



# Mapping Artists and Cultural Workers in Canada's Large Cities

*A study prepared for the City of Vancouver, the City of Calgary, the City of Toronto, the City of Ottawa and the Ville de Montréal based on 2006 census data*

*By Kelly Hill, Hill Strategies Research, February 2010*





## Contents

Section 1: Introduction

[Page 1](#)

Section 2: Summary

[Page 6](#)

Section 3: Artists and Cultural Workers in Montreal, Ottawa, Toronto, Calgary and Vancouver

*Montreal*

[Page 10](#)

*Ottawa*

[Page 27](#)

*Toronto*

[Page 42](#)

*Calgary*

[Page 58](#)

*Vancouver*

[Page 73](#)

Appendix A: Descriptions of the nine arts occupations [Page 89](#)

Appendix B: List of the 48 cultural occupations [Page 91](#)

## **Section 1: Introduction**

This report provides an analysis of artists residing in various postal regions – “neighbourhoods” – in Montreal, Ottawa, Toronto, Calgary and Vancouver in 2006. The report is the fruit of and funded by a ground-breaking collaboration between cultural staff at the five large cities. The collaboration was made possible because of the work of the Creative City Network of Canada. The study is based on a custom data request from Statistics Canada’s 2006 census, commissioned by Hill Strategies Research. The report includes statistics concerning the number of artists, their earnings, education levels, sex and changes between 2001 and 2006.

The report also includes a brief analysis of cultural workers by neighbourhood in Montreal, Ottawa, Toronto, Calgary and Vancouver in 2006.

### ***Why is it important to track artistic neighbourhoods?***

There is a large body of research that shows that the arts can contribute to the quality of life as well as the social and economic vitality of cities.<sup>1</sup> On an individual level, the arts can stimulate, inspire and entertain. At the neighbourhood level, strong artistic environments may contribute to changes in local economies, social environments, neighbourhood character and demographics.<sup>2</sup> In short, a strong artistic community anchored in strong local neighbourhoods can enhance the whole community’s well-being.

For these reasons, it is important to identify and track creative neighbourhoods – areas that are attractive to artists for a number of reasons: inexpensive housing, access to employment and self-employment opportunities, access to resources (such as studio space, galleries, rehearsal and performance space, artist-run centres and associations), social networks, physical environment, family reasons and more.

On the other hand, gentrification may also occur as a result of neighbourhoods being considered “artsy” or “trendy”. This is another important reason to track creative neighbourhoods: to identify where gentrification and displacement of artists may be occurring.

In this report, nine occupations are included as artists:

- actors and comedians;
- artisans and craftspersons;

---

<sup>1</sup> For a summary of some research into the impacts of the arts (social, economic, health and more), visit the *Arts Research Monitor* at [www.ArtsResearchMonitor.com](http://www.ArtsResearchMonitor.com).

<sup>2</sup> In *Beyond Anecdotal Evidence*, Toronto Artscape showed that investments in three urban arts facilities were associated with increased education and incomes, decreased unemployment, increased property values, and an increase in new businesses in the neighbourhoods studied.

- authors and writers;
- conductors, composers and arrangers;
- dancers;
- musicians and singers;
- other performers;
- painters, sculptors and other visual artists (identified in this report as “visual artists”); and
- producers, directors, choreographers and related occupations.

This report uses the first three digits of a postal code to identify “neighbourhoods”. These areas, which Canada Post calls Forward Sortation Areas, are also referred to as “postal regions” in this report. In urban areas, these postal regions often do follow neighbourhood lines.

The concentration of artists is calculated as the percentage of the overall labour force that reported an arts occupation in 2006. In this report, this calculation is performed at the municipal level and at the level of individual postal regions.

Microsoft MapPoint is the computer software used to generate the maps in this report. MapPoint captures all postal regions in Canada, but no shading patterns other than a certain number of solid colours could be chosen for the maps. For this reason, the maps provided in this report are best viewed either on a colour printout or onscreen as a pdf file. In general, light shading has been chosen for the most positive findings, while dark shading denotes less positive findings.

There are other key aspects to note about the census classification of artists:

- No census data is released for areas below a population size of 40. In the report, postal regions with fewer than 40 artists are noted as “not reliable” or “n/r”.
- Individuals are classified in the occupation in which they worked the most hours between May 7 and 13, 2006 (the census reference week).
- Individuals who are employed or self-employed are captured in each occupation.
- Artists who teach in post-secondary, secondary or elementary schools are classified as teachers or professors and are therefore excluded from the count of artists.
- Artists may have worked in any sector of the economy, not just in cultural organizations.
- The 2006 census collected earnings information for 2005, the most recent full calendar year.
- This report includes only those artists who reported some employment or self-employment earnings. This provides a reasonable estimate of the number of people who commit a significant amount of time to their art. However, this restriction means that the 11% of individuals in the nine arts occupations (18,100 people across Canada) who reported no employment or self-employment earnings in 2005 are excluded from the analysis.

- In each of the five municipalities in this report, approximately 11% of all individuals in the nine arts occupations reported no employment or self-employment earnings in 2005. The exact figures are: Montreal, 1,500 people with no earnings (10% of all individuals in the nine arts occupations); Ottawa, 600 people (12%); Toronto, 2,700 people (11%); Calgary, 600 people (10%); and Vancouver, 1,000 people (11%).
- The earnings statistics include an individual's wages and salaries as well as net self-employment income. Other income sources, such as income from government programs, pensions or investments, are excluded from the earnings statistics.
- Artists' project grants are not included in employment earnings but are captured in a separate component of income ("other income") that was not available in the custom data request.
- Median earnings, rather than average earnings, were chosen for this report because the median represents the earnings of a typical artist in each neighbourhood. Half of individuals have earnings that are less than the median value, while the other half has earnings greater than the median.<sup>3</sup>
- The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week. In some cases, individuals may have worked in a different occupation in 2005 (the basis for earnings statistics) than the one in which they worked the most hours during the census reference week (the basis for occupational classifications).<sup>4</sup>
- Canadians 15 or older are captured in the occupational data.

### *Choice of the nine arts occupations*

In this report, the term "artists" is used to describe those Canadians 15 or older reporting employment or self-employment earnings in nine occupation groups that were identified as artistic in discussions by arts sector representatives prior to the analysis of the 2001 census. In 2008, the nine occupation groups were reconfirmed as priority occupations for the *Statistical Insights on the Arts* series during discussions between Hill Strategies Research, the Canada Council for the Arts, the Ontario Arts Council and the Department of Canadian Heritage.<sup>5</sup>

---

<sup>3</sup> The median was also chosen because the average (or "mean") earnings figures often have fairly large standard error estimates at the Forward Sortation Area level, rendering many of the estimates relatively meaningless. Even statistics with a 15% standard error would have a variance of +/- 30% of the original estimate, 19 times out of 20. About two-thirds of the neighbourhoods with a reliable count of artists have a standard error of 15% or more with regards to the estimate of average earnings.

<sup>4</sup> For Statistics Canada's official labour force definitions for the 2006 census, please visit <http://www12.statcan.ca/english/census06/analysis/labour/definitions.cfm>.

<sup>5</sup> Other occupation groups, such as photographers, were also considered for inclusion in the analysis. However, further investigation found that a large majority of photographers captured by the census work as commercial photographers, which would limit the usefulness of including photographers in the analysis.

As noted in previous research by the Canada Council for the Arts (*Artists in the Labour Force*, 1999), the nine occupations were selected as “artists” on the basis of two key criteria: 1) the artistic nature of the occupations, based on occupation titles and descriptions;<sup>6</sup> and 2) the most common types of professional artists who are eligible to apply to arts councils for funding. Although occupation categories used in Statistics Canada data are not quite as precise and detailed as the types of artists eligible for arts council funding, there are many similarities.

### *Census strengths and limitations in counting artists*

Despite its limitations, the 2006 census is one of the best available sources of information on artists in Canada. The census provides occupation estimates based on a very large population base: the 20% of households that completed a long census form. Census data allows us to provide a very detailed and reliable statistical portrait of artists in Canada.

However, the census is not a perfect source for information about artists. One gap in the Statistics Canada occupational classification is the fact that there is no distinct category for filmmakers or other media artists. The closest categories are “producers, directors, choreographers and related occupations” (which includes a number of artforms), “film and video camera operators” and “painters, sculptors and other visual artists”.

Another example of an occupation group that is not a perfect fit for artists is the authors and writers category. This occupation group includes a broader range of writers than simply novelists, poets and other “artistic” writers. As can be seen in the occupation definition, a fairly broad range of writers (but not journalists) are included in this category: “Authors and writers plan, research and write books, scripts, storyboards, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. They are employed by advertising agencies, governments, large corporations, private consulting firms, publishing firms, multimedia/new-media companies and other establishments, or they may be self-employed.”

Another 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 7 to Saturday, May 13, 2006. 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 7, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

---

<sup>6</sup> See the Appendix for full occupational descriptions. The nine arts occupations were drawn from the 2006 National Occupation Classification for Statistics (NOC-S), <http://www.statcan.gc.ca/subjects-sujets/standard-norme/soc-cnp/2006/noc2006-cnp2006-eng.htm>.

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 may 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 census provides a very large sample, this still has limits. Some breakdowns of the number of artists 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>7</sup>

Census data has some specific limitations concerning Aboriginal people. Census enumeration was not permitted or was interrupted before completion on some Indian reserves and settlements. Overall, however, it appears that the coverage of Aboriginal people was better in the 2006 census than ever before. Statistics Canada notes that, in 2006, there were 22 incompletely enumerated reserves, down from 30 in 2001 and 77 in 1996.<sup>8</sup>

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. Despite its limitations, the 2006 census is one of the best available sources of information on artists in Canada.<sup>9</sup>

### *Cultural workers*

This report also provides a brief analysis of cultural workers by neighbourhood. "Cultural workers" include creative, production, technical and management occupations in the areas of broadcasting, film and video, sound recording, performing arts, publishing, printing, libraries, archives, heritage, architecture and design. Forty-eight occupation groups are captured as cultural workers (including the nine arts occupations examined elsewhere in this report). A list of the 48 cultural occupations is provided in Appendix B.

---

<sup>7</sup> This included "random rounding" of small figures, whereby occupation groups with 1 to ten individuals are rounded to 0 or ten on a random basis. This results in some distortion of the estimates of artists in individual occupations in the territories and other small population areas.

<sup>8</sup> See *2006 Census: A decade of comparable data on Aboriginal Peoples*, available at <http://www12.statcan.ca/census-recensement/2006/ref/info/aboriginal-autochtones-eng.cfm>.

<sup>9</sup> Membership in artist associations is another possible source of data. However, this would not provide complete information as only some artists belong to associations. In addition, some artists who belong to an association may not be active as an artist in a specific year.

## **Section 2: Summary**

Individually, the five cities in this study (Montreal, Ottawa, Toronto, Calgary and Vancouver) have the largest number of artists of all Canadian municipalities. Toronto has the largest number of artists (22,300), followed by Montreal (13,400), Vancouver (8,200), Calgary (5,100) and Ottawa (4,600).

Collectively, the 53,500 artists in these five large cities represent 38% of all artists in Canada, a proportion that is much higher than the five cities' share of the overall Canadian labour force (21%). The five cities collectively have 209,500 cultural workers, representing 34% of all cultural workers in Canada. ("Cultural workers" include all those captured in a broad range of 48 cultural occupations, not just the nine arts occupations.)

All five cities have a concentration of artists that is greater than or equal to the Canadian average (0.8%). Among the five cities, Vancouver has the highest concentration of artists (2.3% of its overall labour force in the nine arts occupations), compared with 1.6% in Toronto, 1.5% in Montreal, 0.9% in Ottawa and 0.8% in Calgary.

Artists' median earnings are low in all five cities, and a substantial earnings gap exists between artists and the overall labour force. The earnings gap is 36% or 37% in Montreal, Toronto and Vancouver but is more than 50% in Calgary and Ottawa. In these two cities, the nine arts occupations are strongly female-dominated, with 60% or 61% of artists being female. In Montreal, Toronto and Vancouver, less than half of artists are female.

In all five cities, a substantial proportion of artists have attained a bachelor's degree or higher. The percentage of artists with at least a bachelor's degree is close to or above 50% in four of the five cities. The exception is Calgary, where 42% of artists have at least a bachelor's degree.

### ***Vancouver: Highest city-wide concentration of artists***

Vancouver has the highest city-wide concentration of the five cities in this study, largely due to the fairly wide geographic spread of artists in the city. Vancouver has only one neighbourhood among the top 10 in all five cities. However, at the other end of the spectrum, Vancouver has only 11 neighbourhoods with a concentration of artists below 2%, compared with 59 in Toronto, 57 in Montreal, 26 in Calgary and 25 in Ottawa.



### *Ottawa and Calgary: Lower concentrations of artists*

Ottawa and Calgary, in addition to having a lower percentage of artists on a city-wide basis, have a lower concentration of artists on a neighbourhood level. The top neighbourhoods in each of these cities have a concentration of artists of 2.3%, much lower than the three other cities (7.8% in Montreal, 6.0% in Toronto and 5.1% in Vancouver). Ottawa and Calgary also have a higher percentage of female artists and a higher earnings gap between artists and all local workers.

Table 1 provides key statistics on artists in Montreal, Ottawa, Toronto, Calgary and Vancouver.

<b>Table 1: Key statistics on artists in Montreal, Ottawa, Toronto, Calgary and Vancouver, 2006</b>								
<b>City</b>	<b>Population</b>	<b>Overall labour force</b>	<b>Artists</b>	<b>Concentration of artists</b>	<b>Artists' median earnings</b>	<b>Earnings gap</b>	<b>Artists with bachelor's degree or higher (%)</b>	<b>Female artists (%)</b>
Montreal	1,620,700	877,500	13,400	1.5%	\$15,000	-37%	49%	44%
Ottawa	812,100	480,500	4,600	0.9%	\$15,800	-54%	55%	61%
Toronto	2,503,300	1,395,200	22,300	1.6%	\$18,300	-36%	50%	46%
Calgary	988,200	639,100	5,100	0.8%	\$14,500	-54%	42%	60%
Vancouver	578,000	347,100	8,200	2.3%	\$17,400	-36%	48%	47%
<b>Canada</b>	<b>31,612,900</b>	<b>18,201,300</b>	<b>140,000</b>	<b>0.8%</b>	<b>\$12,900</b>	<b>-52%</b>	<b>48%</b>	<b>47%</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Notes: The earnings gap is the difference between the median earnings of artists and the overall labour force.</i></p> <p><i>All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i></p>								

### *Neighbourhoods with the highest concentration of artists in each of the five cities*

The report provides lists of the ten neighbourhoods with the highest concentration of artists in each city. Nearly 22,000 artists live in the 50 neighbourhoods in the five cities' top ten lists. This represents 41% of the artists in the five cities and 16% of all artists in Canada.

This means that cultural development in cities is partly an issue of neighbourhood development. With 41% of all artists in the five cities residing in the most artistic neighbourhoods, strategies to encourage the arts should include the development and maintenance of neighbourhoods that are accessible and desirable for artists.

In all five cities, most of the areas with the highest concentration of artists are fairly centrally located. This confirms the belief that artists tend to prefer older, “authentic” urban neighbourhoods. However, there are also some areas with high concentrations of artists further from the cities’ downtown cores.

Artists are less concentrated in certain neighbourhoods in Toronto than in the four other cities in this study. The top ten Toronto neighbourhoods account for 32% of all artists in the city, compared with 42% in Ottawa, 44% in Montreal, 45% in Calgary and 56% in Vancouver. This is because Toronto has many more neighbourhoods with a high concentration of artists. Among the 41 neighbourhoods with a concentration of artists of 3% or higher, 19 are in Toronto, compared with 11 in each of Montreal and Vancouver (and none in Ottawa or Calgary).

### *Neighbourhoods with the highest concentration of artists in Canada*

Each of the five cities has areas with above-average concentrations of artists. However, it is in certain Montreal, Toronto and Vancouver neighbourhoods where the concentration of artists is the highest. In fact, all ten of the neighbourhoods with the highest concentration of artists in Canada are in Montreal, Toronto and Vancouver:

1. Montreal’s H2T neighbourhood has 7.8% of the local labour force in the arts. H2T extends northward from avenue du Mont-Royal to avenue Van Horne (and the railway tracks) between St-Denis and Jeanne-Mance. This is the “most artistic neighbourhood” in Canada, with an artistic concentration that is nearly ten times the Canadian average (0.8%).
2. Montreal’s H2W neighbourhood, directly south of H2T (south of avenue du Mont-Royal to avenue des Pins between St-Denis and avenue du Parc), has 565 artists out of a total labour force of 7,510, for an artistic concentration of 7.5%.
- T3. Toronto’s M6R neighbourhood (Parkdale west to Parkside Drive) has 6.0% of its labour force in arts occupations. This concentration is about seven times the national average.
- T3. Montreal’s H2Y neighbourhood (the Old Montreal and Old Port areas) also has an artistic concentration of 6.0%.
5. Toronto’s M6J neighbourhood (West Queen West, centered on Trinity-Bellwoods Park) has 5.5% of its labour force in arts occupations.
- T6. Toronto’s M6G neighbourhood (north of M6J, extending from College Avenue to St. Clair between Bathurst and Ossington) has 5.3% of the local labour force in arts occupations.
- T6. Montreal’s H2J neighbourhood, which extends east of H2T (from St-Denis to Papineau between the railway tracks and Rachel) has an artistic concentration of 5.3%.

T8. Montreal's H2V neighbourhood (Outremont) has 5.2% of its labour force in the nine arts occupations.

T8. Toronto's M5R neighbourhood (the Annex and Yorkville areas) has 835 artists out of 15,910 total workers, for an artistic concentration of 5.2%.

10. Vancouver's V5L neighbourhood (centered on Commercial Drive and extending from Burrard Inlet to East 1<sup>st</sup> Avenue between Clark Drive and Nanaimo Street) has 5.1% of the local labour force in arts occupations.

### *Changes between 2001 and 2006*

Between 2001 and 2006, the concentration of artists in all five cities remained relatively stable. Of the 242 neighbourhoods with reliable data in both 2001 and 2006, 40% (97 neighbourhoods) showed an increase in the concentration of artists. Another 15% (37 neighbourhoods) showed no change in the concentration of artists, while 45% (108 neighbourhoods) saw a decrease in the concentration of artists between 2001 and 2006.

Of the 50 neighbourhoods included in the five cities' top ten lists in 2001, 36 (or 72%) remained in the top ten in 2006. This means that just over one-quarter of the neighbourhoods (28%) fell out of the top ten during the five-year timeframe. In four cities, the top-ranked neighbourhood in 2001 dropped out of the top spot by 2006 (but did not fall lower than sixth place in any city). Only in Ottawa did the top-ranked neighbourhood in 2001 remained top-ranked in 2006.

The report shows that, in Montreal, two of the four highly artistic neighbourhoods on the Plateau in 2001 experienced decreases in their concentration of artists by 2006. Areas further north, but still centrally located, saw significant increases in their concentration of artists. In Toronto, many areas close to Yonge Street, the "dividing line" between east and west in the city, saw substantial decreases in their concentration of artists. Areas further west and east experienced important increases. In Vancouver, Calgary and Ottawa, the neighbourhoods with increases and those with decreases are located in various parts of the cities.

Somewhat surprisingly, the most artistic neighbourhoods did not seem, in general, to be a particular draw for other artists. Between 2001 and 2006, there was no change in the number of artists residing in the 50 neighbourhoods included in the five cities' top ten lists in 2001, compared with an 8% increase in the five cities as a whole. This may be an indication that increasing rents or gentrification has displaced some artists from highly artistic neighbourhoods. There may be other reasons for the shifts, however. The scope of this study did not include an investigation of the reasons for changes in specific neighbourhoods.

### **Section 3: Artists and Cultural Workers in Montreal, Ottawa, Toronto, Calgary and Vancouver**

<b>Montreal</b>
-----------------

Among the provinces, Quebec has the second-largest number of artists (30,200). Almost one-half of Quebec artists reside in the City of Montreal (13,400, or 44%). Montreal has a much higher concentration of artists (1.5% of the local labour force) than the province as a whole (0.7%).

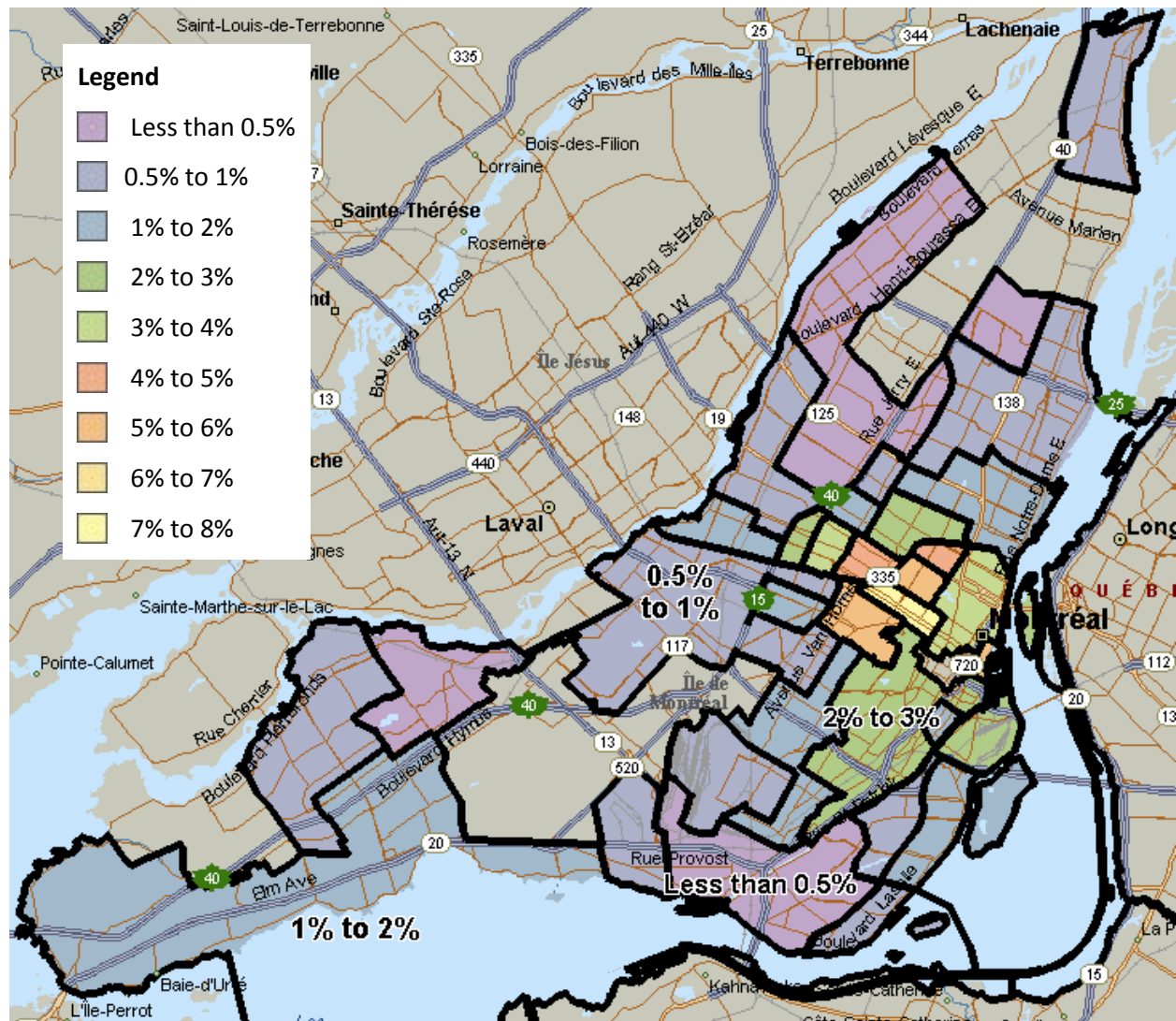
Montreal also has a large number of cultural workers (56,100). This represents 35% of all cultural workers in Quebec. In contrast, the overall labour force in Montreal accounts for 21% of all Quebec workers. Cultural workers represent 6.4% of all Montreal workers. (“Cultural workers” include all those captured in a broad range of 48 cultural occupations, not just the nine arts occupations.)

In 81 of the 97 neighbourhoods in Montreal, there is reliable data on artists in 2006. That is, these 81 postal regions contain at least 40 artists.

Map 1 provides an overall view of the “artistic geography” of the City of Montreal. This map shows the ranges of concentration of artists found in Montreal in 2006. The areas of highest concentration are lightly shaded (yellow, orange and pink), followed by darker green, blue and purple shading. For grey-shaded areas within the city limits, the data is not reliable.

The higher concentration areas are in central Montreal, while, in general, the neighbourhoods with lower concentrations (the darker shaded areas) are further from downtown Montreal.

*Map 1: Concentration of artists in Montreal neighbourhoods, 2006*



*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

Table 2 provides a list of the ten Montreal neighbourhoods with the highest concentration of artists. All ten of these neighbourhoods have a concentration of artists that is about five times (or more) the Quebec average. Collectively, 5,960 artists live in these 10 neighbourhoods, which house almost one-half of all artists in Montreal (44%).

Two Montreal neighbourhoods have the highest concentration among all Canadian neighbourhoods:

- H2T, which extends northward from avenue du Mont-Royal to avenue Van Horne (and the railway tracks) between St-Denis and Jeanne-Mance, has a concentration of artists of 7.8%.
- H2W, an adjacent neighbourhood directly south of H2T (south of avenue du Mont-Royal to avenue des Pins between St-Denis and avenue du Parc), follows closely with an artistic concentration of 7.5%.

In Montreal, the median earnings of artists are \$15,000, which is 37% less than all Montreal workers. Despite the fact that the top ten neighbourhoods have a very high concentration of artists, there is still a substantial difference in earnings between artists and all workers who reside in these neighbourhoods. For the top two neighbourhoods, artists earn about one-quarter less than the overall labour force, much better than the average Montreal gap (37%). The earnings gap varies between 67% in H2Y (a higher-income neighbourhood) and 22% in H2T.

The final two columns of Table 2 provide two demographic details about artists in these neighbourhoods. In Montreal, 49% of all artists have at least a bachelor's degree. Six of the ten neighbourhoods have at least 50% of all artists with a bachelor's degree or higher. H2T, the top-ranked neighbourhood, has a very high percentage of artists with at least a bachelor's degree (61%). In six of the ten neighbourhoods, there is a higher proportion of female artists than in Montreal as a whole (44%). In two neighbourhoods, the number of female artists equals the number of male artists.

**Table 2: Ten Montreal neighbourhoods with the highest concentration of artists, 2006**

Rank (in city)	Forward Sortation Area	Concentration of artists	Artists (#)	Overall labour force (#)	Artists' median earnings	Earnings gap	Artists with bachelor's degree or higher (%)	Female artists (%)
1	H2T	7.8%	785	10,100	\$19,100	-22%	61%	45%
2	H2W	7.5%	565	7,500	\$16,700	-25%	55%	41%
3	H2Y	6.0%	140	2,300	\$15,000	-67%	50%	50%
4	H2J	5.3%	940	17,600	\$15,700	-46%	49%	46%
5	H2V	5.2%	865	16,700	\$14,300	-49%	58%	50%
6	H2H	4.6%	440	9,500	\$12,500	-50%	48%	43%
7	H2S	4.3%	685	16,000	\$16,200	-28%	52%	45%
8	H2R	3.9%	505	13,100	\$12,500	-48%	44%	47%
T9	H2K	3.4%	565	16,400	\$12,800	-39%	42%	31%
T9	H2L	3.4%	470	13,700	\$19,600	-23%	55%	33%
<b>Montreal totals</b>		<b>1.5%</b>	<b>13,400</b>	<b>877,500</b>	<b>\$15,000</b>	<b>-37%</b>	<b>49%</b>	<b>44%</b>
<b>Quebec totals</b>		<b>0.7%</b>	<b>30,200</b>	<b>4,225,900</b>	<b>\$14,300</b>	<b>-44%</b>	<b>40%</b>	<b>47%</b>

*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

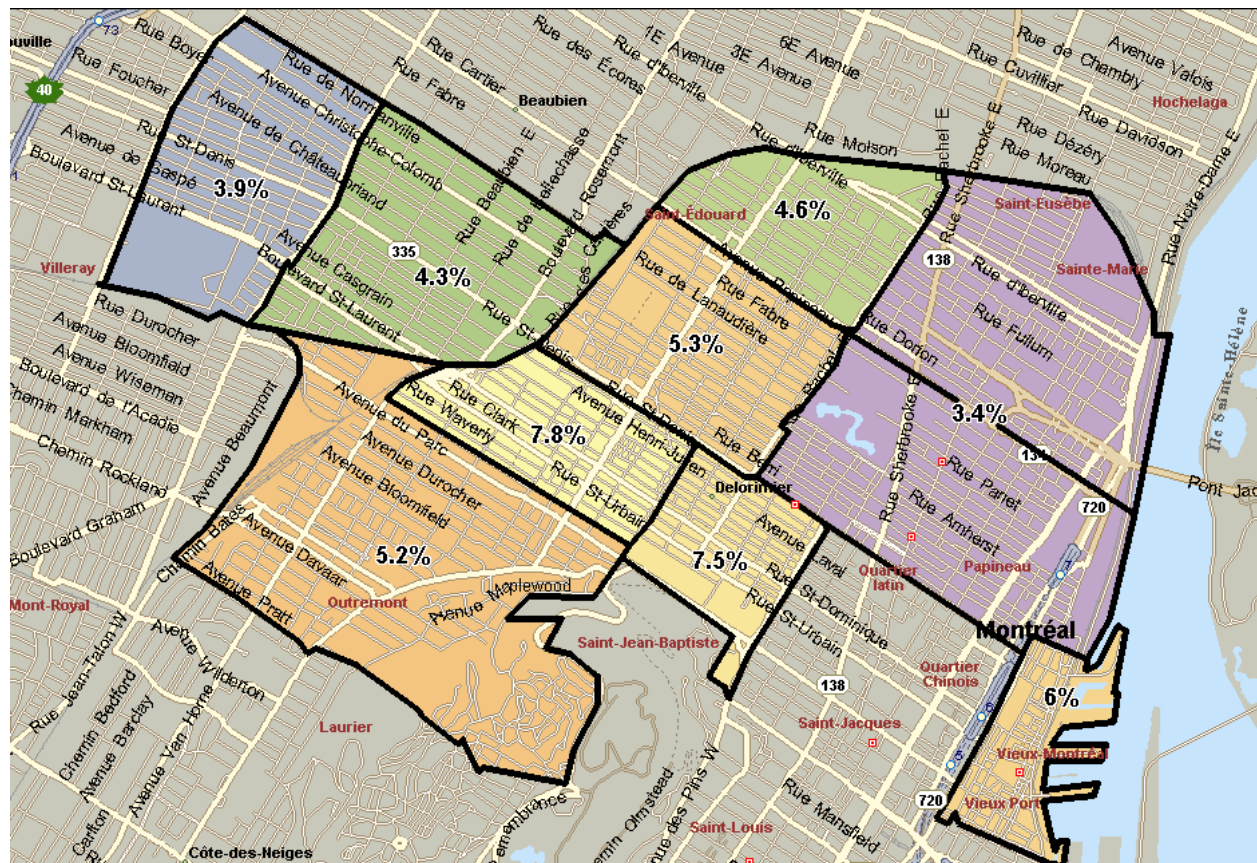
*Notes: The earnings gap is the difference between the median earnings of artists and the overall labour force in each neighbourhood. All earnings figures captured in the 2006 census relate to the 2005 calendar year.*

One other postal region in Montreal has at least 3% of its labour force in the arts: H2X, which includes the southern part of the Plateau and the eastern part of downtown including the new Place des festivals (3.1%).



