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- **Census metropolitan areas as culture clusters, 2001** 2
 Almost 600,000 Canadians worked in culture industries in 2001 and over one-half of them were located in just three metropolitan centres: Toronto, Montréal and Vancouver. However, other urban areas formed smaller, but important "culture clusters," according to a comprehensive new report.

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MAJOR RELEASES

Census metropolitan areas as culture clusters

2001

Almost 600,000 Canadians worked in culture industries in 2001 and over one-half of them were located in just three metropolitan centres: Toronto, Montréal and Vancouver. However, other urban areas formed smaller, but important "culture clusters," according to a comprehensive new report.

Of these culture industry workers, 80% resided in one of the nation's 27 census metropolitan areas and 51% resided in Toronto, Montréal and Vancouver. About one-third of Canada's total labour force was located in these three centres.

Toronto alone had an estimated 154,000 culture industry workers in 2001, followed by Montréal (97,800) and Vancouver (54,500).

Toronto was the nation's dominant force for culture industries, particularly from the point of view of earned revenues. It had a large cultural work force involved in industries such as advertising, printing, motion picture and video industries, publishing and specialized design services.

Montréal formed the second largest bastion of culture in terms of wages and earned revenue for most culture industries, but it led on all measures for the performing arts. It also had more firms than Toronto in several culture industries, including film production, performing arts, book publishing and sound recording.

Other metropolitan areas formed smaller, but notable, "culture clusters." These included Vancouver and, to a lesser extent, Halifax, for domestic film production. Vancouver, Ottawa–Hull and Winnipeg earned sizeable shares of performing arts revenues, and St. Catharines–Niagara had the highest per capita revenues.

Victoria and Vancouver had highest share of labour force employed in culture occupations

Data on industry employment provide a broad statistical look at culture within Canada's metropolitan areas. However, culture industries employ workers in occupations such as administration and accounting that are not directly involved in the production of culture. Consequently, this report examines culture occupations, defined in terms of the type of the work people do rather than the industry in which they are employed.

Note to readers

This report is the fourth in a series that develops statistical measures to shed light on important issues for Canada's cities. Statistics Canada has worked on this project in collaboration with the Cities Secretariat, Infrastructure Canada. Canadian Heritage has provided funding for this particular report.

The objective is to provide statistical measures of trends and conditions in our larger urban areas and the neighbourhoods within them. These measures will be available for use in city planning and in policy development.

This report paints a statistical portrait of culture in Canada's 27 census metropolitan areas. It examines the culture labour force in these centres, culture programs in universities and colleges and the output of culture firms and organizations. It shows which metropolitan areas are clusters of culture, that is, those that have large concentrations of culture workers, students and firms.

In addition, it examines characteristics of culture workers, and their differences across metropolitan areas based on age, gender, visible minority status, Aboriginal status, education level and several other variables.

Data came primarily from the 2001 Census, as well as from Statistics Canada's Culture Statistics Program and the Centre for Education Statistics.

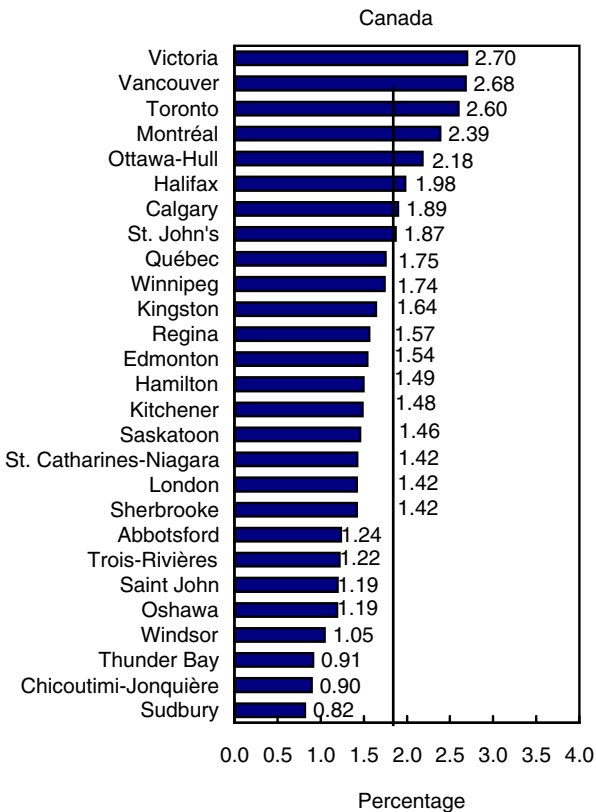
In 2001, 218,000 Canadians worked in culture occupations in Canada's 27 metropolitan areas, or 2.1% of the total labour force of 10.3 million who worked in these centres.

