

Canadian Arts, Culture and Creative Sector Compendium of Key Statistics



VOLUME I: SECTOR CHARACTERISTICS

*Fully updated and including:

- Summary of findings from the Canadian Culture Satellite Account
- Summary of findings from the Provincial and Territorial Culture Satellite Account
- Spotlight on the Creative Occupations, based on NHS 2011 Data

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Canadian Arts, Culture and Creative Industry Compendium of Key Statistics

Volume I: Sector Characteristics

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1. Introduction

The activity of the Canadian artistic, cultural, and creative sector has historically been inconsistently defined and measured. A range of players – governments, agencies, and organizations – have spoken with different voices with respect to the makeup, size, and impact of arts, culture, and creative occupations and industries. As a result, it has proven to be difficult to speak clearly about, and to locate the sources for facts related to the scale, impact, and state of what is an important and growing sector.

This Compendium is intended to compile and organize key statistics, from recognized sources, related to the Canadian arts, culture, and creative sector, and to share this work as a consolidated resource that will be regularly updated as new data becomes available. The Compendium assembles national data, while also focusing on sector activity in Ontario and Toronto.

The Compendium is presented in three volumes:

- **Volume 1: Sector Characteristics**
This Volume looks at the characteristics of those working in cultural occupations, including size and growth of the sector, age, gender, education, and income. Volume 1 includes a spotlight on a group of 19 National Occupation Codes that Artscape refers to as the 'Core Creative Occupations'.
- **Volume 2: Economic Impact**
This volume considers the impact of the creative economy, from the standpoints of both GDP and jobs. Volume 2 also looks at the growth of employment in creative industries and cultural occupations, and the impacts derived from cultural tourism and Toronto's major cultural festivals.
- **Volume 3: Location and Place**
This volume approaches creative activity in Canada from the standpoint of spatial organization, focusing on measures of sector concentration, particularly in the City of Toronto and the Greater Toronto Area.

Recent Developments in Canadian Culture Statistics

- In 2014, Statistics Canada released the first findings from the Canadian Culture Satellite Account (CSA), providing measures of the economic contribution of culture and sport in Canada. The CSA considers the economic importance of culture in terms of output, GDP, and employment, for the year 2010. It also measures economic importance from two perspectives:
 - Product: which measures culture and sport output, in terms of product, regardless of whether the producing establishments were in culture or non-culture industries.
 - Industry: which measures the output of culture or sport industries, regardless of whether they are producing non-culture and non-sport products.

The first national CSA figures were released in September 2014, followed by provincial/territorial figures in June 2015. New CSA figures are anticipated to be released annually, with the next release expected in the spring of 2016.

- Over 2013 and 2014, Statistics Canada released data from the 2011 National Household Survey, including sortable data tables. These tables allow for analysis of the employed labour force working in occupations from the CFCS, considering characteristics such as gender, income, and education at national, provincial, and census metropolitan area geographies.

Principal Sources

The data in this section is largely drawn from the following sources:

- Research and analysis undertaken by Artscape, based on NHS 2011 data tables and custom tabulations.
- Various reports on the activity and characteristics of artists and cultural workers in Canada prepared by Hill Strategies, including:
 - A Statistical Profile of Artists and Cultural Workers in Canada, 2014
 - Artists and Cultural Workers in Canada's Provinces and Territories, 2014
 - Educating Artists, 2015
- The Canadian Culture Satellite Account (CSA), maintained by Statistics Canada, which released national figures in 2014, for the reference year 2010.
- Cultural HR Study 2010, by the Cultural Human Resources Council (CHRC)

An Explanation of Terms

Hill Strategies and CHRC use several terms to describe the broader sector, or aspects of it, referring alternately to cultural workers, artists and cultural occupations. In brief, the intended meanings of those terms follow below:

- *Artists*: as used by Hill Strategies, Artists refer to the members of the Experienced Labour Force classified into nine arts occupations (actors and comedians; artisans and craftspersons; authors and writers; conductors, composers, arrangers; dancers; musicians and singers; other performers; producers, directors, choreographers; visual artists).
- *Cultural Workers*: as used by Hill Strategies, Cultural Workers refer to members of the Experienced Labour Force classified into 50 occupations codes, including heritage occupations, cultural occupations, and the nine arts occupations. Individuals that classified as belonging to a cultural occupation spent more time at that occupation than at any other occupation in May of 2011, when NHS survey data were collected.
- *Cultural Occupations*: as used by CHRC, refers to occupations in which most of the work done within a specific occupational code is directly tied to creating or adding value to a cultural good or service. CHRC uses the same occupations set out in Statistics Canada's Canadian Framework for Cultural Statistics (2004), excluding manufacturing occupations (such as typesetters, printing press operators, and photographic and film processors).

