



# ARTS, ENTERTAINMENT AND RECREATION

## Economy - Sectors

Step 1: Understanding Yesterday and Today

### Metropolitan Core Jobs & Economy Land Use Plan

#### Highlights

- 2% of Metro Core workers are employed in this sector.
- Nearly one quarter are independent artists, writers and performers.
- The Metro Core has 54% of the city's jobs in this sector and 21% of the region's. This is lower than the average share of city and regional jobs located in the Metro Core. However, some sub-sectors (e.g., performing arts companies) have a very high share of city and regional jobs (87% of city jobs and 61% of regional jobs).
- 69% of the Metro Core employees in this sector live in Vancouver.
- The Central Business District and False Creek North/Yaletown have a larger number of these employees than any other Metro Core sub-area. False Creek North/Yaletown also has the largest percent of its jobs in this sector.



#### What is included in this sector?

This sector is comprised of establishments engaged in operating facilities or providing services to meet the cultural, entertainment and recreational interests of their customers (*Statistics Canada*).

Other info sheets are also related to arts. See [Information and Culture](#) and [High Tech/Creative](#).

#### JOBS

##### How many people are employed in this sector?

In 2001, 3,900 people were employed in this sector in the Metro Core. This is 2% of all Metro Core employees. The largest employers in this sector in the Metro Core are: independent artists, writers and performers, other amusement and recreation providers, and gambling industries (Table 1).

**Table 1: Jobs by type**

(200 jobs or more in the Core)

Sub-sectors	Metro Core	
Independent artists, writers and performers	915	23%
Other amusement and recreation (e.g. marinas, billiard parlours).	785	20%
Gambling industries	655	17%
Performing arts companies	575	15%
Presenters of performing arts, sports and events	360	9%
Heritage institutions (e.g. museums)	255	7%
Total	3,900	100%

*Statistics Canada 2001 Census: Jobs by NAICS (4 digit), 2001.xls. See Note 1.*

#### How does this compare to the rest of the city and the region?

##### (a) Percent of total jobs

This sector accounts for approximately 2% of all jobs in the Metro Core. This is on par with the rest of the city and region where this sector accounts for approximately 3% and 2% of all employment respectively (Table 2 on next page).

	Metro Core	Rest of city	Rest of region
Total jobs	199,955	112,700	589,115
Number of people working in arts	3,900	3,375	11,550
% of total jobs	2%	3%	2%

Statistics Canada 2001 Census. Jobs by NAICS (2 digit), 2001.xls

### (b) Share of arts, recreation and entertainment jobs

The Metro Core has a lower than average share of city and regional jobs in this sector:

- 54% of city jobs in this sector are in the Metro Core (vs. 64% of all city jobs)
- 21% of regional jobs in this sector are in the Metro Core (vs. 22% of all regional jobs)

However, the Metro Core's share is higher than average in the following sub-sectors:

- Presenters of performing arts, sports & events
- Performing arts companies
- Gambling industries (Table 3).



Sub-sectors	Metro Core's share of city	City total	Metro Core's share of region	Region total
Presenters of performing arts, sports & events	87%*	415	61%*	590
Performing arts companies	82%*	705	54%*	1,060
Gambling industries	76%*	865	26%*	2,565
Independent artists, writers & performers	49%	1,865	24%*	3,795
Heritage institutions (e.g. museums)	47%	540	29%*	885
Other amusement & recreation (e.g. marinas, billiard parlours)	37%	2,100	9%	8,405
Spectator sports	30%	535	16%	1,025
Arts total	54%	7,275	21%	18,825
All sectors total	64%	312,660	22%	901,775

Statistics Canada 2001 Census: Jobs by NAICS (4 digit), 2001.xls. Note: \* indicates that the Metro Core share of city jobs in this sector is greater than 64% and of regional jobs is greater than 22%.

