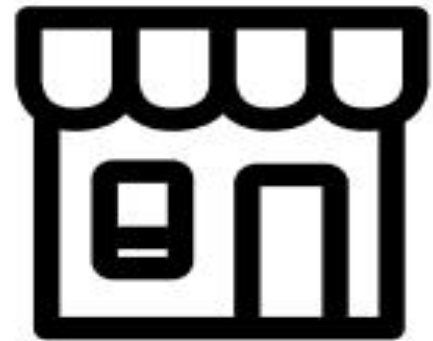


MUSIC PROFILE



Workforce is **7,725** and **54%**
are **25-44** years old.



541 businesses



#1 as a **top destination** for music
related occupations in Canada

Photo Credit: Baniko Media

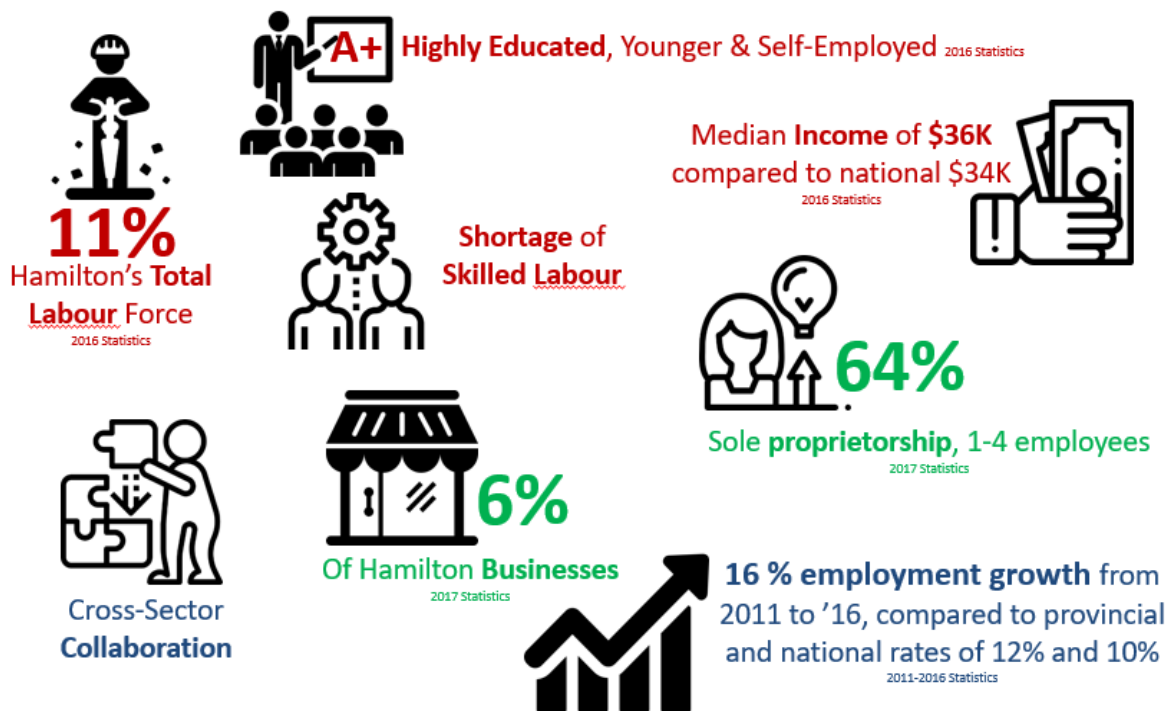
WWW.INVESTINHAMILTON.CA/INDUSTRIES

All content from Creative Industries Sector Profile

Hamilton's Creative Industries Snap Shot

Creative Cultural Industries includes a wide variety of businesses in areas such as music, film, fashion, writing and publishing, visual and applied arts and graphic design, and live performance and festivals.

This sector fosters high-profile creativity and innovation; attracts and supports other key sectors through its impact on quality of life; requires a large number and wide variety of knowledge sets and skills; and enhances Hamilton's image as a vibrant city.



