arrangers (F032)	<p>Occupations in this unit group are primarily concerned with conducting, composing and arranging instrumental or vocal music.</p> <p><b>Exclusions</b> - Occupations concerned with performing or teaching instrumental or vocal music are classified in unit group F033 - Musicians and Singers.</p>
Dancers (F034)	<p>Occupations in this unit group are primarily concerned with performing dances. Also included in this unit group are dance teachers, other than those that teach in post-secondary, secondary or elementary schools.</p> <p><b>Exclusions</b> - Exotic and striptease dancers are classified in unit group F132 - Other Performers. - Choreographers are classified in unit group F031 - Producers, Directors, Choreographers and Related Occupations. - Persons who teach dance in post-secondary, secondary or elementary school are classified in an appropriate unit group of major group E1 - Teachers and Professors.</p>
Musicians and singers (F033)	<p>Occupations in this unit group are primarily concerned with performing instrumental or vocal music. Musicians and singers perform with orchestras, opera companies or popular bands in lounges, theatres, film, television and recording studios. Music teachers, other than those in educational institutions, are included in this unit group. They teach in conservatories, academies and private homes.</p> <p><b>Exclusions</b> - Music composers and arrangers are classified in unit group F032 - Conductors, Composers and Arrangers. - Persons who teach music in post-secondary, secondary or elementary school are classified in an appropriate unit group of major group E1 - Teachers and Professors.</p>

Other performers (F132)	Occupations in this unit group are those, not elsewhere classified, primarily concerned with entertaining the public, such as circus performers, magicians and puppeteers.
Painters, sculptors and other visual artists (F036)	<p>Occupations in this unit group are primarily concerned with creating original artistic works using methods such as painting, drawing, sculpting, or etching. This unit group also includes art instructors and teachers, who teach in art schools other than primary, secondary or post-secondary schools.</p> <p><b>Exclusions</b> - House painters are classified in unit group H144 - Painters and Decorators. - Art teachers in primary, secondary or post-secondary institutions are classified in an appropriate unit group of major group E1 - Teachers and Professors. - Skilled craftspersons are classified in unit group F144 - Artisans and Craftspersons. - Graphic designers are classified in unit group F141 - Graphic Designers and Illustrating Artists.</p>
Producers, directors, choreographers and related occupations (F031)	<p>Occupations in this unit group are primarily concerned with producing, directing and overseeing film, television, radio, theatre, recording or dance productions or a specific aspect of the production.</p> <p><b>Exclusions</b> - Editors of pre-recorded videos, sound recording mixers and other radio and video technicians are classified in unit group F125 - Audio and Video Recording Technicians.</p>
Writers (F021)	<p>Occupations in this unit group are primarily concerned with researching and writing books, scripts, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. Writers may specialize in a particular subject, type of publication or type of writing. Free-lance writers are classified in this unit group.</p> <p><b>Exclusions</b> - Journalists are classified in unit group F023 - Journalists.</p>