

Artists by Neighbourhood in Canada



<http://www.hillstrategies.com>
info@hillstrategies.com

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ARTISTS BY NEIGHBOURHOOD IN CANADA

Section 1: Introduction

This report provides an analysis of artists residing in various postal regions – “neighbourhoods” – across Canada. The study is based on a custom data request from Statistics Canada’s 2001 census, conceived of and commissioned by Hill Strategies Research. Nine arts occupations are included in the analysis:

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

The census captures information about the occupation at which a person worked the most hours between May 6 and 12, 2001. Overall, census estimates of artists may be somewhat low because of the frequency of multiple job-holding among artists and the May timing of the census.

The occupational categories are not a perfect fit for all artists but do provide a reasonable approximation of arts employment and self-employment. However, media artists are not well captured in the occupational classifications. In addition, the selected occupational classifications exclude those teaching arts disciplines in post-secondary, secondary or elementary schools. Those teaching artistic disciplines at private or other types of schools (such as dance schools) are included in the figures.

An appendix to this report provides a fuller explanation of the study’s methodology and descriptions of the nine arts occupations.

Previous reports by Hill Strategies Research have shown that there are 130,700 artists in Canada who fit this definition (0.8% of the overall labour force). This report examines their place of residence (by postal region) across the country.

Section 2: Why is it important to track creative neighbourhoods?

The arts contribute to the quality of life as well as the social and economic vitality of communities. The arts may also attract talented people, jobs and investment to communities.¹ On a neighbourhood level, investments in arts facilities may contribute to changes in local economies, social environments, neighbourhood character and demographics.² However, gentrification may also occur as a result of neighbourhoods being considered “artsy” or “trendy”.

On a personal level, the arts can stimulate, inspire and entertain.

A strong artistic community can therefore 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.

It is also important to track neighbourhoods where gentrification and displacement of artists may be occurring.

The analysis in this report can be used by associations, arts funders, policy-makers and others to ensure that programs and services are tailored appropriately to arts communities across the country. Further research could also examine the correlation between creative neighbourhoods and other local attributes that may help attract and retain artists.

Section 3: Notes regarding the data

Some important notes about the data should be kept in mind while reading the report:

- 1) This report uses the first three digits of a postal code to identify “neighbourhoods”. These areas, which Canada Post calls Forward Sortation Areas, are commonly referred to as “postal regions” and “postal areas” in this report. In urban areas, these postal regions often do follow neighbourhood lines. In rural areas, the postal regions cover much larger geographic areas.
- 2) No census data is released for areas below a population size of 40. Postal areas with fewer than 40 artists are noted as “not reliable” in this report and as “n/r” in the detailed tables.
- 3) Canada Post denotes a “rural” postal region by a 0 in the second position of a postal code (e.g., X0A, B0R, V0R), while areas considered “urban” have a non-0 digit in the second position.

¹ The best-known proponent of this is Richard Florida (*The Rise of the Creative Class*). See also Volume 2, No. 10 of the *Arts Research Monitor*, a special issue devoted to the debate over “creative class” theories. Volume 3, No. 10 examined a variety of reports on the topic of creative people, classes, neighbourhoods and cities. The *Arts Research Monitor* is available at <http://www.hillstrategies.com>.

² 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.

- 4) Microsoft MapPoint was 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 small group 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.

Section 4: Canada's most creative neighbourhoods, 2001

Most creative urban neighbourhoods

The findings regarding creative urban neighbourhoods confirm the common belief in Canada that many artists locate in Montreal, Toronto and Vancouver. Nine of the 10 urban neighbourhoods in Canada with the highest concentration of artists are in Montreal, Toronto or Vancouver. The other postal region in the top 10 is an island close to Vancouver.

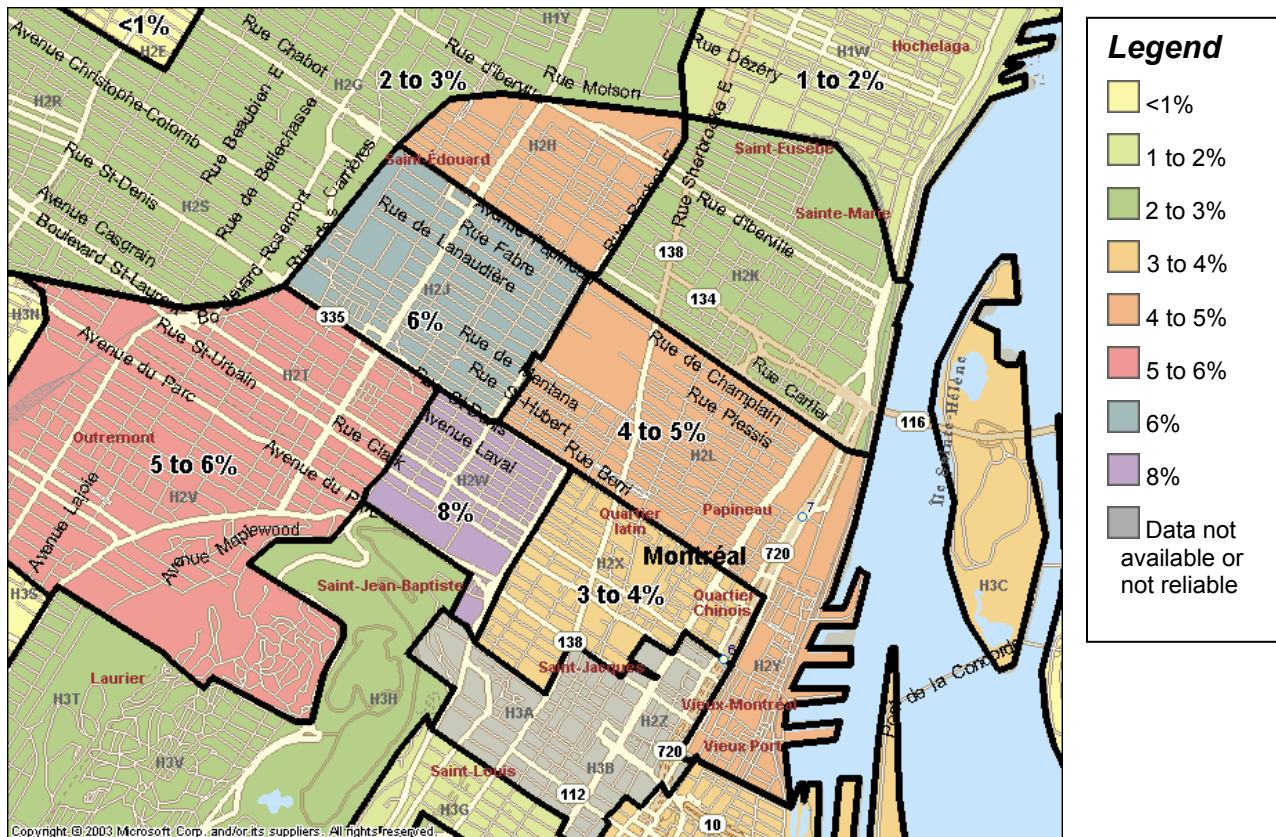
However, this report also demonstrates that there are many significant artistic clusters in urban and rural areas across Canada but that these other clusters have not yet reached the same concentration as in Montreal, Toronto and Vancouver.

As depicted in Figure 1, Montreal is home to five of the 10 urban neighbourhoods in Canada with the highest concentration of artists, including the three highest concentrations.

- H2W, in the heart of the plateau area, has 605 artists out of 7,560 total workers, for an artistic concentration of 8.0%. This is the “most creative neighbourhood” in Canada, with an artistic concentration that is 10 times the national average of 0.8%. This area extends from avenue des Pins to avenue du Mont-Royal, between St-Denis and avenue du Parc.
- H2J, adjacent to H2W on the plateau, has an artistic concentration of 6.1%. H2J is northeast of H2W and extends from Rachel to rue des Carrières, between Papineau and St-Denis.
- H2T, adjacent to both H2W and H2J on the plateau, has 5.6% of the local labour force in the arts. H2T extends from avenue du Mont-Royal to avenue Van Horne (and the railway tracks), between St-Denis and Jeanne-Mance.

Two Montreal postal areas have an artistic concentration of 5.0%, tied for 7th in Canada: H2V (Outremont) and H2L (Montreal Papineau, below Rachel).

Figure 1: Montreal – Home to Canada’s most creative neighbourhoods



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

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

British Columbia artists are distributed among many postal regions. Two B.C. areas are tied for 7th in Canada, with 5.0% of the local labour force in arts occupations:

- V8K (Saltspring Island); and
- V6A (east Vancouver).

Most creative rural areas

Postal regions with a 0 in the second position are considered rural by Canada Post (e.g., X0A, B0R, V0R).

There are many significant artistic clusters in rural areas across Canada, but these rural clusters have not yet reached the same concentration as in Montreal, Toronto and Vancouver.

- Nunavut's X0A region is the most creative rural area in Canada. This area, encompassing Baffin Island (Iqaluit, Cape Dorset, etc.), has 230 artists among 6,705 total workers, for an artistic concentration of 3.4%. This is over four times the national average of 0.8%.
- Nova Scotia's B0R region is the rural area in Canada with the second-highest concentration of artists. Artists comprise 2.2% of the labour force in this postal region, which is inland west of Halifax.
- The V0R region of Vancouver Island, an area that surrounds Tofino and Clayoquot Sound, has an artistic concentration of 1.9%, 3rd highest among rural postal areas in Canada.
- In the V0N region, a large swath of coastal British Columbia to the north and northwest of Vancouver, artists comprise 1.7% of the overall labour force, tied for 4th among rural postal areas in Canada.
- The V0S region, a rural area further southeast on Vancouver Island, also has 1.7% of the local labour force in arts occupations.
- Nunavut's X0C postal region is tied for 6th among rural regions with an artistic concentration of 1.5%.
- The B0J region, a coastal area east of Halifax, is also tied for 6th among rural regions with an artistic concentration of 1.5%.
- The L0S region of southwestern Ontario (west of Niagara Falls, including Pelham) also has an artistic concentration of 1.3%, tied for 8th among rural areas of Canada.
- The V0P region, the north-central portion of Vancouver Island, also has 1.3% of the local labour force in arts occupations.
- In the K0G region of eastern Ontario (northeast of Kingston), artists comprise 1.2% of the labour force, ranking 10th among rural areas in Canada.

Although we were informed about some other creative rural areas – such as Meacham, Saskatchewan – during our “*Canada’s most creative neighbourhood*” contest, no other rural postal areas have an artistic concentration that is as high as the areas listed above. This is partly due to postal geography, which groups towns like Meacham with other communities around Saskatoon in the S0K postal region.

Section 5: A neighbourhood-by-neighbourhood view of artists in Canada

The north

Given their small populations, Canada's three territories have a relatively small number of artists. However, Nunavut's 295 artists represent a strikingly large percentage of the territory's labour force (2.4%, more than double the percentage in B.C.). Yukon's 260 artists represent 1.4% of the territory's labour force (also higher than the percentage in B.C.). The Northwest Territory's approximately 110 artists account for 0.5% of the overall labour force.

Five postal regions in the territories have reliable data on artists:

- Nunavut's X0A postal area, encompassing Baffin Island (Iqaluit, Cape Dorset, etc.), has 230 artists among 6,705 total workers, for an artistic concentration of 3.4%. This is over four times the national average of 0.8%. This postal region is the most creative rural area in Canada.
- Nunavut's X0C postal region has an artistic concentration of 1.5%, tied for 6th among rural regions in Canada.
- The Y1A postal region (Whitehorse, Yukon) has 225 artists among an overall labour force of 14,065, for an artistic concentration of 1.6%, double the national average.
- The X1A postal region (Yellowknife, Northwest Territories) has 60 artists among an overall labour force of 10,840 (0.6%).
- The X0E postal region (Northwest Territories excluding Yellowknife) has an artistic concentration of 0.5%.