### How has this employment changed over time?

The analysis of economic sectors over time is limited due to changes to the industrial classification methods used by Statistics Canada over the past 25 years. In 1981, many of the jobs in the arts, entertainment and recreation sector were classified as "other services" (including independent artists, writers and performers, gambling services and marinas).

From 1981 to 2001, “other services” jobs in the Metro Core increased by 93%, compared to a 14% increase for all jobs (Table 4).

	1981	2001	% change
Total jobs	193,846	221,246	14%
Other services jobs	10,595	20,412	93%

Statistics Canada 1981& 2001 Census: Jobs by SIC, 1981 to 2001.xls. See Note 2.

### Who is working in this sector and what do they do?

Women occupy 49% of the positions in this sector in the Metro Core. This is on par with the rest of the city and region where women occupy 49% and 50% of the positions in this sector, respectively. Overall, women occupy 50% of all jobs in the region.

Fulltime workers hold 74% of the jobs in this sector in the Metro Core. This is higher than the rest of the city and region where 61% and 57% of workers are employed full time, respectively. Overall, 77% of all jobs in the region provide full time work (*Statistics Canada 2001 Census: Jobs by NAICS (2-digit and 4-digit) by work activity by sex.xls*).

Nearly half of the people employed in this sector work in art, culture, recreation and sport occupations (Table 5).

Occupation	Count	Percentage
Art, culture, recreation, sport	1,730	44%
Sales and service occupations	975	25%
Administrative	515	13%
Management	420	11%
Social science, education, etc	105	3%
Total	3,890	100.0%

Statistics Canada 2001 Census: Jobs by NAICS by Occupation, 2001.xls.

### Where do employees in this sector live?

Approximately 69% of the employees in this sector in the Metro Core reside in the City of Vancouver. This is well above the average of 53% across all sectors (Table 6).

Area	Count	Percentage
Vancouver *	2,670	69%
North Shore	335	9%
Burnaby/New West	270	7%
South of Fraser	175	4%
NE Sector	145	4%
Richmond	100	3%
Total	3,900	100%

Statistics Canada 2001 Census: Jobs by NAICS by POR, Metro Core, 2001.xls. Note: \* includes people who work at home in this sector in the Metro Core.

## BUSINESSES

### How many businesses are in this sector and what size are they?

There are approximately 600 business establishments in this sector in the Metro Core. This is 2% of all businesses in the Metro Core (compared to 2% of all Metro Core employees).

Statistics Canada lists many businesses as indeterminate in size (51% in this sector - see Note 3). Of those businesses in this sector for which size is known (Table 7):

- 90% have fewer than 50 employees.
- 13 businesses have greater than 100 employees.

### How do these businesses compare to the rest of the city and the region?

The sizes of Metro Core arts, recreation and entertainment sector businesses are similar to those in the rest of the city and region (Table 7).

# of employees	Metro Core		Rest of city		Rest of region	
	Count	%	Count	%	Count	%
1-4	145	52%	142	62%	388	51%
5-19	87	31%	52	23%	244	32%
20-49	20	7%	15	7%	57	8%
50-99	14	5%	8	4%	36	5%
100-499	11	4%	9	4%	30	4%
500+	2	1%	2	1%	1	0%
Total	279	100%	228	100%	756	100%

Statistics Canada: Businesses by NAICS (2-digit) by Size, 2001.xls. Note: The data in this table do not include businesses of indeterminate size.

## SPACE AND LOCATION

### How many people work from home in this sector?

Of those people employed in this sector in the Metro Core, 14% work from home (Table 8).

	Metro Core	City	GVRD
Total	3,900	7,280	18,835
Work at home	540	1,550	3,635
%	14%	22%	19%
% across all sectors	3%	7%	9%

Statistics Canada: *Jobs by NAICS (2 digit), 2001.xls*.  
Note: Figures above do not include employees with no fixed place of work.

### Where in the Metro Core is this sector located?

The largest numbers of jobs in this sector by employment area are as follows (see Figure 1 on 2<sup>nd</sup> last page):

- Central Business District - 705 jobs
- False Creek North/Yaletown - 705.