The two metropolitan areas with the highest proportion of their total labour force employed in cultural occupations were both in British Columbia: Victoria and Vancouver. In both areas, 2.7% of the work force was employed in cultural occupations. Sudbury was at the other end of the range with 0.8% of their labour force employed as culture workers.

The high proportion of culture workers in Victoria was due to high numbers employed as musicians, singers, authors, writers, artisans and craftspeople, painters, sculptors and other visual artists. Vancouver had a much higher than average share of its labour force employed as graphic designers, architects, producers, directors and choreographers, actors and comedians, musicians, singers, painters and sculptors and other visual artists.

In Toronto, 2.6% of the work force, or 65,500 people, were employed in a cultural occupation. Many of these individuals worked in Toronto's theatre and advertising sectors, and many worked as producers, actors, and graphic, theatre and fashion designers.

Percentage of labour force employed in a culture occupation



Ottawa–Hull had a high percentage of its labour force employed in culture occupations relative to other urban areas. The government sector played an important role in this, with many culture workers employed as librarians, archivists, editors, journalists and conservators and curators.

Halifax and St. John's also had high percentages of their labour forces in culture occupations, ranking 6th and 8th out of the 27 urban centres.

Smaller urban centres led in per capita enrolment and graduates

This report also examined the number of students in universities, community colleges and trade schools to determine which metropolitan areas were principal suppliers to the culture labour market.

Montréal and Toronto had the highest number of enrolments and graduates in culture courses, further strengthening their position as culture clusters.

However, smaller urban centres stood out when enrolment and graduates were expressed on a

per capita basis. These centres included Kingston, Chicoutimi–Jonquière, Sherbrooke, Halifax and London.

For example, in the academic year 1998/99, Kingston had 1.2 students enrolled in a culture program for every 100 residents. In 2000, it had 0.27 culture graduates for every 100 residents. This is the result of a large university (Queen's University) in a smaller urban centre, and the high enrolment and large number of graduates from its English program.

Like Kingston, Sherbrooke had high per capita enrolments and graduates, thanks to the French program at local universities. Halifax also had a large number of university culture students relative to its population. It ranked third amongst urban centres in terms of per capita culture enrolment and tied for second for graduates.

Workers in culture occupations more likely to migrate than non-culture workers

Overall, culture workers were more likely to move from place-to-place than non-culture workers. In fact, 1 out of every 8 culture workers in an urban centre in 2001 had migrated there from elsewhere in Canada during the previous five years. This contrasts with 1 out of every 10 non-culture workers.

Furthermore, culture workers in all but one urban centre were more likely than non-culture workers to have left their original metropolitan area between 1996 and 2001, for another destination in Canada. The sole exception was St. John's, where culture workers were more prone to stay even though the unemployment rate among culture workers was higher there than for non-culture workers.

Between 1996 and 2001, Toronto and Montréal had the largest net inflow of culture workers from other areas.

In terms of international migration, 6% of culture workers in Toronto in 2001 had immigrated to Canada in the previous five years. In contrast, 7.5% of its non-culture workers were recent immigrants.

The situation was reversed in Vancouver and Montréal. For example, 7.9% of all culture workers in Vancouver were recent immigrants in 2001, compared with 7.0% of non-culture workers.

Culture workers older on average and tend to earn less than non-culture workers

Culture workers were on average older and more highly educated than non-culture workers. They were also less likely to be a visible minority or an Aboriginal person.

On average, culture workers in urban centres had average earnings of \$31,000 in 2000, lower than the average of \$33,800 for non-culture workers.

The gap between the two groups was smallest in the largest urban centres. This was likely due to the greater prevalence of well-paying cultural occupations, such as architects, in large urban centres.

