

# Artists and Cultural Workers in Mississauga: A Neighbourhood View

Prepared for the City of Mississauga



by Hill Strategies Research



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## **Section 1: Introduction**

This report provides an analysis of artists and cultural workers residing in postal regions – “neighbourhoods” – in Mississauga in 2006. The report includes statistics about the number of artists, their earnings, education levels and sex, as well as changes between 2001 and 2006. The report also includes a brief analysis of cultural workers by neighbourhood in Mississauga in 2006.

This report was inspired by a similar report conducted by Hill Strategies Research for the cities of Montreal, Ottawa, Toronto, Calgary and Vancouver.<sup>1</sup> As was the case for the previous report, this study is based on a custom data request from Statistics Canada’s 2006 long-form census. The custom data request was commissioned by Hill Strategies Research.

### ***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>2</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>3</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.

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<sup>1</sup> *Mapping Artists and Cultural Workers in Canada’s Large Cities*, prepared by Hill Strategies Research for the City of Vancouver, the City of Calgary, the City of Toronto, the City of Ottawa and the Ville de Montréal, February 2010.

<sup>2</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>3</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.

## **Section 2: Methodology**

In this report, nine occupations are included as artists:

- actors and comedians;
- artisans and craftspersons;
- 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.

Full descriptions of the nine arts occupations are provided in Appendix A.

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 and neighbourhood levels. The first three digits of a postal code are used 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.

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.

Similar census data was requested in 2001, and statistics about artists are available for 2001 and 2006. However, in the 2001 census data request, no data on cultural workers was ordered at the city or neighbourhood levels. As such, comparisons of cultural workers between 2001 and 2006 are not possible at these geographic levels.

There are other key aspects to note about the classifications of artists and cultural workers based on the long-form census:

- 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 “nr”.
- 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 and cultural workers may have worked in any sector of the economy, not just in cultural organizations.
- The 2006 census collected earnings information for 2005, (then) the most recent full calendar year.
- This report includes only those artists and cultural workers 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 or cultural work. However, this restriction means that the 12% of Ontarians in the nine arts occupations who reported no employment or self-employment earnings in 2005 are excluded from the analysis. In Mississauga, 13% of people in the nine arts occupations reported no employment or self-employment earnings, a figure that is quite similar to the provincial average.
- 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>4</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>5</sup>
- Canadians 15 or older are captured in the occupational data.

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<sup>4</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.

<sup>5</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>.

## *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 Hill Strategies’ *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>6</sup>

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>7</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,

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<sup>6</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.

<sup>7</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>.

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.

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>8</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>9</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 long-form census is one of the best available sources of information on artists in Canada.<sup>10</sup>

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<sup>8</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>9</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>10</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 3: Artists and Cultural Workers in Mississauga**

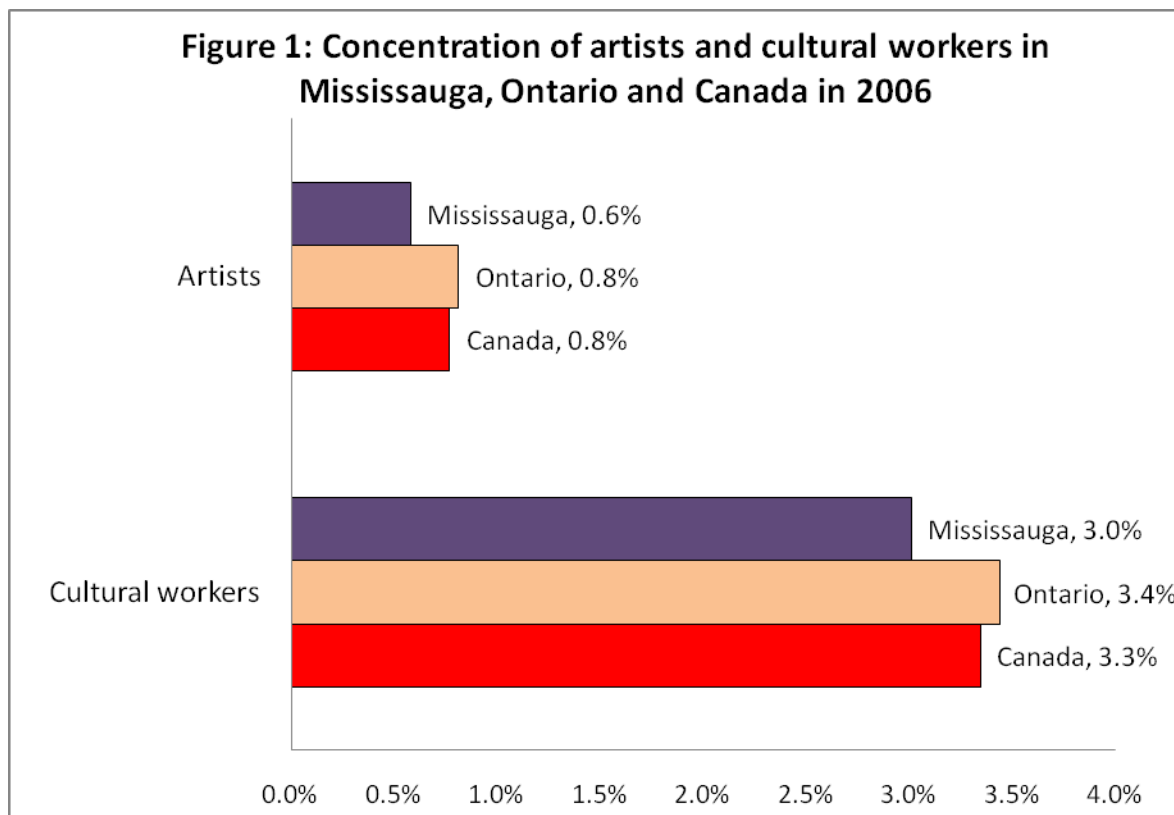
With 56,900 artists, Ontario has nearly twice as many artists as any other province. The concentration of artists in the province is equal to the national average (both 0.8%). (“Artists” include nine occupation groups, encompassing actors, choreographers, craftspeople, composers, conductors, dancers, directors, musicians, producers, singers, visual artists and writers.)

There are 240,300 cultural workers in Ontario, representing 3.4% of the provincial labour force. (“Cultural workers” include all those captured in a broad range of 48 cultural occupations, not just the nine arts occupations.)

About 2,300 artists, or 4% of all Ontario artists, reside in the City of Mississauga. The concentration of artists in Mississauga (0.6% of the local labour force) is slightly lower than the provincial and national averages (both 0.8%).

Mississauga has 11,800 cultural workers, or 5% of all cultural workers in Ontario. Cultural workers represent 3.0% of all Mississauga workers.

Figure 1 shows that the concentrations of artists and cultural workers in Mississauga are slightly below the provincial and national averages.

