Putting arts and culture on the map: Literally!

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Facts Stats Insights : Faits Données Idées

Kelly Hill, Hill Strategies Research
Toronto, March 3, 2010

Statistical Insights on the Arts, Arts Research Monitor and select presentations (including today!)

- Funding from ...

Canada Council for the Arts / Conseil des Arts du Canada

Canadian Heritage / Patrimoine canadien

ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

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Mapping Artists and Cultural Workers in Canada's Large Cities

- Thanks to the City of Toronto and the Creative City Network
- Collaborative project:
  Toronto, Ottawa, Montreal, Calgary and Vancouver

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Putting arts and culture on the map

- Cultural mapping: identify and classify a community's cultural resources.
- Collecting, analyzing and synthesizing information
- Describing and visualizing cultural resources, networks, links and patterns of usage of a given community or group

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Putting arts and culture on the map

- In which neighbourhoods do artists and cultural workers live?
- What might these choices mean?
- Why should we care?

5

Putting arts and culture on the map

- The results…
- New perspectives of Toronto
- ..... Ottawa
- ..... Montreal
- ..... Calgary
- ..... Vancouver

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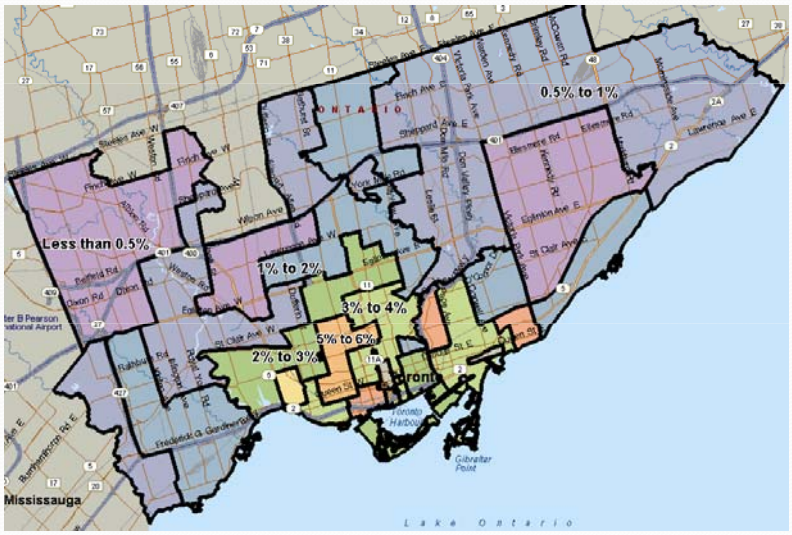
A new perspective on artists in Toronto



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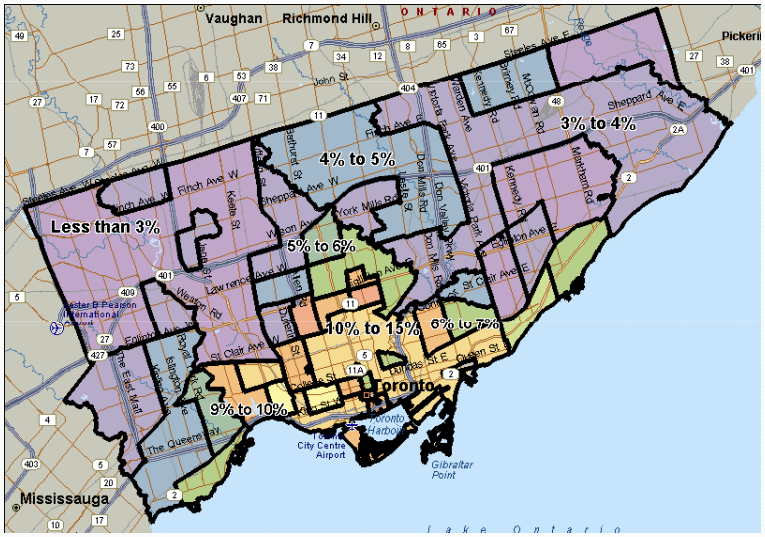
A new perspective on cultural workers in Toronto



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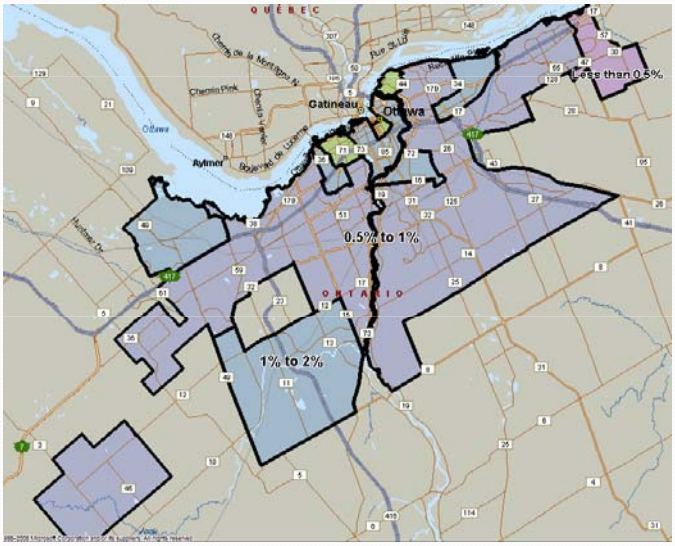
A new perspective on artists in Ottawa



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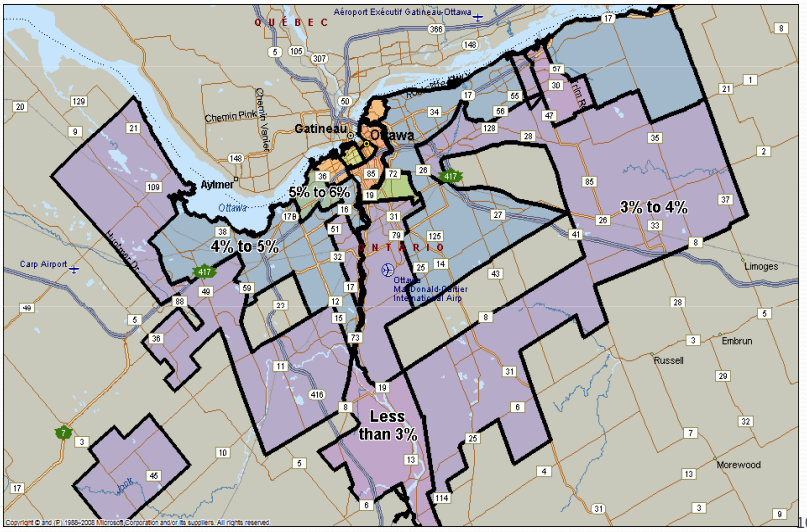
A new perspective on cultural workers in Ottawa