Figure 2 shows the artistic geography of Canada's territories.

Figure 2: Artistic geography of the territories



For full details about the number and concentration of artists in these northern postal regions, please consult the detailed tables in an appendix to this report.

British Columbia

With 24,100 artists, British Columbia is the province with the largest percentage of its labour force in arts occupations – 1.1% – the only province above 1% and a figure that is well above the Canadian average of 0.8%.

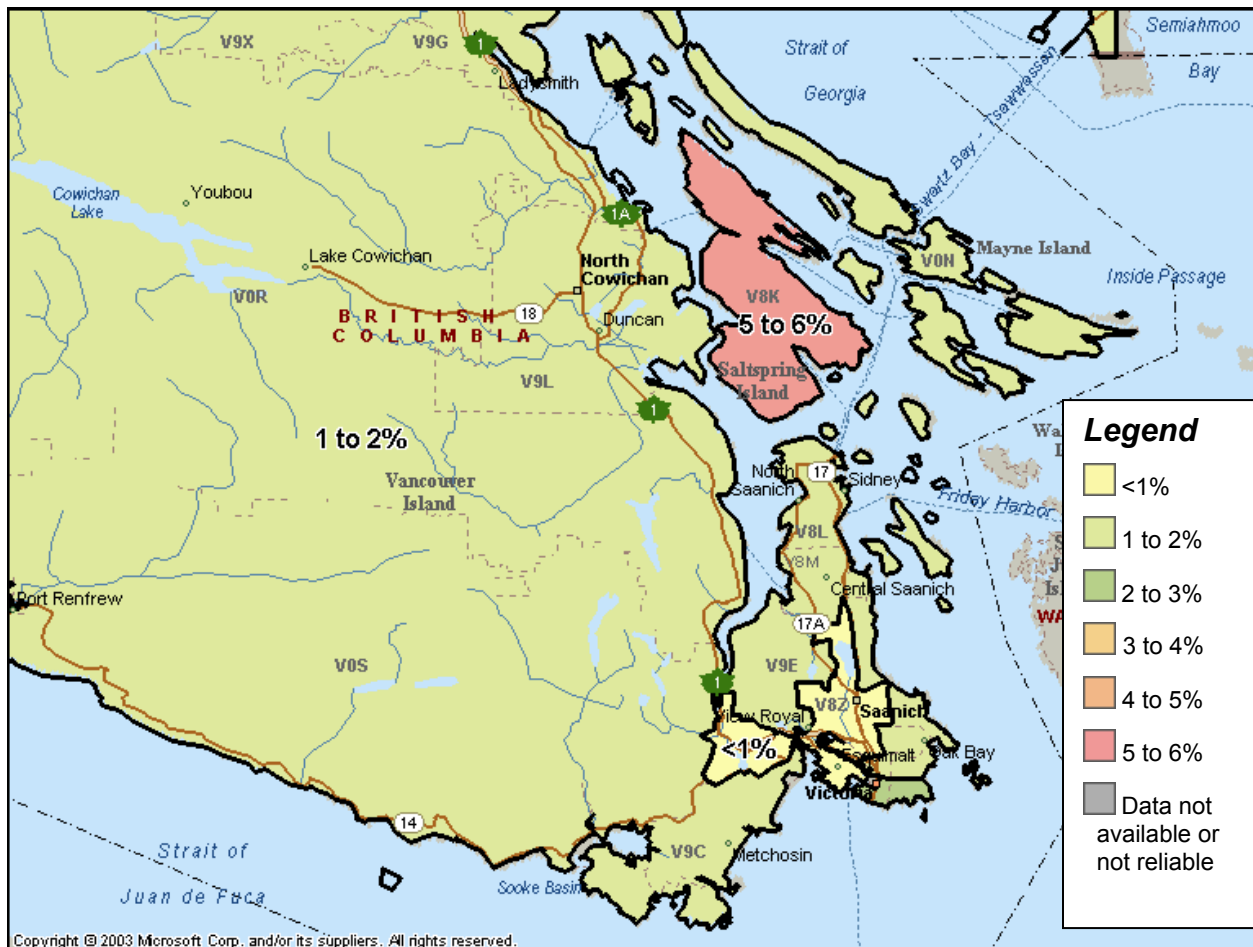
Many areas of the province have a high concentration of artists. In fact, 45 B.C. postal regions have a concentration of artists that is at least double the national average. This approaches the level of Ontario – a much more populous province – where 52 postal regions have an artistic concentration that is at least double the national average.

The region of B.C. with the largest percentage of its labour force in arts occupations is V8K on Saltspring Island, where 5.0% of all workers are artists (see Figure 3). Many postal areas on

Vancouver Island also contain a higher-than-average concentration of artists, including Victoria-area postal regions V8S and V8V (each with 2.4% of the labour force in the arts).

Among rural areas in British Columbia, the V0R region of Vancouver Island, an area that surrounds Tofino and Clayoquot Sound, has the highest concentration of artists (1.9%, 3rd highest among rural postal areas in Canada). The V0S region, a rural area further southeast on Vancouver Island, has an artistic concentration of 1.7%, tied for 4th among rural postal areas in Canada. Another rural area of B.C. with a high concentration of artists is V0N, a large swath of coastal British Columbia to the north and northwest of Vancouver (1.7%). All of these postal regions have an artistic concentration that is more than double the Canadian average.

Figure 3: Artistic geography of Saltspring Island and southern Vancouver Island

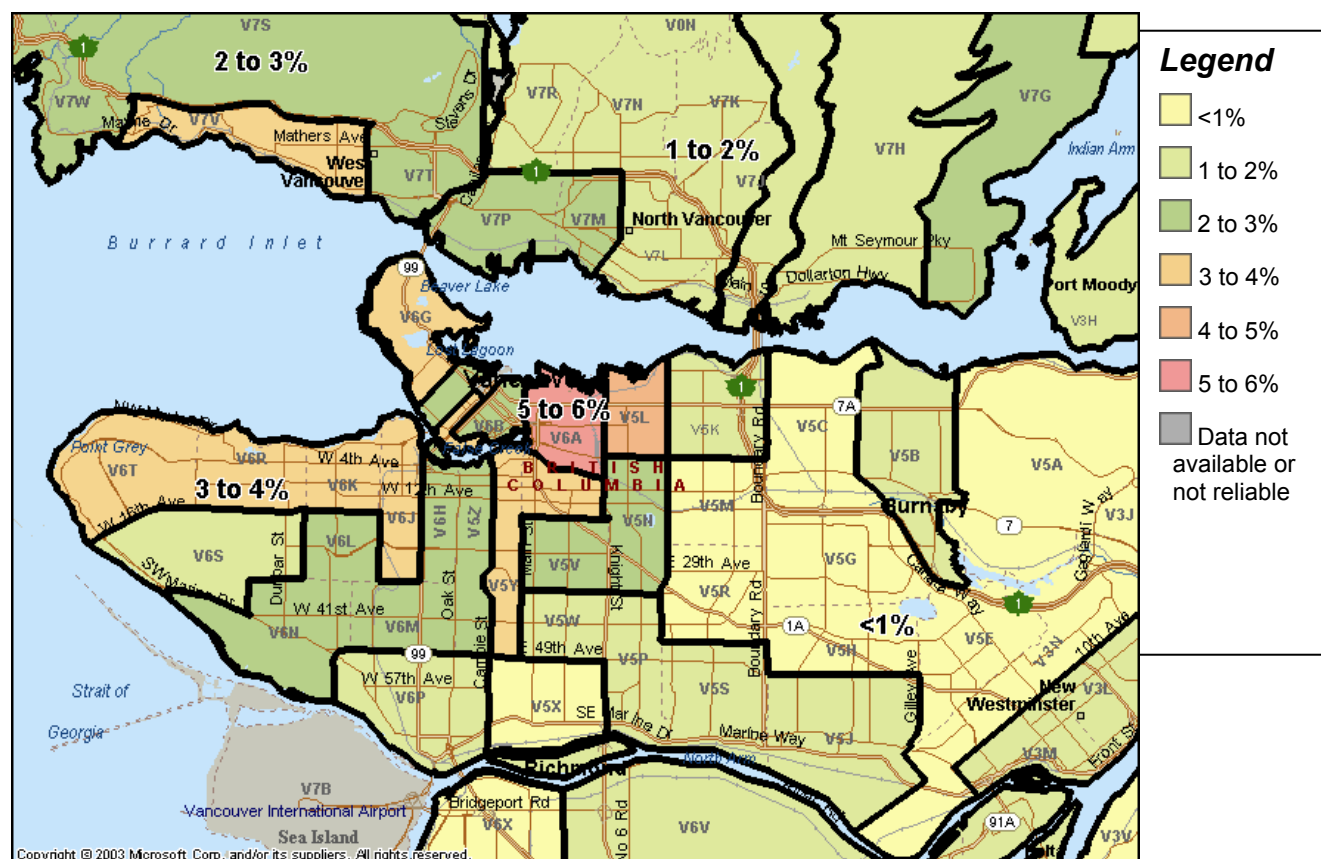


In the Lower Mainland, almost all postal regions have a higher concentration of artists than the national average. The situation in Vancouver is depicted in Figure 4, which shows a concentration of artists above 1% in many postal regions (green, orange and pink shading). The east Vancouver V6A and V5L neighbourhoods are highest, with 5.0% and 4.3% of the labour force in the arts (respectively). A number of neighbourhoods on the west side of Vancouver have over 3% of the labour force in the arts: V6R (3.7%); V6K (3.4%); V6G (3.4%); V6T (3.3%); and V6J (3.2%).

Other postal regions in the Vancouver area with over 3% of the local labour force in the arts are V6Z in downtown Vancouver (3.5%) and V7V in West Vancouver (3.2%).

As shown in Figure 4, many other areas in Greater Vancouver have 2 to 3% (dark green shading) or 1 to 2% (light green shading) of the local labour force in the arts. For full details about the number and concentration of artists in these and other postal regions in the Vancouver area, please consult the detailed tables in an appendix to this report.

Figure 4: Artistic geography of Vancouver



Although not as high as the concentration of artists in the Lower Mainland and nearby islands, other areas of British Columbia also have above-average concentrations of artists, including:

- V4P, V4A and V4B in Surrey, which have artistic concentrations of 1.5%, 1.4% and 1.4% respectively.
- V7A, V6Y and V7C in Richmond, where artists comprise 1.2%, 1.1% and 1.0% of the local labour force (respectively).
- V4M in Delta, which has an artistic concentration of 1.2%.
- V4R in Maple Ridge, which also has an artistic concentration of 1.2%.
- V1Y in Kelowna, where artists comprise 1.2 % of the local labour force.
- V1L in Nelson, which also has an artistic concentration of 1.2%.
- V1B in Vernon, where artists comprise 1.1% of the local labour force.

- V2V in Mission, where artists comprise 1.0% of the local labour force.
- V0E, a rural area surrounding but excluding Salmon Arm and including Revelstoke, where artists comprise 1.0 % of the local labour force.
- V0M, a rural area north of Chilliwack, which also has an artistic concentration of 1.0%.
- V0G, a rural area surrounding but excluding Nelson, which also has an artistic concentration of 1.0%.
- V0T, including the Queen Charlotte Islands and mainland areas adjacent to the Islands, where artists comprise 0.9% of the labour force.

For full details about the number and concentration of artists in these and other postal regions in British Columbia, please consult the detailed tables in an appendix to this report.