Culture workers in Ottawa–Hull and Toronto had the highest average employment incomes, just below that of their non-culture counterparts.

Culture workers in urban centres were also five times more likely to have earned income from self-employment than non-culture workers. However, culture workers in urban centres had an average income from self-employment of only \$22,200 in 2000, well below the average of \$33,100 for non-culture workers.

Definitions, data sources and methods: survey numbers, including related surveys, 2413, 2414, 2415, 2416, 3105, 3107, 3108, 3122, 3124, 3139, 3155 and 3901.

The fourth research paper in the new series *Trends and Conditions in Census Metropolitan Areas: Census Metropolitan Areas as Culture Clusters*, no. 4 (89-613-MIE2004004, free), is now available online. To access the series, go to the Statistics Canada home page, select *Studies* on the left sidebar, then under *Browse periodical and series*, choose *Free and for sale*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact David Coish (613-951-1075; david.coish@statcan.ca), Culture Statistics Program, Culture, Tourism and the Centre for Education Statistics. ■

OTHER RELEASES

Trends in biotechnology activity 1997 to 2001

Although a recent phenomenon, biotechnology in Canada was booming between 1997 and 2001, according to a new statistical portrait of innovative biotech companies.

The number of innovative biotechnology firms grew by one-third from 282 to 375 during this five-year period. Together, these firms generated \$3.6 billion in revenues in 2001, more than four times the level in 1997.

They also had more than 9,660 biotechnology products on the market in 2001, up from only 1,758 in 1997. ("Innovative" biotechnology firms use biotechnology to develop new products or processes.)

Combined, four-fifths of the innovative biotechnology firms were based in Quebec, Ontario and British Columbia in both 1999 and 2001.

For every \$100 invested in biotechnology research and development, companies generated \$267 in biotech revenues in 2001, compared with \$236 in 1999 and only \$165 in 1997.

The industry employed nearly 11,900 people in 2001, up from 7,700 in 1999. Although employment in biotechnology fell by 15% between 1997 and 1999, it rose by more than 50% in the following two years.

In 2001, medium-sized firms, or those with between 50 and 149 employees, appeared to stand out. First, there was an increase in the number of firms in this category, owing in part to the fact that some small firms moved to larger size categories.

In addition, medium-sized firms represented nearly 60% of the total change in the number of firms between 1999 and 2001. They also posted the highest rates of growth for both total revenues generated by biotechnology, and export revenues.

The amount of capital raised for biotechnology-related activities declined for all size categories between 1999 and 2001. However, the capital raised by medium-sized firms more than doubled.

The human health sector dominated the biotechnology field, accounting for more than half of all Canadian biotechnology firms in 2001. This group also accounted for the largest share of revenues (69%), and invested the largest amount (88%) of total biotechnology research and development.

Firms in the human health sector accounted for nearly 69% of all products commercialized by Canadian firms in 2001. They were followed by firms in agriculture and food processing. The latter firms, however, had the largest share of export revenues in that year.

Data for this analysis came from the Biotechnology Firm Survey of 1997 and the Biotechnology Use and Development Survey of 1999 and 2001.

Definitions, data sources and methods: survey number 4226.

The report *Trends in Canadian Biotechnology Activity, 1997 to 2001* no. 17 (88F0006XIE2004017) is now available online. From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *Science and technology*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Lara Raoub (613-951-3490; 1-514-333-4650), or Namatié Traoré (613-951-4489), Science, Innovation and Electronic Information Division. ■

Natural gas sales

August 2004 (preliminary)

Natural gas sales totalled 3 972 million cubic metres in August, up 0.6% from August 2003. Higher sales in the residential sector (+13.2%) and the commercial sector (+9.1%) were dampened by weaker volume (-2.0%) in the industrial sector (including direct sales).

Year-to-date sales at the end of August were down 1.2% from the same period of 2003. Both the residential (-3.7%) and the commercial (-5.0%) sectors posted declines. Natural gas use by the industrial (including direct sales) sector has risen 1.2% so far this year.