Overall, this sector accounts for 2% of all employment in the Metro Core. Sub areas where this sector comprises significantly more than 2% are:

- False Creek North/ Yaletown (9%)
- Granville Island (8%)
- DTES West (5%) (see Table 9 on 2<sup>nd</sup> last page).

### What types of space does this sector occupy?

While specific data is not available to connect each sector with its type of space, observation suggests that the types of spaces occupied by businesses in the Metro Core arts, recreation and entertainment sector vary considerably across businesses. Spaces occupied range from large venues such as BC Place and the Centre in Vancouver for Performing Arts to office spaces occupied by agents and managers.

Some of the larger cultural facilities in the Metro Core include:

- Plaza of Nations: 8,200 seats
- Queen Elizabeth Theatre: 2,929 seats
- Orpheum Theatre: 2,780 seats
- The Vogue Theatre: 1,146 seats

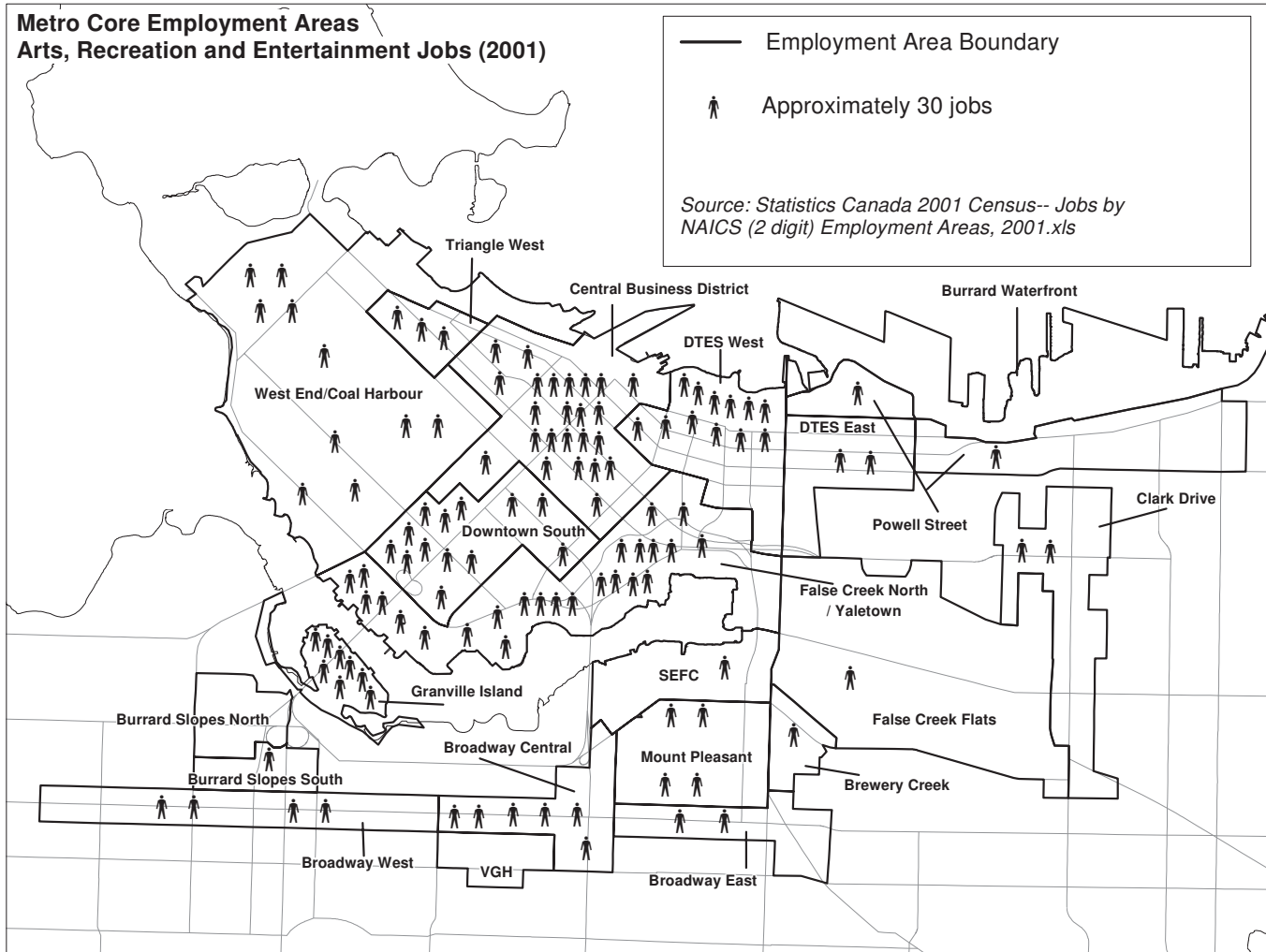
(City of Vancouver. 2005. City of Vancouver Performing Arts Facilities Inventory. City of Vancouver website: <http://www.vancouver.ca>).