Alberta

Alberta's 11,700 artists represent 0.7% of the labour force. The postal regions of the province with the highest concentration of artists are:

- Edmonton's T6G area, surrounding the University of Alberta, where artists comprise 2.0% of the local labour force; and
- Calgary's southwestern T2T area, which also has an artistic concentration of 2.0%. (This area actually has an artistic concentration that is slightly less than 2% and is therefore shaded light green in Figure 6.)

Three other postal regions in Alberta also have artistic concentrations that are at least double the national average (i.e., 1.6% or higher):

- Edmonton's T6E area (Old Strathcona and south, 1.9%);
- Calgary's T2N area (north of the Bow River, also 1.9%); and
- Edmonton's T6C area (directly east of T6E and Old Strathcona, 1.6%).

Figures 5 and 6 show the artistic geography of Edmonton and Calgary.

Figure 5: Artistic geography of Edmonton

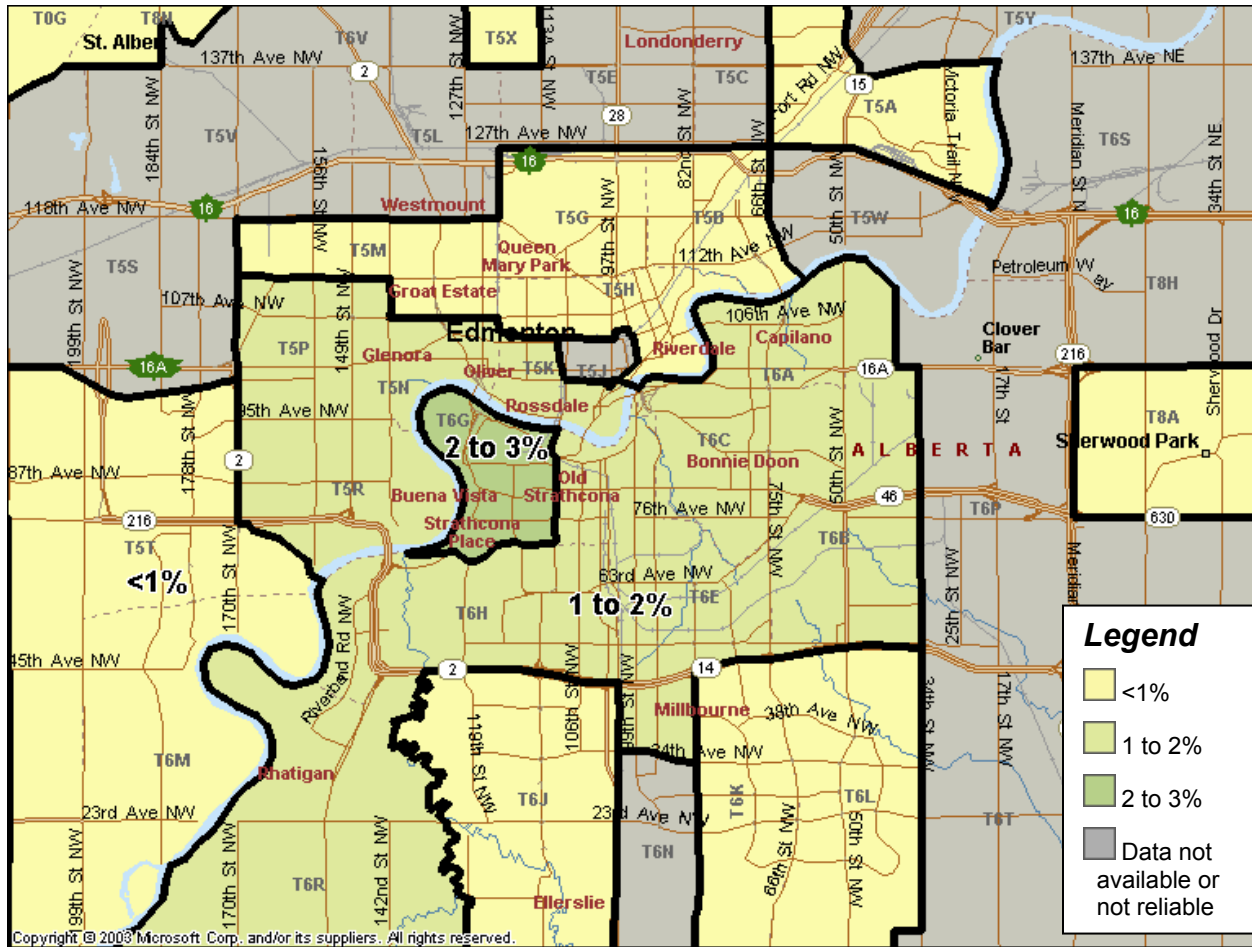
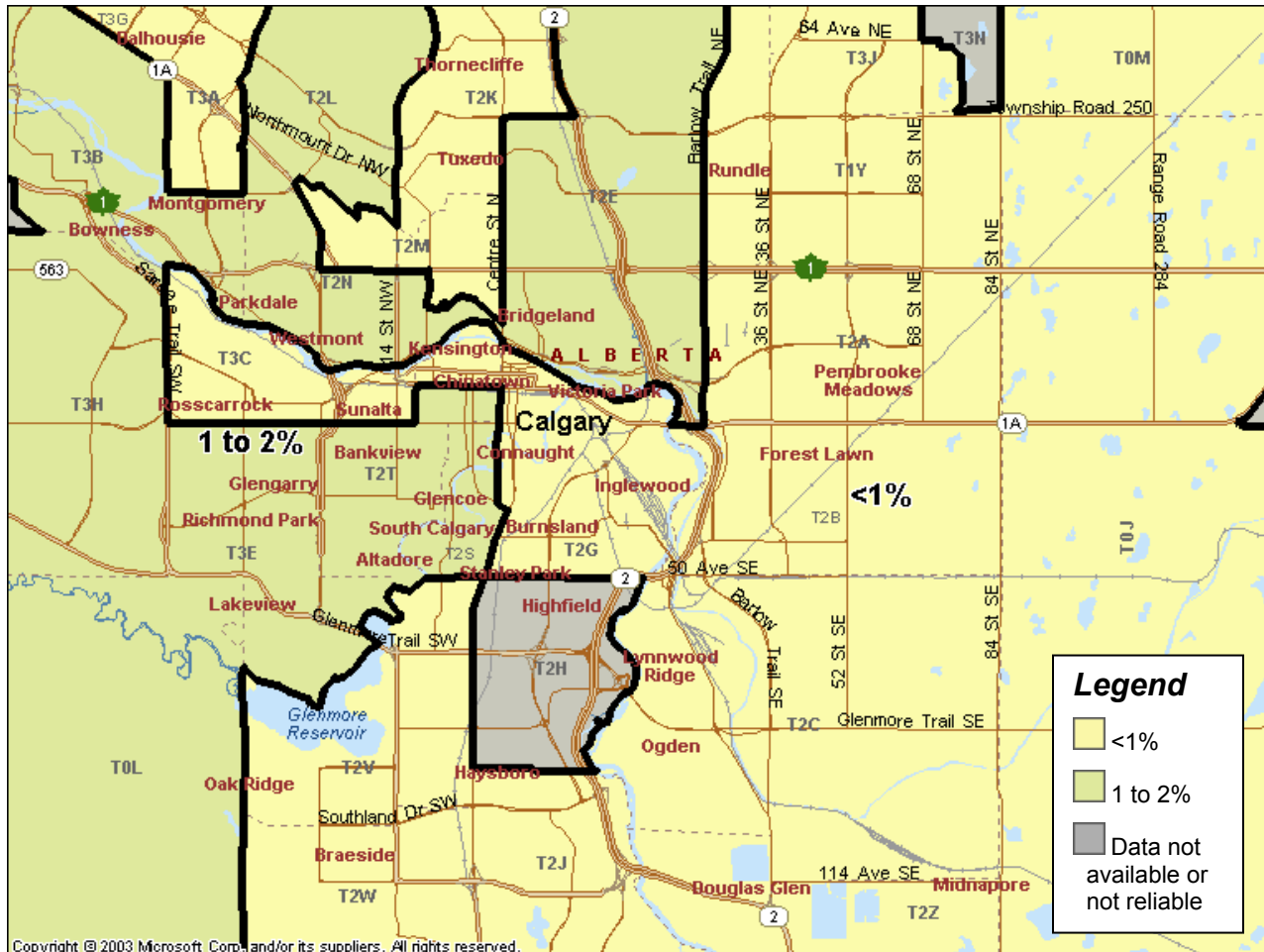


Figure 6: Artistic geography of Calgary



Among rural areas in Alberta, the T0L region has the highest concentration of artists (1.0%). This is a broad area west and southwest of Calgary, including parts of Banff and areas surrounding but excluding Canmore and High River.

Canmore itself (T1W – considered an urban region) has an artistic concentration of 1.2%, similar to the concentration of artists in Olds (T4H, 1.1%) and Lethbridge (T1J, 1.0%).

For full details about the number and concentration of artists in these and other postal regions in Alberta, please consult the detailed tables in an appendix to this report.

Saskatchewan

Saskatchewan's 2,970 artists represent 0.6% of the provincial labour force. The postal regions of the province with the highest concentration of artists are:

- Regina Wascana (S4S), where artists comprise 1.5% of the local labour force.
- Saskatoon Broadway and east of Broadway (S7H), which has an artistic concentration of 1.2%.
- Regina's downtown S4P area, which also has an artistic concentration of 1.2%.
- West-central Regina (S4T), including the Cathedral district, which has an artistic concentration of 1.1%.

Figures 7 and 8 show the artistic geography of Regina and Saskatoon.