2. Number of Workers in the Sector

Based on Hill Strategies' 'A Statistical Profile of Artists and Cultural Workers in Canada' ¹:

- In 2011, there were 671,100 cultural workers in Canada, representing 3.82% of the overall Canadian labour force.
- In 2011, there were 136,600 artists in Canada, representing 0.78% of the overall Canadian labour force.

Based on Statistics Canada's Cultural Satellite Account, 2010 ²:

- From the product perspective, culture jobs accounted for 647,300 jobs in 2010 (3.7% of total employment).
- From the industry perspective, culture industries accounted for 703,900 jobs in 2010 (4.0% of jobs in the total economy).

Based on CHRC's 'Cultural HR Study' ³:

- 539,000 Canadians were employed in cultural occupations in 2009, representing approximately 3.3% of all employment in Canada in that year. Of that total, 290,104 people were employed in creative and artistic production, 198,942 in technical and operational occupations, 33,243 in cultural management, and 16,259 in heritage collection and preservation. These figures are estimates, calculated by the Conference Board of Canada, based on Statistics Canada's Business Register, June 2009.

3. Gender ⁴

- In 2011 there were slightly more female than male cultural workers in Canada. 335,885 cultural workers were female, representing 50.1% of all cultural workers, and 335,200 (49.9%) were male.
- Similarly, in 2011 there were more female than male artists in Canada. 69,845 artists were female, representing 51.1% of all artists, and 66,770 (48.9%) were male.
- Within the nine arts occupations, gender characteristics vary widely, ranging from dancers (86% female) to producers, directors, choreographers and related occupations (33% female).

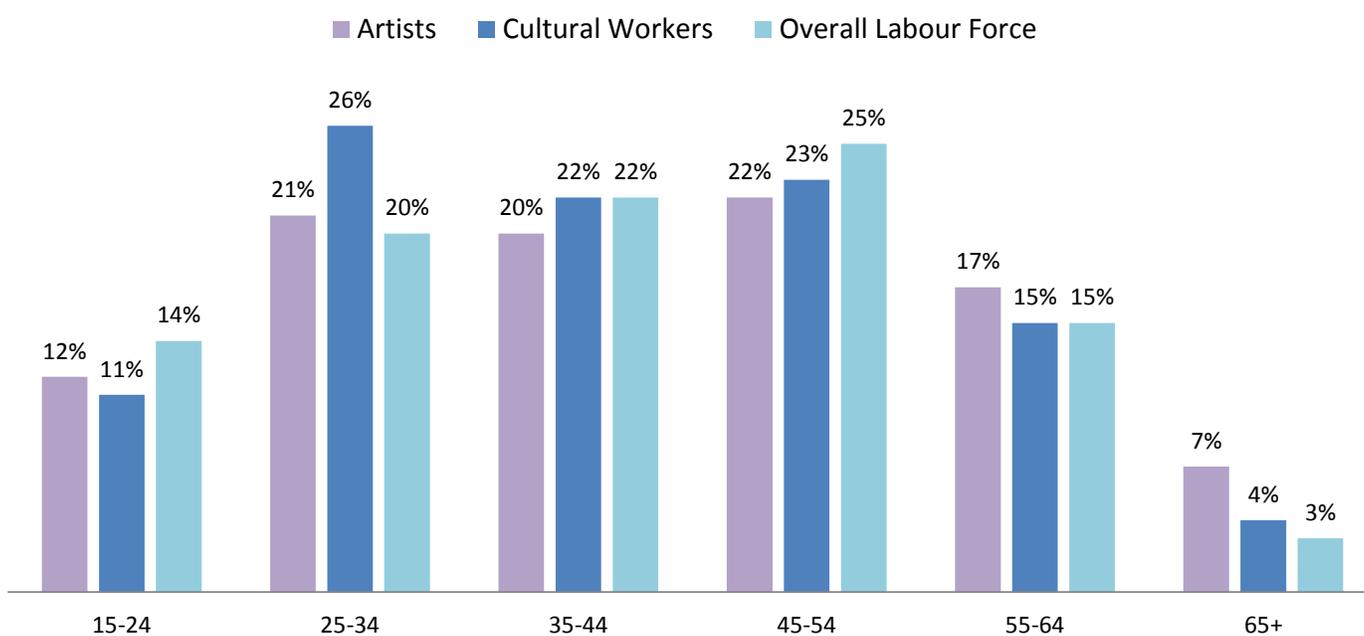
4. Ethnicity ⁵

- CHRC's study, using 2006 census data, examined the difference in immigration and visible minority profiles of the cultural labour force and the broader labour force. The data shows little difference in the immigration profile of the cultural and broader labour forces – among all occupations, 21.0% of the labour force were immigrants, as compared to 20.6% of the cultural labour force. Visible minorities were somewhat less represented among the cultural labour force, making up 15.2% of the labour force across all occupations, but only 12.3% of the labour force across all cultural occupations.