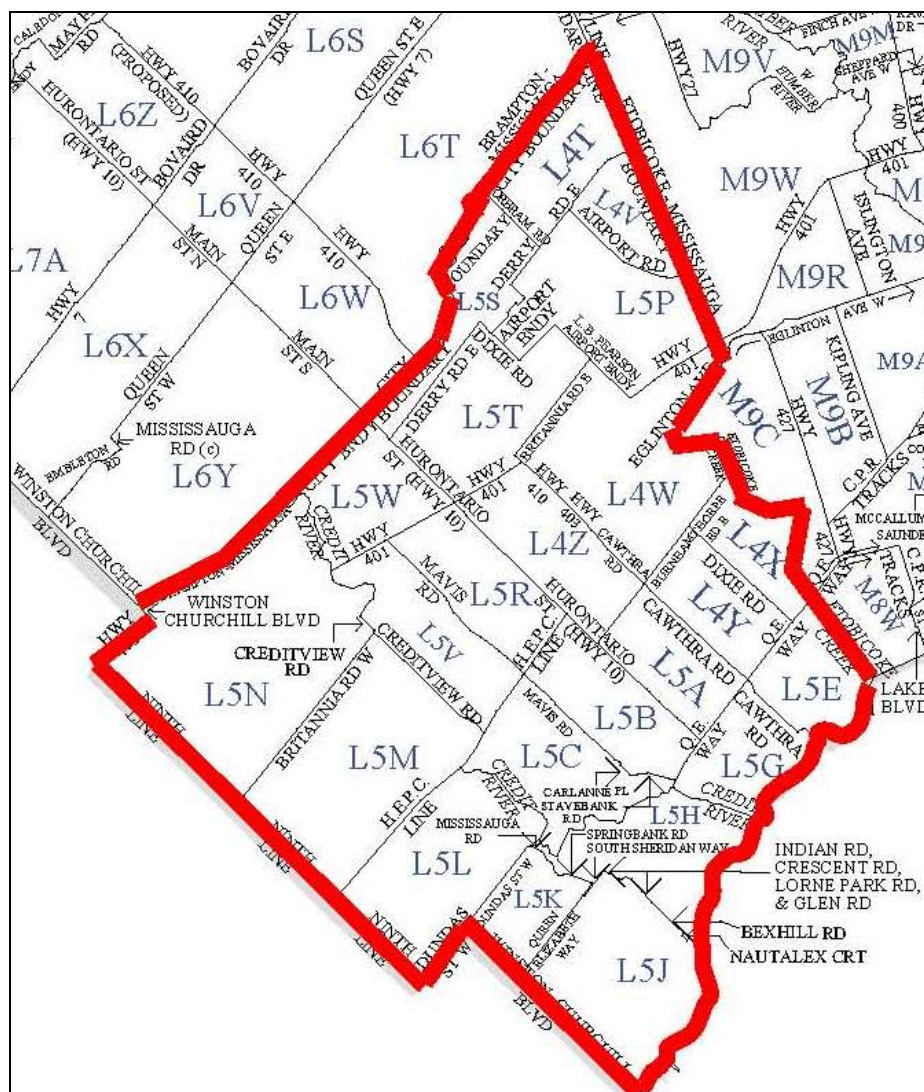




In Mississauga, as in many Ontario cities, musicians and singers are the largest arts occupation group (595 people). Producers, directors and choreographers are the second-largest arts occupation in the city (360), followed by artisans and craftspersons (355) and authors and writers (325).

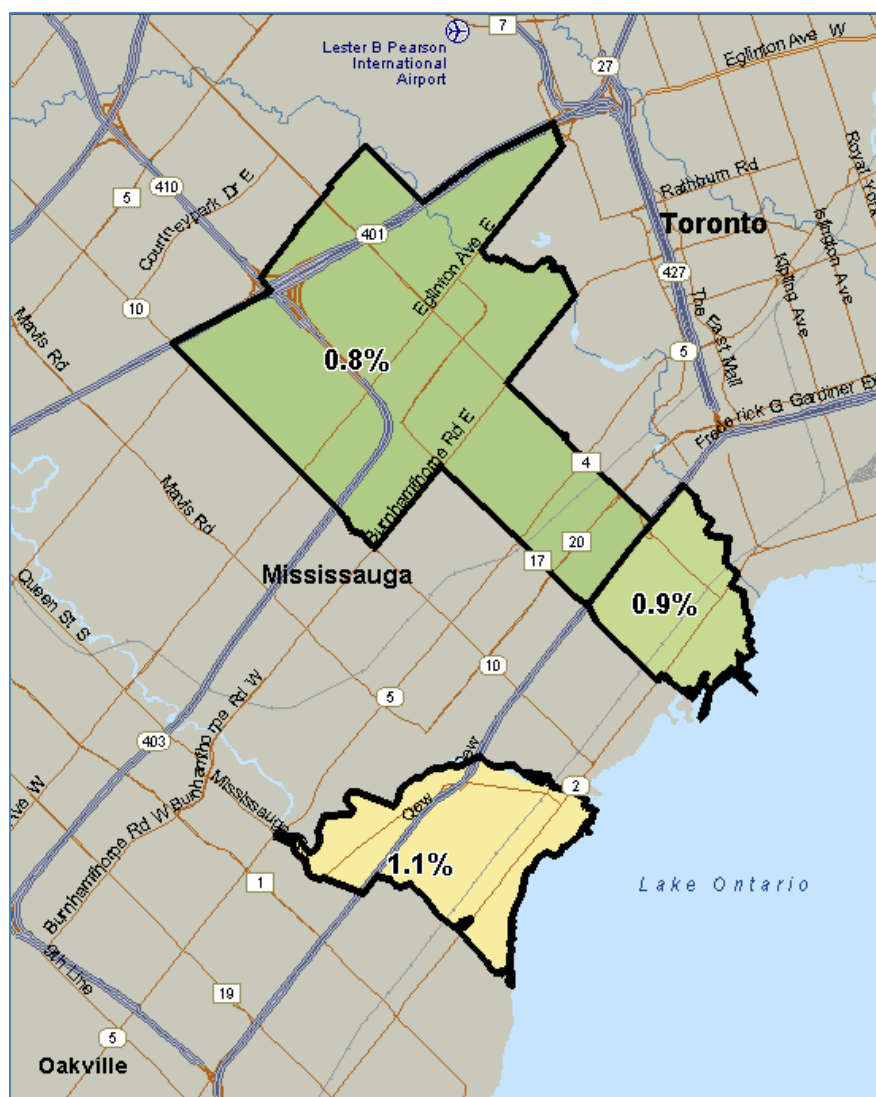
Map 1 shows all of the postal regions (Forward Sortation Areas) in the City of Mississauga. There are 19 postal regions in Mississauga with reliable data on artists and cultural workers in 2006. That is, at least 40 artists or cultural workers reside in each of these 19 postal regions. The data on artists and cultural workers is not reliable for the three other postal regions in the city (L4V, L5S and L5T).

**Map 1: Postal regions in Mississauga**  
(Source: Canada Post)



Map 2 provides a graphic view of the five Mississauga neighbourhoods with the highest concentration of artists. The area with the highest artistic concentration (L5H, Lorne Park, 1.1%) is in southern Mississauga, west of the Credit River (yellow shading). The four other areas with concentrations at or above the provincial average are shaded green. These areas are in eastern Mississauga from Lake Ontario up to Highway 401 (mostly between Cawthra Road and Dixie Road).

**Map 2: Five Mississauga neighbourhoods with the highest concentration of artists in 2006**



**Legend**

- 1: L5H (1.1%, yellow)
- 2: L5E (0.9%, light green)
- T3: L4W (0.8%, green)
- T3: L4Y (0.8%, green)
- T3: L4Z (0.8%, green)

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

Table 1 provides further details about the five Mississauga neighbourhoods with the highest concentration of artists (L5H, L5E, L4W, L4Y AND L4Z). These five neighbourhoods have a concentration of artists that is at or above the provincial average (0.8%).

In terms of the absolute number of artists, there are other neighbourhoods in Mississauga with a larger number of artists (e.g., 235 artists in L5N, 220 in L5M, 190 in L5B, and 180 in L5L). However, given the large number of other residents, these neighbourhoods do not have a high concentration of artists.