Figure 7: Artistic geography of Regina

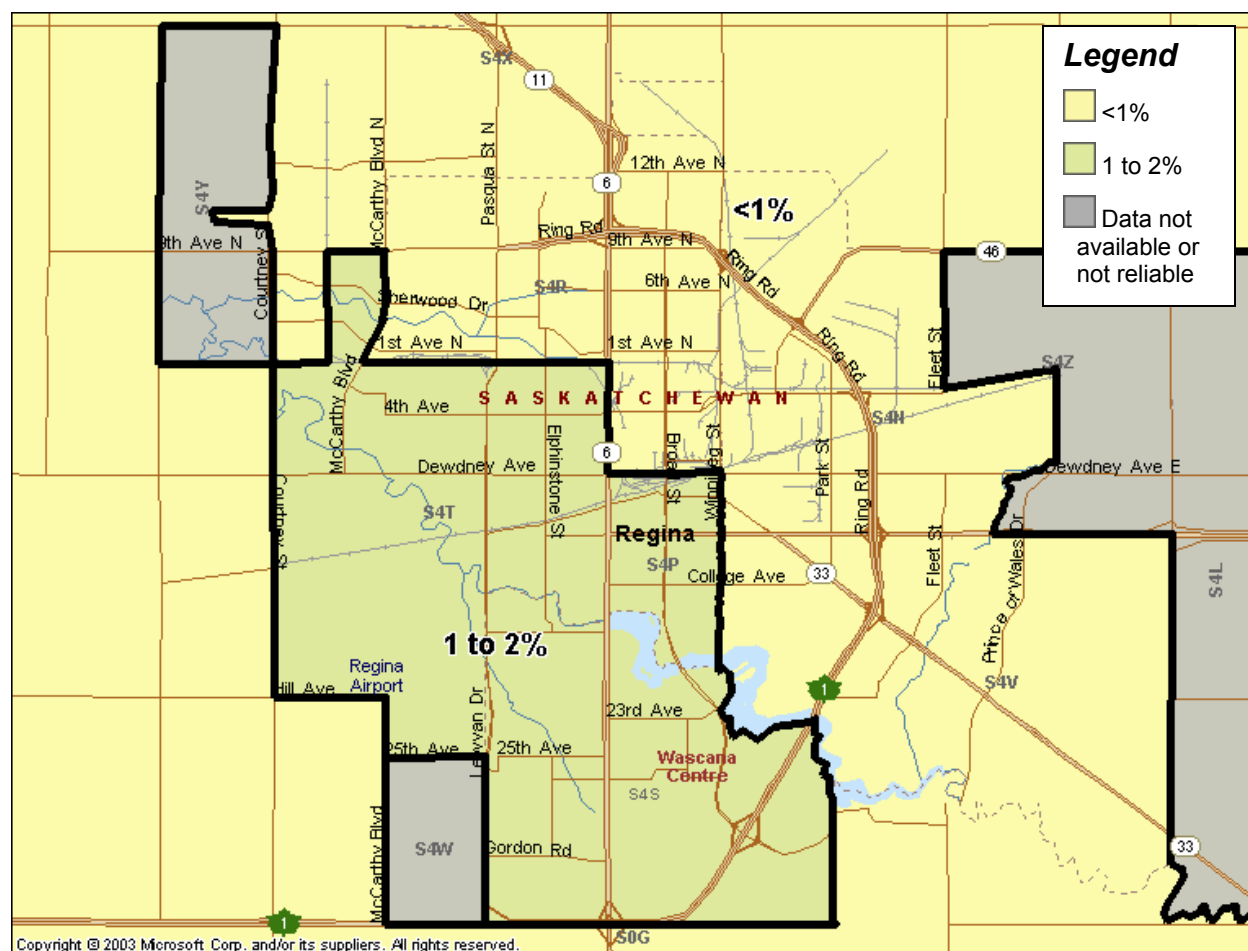
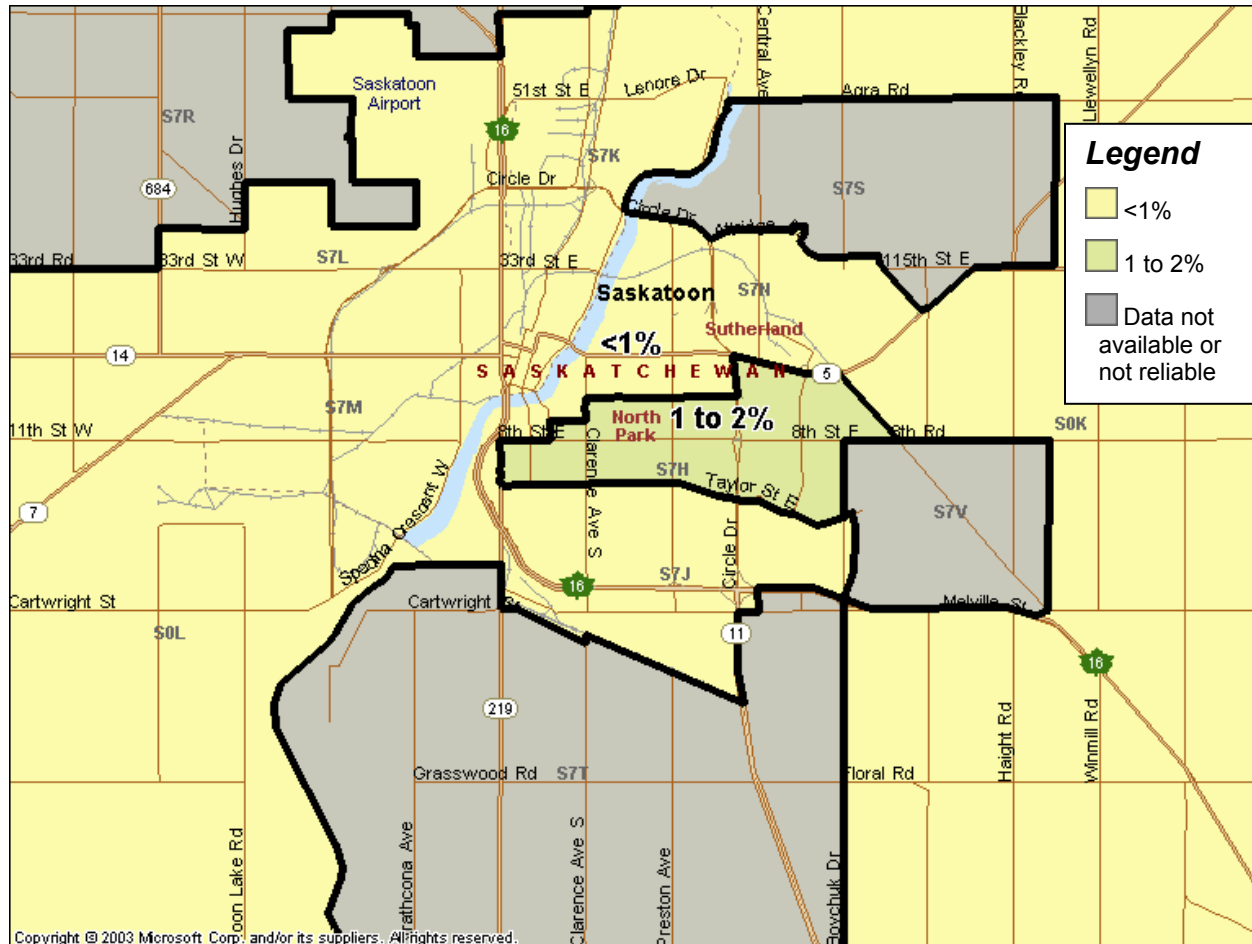


Figure 8: Artistic geography of Saskatoon



Although we were informed about some creative rural areas – such as Meacham – during our “Canada’s most creative neighbourhood” contest, none of the rural postal areas in Saskatchewan have an artistic concentration that is above the national average. This is partly due to postal geography, which groups towns like Meacham with other communities around Saskatoon in the S0K postal region. Among rural postal regions in the province, S0N (the southwestern corner of the province), S0K (an area surrounding Saskatoon, including Meacham), S0G (a vast area east of Regina including Balgonie, Indian Head, Moosomin, etc.) and S0E (Nipawin, Melfort, Tisdale and area) all have an artistic concentration of 0.5%.

For full details about the number and concentration of artists in these and other postal regions in Saskatchewan, please consult the detailed tables in an appendix to this report.

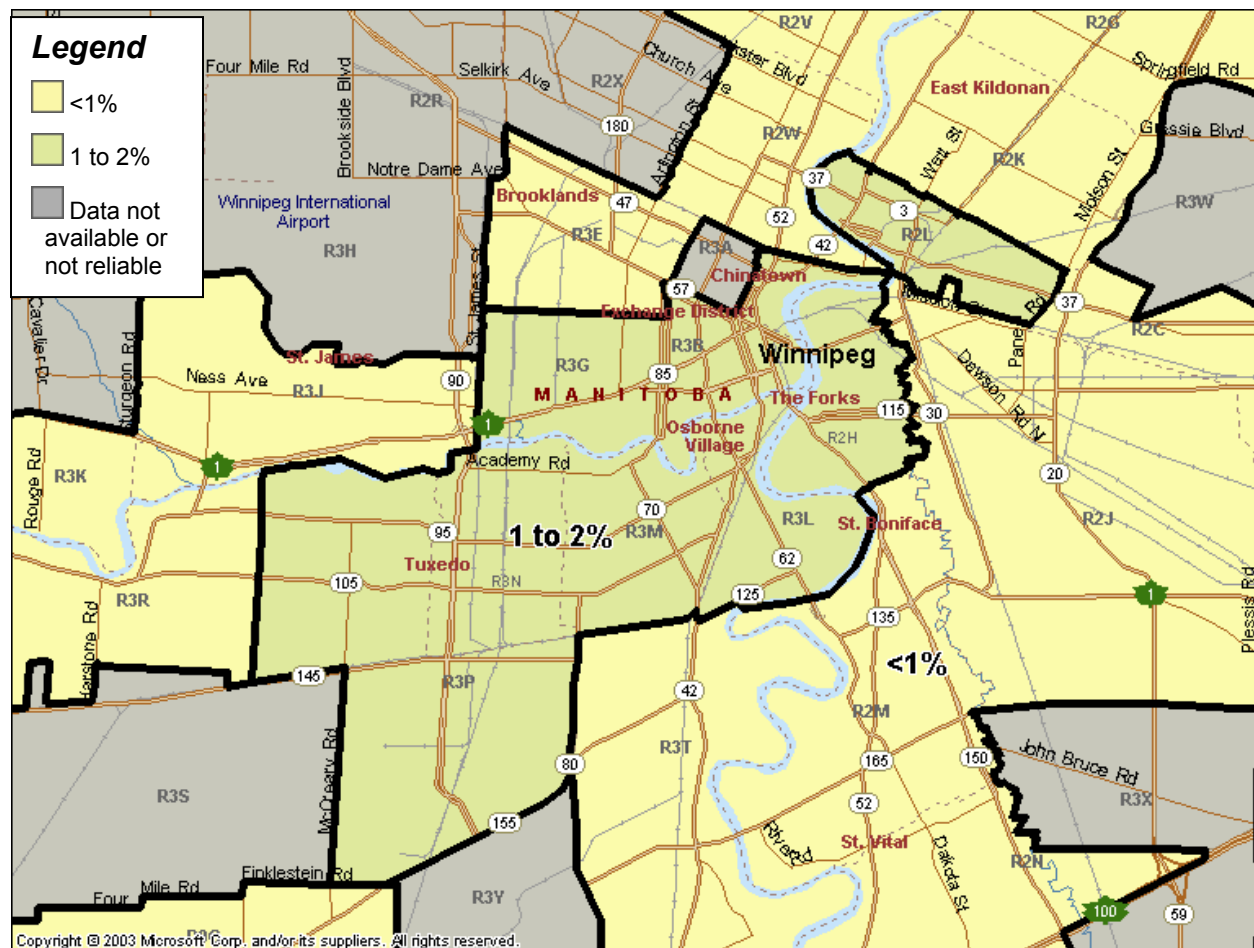
Manitoba

Manitoba's 3,980 artists comprise 0.7% of the provincial labour force. Winnipeg is home to the thirteen postal regions in the province with the highest concentration of artists. Five of these postal regions have artistic concentrations that are more than double the national average (i.e., 1.7% or higher):

- R3G (west-central), where artists comprise 2.0% of the local labour force. (This area actually has an artistic concentration that is slightly less than 2% and is therefore shaded light green in Figure 9 below.)
- R3M and R3N (southwest-central), which each have an artistic concentration of 1.9%.
- R3C (downtown), which has an artistic concentration of 1.8%.
- R3L (south-central), which has an artistic concentration of 1.7%.

Figure 9 shows the artistic geography of Winnipeg.

Figure 9: Artistic geography of Winnipeg



Among postal areas outside of Winnipeg, only R1N in Portage-la-Prairie has an artistic concentration that is equal to the national average (0.8%). Among rural areas, the R0K region (southwestern Manitoba, surrounding but excluding Brandon) has the highest concentration (0.7%).

For full details about the number and concentration of artists in these and other postal regions in Manitoba, please consult the detailed tables in an appendix to this report.

Ontario

With 52,500 artists, Ontario has nearly twice as many artists as any other province. Artists represent 0.8% of the provincial labour force, equal to the national average.

Fifty-two Ontario postal regions have a concentration of artists that is at least double the national and provincial average (i.e., 1.6% or higher). Of these 52 postal regions with a particularly high concentration of artists, 39 are in Toronto (“M” postal regions), six are in Ottawa’s “K” postal regions, five are in “L” postal regions (south and southwestern Ontario, including Hamilton), and two are in “N” postal regions (London and Stratford).