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Hill Strategies Research

- A Canadian company that specializes in arts research.
- Free resources available via email and internet
- Sign up for free at HillStrategies.com

11

Arts Research Monitor

- Free report (10 times per year)
- Summaries and links to research evidence
- Now finishing its 8th year of publication (about 300 articles reviewed)
- Free, categorized, searchable information at ArtsResearchMonitor.com

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ArtsResearchMonitor.com

- Evidence base for the arts ...
  - Arts advocacy
  - Arts attendance & participation
  - Arts education
  - Arts funding & finances
  - Copyright and the arts
  - Creative class, cities, people, neighbourhoods
  - Diversity & immigration
  - Facilities
  - Human resources
  - Internet, technology & the arts
  - Miscellaneous resources
  - Nonprofit sector information
  - Organizational planning, management, governance & marketing
  - Partnerships
  - Provincial and local information
  - State of the artist: earnings, growth, etc.
  - Volunteers & donors
  - Women in the arts

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ArtsResearchMonitor.com

- Evidence about arts disciplines
  - Performing arts
  - Visual arts
  - Media arts
  - Reading, writing, publishing and literacy
- Impacts of the arts
  - Economic impacts
  - Social impacts
  - Arts and health

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Statistical Insights on the Arts

- 30 reports in the series so far
- Individual Donors to Arts and Culture Organizations
- A Statistical Profile of Artists in Canada
- Artists in Canada's Provinces and Territories
- Artists in Large Canadian Cities
- Artists in Small and Rural Municipalities
- Social Impacts of Culture

15

Other publications

- Senior Artists' Research Project
- 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

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Presentations

- Chance to combine information bits into new insights
  - Social Impacts of the Performing Arts
  - Spreading the arts bug: Ontario performing arts evidence
  - Cultural Research and Official Languages

    and (online tomorrow) …
  - Putting Arts and Culture on the Map: Literally
- All available at www.HillStrategies.com

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Artists and cultural workers

- Percentage of local labour force in 9 arts occupations and 48 cultural occupations
- In Canada, provinces, larger cities, small municipalities and, most recently, neighbourhoods
- Occupation based on the job (employed or self-employed) at which someone worked the most hours between May 7 and 13, 2006.
- Must have earned some money from employment in 2005.
- Earnings data includes all jobs worked in 2005.

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Methodology: 9 arts occupations

- Visual arts and crafts:
  1. Painters, sculptors and other visual artists;
  2. Artisans and craftspersons;

- Writing:
  3. Authors and writers.

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Methodology: 9 arts occupations

- Performing arts and film:
  4. Actors and comedians;
  5. Conductors, composers and arrangers;
  6. Dancers;
  7. Musicians and singers;
  8. Other performing artists (circus, puppeteers, etc.);
  9. Producers, directors, choreographers and related occupations;

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Cultural workers: 48 occupations

- Creative, production, technical and management occupations
- In ...
  - broadcasting
  - film and video
  - sound recording
  - performing arts
  - publishing, printing
  - libraries
  - archives, heritage
  - architecture and design.

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Artists and cultural workers in Canada

- 140,000 artists in Canada who spent more time at their art than at any other occupation in May 2006
- 135,000 Canadians directly employed in the automotive industry
- 609,000 cultural workers
- 3.3% of the overall labour force in Canada
- about double the level of employment in the forestry sector (300,000)
- More than double the level of employment in Canadian banks (257,000)

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Artists and cultural workers in Ontario

- 56,900 artists in Ontario
- Nearly twice as many artists as any other province.
- Slightly higher percentage of its labour force in arts occupations (0.81%) than the Canadian average (0.77%).
- 240,000 cultural workers in Ontario
- 3.4% of the overall provincial labour force

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Artists and cultural workers in Ontario

- Number of artists increased by 44% between 1991 and 2006
- Double the increase in the overall provincial labour force (22%)
- But: much higher rate of growth between 1991 and 2001 (33%) than between 2001 and 2006 (8%).

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Putting arts and culture on the map

- Mapping Artists and Cultural Workers in Canada's Large Cities
- Special request from 2006 census
- "Neighbourhoods" based on first 3 digits of postal code (e.g., M4L)
- Municipal boundaries as they existed in 2006.

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Key findings: Putting arts and culture on the map

- The five study cities have more artists than any other city
- Toronto: 22,300
- Montreal: 13,400
- Vancouver: 8,200
- Calgary: 5,100
- Ottawa: 4,600

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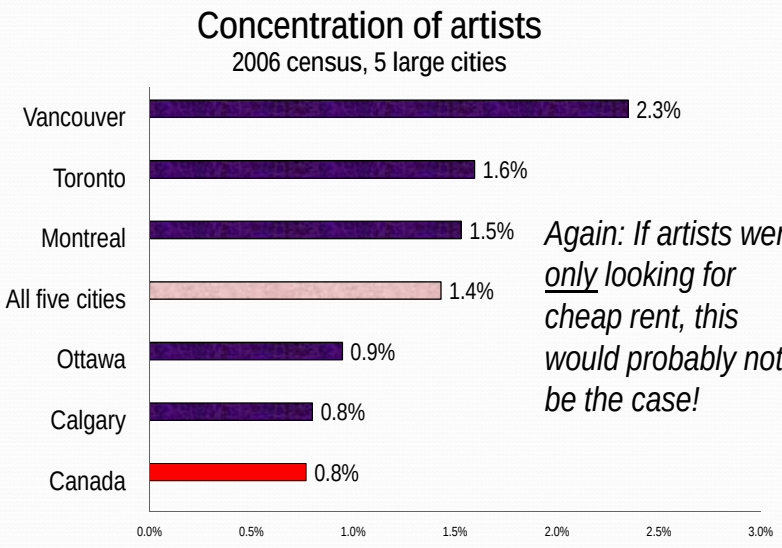
Key findings:
Putting arts and culture on the map

- Total of 53,500 artists in the five cities
- 38% of all artists in Canada
- vs. 21% of the overall Canadian labour force
- *Thought for discussion: If artists were only looking for cheap rent, this would probably not be the case!*

27

Putting arts and culture on the map



Again: If artists were only looking for cheap rent, this would probably not be the case!