5. Age ⁶

- Artists tend to be older than the overall labour force. As of 2011:
 - 47% of artists were 45 years of age or older, as compared to 44% of the overall labour force.
 - 25% of artists were 55 years of age or older, as compared to 19% of the overall labour force.
 - 7% of artists were 65 years of age or older, as compared to 3% of the overall labour force.
- Cultural workers have a similar age distribution – although perhaps slightly younger – than the overall labour force. As of 2011:
 - 41% of cultural workers were 45 years of age or older, as compared to 44% of the overall labour force.
 - 18% of cultural workers were 55 years of age or older, as compared to 19% of the overall labour force.
 - Notably, 26% of cultural workers were 25-34 years of age, as compared to only 20% of the overall labour force, perhaps indicative of the challenges establishing a sustainable career in the sector.

Figure 1: Artists, Cultural Workers, and the Overall Labour Force by Age, 2011



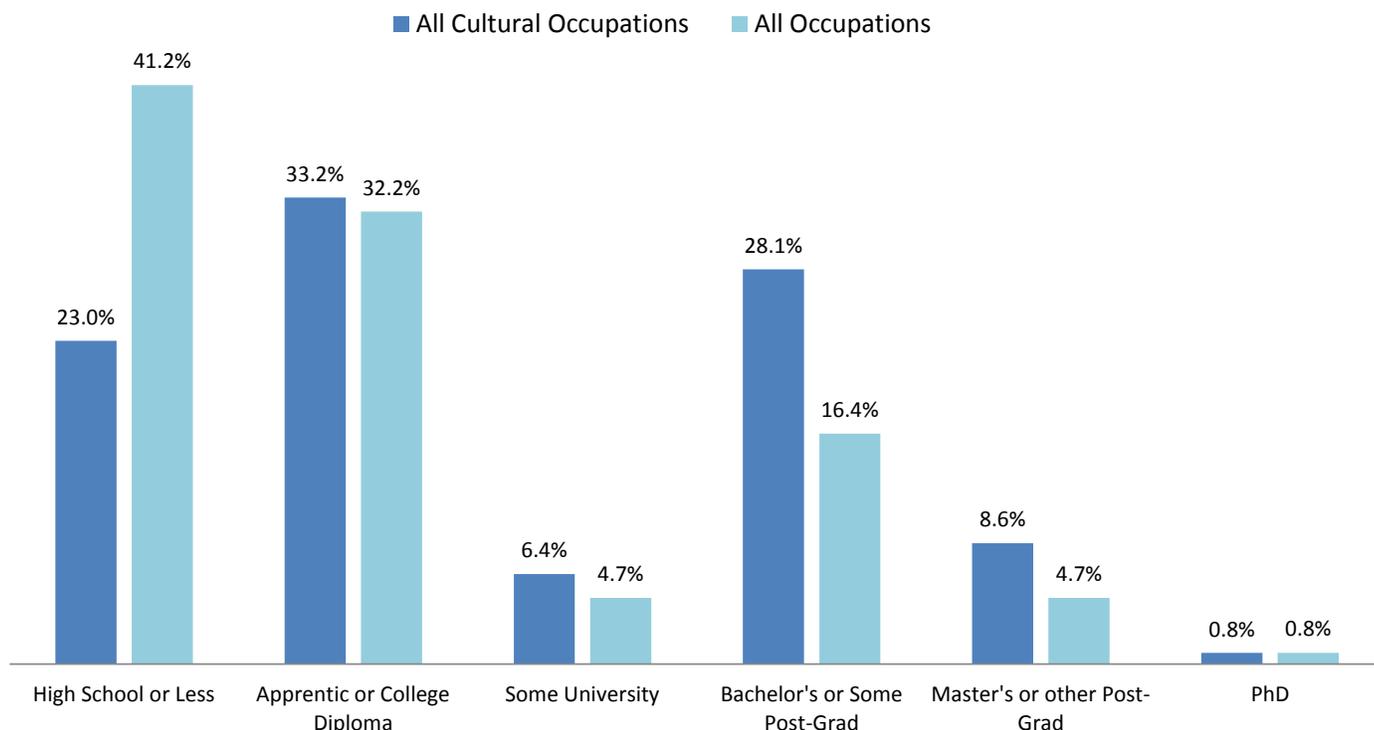
Source: Hill Strategies, *A Statistical Profile of Artists and Cultural Workers in Canada, 2014* (based on a 2011 NHS Survey data request)

6. Educational Attainment ⁷

For workers in Cultural Occupations (CHRC)

- Based on 2006 census data, workers in cultural occupations demonstrated higher levels of educational attainment than is found, on average, across the broader Canadian labour force.
- In 2006, only 23.0% of workers in cultural occupations had a high school education or less, as compared with 41.2% of the overall labour force.
- In 2006, 43.9% of workers in cultural occupation had some university education or a university degree (bachelor’s or higher), as compared with 26.6% of the overall labour force.