## WHAT ELSE DO WE KNOW ABOUT THE ECONOMIC ROLE OF THIS SECTOR?

The arts entertainment and recreation sector typically generates 1% of British Columbia's Gross Domestic Product and accounts for nearly 3% of employees in BC. This is similar to the Metro Core where 2% of all employees work in this sector (*BC Stats-- BC GDP by Industry and BC Employment by Industry*).

In 1998, British Columbians had the highest museum and art gallery attendance rates of all Canadians. (*Museums and Art Gallery Attendance in Canada and the Provinces*, [www.hillstrategiesresearchinc.com](http://www.hillstrategiesresearchinc.com)).

Figure 1: Distribution of jobs



**Table 9: Arts, recreation and entertainment - share of employment area total jobs**

False Creek North/Yaletown	9%	Mount Pleasant	2%	Central Business District	1%
Granville Island	8%	Broadway Central	2%	DTES East	1%
DTES West	5%	West End/Coal Harbour	2%	False Creek Flats	1%
SEFC	3%	Brewery Creek	2%	Powell Street	1%
Downtown South	3%	Burrard Slopes South	1%	Burrard Slopes North	0%
Triangle West	2%	Clark Drive	1%	VGH	0%
Broadway East	2%	Broadway West	1%		

Statistics Canada 2001 Census-- Jobs by NAICS (2-digit), Employment Areas, 2001.xls. Note: Available data for the Burrard Waterfront employment area covers a geography that exceeds the boundaries of the Metro Core. Therefore, employment data for the Burrard Waterfront has been omitted from this information sheet.

## Sources / Contacts

Sources of information are recorded throughout this Information Sheet. Additional notes are provided here:

1) In this paper, NAICS refers to the 1997 North American Industrial Classification System, which was the system used by Statistics Canada in 2001 to categorize jobs and businesses by industry sector.

2) Re: Table 4 - Data in this table are categorized according to 1980 SIC (Standard Industrial Classification). SIC was the classification method used by Statistics Canada prior to the 2001 Census. The job totals in Table 4 are higher because they include an estimate of jobs with no fixed place of work. This estimate is reached by assigning to the Metro Core a share of the workers with no fixed place of work. The share is determined on a sector by sector basis and is based on the number of workers with a known place of work.

3) Re: Table 7 - Businesses in the “indeterminate” category have no employees registered on the payroll. They may have contract workers, or no workers at all. “Indeterminate” does not equate with “self-employed”. Self-employed businesses may be in either category.

This Information Sheet was published by the City of Vancouver. It is one in a series of Information Sheets produced for the Metropolitan Core Jobs and Economy Land Use Plan. The purpose of this initiative is to develop a long term land use policy plan to accommodate future economic activity and jobs in the Metro Core. For further information, please e-mail [corejobs@vancouver.ca](mailto:corejobs@vancouver.ca) or visit the website [www.vancouver.ca/corejobs](http://www.vancouver.ca/corejobs)