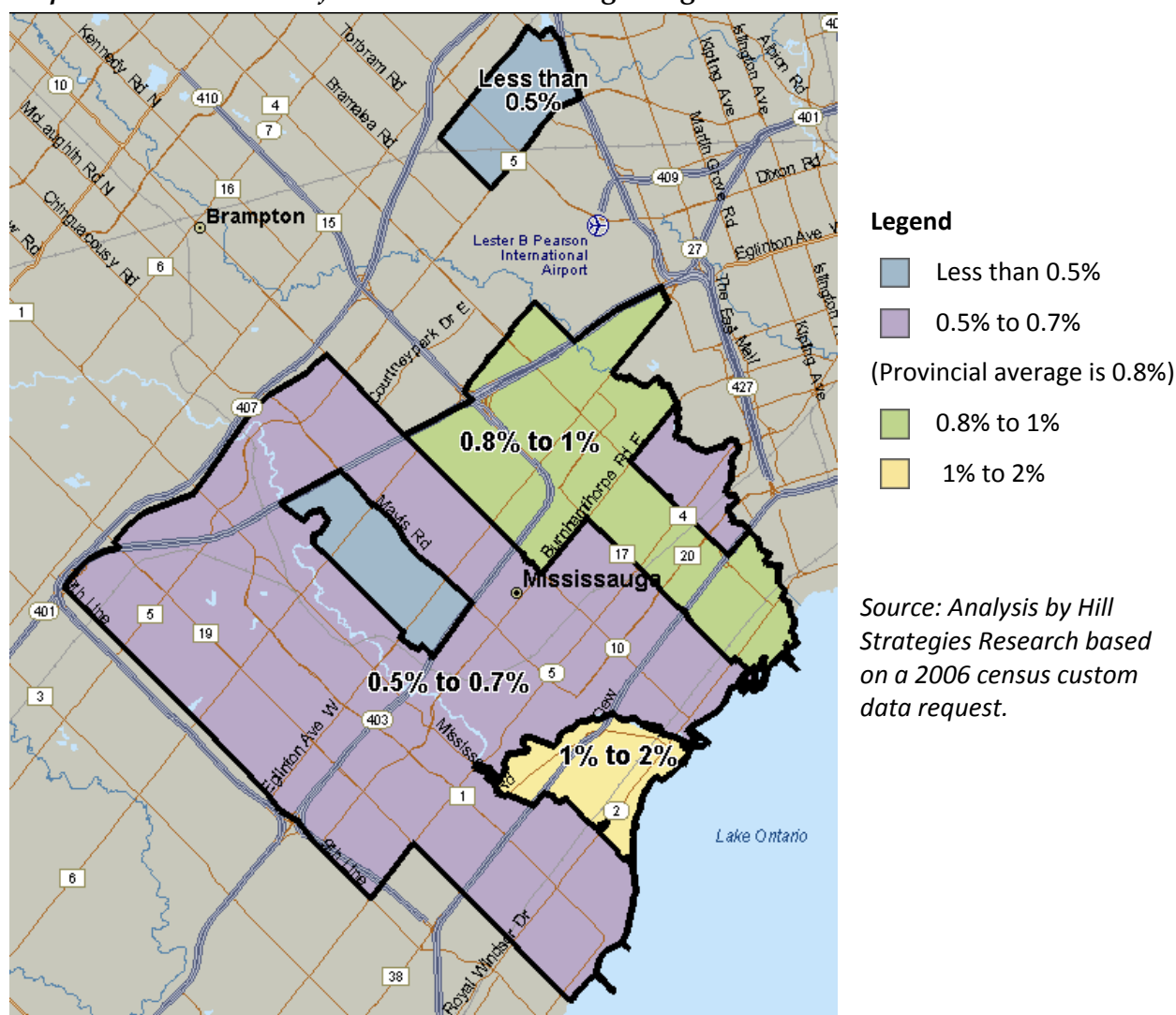
In Mississauga, the median earnings of artists are \$13,000, which is 58% less than all Mississauga workers (\$31,000). The median earnings of all Ontario artists are \$13,900, slightly higher than the Mississauga level. Despite the fact that the top five Mississauga neighbourhoods each have an above-average concentration of artists, there is still a substantial difference in earnings between artists and all workers who reside in these neighbourhoods.

The final two columns of Table 1 provide information about the percentage of artists with a bachelor's degree or higher (35% in the city as a whole) and the percentage of artists who are female (54% overall in Mississauga). There is a wide variation in these percentages among those neighbourhoods with reliable data.

<b>Table 1: Five Mississauga 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	L5H	1.1%	115	10,900	\$25,000	-34%	n.r.	43%
2	L5E	0.9%	70	7,500	\$11,800	-64%	n.r.	n.r.
T3	L4W	0.8%	110	13,500	\$12,100	-62%	45%	50%
T3	L4Y	0.8%	100	13,100	\$12,800	-54%	n.r.	40%
T3	L4Z	0.8%	150	19,900	\$11,800	-61%	30%	63%
<b>Mississauga totals</b>		<b>0.6%</b>	<b>2,300</b>	<b>393,100</b>	<b>\$13,000</b>	<b>-58%</b>	<b>35%</b>	<b>54%</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> <p><i>"n.r." = not reliable (i.e., less than 40 artists).</i></p>								

Map 3 provides an overall view of the “artistic geography” of the City of Mississauga, showing the range of concentration of artists found in Mississauga in 2006. The area with the highest artistic concentration is shaded yellow (L5H, 1.1%), and the four other areas with concentrations at or above the provincial average are shaded green. Postal regions with concentrations of artists between 0.5% and 0.7% (i.e., slightly below the provincial average) are shaded purple, while those with concentrations below 0.5% are shaded blue. For grey-shaded areas within the city limits, the data is not reliable.

**Map 3: Concentration of artists in Mississauga neighbourhoods in 2006**



## *Cultural workers in Mississauga in 2006*

There are 11,800 cultural workers in Mississauga, representing 3.0% of all workers in the city. 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).

Map 4 provides a graphic view of the six Mississauga neighbourhoods with a concentration of cultural workers that is above the Ontario average (3.4%). These neighbourhoods are located in various parts of the city. Only one of these neighbourhoods is also among the five neighbourhoods with the highest artistic concentration in Mississauga (L5E, which ranks second for artists and third for cultural workers). The areas of highest concentration are lightly shaded (orange and pink), followed by green shading.

**Map 4: Five Mississauga neighbourhoods with the highest concentration of cultural workers in 2006**

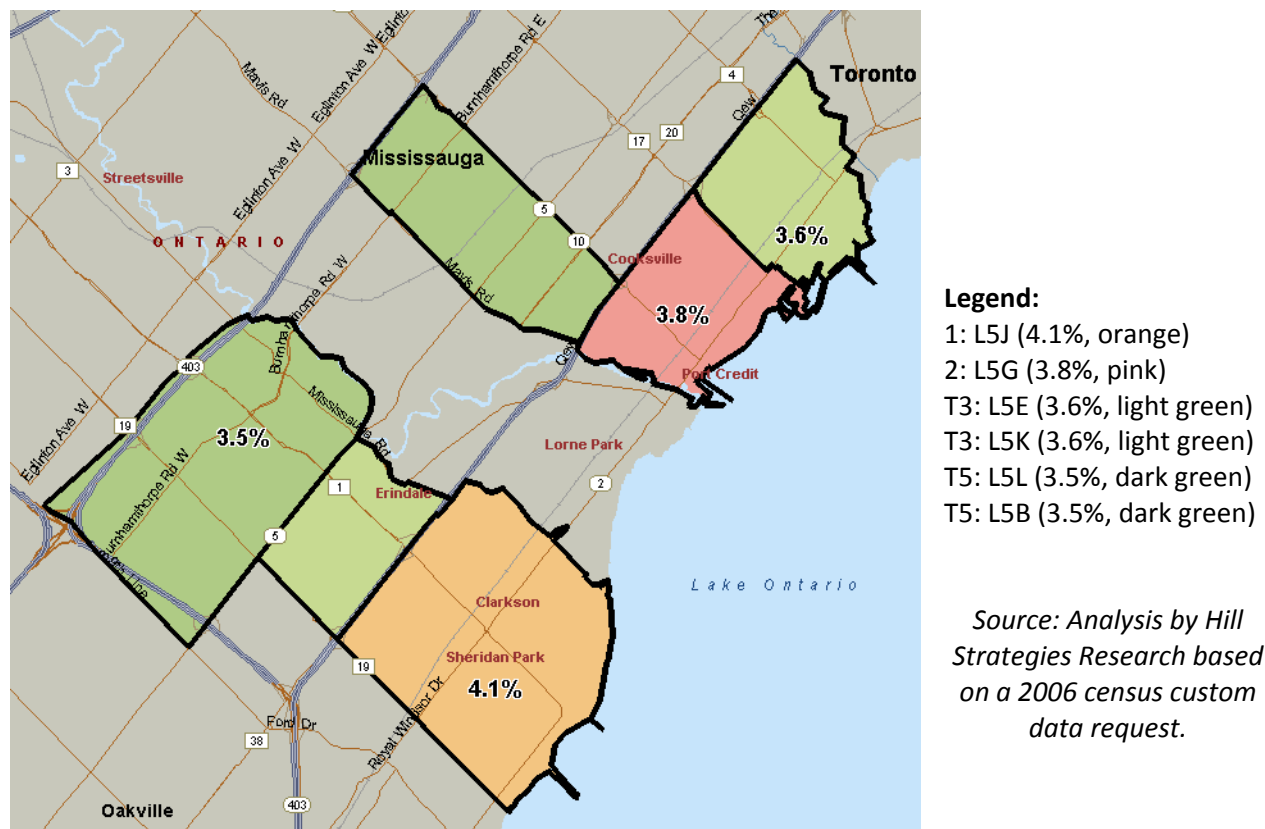




Table 2 provides further details about the six Mississauga neighbourhoods with a concentration of cultural workers that is above the Ontario average (3.4%). Collectively, 3,700 cultural workers live in these six neighbourhoods, which house one-third of all cultural workers in Mississauga.