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

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

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

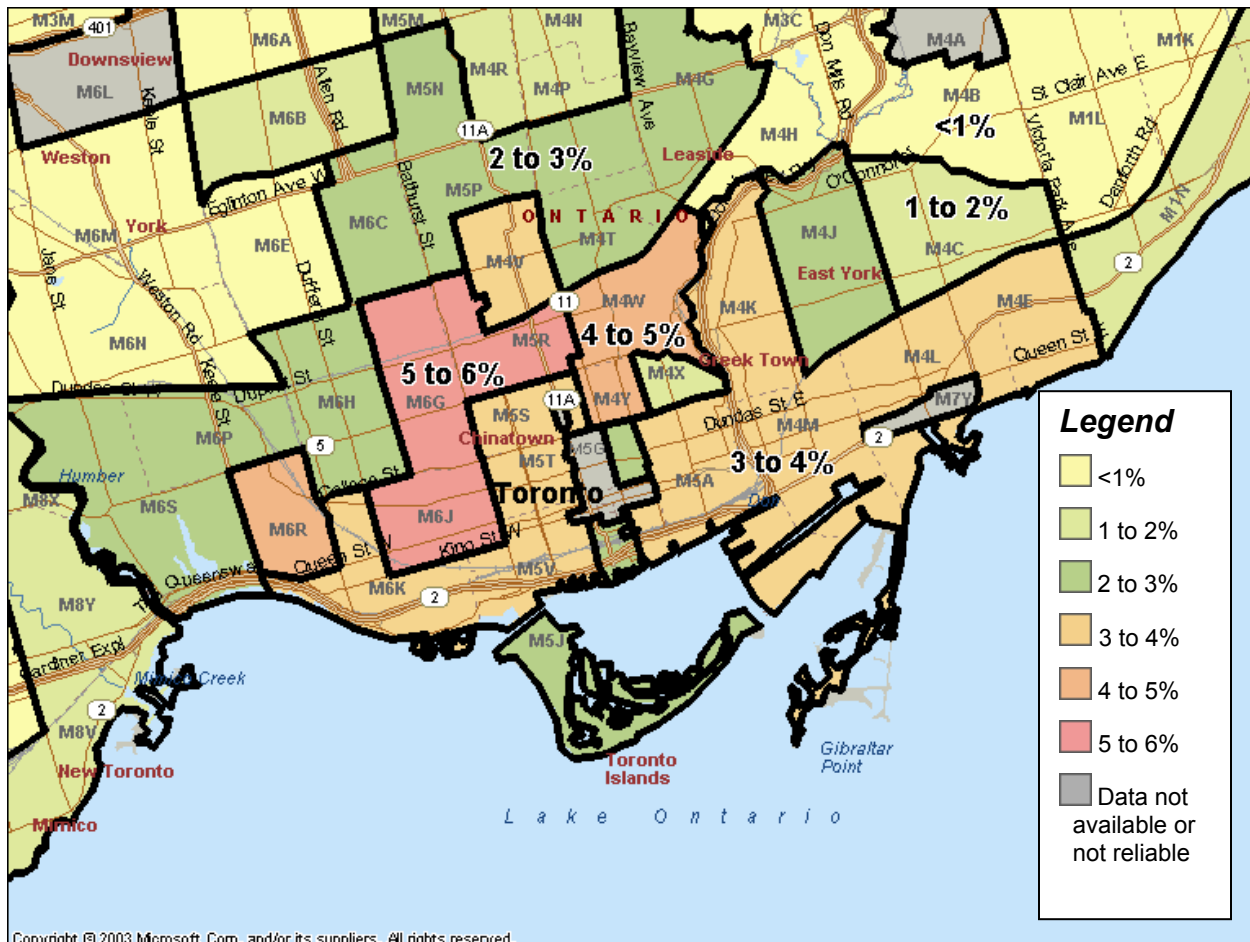
- M4Y (an area surrounding Church and Wellesley, centre of “Toronto’s biggest gay community”³), where artists comprise 4.7% of the local labour force.
- M4W (Rosedale), which has an artistic concentration of 4.5%.
- M6R (Parkdale), which has an artistic concentration of 4.3%.

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

³ Church-Wellesley Village Business Improvement Area, <http://www.churchwellesleyvillage.ca>.

As shown in Figure 10, many other areas in Toronto have 2 to 3% (dark green shading) or 1 to 2% (light green shading) of the local labour force in the arts. For full details about the number and concentration of artists in these and other postal regions in the Toronto area, please consult the detailed tables in an appendix to this report.

Figure 10: Artistic geography of Toronto



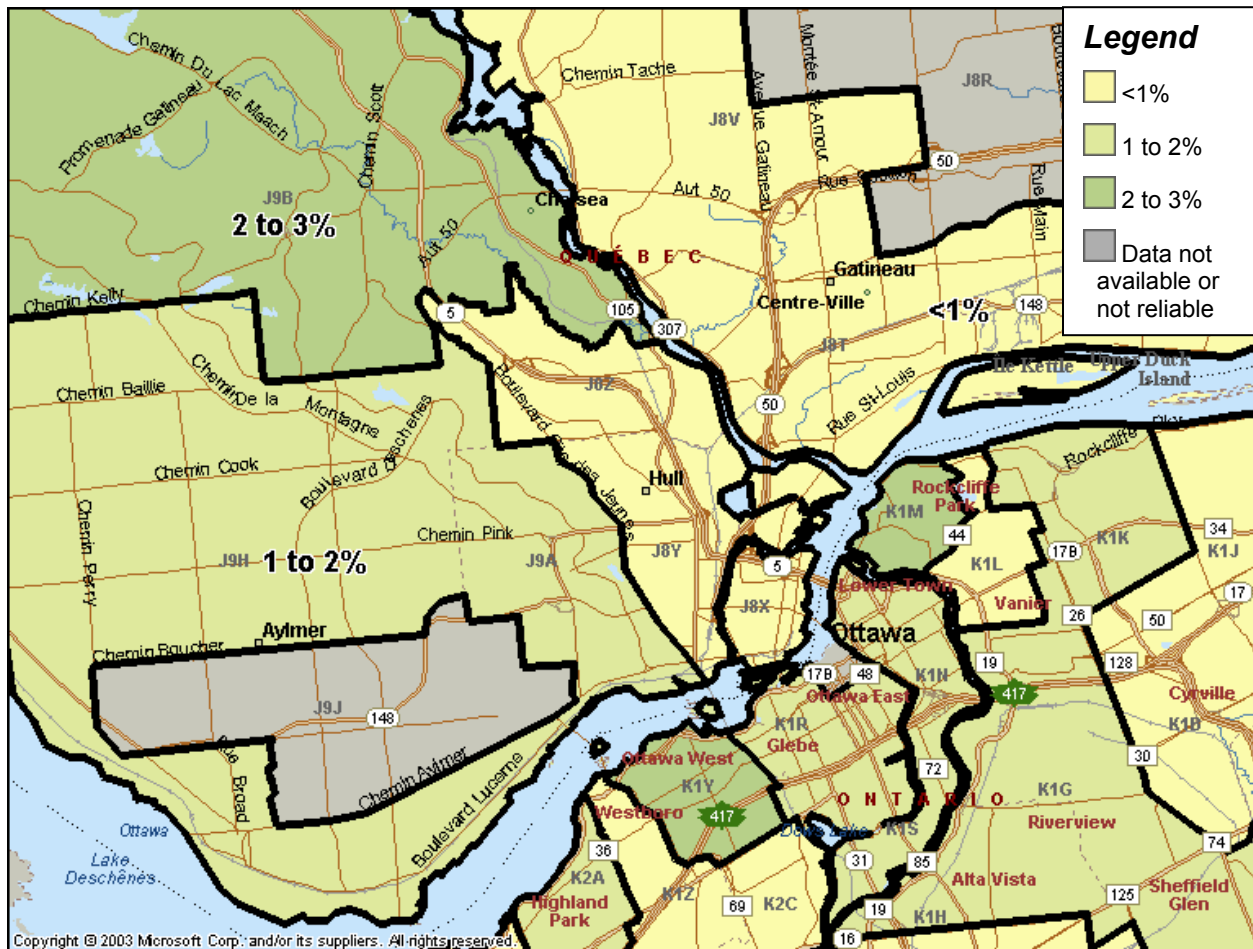
The postal region in Ontario outside of Toronto with the highest concentration of artists is K1M in Ottawa, which has 3.0% of its labour force in the arts – almost four times the national average. This is an eastern area of Ottawa, including the University of Ottawa and parts of Vanier and Rockcliffe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

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

In Gatineau, Quebec (directly across the river from Ottawa), the northwestern J9B postal region, including Meach Lake, has a high concentration of artists (2.1%).

Figure 11 provides a map of the concentration of artists in Ottawa-Gatineau postal regions.

Figure 11: Artistic geography of Ottawa-Gatineau



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

- North-central London (N6A), with 2.2% of the local labour force in the arts;
- North-central Hamilton (L8R), 1.9%;
- West-central Hamilton (L8P), 1.6%; and
- Stratford (N5A), 1.6%.

South-central Mississauga (L5H – west and south of the Credit River, north of Lake Ontario) has an artistic concentration of 1.7%, while Uxbridge (L9P) has 1.6% of its labour force in the arts.

In the central and northern portions of the province (postal regions beginning with “P”), the areas with artistic concentrations above the national average (i.e., 0.9% or higher) are:

- P0B, north of Bracebridge, with 1.1% of the local labour force in the arts;
- P2A, Parry Sound, also 1.1%;
- P0P, Manitoulin Island, also 1.1%; and
- P1P, Gravenhurst, 0.9%.

Six postal regions in rural areas of Ontario have a concentration of artists that is above the national average:

- L0S in southwestern Ontario (north of Lake Erie and west of Niagara Falls, including Pelham), with 1.3% of the local labour force in the arts. This is the rural area of Ontario with the highest concentration of artists and is tied for 8th among Canadian rural areas;
- K0G in eastern Ontario (northeast of Kingston), 1.2%, ranking 10th among rural areas in Canada;
- P0B in central Ontario (north of Bracebridge), 1.1%;
- K0H in eastern Ontario (surrounding Kingston, including the Thousand Islands), also 1.1%;
- P0P in northern Ontario (Manitoulin Island), also 1.1%, and
- K0K in eastern Ontario (surrounding Belleville, including Prince Edward County), 0.9%.

The P0A (Algonquin Park) and P1B (North Bay) areas have artistic concentrations of 0.8%. The P7C area of Thunder Bay and the P3C area of Sudbury have artistic concentrations of 0.7%, just below the national average.

For full details about the number and concentration of artists in these and other postal regions in Ontario, please consult the detailed tables in an appendix to this report.

Quebec

Of all the provinces, Quebec has the second-largest number of artists (27,600), representing 0.7% of the provincial labour force.

Thirty-two Quebec postal regions have a concentration of artists that is at least double the national average (i.e., 1.6% or higher). Of these 32 postal regions with a particularly high concentration of artists, 27 are in Montreal (“H” postal regions), three are in “J” postal regions (Longueuil and Gatineau), and two are in Quebec City’s “G” postal regions.

Montreal is home to the nine postal regions with the highest concentration of artists in Quebec, including five of the 10 neighbourhoods with the highest concentration of artists in Canada:

- H2W, in the heart of the plateau area, has 605 artists out of 7,560 total workers, for an artistic concentration of 8.0%. This is the “most creative neighbourhood” in Canada, with an artistic concentration that is 10 times the national average of 0.8%. This area extends from avenue des Pins to avenue du Mont-Royal, between St-Denis and avenue du Parc.