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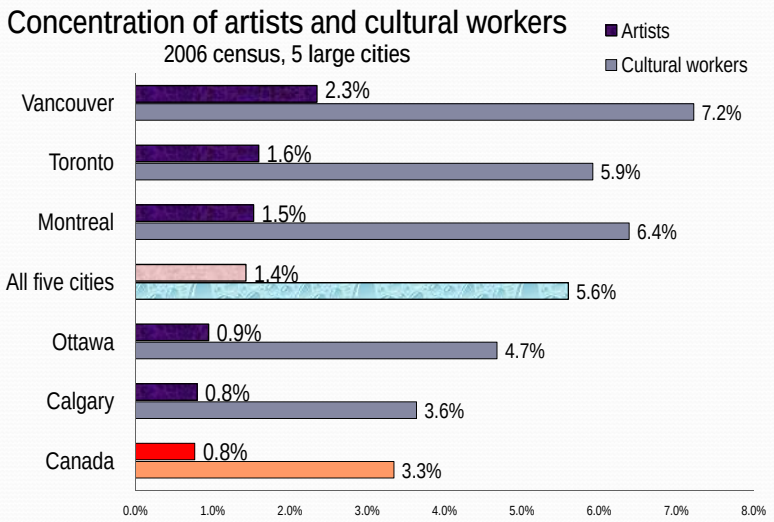
Putting arts and culture on the map



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Median earnings of artists (2006 census): Putting arts and culture on the map

- Surprise! Artists' earnings are low.
- Toronto: $18,300
- Vancouver: $17,400
- Ottawa: $15,800
- Montreal: $15,000
- Calgary: $14,500
- Canada: $12,900

- These medians *include* "second jobs".
- *Thought for discussion: Maybe artists <u>are</u> looking predominantly for cheap rent.*

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Median earnings of artists (2006 census): Putting arts and culture on the map

- Median earnings, artists vs. overall labour force
- Difference is 36% or 37% in Montreal, Toronto and Vancouver
- More than 50% in Calgary and Ottawa

- Despite high education (about 50% with at least a bachelor's degree in 4 of the 5 cities)

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Neighbourhood findings: Putting arts and culture on the map

- 10 neighbourhoods in each of the 5 cities with the highest concentration of artists
- Nearly 22,000 artists
- One in six artists in the country (16%) live in 50 neighbourhoods in the five cities.
- 41% of artists in the five cities

- *A contentious thought: If these 50 neighbourhoods seceded from their current cities, they would have more artists than Toronto as a whole (minus the "former" neighbourhoods).*
- *Artsville, Canada?*

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Neighbourhood findings: Putting arts and culture on the map

- Most of the high-concentration areas are centrally located.
- Confirms 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.

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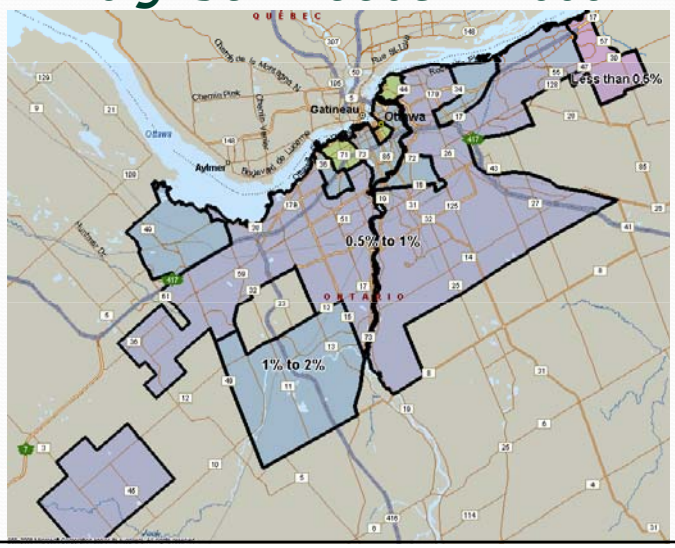
Concentration of artists in Ottawa neighbourhoods in 2006



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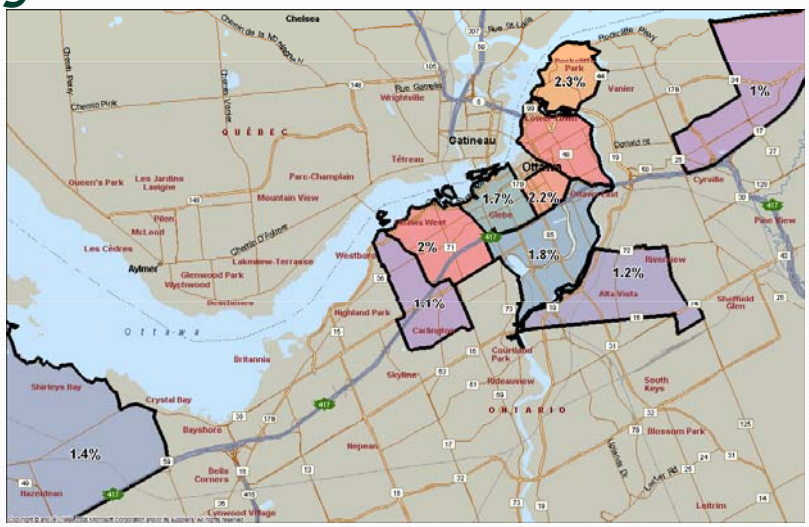
10 Ottawa neighbourhoods with the highest concentration of artists in 2006



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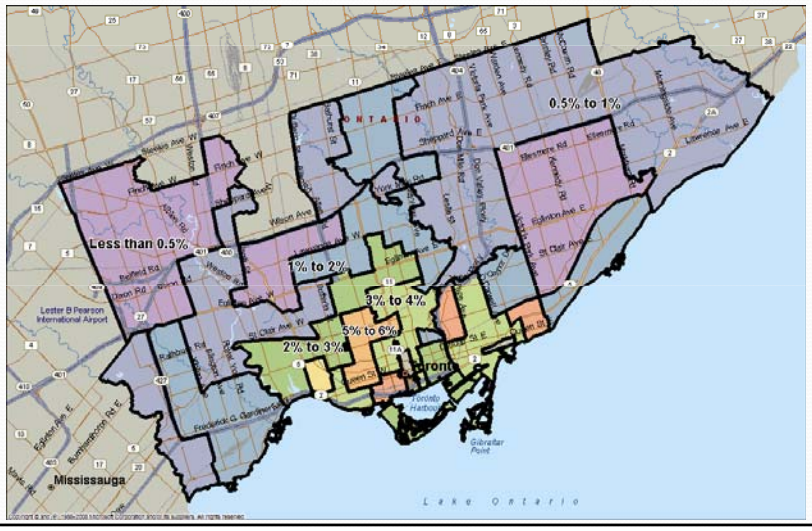
Concentration of artists in Toronto neighbourhoods in 2006