To learn more about the Hamilton's Creative Industries visit:

www.investinhamilton.ca/industries

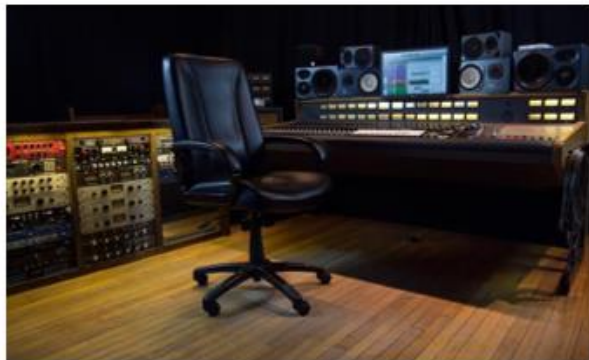
Creatives Industries Sector Profile: Music

The music industry consists of: the companies and individuals that create new songs and musical pieces; the singers, musicians, conductors and bandleaders who perform the music; the companies and professionals who create and sell recorded music and sheet music and those that help organise and present live music performances.

Hamilton is recognised as 7th in the world for independent musicians per capita. The Hamilton Musician Guild has more than 600 active members and is the fastest growing local of the American Federation of Musicians. The city has over 20 recording studios, 150 live performance venues and an average of 70 live music shows across the city each month.

Furthermore, the Noise Control By-Law was amended to provide an exemption permit for entertainment on a commercial outdoor patio. The City also developed the Musicians Welcome Signs initiative to enable musicians to park and unload equipment in the loading zones without any encumbrances from law enforcement.

The City has developed amendments to Zoning By-law 05-200 to enable the addition of a production studio and associated warehousing, prop and set design and storage. It also allows the use of digital media such as an animation studio, and associated software development and processing.



Images (from top left): Stardust Records, Catherine North Recording Studio, Musician Loading Zone at This Ain't Hollywood, and Birchway Sound

Hamilton's Music Sector

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Young

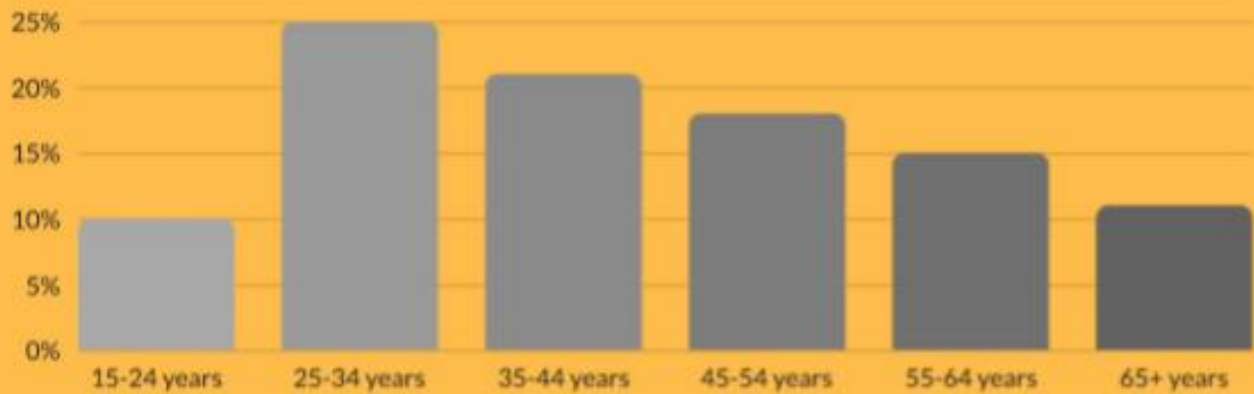
54% of music industry workers are between the ages of 25 to 44 years compared to only 41% in other sectors of the economy



22%

22% of all music industry workers are self-employed

Age of Population with a Post-secondary Certificate, Diploma or Degree in Music Related Programs, 2016



7,725

Total Employment in Hamilton's Music Industry



6,480

Total Number of Workers with Music Related Occupations



541

Total Number of Businesses in Hamilton's Music Industry



1st

Comparatively, Hamilton ranks as a top destination for music related occupations



2nd

Comparatively, Hamilton had the 2nd largest growth of employment in its Music Industry