Figure 2: Educational Attainment of Workers in Cultural Occupations, 2006 Census



Source: CHRC, Cultural HR Study 2010, 2006 (based on data from Statistics Canada’s 2006 Census)

For Artists (Hill Strategies) ⁸

- Based on Statistics Canada’s 2011 National Household Survey, the percentage of artists (46%) with a bachelor’s degree or higher is well above the rate among the overall labour force (28%).
- 77% of artists 25 or older (104,000 people) have a post-secondary certificate, diploma, or degree, compared with 67% of all workers 25 or older.
- Of the nine arts occupations, university degrees are most common among:
 - Authors and writers (66%)
 - Conductors, composers and arrangers (56%)
 and are least common among:
 - Dancers (29%)
 - Other performers (23%)
 - Artisans and craftspersons (21%)

7. Overlap Between Arts Education & Practice ⁹

A recent (June 2015) report produced by Hill Strategies looked beyond educational attainment of artists, to consider the overlap between those who have graduated from post-secondary programs in the visual and performing arts, and those who are practicing as artists. The report found that:

Of the 134,500 Canadian artists 25 or older:

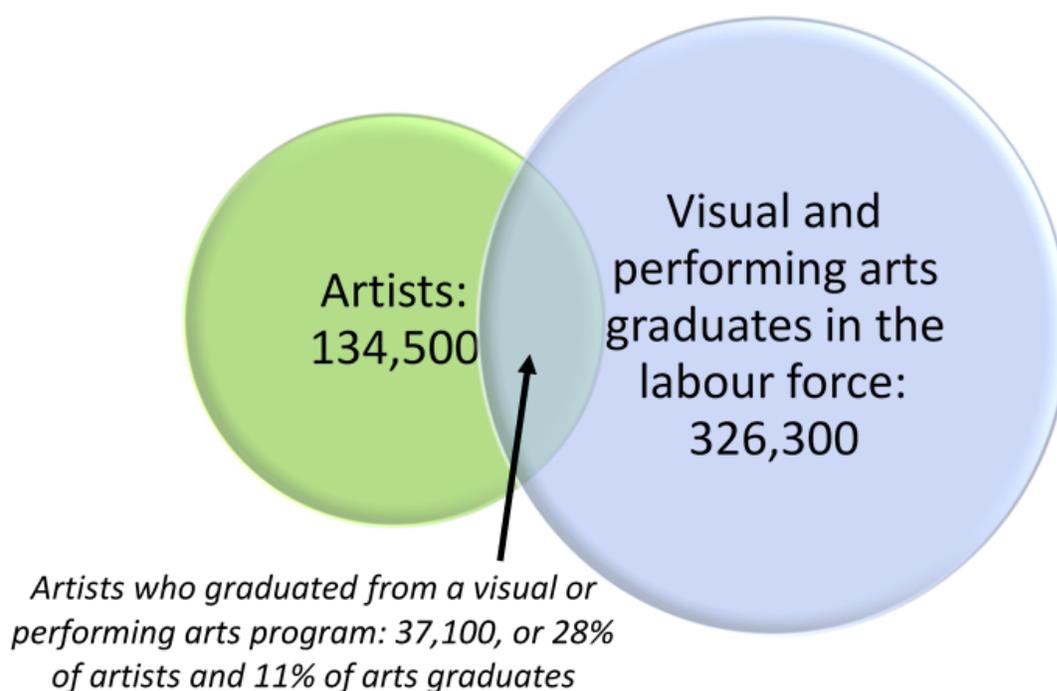
- **28% graduated from a post-secondary visual or performing arts program.**
- 6% graduated from a post-secondary program in education
- 6% graduated from a post-secondary education in communications and journalism
- 5% graduated from a post-secondary program in business, management and marketing
- 36 other areas under 5% (31 areas under 1%) for a total of 32%
- 23% did not attain a postsecondary certificate, diploma or degree

Of 396,400 Canadians 25 or older who have completed a post-secondary visual and performing arts program:

- **326,300 visual and performing arts graduates were in the labour force in May of 2011**
- 11% of those in the labour force worked as artists
- 20% of those in the labour force worked in other occupations related to culture, recreation and sport.

In sum, as illustrated in the excerpted illustration below, the report found limited overlap between those working as artists and those who have graduated from post-secondary visual and performing arts programs.