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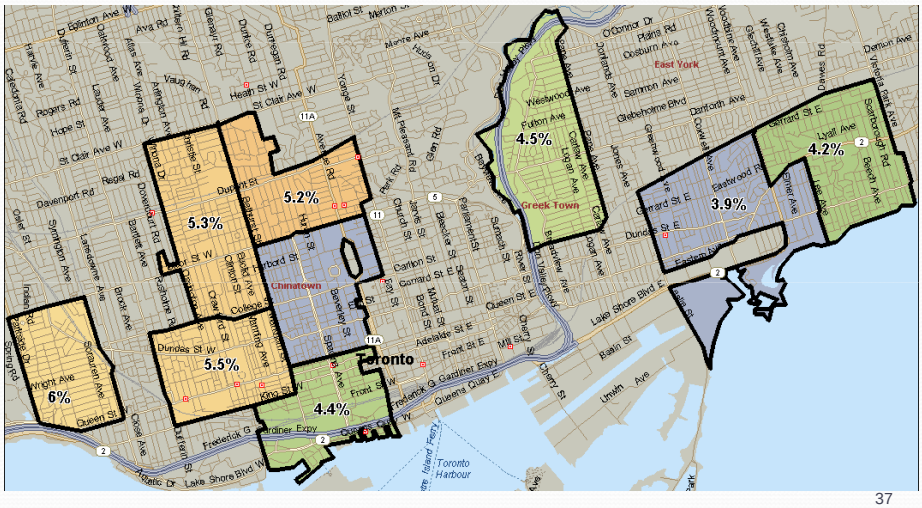
10 Toronto neighbourhoods with the highest concentration of artists in 2006



37

Neighbourhood findings: Putting arts and culture on the map

- Nearly 22,000 artists
- One in six artists in the country (16%) live in 50 neighbourhoods in the five cities.
- 41% of artists in the five cities

- *A less contentious thought: Cultural development in cities is very much an issue of neighbourhood development.*

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10 neighbourhoods with the highest concentration of artists in Canada in 2006

- 5 are in Montreal
- 4 are in Toronto
- 1 is in Vancouver
- (despite having the highest city-wide concentration of artists)
- Vancouver: only 11 neighbourhoods with a concentration of artists below 2%
- (59 in Toronto, 57 in Montreal, 26 in Calgary and 25 in Ottawa)

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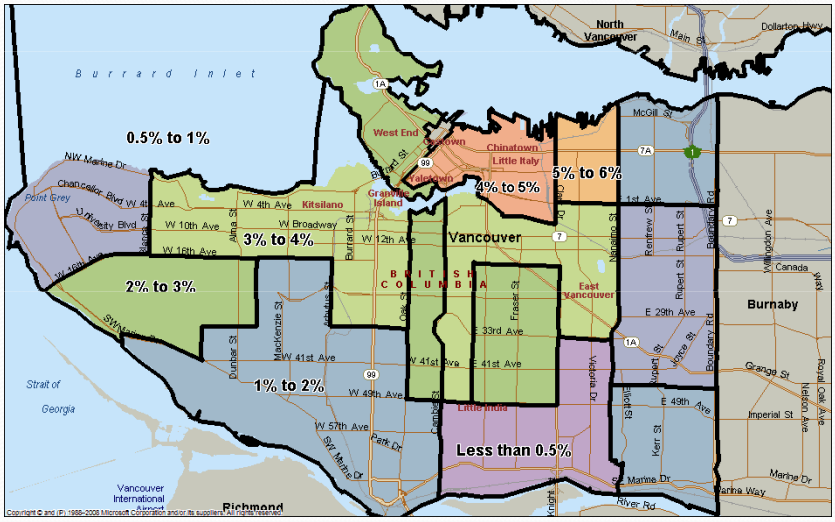
Concentration of artists in Vancouver neighbourhoods in 2006



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10 neighbourhoods with the highest concentration of artists in Canada in 2006

- Five neighbourhoods with 5.1% to 5.3% of their labour force in arts occupations
- 6.5 times the national average (0.8%)
  - 5.1%: Vancouver's V5L neighbourhood (centered on Commercial Drive and extending from Burrard Inlet to East 1st Avenue between Clark Drive and Nanaimo Street)
  - 5.2%: Toronto's M5R neighbourhood (the Annex and Yorkville areas)
  - 5.2%: Montreal's H2V neighbourhood (Outremont)
  - 5.3%: Montreal's H2J neighbourhood (Plateau)
  - 5.3%: Toronto's M6G neighbourhood (from College Avenue to St. Clair between Bathurst and Ossington)

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Putting arts and culture on the map

- 5.5%: Toronto's M6J neighbourhood (West Queen West, centered on Trinity-Bellwoods Park)
- 6.0%: Montreal's H2Y neighbourhood (the Old Montreal and Old Port areas)
- 6.0%: Toronto's M6R neighbourhood (Parkdale west to Parkside Drive)

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Putting arts and culture on the map

- 7.5%: Montreal's H2W neighbourhood (Plateau)
- #1 in Canada
- 7.8%: Montreal's H2T neighbourhood (north Plateau)

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Cultural workers: Putting arts and culture on the map

- Cultural workers include a broader range of 48 occupations, not just the 9 arts occupations.
- The five study cities have more cultural workers than any other city
- Toronto: 82,600
- Montreal: 56,100
- Vancouver: 25,100
- Calgary: 23,300
- Ottawa: 22,500

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Cultural workers: Putting arts and culture on the map

- Total of 209,500 cultural workers in the five cities
- 34% of all cultural workers in Canada.
- vs. 21% of the overall Canadian labour force

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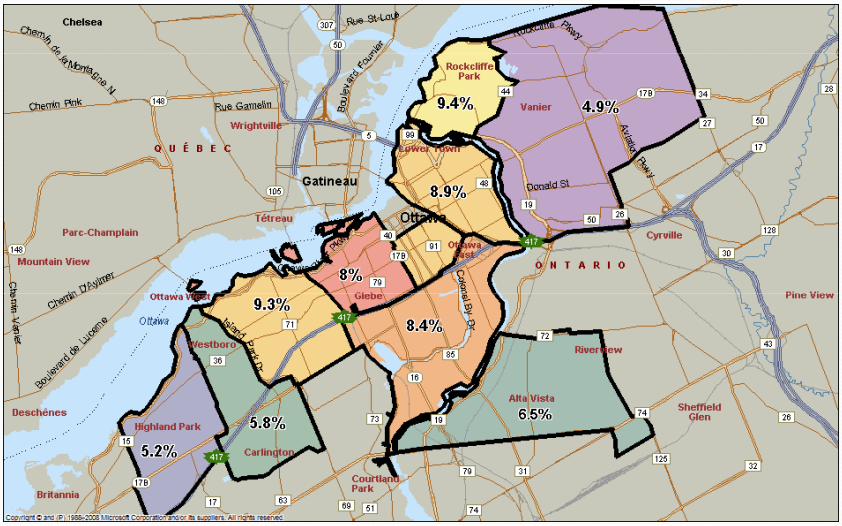
Neighbourhood findings: Putting arts and culture on the map

- Cultural workers tend to reside in the same neighbourhoods as artists.
- In Montreal, top 10 for artists = top 10 for cultural workers
- Toronto: 9 of 10
- Ottawa: 8 of 10
- Vancouver: 8 of 10
- Calgary: 8 of top 8