- H2J, adjacent to H2W on the plateau, has an artistic concentration of 6.1%. H2J is northeast of H2W and extends from Rachel to rue des Carrières, between Papineau and St-Denis. The H2J area has the second-highest artistic concentration in Canada.
- H2T, adjacent to both H2W and H2J on the plateau, has 5.6% of the local labour force in the arts. H2T extends from avenue du Mont-Royal to avenue Van Horne (and the railway tracks), between St-Denis and Jeanne-Mance. The H2T area has the third-highest artistic concentration among Canadian neighbourhoods.
- H2V (Outremont) has 5.0% of the local labour force in arts occupations, tied for 7th among Canadian neighbourhoods.
- H2L (Montreal Papineau, below Rachel) also has 5.0% of the local labour force in arts occupations.

Three other postal areas in Montreal have an artistic concentration of 4% or more, which is five times higher than the national average:

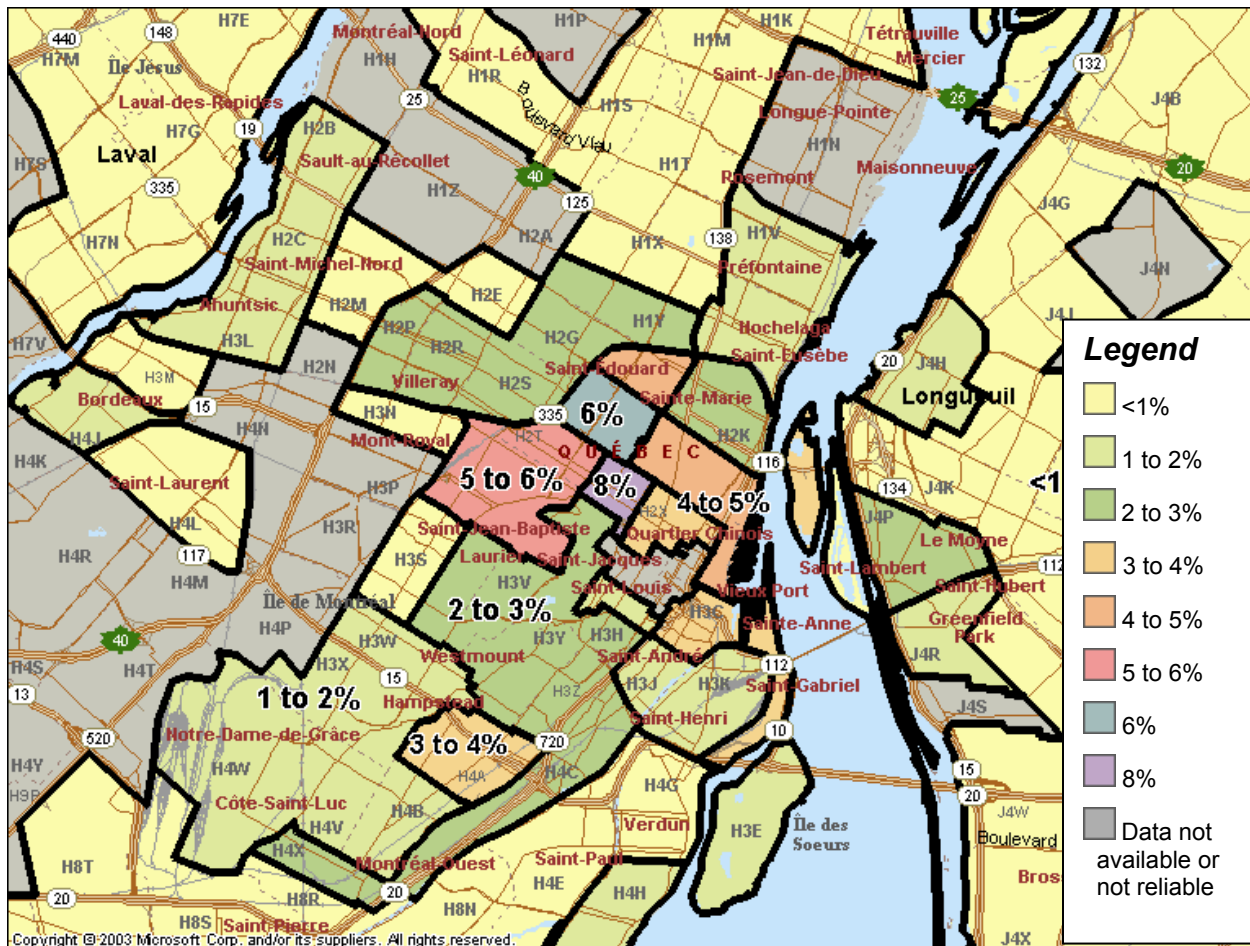
- H2H (east of Papineau above Rachel to the railway tracks), where artists comprise 4.7% of the local labour force.
- H2Y (Old Montreal), which has an artistic concentration of 4.5%.
- H4A (Notre-Dame-de-Grâce), which has an artistic concentration of 4.0%.

Along with H2X, these are the nine postal regions with the highest concentration of artists in Quebec.

The three other postal regions in Montreal that have at least 3% of the local labour force in the arts are H2X (3.8%), H3C (3.1%) and H3Z (3.0%).

As shown in Figure 12, many other areas in Montreal have 2 to 3% (dark green shading) or 1 to 2% (light green shading) of the local labour force in the arts. For full details about the number and concentration of artists in these and other postal regions in the Montreal area, please consult the detailed tables in an appendix to this report.

Figure 12: Artistic geography of the Montreal area



The area of the province outside of Montreal with the highest concentration of artists is Quartier St-Roch in Quebec City (G1K), which has 3.2% of its labour force in the arts, four times the national average. Another Quebec City area with a high concentration of artists is G1R, Old Quebec and west (2.3%, almost three times the national average).

Two areas of Longueuil have a concentration of artists that is at least double the national average: J4P (2.7%) and J4H (1.8%). See Figure 12 above.

The other postal region of the province with a concentration of artists that is at least double the national average is J9B, Gatineau's northwestern area, including Meach Lake (2.1%). See Figure 11 in the Ontario section for a map of the Ottawa-Gatineau area.

In rural areas of the province, three postal regions have a concentration of artists that is above the national average (i.e., 0.9% or higher):

- J0G, just south of the St. Lawrence River near Trois-Rivières, with 1.0% of the local labour force in the arts;
- J0E in the Eastern Townships surrounding Granby, 0.9%; and
- J0P in the southwestern corner of the province, north of Valleyfield, also 0.9%.

For full details about the number and concentration of artists in these and other postal regions in Quebec, please consult the detailed tables in an appendix to this report.

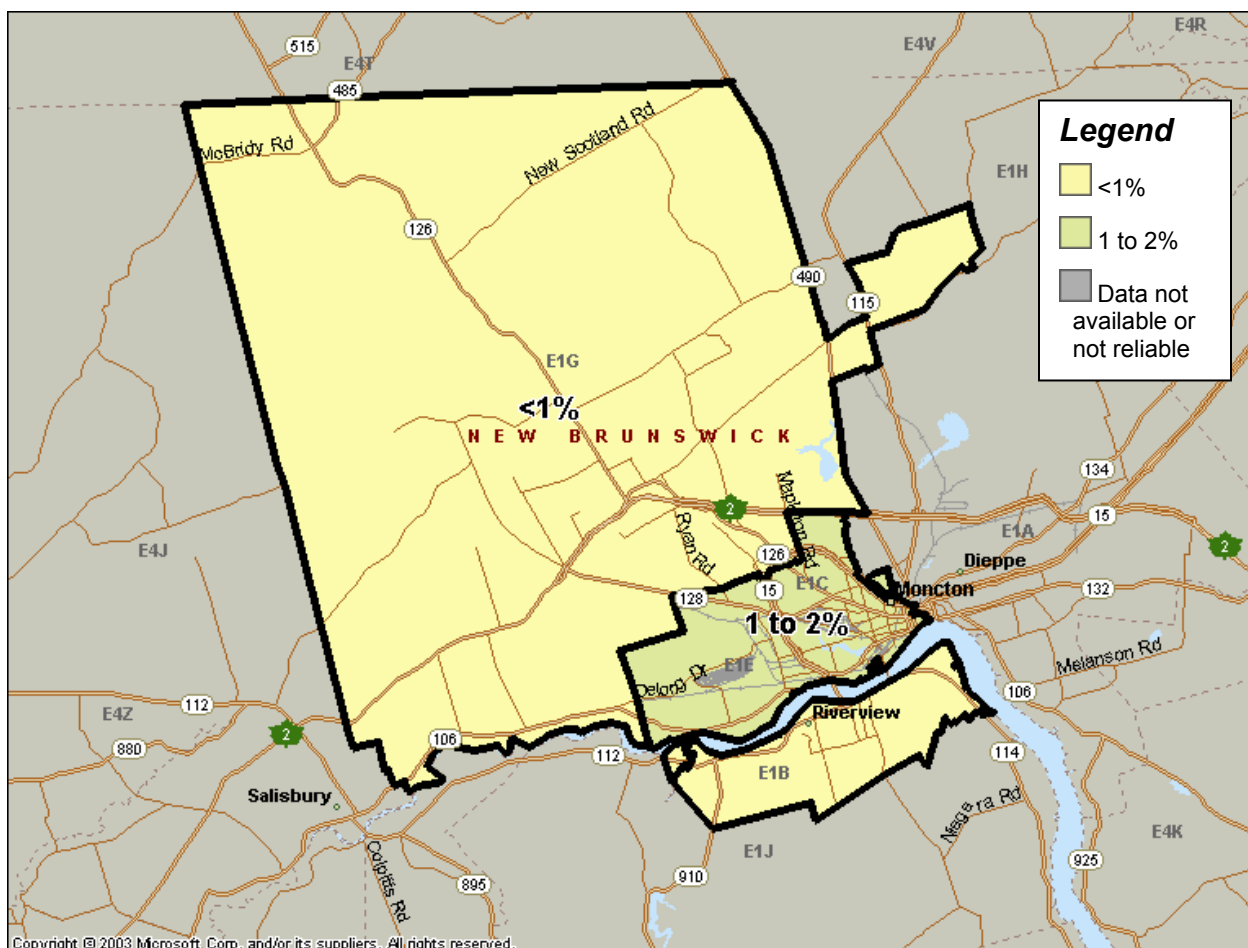
New Brunswick

New Brunswick's 1,800 artists represent 0.5% of the province's labour force. There is one postal region in the province with an artistic concentration that is about triple the national average (0.8%):

- E9G, in the northeastern portion of the province (Burnt Church and area, near Miramichi Bay), which has an artistic concentration of 2.5%.

In Moncton, both the E1E and E1C postal regions (west and central Moncton) have artistic concentrations that are above the national average (respectively 1.1% and 1.0% of the local labour force). Figure 13 maps the artistic geography of the Moncton area.