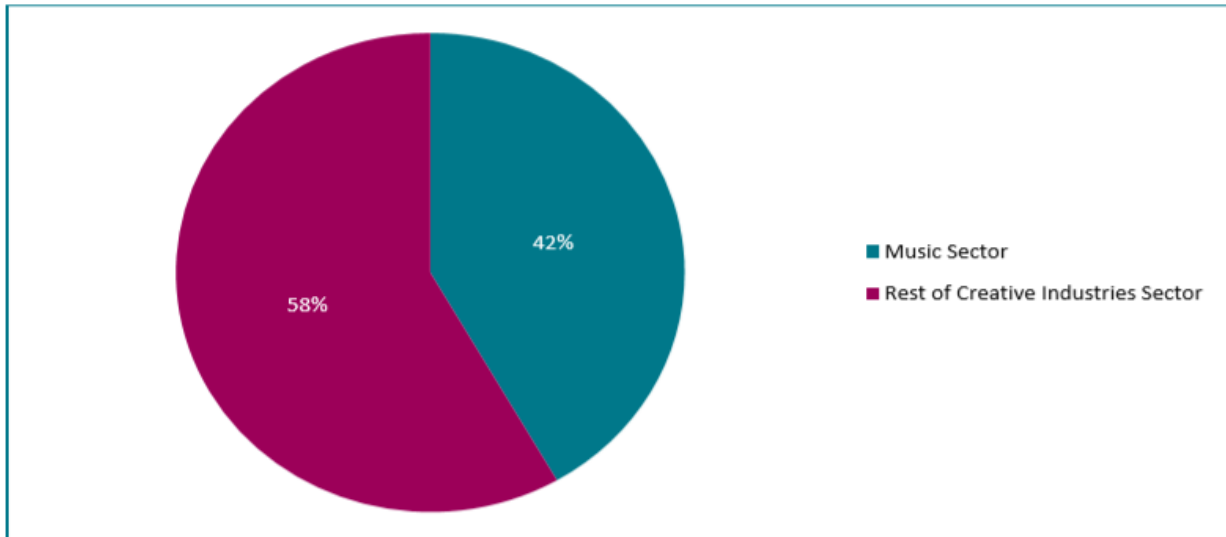
6th

Hamilton has the 6th largest cluster of Music Industry Businesses across Canada

Music Workers Characteristics

In 2016, Hamilton accounted for approximately 6,840 music occupations. Music sector workers account for 1.7% of total occupations. As illustrated in Error! Reference source not found., the music sector accounted for 42% of total creative industries sector occupations.

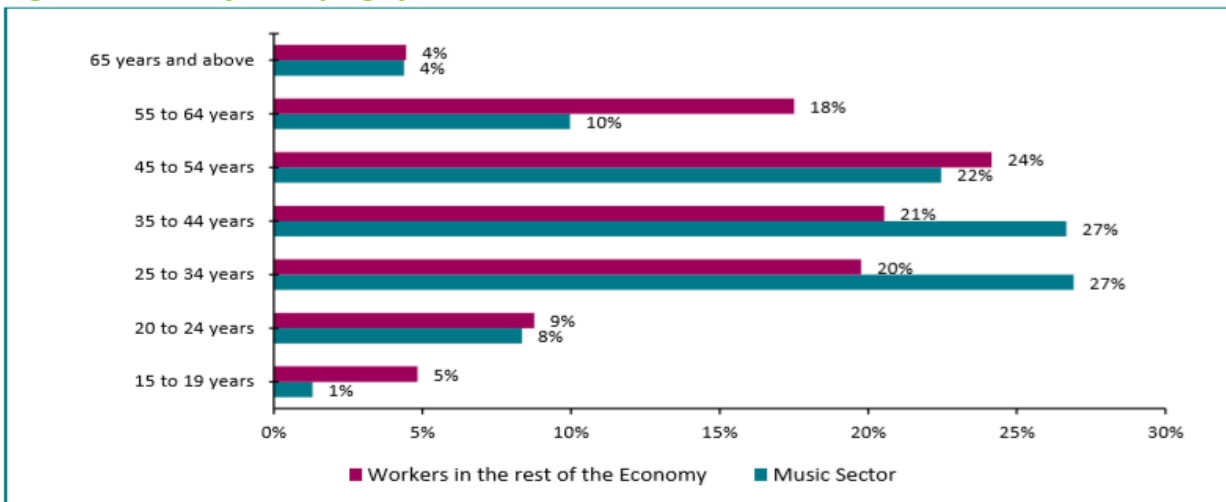
Figure 1: Proportion of Music Sector Workers, 2016



Source: Statistics Canada, Census of Canada 2016

The age cohorts for the employed labour force (aged 15 years and over) by occupation shows that the majority of music workers are from 25 to 34 years; approximately 1,660 workers making up 27% of Hamilton's music workers. Music workers are younger compared to workers employed in occupations in the rest of the economy.