46

11 Ottawa neighbourhoods with the highest concentration of cultural workers in 2006



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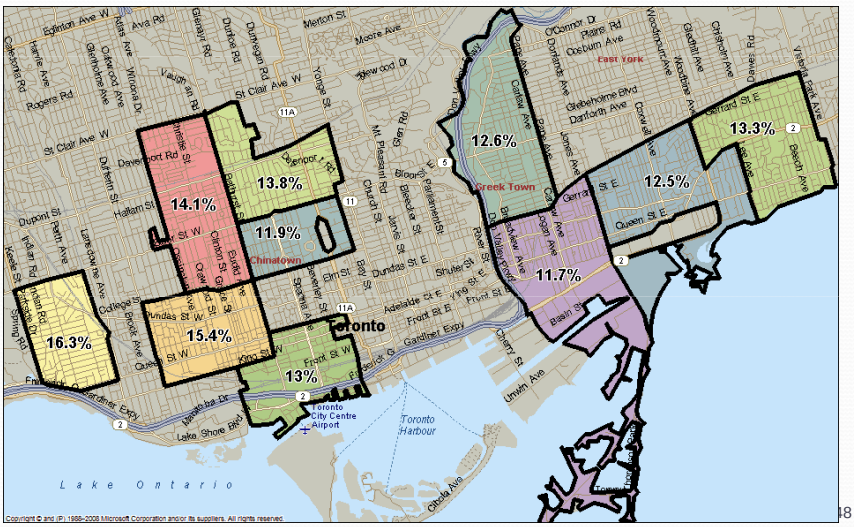
10 Toronto neighbourhoods with the highest concentration of cultural workers in 2006



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Neighbourhood changes (2001 to 2006): Putting arts and culture on the map

- Concentration of artists in all five cities remained relatively stable.
- 242 neighbourhoods with reliable data in both 2001 and 2006
- Increase in concentration: 40% (97 neighbourhoods)
- No change: 15% (37 neighbourhoods)
- Decrease: 45% (108 neighbourhoods)

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Neighbourhood changes (2001 to 2006): Putting arts and culture on the map

- Of the 50 Top 10 neighbourhoods in 2001…
- 36 (or 72%) remained in the top ten in 2006.
- The other 28% (14 neighbourhoods) fell out of the top ten
- Five-year timeframe

50

Neighbourhood changes (2001 to 2006): Putting arts and culture on the map

- Movement in Montreal:
- Some declines on the Plateau
- 2 of 4 highly artistic neighbourhoods experienced decreases in their concentration of artists by 2006.
- Areas further north, but still centrally located, saw significant increases in their concentration of artists.

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Neighbourhood changes (2001 to 2006): Putting arts and culture on the map

- Movement in Toronto:
- Many areas close to Yonge Street saw substantial decreases in their concentration of artists.
- Areas further west and east experienced important increases.

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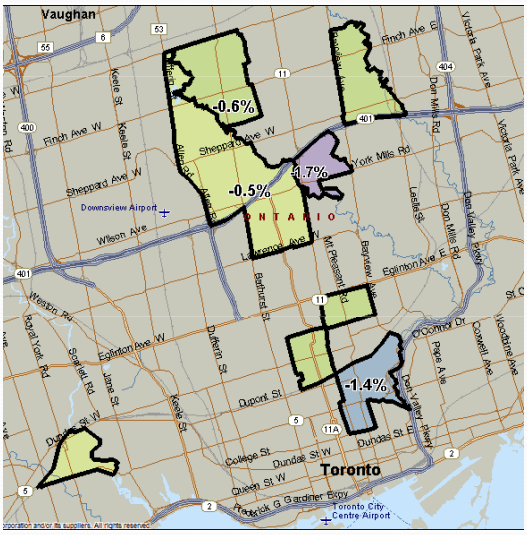
Toronto top decreases between 2001 and 2006



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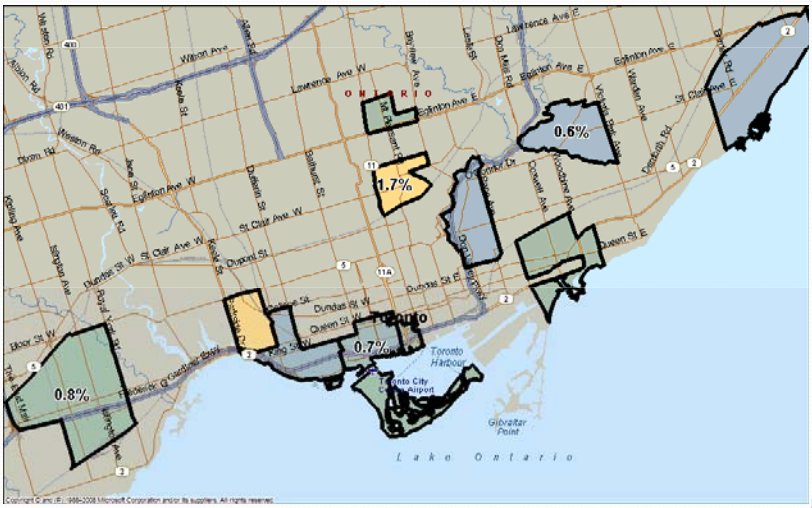
Toronto top increases between 2001 and 2006



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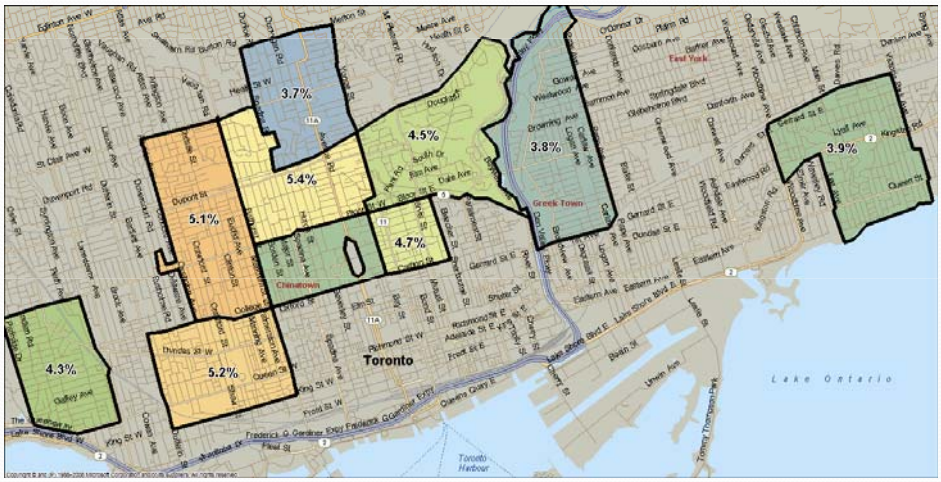
Toronto top 10 in 2001