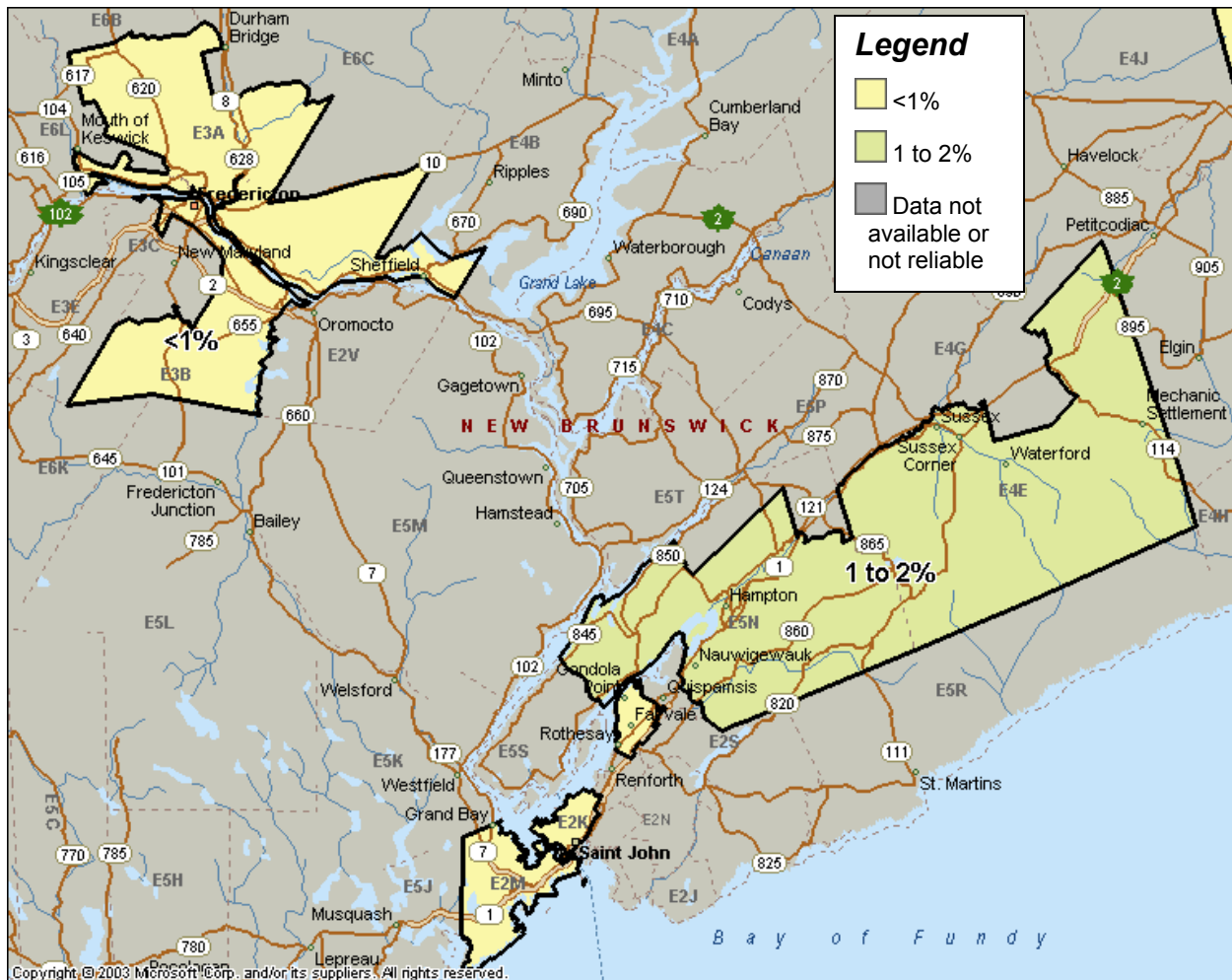
Figure 13: Artistic geography of the Moncton area



Two areas in the southeastern part of New Brunswick have artistic concentrations that are above the national average. Both E4E and E5N, to the northeast of Saint John, have artistic concentrations of 1.1%.

Figure 14 shows the artistic geography of southern New Brunswick.

Figure 14: Artistic geography of southern New Brunswick



For full details about the number and concentration of artists in these and other postal regions in New Brunswick, please consult the detailed tables in an appendix to this report.

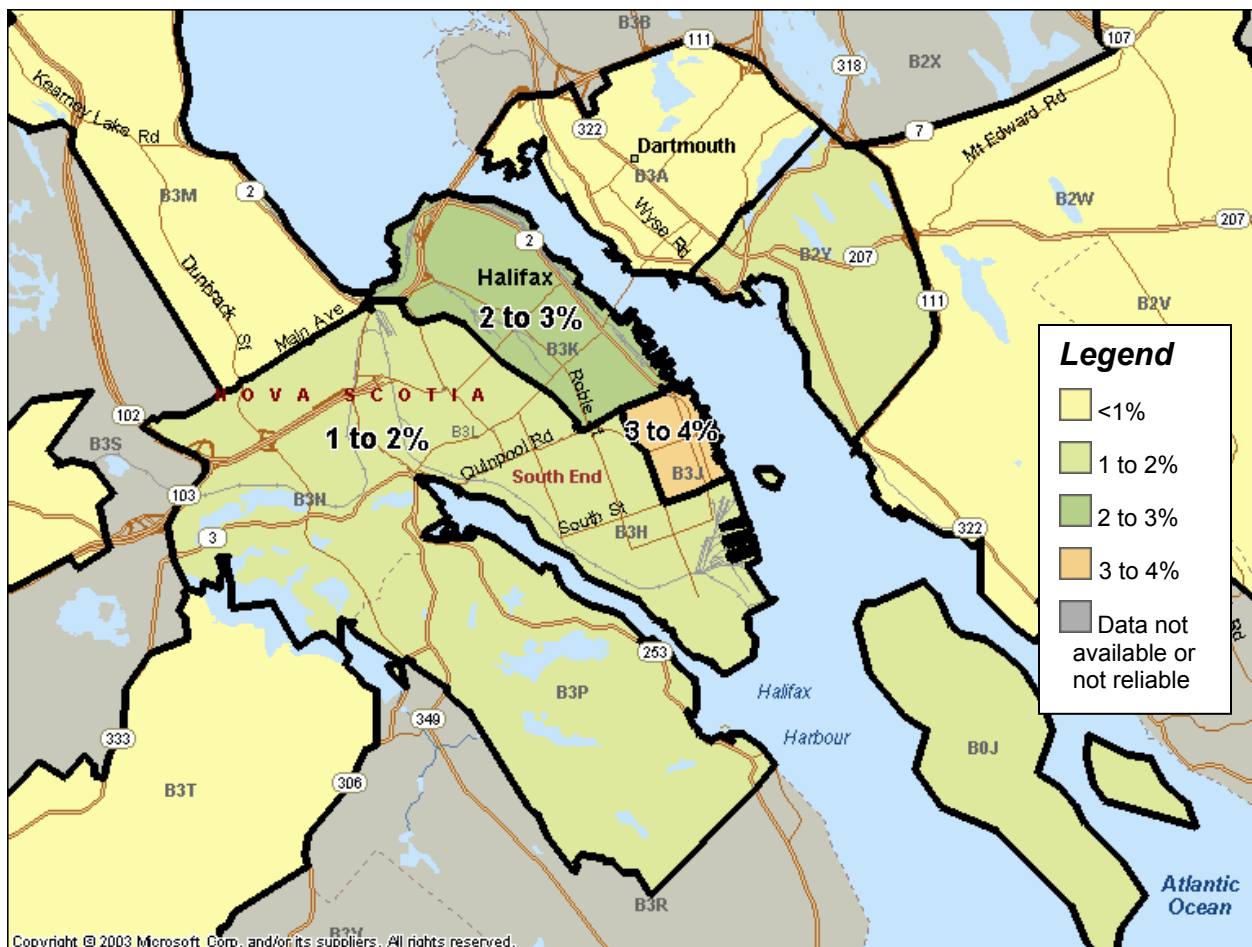
Nova Scotia

There are 3,510 artists in Nova Scotia, representing 0.7% of the provincial labour force. There are three postal regions in Halifax with artistic concentrations that are more than double the national average (i.e., more than 1.6%):

- B3J, Halifax harbour south, with 3.5% of the local labour force in the arts, over 4 times the national average. This is the postal region with the highest concentration of artists in the Atlantic provinces;
- B3K, Halifax harbour north, 2.4%; and
- B3L, west-central Halifax, 2.0%.

Figure 15 maps the artistic geography of Halifax.

Figure 15: Artistic geography of Halifax

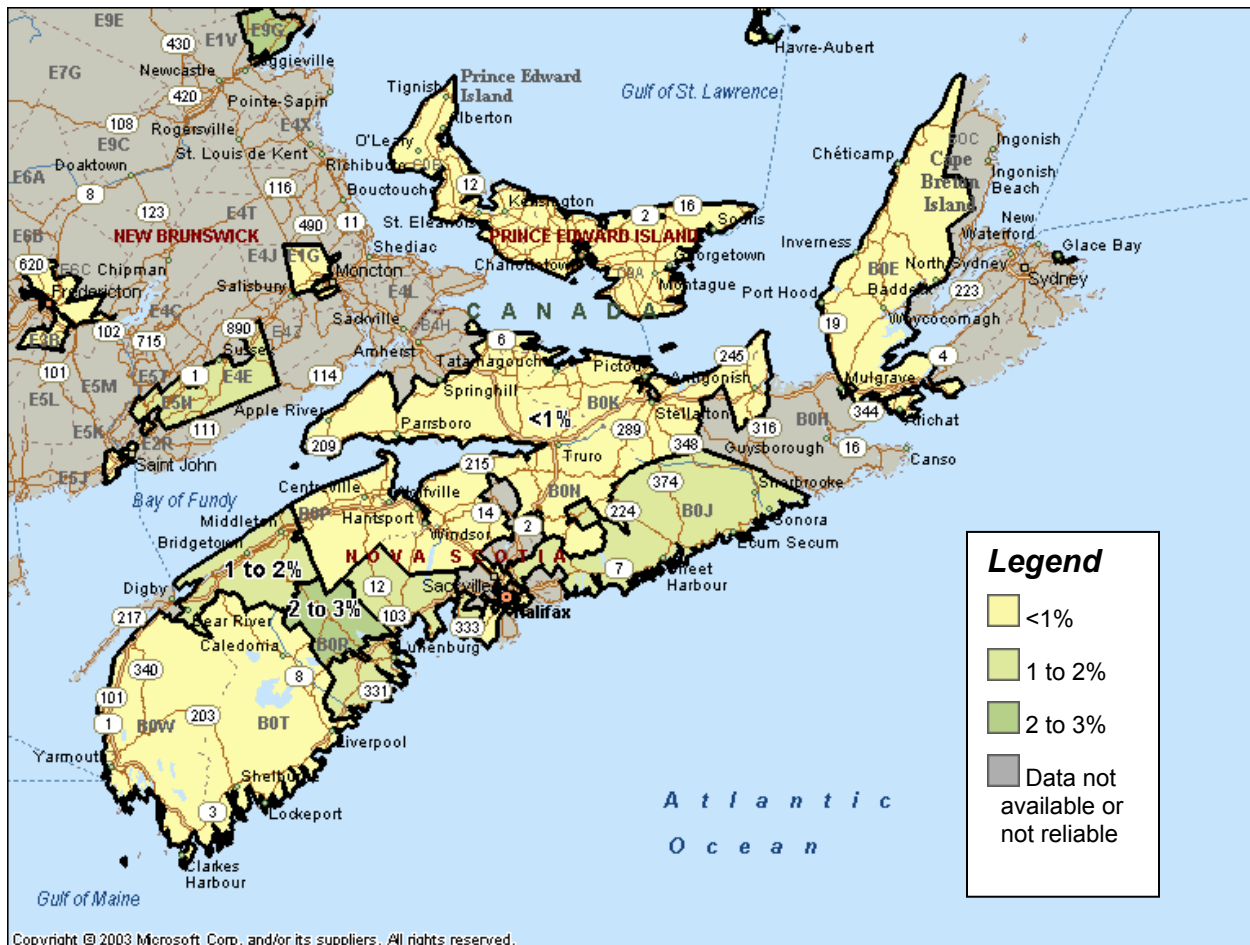


There is one rural area of the province with an artistic concentration that is more than double the national average: B0R, an inland portion of Nova Scotia to the west of Halifax, where artists represent 2.2% of the local labour force. This is the second-highest concentration among all rural postal areas in Canada.