Figure 3: Artists and Visual Performing Arts Graduates in the Labour Force, 2011



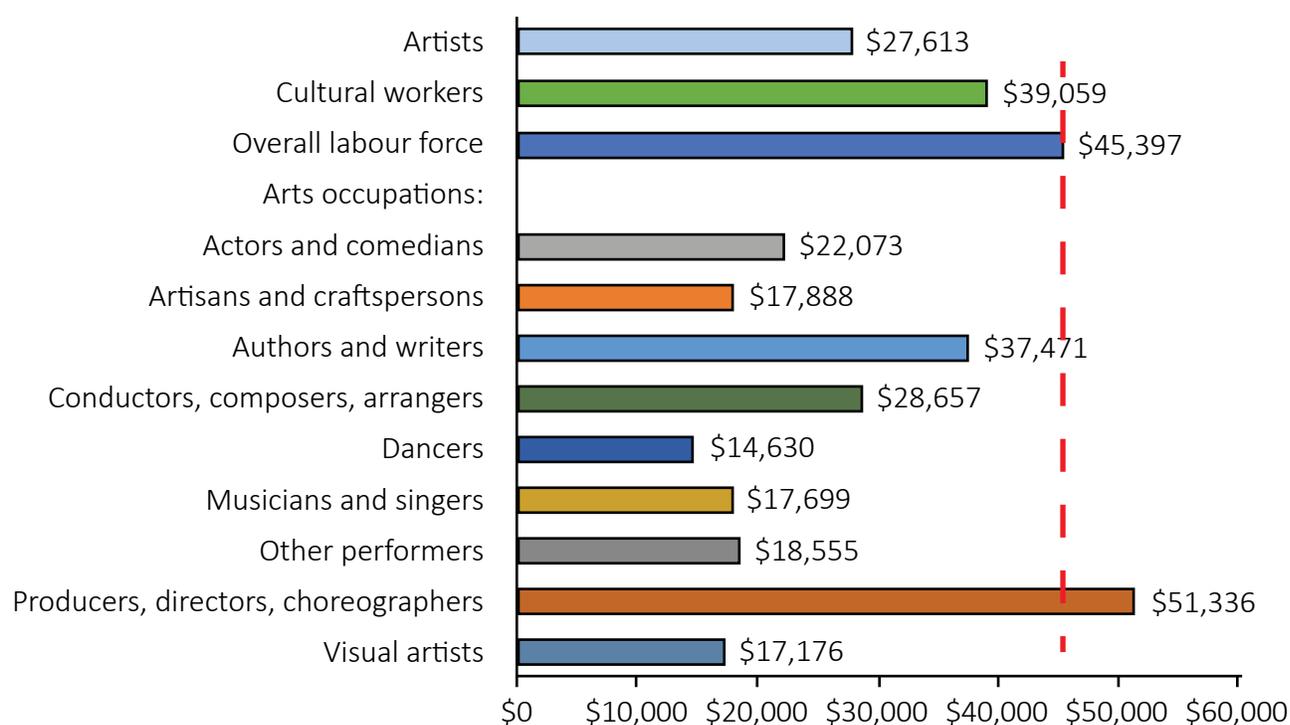
Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2011 National Household Survey.

8. Income ¹⁰

Cultural Workers and Artists, 2010

- “A Statistical Profile of Artists and Cultural Workers in Canada”, prepared by Hill Strategies in 2014, looked at average employment income for cultural workers and artists as compared to the overall labour force. Employment income, also referred to as ‘earnings’, includes wages, salaries, and self-employment income, but excludes investment income, pensions and other income sources.
- Average earnings of cultural workers (\$39,059), in 2010, were more than \$6,300 (14%) lower than average earnings in the overall labour force (\$45,397).
- Average earning of artists (\$27,613), in 2010, were almost \$17,800 (39%) lower than average earnings in the overall labour force.
- Within arts occupations, average earnings ranged from \$14,630 (for dancers) to \$51,336 (for producers, directors, and choreographers – the only arts occupation to exceed the average earnings of the overall labour force).

Figure 4: Average Earnings in 2010 – Artists, Cultural Workers, Non-Cultural Workers and Artists by Occupation



