



Highlights - Statistical Profile of Prince Edward County Artists by Hill Strategies

October 1st, 2024

Notes:

- These are highlights from an October 2024 Hill Strategies article ([linked here](#)) based on custom data they requested from Statistics Canada's 2021 long-form census.
- As noted in the article:
 - **Definition of artist** - "Census data relate to a very specific definition of professional workers: people who worked more hours as an artist than at any other occupation between May 1 and 8, 2021, plus people who were not in the labour force at that time but had worked more as an artist than at another occupation between January of 2020 and May of 2021. Part-time artists who spent more time at another occupation in May of 2021 would be classified in the other occupation (...) The prevalence of "gig work" and the often-atypical nature of artists' workflows can make it challenging for official statistics to count artists as artists. As such, census estimates of the number of artists might be low."

1 - Prince Edward County (PEC / the County) has the highest concentration of artists in Ontario, and the 7th highest in all of Canada

- The County's 300 artists represent 2.3% of the local labour force, which is more than double the provincial and national averages (both 1.0%).
- PEC is tied for the highest concentration of artists in Ontario and the seventh highest in all of Canada, along with two communities which host major year-round theatre festivals: Stratford and Niagara-on-the-Lake.

2 - PEC artists make significant financial sacrifices to practice their craft

- The median **personal income** of County artists (from all sources) is \$33,200, 30% lower than that of all workers in the County (\$47,600).
- The median **employment income** of County artists is \$8,900, roughly one-quarter of that of all workers in the County (\$36,400).
- The median **household income** of County artists (\$82,000) is lower than that of other workers in the County (\$111,000) and all Ontario artists (\$92,000).

3 - Who are Prince Edward County's 300 artists?

- 86% are self-employed, much higher than the rate among all Ontario artists (69%).
- 61% are women ([including some non-binary people](#)), higher than the proportions of all workers in Prince Edward County (49%) and all Ontario artists (53%).
- 61% are 55 years of age or older.
- 20% are immigrants to Canada.
- 3 of the 10 artist occupation groups have more than 40 workers in PEC:
 - 70 painters, sculptors & other visual artists
 - 60 producers, directors, choreographers & related occupations

- 50 writers
- PEC artists also fall within the other 7 artist occupation groups: actors, comedians & circus performers; conductors, composers & arrangers; craftspeople; dancers; musicians; other performers; and photographers.

Acknowledgements - County Arts thanks Kelly Hill of Hill Strategies for his work on this project, as well as the Corporation of the County of Prince Edward whose support helped make it possible.