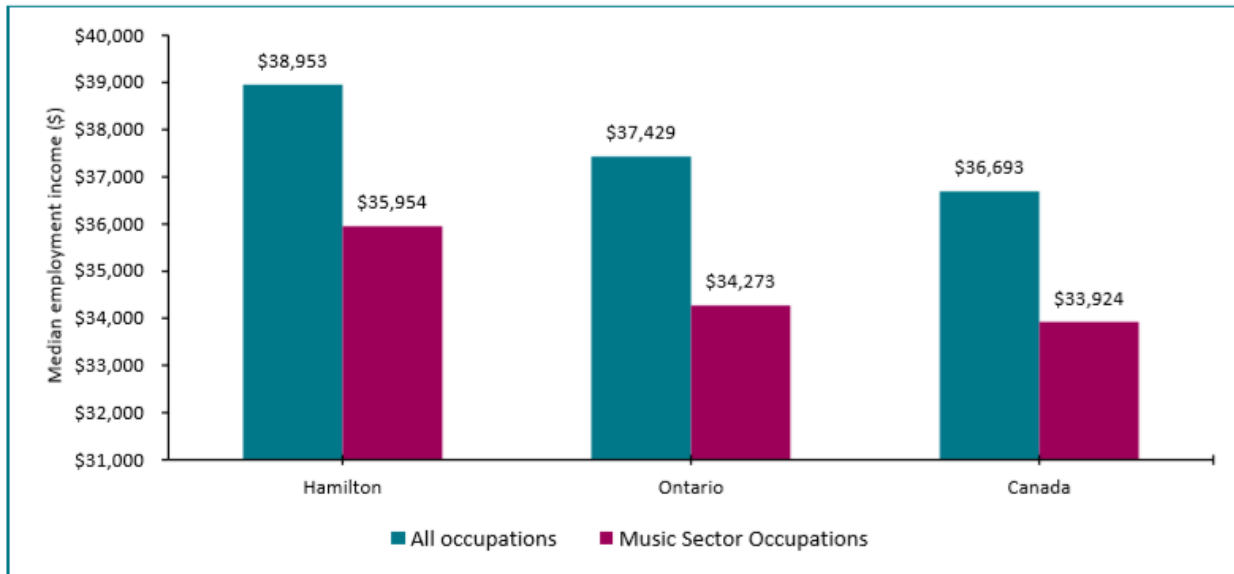
Figure 2: Labour force by Age for the Music Sector, 2016



Source: Statistics Canada, Census of Canada 2016

In 2016, the median employment income of music workers in Hamilton was \$35,954 compared to \$38,953 for workers in all occupations. The median employment income of music workers in Hamilton is higher than in Ontario at \$34,273 and Canada at \$33,924.

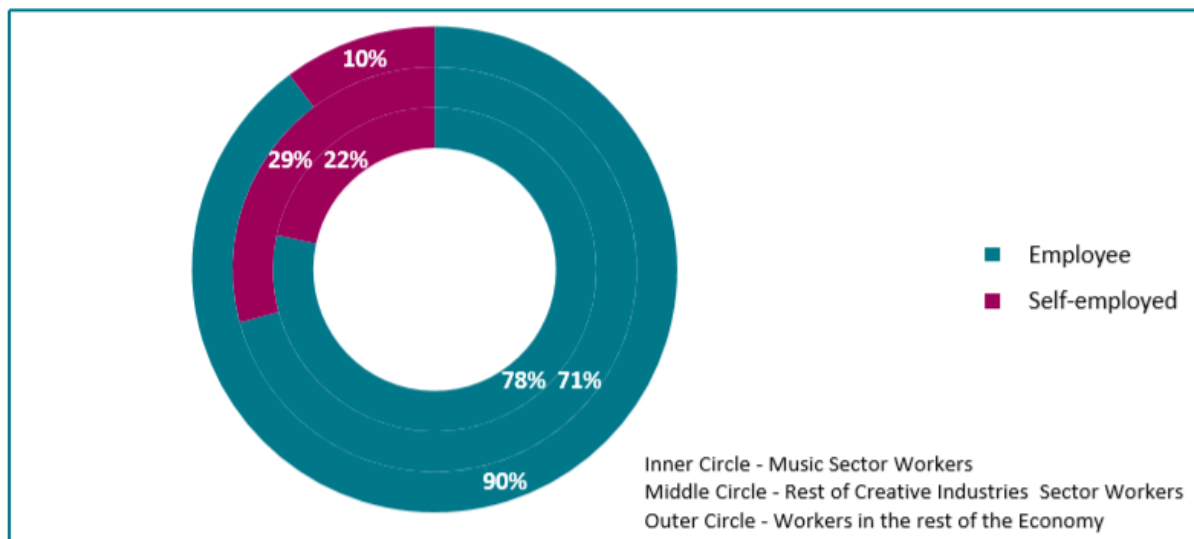
Figure 3: Employment Income of Music Sector, 2016