Map 2 provides a graphic view of the ten Montreal neighbourhoods with the highest concentration of artists. Many of these neighbourhoods are located on the Plateau or immediately to the north of the Plateau. The areas of highest concentration are lightly shaded (yellow and orange), followed by darker green, blue and purple shading.

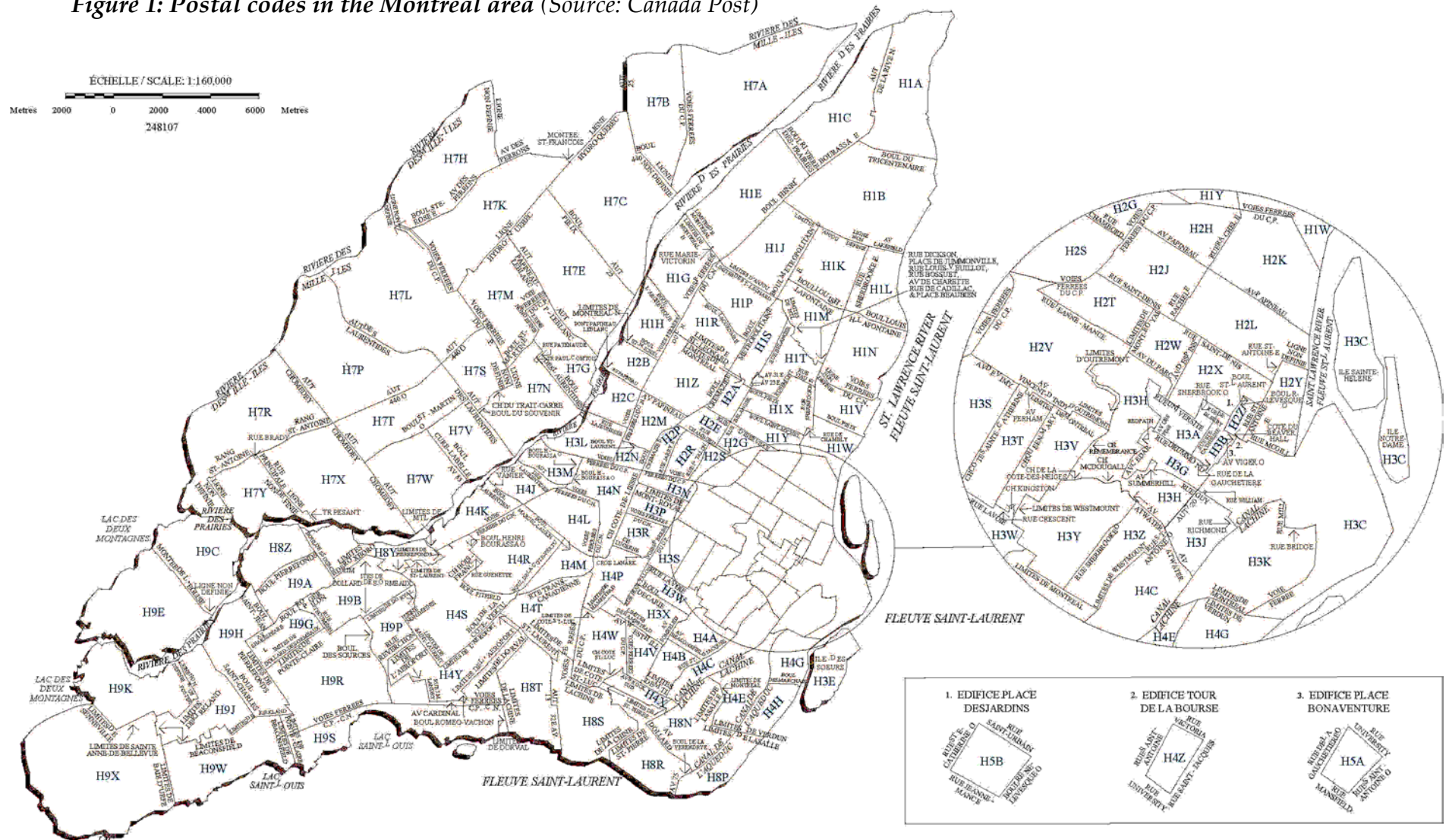
**Map 2: Ten Montreal neighbourhoods with the highest concentration of artists, 2006**



Legend: 1: H2T (7.8%, light yellow), 2: H2W (7.5%, yellow), 3: H2Y (6.0%, light orange), 4: H2J (5.3%, medium orange), 5: H2V (5.2%, dark orange), 6: H2H (4.6%, light green), 7: H2S (4.3%, dark green), 8: H2R (3.9%, blue), T9: H2K (3.4%, purple), T9: H2L (3.4%, purple).  
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.



Figure 1: Postal codes in the Montreal area (Source: Canada Post)



## *Changes in Montreal between 2001 and 2006*

The concentration of artists in the City of Montreal was 1.5% in both 2001 and 2006.<sup>10</sup> There was a 9% increase in the number of artists between 2001 and 2006 that matched the 9% increase in the overall labour force. Of the 72 neighbourhoods in Montreal with reliable data in both 2001 and 2006, 27 showed an increase in the concentration of artists between 2001 and 2006. Another 12 neighbourhoods showed no change in the concentration of artists, while 33 neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006.

Table 3 examines the changes between 2001 and 2006 in the ten Montreal neighbourhoods with the highest concentration of artists (in 2006). The table shows that there have been some shifts in the top ten neighbourhoods since 2001. However, seven of the top ten neighbourhoods in 2001 were still in the top ten in 2006. The top-ranked neighbourhood in 2006 (H2T) was ranked third in 2001. The top-ranked neighbourhood in 2001 (H2W) fell to second in 2006 and was one of three neighbourhoods in the top ten to lose artists. In seven other neighbourhoods, the number of artists increased between 2001 and 2006. In six neighbourhoods, the concentration of artists increased.

<b>Table 3: Changes between 2001 and 2006 in the top ten Montreal neighbourhoods (in 2006)</b>								
<b>Forward Sortation Area</b>	<b>Rank in 2001</b>	<b>Rank in 2006</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>	<b>Artists in 2001</b>	<b>Artists in 2006</b>	<b>Change in artists</b>
H2T	3	1	5.6%	7.8%	2.2%	565	785	220
H2W	1	2	8.0%	7.5%	-0.5%	605	565	-40
H2Y	7	3	4.5%	6.0%	1.5%	90	140	50
H2J	2	4	6.1%	5.3%	-0.8%	1,025	940	-85
H2V	T4	5	5.0%	5.2%	0.2%	855	865	10
H2H	6	6	4.7%	4.6%	-0.1%	430	440	10
H2S	12	7	2.9%	4.3%	1.4%	440	685	245
H2R	16	8	2.6%	3.9%	1.3%	320	505	185
H2K	14	T9	2.7%	3.4%	0.7%	410	565	155
H2L	T4	T9	5.0%	3.4%	-1.6%	645	470	-175
<b>Montreal totals</b>			<b>1.5%</b>	<b>1.5%</b>	<b>0.0%</b>	<b>12,300</b>	<b>13,400</b>	<b>1,100</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match</i></p>								

<sup>10</sup> The 2001 statistics for the City of Montreal have been adjusted to reflect the city's 2006 boundaries.

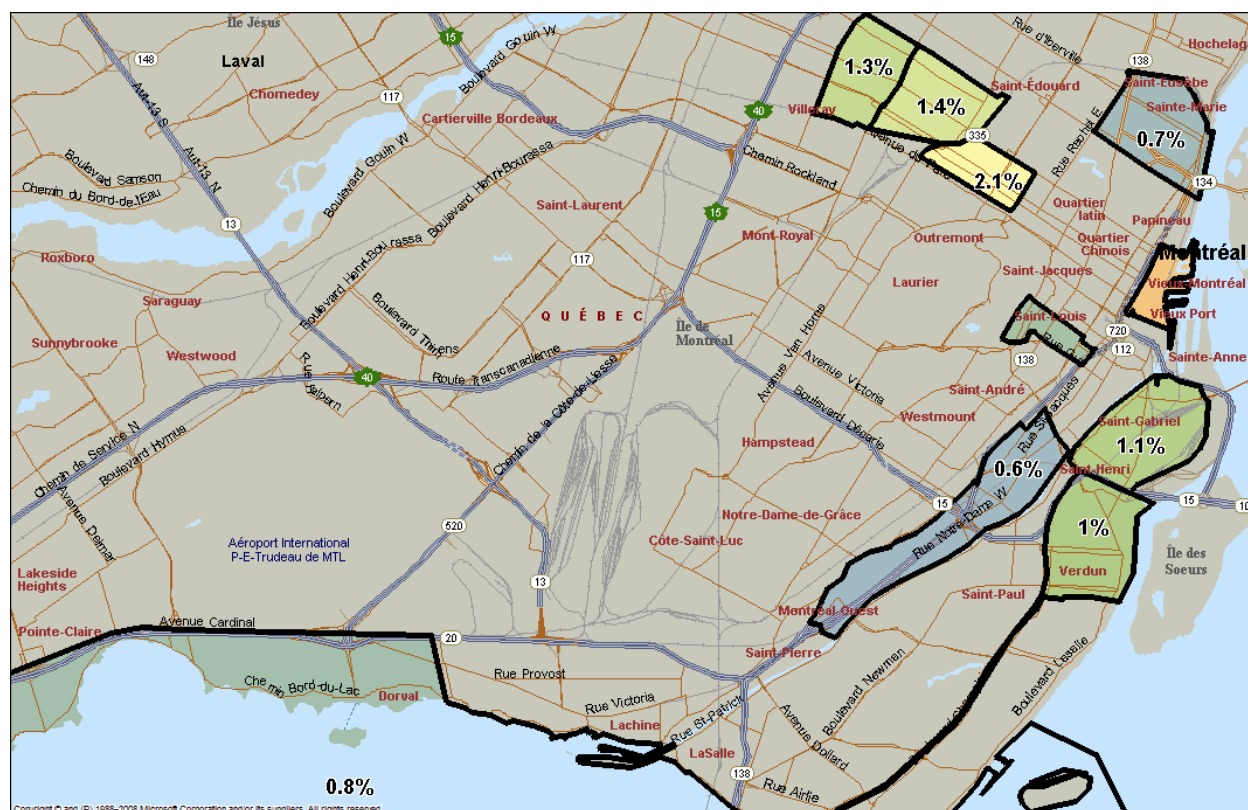
*calculations based on the rounded figures presented in this table.*

Table 4 provides information about the ten Montreal neighbourhoods that had the largest increases in the concentration of artists between 2001 and 2006. The table shows that the neighbourhood in Montreal with the largest increase in the concentration of artists between 2001 and 2006 is H2T, now the most artistic neighbourhood in Canada. In this neighbourhood, the concentration of artists increased from 5.6% in 2001 to 7.8% in 2006. Table 4 also shows that five other Montreal neighbourhoods saw an increase of 1% or more in their artistic concentration.

<b>Table 4: Ten Montreal neighbourhoods with the largest increase in the concentration of artists between 2001 and 2006</b>			
<b>Forward Sortation Area</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>
H2T	5.6%	7.8%	2.1%
H2Y	4.5%	6.0%	1.5%
H2S	2.9%	4.3%	1.4%
H2R	2.6%	3.9%	1.3%
H3K	1.5%	2.6%	1.1%
H4G	0.8%	1.8%	1.0%
H3G	1.1%	2.0%	0.9%
H9S	0.7%	1.4%	0.8%
H2K	2.7%	3.4%	0.7%
H4C	2.1%	2.7%	0.6%
<b>Montreal</b>	<b>1.5%</b>	<b>1.5%</b>	<b>0.0%</b>
<p><i>Source: Analysis by Hill Strategies Research based on 2001 and 2006 census data requests.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i></p>			

Map 3 provides a graphic view of the ten Montreal neighbourhoods with the largest increases in the concentration of artists between 2001 and 2006. The map shows that there were particularly large increases in the concentration of artists in three adjacent neighbourhoods in north central Montreal: H2T (ranked #1 in 2006), H2S (#7) and H2R (#8). Map 3 also shows that neighbourhoods with strong increases in the concentration of artists are spread through various areas of the city, including Dorval.

**Map 3: Ten Montreal neighbourhoods with the largest increase in the concentration of artists between 2001 and 2006**



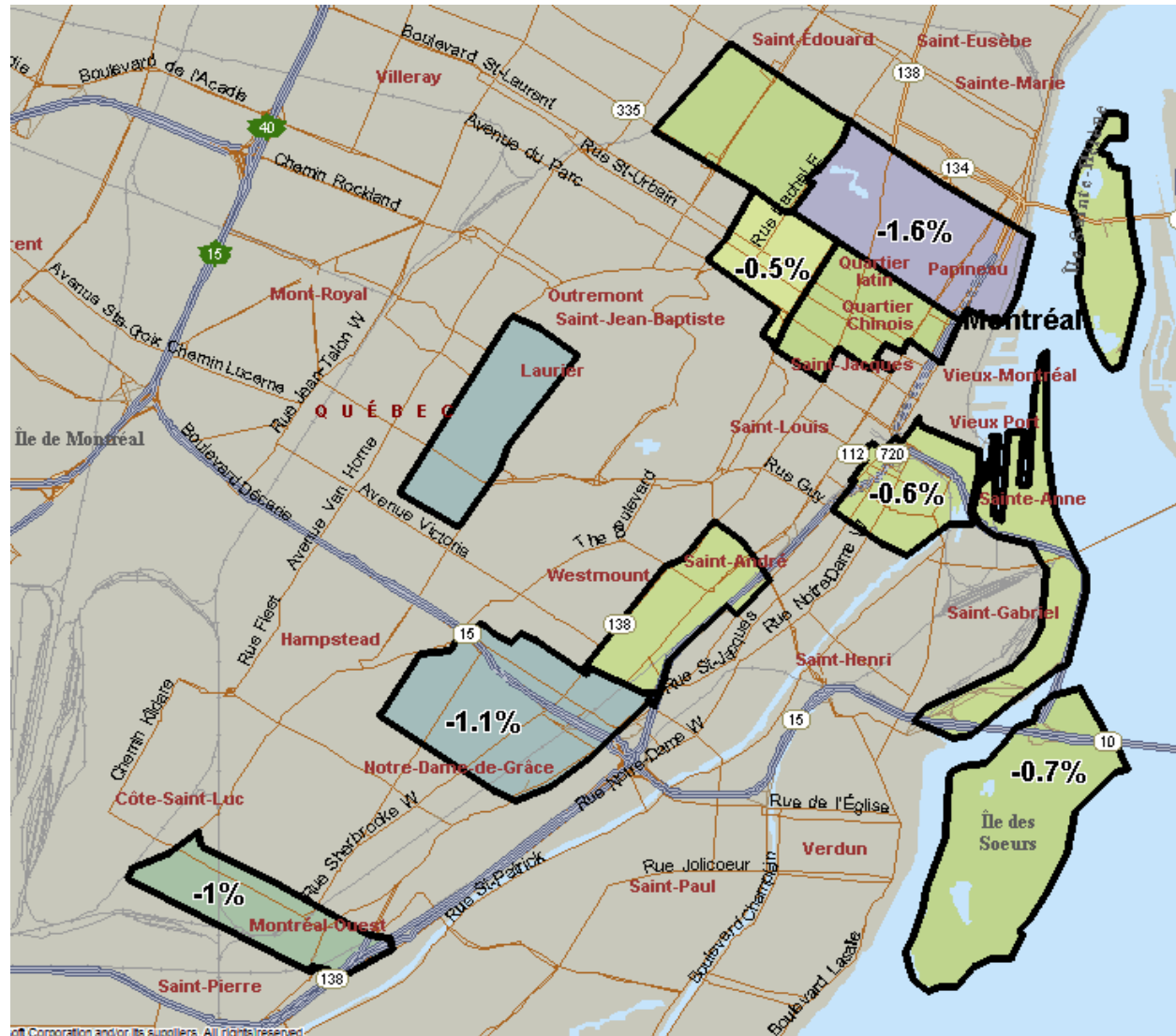
Legend: 1: H2T (2.1% increase, light yellow), 2: H2Y (1.5% increase, orange),  
 3: H2S (1.4% increase, light green), 4: H2R (1.3% increase, medium green),  
 5: H3K (1.1% increase, dark green), 6: H4G (1.0% increase, dark green), 7: H3G (0.9% increase, teal),  
 8: H9S (0.8% increase, teal), 9: H2K (0.7% increase, blue), 10: H4C (0.6% increase, blue).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.



As noted previously, 33 Montreal neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006. Map 4 shows that there were substantial decreases in the concentration of artists in three adjacent areas on the Plateau and surrounding areas (H2L, H2J and H2X). In particular, the concentration of artists in the H2L area decreased by 1.6%, the largest decrease in Montreal and one of the largest decreases among the five cities in this study. Other areas experiencing substantial decreases in the concentration of artists are spread through the central and western areas of the city.

**Map 4: Ten Montreal neighbourhoods with the largest decreases in the concentration of artists between 2001 and 2006**



Legend: 1: H2L (1.6% decrease, purple), T2: H3T (1.1% decrease, blue),

T2: H4A (1.1% decrease, blue), 4: H4X (1.0% decrease, teal),

T5: H3E (0.7% decrease, green), T5: H2X (0.7% decrease, green), T5: H2J (0.7% decrease, green),

T8: H3Z (0.6% decrease, green), T8: H3C (0.6% decrease, green), 10: H2W (0.5% decrease, light green).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

### *Neighbourhoods with the highest median earnings of artists, 2006*

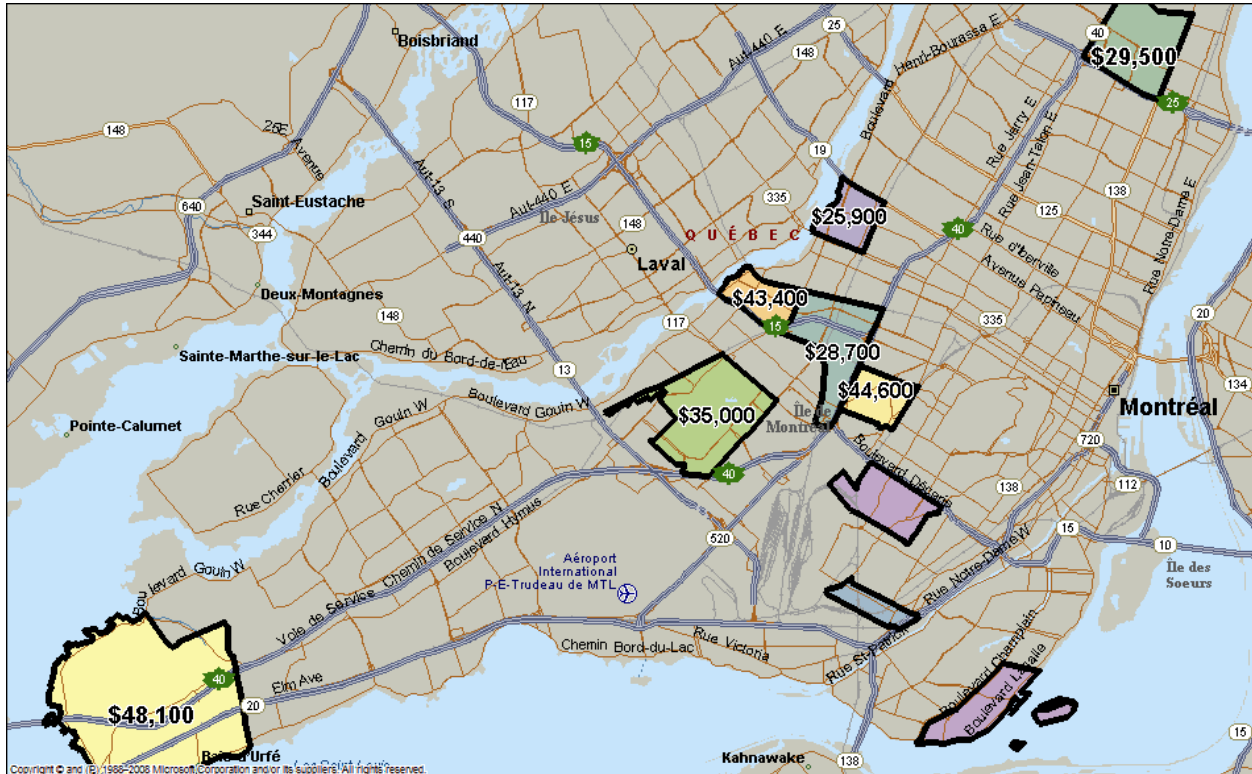
Table 5 provides a list of the ten Montreal neighbourhoods with the highest median earnings of artists. The median earnings of artists in these ten neighbourhoods range from \$25,000 to \$48,000, compared with median earnings of \$15,000 for all Montreal artists. Two of these neighbourhoods (H4X and H3X) have a concentration of artists that is higher than the Montreal average (1.5%). Many other high-earnings areas have much lower concentrations of artists. This may mean that there are a few higher-earning artists in richer neighbourhoods of the city.

Note: The median is a measure of the earnings of a “typical” artist in the area. Half of individuals have earnings that are less than the median value, while the other half has earnings greater than the median. The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week. In other words, secondary jobs are included in the earnings figures.

<b>Table 5: Ten Montreal neighbourhoods with the highest median earnings of artists, 2006</b>			
<b>Forward Sortation Area</b>	<b>Artists' median earnings</b>	<b>Artists (#)</b>	<b>Concentration of artists</b>
H9X	\$48,100	80	1.5%
H3R	\$44,600	45	0.8%
H3M	\$43,400	50	0.7%
H4R	\$35,000	95	0.9%
H1K	\$29,500	55	0.3%
H4N	\$28,700	65	0.6%
H4X	\$27,100	75	1.9%
H2C	\$25,900	90	0.9%
H3X	\$25,000	250	2.0%
H8P	\$25,000	80	0.7%
<b>Montreal</b>	<b>\$15,000</b>	<b>13,400</b>	<b>1.5%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i>			

Map 5 shows that the ten high-earnings areas are spread through various areas of the city, especially western and northern sections of Montreal.

*Map 5: Ten Montreal neighbourhoods with the highest median earnings of artists, 2006*



Legend: 1: H9X (\$48,100, light yellow), 2: H3R (\$44,600, yellow), 3: H3M (\$43,400, orange), 4: H4R (\$35,000, green), 5: H1K (\$29,500, teal), 6: H4N (\$28,700, blue), 7: H4X (\$27,100, blue), 8: H2C (\$25,900, purple), T9: H3X (\$25,000, purple), T9: H8P (\$25,000, purple).  
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

### *Artists by education in Montreal neighbourhoods, 2006*

Of the City of Montreal's 13,400 artists, 6,500 (or 49%) have attained a bachelor's degree or higher. In 31 of 47 reliable neighbourhoods (i.e., with 40 or more artists with at least a bachelor's degree), at least one-half of artists have a bachelor's degree or higher.

Table 6 provides a list of the ten Montreal neighbourhoods that have the highest percentage of artists with at least a bachelor's degree. About two-thirds or more of the artists in each of these neighbourhoods have at least a bachelor's degree. Five of these neighbourhoods have concentrations of artists that are above the Montreal average (1.5%).

<b>Table 6: Ten Montreal neighbourhoods with the highest percentage of artists with at least a bachelor's degree, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Artists with a bachelor's degree or higher (#)</b>	<b>Artists with a bachelor's degree or higher (%)</b>	<b>Concentration of artists</b>
H4X	75	60	80%	1.9%
H2C	90	70	78%	0.9%
H1V	130	95	73%	1.2%
H4W	90	65	72%	0.8%
H3C	70	50	71%	2.5%
H4A	435	310	71%	2.9%
H4N	65	45	69%	0.6%
H4R	95	65	68%	0.9%
H3Y	155	105	68%	2.6%
H3V	85	55	65%	2.4%
<b>Montreal</b>	<b>13,400</b>	<b>6,500</b>	<b>49%</b>	<b>1.5%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				



### *Artists by sex in Montreal neighbourhoods, 2006*

The City of Montreal has 5,900 female artists, representing 44% of all artists in the city, the lowest percentage of females of the five cities in this study. Of 53 reliable neighbourhoods (i.e., with 40 or more female artists), 20 have more female than male artists.

Table 7 provides a list of the ten Montreal neighbourhoods with the highest proportion of female artists. Only one of these neighbourhoods (H3G) has a concentration of artists (2.0%) that is above the Montreal average (1.5%).

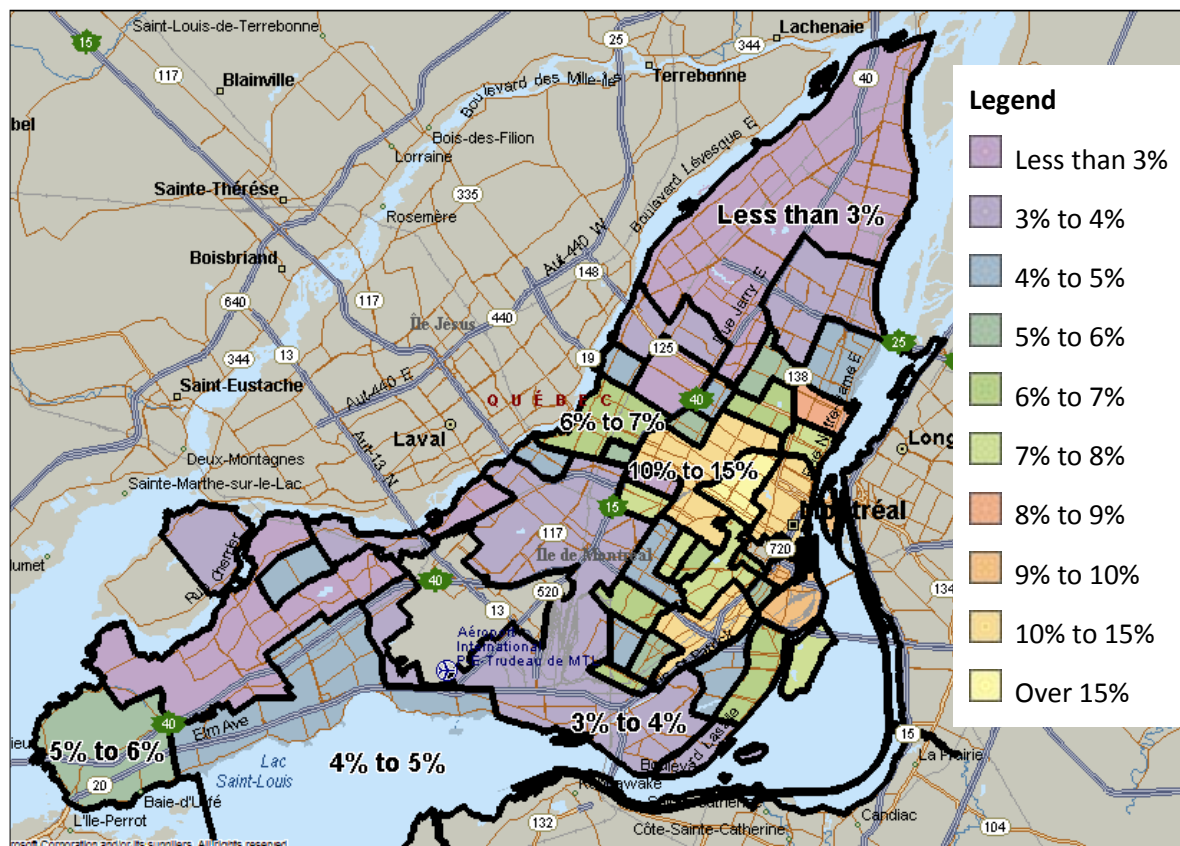
<b>Table 7: Ten Montreal neighbourhoods with the highest percentage of female artists, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Female artists (#)</b>	<b>Female artists %</b>	<b>Concentration of artists</b>
H9B	45	40	89%	0.4%
H1N	115	80	70%	1.0%
H3W	230	155	67%	1.5%
H9A	75	50	67%	0.8%
H1A	100	65	65%	0.5%
H1T	100	65	65%	0.7%
H1X	185	115	62%	1.1%
H9S	175	105	60%	1.4%
H3G	85	50	59%	2.0%
H4R	95	55	58%	0.9%
<b>Montreal</b>	<b>13,400</b>	<b>5,900</b>	<b>44%</b>	<b>1.5%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

## *Cultural workers in Montreal in 2006*

There are 56,100 cultural workers in Montreal, including creative, production, technical and management occupations in the areas of broadcasting, film and video, sound recording, performing arts, publishing, printing, libraries, archives, heritage, architecture and design. Forty-eight occupation groups are captured as cultural workers (including the nine arts occupations examined elsewhere in this report).

An overview of the “cultural geography” of the City of Montreal is provided in Map 6. The map shows the range of concentrations of cultural workers in Montreal in 2006.<sup>11</sup> The pattern of cultural concentration is similar to the pattern of artistic concentration in the city, with most of the areas of highest cultural concentration being in central Montreal (yellow, orange, pink and green shading). For four grey-shaded areas within the city limits, the data is not reliable.

**Map 6: Concentration of cultural workers in Montreal neighbourhoods, 2006**



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

<sup>11</sup> In 93 of the 97 postal regions in Montreal, there is reliable data on cultural workers in 2006. That is, at least 40 cultural workers reside in each of these 93 neighbourhoods.

Table 8 provides a list of the ten Montreal neighbourhoods with the highest concentration of cultural workers. These are the same ten neighbourhoods with the highest concentration of artists in Montreal, albeit in a different order.

These ten neighbourhoods have a concentration of cultural workers that is between three and five times the Quebec average (3.8%). Collectively, 18,700 cultural workers live in these ten neighbourhoods, which house one-third of all cultural workers in Montreal (33%).

In Montreal, the median earnings of cultural workers are \$26,500, which is 12% *higher* than all Montreal workers. In most of the neighbourhoods with the highest concentration of cultural workers, median earnings are similar between cultural workers and all local workers, except for Old Montreal (H2Y) where earnings are 57% lower for artists.

The final two columns of Table 8 show that cultural workers in many of these neighbourhoods are highly educated. There is a fairly even proportion of female and male cultural workers in most of the neighbourhoods with the highest concentration of cultural workers, as is the case in the City of Montreal as a whole.