The B0J region, a coastal area east of Halifax, also has a high concentration of artists (1.5%, tied for 6th among rural areas in Canada).

Figure 16 provides a view of the artistic geography of rural Nova Scotia and Prince Edward Island.

Figure 16: Artistic geography of Nova Scotia and Prince Edward Island



For full details about the number and concentration of artists in these and other postal regions in Nova Scotia, please consult the detailed tables in an appendix to this report.

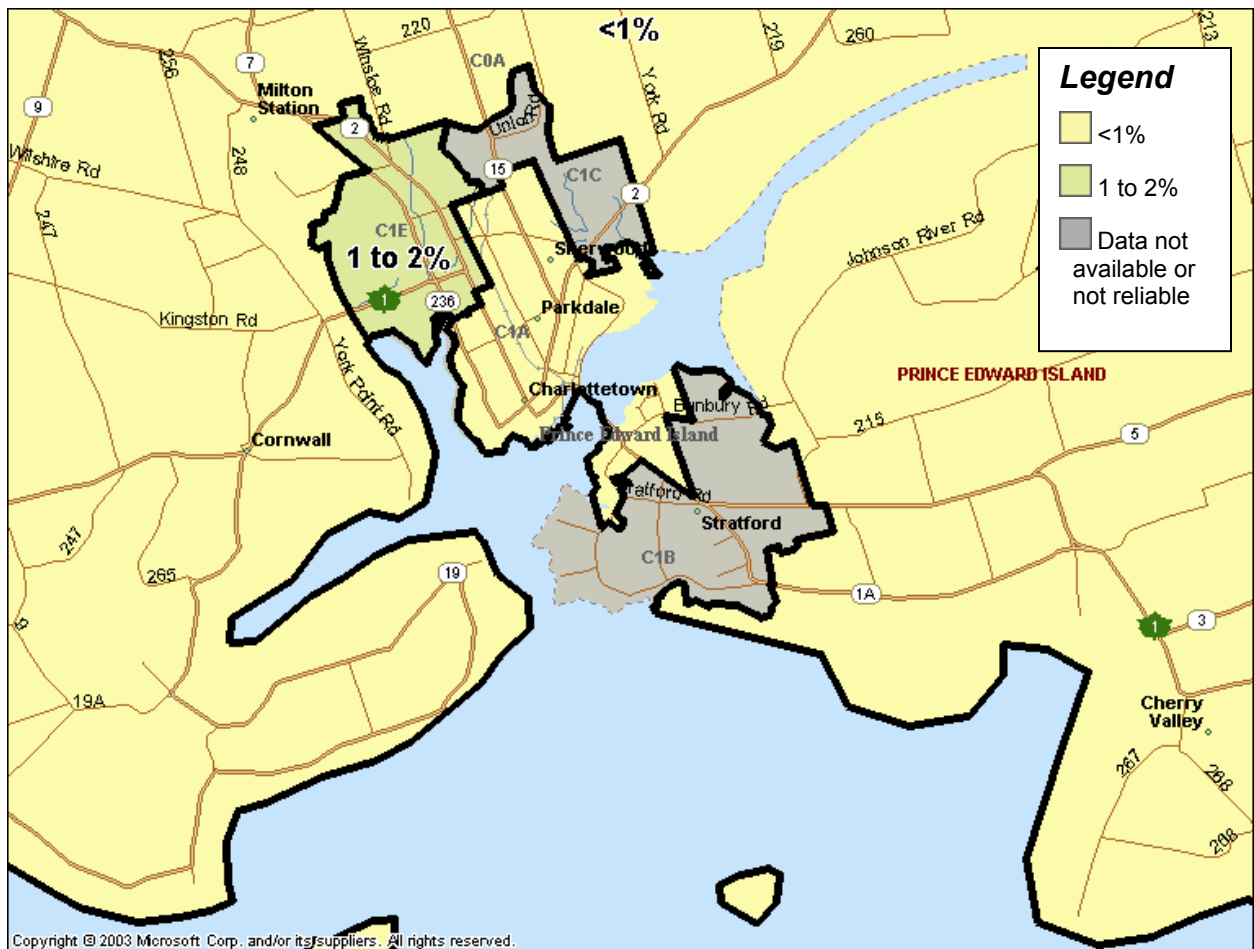
Prince Edward Island

There are 500 artists on Prince Edward Island, or 0.6% of the Island's labour force. Five postal regions on P.E.I. have reliable data. Two Charlottetown postal regions have artistic concentrations that are above the Canadian average of 0.8%:

- The northern Charlottetown C1E postal region has 60 artists among 5,285 total workers, for an artistic concentration of 1.1%.
- The central Charlottetown C1A postal region has 170 artists among 18,275 total workers, for an artistic concentration of 0.9%.

Figure 17 provides a map of the artistic geography of the Charlottetown area.

Figure 17: Artistic geography of the Charlottetown area



The other three postal regions with reliable data have the following artistic concentrations:

- C0A, the eastern portion of the Island, 0.7%;
- C1N, Summerside and area, 0.5%; and
- C0B, the western portion of the Island, 0.3%.

Please see Figure 16 in the Nova Scotia section of this report for a map of these postal regions of the province.

For full details about the number and concentration of artists in these P.E.I. postal regions, please consult the detailed tables in an appendix to this report.

Newfoundland and Labrador

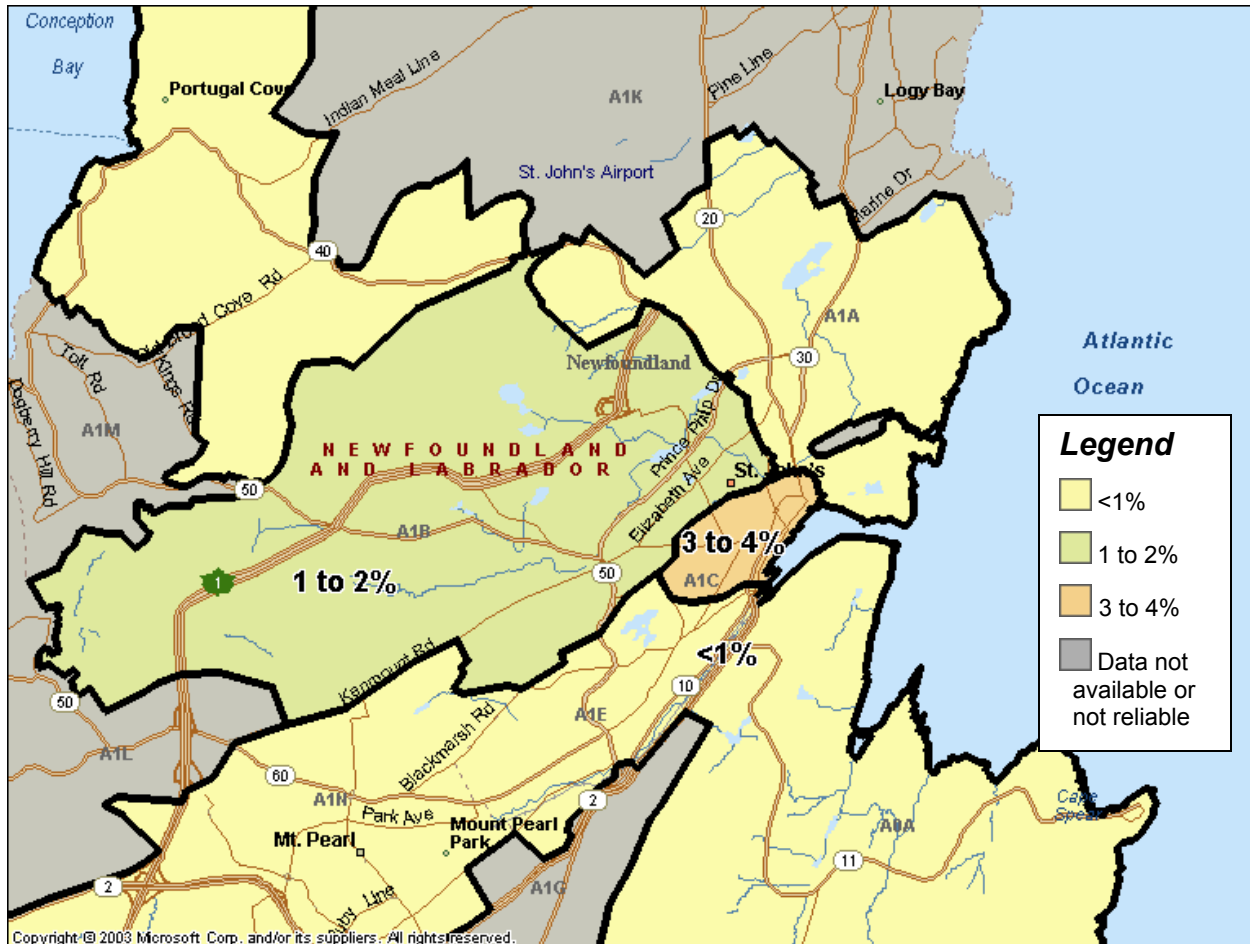
There are 1,400 artists in Newfoundland and Labrador, representing 0.6% of the province's labour force. The A1C postal region – St. John's harbour – has 250 artists among an overall labour force of 7,515. The area's artistic concentration of 3.3% is four times the national average and the second-highest artistic concentration in the Atlantic provinces.

Four other postal regions in the province have artistic concentrations above the national average (0.8%):

- A2N, Stephenville, 1.1%;
- A1B, St. John's west, 1.0%;
- A1A, St. John's north, 0.9%; and
- A1E, St. John's south, also 0.9%.

Figure 18 provides a map of the artistic geography of the St. John's area.

Figure 18: Artistic geography of the St. John's area



None of the rural postal areas in Newfoundland and Labrador have an artistic concentration that is above the national average. Among rural postal regions in the province, A0P (eastern Labrador) and A0A (a vast area to the south of St. John's that also extends around the western side of Conception Bay) have an artistic concentration of 0.6%.

For full details about the number and concentration of artists in these and other postal regions in Newfoundland and Labrador, please consult the detailed tables in an appendix to this report.

Appendix: Counting artists – Census strengths and limitations

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

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

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

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

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

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

However, the census is not a perfect source for information about artists. One issue is the timing of the census. The classification of occupations is based on the position that respondents spent the most hours at during the week of Sunday, May 6 to Saturday, May 12, 2001. This is an “in between” period for many artistic endeavours. For example, many performing arts organizations have seasons that extend from the fall to the spring. These seasons may be finished before the

week of May 6, leaving some artists to find other employment during the late spring and summer. Other organizations may have summer seasons that do not begin in early May.

The focus on the position where the individual worked the most hours affects census labour force counts. Having multiple positions is an important facet of the working life of many artists. Some may work more hours at other positions during the week than at their art. Due to this, census-based estimates of artists are likely to be somewhat low.

Even though the 2001 census provides a very large sample, this still has limits. Some breakdowns of the arts labour force in areas with lower populations are less accurate because of the fairly small sample of artists in these locations. In addition, Statistics Canada's efforts to ensure confidentiality of individual responses result in some distortion of the estimates of artists in areas with low populations.⁴ No statistics under 40 are reported in this report due to possible inaccuracies.

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

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

⁴ This included "random rounding" of small figures, whereby occupation groups with 1 to 10 individuals are rounded to 0 or 10 on a random basis. This results in some distortion of the estimates of artists in the territories and other small population areas.

Descriptions of the nine arts occupations

Source: 1991 Standard Occupation Classification, Statistics Canada

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

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

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