Ethnicity & Neighbourhood
Representations of Ontario

- 1967: “A place to stand” (from Expo67)
- 1988: discover the feeling
- 2003: You belong right here
- Ontario: yours to discover on Toronto
- This is living
- Have the messages changed?
- What has changed?
- Why?
In Canada

• Since 1970 Canada’s public culture has increasingly spoken of immigration, multiculturalism in positive terms

• Toronto celebrates its multiculture
  – Clip 1, Clip 2
Multiculturalism is Cool

- Public culture in urban Canada generally and Toronto in particular treats multiculturalism as “cool”.
- Why?
- Who gains/loses by this?
- What problems does it hide?
  - Presents the Canadian city as integrated, not segregated
Economy

• Multiculturalism became ‘cool’ in the days when the urban economy had lots of good jobs for recent immigrants
  – Racism, professional restrictions mattered little if you could still earn a living
• The job market is now more difficult for everyone
  – Recent immigrants feel the pinch
Geographic Shifts within the city

• Before 1970
  – Those with money settle in the suburbs
  – Suburbs affluent
  – Cheap inner city areas settled by recent, ethnic immigrants
  – Multiculturalism not yet cool
Geographic Shifts within the city

- From the 1980s
- Inner city (with its multicultural vibe) becomes attractive to those with money
  - Gentrification
  - Dramatic rise in inner city real estate values
- Those with less money, fresh immigrants head to the cheaper suburbs
  - City develops a ‘white’ core and ‘brown’ suburbs
MAP 2  Average Individual Income, City of Toronto, 1970
Average individual income from all sources, 15 years and over, census tracts

Census Tract Average Individual Income compared to the Toronto CMA Average
- Very High - More than 40% Above
- High - 20% to 40% Above
- Middle Income - 20% Below to 20% Above
- Low - 20% to 40% Below
- Very Low - More than 40% Below
- No Data

Note: Census Tract 2001 boundaries shown. There were 527 Census Tracts in 2001.
MAP 3  Average Individual Income, City of Toronto, 2000
Average individual income from all sources, 15 years and over, census tracts

Census Tract Average Individual Income compared to the Toronto CMA Average

- Very High - More than 40% Above
- High - 20% to 40% Above
- Middle Income - 20% Below to 20% Above
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Note: Census Tract 2001 boundaries shown. There were 527 Census Tracts in 2001.
In recent years has shown how Toronto has re-segregated along income and ethnic lines

• Inner city/City 1: wealthy, white
• Outer suburbs/City 3: poor, ethnic
• Inner suburbs/City 2: shrinking middle-class
MAP 1 Change in Average Individual Income, City of Toronto, 1970 to 2000
Average individual income from all sources, 15 years and over, census tracts

Change in the Census Tract
Average Individual Income
2000 compared to 1970

- Increase of 20% or More (103 Census Tracts, 20% of the City)
- Increase or Decrease is Less than 20% (224 Census Tracts, 43% of the City)
- Decrease of 20% or More (192 Census Tracts, 36% of the City)

Note: Census Tract 2001 boundaries shown. There were 527 Census Tracts in 2001.
<table>
<thead>
<tr>
<th><strong>OVERVIEW &amp; POPULATION</strong></th>
<th><strong>City #1</strong></th>
<th><strong>City #2</strong></th>
<th><strong>City #3</strong></th>
<th><strong>City of Toronto</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Number and % of census tracts in the City</td>
<td>103 / 20%</td>
<td>224 / 43%</td>
<td>192 / 36%</td>
<td>100%</td>
</tr>
<tr>
<td>2. Land area, square kilometres and % of City land area</td>
<td>109 / 17%</td>
<td>265 / 42%</td>
<td>257 / 41%</td>
<td>632</td>
</tr>
<tr>
<td>3. Total Dwellings (thousands) and % of the City, 2001</td>
<td>185 / 20%</td>
<td>412 / 44%</td>
<td>340 / 36%</td>
<td>934</td>
</tr>
<tr>
<td>4. Population in 2001 (thousands) and % of City</td>
<td>417 / 17%</td>
<td>1,035 / 42%</td>
<td>1,002 / 40%</td>
<td>2,481</td>
</tr>
<tr>
<td>5. Population change, 1971 to 2001 as a % of 1971</td>
<td>-7%</td>
<td>-3%</td>
<td>+80%</td>
<td>+20%</td>
</tr>
<tr>
<td>6. Population change, 2001 to 2006 as a % of 2001</td>
<td>+3%</td>
<td>-1%</td>
<td>-1%</td>
<td>+1%</td>
</tr>
<tr>
<td>7. White population, 2001</td>
<td>84%</td>
<td>67%</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>8. Black population, 2001</td>
<td>2%</td>
<td>6%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>9. Chinese population, 2001</td>
<td>6%</td>
<td>9%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>10. South Asian population, 2001</td>
<td>2%</td>
<td>6%</td>
<td>17%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Characteristics of the Three Cities, grouped on the basis of 30-year average individual income trends, 1970 to 2000, by census tract**
Geographical Shifts