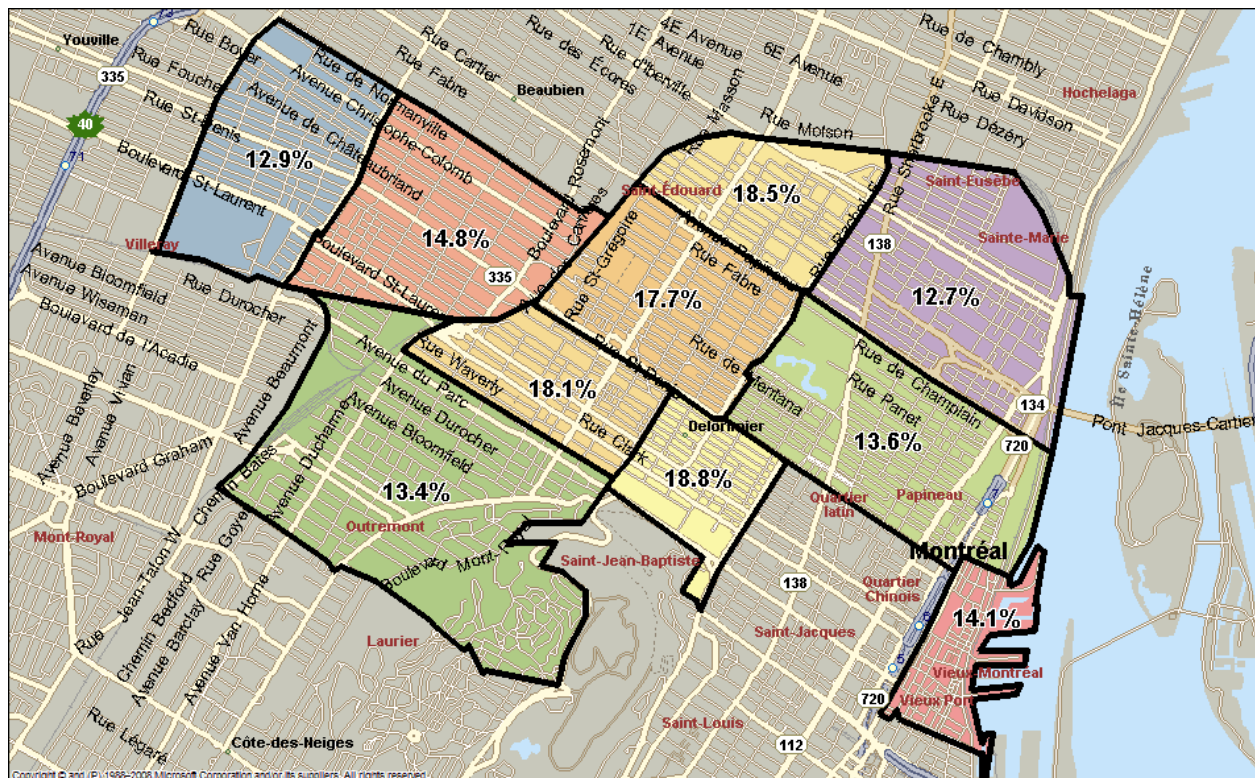
**Table 8: Ten Montreal neighbourhoods with the highest concentration of cultural workers, 2006**

Rank (in city)	Forward Sortation Area	Cultural workers concentration	Cultural workers (#)	Overall labour force (#)	Cultural workers' median earnings	Earnings gap	Cultural workers: bachelor's degree or higher (%)	Female cultural workers (%)
1	H2W	18.8%	1,410	7,500	\$20,200	-10%	54%	49%
2	H2H	18.5%	1,760	9,500	\$27,000	8%	52%	50%
3	H2T	18.1%	1,830	10,100	\$24,500	0%	60%	45%
4	H2J	17.7%	3,120	17,600	\$26,500	-10%	56%	48%
5	H2S	14.8%	2,355	16,000	\$22,700	1%	51%	47%
6	H2Y	14.1%	330	2,300	\$19,300	-57%	55%	58%
7	H2L	13.6%	1,865	13,700	\$26,000	2%	54%	41%
8	H2V	13.4%	2,235	16,700	\$27,300	-2%	62%	50%
9	H2R	12.9%	1,690	13,100	\$26,800	12%	51%	56%
10	H2K	12.7%	2,090	16,400	\$21,000	1%	46%	44%
<b>Montreal totals</b>		<b>6.4%</b>	<b>56,100</b>	<b>877,500</b>	<b>\$26,500</b>	<b>12%</b>	<b>45%</b>	<b>49%</b>
<b>Quebec totals</b>		<b>3.8%</b>	<b>160,100</b>	<b>4,225,900</b>	<b>\$27,900</b>	<b>10%</b>	<b>34%</b>	<b>49%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>								

*Notes: The earnings gap is the difference between the median earnings of cultural workers and the overall labour force in each neighbourhood.  
All earnings figures captured in the 2006 census relate to the 2005 calendar year.*

Map 7 provides a graphic view of the ten Montreal neighbourhoods with the highest concentration of cultural workers. Many of these neighbourhoods are located on the Plateau or immediately to the north of it. The areas of highest concentration are lightly shaded (yellow and orange), followed by green, blue and purple shading.

**Map 7: Ten Montreal neighbourhoods with the highest concentration of cultural workers in 2006**



Legend: 1: H2W (18.8%, light yellow ), 2: H2H (18.5%, yellow), 3: H2T (18.1%, light orange), 4: H2J (17.7%, orange), 5: H2S (14.8%, pink), 6: H2Y (14.1%, pink), 7: H2L (13.6%, light green), 8: H2V (13.4%, green), 9: H2R (12.9%, blue), 10: H2K (12.7%, purple).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.



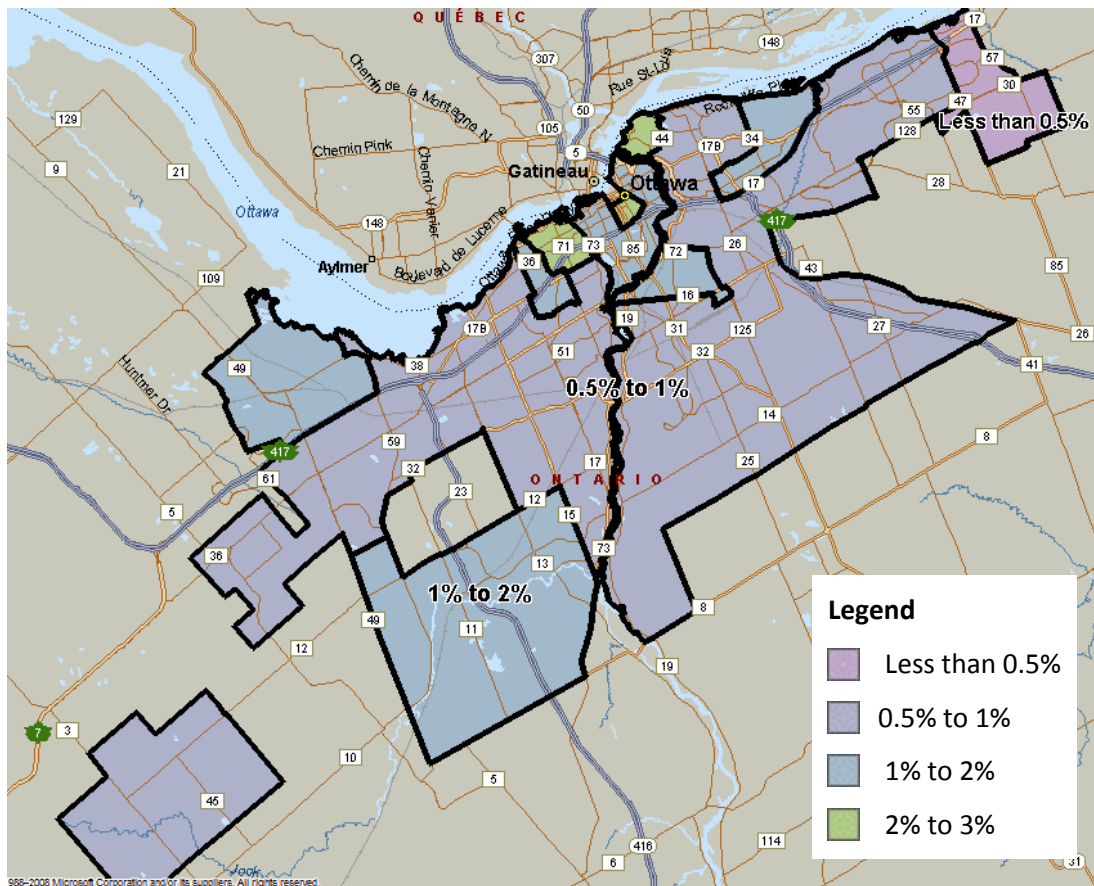
## Ottawa

With 56,900 artists, Ontario has nearly twice as many artists as any other province. About one in every twelve Ontario artists resides in the City of Ottawa (4,600, or 8%). The concentration of artists in Ottawa (0.9% of the local labour force) is slightly higher than the provincial and national averages (both 0.8%).

Ottawa has 22,500 cultural workers, or 9% of all cultural workers in Ontario. In comparison, the overall labour force in Ottawa accounts for 7% of all Ontario workers. Cultural workers represent 4.7% of all Ottawa workers. (“Cultural workers” include all those captured in a broad range of 48 cultural occupations, not just the nine arts occupations.)

There are 29 neighbourhoods in Ottawa with reliable data on artists in 2006. That is, at least 40 artists reside in each of these 29 postal regions. Map 8 provides an overall view of the “artistic geography” of the City of Ottawa, showing the ranges of concentration of artists found in Ottawa in 2006. Most of the areas with higher artistic concentrations are in central Ottawa (green and light blue shading), while those areas with lower concentrations are shaded darker blue and purple. For grey-shaded areas within the city limits, the data is not reliable.

**Map 8: Concentration of artists in Ottawa neighbourhoods, 2006**



*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

Table 9 provides a list of the ten Ottawa neighbourhoods with the highest concentration of artists. All ten of these neighbourhoods have a concentration of artists that is 1% or higher. Six of the neighbourhoods have a concentration of artists that is more than double the national and provincial average (i.e., 1.7% or higher). Collectively, 1,900 artists live in Ottawa's top ten neighbourhoods, which house over 40% of all artists in Ottawa (42%).

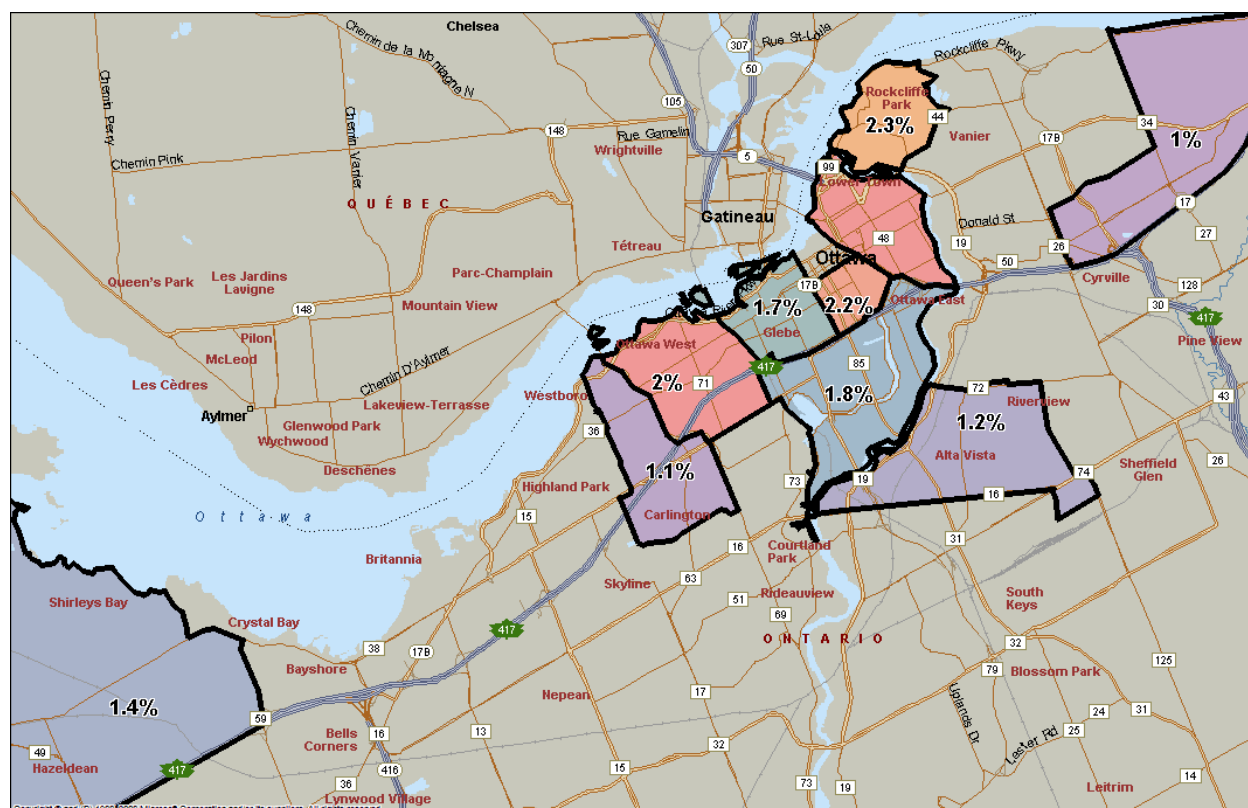
In Ottawa, the median earnings of artists are \$15,800, which is 54% less than all Ottawa workers. Despite the fact that the top ten neighbourhoods have an above-average concentration of artists, there is still a substantial difference in earnings between artists and all workers who reside in these neighbourhoods. The earnings gap varies between 78% in K1J and 17% in K1Z.

The final two columns of Table 9 provide two demographic details about artists in these artistic neighbourhoods. In Ottawa, 55% of all artists have at least a bachelor's degree. K1M, the top-ranked neighbourhood, has a particularly high percentage of artists with at least a bachelor's degree (83%). In the five top neighbourhoods, the percentage of artists with at least a bachelor's degree is higher than the Ottawa average. There are more female than male artists in eight of the top ten neighbourhoods. In three of the ten neighbourhoods, there is a higher proportion of female artists than in Ottawa as a whole (61%).

<b>Table 9: Ten Ottawa neighbourhoods with the highest concentration of artists, 2006</b>								
<b>Rank (in city)</b>	<b>Forward Sortation Area</b>	<b>Concentration of artists</b>	<b>Artists (#)</b>	<b>Overall labour force (#)</b>	<b>Artists' median earnings</b>	<b>Earnings gap</b>	<b>Artists with bachelor's degree or higher (%)</b>	<b>Female artists (%)</b>
1	K1M	2.3%	90	3,900	\$32,500	-32%	83%	56%
2	K2P	2.2%	230	10,500	\$28,000	-20%	59%	48%
T3	K1Y	2.0%	230	11,500	\$20,800	-48%	70%	63%
T3	K1N	2.0%	290	14,600	\$12,400	-52%	66%	57%
5	K1S	1.8%	335	18,200	\$20,000	-46%	69%	75%
6	K1R	1.7%	190	11,200	\$20,600	-26%	47%	53%
7	K2K	1.4%	165	12,200	\$15,900	-61%	52%	52%
8	K1H	1.2%	100	8,400	\$12,200	-67%	45%	85%
9	K1Z	1.1%	125	11,400	\$25,400	-17%	44%	44%
10	K1J	1.0%	150	14,700	\$6,900	-78%	43%	53%
<b>Ottawa totals</b>		<b>0.9%</b>	<b>4,600</b>	<b>480,500</b>	<b>\$15,800</b>	<b>-54%</b>	<b>55%</b>	<b>61%</b>
<b>Ontario totals</b>		<b>0.8%</b>	<b>56,900</b>	<b>6,991,700</b>	<b>\$13,900</b>	<b>-53%</b>	<b>41%</b>	<b>53%</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Notes: The earnings gap is the difference between the median earnings of artists and the overall labour force in each neighbourhood. All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i></p>								

Map 9 provides a graphic view of the ten Ottawa neighbourhoods with the highest concentration of artists. These neighbourhoods are located in various parts of the city. The areas of highest concentration are lightly shaded (orange and pink), followed by blue and purple shading.

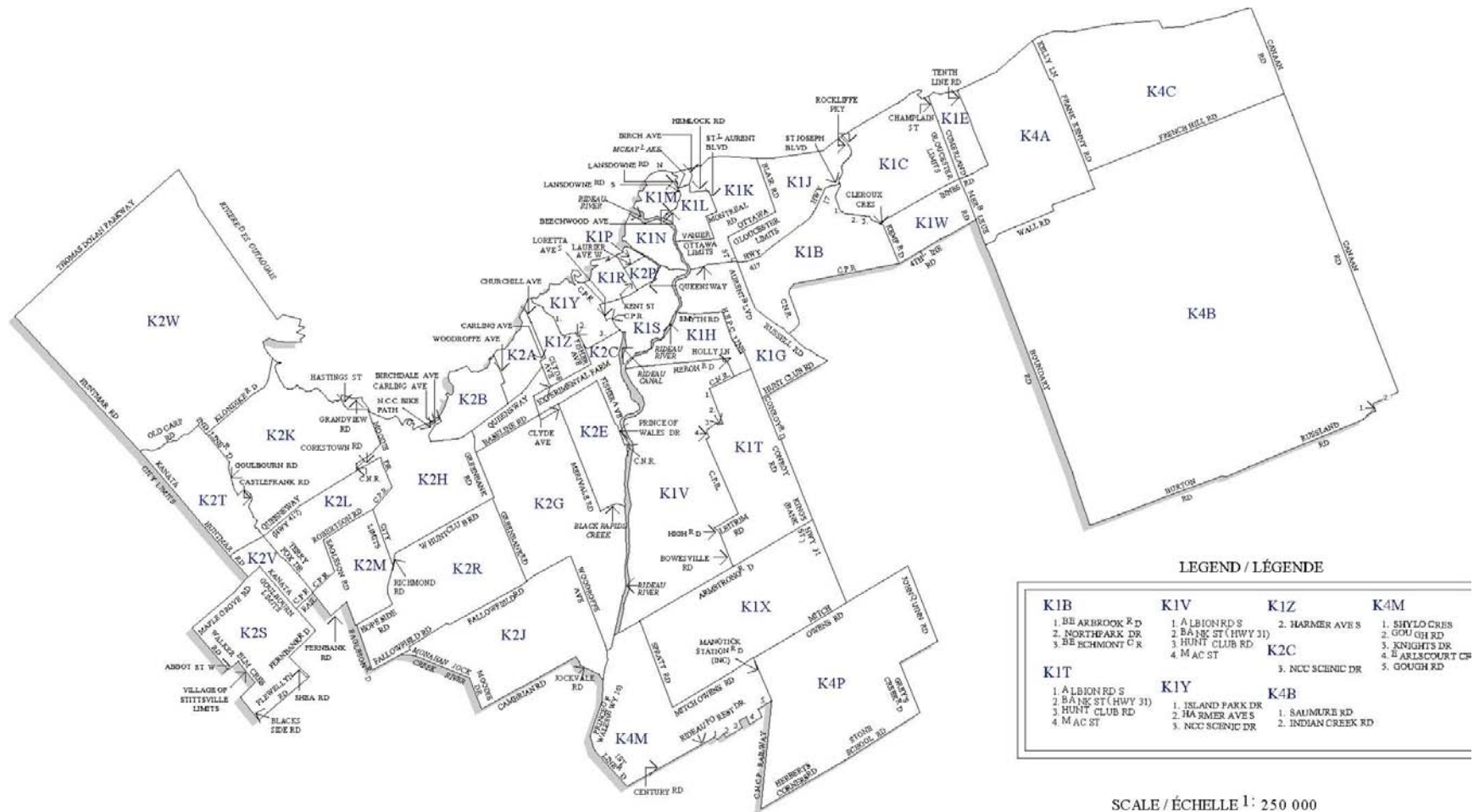
**Map 9: Ten Ottawa neighbourhoods with the highest concentration of artists, 2006**



Legend: 1: K1M (2.3%, orange), 2: K2P (2.2%, light pink), T3: K1Y (2.0%, pink), T3: K1N (2.0%, pink),  
5: K1S (1.8%, blue), 6: K1R (1.7%, blue), 7: K2K (1.4%, blue), 8: K1H (1.2%, purple),  
9: K1Z (1.1%, purple), 10: K1J (1.0%, purple).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Figure 2: Postal codes in the Ottawa area (Source: Canada Post)





## *Changes in Ottawa between 2001 and 2006*

The concentration of artists in the City of Ottawa decreased marginally between 2001 and 2006, from 1.0% to 0.9%. The 4% increase in the number of artists between 2001 and 2006 did not match the 9% increase in the overall labour force during the same period. Of the 29 neighbourhoods in Ottawa with reliable data in both 2001 and 2006, 13 showed an increase in the concentration of artists between 2001 and 2006. Another 5 neighbourhoods showed no change in the concentration of artists, while 11 neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006.

Table 10 examines the changes between 2001 and 2006 in the ten Ottawa neighbourhoods with the highest concentration of artists (in 2006). The table shows that there have been some shifts in the top ten neighbourhoods since 2001. However, eight of the top ten neighbourhoods in 2001 were still in the top ten in 2006. Ottawa is the only city among the five in this study where the #1 ranked neighbourhood in 2001 remained at #1 in 2006 (albeit with a decrease in the number and concentration of artists). In six of the top ten neighbourhoods, the number of artists increased between 2001 and 2006. In five neighbourhoods, the concentration of artists increased.

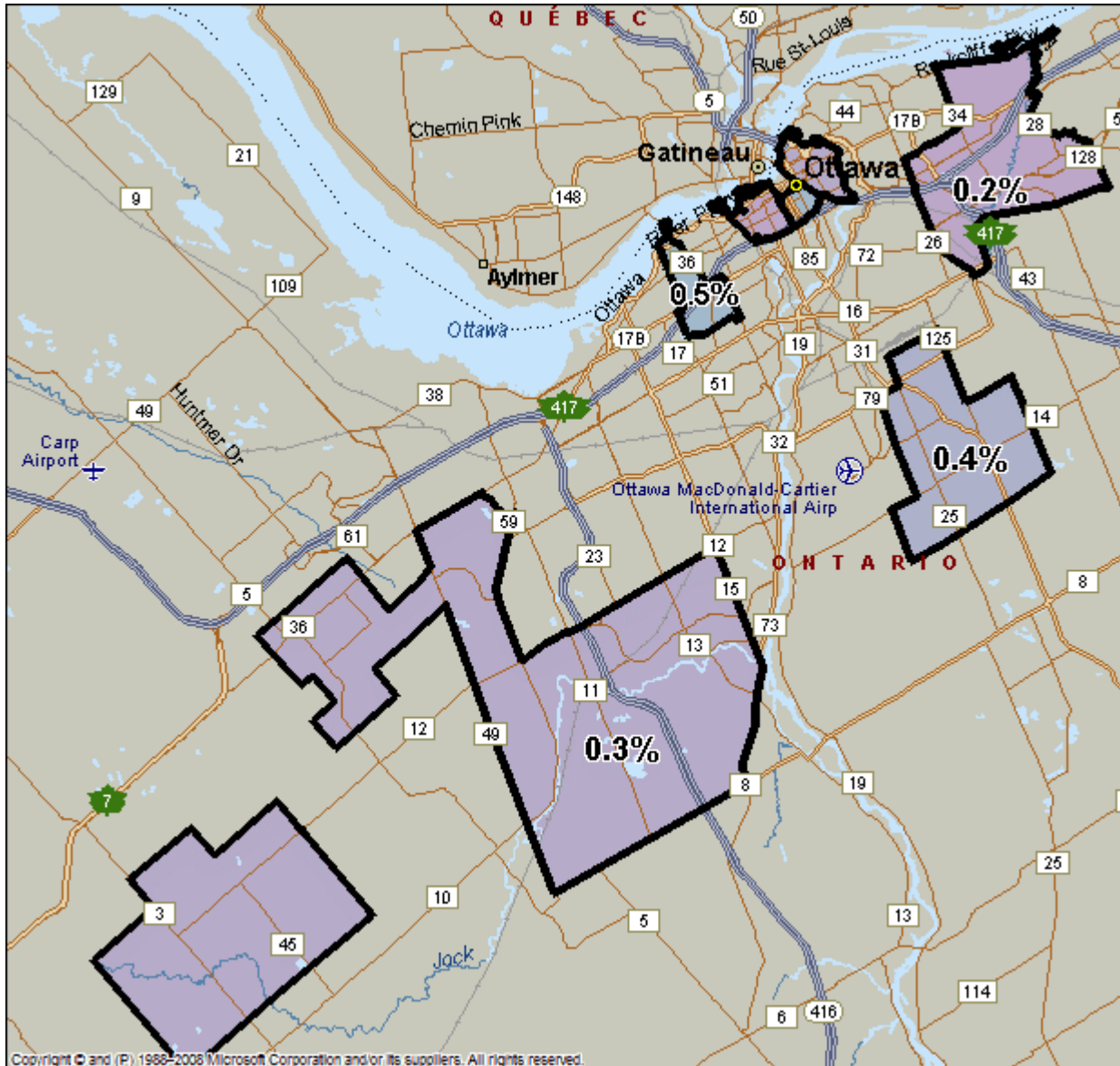
<b>Table 10: Changes between 2001 and 2006 in the top ten Ottawa neighbourhoods (in 2006)</b>								
<b>Forward Sortation Area</b>	<b>Rank in 2001</b>	<b>Rank in 2006</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>	<b>Artists in 2001</b>	<b>Artists in 2006</b>	<b>Change in artists</b>
K1M	1	1	3.0%	2.3%	-0.7%	110	90	-20
K2P	T5	2	1.7%	2.2%	0.5%	175	230	55
K1Y	2	T3	2.2%	2.0%	-0.2%	265	230	-35
K1N	T5	T3	1.7%	2.0%	0.3%	250	290	40
K1S	3	5	1.9%	1.8%	-0.1%	370	335	-35
K1R	7	6	1.5%	1.7%	0.2%	175	190	15
K2K	8	7	1.4%	1.4%	-0.1%	135	165	30
K1H	9	8	1.3%	1.2%	-0.1%	110	100	-10
K1Z	23	9	0.6%	1.1%	0.5%	70	125	55
K1J	16	10	0.8%	1.0%	0.2%	120	150	30
<b>Ottawa totals</b>			<b>1.0%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>4,400</b>	<b>4,600</b>	<b>200</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i></p>								

Table 11 provides information about the ten Ottawa neighbourhoods that had the largest increases in the concentration of artists between 2001 and 2006. The table shows that the K2P and K1Z neighbourhoods had the largest increases in the concentration of artists between 2001 and 2006 (0.5% increase). The K2P neighbourhood was ranked second among Ottawa neighbourhoods in 2006, an increase from sixth in 2001. The K1Z neighbourhood was ranked ninth in 2006, a substantial increase from its 23<sup>rd</sup> ranking among Ottawa neighbourhoods in 2001.

<b>Table 11: Ten Ottawa neighbourhoods with the largest increase in the concentration of artists between 2001 and 2006</b>			
<b>Forward Sortation Area</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>
K2P	1.7%	2.2%	0.5%
K1Z	0.6%	1.1%	0.5%
K1T	0.5%	0.8%	0.4%
K2J	0.7%	1.0%	0.3%
K1N	1.7%	2.0%	0.3%
K2S	0.5%	0.8%	0.3%
K2M	0.5%	0.8%	0.3%
K1B	0.6%	0.8%	0.2%
K1J	0.8%	1.0%	0.2%
K1R	1.5%	1.7%	0.2%
<b>Ottawa</b>	<b>1.0%</b>	<b>0.9%</b>	<b>0.0%</b>
<i>Source: Analysis by Hill Strategies Research based on 2001 and 2006 census data requests.</i>			
<i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i>			

Map 10 provides a graphic view of the ten Ottawa neighbourhoods with the largest increases in the concentration of artists between 2001 and 2006. The map shows that neighbourhoods with strong increases in the concentration of artists are spread through various areas of the city.

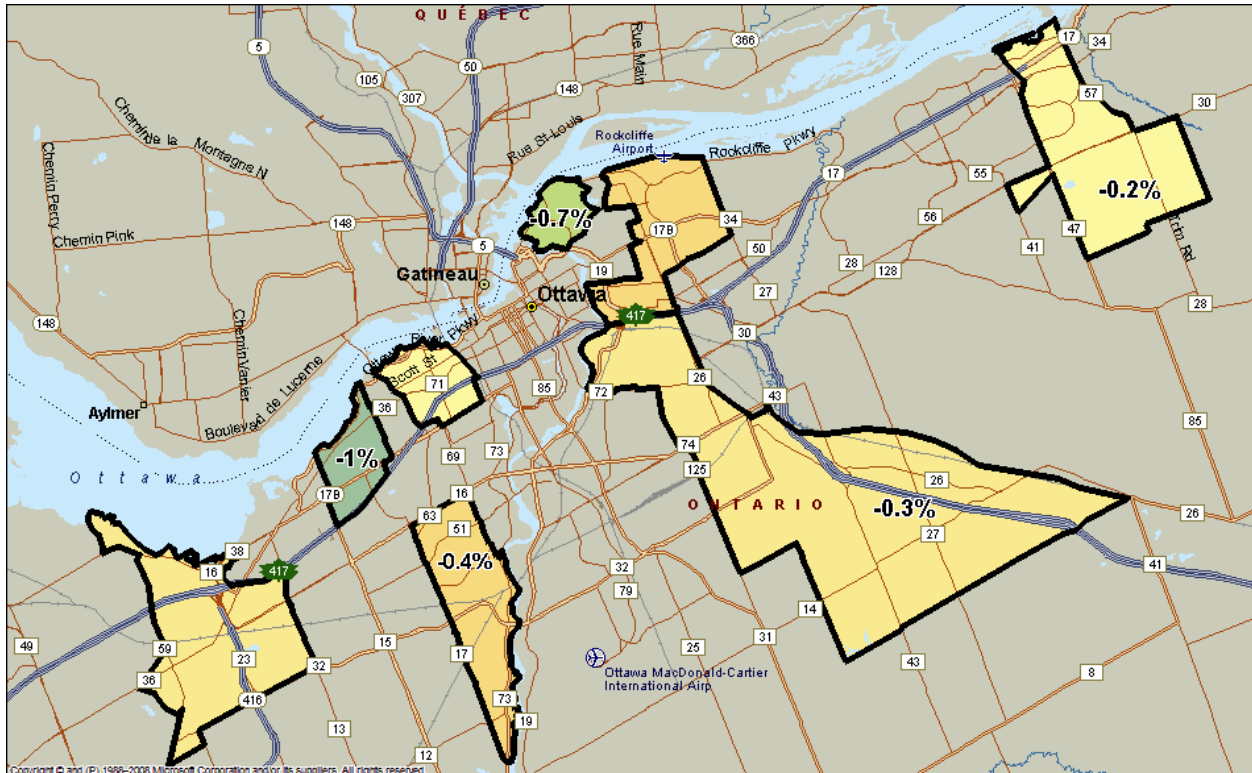
**Map 10: Ten Ottawa neighbourhoods with the largest increase in the concentration of artists between 2001 and 2006**



Legend: T1: K2P (0.5% increase, blue), T1: K1Z (0.5% increase, blue),  
 3: K1T (0.4% increase, blue), T4: K2J (0.3% increase, purple), T4: K1N (0.3% increase, purple),  
 T4: K2S (0.3% increase, purple), T4: K2M (0.3% increase, purple),  
 T8: K1B (0.2% increase, purple), T8: K1J (0.2% increase, purple), T8: K1R (0.2% increase, purple).  
 Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

As noted previously, 11 Ottawa neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006. The two green-shaded areas of Map 11 had a particularly large decrease in the concentration of artists. K2A (Highland Park) saw a 1.0% decrease in the concentration of artists, from 1.8% in 2001 to 0.8% in 2006. K1P (Rockcliffe Park) saw a 0.7% decrease in the concentration of artists, from 3.0% in 2001 to 2.3% in 2006.