There are two other neighbourhoods that do not have a high concentration of cultural workers but do house a large absolute number of cultural workers: there are 1,460 cultural workers in L5N and 1,290 in L5M.

In Mississauga, the median earnings of cultural workers are \$32,700, which is 5% higher than all Mississauga workers (\$31,000). The median earnings of all Ontario cultural workers are \$29,800, slightly lower than the Mississauga level. There is a wide variation in the median earnings of cultural workers among the six Mississauga neighbourhoods with an above-average concentration of cultural workers.

The final two columns of Table 2 provide information about the percentage of cultural workers with a bachelor's degree or higher (34% in the city as a whole) and the percentage of cultural workers who are female (47% overall in Mississauga). There is a wide variation in these percentages between the six neighbourhoods.

**Table 2: Six Mississauga neighbourhoods with the highest concentration of cultural workers, 2006**

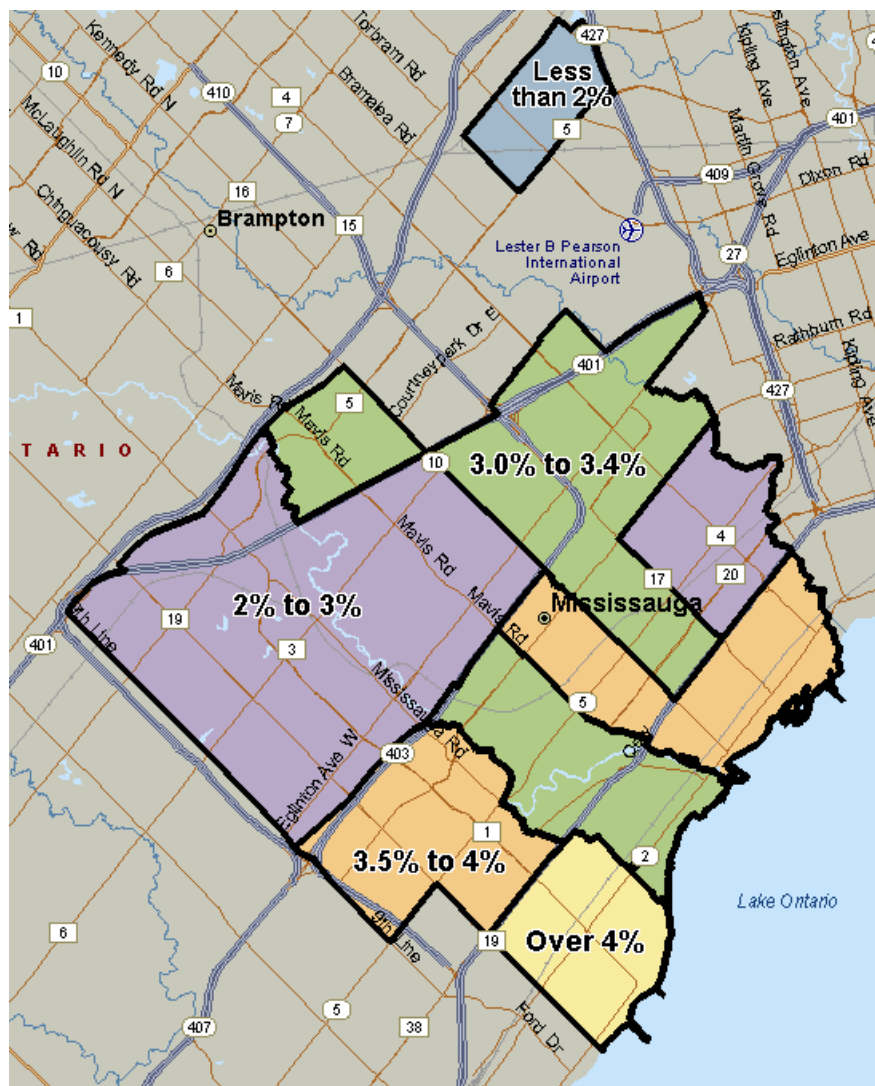
Rank (in city)	Forward Sortation Area	Cultural workers concentration	Cultural workers (#)	Overall labour force (#)	Cultural workers' median earnings	Earnings gap	Cultural workers: bachelor's degree or higher (%)	Female cultural workers (%)
1	L5J	4.1%	695	16,900	\$35,300	9%	27%	40%
2	L5G	3.8%	460	12,100	\$34,000	-2%	30%	51%
T3	L5E	3.6%	270	7,500	\$29,500	-11%	30%	52%
T3	L5K	3.6%	290	8,100	\$39,600	35%	43%	47%
T5	L5L	3.5%	1,020	29,100	\$28,000	-7%	32%	48%
T5	L5B	3.5%	1,005	29,000	\$31,100	6%	35%	46%
<b>Mississauga totals</b>		<b>3.0%</b>	<b>11,800</b>	<b>393,100</b>	<b>\$32,700</b>	<b>5%</b>	<b>34%</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.*

An overview of the “cultural geography” of the City of Mississauga is provided in Map 5. The map shows the range of concentrations of cultural workers in Mississauga in 2006.<sup>11</sup> The areas with above-average concentrations of cultural workers are in different parts of the city (yellow and orange shading). Areas with lower concentrations are shaded blue and purple. For grey-shaded areas within the city limits, the data is not reliable.



**Map 5: Concentration of cultural workers in Mississauga neighbourhoods in 2006**

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

<sup>11</sup> There are 19 neighbourhoods in Mississauga with reliable data on cultural workers in 2006. That is, at least 40 cultural workers reside in each of these 19 postal regions.

### *Changes in artists in Mississauga*

Between 1991 and 2006, the number of artists in the City of Mississauga almost doubled, from 1,200 in 1991 to 2,300 in 2006. The concentration of artists in Mississauga increased from 0.4% in 1991 to 0.6% in 2006.<sup>12</sup>

In Ontario, the number of artists increased by 44% between 1991 and 2006, much less than the growth in Mississauga during this timeframe. The concentration of artists in Ontario increased slightly, from 0.7% in 1991 to 0.8% in 2006.

More recently, there was no change in the concentration of artists in Mississauga between 2001 and 2006 (0.6% in both years). The 12% increase in the number of artists between 2001 and 2006 was slightly higher than the 10% increase in the overall labour force during the same period. However, this was not enough to change the concentration of artists in the city. In the province as a whole, the concentration of artists remained stable at 0.8% between 2001 and 2006.

In the 2001 census data request, no data on cultural workers was ordered at the city or neighbourhood levels. As such, comparisons between 2001 and 2006 are not possible at these geographic levels.

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<sup>12</sup> Data on artists is not available for individual neighbourhoods in 1991.