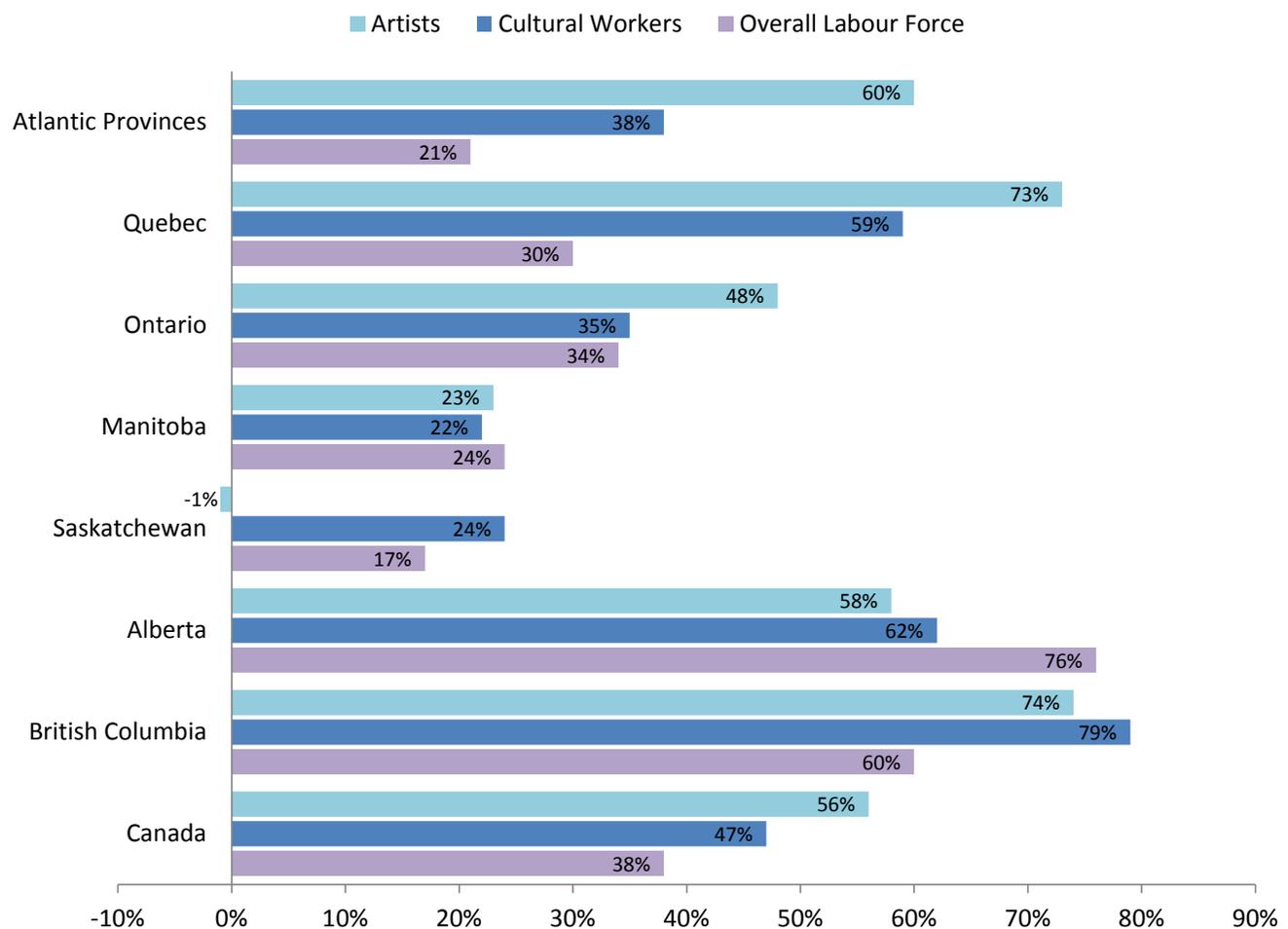
Source: Hill Strategies, A Statistical Profile of Artists and Cultural Workers in Canada, 2014 (based on a 2011 NHS Survey data request)

9. Growth of the Sector ¹¹

Hill Strategies used 3-year moving averages of Labour Force Survey data to estimate the growth/change in the number of artists and cultural workers regionally, and across Canada, between 1989-2013.

- For all of Canada, from 1989 to 2013, the rate of growth in the number of artists (56%) and cultural workers (47%) both exceeded the rate of growth of the overall labour force (38%).
- On a regional basis, from 1989 to 2013, the number of artists grew faster than the overall labour force in British Columbia, Ontario, Quebec, and the Atlantic Provinces. In the central provinces – Alberta, Saskatchewan, and Manitoba – the overall labour force grew faster than the number of artists.
- The rate of growth of artists was highest in British Columbia (74%) and Quebec (73%).
- The rate of growth of cultural workers was highest in British Columbia (79%), Alberta (62%), and Quebec (59%).

Figure 5: Percentage Change in Artists, Cultural Workers, and the overall Labour Force, 1989 - 2013
(Labour Force Survey 3-year moving average)



Source: Analysis by Hill Strategies based on Labour Force Survey 3-year moving averages.

10. A Spotlight on the Creative Occupations

The following section presents original research and analysis, undertaken by Artscape, based on the data tables from Statistics Canada's 2011 National Household Survey. The research focuses on the characteristics of the 19 'Creative Occupations' (sometimes referred to by Artscape as 'Core Creatives', or the 'Core Creative Occupations') described below.