**Map 11: Eight Ottawa neighbourhoods with the largest decreases in the concentration of artists between 2001 and 2006**



Legend: 1: K2A (1.0% decrease, dark green), 2: K1M (0.7% decrease, light green),  
 T3: K2E (0.4% decrease, orange), T3: K1K (0.4% decrease, orange),  
 T5: K1G (0.3% decrease, yellow), T5: K2H (0.3% decrease, yellow),  
 T7: K1Y (0.2% decrease, yellow), T7: K4A (0.2% decrease, yellow).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

### *Neighbourhoods with the highest median earnings of artists, 2006*

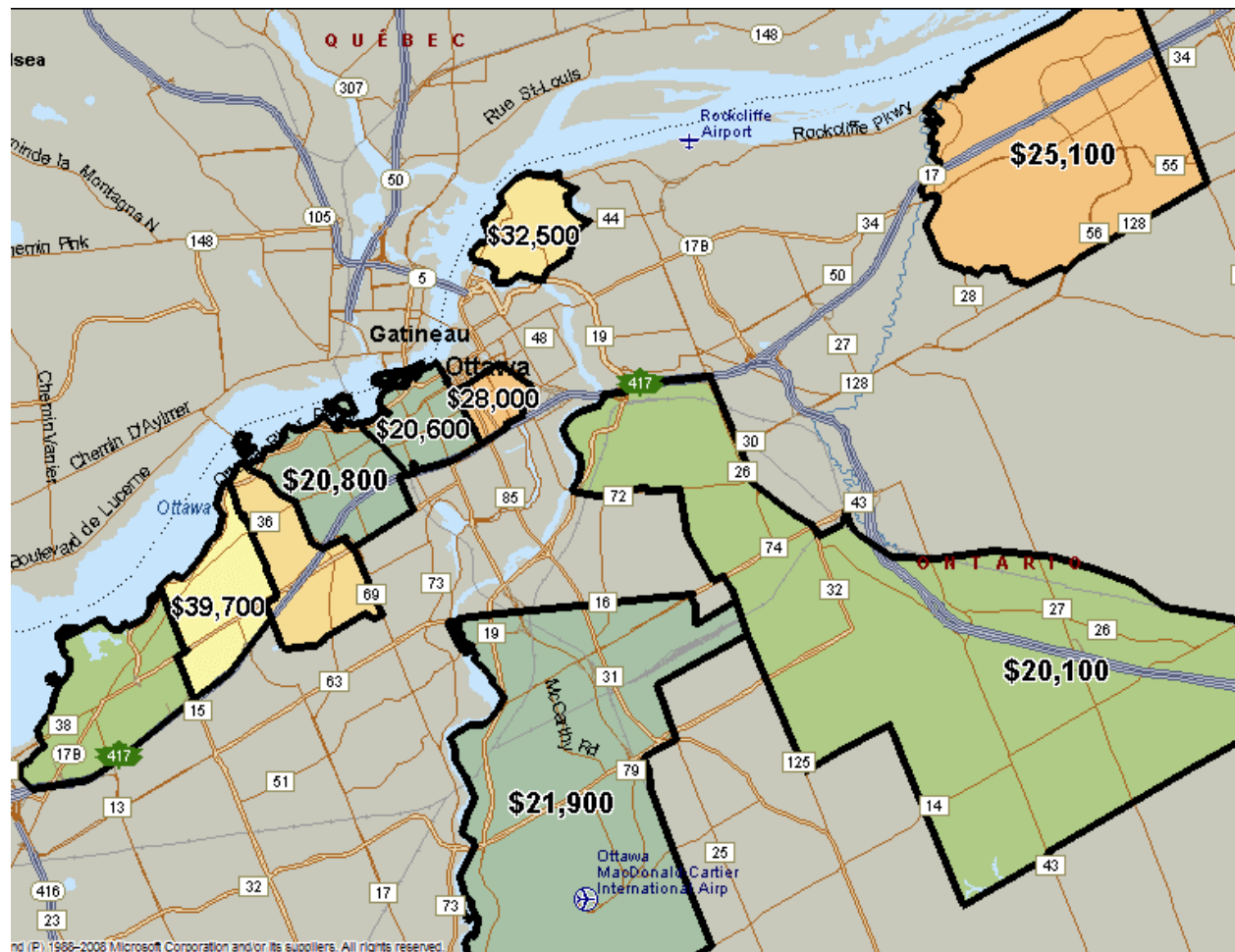
Table 12 provides a list of the ten Ottawa neighbourhoods with the highest median earnings of artists. The median earnings of artists in these ten neighbourhoods range from just over \$20,000 to nearly \$40,000, compared with median earnings of \$15,800 for all Ottawa artists. Two of these neighbourhoods (K1M and K2P) have the highest concentration of artists in Ottawa, while three other neighbourhoods (K1Z, K1Y and K1R) are among the ten areas with the highest concentration of artists in Ottawa.

Note: The median is a measure of the earnings of a “typical” artist in the area. Half of individuals have earnings that are less than the median value, while the other half has earnings greater than the median. The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week. In other words, secondary jobs are included in the earnings figures.

<b>Table 12: Ten Ottawa neighbourhoods with the highest median earnings of artists, 2006</b>			
<b>Forward Sortation Area</b>	<b>Artists' median earnings</b>	<b>Artists (#)</b>	<b>Concentration of artists</b>
K2A	\$39,700	70	0.8%
K1M	\$32,500	90	2.3%
K2P	\$28,000	230	2.2%
K1Z	\$25,400	125	1.1%
K1C	\$25,100	155	0.6%
K1V	\$21,900	195	0.7%
K1Y	\$20,800	230	2.0%
K1R	\$20,600	190	1.7%
K1G	\$20,100	125	0.7%
K2B	\$20,100	130	0.8%
<b>Ottawa</b>	<b>\$15,800</b>	<b>4,600</b>	<b>0.9%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i>			

Map 12 shows that many of the ten high-earnings areas border the Ottawa River, with additional high-earnings areas in the south of the city.

*Map 12: Ten Ottawa neighbourhoods with the highest median earnings of artists, 2006*



Legend: 1: K2A (\$39,700, light yellow), 2: K1M (\$32,500, yellow), 3: K2P (\$28,000, orange),  
 4: K1Z (\$25,400, orange), 5: K1C (\$25,100, orange), 6: K1V (\$21,900, teal),  
 7: K1Y (\$20,800, teal), 8: K1R (\$20,600, teal), T9: K1G (\$20,100, green), T9: K2B (\$20,100, green).  
 Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

### *Artists by education in Ottawa neighbourhoods, 2006*

Of the City of Ottawa's 4,600 artists, 2,500 (or 55%) have attained a bachelor's degree or higher. In 17 of 26 reliable neighbourhoods (i.e., with 40 or more artists with at least a bachelor's degree), at least one-half of artists have at least a bachelor's degree.

Table 13 provides a list of the ten Ottawa neighbourhoods that have the highest percentage of artists with at least a bachelor's degree. Two-thirds or more of the artists in each of these neighbourhoods have at least a bachelor's degree. Four of these neighbourhoods (K1M, K1Y, K1S and K1N) are among the ten areas with the highest concentration of artists in Ottawa.

<b>Table 13: Ten Ottawa neighbourhoods with the highest percentage of artists with at least a bachelor's degree, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Artists with a bachelor's degree or higher (#)</b>	<b>Artists with a bachelor's degree or higher (%)</b>	<b>Concentration of artists</b>
K1M	90	75	83%	2.3%
K1B	85	70	82%	0.8%
K1V	195	150	77%	0.7%
K2B	130	95	73%	0.8%
K2A	70	50	71%	0.8%
K1Y	230	160	70%	2.0%
K1S	335	230	69%	1.8%
K1C	155	105	68%	0.6%
K1N	290	190	66%	2.0%
K2C	145	95	66%	0.9%
<b>Ottawa</b>	<b>4,600</b>	<b>2,500</b>	<b>55%</b>	<b>0.9%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

### *Artists by sex in Ottawa neighbourhoods, 2006*

Arts occupations in Ottawa are quite strongly female-dominated. The City of Ottawa has 2,800 female artists, representing 61% of all artists in the city. This is essentially tied with Calgary (60%) for the highest percentage of female artists among the five cities in this study. Of 27 reliable neighbourhoods in Ottawa (i.e., with 40 or more female artists), 25 have more female than male artists.

Table 14 provides a list of the ten Ottawa neighbourhoods with the highest proportion of female artists. Three of these neighbourhoods (K1H, K1S and K1Y) are among the ten areas with the highest concentration of artists in Ottawa.

<b>Table 14: Ten Ottawa neighbourhoods with the highest percentage of female artists, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Female artists (#)</b>	<b>Female artists %</b>	<b>Concentration of artists</b>
K1H	100	85	85%	1.2%
K1V	195	165	85%	0.7%
K2B	130	100	77%	0.8%
K1S	335	250	75%	1.8%
K2J	250	175	70%	1.0%
K2C	145	95	66%	0.9%
K1Y	230	145	63%	2.0%
K2E	80	50	63%	0.8%
K2M	90	55	61%	0.8%
K2S	100	60	60%	0.8%
<b>Ottawa</b>	<b>4,600</b>	<b>2,800</b>	<b>61%</b>	<b>0.9%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

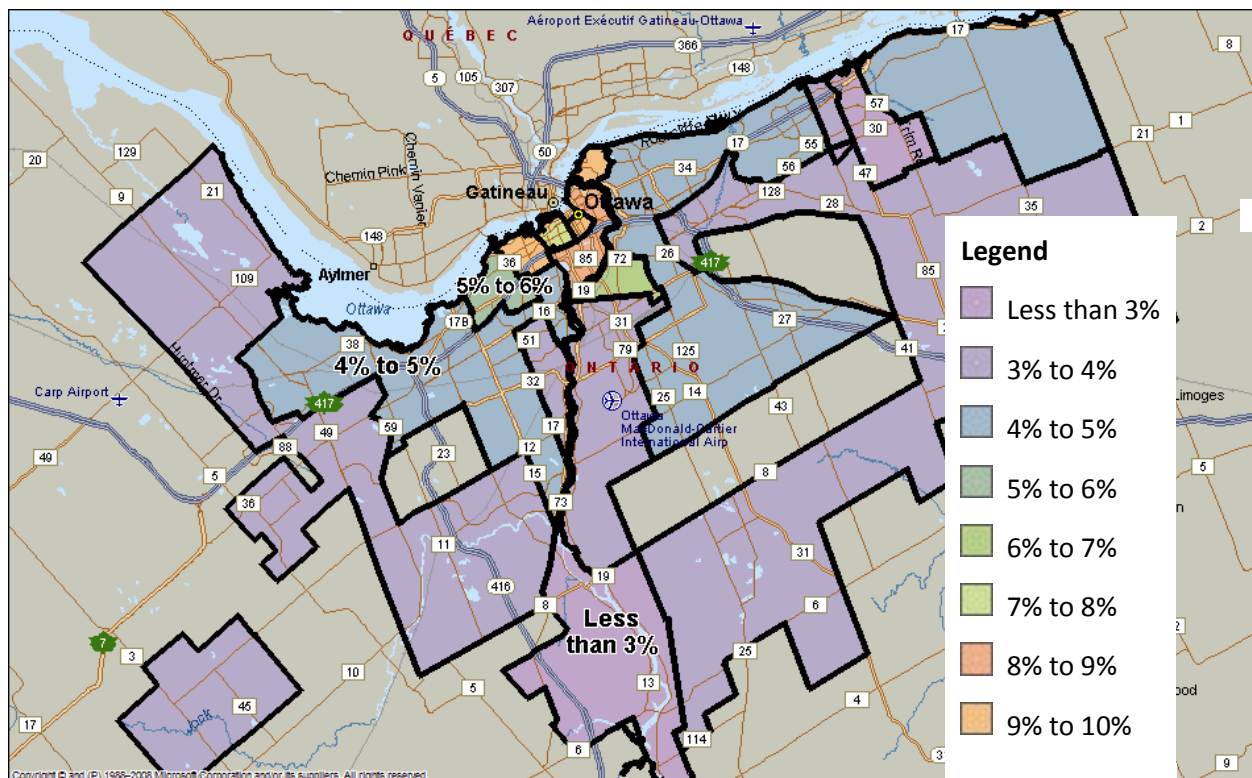


## *Cultural workers in Ottawa in 2006*

There are 22,500 cultural workers in Ottawa, including creative, production, technical and management occupations in the areas of broadcasting, film and video, sound recording, performing arts, publishing, printing, libraries, archives, heritage, architecture and design. Forty-eight occupation groups are captured as cultural workers (including the nine arts occupations examined elsewhere in this report).

An overview of the “cultural geography” of the City of Ottawa is provided in Map 13. The map shows the range of concentrations of cultural workers in Ottawa in 2006.<sup>12</sup> Similar to the situation for artists, most of the areas with higher concentrations of cultural workers are in central Ottawa (orange, pink and green shading), while those areas with lower concentrations are shaded blue and purple. For grey-shaded areas within the city limits, the data is not reliable.

**Map 13: Concentration of cultural workers in Ottawa neighbourhoods, 2006**



*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

<sup>12</sup> There are 36 neighbourhoods in Ottawa with reliable data on cultural workers in 2006. That is, at least 40 cultural workers reside in each of these 36 postal regions.

Table 15 provides a list of the 11 Ottawa neighbourhoods with the highest concentration of cultural workers. The top eight neighbourhoods are also among the ten neighbourhoods with the highest concentration of artists in Ottawa.

These 11 neighbourhoods have a concentration of cultural workers that is between one and a half and three times the Ontario average (3.4%). Collectively, 9,000 cultural workers live in these 11 neighbourhoods, which house 40% of all cultural workers in Ottawa.

In Ottawa, the median earnings of cultural workers are \$37,300, which is 9% *higher* than all Ottawa workers. Median earnings are higher for cultural workers than all local workers in nine of the 11 neighbourhoods with the highest concentration of cultural workers.

The final two columns of Table 15 show that cultural workers in many of these neighbourhoods are highly educated and predominantly female.

**Table 15: Eleven Ottawa neighbourhoods with the highest concentration of cultural workers, 2006**

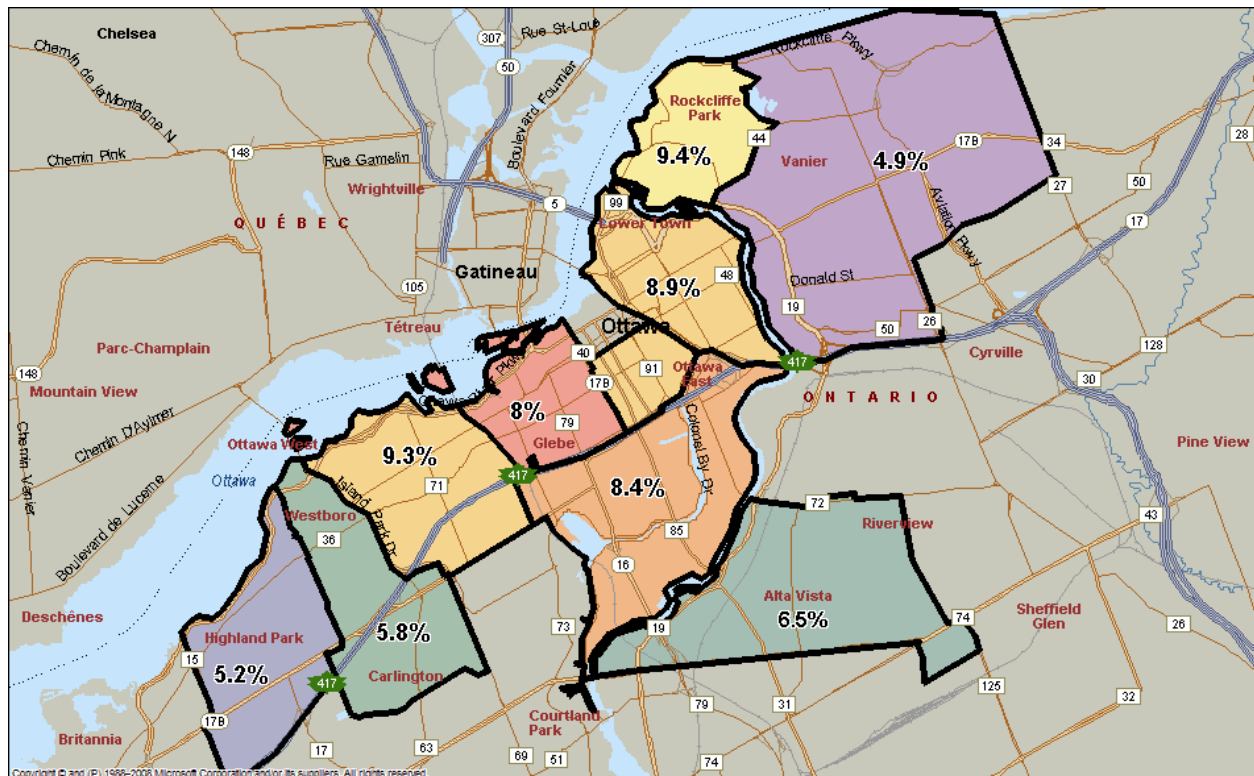
Rank (in city)	Forward Sortation Area	Cultural workers concentration	Cultural workers (#)	Overall labour force (#)	Cultural workers' median earnings	Earnings gap	Cultural workers: bachelor's degree or higher (%)	Female cultural workers (%)
1	K1M	9.4%	370	3,900	\$45,100	-6%	74%	55%
T2	K2P	9.3%	985	10,500	\$39,700	13%	63%	59%
T2	K1Y	9.3%	1,070	11,500	\$50,500	26%	67%	57%
4	K1N	8.9%	1,300	14,600	\$33,000	27%	68%	55%
5	K1S	8.4%	1,525	18,200	\$40,200	8%	71%	60%
6	K1R	8.0%	895	11,200	\$37,400	34%	56%	51%
7	K1H	6.5%	550	8,400	\$34,100	-7%	55%	63%
8	K1Z	5.8%	655	11,400	\$38,700	27%	47%	55%
9	K2A	5.2%	440	8,500	\$42,500	23%	57%	59%
T10	K1L	4.9%	445	9,100	\$33,600	25%	52%	56%
T10	K1K	4.9%	770	15,900	\$38,800	28%	47%	48%
<b>Ottawa totals</b>		<b>4.7%</b>	<b>22,500</b>	<b>480,500</b>	<b>\$37,300</b>	<b>9%</b>	<b>50%</b>	<b>56%</b>
<b>Ontario totals</b>		<b>3.4%</b>	<b>240,300</b>	<b>6,991,700</b>	<b>\$29,800</b>	<b>1%</b>	<b>36%</b>	<b>50%</b>

*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*  
*Notes: The earnings gap is the difference between the median earnings of cultural workers and the overall labour force in each neighbourhood.*

*All earnings figures captured in the 2006 census relate to the 2005 calendar year.*

Map 14 provides a graphic view of the 11 Ottawa neighbourhoods with the highest concentration of cultural workers. These neighbourhoods are located in various parts of the city. The areas of highest concentration are lightly shaded (yellow, orange and pink), followed by blue and purple shading.

**Map 14: Eleven Ottawa neighbourhoods with the highest concentration of cultural workers in 2006**



*Legend: 1: K1M (9.4%, yellow), T2: K2P (9.3%, light orange), T2: K1Y (9.3%, light orange), 4: K1N (8.9%, orange), 5: K1S (8.4%, orange), 6: K1R (8.0%, pink), 7: K1H (6.5%, teal), 8: K1Z (5.8%, teal), 9: K2A (5.2%, blue), T10: K1L (4.9%, purple), T10: K1K (4.9%, purple).*  
*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

## Toronto

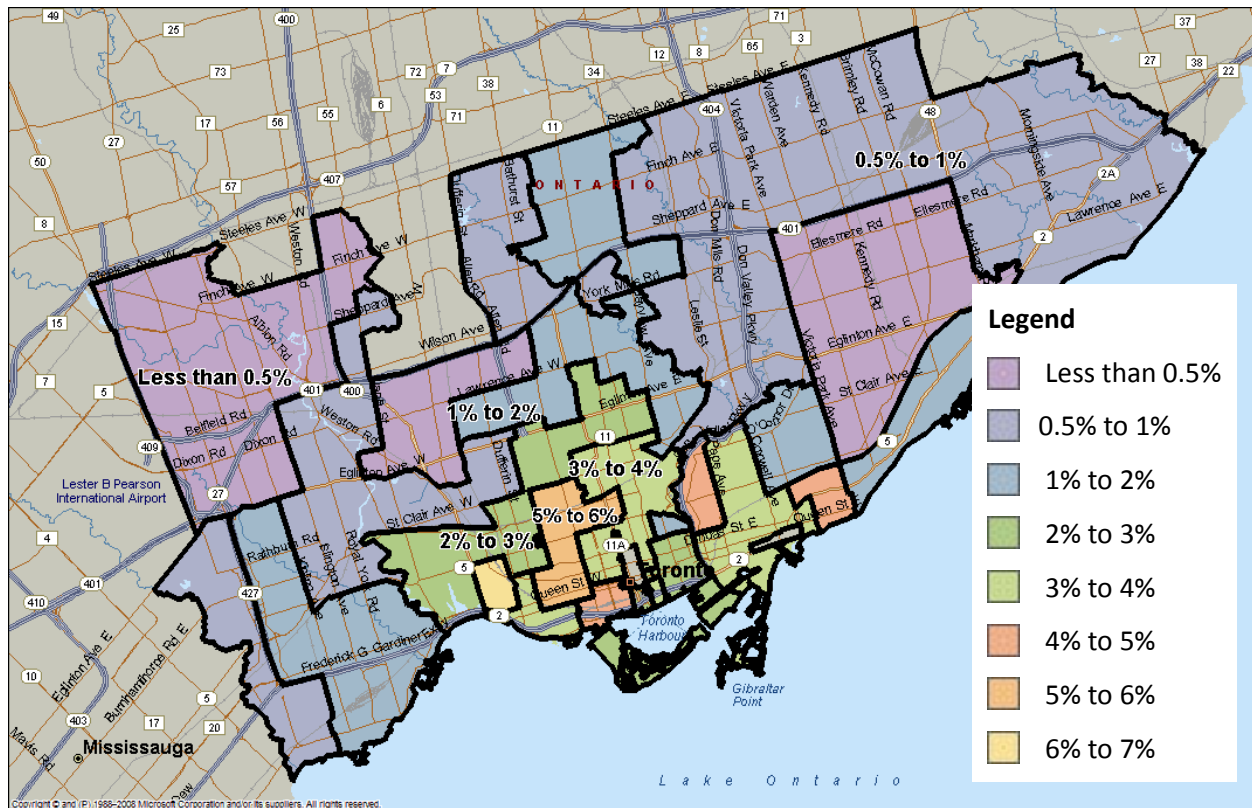
With 56,900 artists, Ontario has nearly twice as many artists as any other province. Almost 40% of all artists in Ontario reside in the City of Toronto (22,300, or 39%). The concentration of artists in Toronto (1.6% of the local labour force) is double the provincial and national averages (both 0.8%).

About one-sixth of all artists in Canada reside in Toronto (16%). There are 66% more artists in Toronto than in any other city in Canada.

Toronto also has a very large number of cultural workers (82,600). This represents 34% of all cultural workers in Ontario. In contrast, the overall labour force in Toronto accounts for 20% of all Ontario workers. Cultural workers represent 5.9% of all Toronto workers. ("Cultural workers" include all those captured in a broad range of 48 cultural occupations, not just the nine arts occupations.)

There are 89 neighbourhoods in Toronto with reliable data on artists in 2006. That is, at least 40 artists reside in each of these 89 postal regions. Map 15 provides an overall view of the "artistic geography" of the City of Toronto. This map shows the ranges of concentration of artists found in Toronto in 2006. Most of the areas with higher artistic concentrations are in central Toronto (yellow, orange and green shading), although there is a fairly wide geographic range covered by these artistic neighbourhoods. Those areas with lower concentrations are shaded blue and purple. For grey-shaded areas within the city limits, the data is not reliable.

*Map 15: Concentration of artists in Toronto neighbourhoods, 2006*



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Table 16 provides a list of the ten Toronto neighbourhoods with the highest concentration of artists. All ten of these neighbourhoods have a concentration of artists that is about five times (or more) the Ontario and Canadian averages (both 0.8%). Collectively, 7,030 artists live in these 10 neighbourhoods, which house about one-third of all artists in Toronto (32%).

In Toronto, the median earnings of artists are \$18,300, which is 36% less than all Toronto workers. Despite the fact that the top ten neighbourhoods have a very high concentration of artists, there is still a substantial difference in earnings between artists and all workers who reside in most of these neighbourhoods. The earnings gap is more than 25% in eight neighbourhoods. In contrast, in the M5T area (Chinatown and Kensington Market), artists' median earnings of \$22,700 are 18% more than all workers residing in this neighbourhood.

The final two columns of Table 16 show that artists in many of these neighbourhoods are highly educated and predominantly male. In the City of Toronto, exactly one-half of all artists have at least a bachelor's degree. In eight of the top ten neighbourhoods, more than half of all artists have at least a bachelor's degree. However, in M6R, the top-ranked neighbourhood, slightly less than one-half of artists have at least a bachelor's degree (48%). There is a higher proportion of female artists than in Toronto as a whole (46%) in only three of the ten neighbourhoods. The number of female artists equals the number of male artists in only one neighbourhood (M4K).

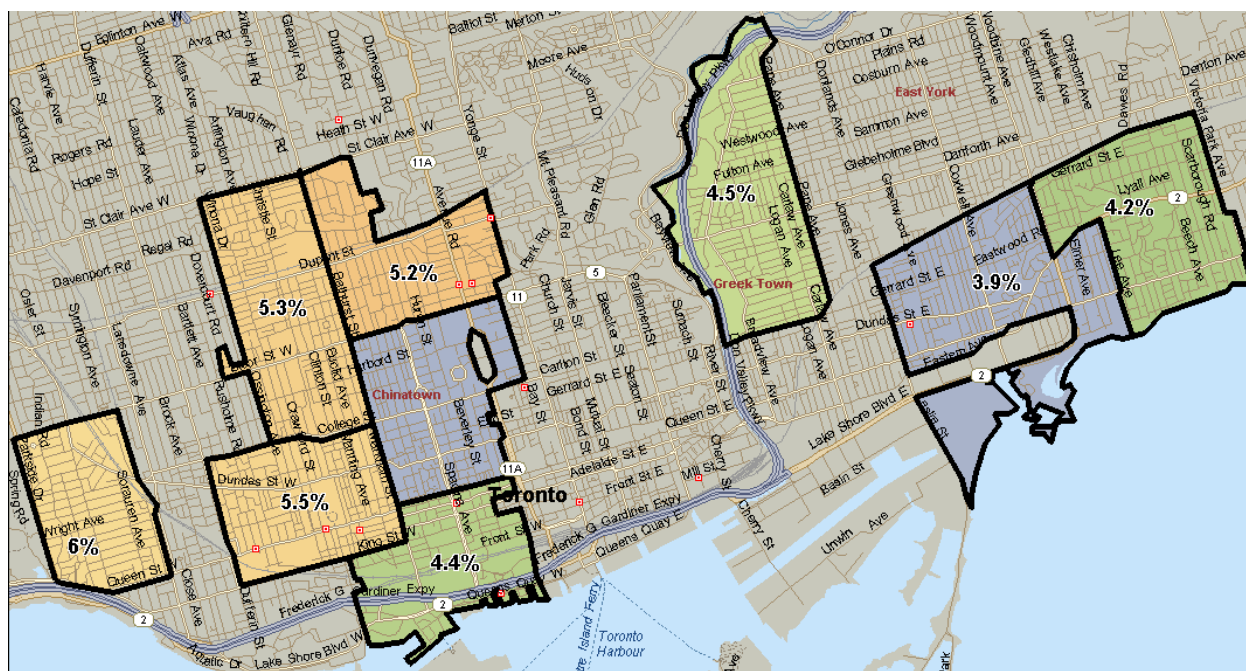
**Table 16: Ten Toronto neighbourhoods with the highest concentration of artists, 2006**

Rank (in city)	Forward Sortation Area	Concentration of artists	Artists (#)	Overall labour force (#)	Artists' median earnings	Earnings gap	Artists with bachelor's degree or higher (%)	Female artists (%)
1	M6R	6.0%	720	12,000	\$16,400	-51%	48%	40%
2	M6J	5.5%	955	17,300	\$24,200	-19%	61%	48%
3	M6G	5.3%	1,045	19,600	\$20,600	-31%	56%	47%
4	M5R	5.2%	835	15,900	\$20,500	-40%	59%	46%
5	M4K	4.5%	870	19,500	\$24,800	-27%	59%	50%
6	M5V	4.4%	535	12,200	\$32,700	-28%	53%	34%
7	M4E	4.2%	625	14,800	\$25,500	-38%	44%	45%
T8	M5S	3.9%	330	8,400	\$16,800	-38%	61%	39%
T8	M4L	3.9%	750	19,200	\$23,200	-32%	51%	39%
T8	M5T	3.9%	365	9,400	\$22,700	+18%	55%	36%
<b>Toronto totals</b>		<b>1.6%</b>	<b>22,300</b>	<b>1,395,200</b>	<b>\$18,300</b>	<b>-36%</b>	<b>50%</b>	<b>46%</b>
<b>Ontario totals</b>		<b>0.8%</b>	<b>56,900</b>	<b>6,991,700</b>	<b>\$13,900</b>	<b>-53%</b>	<b>41%</b>	<b>53%</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Notes: The earnings gap is the difference between the median earnings of artists and the overall labour force in each neighbourhood.</i></p> <p><i>All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i></p>								



Map 16 provides a graphic view of the ten Toronto neighbourhoods with the highest concentration of artists. Although all of these neighbourhoods are located south of St. Clair Avenue, there are strong concentrations of artists in areas substantially west (M6R, Parkdale) and east of downtown (M4E, the Beach). The areas of highest concentration are lightly shaded (yellow and orange), followed by green and blue shading. The four top neighbourhoods (yellow and orange shading) are all located west of Yonge Street.