Source: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400- X2016304.

Analysing occupations by class of worker, it was determined that the music sector workforce has a higher percentage of employed workers compared to the rest of the creative industries sector workers.

Figure 4: Class of Worker of Music Sector, 2016



Source: Statistics Canada, Census of Canada 2016

Music Education Profile

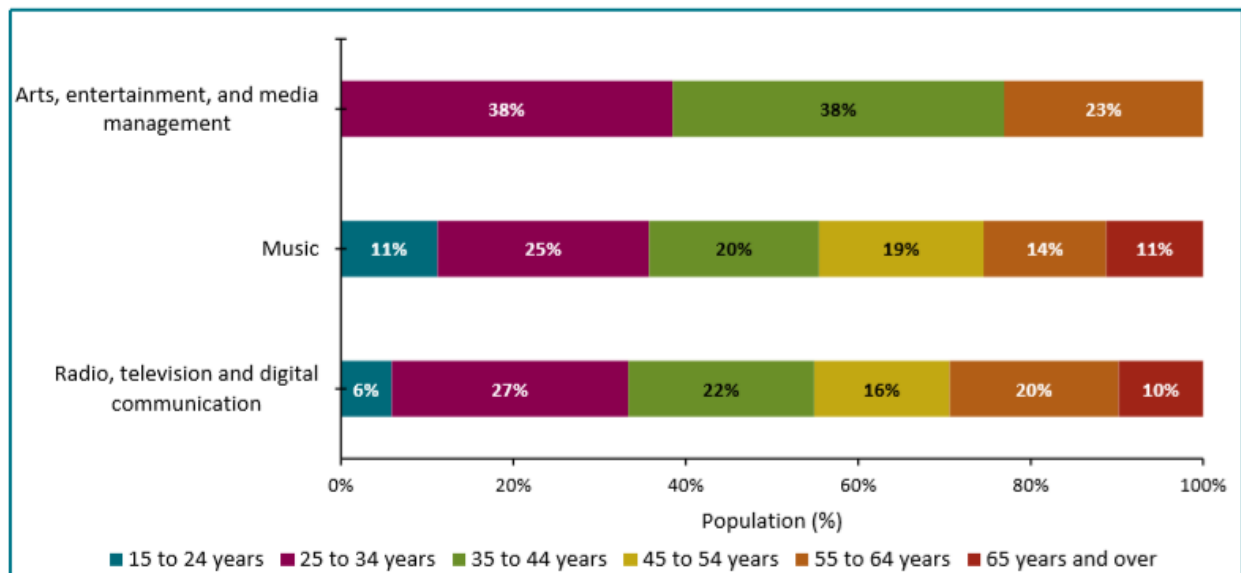
In 2016, approximately 332,950 residents aged 15 years and over had a postsecondary certificate, diploma or degree in Hamilton. Approximately 1,975 people (0.6% of the total population) had a postsecondary certificate, diploma or degree in music related courses. The proportion of music degrees in Hamilton is lower than provincial rates at 1.4% and higher than national rates, representing 0.2% of the total population. The proportions of the population with music-related degrees are listed below:

- Music – 1,650 people
- Arts, entertainment, and media management – 70 people
- Radio, television and digital communication – 255 people

The music education profile shows that 54% of graduates were males compared to 46% females. As shown in Figure 5, the majority of the population with music degrees were young graduates between the ages of 25 to 44 years. There are no graduates in arts, entertainment and media management in Hamilton between the ages of 15 to 24 years.

Based on the data analysed, Hamilton has a good pool of skilled candidates living in the city capable of participating in the labour force in the music sector.