Creative Occupations

'Creative Occupations' represent a subset of the larger creative and cultural sector, made up of 19 National Occupational Classification (NOC) codes that were originally grouped in the report *Imagine a Toronto ... Strategies for a Creative City* (2006), and also analyzed in the report *From the Ground Up: Growing Toronto's Cultural Sector* (2011). The 'Creative Occupations' discussed in the following section are composed of the following occupations / NOC 2011 codes:

- 5131 Producers, directors, choreographers and related occupations
- 5133 Musicians and singers
- 5134 Dancers
- 5135 Actors and comedians
- 5232 Other performers, n.e.c.
- 5136 Painters, sculptors and other visual artists
- 5221 Photographers
- 5244 Artisans and craftspersons
- 2151 Architects
- 2152 Landscape architects
- 2252 Industrial designers
- 5241 Graphic designers and illustrators
- 5242 Interior designers and interior decorators
- 5243 Theatre, fashion, exhibit and other creative designers
- 5245 Patternmakers – textile, leather and fur products
- 5121 Authors and writers
- 5122 Editors
- 5231 Announcers and other broadcasters
- 5132 Conductors, composers and arrangers

The release of 2011 National Household Survey data tables has enabled the analysis of the employed labour force working in the Creative Occupations at national, provincial and CMA geographies.

Number Employed in Creative Occupations

Based on data from the 2011 National Household Survey, the size of the employed labour force in the core creative occupations is 282,385 persons for all of Canada, and 120,810 persons for the province of Ontario. At both the national and provincial levels, the employed labour force in the core creative occupations is made up of slightly more women than men.

Employed Labour Force in Creative Occupations¹²

- In Canada (2011), 282,385 persons were employed full-time in the 19 Creative Occupations, representing 1.7% of the total national employed labour force.
- In Ontario (2011), 120,810 persons were employed full-time in the 19 Creative Occupations, representing 1.9% of the total provincial employed labour force.
- In the Toronto CMA (2011), 71,605 persons were employed full-time in the 19 Creative Occupations, representing 2.6% of the total CMA employed labour force.
- Approximately 25% of the national employed labour force in the 19 Creative Occupations are found in Toronto.
 - The Creative Occupations most concentrated in the Toronto CMA are ‘producers, directors, choreographers, and related occupations’ (35.2% located in the CMA), ‘Editors’ (30.6%), and ‘actors and comedians’ (30.6%).
 - The Creative Occupations least concentrated in the Toronto CMA are ‘patternmakers – textile, leather and fur products’ (6.3%) and ‘artisans and craftspersons’ (11.9%).

Figure 6: Employed Labour Force in Creative Occupations, by Occupation Code, 2011

		Total Employed		
		Canada	Ontario	Toronto (CMA)
5131	Producers, directors, choreographers and related occupations	21,655	10,225	7,625
5133	Musicians and singers	32,285	12,785	6,620
5134	Dancers	7,730	3,600	2,025
5135	Actors and comedians	7,805	3,270	2,385
5232	Other performers, n.e.c.	3,675	1,555	840
5136	Painters, sculptors and other visual artists	15,135	5,765	2,880
5221	Photographers	14,825	6,060	3,245
5244	Artisans and craftspersons	12,405	4,545	1,480
2151	Architects	15,255	5,985	4,395
2152	Landscape architects	1,735	710	430
2252	Industrial designers	7,405	3,300	1,795
5241	Graphic designers and illustrators	55,190	24,965	15,080
5242	Interior designers and interior decorators	22,715	9,345	5,535
5243	Theatre, fashion, exhibit and other creative designers	11,865	4,835	3,500
5245	Patternmakers – textile, leather and fur products	1,025	150	65
5121	Authors and writers	24,355	11,415	6,375
5122	Editors	17,445	8,390	5,345
5231	Announcers and other broadcasters	6,665	2,585	1,210
5132	Conductors, composers and arrangers	3,215	1,325	775
TOTALS		282,385	120,810	71,605

Source: Prepared by Artscape, based on 2011 NHS Data Tables – catalogue number 99-012-X2011060

Creative Occupations and Gender¹³

- At both the national and provincial levels, the employed labour force in the Creative Occupations is made up of slightly more women than men (51.4% female for all of Canada, 51.1% for Ontario), in the Toronto CMA, however, it consists of slightly more men (51.0%) than women (49.0%).
- Among the 19 Creative Occupations, however, there are marked differences with respect to gender makeup of their employed labour forces.
 - At the national level, Creative Occupations that are more predominantly female include ‘dancers’ (85.4%), ‘interior designers and interior decorators’ (79.6%), ‘patternmakers – textile, leather and fur products’ (75.1%), and ‘theatre, fashion, exhibit and other creative designers’ (74.5%).
 - At the national level, Creative Occupations that are predominantly male include ‘architects’ (71.5%), ‘industrial designers’ (70.9%), and ‘announcers and other broadcasters’ (69.2%).