**Map 16: Ten Toronto neighbourhoods with the highest concentration of artists, 2006**

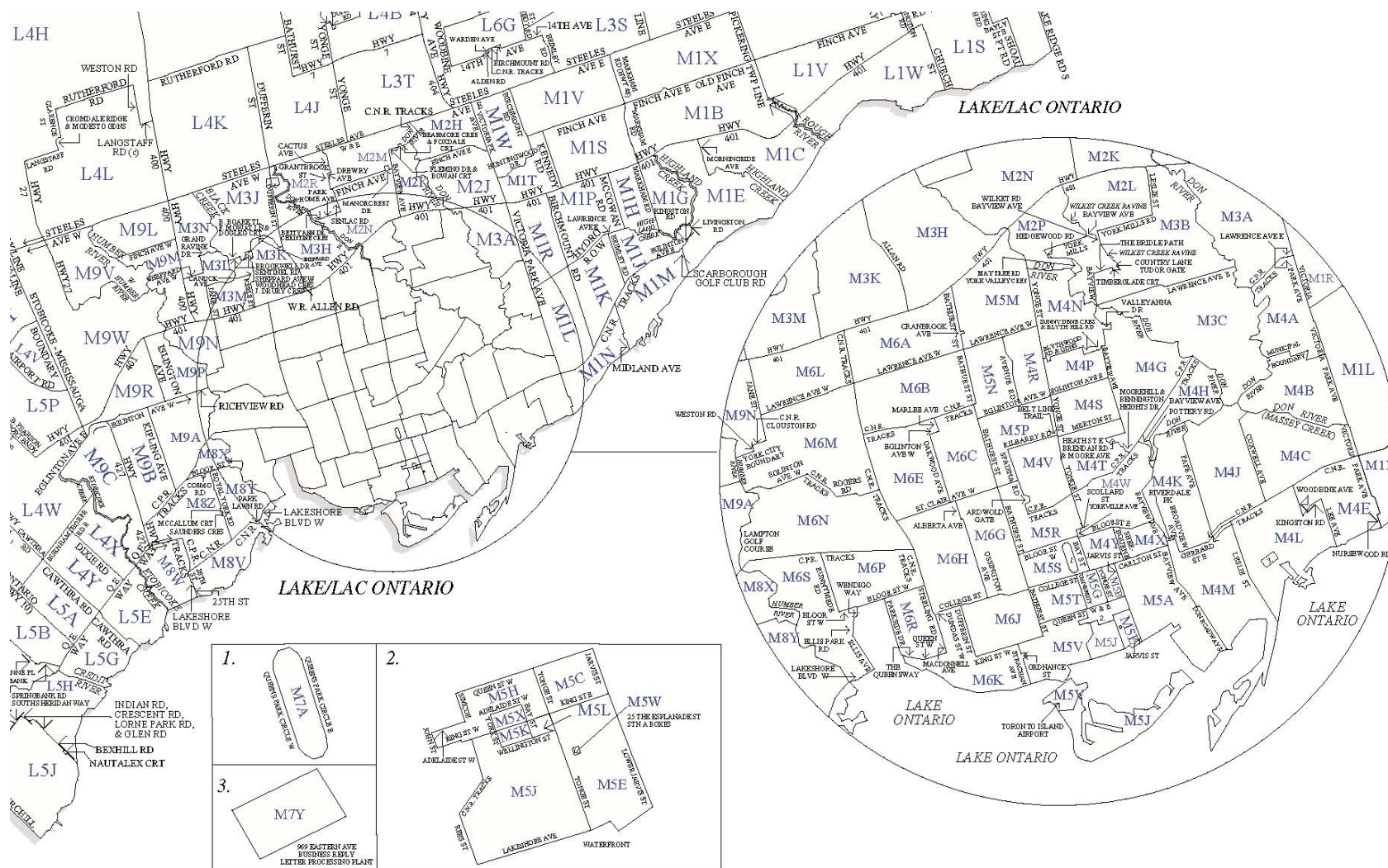


Legend: 1: M6R (6.0%, light yellow), 2: M6J (5.5%, yellow), 3: M6G (5.3%, yellow), 4: M5R (5.2%, orange), 5: M4K (4.5%, light green), 6: M5V (4.4%, green), 7: M4E (4.2%, dark green), T8: M5S (3.9%, blue), T8: M4L (3.9%, blue), T8: M5T (3.9%, blue).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.



Figure 3: Postal codes in the Toronto area (Source: Canada Post)



## *Changes in Toronto between 2001 and 2006*

The concentration of artists in the City of Toronto was 1.6% in both 2001 and 2006. There was a 6% increase in the number of artists between 2001 and 2006 that essentially matched the 5% increase in the overall labour force. Of the 85 neighbourhoods in Toronto with reliable data in both 2001 and 2006, 38 showed an increase in the concentration of artists between 2001 and 2006. Another 13 neighbourhoods showed no change in the concentration of artists, while 34 neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006.

Table 17 examines the changes between 2001 and 2006 in the ten Toronto neighbourhoods with the highest concentration of artists (in 2006). The table shows that there have been some shifts in the top ten neighbourhoods since 2001. However, seven of the top ten neighbourhoods in 2001 were still in the top ten in 2006. The highest-ranked neighbourhood in 2006 (M6R, Parkdale) was ranked sixth in 2001. The top-ranked neighbourhood in 2001 (M5R) fell to fourth in 2006 and was the only neighbourhood in the top ten to lose artists. In the other nine neighbourhoods, the number of artists increased between 2001 and 2006. In eight neighbourhoods, the concentration of artists increased. The M6R neighbourhood had the highest increase in the concentration of artists in the City of Toronto (1.7%).

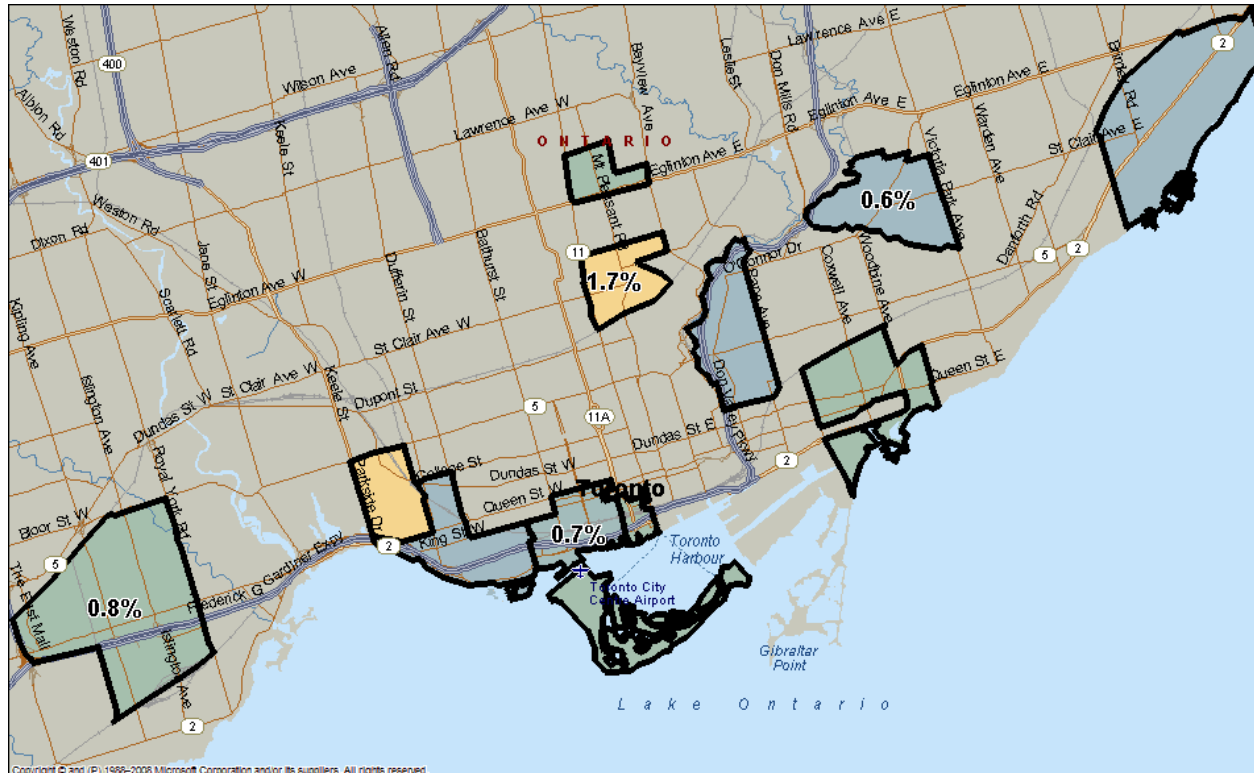
<b>Table 17: Changes between 2001 and 2006 in the top ten Toronto neighbourhoods (in 2006)</b>								
<b>Forward Sortation Area</b>	<b>Rank in 2001</b>	<b>Rank in 2006</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>	<b>Artists in 2001</b>	<b>Artists in 2006</b>	<b>Change in artists</b>
M6R	6	1	4.3%	6.0%	1.7%	550	720	170
M6J	2	2	5.2%	5.5%	0.3%	910	955	45
M6G	3	3	5.1%	5.3%	0.2%	1,020	1,045	25
M5R	1	4	5.4%	5.2%	-0.2%	845	835	-10
M4K	9	5	3.8%	4.5%	0.6%	750	870	120
M5V	11	6	3.7%	4.4%	0.7%	255	535	280
M4E	T7	7	3.9%	4.2%	0.3%	585	625	40
M5S	T7	T8	3.9%	3.9%	0.0%	325	330	5
M4L	15	T8	3.2%	3.9%	0.8%	590	750	160
M5T	12	T8	3.4%	3.9%	0.4%	320	365	45
<b>Toronto totals</b>			<b>1.6%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>21,000</b>	<b>22,300</b>	<b>1,200</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i></p>								

Table 18 provides information about the changes in the ten Toronto neighbourhoods that had the largest increases in the concentration of artists between 2001 and 2006. The table shows that M6R (Parkdale), now the neighbourhood with the highest concentration of artists in Toronto, had the largest increase in concentration between 2001 and 2006 (along with M4T, St. Clair and Mt. Pleasant). The M4T neighbourhood was ranked 12<sup>th</sup> among Toronto neighbourhoods in 2006, an increase from 28<sup>th</sup> in 2001.

<b>Table 18: Ten Toronto neighbourhoods with the largest increase in the concentration of artists between 2001 and 2006</b>			
<b>Forward Sortation Area</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>
M6R	4.3%	6.0%	1.7%
M4T	2.1%	3.8%	1.7%
M4P	1.7%	2.5%	0.8%
M5J	2.1%	2.9%	0.8%
M8Z	0.7%	1.5%	0.8%
M4L	3.2%	3.9%	0.8%
M5V	3.7%	4.4%	0.7%
M4K	3.8%	4.5%	0.6%
M1M	1.2%	1.8%	0.6%
M4B	0.6%	1.2%	0.6%
<b>Toronto</b>	<b>1.6%</b>	<b>1.6%</b>	<b>0.0%</b>
<p><i>Source: Analysis by Hill Strategies Research based on 2001 and 2006 census data requests.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i></p>			

Map 17 provides a graphic view of the ten Toronto neighbourhoods with the largest increases in the concentration of artists between 2001 and 2006. The map shows that neighbourhoods with strong increases in the concentration of artists are spread through various areas of the city. The neighbourhoods with the largest increases (1.7% each) were M6R (Parkdale) and M4T (St. Clair and Mt. Pleasant).

**Map 17: Ten Toronto neighbourhoods with the largest increase in the concentration of artists between 2001 and 2006**

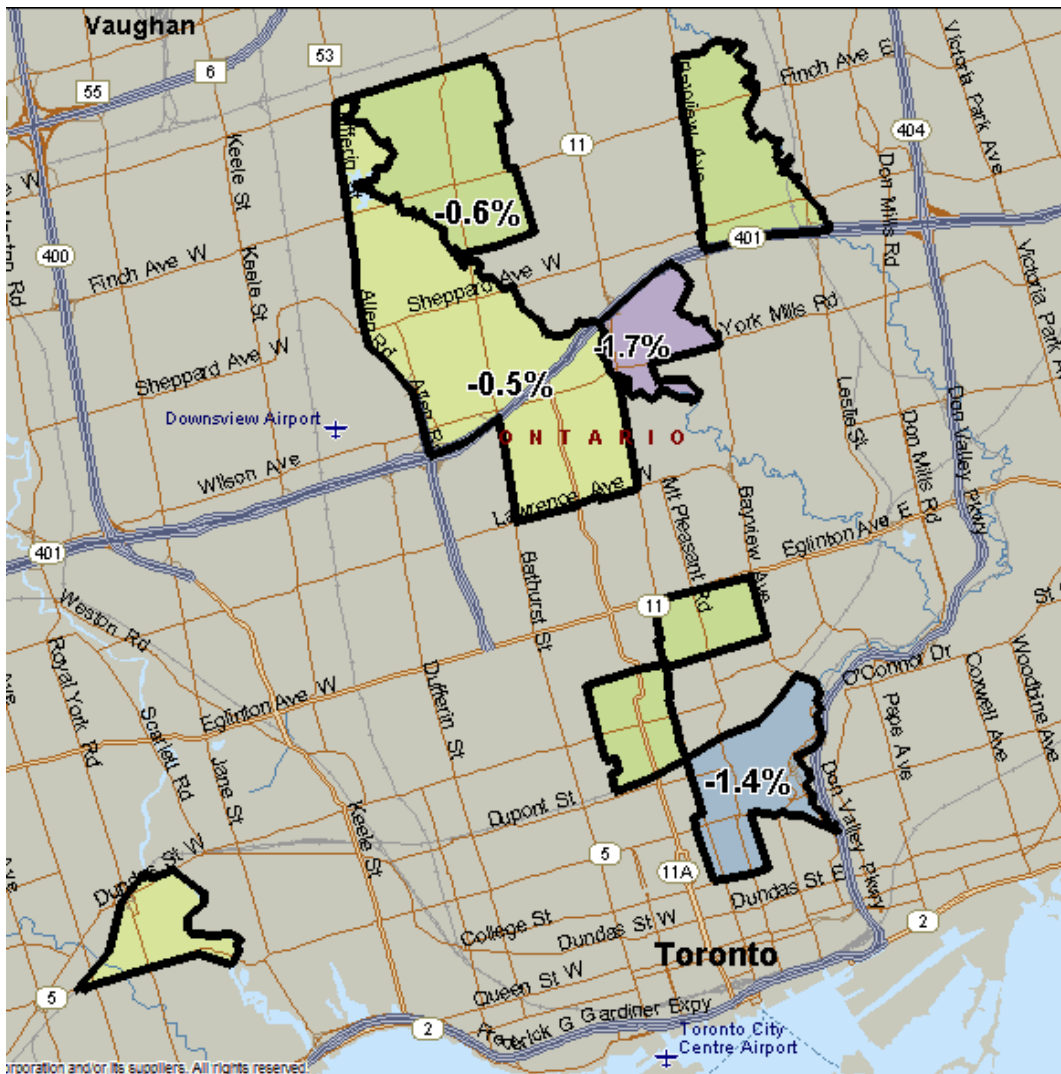


Legend: T1: M6R (1.7% increase, orange), T1: M4T (1.7% increase, orange),  
T3: M4P (0.8% increase, teal), T3: M5J (0.8% increase, teal), T3: M8Z (0.8% increase, teal),  
T3: M4L (0.8% increase, teal), 7: M5V (0.7% increase, blue),  
T8: M4K (0.6% increase, blue), T8: M1M (0.6% increase, blue), T8: M4B (0.6% increase, blue).  
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.



As noted previously, 34 Toronto neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006. Map 18 shows that these areas tend to be in a north-south pattern along Yonge Street. Three areas had a particularly large decrease in the concentration of artists. M2P (a neighbourhood southeast of the junction of Yonge St. and Highway 401) saw a 1.7% decrease in the concentration of artists, from 2.6% in 2001 to 0.9% in 2006. Two adjacent areas (M4Y, the Church and Wellesley area, and M4W, Rosedale) each saw a 1.4% decrease in the concentration of artists between 2001 and 2006.

**Map 18: Ten Toronto neighbourhoods with the largest decreases in the concentration of artists between 2001 and 2006**



Legend: 1: M2P (1.7% decrease, purple), T2: M4Y (1.4% decrease, blue), T2: M4W (1.4% decrease, blue), T4: M2R (0.6% decrease, green), T4: M4V (0.6% decrease, green), T4: M2K (0.6% decrease, green), T4: M4S (0.6% decrease, green), T8: M8X (0.5% decrease, light green), T8: M5M (0.5% decrease, light green), T8: M3H (0.5% decrease, light green).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

### *Neighbourhoods with the highest median earnings of artists, 2006*

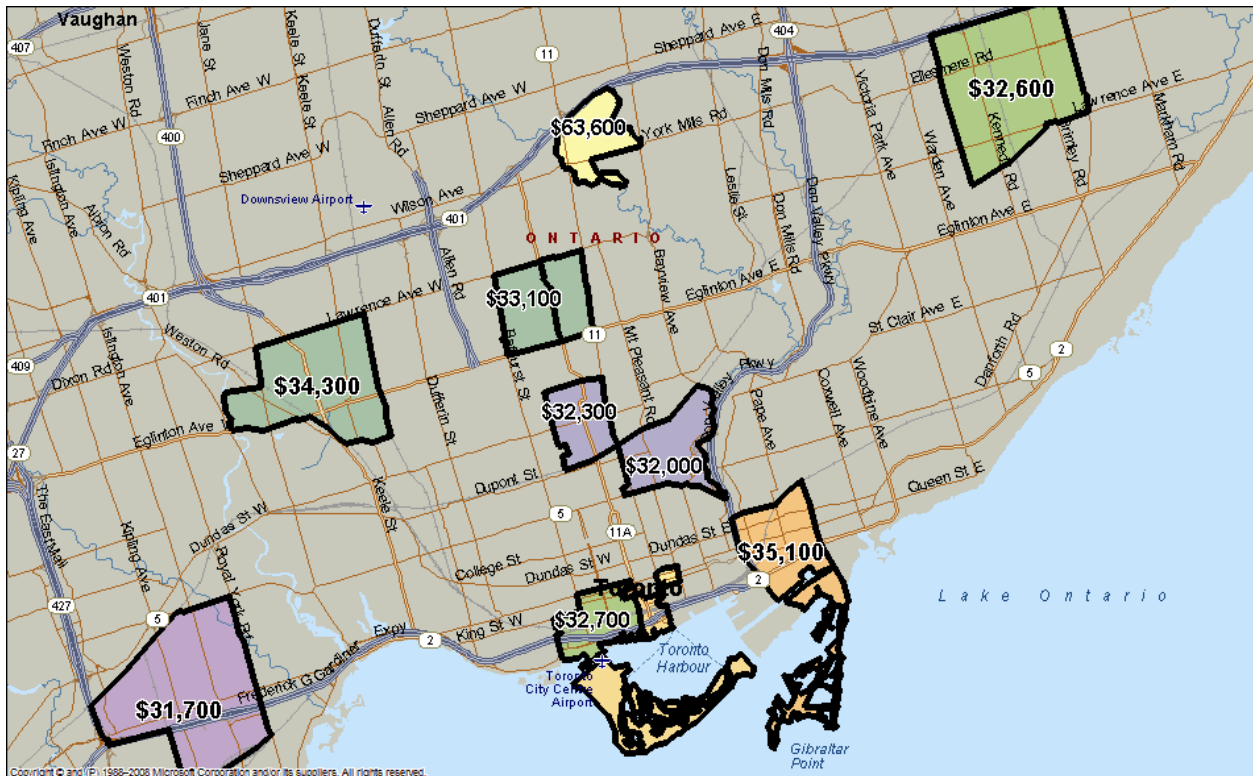
Table 19 provides a list of the 12 Toronto neighbourhoods with the highest median earnings of artists. In each of these 12 neighbourhoods, the median earnings of artists are over \$30,000, compared with median earnings of \$18,300 for all Toronto artists. In two neighbourhoods (M2P and M5C) with a small number of artists (40 each), artists have median earnings over \$56,000. Only one of the ten high-earnings neighbourhoods (M5V) is also among the ten areas with the highest concentration of artists in Toronto.

Note: The median is a measure of the earnings of a “typical” artist in the area. Half of individuals have earnings that are less than the median value, while the other half has earnings greater than the median. The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week. In other words, secondary jobs are included in the earnings figures.

<b>Table 19: Twelve Toronto neighbourhoods with the highest median earnings of artists, 2006</b>			
<b>Forward Sortation Area</b>	<b>Artists' median earnings</b>	<b>Artists (#)</b>	<b>Concentration of artists</b>
M2P	\$63,600	40	0.9%
M5C	\$56,400	40	2.6%
M5J	\$36,400	165	2.9%
M4M	\$35,100	425	3.6%
M6M	\$34,300	60	0.3%
M4R	\$33,700	140	2.0%
M5N	\$33,100	160	1.7%
M5V	\$32,700	535	4.4%
M1P	\$32,600	55	0.3%
M4V	\$32,300	340	3.1%
M4W	\$32,000	270	3.1%
M8Z	\$31,700	110	1.5%
<b>Toronto</b>	<b>\$18,300</b>	<b>22,300</b>	<b>1.6%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i>			

Map 19 shows that the 12 high-earnings areas are spread throughout the city.

**Map 19: Twelve Toronto neighbourhoods with the highest median earnings of artists, 2006**



Legend: 1: M2P (\$63,600, light yellow), 2: M5C (\$56,400, yellow), 3: M5J (\$36,400, orange), 4: M4M (\$35,100, orange), 5: M6M (\$34,300, dark green), 6: M4R (\$33,700, dark green), 7: M5N (\$33,100, dark green), 8: M5V (\$32,700, green), 9: M1P (\$32,600, green), 10: M4V (\$32,300, purple), 11: M4W (\$32,000, purple), 12: M8Z (\$31,700, purple).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.



### *Artists by education in Toronto neighbourhoods, 2006*

Of the City of Toronto's 22,300 artists, 11,200 (or 50%) have attained a bachelor's degree or higher. In 37 of 63 reliable neighbourhoods (i.e., with 40 or more artists with at least a bachelor's degree), at least one-half of artists have attained a bachelor's degree or higher.

Table 20 provides a list of the ten Toronto neighbourhoods that have the highest percentage of artists with at least a bachelor's degree. Two-thirds or more of the artists in each of these neighbourhoods have at least a bachelor's degree. Only one of these neighbourhoods (M5E) has a particularly high concentration of artists (3.9%, ranked 11<sup>th</sup> in Toronto).

<b>Table 20: Ten Toronto neighbourhoods with the highest percentage of artists with at least a bachelor's degree, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Artists with a bachelor's degree or higher (#)</b>	<b>Artists with a bachelor's degree or higher (%)</b>	<b>Concentration of artists</b>
M2R	195	160	82%	1.0%
M4R	140	110	79%	2.0%
M3B	70	55	79%	1.0%
M2L	85	65	76%	1.2%
M1W	180	125	69%	0.7%
M8Z	110	75	68%	1.5%
M5E	105	70	67%	3.9%
M9A	180	120	67%	1.0%
M6B	175	115	66%	1.2%
M8Y	160	105	66%	1.4%
<b>Toronto</b>	<b>22,300</b>	<b>11,200</b>	<b>50%</b>	<b>1.6%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

### *Artists by sex in Toronto neighbourhoods, 2006*

The City of Toronto has 10,200 female artists, representing 46% of all artists in the city. Of 67 reliable neighbourhoods (i.e., with 40 or more female artists), 26 have more female than male artists.

Table 21 provides a list of the ten Toronto neighbourhoods with the highest proportion of female artists. Only one of these neighbourhoods (M5J) has a fairly high concentration of artists (2.9%, ranked 20<sup>th</sup> in Toronto).

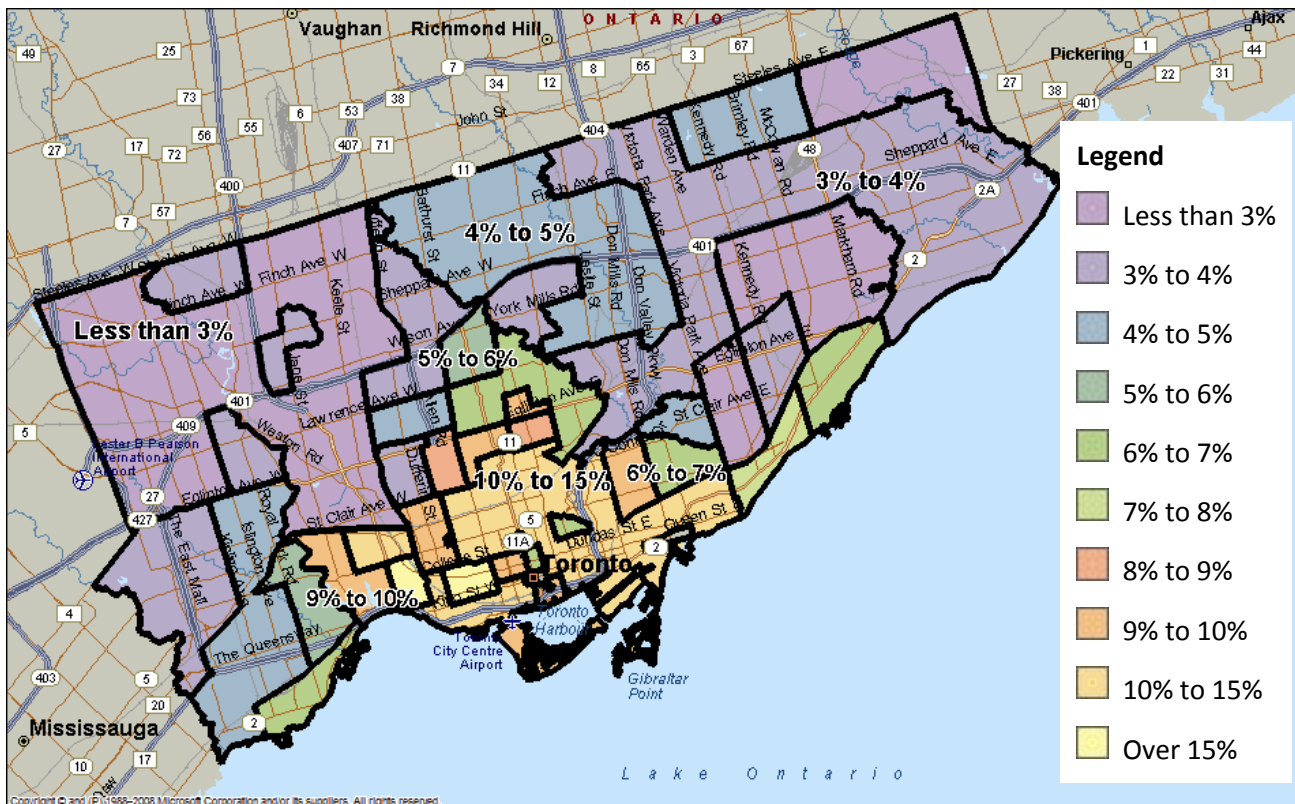
<b>Table 21: Ten Toronto neighbourhoods with the highest percentage of female artists, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Female artists (#)</b>	<b>Female artists %</b>	<b>Concentration of artists</b>
M2L	85	75	88%	1.2%
M9C	145	115	79%	0.7%
M9W	60	45	75%	0.3%
M3B	70	50	71%	1.0%
M1W	180	120	67%	0.7%
M5J	165	105	64%	2.9%
M2M	200	125	63%	1.2%
M1M	205	125	61%	1.8%
M4G	190	115	61%	1.9%
M2N	360	215	60%	1.0%
<b>Toronto</b>	<b>22,300</b>	<b>10,200</b>	<b>46%</b>	<b>1.6%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

## *Cultural workers in Toronto in 2006*

There are 82,600 cultural workers in Toronto, including creative, production, technical and management occupations in the areas of broadcasting, film and video, sound recording, performing arts, publishing, printing, libraries, archives, heritage, architecture and design. Forty-eight occupation groups are captured as cultural workers (including the nine arts occupations examined elsewhere in this report).

An overview of the “cultural geography” of the City of Toronto is provided in Map 20. The map shows the range of concentrations of cultural workers in Toronto in 2006.<sup>13</sup> The pattern of cultural concentration is similar to the pattern of artistic concentration, with most of the areas of highest concentration being in central Toronto (yellow, orange, pink and green shading). There is a fairly wide east-west geographic range covered by the neighbourhoods with a strong cultural concentration. Those areas with lower concentrations are shaded blue and purple.

**Map 20: Concentration of cultural workers in Toronto neighbourhoods, 2006**



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

<sup>13</sup> In 95 of the 96 postal regions in Toronto, there is reliable data on cultural workers in 2006. That is, at least 40 cultural workers reside in each of these 95 neighbourhoods. Only one small postal region has unreliable data and is shaded grey: M5H, the core of the financial district (which has a very small number of residences).

Table 22 provides a list of the ten Toronto neighbourhoods with the highest concentration of cultural workers. Nine of these neighbourhoods are also among the ten neighbourhoods with the highest concentration of artists in Toronto. The only exception is M4M, which ranks tenth in Toronto for its cultural concentration and 14<sup>th</sup> for its artistic concentration.

These ten neighbourhoods have a concentration of cultural workers that is between three and five times the Ontario average (3.4%). Collectively, 20,400 cultural workers live in these ten neighbourhoods, which house one-quarter of all cultural workers in Toronto (25%).

In Toronto, the median earnings of cultural workers are \$30,200, which is 5% *higher* than all Toronto workers. However, median earnings are lower for cultural workers than all local workers in seven of the ten neighbourhoods with the highest concentration of cultural workers.

The final two columns of Table 22 show that cultural workers in many of these neighbourhoods are highly educated and predominantly male.

**Table 22: Ten Toronto neighbourhoods with the highest concentration of cultural workers, 2006**

Rank (in city)	Forward Sortation Area	Cultural workers concentration	Cultural workers (#)	Overall labour force (#)	Cultural workers' median earnings	Earnings gap	Cultural workers: bachelor's degree or higher (%)	Female cultural workers (%)
1	M6R	16.3%	1,955	12,000	\$28,000	-17%	50%	47%
2	M6J	15.4%	2,670	17,300	\$31,600	6%	56%	48%
3	M6G	14.1%	2,755	19,600	\$28,200	-6%	56%	50%
4	M5R	13.8%	2,195	15,900	\$27,300	-20%	61%	49%
5	M4E	13.3%	1,975	14,800	\$40,600	-2%	50%	44%
6	M5V	13.0%	1,595	12,200	\$36,900	-19%	52%	43%
7	M4K	12.6%	2,465	19,500	\$35,100	3%	53%	50%
8	M4L	12.5%	2,395	19,200	\$31,900	-7%	44%	41%
9	M5S	11.9%	1,000	8,400	\$24,600	-9%	66%	45%
10	M4M	11.7%	1,380	11,800	\$33,600	20%	48%	42%
<b>Toronto totals</b>		<b>5.9%</b>	<b>82,600</b>	<b>1,395,200</b>	<b>\$30,200</b>	<b>5%</b>	<b>47%</b>	<b>47%</b>
<b>Ontario totals</b>		<b>3.4%</b>	<b>240,300</b>	<b>6,991,700</b>	<b>\$29,800</b>	<b>1%</b>	<b>36%</b>	<b>50%</b>

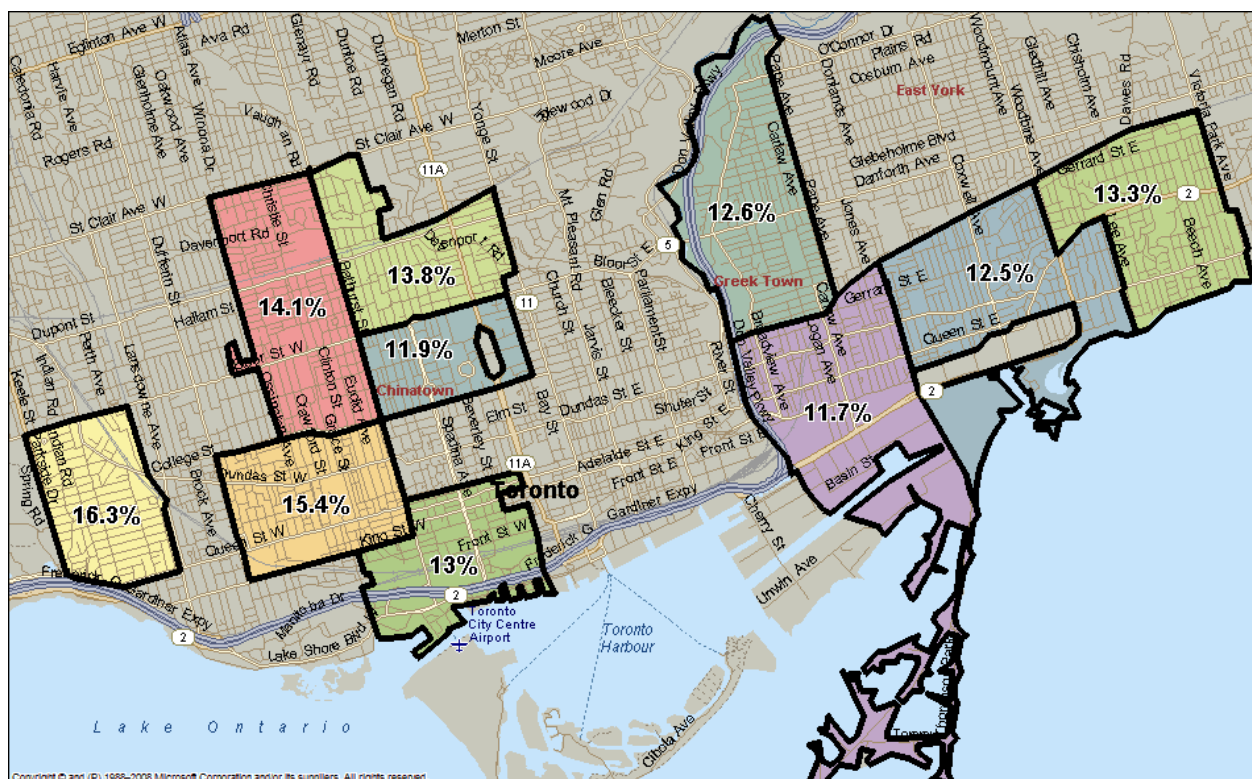
*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

*Notes: The earnings gap is the difference between the median earnings of cultural workers and the overall labour force in each neighbourhood.*

*All earnings figures captured in the 2006 census relate to the 2005 calendar year.*

Map 21 provides a graphic view of the ten Toronto neighbourhoods with the highest concentration of cultural workers. Although all of these neighbourhoods are located south of St. Clair Avenue, there are strong concentrations of cultural workers in areas substantially west of downtown (M6R, Parkdale, 16.3%) and east of downtown (M4E, the Beach, 13.3%). The areas of highest concentration are lightly shaded (yellow and orange), followed by green and blue shading. The four top neighbourhoods (yellow, orange, pink and light green shading) are all located west of Yonge Street.