### *Changes in artists in Mississauga neighbourhoods between 2001 and 2006*

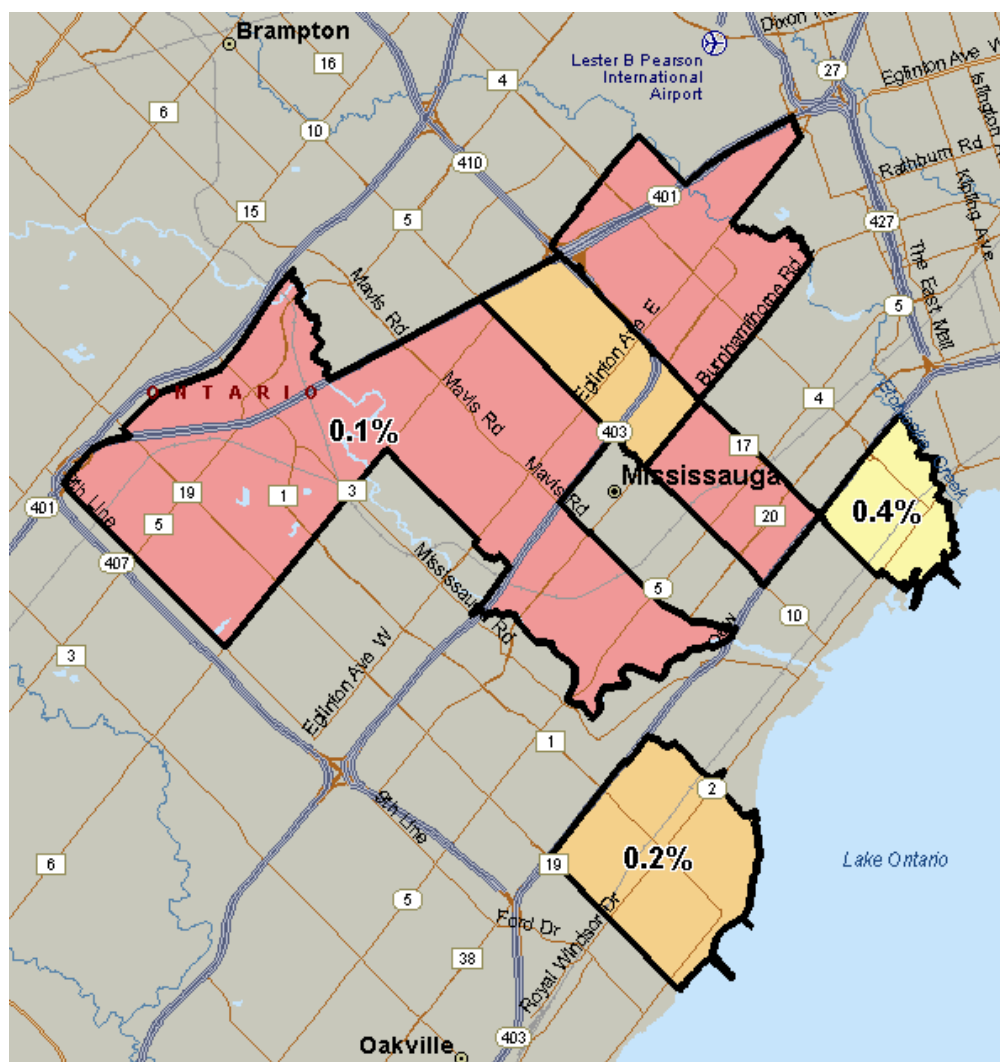
Of the 18 neighbourhoods in Mississauga with reliable data in both 2001 and 2006, nine showed an increase in the concentration of artists between 2001 and 2006. Four neighbourhoods showed no change in the concentration of artists, and five neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006.

Table 3 provides information about the nine Mississauga neighbourhoods that saw an increase in the concentration of artists between 2001 and 2006. The table shows that L5E (the extreme southeast corner of Mississauga) had the largest increase between 2001 and 2006 (0.4%). The L5J and L4Z neighbourhoods saw an increase of 0.2% in their concentration of artists.

<b>Table 3: Nine Mississauga 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>	<b>Artists in 2001</b>	<b>Artists in 2006</b>	<b>Change in artists</b>
L5E	0.6%	0.9%	0.4%	40	70	30
L5J	0.4%	0.7%	0.2%	75	110	35
L4Z	0.6%	0.8%	0.2%	110	150	40
L5C	0.5%	0.7%	0.1%	100	120	20
L5V	0.3%	0.4%	0.1%	60	110	50
L4W	0.7%	0.8%	0.1%	95	110	15
L5R	0.6%	0.7%	0.1%	110	140	30
L5A	0.4%	0.5%	0.1%	115	130	15
L5N	0.4%	0.5%	0.1%	190	235	45
<b>Mississauga totals</b>	<b>0.6%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>2,000</b>	<b>2,300</b>	<b>300</b>
<p><i>Source: Analysis by Hill Strategies Research based on 2001 and 2006 census custom 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 6 provides a graphic view of the nine Mississauga neighbourhoods with an increase in the concentration of artists between 2001 and 2006. The map shows that the neighbourhoods with an increase in the concentration of artists are spread through various areas of the city.

**Map 6: Nine Mississauga neighbourhoods with an increase in the concentration of artists between 2001 and 2006**



**Legend:** 1: L5E (0.4% increase, yellow), T2: L5J (0.2% increase, orange), T2: L4Z (0.2% increase, orange), T4: L5C (0.1% increase, pink), T4: L5V (0.1% increase, pink), T4: L4W (0.1% increase, pink), T4: L5R (0.1% increase, pink), T4: L5A (0.1% increase, pink), T4: L5N (0.1% increase, pink).  
Source: Analysis by Hill Strategies Research based on 2001 and 2006 census custom data requests.

As noted above, only five Mississauga neighbourhoods saw a decrease in the concentration of artists between 2001 and 2006. A surprising finding is that the two neighbourhoods with the highest concentration of artists in 2001 saw the largest decrease in concentration by 2006: L5G saw a 0.6% decrease in the concentration of artists, from 1.7% in 2001 to 1.1% in 2006. L5H saw a 0.4% decrease in the concentration of artists, from 1.0% in 2001 to 0.6% in 2006.