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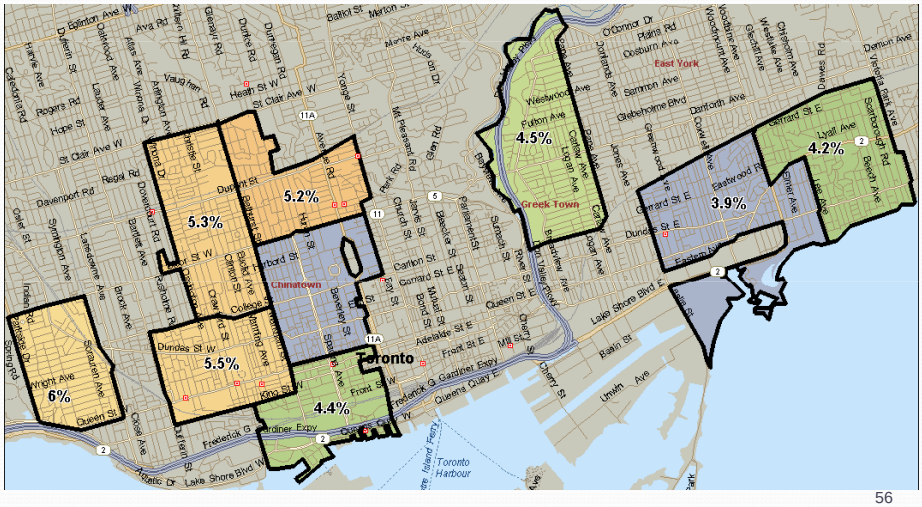

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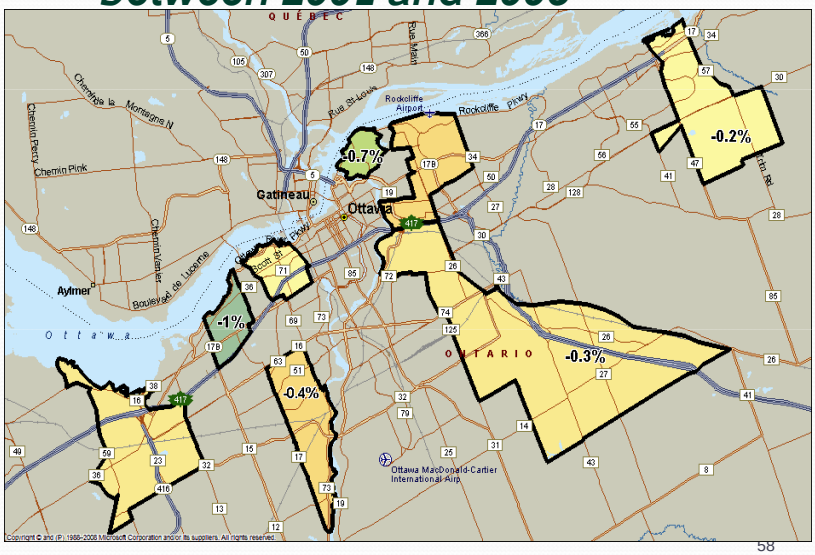
Neighbourhood changes (2001 to 2006): Putting arts and culture on the map

- Movements in Vancouver, Calgary and Ottawa:
- Neighbourhoods with increases and those with decreases are located in various parts of the cities.

57

Ottawa top decreases between 2001 and 2006



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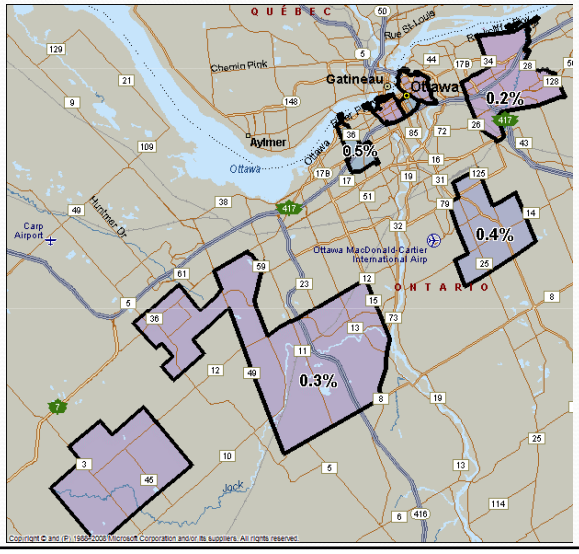
Ottawa top increases between 2001 and 2006



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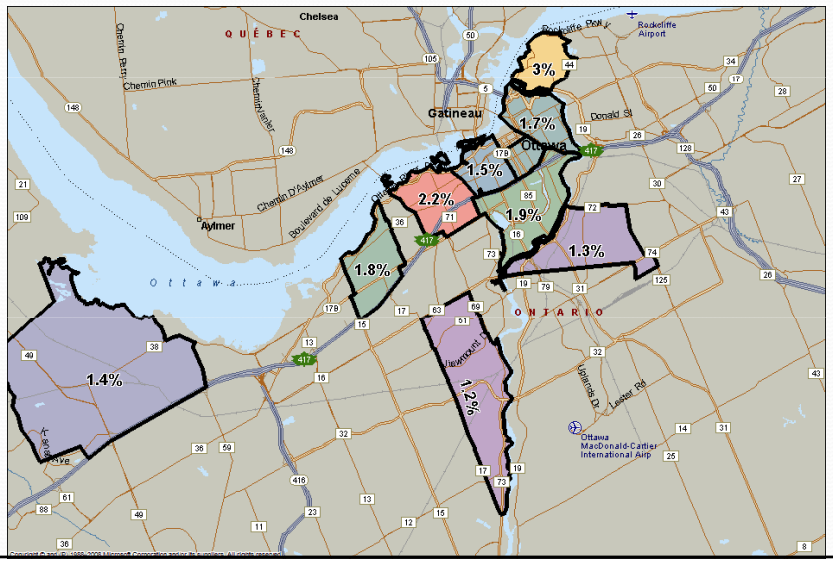
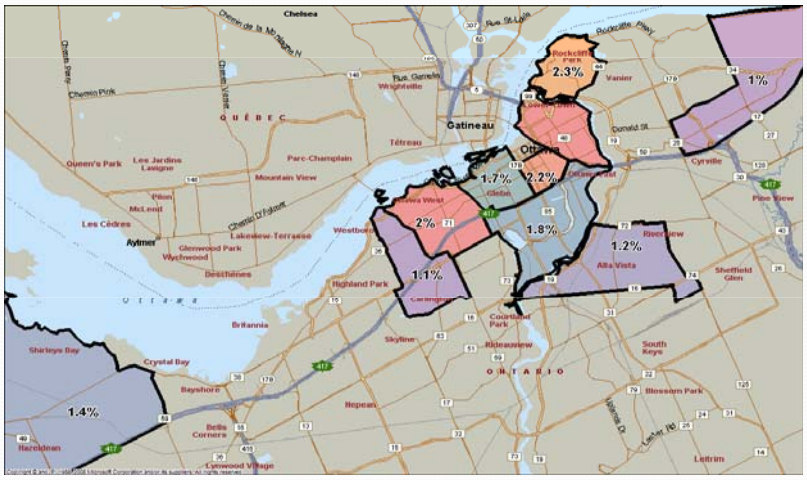
Ottawa top 10 in 2001



Ottawa top 10 in 2006



Why should we care?