• Economic shifts have seen Canadian cities lose manufacturing and service jobs to lower-wage economies
  – Technology has eliminated some jobs, created others, moved them around

• Ontario’s cities have lost jobs relative to Alberta, BC
Labour Market Shifts

• The workplace has changed
• Shift from full-time to part-time employment
• Segmentation of the labour market:
  – Core workers
  – Contract workers
  – Contingent workers
The Middle Class

- Weakening of the middle class from the 1980s onwards
- Income gaps widening
  - Wealthy getting richer, poor get poorer, fewer middle income people
- Perhaps see this in the weakening of the Liberal Party
Liberal Vote 2004 Federal

In the 2004 federal election, the Liberals came out on top in 91% of the city’s neighbourhood polling divisions, en route to capturing 55% of the popular vote and all but one of Toronto’s seats.
Liberal Vote 2011 Federal

33%

Seven years later, the Liberals managed to claim only 33% of the polling divisions and 35% of the popular vote, winning just six of the city’s 23 federal ridings.
Gentrification

• Major migrations of upper income people to the inner city
  – Transforming its real estate values
  – Can afford to enjoy the city’s urban/ethnic vibe

• Most of the city’s public intellectuals, media opinion leaders live there now
  – Despise the suburbs
Ethnicity as Business

• Since 1970 Toronto’s local businesses have formed into 72 local Business Improvement Associations (BIAs)
  – Put up signs, provide distinct street furniture, consulted on changes to public space
  – Hold neighbourhood street festivals
  – Most classic ‘ethnic’ neighbourhoods now have a BIA
Ethnicity as Business

- Street and ethnic festivals draw performers and caterers
  - Many from the neighbourhood, ethnic group
  - Many who circulate from festival to festival
    - Imbayakunas
    - La Fiesta Catering
Ethnicity as Business

- Classic ethnic neighbourhoods have become marketable to gentrifiers outside the ethnic group
  - Little Italy
  - Little Italy
Ethnicity & Neighbourhood

• Public celebration of multiculture may represent progress
• But the urban economy and social geography is changing
• We celebrate multiculturalism while the urban social & economic space becomes more segregated.
Ethnicity & Neighbourhood

• The public culture of Toronto likes to celebrate some myths about ethnic neighbourhood
  – Toronto is a mixture of neighbourhoods
  – Certain ethnic neighbourhoods are classic and historic, celebrated
Ethnicity & Neighbourhood

• But things are more complex
• ‘Ethnicity’ isn’t simple, easily defined, real people and real neighbourhoods have ‘messy’ identities
  – British Immigrants a big feature of Corso Italia
• Neighbourhoods can be obliterated, forgotten
  – Widmer Street
Ethnicity & Neighbourhood

• At the moment Toronto’s public culture celebrates a multicultural mix
  – Which the gentrifiers love
• While the city generally becomes more segregated by income and ethnicity
Ethnicity & Neighbourhood

• The classic ethnic neighbourhoods which the gentrifiers love often make some claim to be historic
  – Although the gentrifiers seldom care about its historical reality
  – Old exteriors, ultra modern interiors
A Place to Grow