Natural gas sales

	August 2004 ^P	August 2003	August 2003 to August 2004 % change
	'000 of cubic metres		
Natural gas sales	3 972 205	3 949 566	0.6
Residential	472 146	417 130	13.2
Commercial	385 833	353 601	9.1
Industrial	1 487 385	1 550 792	-2.0
Direct	1 626 841	1 628 043	
	year-to-date		
	2004 ^P	2003	2003 to 2004 % change
	'000 of cubic metres		
Natural gas sales	47 867 204	48 431 032	-1.2
Residential	11 535 292	11 979 021	-3.7
Commercial	8 611 757	9 060 689	-5.0
Industrial	13 013 433	12 742 414	1.2
Direct	14 706 722	14 648 908	

^P Preliminary figures.

Definitions, data sources and methods: survey number 2149.

For more information, to order data, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; energ@statcan.ca), Manufacturing, Construction and Energy Division. ■

Rail in Canada 2002 (preliminary data)

Preliminary financial, operating and origin and destination statistics for railways operating in Canada are now available.

Available on CANSIM: tables 404-0004 to 404-0022.

Definitions, data sources and methods: survey numbers, including related surveys, 2734 and 2736.

To obtain data or more information, or to enquire about the concepts, methods or data

quality of this release, contact the dissemination unit (1-866-500-8400; transportationstatistics@statcan.ca) Transportation Division. ■

Asphalt roofing

September 2004

Data on asphalt roofing are now available for September.

Available on CANSIM: table 303-0006.

Definitions, data sources and methods: survey number 2123.

The September 2004 issue of *Asphalt Roofing*, Vol. 56, no. 9 (45-001-XIB, \$6/\$51) is now available. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; manufact@statcan.ca), Manufacturing, Construction and Energy Division. ■

Steel primary forms, weekly data

Week ending October 16, 2004 (preliminary)

Steel primary forms production for the week ending October 16 totalled 301 355 metric tonnes, up 5.1% from 286 611 tonnes a week earlier and down 2.0% from 307 651 tonnes in the same week of 2003.

The year-to-date total as of October 16 was 12 723 471 tonnes, up 2.4% from 12 422 163 tonnes in the same period of 2003.

Definitions, data sources and methods: survey number 2131.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; manufact@statcan.ca), Manufacturing, Construction and Energy Division. ■

NEW PRODUCTS

Asphalt Roofing, September 2004, Vol. 56, no. 9
Catalogue number **45-001-XIB** (\$6/\$51).

Retail Trade, August 2004, Vol. 76, no. 8
Catalogue number **63-005-XIE** (\$18/\$166).

Canadian International Merchandise Trade,
August 2004, Vol. 58, no. 8
Catalogue number **65-001-XIB** (\$15/\$151).

Imports by Commodity, August 2004, Vol. 61, no. 8
Catalogue number **65-007-XMB** (\$40/\$387).

Imports by Commodity, August 2004, Vol. 61, no. 8
Catalogue number **65-007-XPB** (\$84/\$828).

**Trends and Conditions in Census Metropolitan
Areas: Census Metropolitan Areas as Culture
Clusters**, no. 4
Catalogue number **89-613-MIE2004004**
(free).

**Science, Innovation and Electronic Information
Division Working Papers: Trends in Canadian
Biotechnology Activity: 1997 to 2001**, no. 17
Catalogue number **88F0006XIE2004017**
(free).

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Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit, 1995** 2
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about six trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1995** 4
Growth in productivity among Canadian businesses and industry work force in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

- Map-wanted index, May 1997 3
- Short-term Expectations Survey 8
- Steel primary forms, week ending May 31, 1997 12
- Egg production, Apr. 8, 1997 13

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RELEASE DATES: OCTOBER 25 TO 29

(Release dates are subject to change.)

Release date	Title	Reference period
25	Heritage institutions	2002/03
25	Parenting style and children's aggressive behaviour	1994 to 2000
26	Consumer Price Index	September 2004
26	Social anxiety disorder: Beyond shyness	2003
26	Employment Insurance	August 2004
27	Human activity and the environment	2004
27	Adult correctional services	2002/03
27	Employment, earnings and hours	August 2004
28	Industrial product and raw materials price indexes	September 2004
28	Business Conditions Survey: Canadian Manufacturing Industries	October 2004
29	Gross domestic product by industry	August 2004
29	Control and sale of alcoholic beverages	2003