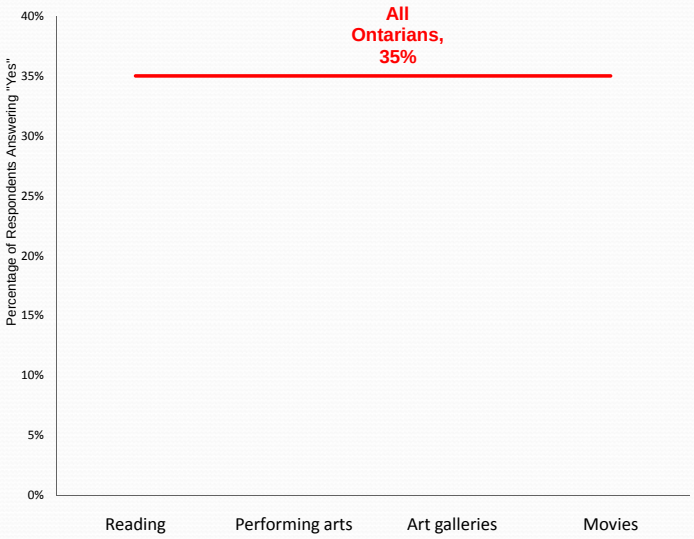
- Contributions to ...
- Quality of life
- Social and economic vitality of cities
- Neighbourhood character

Why should we care?

- Arts goers feel less trapped in a daily routine
- Help productivity
- Happiness
- Quality of life

63

Do you feel trapped in a daily routine?
(Ontario)



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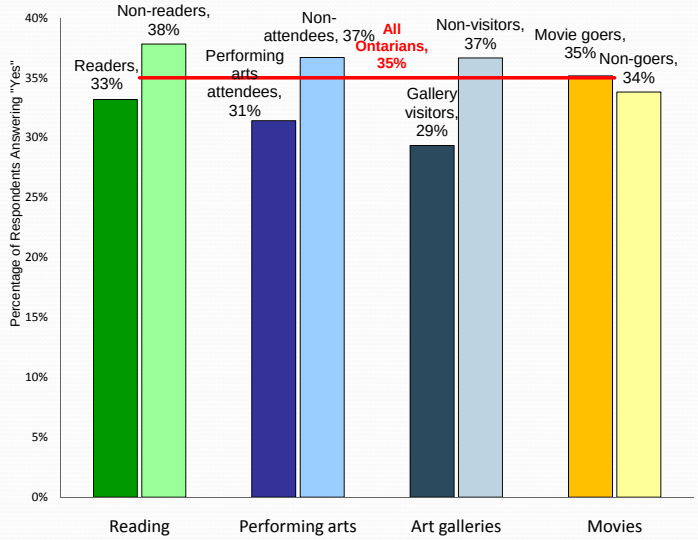

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Volunteering and donating

- Arts goers are more likely to volunteer and donate
- Volunteering and donating help "build stronger and safer communities".
- Help form "strong community bonds".
- Help form relationships between people who might not otherwise find each other.

Volunteerism: Citizenship in Action, Ontario Ministry of Citizenship and Immigration, 2007.
Measures of Australia's Progress, 2004, Australian Bureau of Statistics.

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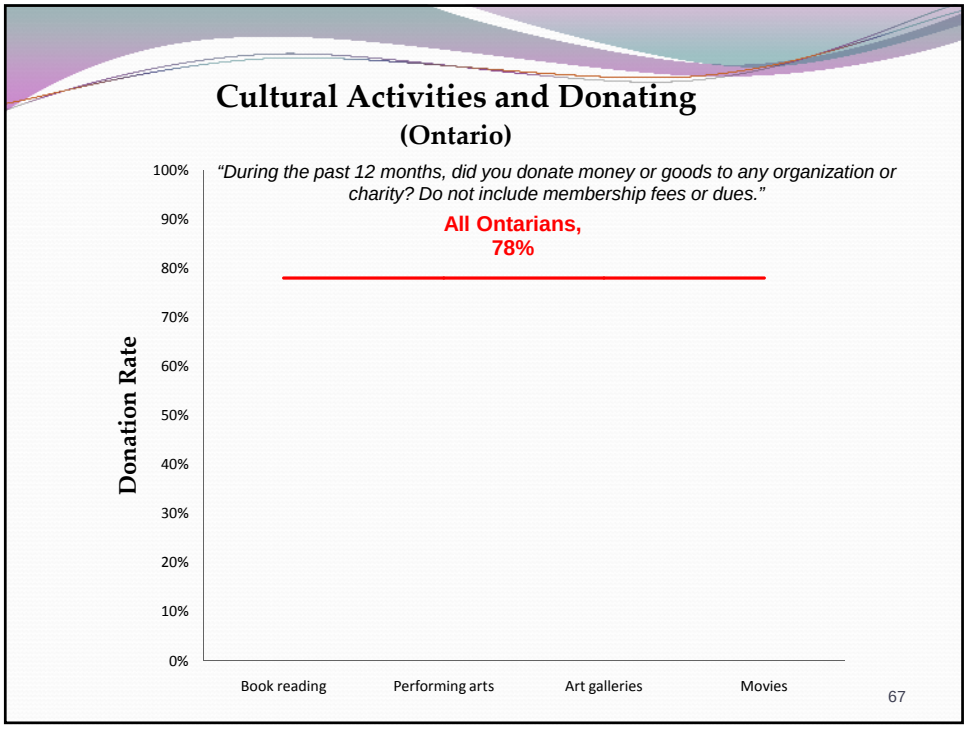
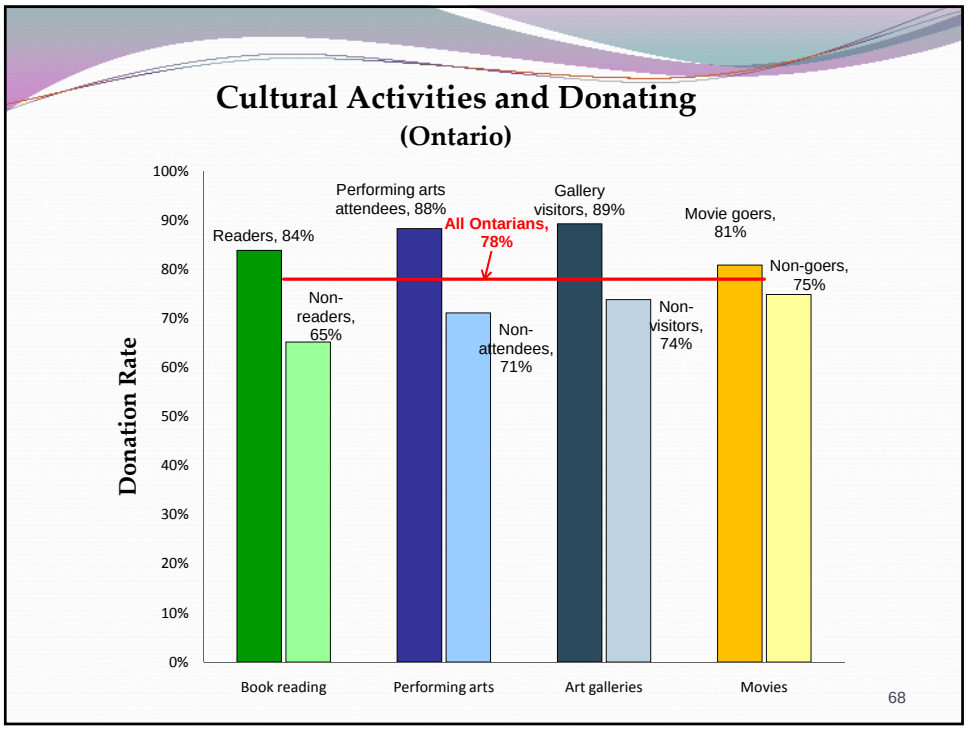