**Map 21: Ten Toronto neighbourhoods with the highest concentration of cultural workers in 2006**



Legend: 1: M6R (16.3%, light yellow), 2: M6J (15.4%, orange), 3: M6G (14.1%, pink),  
4: M5R (13.8%, light green), 5: M4E (13.3%, green), 6: M5V (13.0%, green), 7: M4K (12.6%, teal),  
8: M4L (12.5%, blue), 9: M5S (11.9%, blue), 10: M4M (11.7%, purple).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

## Calgary

The province of Alberta has 12,200 artists. Over 40% of these artists reside in Calgary (5,100, or 42%). The concentration of artists in Calgary (0.8% of the local labour force) is higher than the Alberta average (0.6%) and equal to the Canadian average (0.8%).

Calgary has 23,300 cultural workers, or 41% of all cultural workers in Alberta. In contrast, the overall labour force in Calgary accounts for only 31% of all Alberta workers. Cultural workers represent 3.6% of all Calgary workers. (“Cultural workers” include all those captured in a broad range of 48 cultural occupations, not just the nine arts occupations.)

There are 28 neighbourhoods in Calgary with reliable data on artists in 2006. That is, at least 40 artists reside in each of these 28 postal regions. Map 22 provides an overall view of the “artistic geography” of the City of Calgary, showing the ranges of concentration of artists found in Calgary in 2006. The two neighbourhoods with the highest artistic concentrations are in central Calgary (green shading). Areas with lower concentrations are shaded darker blue and purple. For grey-shaded areas within the city limits, the data is not reliable.

**Map 22: Concentration of artists in Calgary neighbourhoods, 2006**

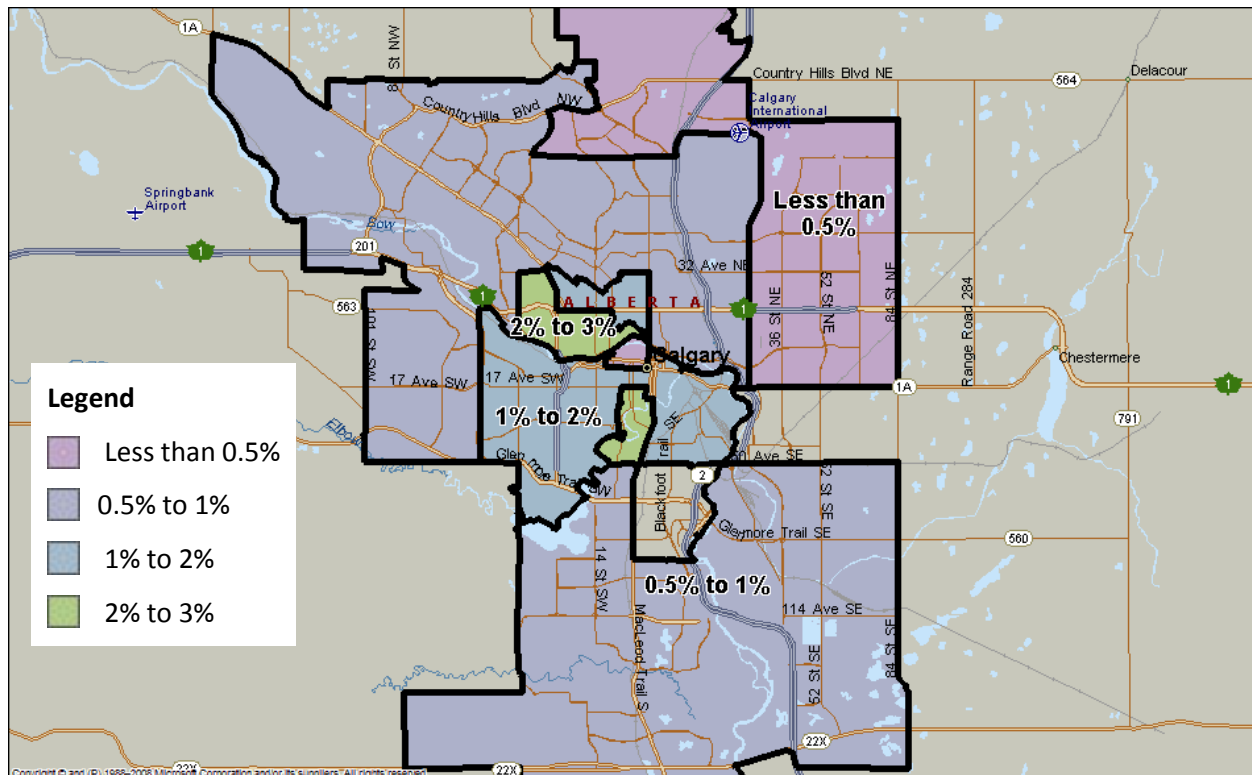




Table 23 provides a list of the ten Calgary neighbourhoods with the highest concentration of artists. All ten of these neighbourhoods have a concentration of artists that is 1% or higher. Three of the neighbourhoods have a concentration of artists that is more than double the city-wide average (i.e., 1.7% or higher). Collectively, 2,300 artists live in Calgary's top ten neighbourhoods, which house 45% of all artists in the city.

In Calgary, the median earnings of artists are \$14,500, which is 54% less than all Calgary workers. Despite the fact that the top ten neighbourhoods have an above-average concentration of artists, there is still a substantial difference in earnings – over 30% – between artists and all workers who reside in these neighbourhoods. The earnings gap varies between 32% in T2R and 77% in T3H, where artists' median earnings are only \$10,100.

The final two columns of Table 23 provide two demographic details about artists in these artistic neighbourhoods. In Calgary, 42% of all artists have at least a bachelor's degree. In nine of the ten top-ranked neighbourhoods, the percentage of artists with at least a bachelor's degree is higher than the city-wide average. There are more female than male artists in seven of the nine neighbourhoods that have reliable data by sex. In three of the ten neighbourhoods, there is a higher proportion of female artists than in Calgary as a whole (60%).

**Table 23: Ten Calgary neighbourhoods with the highest concentration of artists, 2006**

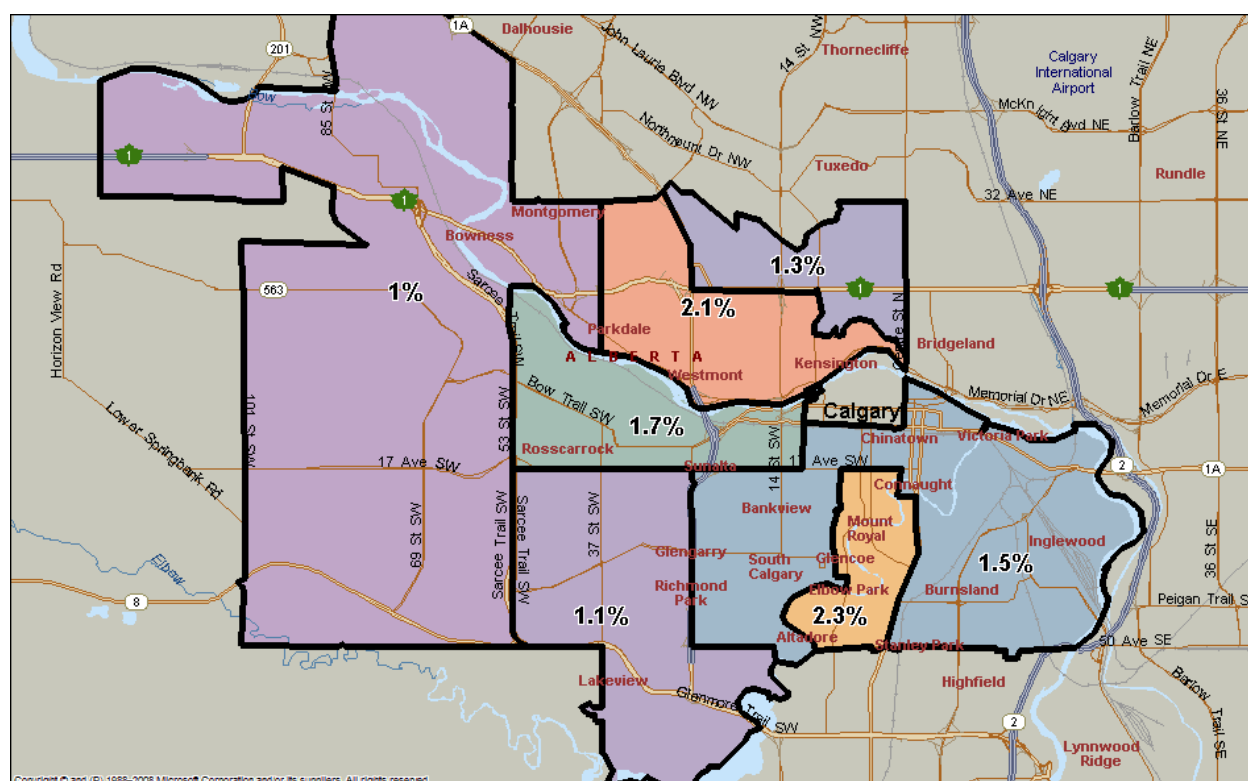
Rank (in city)	Forward Sortation Area	Concentration of artists	Artists (#)	Overall labour force (#)	Artists' median earnings	Earnings gap	Artists with bachelor's degree or higher (%)	Female artists (%)
1	T2S	2.3%	240	10,600	\$17,300	-52%	58%	50%
2	T2N	2.1%	325	15,800	\$20,100	-36%	65%	58%
3	T3C	1.7%	245	14,600	\$12,900	-58%	45%	47%
T4	T2R	1.5%	140	9,200	\$19,700	-32%	43%	61%
T4	T2G	1.5%	90	6,000	\$17,600	-43%	44%	n.r.
T4	T2T	1.5%	290	19,800	\$14,200	-57%	59%	72%
7	T2M	1.3%	180	13,400	\$14,800	-51%	64%	58%
8	T3E	1.1%	270	23,500	\$13,300	-57%	37%	54%
T9	T3H	1.0%	305	30,900	\$10,100	-77%	52%	74%
T9	T3B	1.0%	220	22,500	\$10,500	-65%	43%	52%
<b>Calgary totals</b>		<b>0.8%</b>	<b>5,100</b>	<b>639,100</b>	<b>\$14,500</b>	<b>-54%</b>	<b>42%</b>	<b>60%</b>
<b>Alberta totals</b>		<b>0.6%</b>	<b>12,200</b>	<b>2,058,700</b>	<b>\$13,000</b>	<b>-56%</b>	<b>37%</b>	<b>61%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>								



Notes: The earnings gap is the difference between the median earnings of artists and the overall labour force in each neighbourhood. All earnings figures captured in the 2006 census relate to the 2005 calendar year.  
 "n.r." = not reliable

Map 23 provides a graphic view of the ten Calgary neighbourhoods with the highest concentration of artists. The two neighbourhoods with the highest artistic concentrations (T2S and T2N) are located fairly close to central Calgary, one just south of downtown (T2S, orange shading) and one just north of the Bow River (T2N, pink shading). The other neighbourhoods, located in various parts of the city, are shaded in blue and purple.

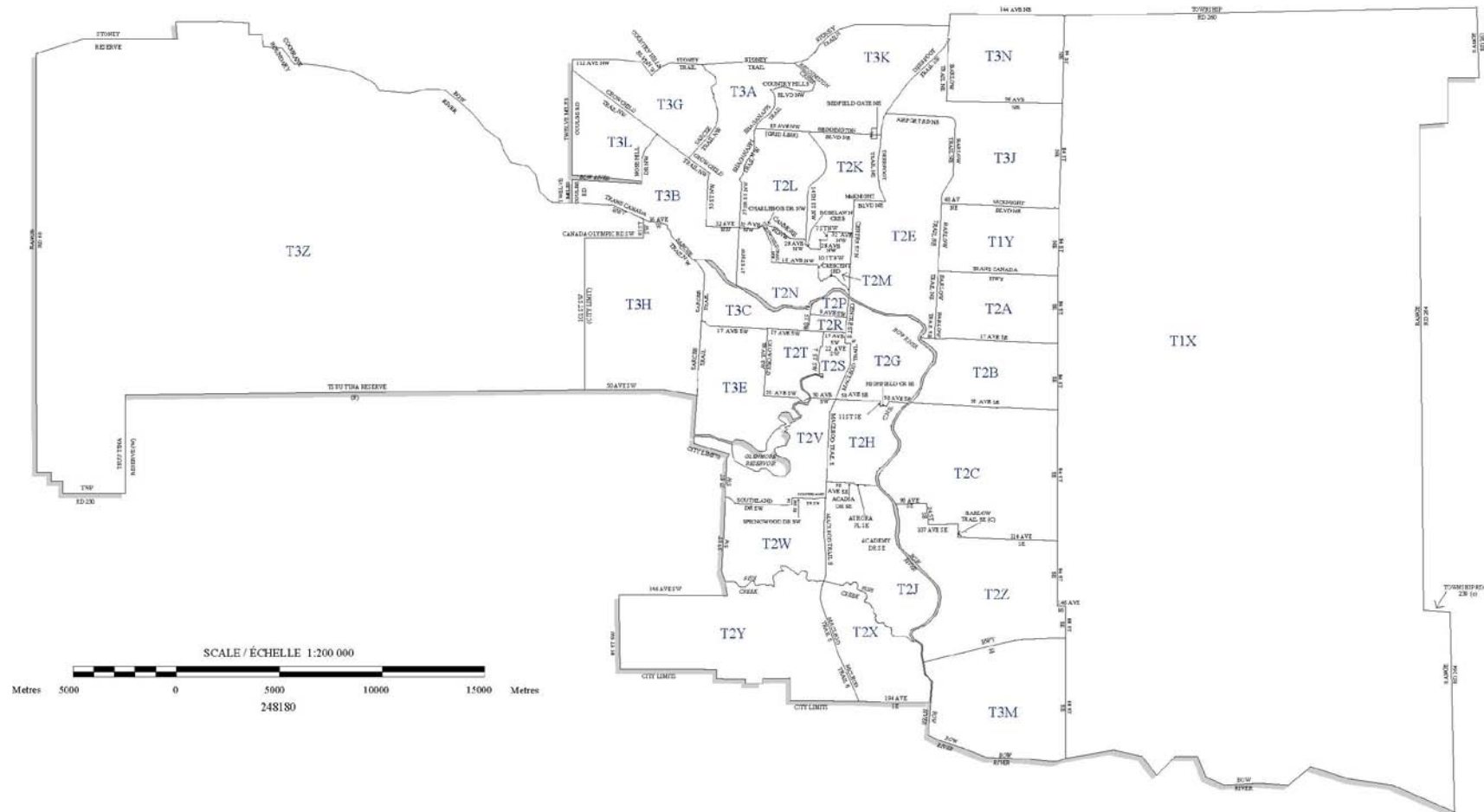
**Map 23: Ten Calgary neighbourhoods with the highest concentration of artists, 2006**



Legend: 1: T2S (2.3%, orange), 2: T2N (2.1%, pink), 3: T3C (1.7%, light blue),  
 T4: T2R (1.5%, blue), T4: T2G (1.5%, blue), T4:T2T (1.5%, blue), 7: T2M (1.3%, purple),  
 8: T3E (1.1%, purple), T9: T3H (1.0%, purple), T9: T3B (1.0%, purple).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Figure 4: Postal codes in the Calgary area (Source: Canada Post)



## *Changes in Calgary between 2001 and 2006*

The concentration of artists in the City of Calgary was 0.8% in both 2001 and 2006. There was a 12% increase in the number of artists between 2001 and 2006, while the overall labour force in the city increased by 18%. Of the 28 neighbourhoods in Calgary with reliable data in both 2001 and 2006, nine showed an increase in the concentration of artists between 2001 and 2006. Another three neighbourhoods showed no change in the concentration of artists, while 16 neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006.

Table 24 examines the changes between 2001 and 2006 in the ten Calgary neighbourhoods with the highest concentration of artists (in 2006). The table shows that there have been some shifts in the top ten neighbourhoods since 2001. However, seven of the top ten neighbourhoods in 2001 were still in the top ten in 2006. The highest-ranked neighbourhood in 2006 (T2S) was ranked third in 2001, while the third-ranked neighbourhood in 2006 (T3C) was ranked only 20<sup>th</sup> in 2001. The top-ranked neighbourhood in 2001 (T2T) fell to sixth in 2006 and was one of three neighbourhoods in the top ten to lose artists. In seven of the top ten neighbourhoods, the number of artists increased between 2001 and 2006. In six neighbourhoods, the concentration of artists increased.

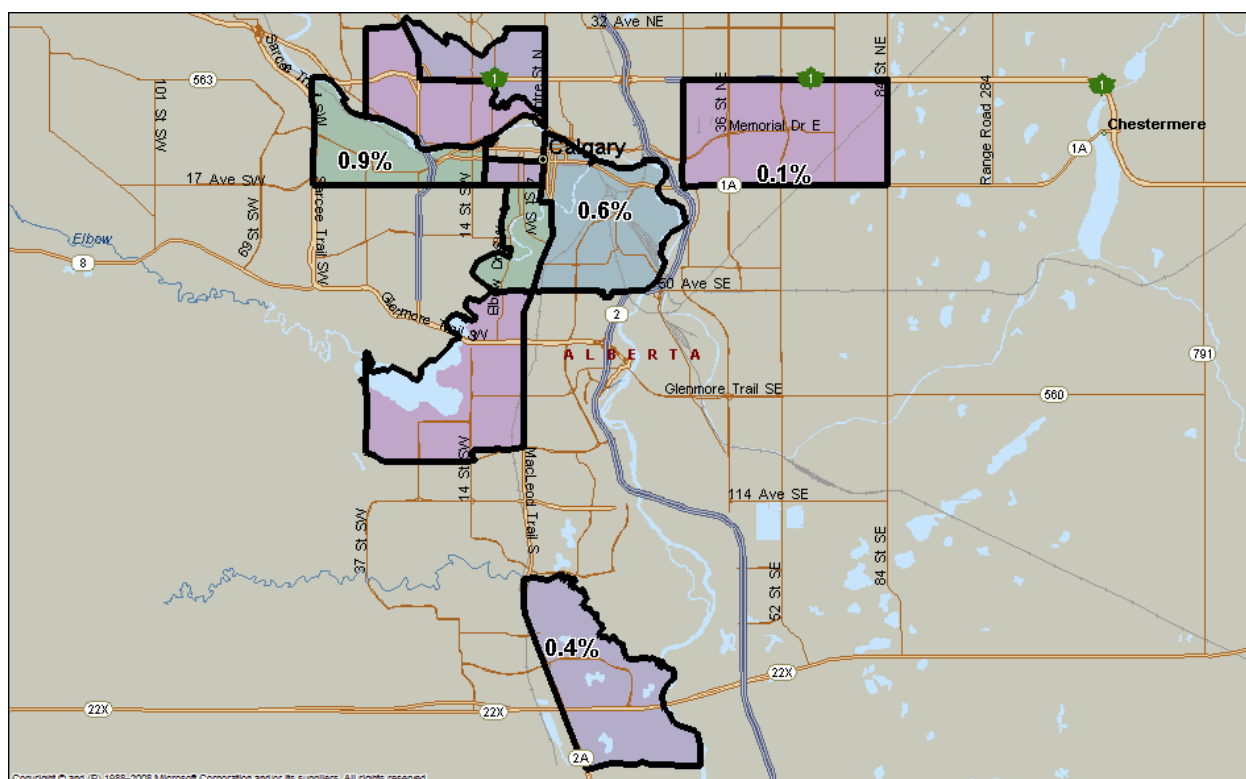
<b>Table 24: Changes between 2001 and 2006 in the top ten Calgary neighbourhoods (in 2006)</b>								
<b>Forward Sortation Area</b>	<b>Rank in 2001</b>	<b>Rank in 2006</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>	<b>Artists in 2001</b>	<b>Artists in 2006</b>	<b>Change in artists</b>
T2S	3	1	1.3%	2.3%	0.9%	125	240	115
T2N	2	2	1.9%	2.1%	0.1%	295	325	30
T3C	20	3	0.8%	1.7%	0.9%	110	245	135
T2R	T5	T4	1.2%	1.5%	0.3%	100	140	40
T2G	13	T4	0.9%	1.5%	0.6%	50	90	40
T2T	1	6	2.0%	1.5%	-0.5%	355	290	-65
T2M	12	7	1.0%	1.3%	0.4%	120	180	60
T3E	T5	8	1.2%	1.1%	-0.1%	295	270	-25
T3H	8	T9	1.1%	1.0%	-0.1%	195	305	110
T3B	T5	T9	1.2%	1.0%	-0.2%	245	220	-25
<b>Calgary totals</b>			<b>0.8%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>4,600</b>	<b>5,100</b>	<b>500</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i></p>								

Table 25 provides information about the changes in nine Calgary neighbourhoods that had an increase in the concentration of artists between 2001 and 2006. The table shows that the T2S and T3C neighbourhoods had the largest increases in the concentration of artists between 2001 and 2006 (0.9% increase). Six of these ten neighbourhoods were among the top ten ranked neighbourhoods in Calgary with regards to the concentration of artists in 2006.

<b>Table 25: Nine Calgary neighbourhoods with an increase in the concentration of artists between 2001 and 2006</b>			
<b>Forward Sortation Area</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>
T2S	1.3%	2.3%	0.9%
T3C	0.8%	1.7%	0.9%
T2G	0.9%	1.5%	0.6%
T2M	1.0%	1.3%	0.4%
T2X	0.4%	0.8%	0.4%
T2R	1.2%	1.5%	0.3%
T2N	1.9%	2.1%	0.1%
T2V	0.8%	1.0%	0.1%
T2A	0.4%	0.5%	0.1%
<b>Calgary</b>	<b>0.8%</b>	<b>0.8%</b>	<b>0.0%</b>
<p><i>Source: Analysis by Hill Strategies Research based on 2001 and 2006 census data requests.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i></p>			

Map 24 provides a graphic view of the nine Calgary neighbourhoods that had an increase in the concentration of artists between 2001 and 2006. The map shows that neighbourhoods with increases in the concentration of artists are spread through various areas of the city.

**Map 24: Nine Calgary neighbourhoods with an increase in the concentration of artists between 2001 and 2006**

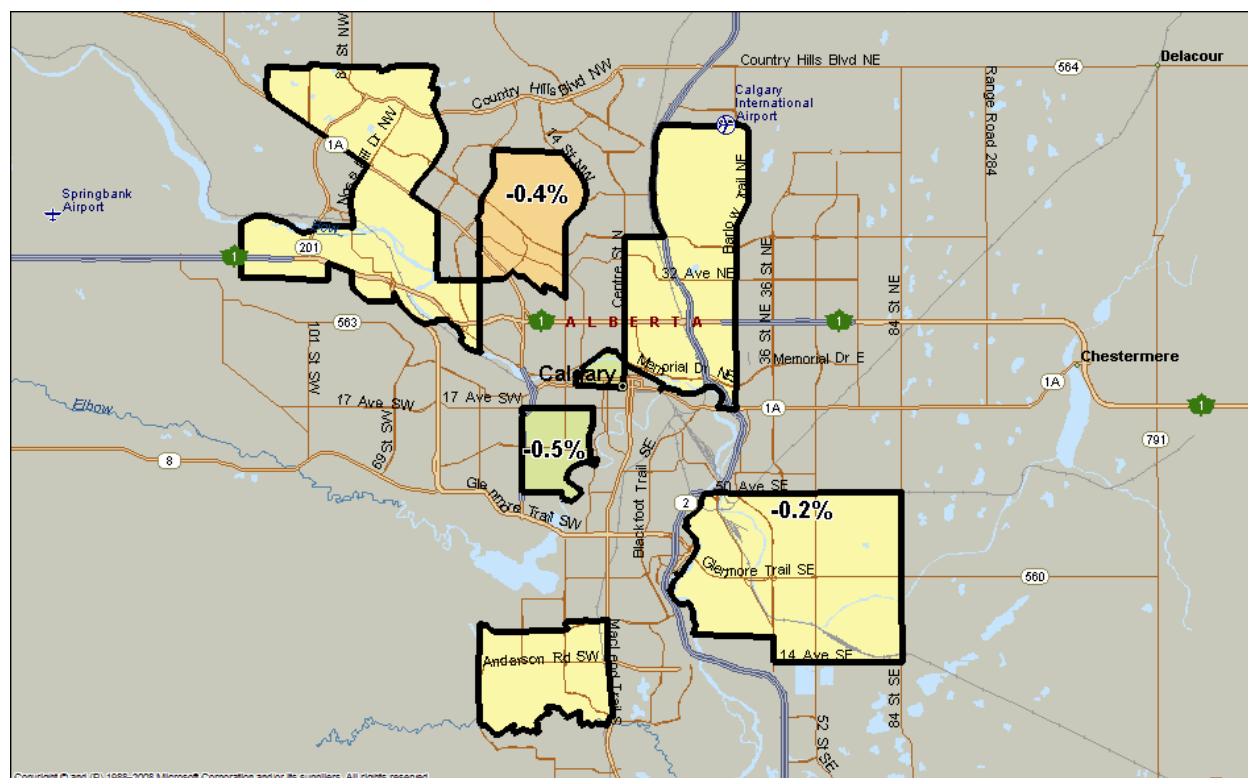


Legend: T1: T2S (0.9% increase, teal), T1: T3C (0.9% increase, teal),  
 3: T2G (0.6% increase, blue), T4: T2M (0.4% increase, light purple), T4: T2X (0.4% increase, light purple),  
 6: T2R (0.3% increase, purple), T7: T2N (0.1% increase, purple),  
 T7: T2V (0.1% increase, purple), T7: T2A (0.1% increase, purple).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

As noted previously, 16 Calgary neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006. The two green-shaded areas of Map 25 had the largest decreases in the concentration of artists. T2P and T2T, both near central Calgary, each saw a 0.5% decrease in the concentration of artists.

**Map 25: Eight Calgary neighbourhoods with the largest decreases in the concentration of artists between 2001 and 2006**



Legend: 1: T2T (0.5% decrease, green), T1: T2P (0.5% decrease, green), 3: T2L (0.4% decrease, orange), T4: T2C (0.2% decrease, yellow), T4: T2W (0.2% decrease, yellow), T4: T3B (0.2% decrease, yellow), T4: T2E (0.2% decrease, yellow), T4: T3G (0.2% decrease, yellow).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

### *Neighbourhoods with the highest median earnings of artists, 2006*

Table 26 provides a list of the ten Calgary neighbourhoods with the highest median earnings of artists. The median earnings of artists in these ten neighbourhoods range from \$16,000 to just over \$30,000, compared with median earnings of \$14,500 for all Calgary artists. Two of these neighbourhoods (T2S and T2N) have the highest concentration of artists in Calgary, although median earnings of artists in these neighbourhoods are only about \$20,000 or less. Two other neighbourhoods (T2R and T2G) are also among the ten areas with the highest concentration of artists in Calgary.

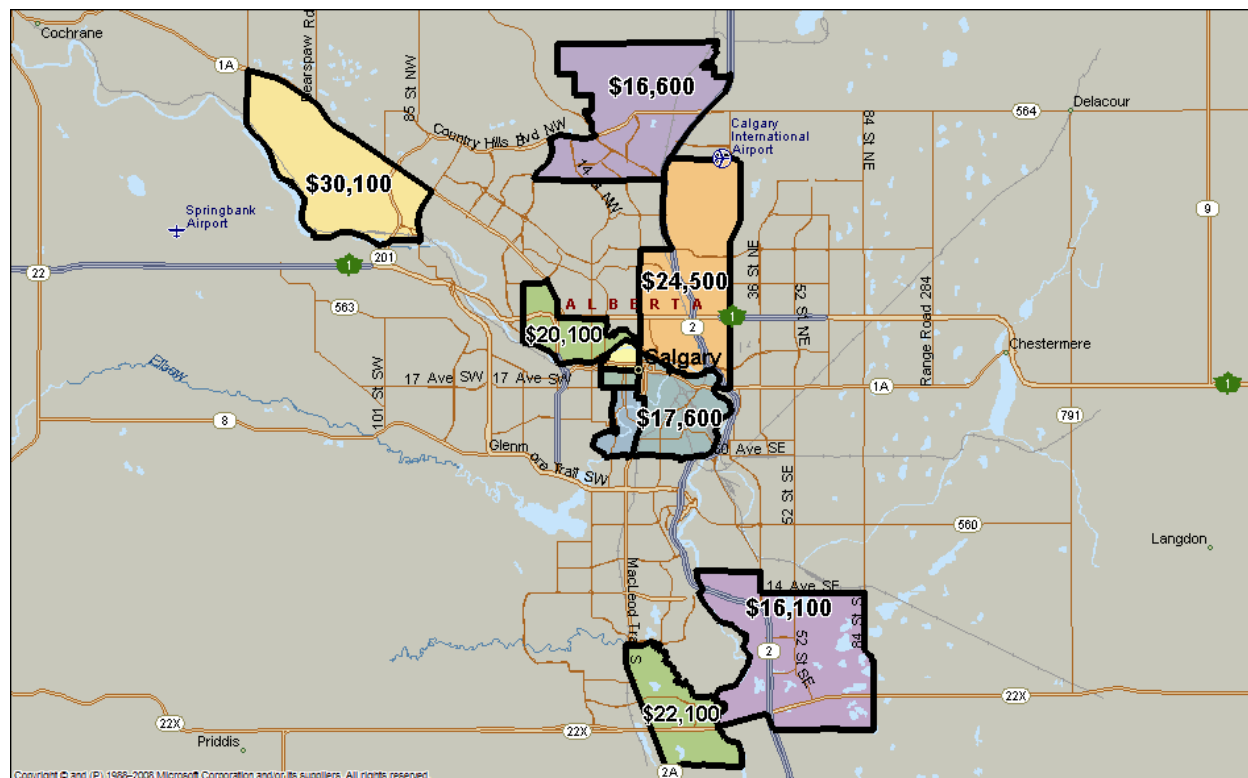
Note: The median is a measure of the earnings of a “typical” artist in the area. Half of individuals have earnings that are less than the median value, while the other half has earnings greater than the median. The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week. In other words, secondary jobs are included in the earnings figures.