**Map 7: Five Mississauga neighbourhoods with a decrease in the concentration of artists between 2001 and 2006**

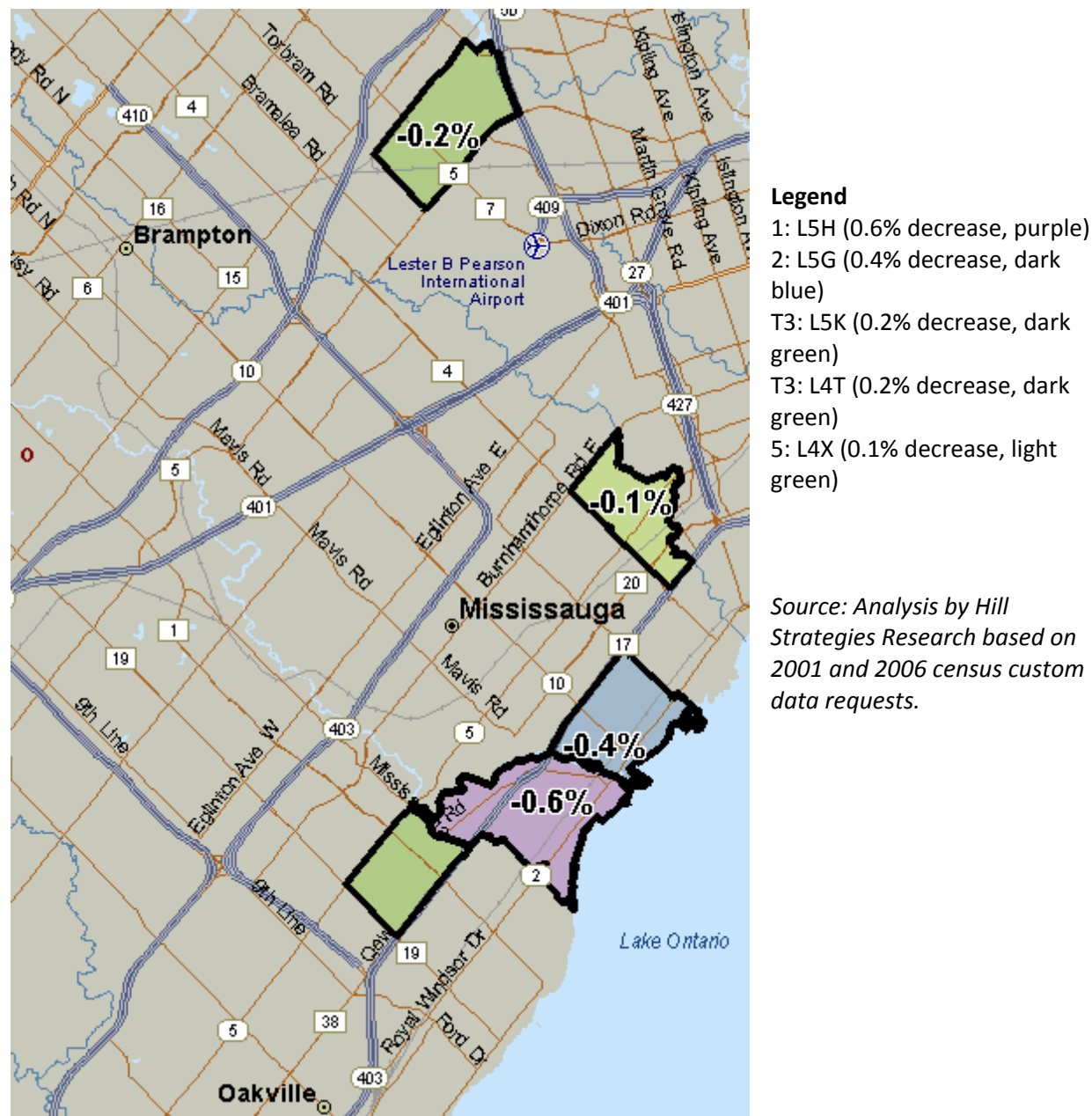


Table 4 examines the changes between 2001 and 2006 in the five Mississauga neighbourhoods with the highest concentration of artists in 2006. The table shows that there have been some shifts in the top neighbourhoods since 2001. However, three of the top five neighbourhoods in 2001 were still among the top five in 2006. The #1 ranked neighbourhood in 2001 (L5H) remained at #1 in 2006 despite a decrease in its concentration of artists. In three of the top five neighbourhoods, the number and concentration of artists increased between 2001 and 2006.

<b>Table 4: Changes between 2001 and 2006 in the five Mississauga neighbourhoods with the highest concentration of artists 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>
L5H	1	1	1.7%	1.1%	-0.6%	170	115	-55
L5E	T7	2	0.6%	0.9%	0.4%	40	70	30
L4W	T4	T3	0.7%	0.8%	0.1%	95	110	15
L4Y	T4	T3	0.7%	0.8%	0.0%	100	100	0
L4Z	T7	T3	0.6%	0.8%	0.2%	110	150	40
<b>Mississauga totals</b>			<b>0.6%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>2,000</b>	<b>2,300</b>	<b>300</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>								

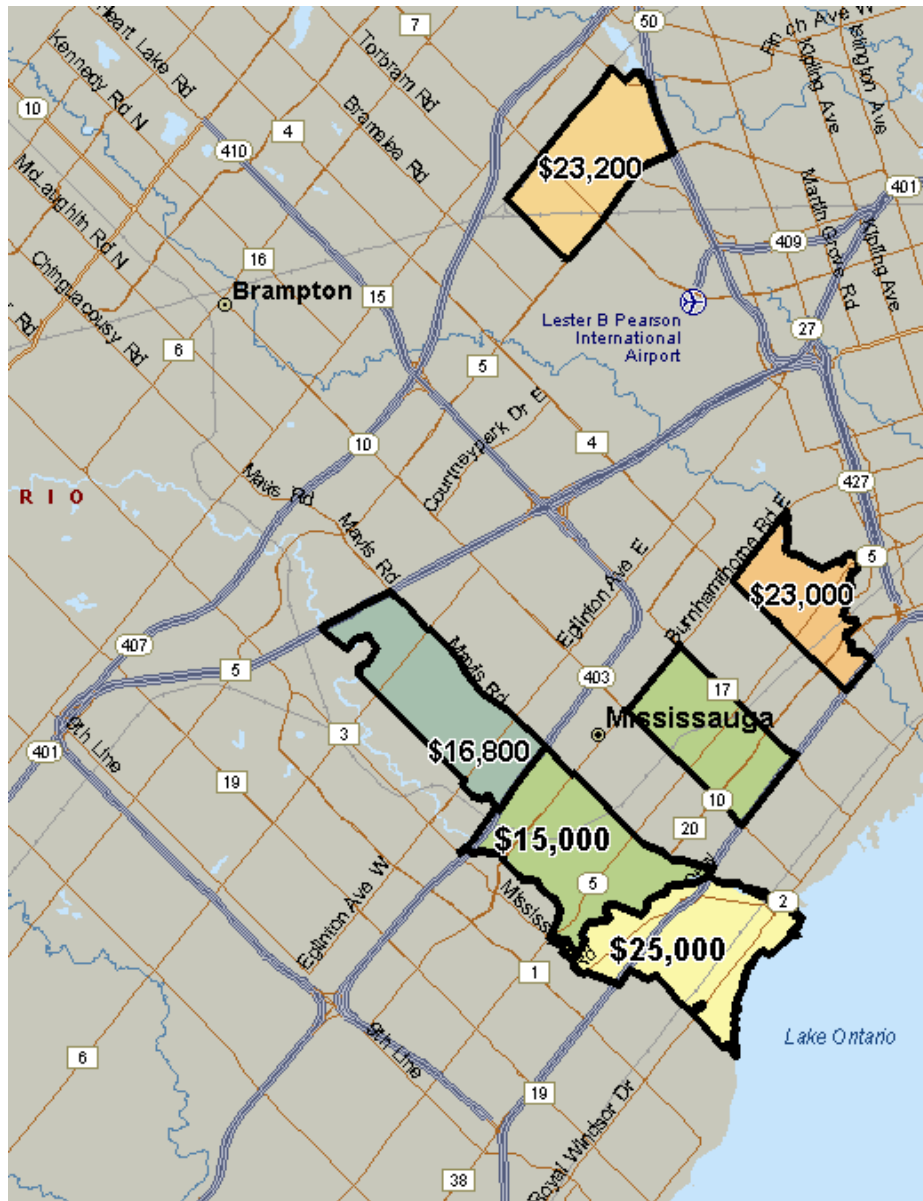
### *Neighbourhoods with the highest median earnings of artists in 2006*

In Mississauga, the median earnings of artists are only \$13,000. Table 5 provides a list of the six Mississauga neighbourhoods where the median earnings of artists are at least \$15,000. In the top three neighbourhoods, artists have median earnings of \$23,000 or more. The L5H neighbourhood has both the highest concentration and median earnings of artists.

<b>Table 5: Six Mississauga 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>
L5H	\$25,000	115	1.1%
L4T	\$23,200	45	0.2%
L4X	\$23,000	55	0.5%
L5V	\$16,800	110	0.4%
L5A	\$15,000	130	0.5%
L5C	\$15,000	120	0.7%
<b>Mississauga</b>	<b>\$13,000</b>	<b>2,300</b>	<b>0.6%</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 8 shows that the six areas with the highest median earnings of artists are located in various parts of the city.

**Map 8: Six Mississauga neighbourhoods with the highest median earnings of artists in 2006**



**Legend**

- 1: L5H (\$25,000, yellow)
- 2: L4T (\$23,200, light orange)
- 3: L4X (\$23,000, orange)
- 4: L5V (\$16,800, teal)
- T5: L5A (\$15,000, green)
- T5: L5C (\$15,000, green)

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

### *Artists by sex and education in Mississauga in 2006*

Women are in the majority among Mississauga artists. The city has 1,240 female artists, representing 54% of all artists in the city.

Of 16 neighbourhoods in Mississauga with reliable data (i.e., with 40 or more female artists), nine have more female than male artists.

Table 6 provides a list of the six Mississauga neighbourhoods with the highest proportion of female artists. All of these neighbourhoods have a concentration of artists that is similar to the concentration in the city as a whole.

<b>Table 6: Six Mississauga 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>
L4X	55	45	82%	0.5%
L5W	65	45	69%	0.6%
L5M	220	150	68%	0.5%
L5R	140	95	68%	0.7%
L5G	75	50	67%	0.6%
L4Z	150	95	63%	0.8%
<b>Mississauga</b>	<b>2,300</b>	<b>1,240</b>	<b>54%</b>	<b>0.6%</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>				

Of the City of Mississauga's 2,300 artists, 800 (or 35%) have attained a bachelor's degree or higher.

There is reliable education data for only seven of 19 neighbourhoods. As such, further analysis of the education data by neighbourhood will not be presented here.

### *Comparisons with other municipalities*

Among Canadian municipalities, Mississauga ranks eighth in terms of the number of artists (2,300). The City of Toronto has the largest absolute number of artists (22,300), followed by Montreal (13,400) and Vancouver (8,200). Four other Canadian cities have more artists than Mississauga, including Calgary (5,100), Ottawa (4,600), Edmonton (3,300), and Winnipeg (2,900). Mississauga, with 2,300 artists, has a similar number of artists as Halifax (2,200) and Quebec City (2,100). These ten cities house almost one-half (47%) of Canada's 140,000 artists.