Cultural Activities and Donating
(Ontario)
"During the past 12 months, did you donate money or goods to any organization or charity? Do not include membership fees or dues."
All Ontarians, 78%
Donation Rate
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Book reading
Performing arts
Art galleries
Movies
67


Cultural Activities and Donating
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Donation Rate
100%
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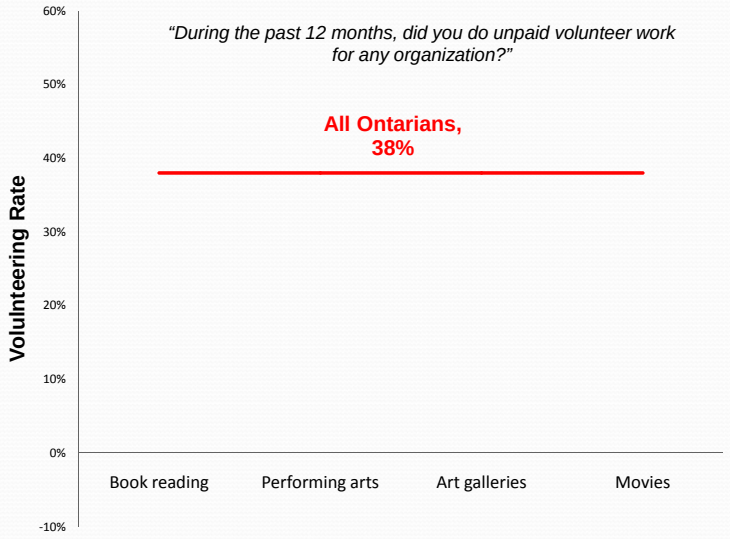
50%
40%
30%
20%
10%
0%
Readers, 84%
Non-readers, 65%
Performing arts attendees, 88%
Non-attendees, 71%
All Ontarians, 78%
Gallery visitors, 89%
Non-visitors, 74%
Movie goers, 81%
Non-goers, 75%
Book reading
Performing arts
Art galleries
Movies
68

Cultural Activities and Volunteering
(Ontario)



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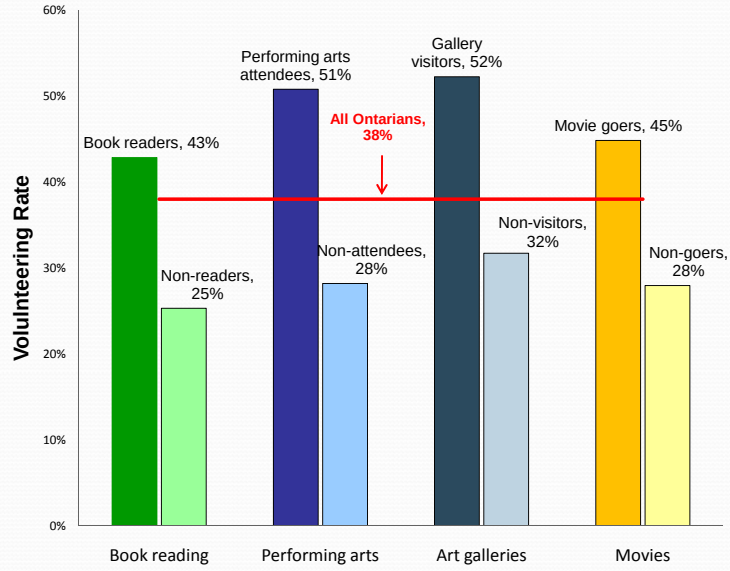

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Why should we care?

- Artists and cultural workers contribute to communities
- Arts participants are less trapped in a daily routine
- Arts participants volunteer and donate

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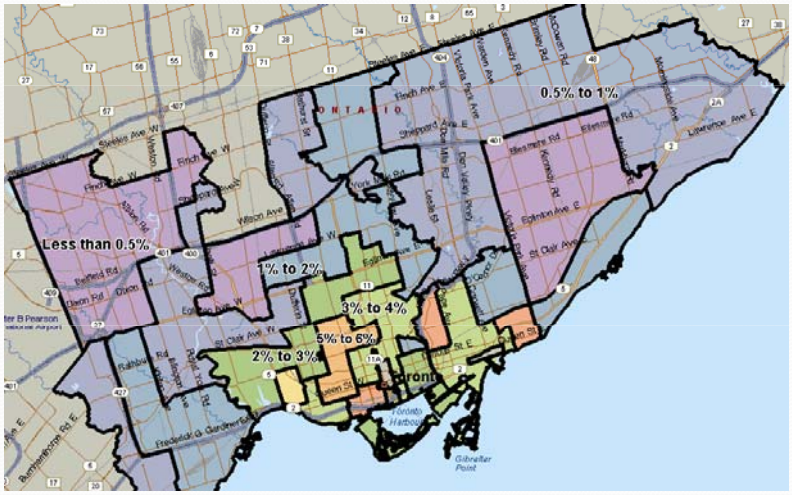
Grey cities?

72

Or great cities?



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Thank you!

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