<b>Table 26: Ten Calgary neighbourhoods with the highest median earnings of artists, 2006</b>			
<b>Forward Sortation Area</b>	<b>Artists' median earnings</b>	<b>Artists (#)</b>	<b>Concentration of artists</b>
T2P	\$30,600	45	0.5%
T3L	\$30,100	145	0.9%
T2E	\$24,500	180	0.8%
T2X	\$22,100	135	0.8%
T2N	\$20,100	325	2.1%
T2R	\$19,700	140	1.5%
T2G	\$17,600	90	1.5%
T2S	\$17,300	240	2.3%
T3K	\$16,600	115	0.3%
T2Z	\$16,100	165	0.6%
<b>Calgary</b>	<b>\$14,500</b>	<b>5,100</b>	<b>0.8%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i>			



Map 26 shows that the ten high-earnings areas are spread through various areas of the city.

*Map 26: Ten Calgary neighbourhoods with the highest median earnings of artists, 2006*



*Legend: 1: T2P (\$30,600, light yellow), 2: T3L (\$30,100, yellow), 3: T2E (\$24,500, orange),  
4: T2X (\$22,100, green), 5: T2N (\$20,100, green), 6: T2R (\$19,700, green),  
7: T2G (\$17,600, blue), 8: T2S (\$17,300, blue), 9: T3K (\$16,600, purple), 10: T2Z (\$16,100, purple).  
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

### *Artists by education in Calgary neighbourhoods, 2006*

Of the City of Calgary's 5,100 artists, 2,100 (or 42%) have attained a bachelor's degree or higher. In six of 22 reliable neighbourhoods (i.e., with 40 or more artists with at least a bachelor's degree), at least one-half of artists have at least a bachelor's degree.

Table 27 provides a list of the ten Calgary neighbourhoods that have the highest percentage of artists with at least a bachelor's degree. Eight of these neighbourhoods are among the ten areas with the highest concentration of artists in Calgary. The other two neighbourhoods (T3L and T2L) are ranked 12<sup>th</sup> and 14<sup>th</sup>, respectively, with regards to the neighbourhoods with the highest concentration of artists in Calgary.

<b>Table 27: Ten Calgary neighbourhoods with the highest percentage of artists with at least a bachelor's degree, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Artists with a bachelor's degree or higher (#)</b>	<b>Artists with a bachelor's degree or higher (%)</b>	<b>Concentration of artists</b>
T2N	325	210	65%	2.1%
T2M	180	115	64%	1.3%
T2T	290	170	59%	1.5%
T2S	240	140	58%	2.3%
T2L	70	40	57%	0.8%
T3H	305	160	52%	1.0%
T3C	245	110	45%	1.7%
T3L	145	65	45%	0.9%
T2G	90	40	44%	1.5%
T3B	220	95	43%	1.0%
<b>Calgary</b>	<b>5,100</b>	<b>2,100</b>	<b>42%</b>	<b>0.8%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

### *Artists by sex in Calgary neighbourhoods, 2006*

Arts occupations in Calgary are quite strongly female-dominated. The City of Calgary has 2,800 female artists, representing 60% of all artists in the city. This is essentially tied with Ottawa (61%) for the highest percentage of female artists among the five cities in this study. Of 26 reliable neighbourhoods in Calgary (i.e., with 40 or more female artists), 23 have more female than male artists.

Table 28 provides a list of the ten Calgary neighbourhoods with the highest proportion of female artists. Only two of these neighbourhoods (T3H and T2T) are among the ten areas with the highest concentration of artists in Calgary.

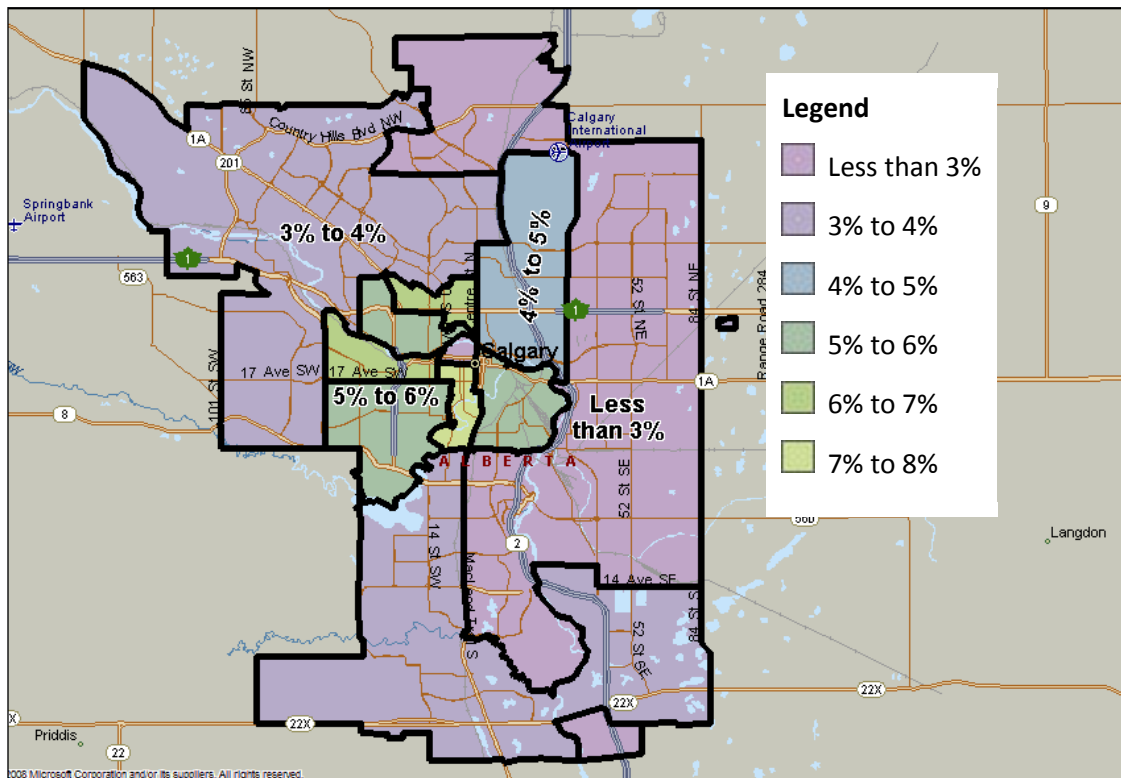
<b>Table 28: Ten Calgary neighbourhoods with the highest percentage of female artists, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Female artists (#)</b>	<b>Female artists %</b>	<b>Concentration of artists</b>
T2C	75	60	80%	0.6%
T2Y	165	130	79%	0.5%
T3H	305	225	74%	1.0%
T3A	255	185	73%	0.7%
T2T	290	210	72%	1.5%
T1Y	150	105	70%	0.5%
T3G	245	165	67%	0.7%
T3J	75	50	67%	0.2%
T2L	70	45	64%	0.8%
T2J	235	150	64%	0.8%
<b>Calgary</b>	<b>5,100</b>	<b>3,100</b>	<b>61%</b>	<b>0.8%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

## *Cultural workers in Calgary in 2006*

There are 23,300 cultural workers in Calgary, including creative, production, technical and management occupations in the areas of broadcasting, film and video, sound recording, performing arts, publishing, printing, libraries, archives, heritage, architecture and design. Forty-eight occupation groups are captured as cultural workers (including the nine arts occupations examined elsewhere in this report).

An overview of the “cultural geography” of the City of Calgary is provided in Map 27. The map shows the range of concentrations of cultural workers in Calgary in 2006.<sup>14</sup> The pattern of cultural concentration is similar to the pattern of artistic concentration, with most of the areas of highest cultural concentration being in central Calgary (green shading). Those areas with lower concentrations are shaded blue and purple.

**Map 27: Concentration of cultural workers in Calgary neighbourhoods, 2006**



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

<sup>14</sup> In 32 postal regions in Calgary, there is reliable data on cultural workers in 2006. That is, at least 40 cultural workers reside in each of these 32 neighbourhoods.

Table 29 provides a list of the 11 Calgary neighbourhoods with the highest concentration of cultural workers. The top eight neighbourhoods are also the eight neighbourhoods with the highest concentration of artists in Calgary, albeit in a different order.

These 11 neighbourhoods have a concentration of cultural workers that is between one and a half and three times the Alberta average (2.7%). Collectively, 9,300 cultural workers live in these 11 neighbourhoods, which house 40% of all cultural workers in Calgary.

In Calgary, the median earnings of cultural workers are \$30,900, which is just 2% less than all Calgary workers. Median earnings are similar between cultural workers and all local workers in most of the neighbourhoods with the highest concentration of cultural workers.

The final two columns of Table 29 show that cultural workers in many of these neighbourhoods are highly educated and fairly evenly split between women and men.

**Table 29: Eleven Calgary neighbourhoods with the highest concentration of cultural workers, 2006**

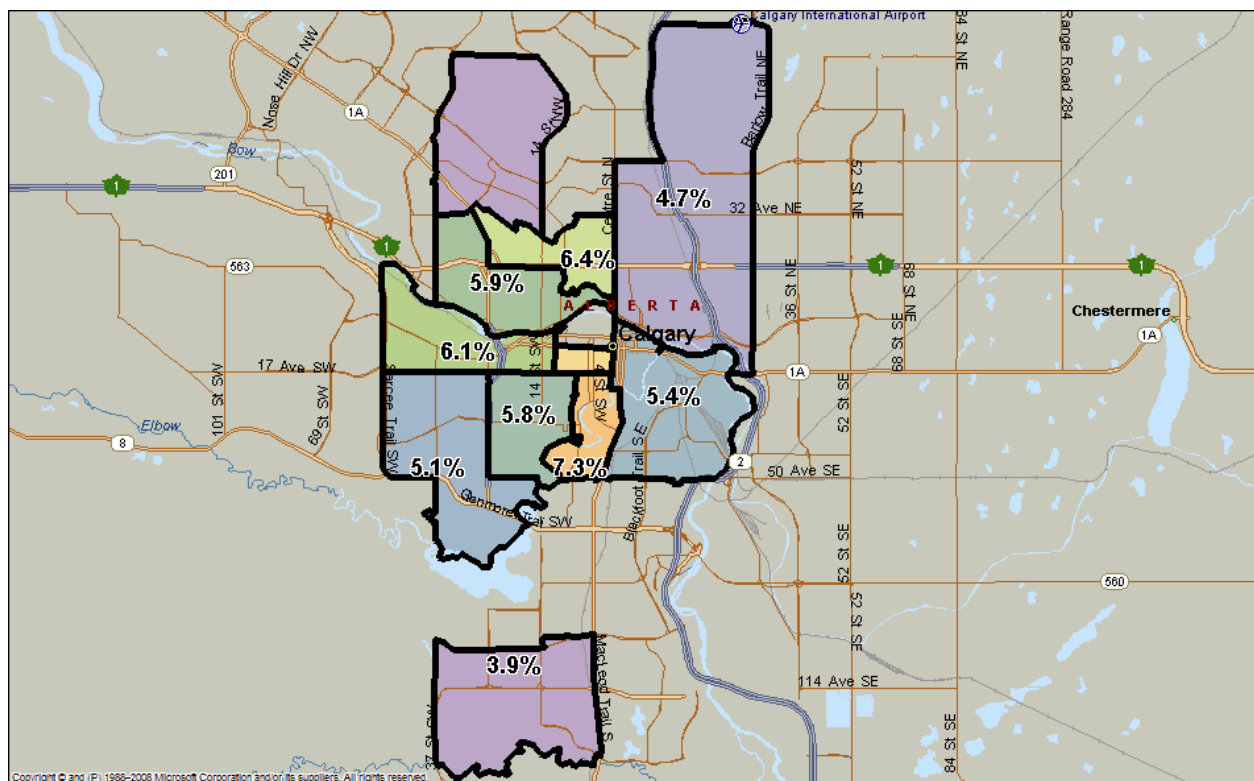
Rank (in city)	Forward Sortation Area	Cultural workers concentration	Cultural workers (#)	Overall labour force (#)	Cultural workers' median earnings	Earnings gap	Cultural workers: bachelor's degree or higher (%)	Female cultural workers (%)
1	T2R	7.5%	685	9,200	\$29,100	0%	54%	45%
2	T2S	7.3%	775	10,600	\$25,000	-31%	46%	48%
3	T2M	6.4%	860	13,400	\$30,000	0%	46%	54%
4	T3C	6.1%	895	14,600	\$32,100	3%	43%	47%
5	T2N	5.9%	940	15,800	\$30,600	-3%	65%	57%
6	T2T	5.8%	1,140	19,800	\$29,300	-11%	48%	58%
7	T2G	5.4%	325	6,000	\$34,100	10%	37%	48%
8	T3E	5.1%	1,210	23,500	\$29,900	-3%	33%	52%
9	T2E	4.7%	1,000	21,300	\$33,800	9%	33%	53%
T10	T2W	3.9%	1,155	29,500	\$29,600	-2%	30%	51%
T10	T2L	3.9%	325	8,400	\$35,900	26%	49%	49%
<b>Calgary totals</b>		<b>3.6%</b>	<b>23,300</b>	<b>639,100</b>	<b>\$30,900</b>	<b>-2%</b>	<b>36%</b>	<b>51%</b>
<b>Alberta totals</b>		<b>2.7%</b>	<b>56,200</b>	<b>2,058,700</b>	<b>\$28,400</b>	<b>-5%</b>	<b>31%</b>	<b>54%</b>

*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*  
*Notes: The earnings gap is the difference between the median earnings of cultural workers and the overall labour force in each neighbourhood.*

*All earnings figures captured in the 2006 census relate to the 2005 calendar year.*

Map 28 provides a graphic view of the 11 Calgary neighbourhoods with the highest concentration of cultural workers. The two neighbourhoods with the highest artistic concentrations (T2R and T2S) are located south of downtown in the Uptown area of Calgary (orange shading). The other neighbourhoods, located in various parts of the city, are shaded in green, blue and purple.

**Map 28: Eleven Calgary neighbourhoods with the highest concentration of cultural workers in 2006**



**Legend:** 1: T2R (7.5%, light orange), 2: T2S (7.3%, orange), 3: T2M (6.4%, light green), 4: T3C (6.1%, green), 5: T2N (5.9%, teal), 6: T2T (5.8%, teal), 7: T2G (5.4%, blue), 8: T3E (5.1%, blue), 9: T2E (4.7%, purple), T10: T2W (3.9%, purple), T10: T2L (3.9%, purple).

**Source:** Analysis by Hill Strategies Research based on a 2006 census custom data request.



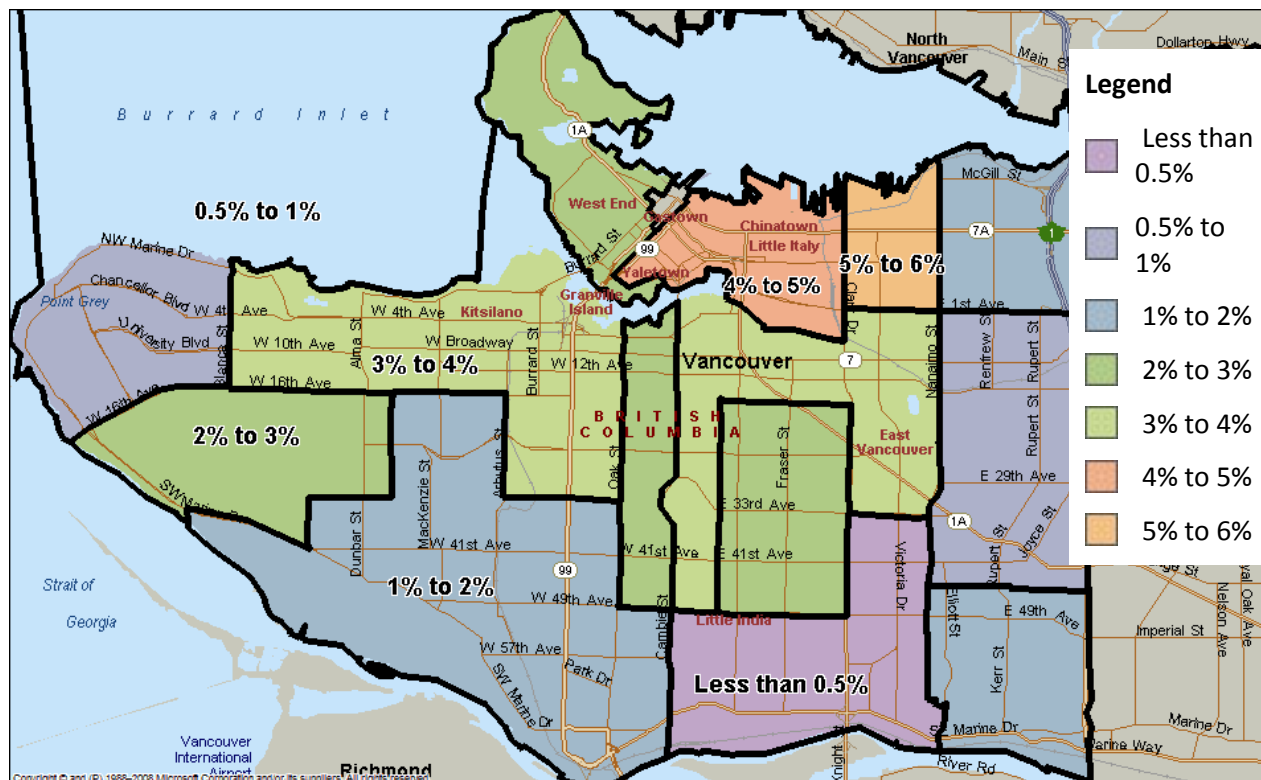
## **Vancouver**

British Columbia has 25,900 artists, which represents 1.1% of the provincial labour force. British Columbia has the highest concentration of artists among the provinces. Almost one-third of all B.C. artists reside in the City of Vancouver (8,200, or 31%). The concentration of artists in Vancouver (2.3% of the local labour force) is double the provincial average (1.1%) and nearly triple the national average (0.8%). Vancouver has the highest concentration of artists among the five cities in this study.

Vancouver also has a strong number and concentration of cultural workers. There are 25,100 cultural workers in Vancouver, representing 7.2% of all Vancouver workers, the highest percentage among the five large cities in this study. The 25,100 cultural workers in Vancouver represent 29% of all cultural workers in British Columbia. In contrast, the overall labour force in Vancouver accounts for only 15% of all B.C. workers. (“Cultural workers” include all those captured in a broad range of 48 cultural occupations, not just the nine arts occupations.)

There are 28 neighbourhoods in Vancouver with reliable data on artists in 2006. That is, at least 40 artists reside in each of these 28 postal regions. Map 29 provides an overall view of the “artistic geography” of the City of Vancouver. This map shows the ranges of concentration of artists found in Vancouver in 2006. Most of the areas with higher artistic concentrations are in central and east Vancouver (orange and pink shading). Green-shaded areas, covering a large swath of the city, also have a high concentration of artists. Areas with lower concentrations are shaded blue and purple.

*Map 29: Concentration of artists in Vancouver neighbourhoods, 2006*



*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

Table 30 provides a list of the ten Vancouver neighbourhoods with the highest concentration of artists. All ten of these neighbourhoods have a concentration of artists that is about three times (or more) the British Columbia average (1.1%). Collectively, 4,600 artists live in these 10 neighbourhoods, which house over one-half of all artists in Vancouver (56%).

In Vancouver, the median earnings of artists are \$17,400, which is 36% less than all Vancouver workers. Despite the fact that the top ten neighbourhoods have a very high concentration of artists, there is a substantial difference in earnings between artists and all workers who reside in most of these neighbourhoods. The earnings gap is more than 40% in five neighbourhoods. However, there are two neighbourhoods with relatively low earnings gaps (7% in V5L and 16% in V5Y). In the V5N area, artists' median earnings of \$24,000 are 6% more than all workers residing in this neighbourhood.

The final two columns of Table 30 provide two demographic details about artists in these artistic neighbourhoods. In Vancouver, 48% of all artists have at least a bachelor's degree. In four of the top ten neighbourhoods, at least 50% of artists have at least a bachelor's degree. In six of the ten neighbourhoods, there is a higher proportion of female artists than in Vancouver as a whole (47%).

**Table 30: Ten Vancouver neighbourhoods with the highest concentration of artists, 2006**

Rank (in city)	Forward Sortation Area	Concentration of artists	Artists (#)	Overall labour force (#)	Artists' median earnings	Earnings gap	Artists with bachelor's degree or higher (%)	Female artists (%)
1	V5L	5.1%	610	11,860	\$22,000	-7%	39%	45%
T2	V6A	4.4%	320	7,265	\$14,300	-25%	48%	36%
T2	V6B	4.4%	425	9,700	\$19,100	-48%	32%	28%
4	V5Y	3.8%	270	7,200	\$25,600	-16%	69%	50%
5	V5T	3.4%	470	13,725	\$18,600	-28%	34%	49%
T6	V6K	3.3%	610	18,325	\$16,000	-53%	62%	53%
T6	V6R	3.3%	410	12,375	\$14,000	-58%	52%	56%
T6	V6H	3.3%	400	12,235	\$14,500	-59%	50%	56%
T9	V6J	3.2%	450	14,180	\$20,000	-43%	44%	53%
T9	V5N	3.2%	600	18,920	\$24,000	+6%	42%	47%
<b>Vancouver totals</b>		<b>2.3%</b>	<b>8,200</b>	<b>347,100</b>	<b>\$17,400</b>	<b>-36%</b>	<b>48%</b>	<b>47%</b>
<b>B.C. totals</b>		<b>1.1%</b>	<b>25,900</b>	<b>2,392,800</b>	<b>\$11,700</b>	<b>-55%</b>	<b>37%</b>	<b>54%</b>

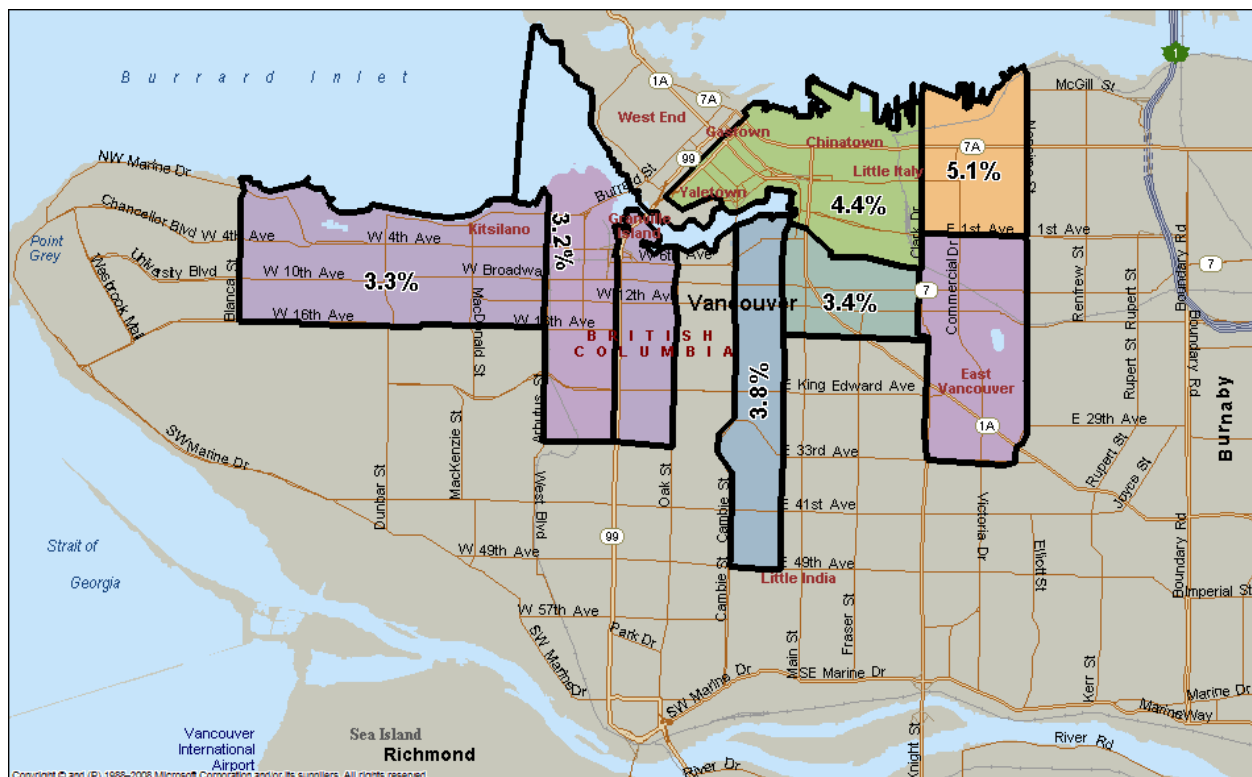
*Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.*

*Notes: The earnings gap is the difference between the median earnings of artists and the overall labour force in each neighbourhood.*

*All earnings figures captured in the 2006 census relate to the 2005 calendar year.*

Map 30 provides a graphic view of the ten Vancouver neighbourhoods with the highest concentration of artists. The map shows that almost all of these neighbourhoods are located near Burrard Inlet or False Creek. The areas of highest concentration are shaded orange and green, followed by blue and purple shading.

**Map 30: Ten Vancouver neighbourhoods with the highest concentration of artists, 2006**



**Legend:** 1: V5L (5.1%, orange), T2: V6A (4.4%, green), T2: V6B (4.4%, green), 4: V5Y (3.8%, blue), 5: V5T (3.4%, blue), T6: V6K (3.3%, purple), T6: V6R (3.3%, purple), T6: V6H (3.3%, purple), T9: V6J (3.2%, purple), T9: V5N (3.2%, purple).

**Source:** Analysis by Hill Strategies Research based on a 2006 census custom data request.

[illegible]

- V7X

-

## *Changes in Vancouver between 2001 and 2006*

The concentration of artists in the City of Vancouver remained essentially unchanged between 2001 and 2006 (2.4% and 2.3%, respectively). There was a 12% increase in the number of artists between 2001 and 2006 that essentially matched the 13% increase in the overall labour force. Of the 28 neighbourhoods in Vancouver with reliable data in both 2001 and 2006, ten showed an increase in the concentration of artists between 2001 and 2006. Another four neighbourhoods showed no change in the concentration of artists, while 14 neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006.

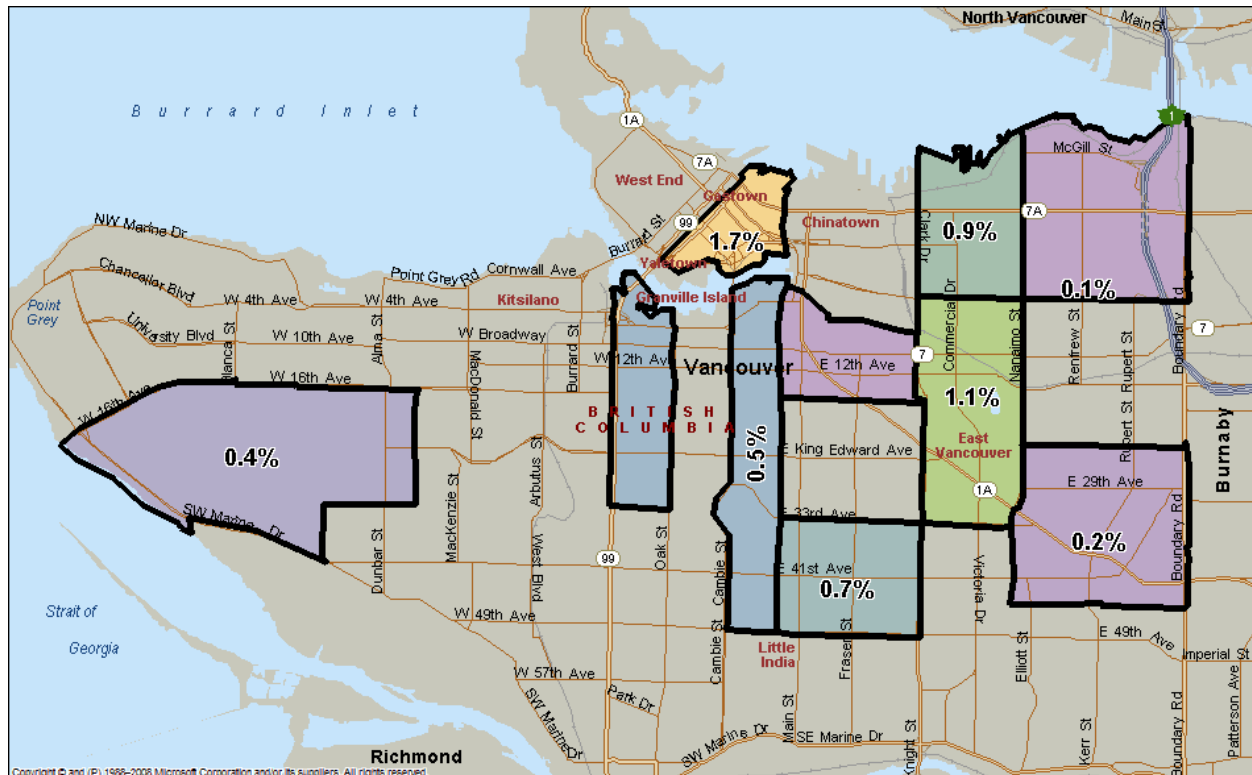
Table 31 examines the changes between 2001 and 2006 in the ten Vancouver neighbourhoods with the highest concentration of artists (in 2006). The table shows that there have been some shifts in the top ten neighbourhoods since 2001. Seven of the top ten neighbourhoods in 2001 were still in the top ten in 2006. The two highest-ranked neighbourhoods in 2001 (V6A and V5L) switched spots in 2006. The fourteenth-ranked neighbourhood in 2001 (V6B) rose to third in 2006. In nine of the top ten neighbourhoods, the number of artists increased between 2001 and 2006. In six neighbourhoods, the concentration of artists increased.

<b>Table 31: Changes between 2001 and 2006 in the top ten Vancouver neighbourhoods (in 2006)</b>								
<b>Forward Sortation Area</b>	<b>Rank in 2001</b>	<b>Rank in 2006</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>	<b>Artists in 2001</b>	<b>Artists in 2006</b>	<b>Change in artists</b>
V5L	2	1	4.3%	5.1%	0.9%	495	610	115
V6A	1	T2	5.0%	4.4%	-0.6%	300	320	20
V6B	14	T2	2.7%	4.4%	1.7%	180	425	245
V5Y	T8	4	3.3%	3.8%	0.5%	225	270	45
V5T	T8	5	3.3%	3.4%	0.1%	430	470	40
V6K	5	T6	3.4%	3.3%	0.0%	600	610	10
V6R	3	T6	3.7%	3.3%	-0.4%	440	410	-30
V6H	13	T6	2.7%	3.3%	0.5%	315	400	85
V6J	10	T9	3.2%	3.2%	0.0%	425	450	25
V5N	26	T9	2.1%	3.2%	1.1%	360	600	240
<b>Vancouver totals</b>			<b>2.4%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>7,300</b>	<b>8,200</b>	<b>900</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i></p>								



Map 31 provides a graphic view of the ten Vancouver neighbourhoods with the largest increases in the concentration of artists between 2001 and 2006. The map shows that neighbourhoods with strong increases in the concentration of artists are spread through various areas of the city. The neighbourhoods with the largest increases are V6B (Gastown and Yaletown, 1.7% increase) and V5N (East Vancouver, 1.1%).