Among the five very large cities in the original neighbourhood study, 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. Figure 2 provides a comparison of 10 large Canadian cities.

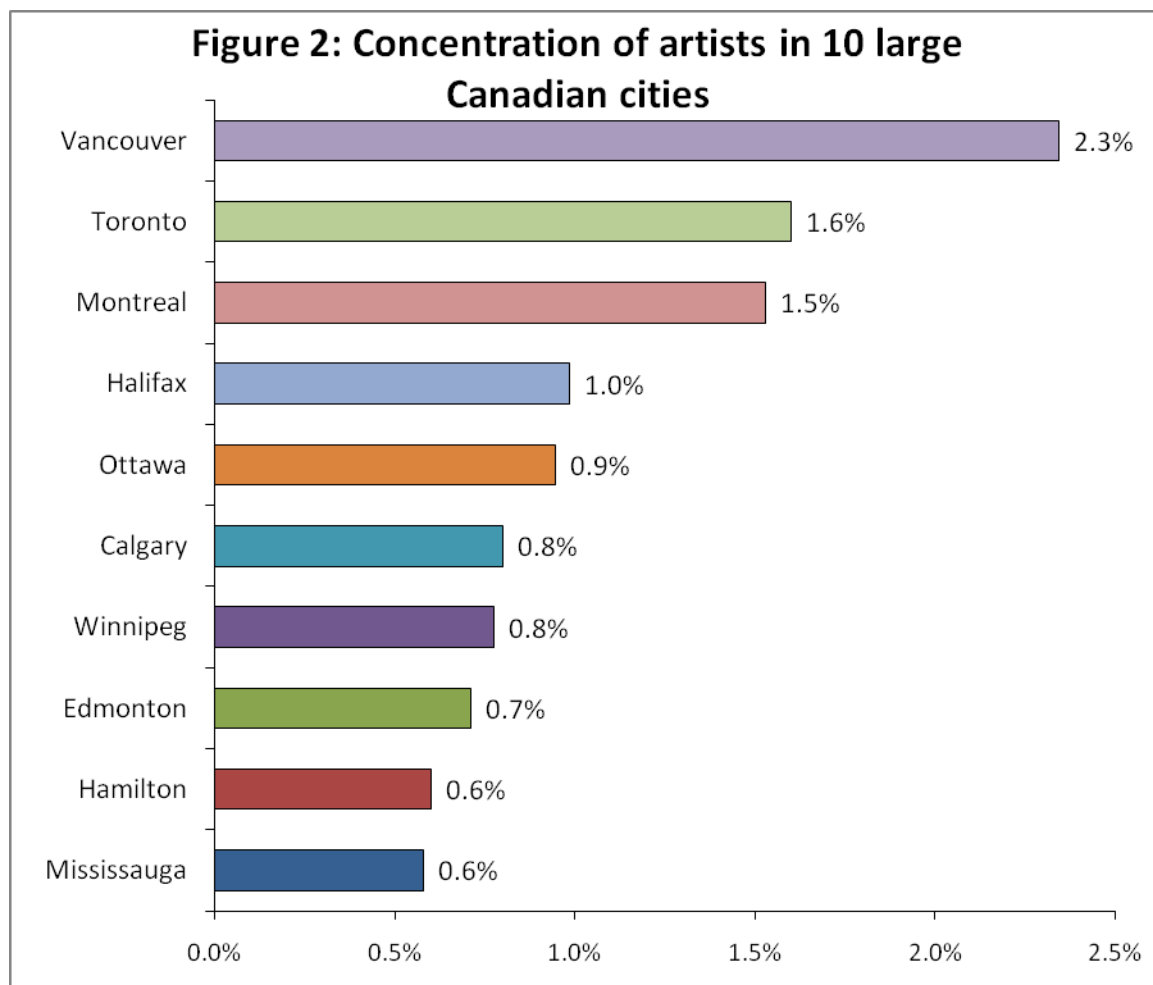




Table 7 below provides a comparison of the number and concentration of artists in Canada's largest cities.

<b>Table 7: Comparison of the number and concentration of artists in Mississauga and other large Canadian cities, 2006</b>			
<b>Municipality</b>	<b>Concentration of artists</b>	<b>Artists (#)</b>	<b>Overall labour force</b>
Vancouver	2.3%	8,155	347,135
Toronto	1.6%	22,265	1,395,175
Montreal	1.5%	13,425	877,465
Halifax	1.0%	2,215	224,735
Ottawa	0.9%	4,550	480,520
Calgary	0.8%	5,110	639,055
Winnipeg	0.8%	2,905	374,125
Edmonton	0.7%	3,255	458,310
Hamilton	0.6%	1,680	280,930
<b>Mississauga</b>	<b>0.6%</b>	<b>2,285</b>	<b>393,100</b>
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>			

Mississauga has essentially the same concentration of artists as some other Ontario cities, including London, Hamilton, Kitchener and Vaughan (all 0.6%). Among Greater Toronto Area municipalities, the concentration of artists is highest in Oakville (1.0%). As shown in Figure 3, a number of other GTA municipalities have a concentration of artists that is 0.7% or 0.6%. The concentration of artists in neighbouring Brampton (0.3%) is much lower than in Mississauga.