Figure 7: National Employed Labour Force in Creative Occupations, by Gender, 2011

		Male (#)	Female (#)	Male (%)	Female (%)
5131	Producers, directors, choreographers and related occupations	14,650	7,005	67.7%	32.3%
5133	Musicians and singers	15,825	16,460	49.0%	51.0%
5134	Dancers	1,125	6,605	14.6%	85.4%
5135	Actors and comedians	4,105	3,695	52.6%	47.3%
5232	Other performers, n.e.c.	1,715	1,965	46.7%	53.5%
5136	Painters, sculptors and other visual artists	6,810	8,320	45.0%	55.0%
5221	Photographers	8,450	6,375	57.0%	43.0%
5244	Artisans and craftspersons	4,915	7,495	39.6%	60.4%
2151	Architects	10,905	4,350	71.5%	28.5%
2152	Landscape architects	1,075	665	62.0%	38.3%
2252	Industrial designers	5,250	2,155	70.9%	29.1%
5241	Graphic designers and illustrators	30,095	25,090	54.5%	45.5%
5242	Interior designers and interior decorators	4,650	18,070	20.5%	79.6%
5243	Theatre, fashion, exhibit and other creative designers	3,020	8,845	25.5%	74.5%
5245	Patternmakers – textile, leather and fur products	250	770	24.4%	75.1%
5121	Authors and writers	11,125	13,230	45.7%	54.3%
5122	Editors	6,590	10,855	37.8%	62.2%
5231	Announcers and other broadcasters	4,610	2,060	69.2%	30.9%
5132	Conductors, composers and arrangers	2,090	1,120	65.0%	34.8%
All Creative Occupations – Canada		137,255	145,130	48.6%	51.4%
All Creative Occupations – Ontario		59,105	61,710	48.9%	51.1%
All Creative Occupations – Toronto CMA		36,550	35,055	51.0%	49.0%

Source: Prepared by Artscape, based on 2011 NHS Data Tables – catalogue number 99-012-X2011060

Average Employment Income in Creative Occupations ¹⁴

- As a sector, average employment income for full time workers aged 15 and over in core creative occupations is less than average employment income taken across all occupations.
- For both Canada and Ontario, the average employment income for all full time workers in the 19 Creative Occupations is approximately 19% less than the average employment income for all full time workers across all occupations.
- On average, women aged 15 and over working full time in Creative Occupations earned 22% less than their male counterparts in the same occupations. This is true for all of Canada, as well as for the province of Ontario.

Figure 8: National/Ontario Average Employment Income, for those Employed Full-Year, Full-Time, in the Creative Occupation, by Occupation, 2011

		Avg Employment Income (Canada)	Avg Employment Income (Ontario)
2151	Architects	\$83,612	\$89,024
2152	Landscape architects	\$64,055	\$60,892
2252	Industrial designers	\$56,845	\$60,618
5121	Authors and writers	\$49,368	\$52,881
5122	Editors	\$53,740	\$54,424
5131	Producers, directors, choreographers and related occupations	\$62,366	\$59,878
5132	Conductors, composers and arrangers	\$36,780	\$38,494
5133	Musicians and singers	\$25,902	\$25,583
5134	Dancers	\$26,876	\$25,340
5135	Actors and comedians	\$33,018	\$34,536
5136	Painters, sculptors and other visual artists	\$22,505	\$21,753
5221	Photographers	\$33,899	\$37,874
5231	Announcers and other broadcasters	\$55,423	\$58,210
5232	Other performers, n.e.c.	\$31,227	\$30,057
5241	Graphic designers and illustrators	\$44,076	\$47,011
5242	Interior designers and interior decorators	\$42,216	\$47,653
5243	Theatre, fashion, exhibit and other creative designers	\$38,457	\$39,533
5244	Artisans and craftspersons	\$24,703	\$26,867
5245	Patternmakers – textile, leather and fur products	\$40,229	\$26,637
For all employed full-year, full-time, in Creative Occupations		\$47,059	\$49,697
For all employed full-year, full-time, in all occupations		\$58,129	\$61,495

Source: Prepared by Artscape, based on 2011 NHS Data Tables – catalogue number 99-014-X2011042

Self-Employment and Creative Occupations ¹⁵

- Self-employment is much more common in the 19 Creative Occupations than in the overall employed labour force
- In Canada (2011), 41.7% of the employed labour force working in Creative Occupations were self-employed.
- In Ontario (2011), 39.4% of the employed labour force working in Creative Occupations were self-employed.
- In the Toronto CMA (2011), 37.9% of the employed labour force working in Creative Occupations were self-employed.
- By way of comparison, as of the 2011 NHS:
 - for all of Canada, 11.3% of the total employed labour force (in all occupations) reported as being self-employed.
 - for Ontario, 10.9% of the total employed labour force reported as being self-employed.
 - For the Toronto CMA, 11.3% of the total employed labour force reported as being self-employed.
- The prevalence of self-employment is largely consistent across genders.

Figure 9: Self-employment for the Employed Labour Force in Creative Occupations, 2011

	% Self-Employed	
	Employed Labour Force, Creative Occupations	Employed Labour Force, All Occupations
Canada	41.7%	11.3%
Ontario	39.4%	10.9%
Toronto CMA	37.9%	11.3%

Source: Prepared by Artscape, based on 2011 NHS Data Tables – catalogue number 99-012-X2011033

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