**Map 31: Ten Vancouver neighbourhoods with an increase in the concentration of artists between 2001 and 2006**



Legend: 1: V6B (1.7% increase, orange), 2: V5N (1.1% increase, green),  
 3: V5L (0.9% increase, teal), 4: V5W (0.7% increase, teal),  
 T5: V6H (0.5% increase, blue), T5: V5Y (0.5% increase, blue), 7: V6S (0.4% increase, light purple),  
 8: V5R (0.2% increase, purple), T9: V5T (0.1% increase, purple), T9: V5K (0.1% increase, purple).

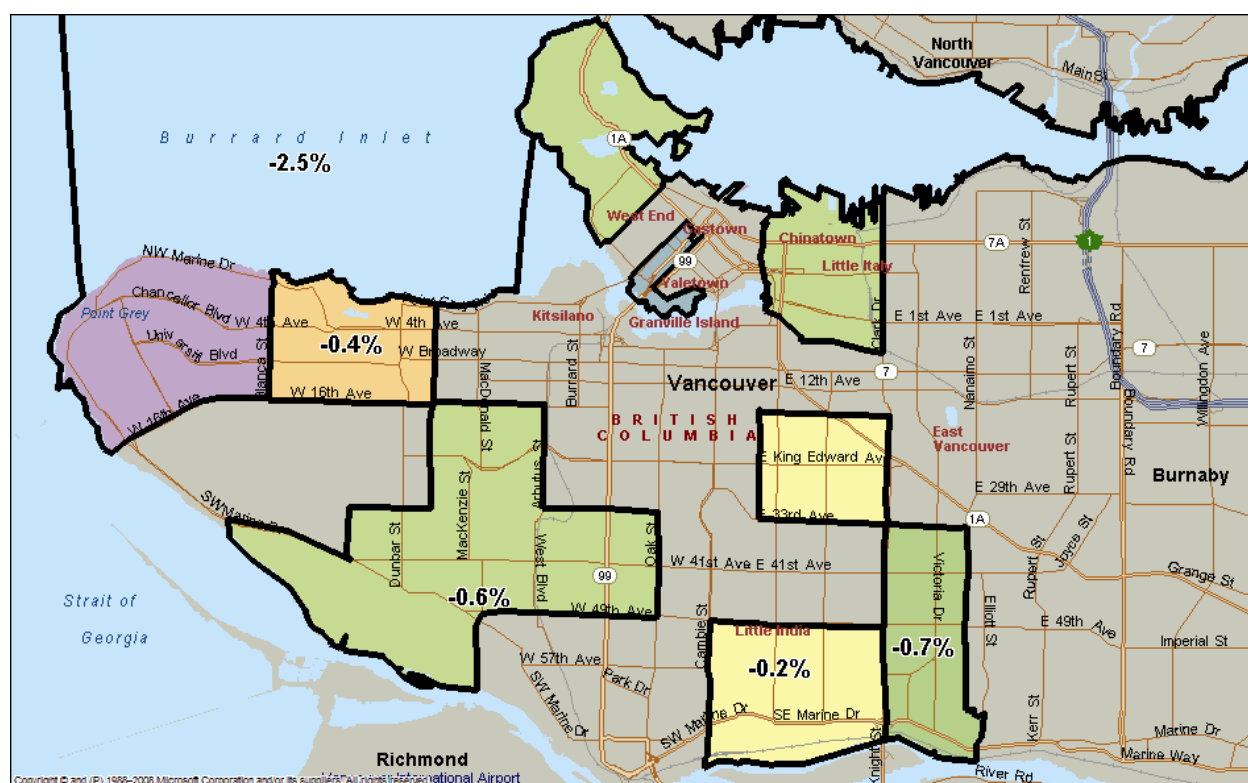
Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

Table 32 provides information about the changes in the ten Vancouver neighbourhoods that saw an increase in the concentration of artists between 2001 and 2006. The neighbourhood with the largest increase (V6B, Gastown and Yaletown) is ranked third among Vancouver neighbourhoods in 2006, an increase from 13<sup>th</sup> in 2001.

<b>Table 32: Ten Vancouver neighbourhoods with an increase in the concentration of artists between 2001 and 2006</b>			
<b>Forward Sortation Area</b>	<b>Concentration of artists in 2001</b>	<b>Concentration of artists in 2006</b>	<b>Change in concentration</b>
V6B	2.7%	4.4%	1.7%
V5N	2.1%	3.2%	1.1%
V5L	4.3%	5.1%	0.9%
V5W	1.5%	2.1%	0.7%
V6H	2.7%	3.3%	0.5%
V5Y	3.3%	3.8%	0.5%
V6S	1.9%	2.3%	0.4%
V5R	0.8%	1.0%	0.2%
V5T	3.3%	3.4%	0.1%
V5K	1.7%	1.8%	0.1%
<b>Vancouver</b>	<b>2.4%</b>	<b>2.3%</b>	<b>0.0%</b>
<p><i>Source: Analysis by Hill Strategies Research based on 2001 and 2006 census data requests.</i></p> <p><i>Note: Changes over time were calculated based on unrounded figures and may not exactly match calculations based on the rounded figures presented in this table.</i></p>			

As noted previously, 14 Vancouver neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006. Map 32 shows that the ten neighbourhoods with the largest decreases are located in various parts of the city. The V6T portion of downtown Vancouver (blue shading) saw the largest decrease among neighbourhoods in all five cities in this study. The concentration of artists in the V6T neighbourhood decreased from 3.3% in 2001 to 0.8% in 2006, a 2.5% drop. The neighbourhood fell from the seventh highest concentration of artists among Vancouver neighbourhoods in 2001 to 25<sup>th</sup> in 2006.

*Map 32: Eleven Vancouver neighbourhoods with the largest decreases in the concentration of artists between 2001 and 2006*



Legend: 1: V6T (2.5% decrease, purple), 2: V6Z (1.2% decrease, blue),  
 3: V5P (0.7% decrease, green), T4: V6G (0.6% decrease, green), T4: V6M (0.6% decrease, green),  
 T4: V6N (0.6% decrease, green), T4: V6A (0.6% decrease, green), T4: V6L (0.6% decrease, green),  
 9: V6R (0.4% decrease, orange), T10: V5X (0.2% decrease, yellow), T10: V5V (0.2% decrease, yellow).

Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

### *Neighbourhoods with the highest median earnings of artists, 2006*

Table 33 provides a list of the ten Vancouver neighbourhoods with the highest median earnings of artists. The median earnings of artists in these ten neighbourhoods range from \$20,000 to just over \$30,000, compared with median earnings of \$17,400 for all Vancouver artists. In two neighbourhoods (V6M and V5P), artists have median earnings of about \$30,000. Four of the ten high-earnings neighbourhoods (V5Y, V5N, V5L and V6J) are also among the ten areas with the highest concentration of artists in Vancouver.

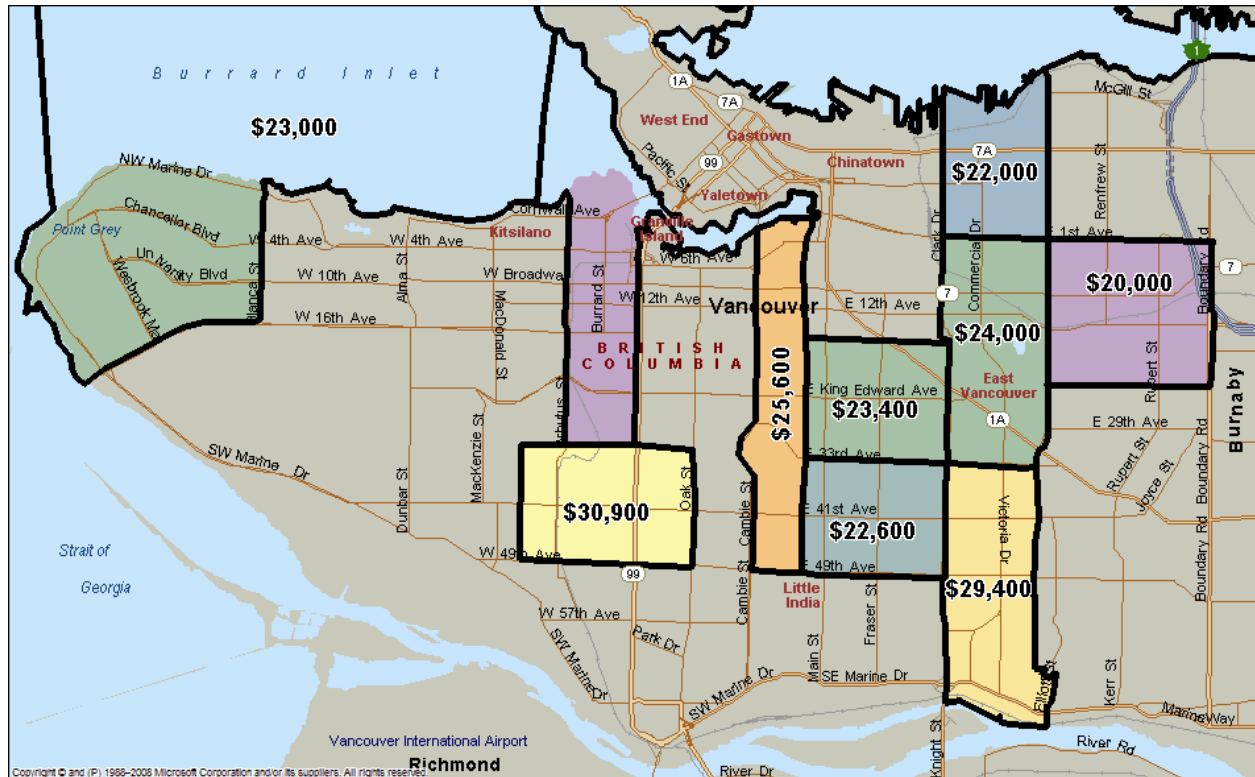
Note: The median is a measure of the earnings of a “typical” artist in the area. Half of individuals have earnings that are less than the median value, while the other half has earnings greater than the median. The earnings statistics include amounts received from all employment and self-employment positions in 2005, not just the position at which the respondent worked the most hours during the census reference week. In other words, secondary jobs are included in the earnings figures.

**Table 33: Ten Vancouver neighbourhoods with the highest median earnings of artists, 2006**

<b>Forward Sortation Area</b>	<b>Artists' median earnings</b>	<b>Artists (#)</b>	<b>Concentration of artists</b>
V6M	\$30,900	135	1.5%
V5P	\$29,400	75	0.5%
V5Y	\$25,600	270	3.8%
V5N	\$24,000	600	3.2%
V5V	\$23,400	310	2.3%
V6T	\$23,000	50	0.8%
V5W	\$22,600	235	2.1%
V5L	\$22,000	610	5.1%
V5M	\$20,000	95	0.8%
V6J	\$20,000	450	3.2%
<b>Vancouver</b>	<b>\$17,400</b>	<b>8,200</b>	<b>2.3%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request. All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i>			

Map 33 shows that the two neighbourhoods with the highest median earnings (yellow shading) are located relatively south in Vancouver, while many other relatively high-earnings areas are in eastern parts of the city.

**Map 33: Ten Vancouver neighbourhoods with the highest median earnings of artists, 2006**



**Legend:** 1: V6M (\$30,900, light yellow), 2: V5P (\$29,400, yellow), 3: V5Y (\$25,600, orange), 4: V5N (\$24,000, green), 5: V5V (\$23,400, green), 6: V6T (\$23,000, green), 7: V5W (\$22,600, blue), 8: V5L (\$22,000, blue), T9: V5M (\$20,000, purple), T9: V6J (\$20,000, purple).  
**Source:** Analysis by Hill Strategies Research based on a 2006 census custom data request.

### *Artists by education in Vancouver neighbourhoods, 2006*

Of the City of Vancouver's 8,200 artists, 3,900 (or 48%) have attained a bachelor's degree or higher. In 13 of 26 reliable neighbourhoods (i.e., with 40 or more artists with at least a bachelor's degree), at least one-half of artists have attained a bachelor's degree or higher.

Table 34 provides a list of the ten Vancouver neighbourhoods that have the highest percentage of artists with at least a bachelor's degree. Two of these neighbourhoods (V5Y and V6K) are among the ten neighbourhoods with the highest concentration of artists in Vancouver.

<b>Table 34: Ten Vancouver neighbourhoods with the highest percentage of artists with at least a bachelor's degree, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Artists with a bachelor's degree or higher (#)</b>	<b>Artists with a bachelor's degree or higher (%)</b>	<b>Concentration of artists</b>
V6T	50	40	80%	0.8%
V6M	135	100	74%	1.5%
V5Y	270	185	69%	3.8%
V6K	610	380	62%	3.3%
V6L	100	60	60%	1.8%
V6P	180	105	58%	1.0%
V5V	310	180	58%	2.3%
V5W	235	135	57%	2.1%
V6S	115	65	57%	2.3%
V5P	75	40	53%	0.5%
<b>Vancouver</b>	<b>8,200</b>	<b>3,900</b>	<b>48%</b>	<b>2.3%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				



### *Artists by sex in Vancouver neighbourhoods, 2006*

The City of Vancouver has 3,900 female artists, representing 47% of all artists in the city. Of 25 reliable neighbourhoods (i.e., with 40 or more female artists), 12 have more female than male artists.

Table 35 provides a list of the ten Vancouver neighbourhoods with the highest proportion of female artists. Four of these neighbourhoods (V6H, V6R, V6J and V6K) are among the ten neighbourhoods with the highest concentration of artists in Vancouver.

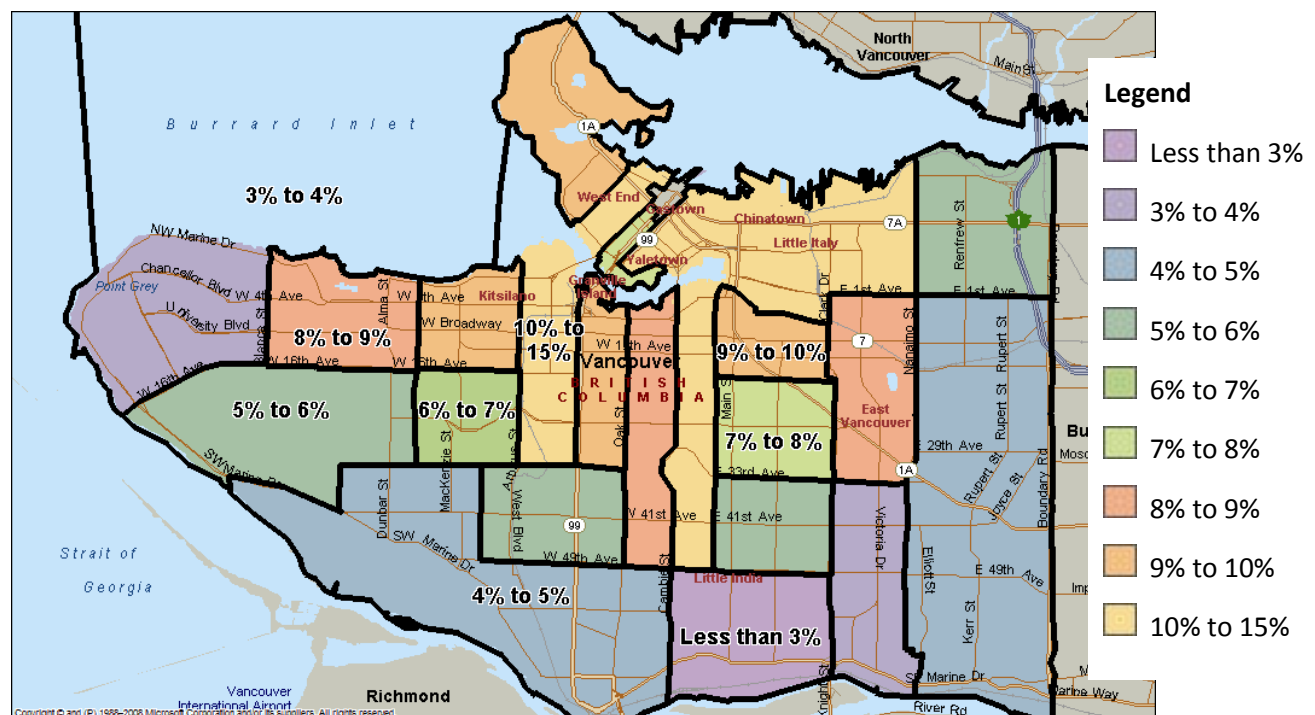
<b>Table 35: Ten Vancouver neighbourhoods with the highest percentage of female artists, 2006</b>				
<b>Forward Sortation Area</b>	<b>Artists (#)</b>	<b>Female artists (#)</b>	<b>Female artists %</b>	<b>Concentration of artists</b>
V5S	150	95	63%	1.0%
V6M	135	85	63%	1.5%
V6L	100	60	60%	1.8%
V5P	75	45	60%	0.5%
V6S	115	65	57%	2.3%
V6H	400	225	56%	3.3%
V6R	410	230	56%	3.3%
V5R	235	130	55%	1.0%
V6J	450	240	53%	3.2%
V6K	610	325	53%	3.3%
<b>Vancouver</b>	<b>8,200</b>	<b>3,900</b>	<b>47%</b>	<b>2.3%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

## Cultural workers in Vancouver in 2006

There are 25,100 cultural workers in Vancouver, including creative, production, technical and management occupations in the areas of broadcasting, film and video, sound recording, performing arts, publishing, printing, libraries, archives, heritage, architecture and design. Forty-eight occupation groups are captured as cultural workers (including the nine arts occupations examined elsewhere in this report).

An overview of the “cultural geography” of the City of Vancouver is provided in Map 34. The map shows the range of concentrations of cultural workers in Vancouver in 2006.<sup>15</sup> The pattern of cultural concentration is similar to the pattern of artistic concentration, with most of the areas of highest cultural concentration being in central Vancouver (orange, pink and green shading). There is a fairly wide east-west geographic range covered by the neighbourhoods with a strong cultural concentration. Those areas with lower concentrations are shaded blue and purple.

**Map 34: Concentration of cultural workers in Vancouver neighbourhoods, 2006**



Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

<sup>15</sup> In 31 of the 32 postal regions in Vancouver, there is reliable data on cultural workers in 2006. That is, at least 40 cultural workers reside in each of these 31 neighbourhoods. Only one small postal region has unreliable data and is shaded grey: V6C, in the downtown core (with few residences).

Table 36 provides a list of the ten Vancouver neighbourhoods with the highest concentration of cultural workers. Eight of these neighbourhoods are also among the ten neighbourhoods with the highest concentration of artists in Vancouver. The only exceptions are V6E and V6G, which rank 11<sup>th</sup> and 12<sup>th</sup> in the city for their artistic concentrations.

These ten neighbourhoods have a concentration of cultural workers that is much higher than the B.C. average (3.7%). Collectively, 12,900 cultural workers live in these ten neighbourhoods, which house over one-half of all cultural workers in Vancouver (51%).

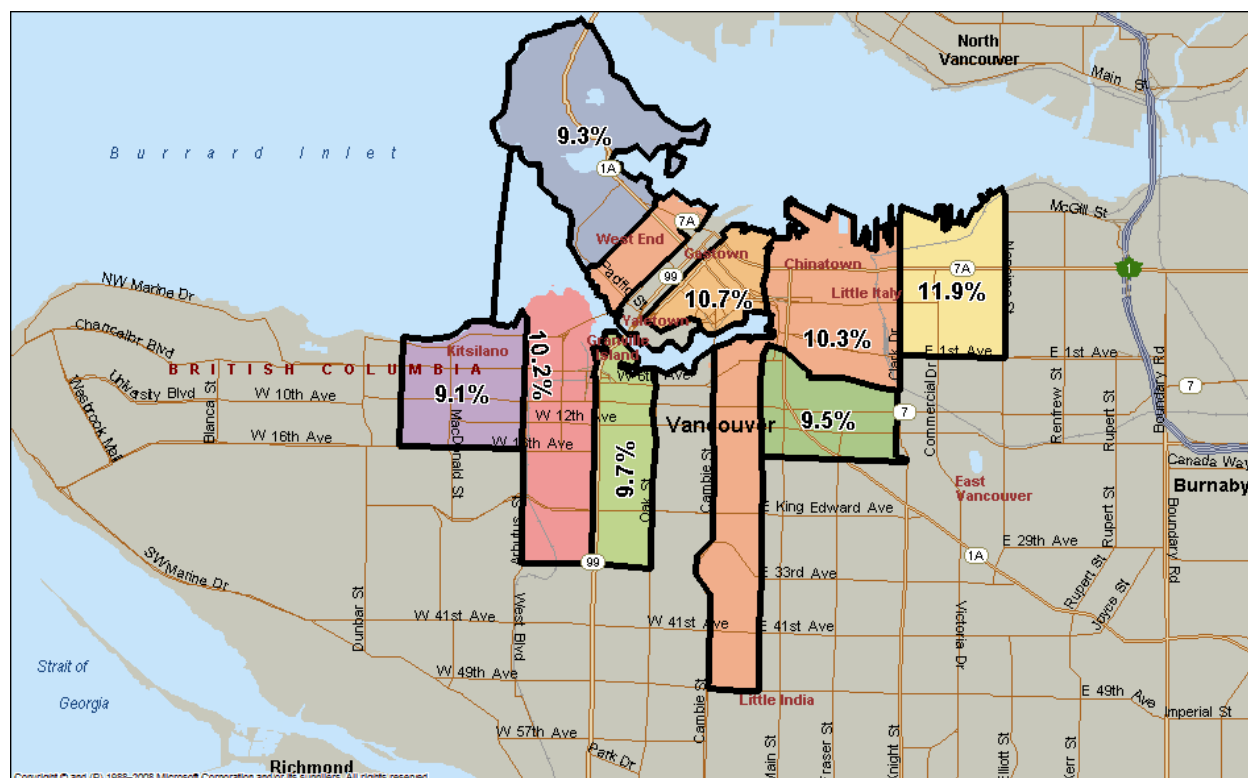
In Vancouver, the median earnings of cultural workers are \$28,000, which is 4% *higher* than all Vancouver workers. However, median earnings are lower for cultural workers than all local workers in seven of the ten neighbourhoods with the highest concentration of cultural workers.

The final two columns of Table 36 show that cultural workers in many of these neighbourhoods are highly educated and predominantly male.

<b>Table 36: Ten Vancouver neighbourhoods with the highest concentration of cultural workers, 2006</b>								
<b>Rank (in city)</b>	<b>Forward Sortation Area</b>	<b>Cultural workers concentration</b>	<b>Cultural workers (#)</b>	<b>Overall labour force (#)</b>	<b>Cultural workers' median earnings</b>	<b>Earnings gap</b>	<b>Cultural workers: bachelor's degree or higher (%)</b>	<b>Female cultural workers (%)</b>
1	V5L	11.9%	1,410	11,900	\$27,000	15%	38%	40%
2	V6B	10.7%	1,035	9,700	\$34,100	-7%	44%	34%
T3	V6A	10.3%	750	7,300	\$18,100	-5%	35%	40%
T3	V5Y	10.3%	740	7,200	\$31,700	4%	61%	43%
T3	V6E	10.3%	1,700	16,600	\$30,000	-2%	46%	41%
6	V6J	10.2%	1,440	14,200	\$31,000	-11%	50%	50%
7	V6H	9.7%	1,190	12,200	\$30,700	-14%	53%	54%
8	V5T	9.5%	1,300	13,700	\$26,300	2%	41%	45%
9	V6G	9.3%	1,640	17,700	\$26,800	-15%	49%	47%
10	V6K	9.1%	1,660	18,300	\$27,700	-18%	59%	52%
<b>Vancouver totals</b>		<b>7.2%</b>	<b>25,100</b>	<b>347,100</b>	<b>\$28,000</b>	<b>4%</b>	<b>47%</b>	<b>45%</b>
<b>B.C. totals</b>		<b>3.7%</b>	<b>87,400</b>	<b>2,392,800</b>	<b>\$24,100</b>	<b>-6%</b>	<b>35%</b>	<b>49%</b>
<p><i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i></p> <p><i>Notes: The earnings gap is the difference between the median earnings of cultural workers and the overall labour force in each neighbourhood.</i></p> <p><i>All earnings figures captured in the 2006 census relate to the 2005 calendar year.</i></p>								

Map 35 provides a graphic view of the ten Vancouver neighbourhoods with the highest concentration of cultural workers. The map shows that almost all of these neighbourhoods are located near Burrard Inlet or False Creek. The areas of highest concentration are shaded yellow and orange, followed by pink, green, blue and purple shading.

**Map 35: Ten Vancouver neighbourhoods with the highest concentration of cultural workers in 2006**



Legend: 1: V5L (11.9%, yellow), 2: V6B (10.7%, orange),  
 T3: V6A (10.3%, pink), T3: V5Y (10.3%, pink), T3: V6E (10.3%, pink), 6: V6J (10.2%, pink),  
 7: V6H (9.7%, light green), 8: V5T (9.5%, green), 9: V6G (9.3%, blue), 10: V6K (9.1%, purple).  
 Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.

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

Source: 2006 National Occupation Classification for Statistics (NOC-S), Statistics Canada  
<http://www.statcan.gc.ca/subjects-sujets/standard-norme/soc-cnp/2006/noc2006-cnp2006-eng.htm>

Occupation title and code	Definition
Actors and comedians (F035)	<p>Actors and comedians perform roles in motion picture, television, theatre and radio productions to entertain a variety of audience. They are employed by motion picture, television, theatre and other production companies. This unit group includes acting teachers employed by private acting schools.</p> <p><i>Exclusions: Persons who teach acting in post-secondary, secondary or elementary schools (E1, Teachers and Professors).</i></p>
Artisans and craftspersons (F144)	<p>This unit group includes those who use manual and artistic skills to design and make ornamental objects, pottery, stained glass, jewellery, rugs, blankets, other handicrafts and artistic floral arrangements. Makers of stringed musical instruments are also included in this unit group. Most craftspersons are self-employed. Artistic floral arrangers are usually employed in florist shops and floral departments of retail establishments or may be self-employed. Craft instructors are also included in this unit group and are employed by artisan guilds, colleges, private studios and recreational organizations.</p> <p><i>Exclusions: Painters, sculptors and other visual artists (F036, Painters, Sculptors and Other Visual Artists); Machine operators and assemblers and Related Occupations; or J, Occupations Unique to Processing, Manufacturing and Utilities).</i></p>
Authors and writers (F021)	<p>Authors and writers plan, research and write books, scripts, storyboards, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. They are employed by advertising agencies, governments, large corporations, private consulting firms, publishing firms, multimedia/new-media companies and other establishments, or they may be self-employed.</p> <p><i>Exclusions: Journalists (F023, Journalists).</i></p>
Conductors, composers and arrangers (F032)	<p>This unit group included those who conduct bands and orchestras, compose musical works and arrange instrumental and vocal compositions. They are employed by symphony and chamber orchestras, bands, choirs, sound recording companies, orchestras for ballet and opera performances or they may be self-employed.</p> <p><i>Exclusions: Occupations concerned with performing or teaching instrumental or vocal music (F033, Musicians and Singers).</i></p>

Dancers (F034)	<p>This unit group includes dancers and dance teachers. Dancers are employed by ballet and dance companies, television and film productions and night clubs and similar establishments. Dance teachers are employed by dance academies and dance schools.</p> <p><i>Exclusions: Persons who teach dance in post-secondary, secondary or elementary schools (E1, Teachers and Professors), Choreographers (F031, Producers, Directors, Choreographers and Related Occupations); and Exotic and striptease dancers (F132, Other Performers).</i></p>
Musicians and singers (F033)	<p>This unit group includes musicians, singers and teachers of vocal and instrumental music. Musicians and singers perform with orchestras, choirs, opera companies and popular bands in establishments such as concert halls, lounges and theatres and in film, television and recording studios. Music teachers teach in conservatories, academies and private homes.</p> <p><i>Exclusions: Persons who teach music in post-secondary, secondary or elementary school (E1, Teachers and Professors), and Music composers and arrangers (F032, Conductors, Composers and Arrangers).</i></p>
Other performers (F132)	<p>This unit group includes circus performers, magicians, models, puppeteers and other performers not elsewhere classified. They are employed by circuses, nightclubs, theatre, advertising and other production companies or may be self-employed.</p>
Painters, sculptors and other visual artists (F036)	<p>Painters, sculptors and other visual artists create original paintings, drawings, sculptures, engravings and other artistic works. They are usually self-employed. This group also includes art instructors and teachers, who are usually employed by art schools.</p> <p><i>Exclusions: Art teachers in primary, secondary or post-secondary institutions (E1, Teachers and Professors); Graphic designers (F141, Graphic Designers and Illustrating Artists); Skilled craftspersons (F144, Artisans and Craftspersons) and House painters (H144, Painters and Decorators).</i></p>
Producers, directors, choreographers and related occupations (F031)	<p>This unit group includes producers, directors, choreographers and others who oversee and control the technical and artistic aspects of film, television, radio, dance and theatre productions. They are employed by film production companies, radio and television stations, broadcast departments, advertising companies, sound recording studios, record production companies and dance companies. They may also be self-employed.</p> <p><i>Exclusions: Editors of pre-recorded videos, sound recording mixers and other radio and video technicians (F125, Audio and Video Recording Technicians).</i></p>

## **Appendix B: List of the 48 cultural occupations**

The 48 cultural occupations, grouped by sector, are provided below.

<b>Architecture, Design, Crafts and Visual Arts</b>
-----------------------------------------------------

Architects  
Architectural technologists and technicians  
Artisans and craftspersons  
Camera, platemaking and other pre-press occupations  
Drafting technologists and technicians  
Graphic arts technicians  
Graphic designers and illustrators  
Industrial designers  
Interior designers  
Landscape and horticultural technicians and specialists  
Landscape architects  
Painters, sculptors and other visual artists  
Patternmakers, textile, leather and fur products  
Photographers  
Photographic and film processors  
Theatre, fashion, exhibit and other creative designers

<b>Archives, Libraries and Heritage</b>
-----------------------------------------

Archivists  
Conservators and curators  
Librarians  
Library and archive technicians and assistants  
Library clerks  
Library, archive, museum and art gallery managers  
Supervisors, library, correspondence and related information clerks  
Technical occupations related to museums and galleries

<b>A/V and Live Performing Arts</b>
-------------------------------------

Actors and comedians  
Announcers and other broadcasters  
Broadcast technicians  
Dancers  
Film and video camera operators  
Managers in publishing, motion pictures, broadcasting and performing arts  
Other performers  
Other technical occupations in motion pictures, broadcasting and the performing arts  
Producers, directors, choreographers and related occupations  
Support occupations in motion pictures, broadcasting and the performing arts



<b>Music and Sound Recording</b>
----------------------------------

Audio and video recording technicians

Conductors, composers and arrangers

Musicians and singers

<b>Writing and Publishing</b>
-------------------------------

Authors and writers

Binding and finishing machine operators

Correspondence, publication and related clerks

Desktop publishing operators and related occupations

Editors

Journalists

Printing machine operators

Printing press operators

Professional occupations in public relations and communications

Supervisors, printing and related occupations

Translators, terminologists and interpreters