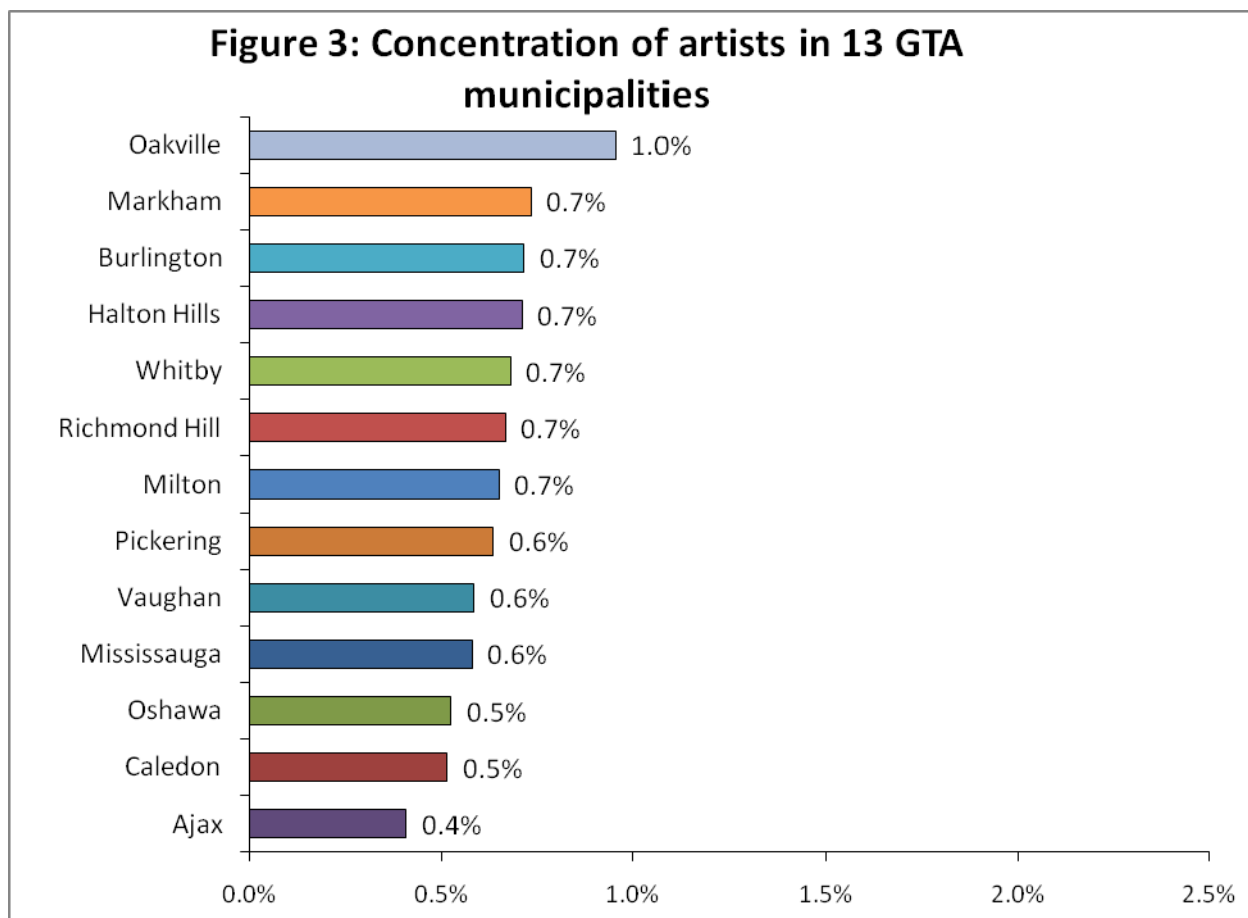
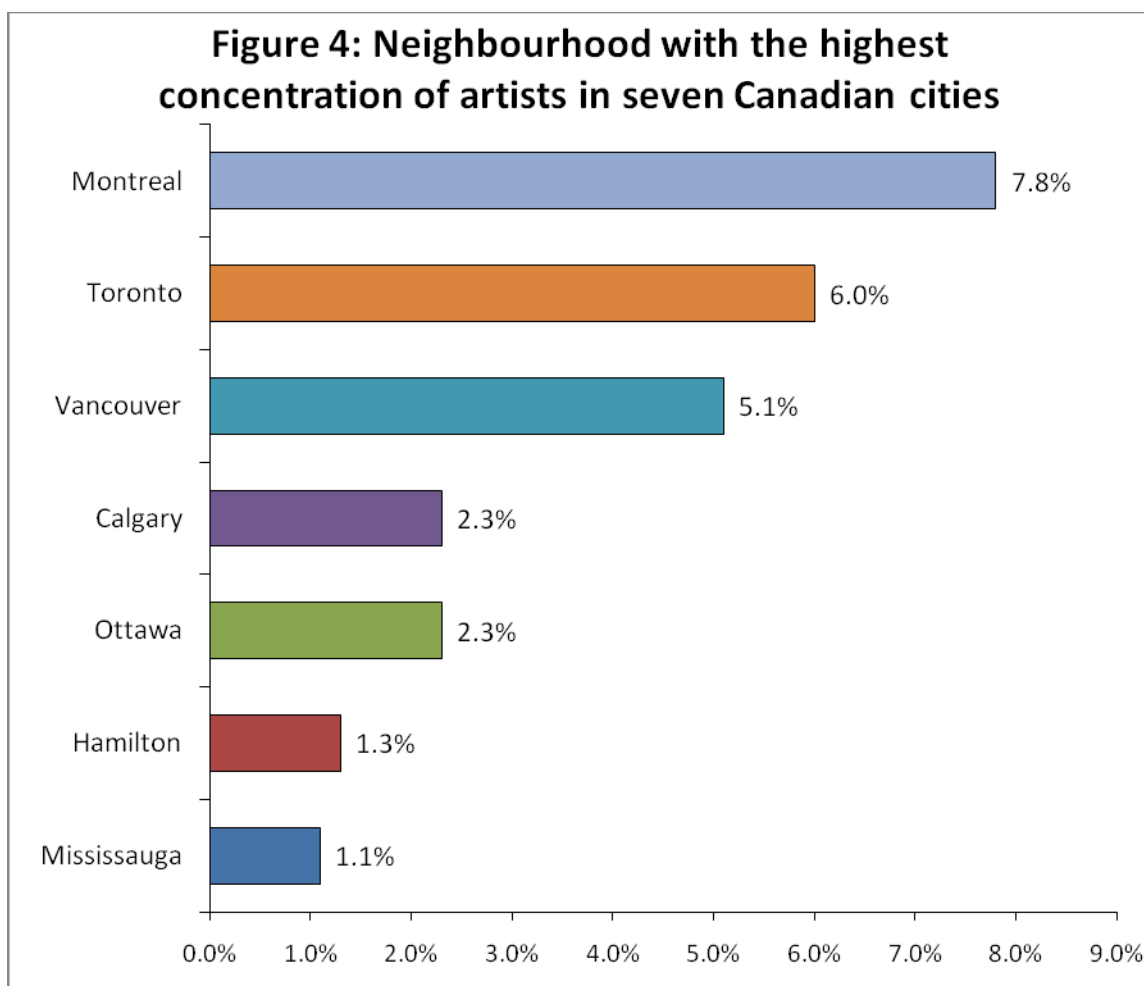


Table 8 below provides a comparison of the number and concentration of artists in a number of Greater Toronto Area municipalities.

<b>Table 8: Comparison of the number and concentration of artists in Mississauga and other GTA municipalities, 2006</b>			
<b>Municipality</b>	<b>Concentration of artists</b>	<b>Artists (#)</b>	<b>Overall labour force</b>
Oakville	1.0%	940	98,395
Markham	0.7%	1,115	151,720
Burlington	0.7%	715	99,925
Halton Hills	0.7%	240	33,725
Whitby	0.7%	455	66,835
Richmond Hill	0.7%	635	95,010
Milton	0.7%	225	34,575
Pickering	0.6%	340	53,500
Vaughan	0.6%	815	139,170
<b>Mississauga</b>	<b>0.6%</b>	<b>2,285</b>	<b>393,100</b>
Oshawa	0.5%	435	82,635
Caledon	0.5%	180	34,865
Ajax	0.4%	220	53,710
<i>Not on chart:</i>			
Brampton	0.30%	795	250,455
<i>Source: Analysis by Hill Strategies Research based on a 2006 census custom data request.</i>			

As noted in the introduction, this report was inspired by a similar report for the cities of Montreal, Ottawa, Toronto, Calgary and Vancouver. That being said, this type of neighbourhood analysis is quite innovative and is not yet widespread among Canadian municipalities. As such, there are relatively few comparisons available on a neighbourhood basis. Other than Mississauga and the five very large cities, this type of analysis has only been conducted for the City of Hamilton. These six cities are the pool of comparative data available regarding artists by neighbourhood.

As shown in Figure 4, Mississauga has a lower concentration of artists on a neighbourhood level than the five very large Canadian cities. The top neighbourhood in Mississauga (L5H) has a concentration of artists of 1.1%, about one-half of the concentration of the top neighbourhoods in Ottawa and Calgary (2.3%) and even lower compared with Montreal, Toronto and Vancouver (7.8% in Montreal, 6.0% in Toronto and 5.1% in Vancouver). The top neighbourhood in Hamilton has a concentration of artists of 1.3%, slightly higher than L5H in Mississauga.



Artists' median earnings are low in all cities, and a substantial earnings gap exists between artists and the overall labour force. The gap between the median earnings of artists and all workers is 36% or 37% in Montreal, Toronto and Vancouver but is more than 50% in Calgary and Ottawa. In Mississauga, the gap between the median earnings of artists and all workers is 58%, slightly higher than the provincial gap of 53%. In Hamilton, the earnings gap is 59%.

The percentage of artists with at least a bachelor's degree is 35% in Mississauga, slightly below the Ontario average of 41%. The percentage of artists with at least a bachelor's degree is 33% in Hamilton but is at least 42% in the five very large cities in the original neighbourhoods report.

The percentage of Mississauga artists who are female is 54%, which is similar to the Ontario average of 53%. The percentage of artists who are women is also 54% in Hamilton. In Calgary and Ottawa, the nine arts occupations are strongly female-dominated, with 60% or 61% of artists being women. In Montreal, Toronto and Vancouver, less than half of artists are women.

## **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>

<b>Occupation title and code</b>	<b>Definition</b>
Actors and comedians (F035)	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. <i>Exclusions: Persons who teach acting in post-secondary, secondary or elementary schools (E1, Teachers and Professors).</i>
Artisans and craftspersons (F144)	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. <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>
Authors and writers (F021)	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. <i>Exclusions: Journalists (F023, Journalists).</i>
Conductors, composers and arrangers (F032)	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. <i>Exclusions: Occupations concerned with performing or teaching instrumental or vocal music (F033, Musicians and Singers).</i>

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>
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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