Figure 5: Age of Population with a Postsecondary Certificate, Diploma or Degree in Music Sector, 2016



Source: Statistics Canada, Census of Canada 2016

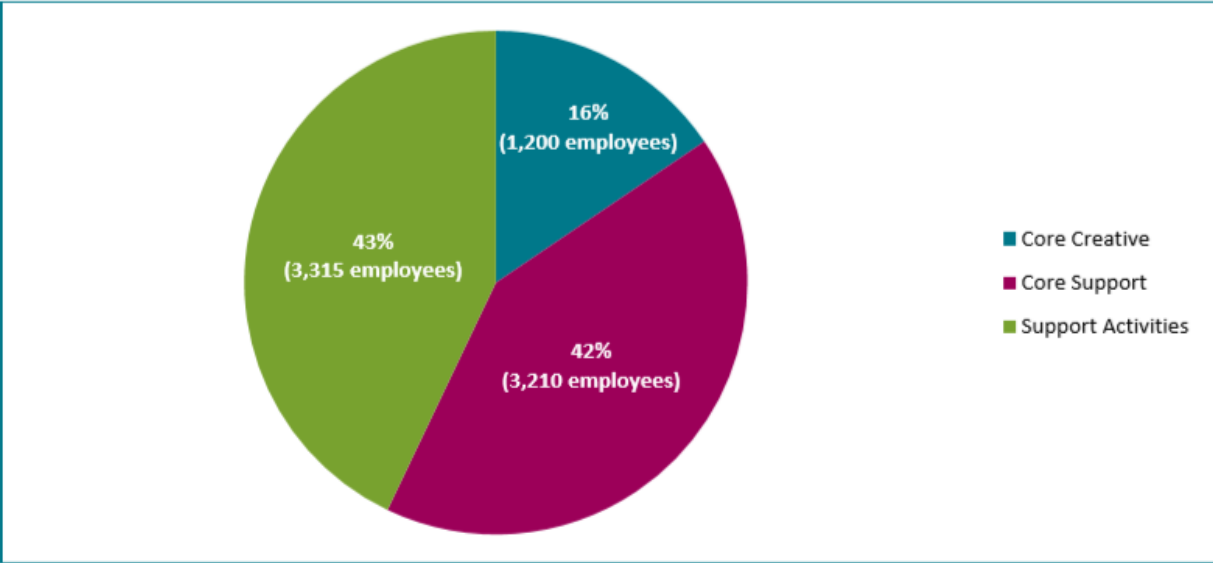
Analysing the music sector programs available in Colleges in Ontario, it was determined that Mohawk College offer 12 music programs³ in Hamilton. They are the:

- Applied Music (Classical Strings + Guitar)
- Applied Music (Classical Winds + Brass)
- Applied Music (Drums and Percussion)
- Applied Music (Contemporary Brass + Winds)
- Applied Music (Contemporary Guitar)
- Applied Music (Classical Piano)
- Applied Music (Contemporary Piano)
- Applied Music (Classical Voice)
- Applied Music (Contemporary Voice)
- Applied Music (Other)
- Applied Music (Bass)
- Applied Music Preparatory

Music Employment

In 2016, approximately 26% (7,725 employees) of Hamilton’s creative industries sector employment was related to the music sector. In terms of function, 16% (1,200 employees) were in core creative music sector employment while 42% (3,210 employees) were in core support music sector employment and 43% (3,315 employees) were employed in support activities for the music sector.

Figure 7: Music Sector Employment by Function, 2016



Source: Statistics Canada, Census of Canada 2016

- Core Creative - Radio and Television Broadcasting was the top employing core creative music sector, representing 7% (570 employees) of all music sector employment
- Core Support - Other schools and instruction⁵ was the top employing core support music sector, representing 20% (1,580 employees) of all music sector employment
- Support Activities - Advertising, public relations, and related services were the top employing support activities for the music sector, representing 15% (1,185 employees) of all music sector employment

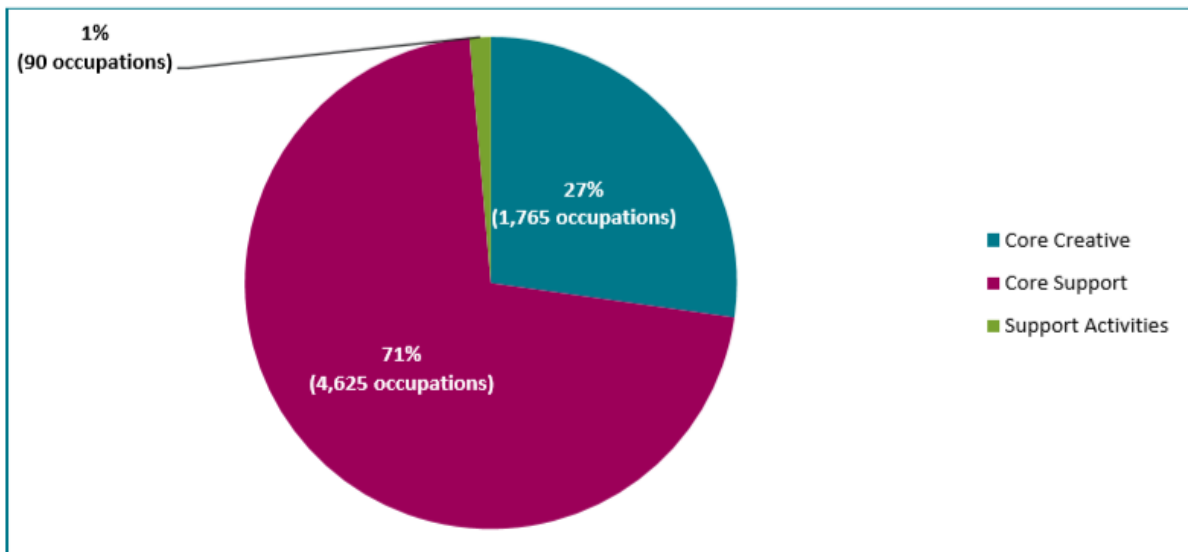
Employment in the music sector grew by 14% from 2011 to 2016. The largest growing music sector employment by function was:

- Core Creative - the largest employment growth was Performing arts companies
- Core Support – the largest growth was in Other schools and instruction
- Support Activities – the largest growth was in Advertising, public relations, and related services

Music Occupations

In 2016, approximately 42% (6,480 occupations) of Hamilton’s creative industries sector occupations was related to the music sector. In terms of function, 27% (1,765 occupations) were core creative music sector occupations while 71% (4,625 occupations) were in core support music sector occupations and 1% (90 occupations) was support activities occupations for the music sector.

Figure 9: Music Sector Occupations by Function, 2016



Source: Statistics Canada, Census of Canada 2016

- Core Creative - Musicians and singers were the top core creative music sector occupations, representing 14% (875 occupations) of all music sector occupations
- Core Support - Advertising, marketing and public relations managers were the top core support music sector occupations, representing 31% (1,900 occupations) of all music sector occupations
- Support Activities - Broadcast technicians was the top support activities music sector occupations, representing 1% (90 occupations) of all music sector occupations

Occupations in the music sector grew by 19% from 2011 to 2016. The largest growing music sector occupations by function were:

- Core Creative - the largest growth was Producers, directors, choreographers and related occupations
- Core Support – the largest growth was in Advertising, marketing and public relations managers

Music Businesses

In 2017, the music sector has a total of 541 businesses. In terms of function, 25% (137 businesses) were core creative music sector businesses while 21% (112 businesses) were core support music sector businesses and 54% (292 businesses) was businesses in support activities for the music sector.

In terms of employee type, the majority of businesses were self-employed establishments without employees. Approximately, 90 businesses had 1-4 employees, and 40 businesses had 59 employees. One business in this sector had at least 100 employees.

Music Asset Mapping

The creative industries in the Music sector in Hamilton are widely spread across the city. Three distinct clusters are seen in Central Hamilton, Ottawa St and Upper James St. The largest concentrations of creative industries are along James Street, Locke Street, Main Street West, Wentworth Street South, Ottawa Street, and the Westdale and Dundas neighbourhoods. The city is home to 20+ recording studios, many of which have been operational in Hamilton for over ten years. In addition, the city is also home to eight record stores. Business and facilities in this sector include ADS Media, Grant Avenue Studio, Bel Canto Strings Academy, Chamber Music Hamilton and the First Ontario Concert Hall among others.

Figure 13: Creative Industries in the Music Sector, 2018



Source: MDB Insight, 2018

Resource Materials

- MDB Insight – City of Hamilton – Creative Industries Sector Profile Study: Sub-Sector Profiles: <https://investinhamilton.ca/industries/creative-industries/>
- City of Hamilton: [Economic Development Action Plan 2016-2020](#)