Alberta Information, Culture and Recreation Industry Profile 2020
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Overview

The 2020 Industry Profile for the Information, Culture and Recreation industry provides statistics and trends in the labour market for this sector in Alberta. Topics include employment, unemployment, number of businesses, occupation, wages and demographics. All statistics provided are 12-month averages for the year. The statistics are from Statistics Canada's Labour Force Survey and the Alberta Wage and Salary Survey.

The Information, Culture and Recreation industry¹ in Alberta includes establishments such as:

- software, Internet, newspaper, periodical and book publishers
- motion picture and sound recording companies
- broadcasting and telecommunications companies
- Internet service providers, web search portals and data processing services
- libraries, archives and heritage institutions (e.g. museums, historic sites, zoos and botanical gardens)
- performing arts companies
- amusement parks and arcades
- casinos and lotteries
- golf courses, skiing facilities, and fitness and recreational sports centres

For more information, please see Statistics Canada North American Industry Classifications System (NAICS) Canada 2017 for descriptions of industries.

¹ North American Industry Classification System (NAICS) 2017 major group 51 and 71
Section A: Business Environment
1. Employment and Unemployment

FIGURE 1: EMPLOYMENT AND UNEMPLOYMENT

Data Source: Statistics Canada, Labour Force Survey, Table: 14-10-0023-01 (formerly CANSIM 282-0008), 2020
Note: N/A denotes not applicable. Employment share is obtained by dividing the number of employment in this industry by total employment in Alberta.

For more information on employment numbers or for a historical comparison, please go to Labour Force Statistics or Statistics Canada.

2. Industry Growth

- The Information, Culture and Recreation industry accounted for 3.3% of total employment in Alberta in 2020.
- Employment in this industry is expected to increase at an average rate of 1.4% from 2020 to 2023.2
- The industry is expected to account for 3.4% of total employment in Alberta in 2021.
- The above projection was completed prior to the economic decline associated with the COVID-19 pandemic and therefore may not capture economic conditions in the short term. However, the projections are expected to reflect long-term employment trends.

3. Facts, Trends and Outlook

According to the most recent Statistics Canada’s National Economic Accounts, the Information, Culture and Recreation industry accounted for approximately 2.7% of Alberta’s Gross Domestic Product (GDP) in 2020, a decline from 3.0% in 2010. Between 2010 and 2020, this industry’s contribution to Alberta’s total employment declined from 3.7% to 3.3%.

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Total employment in the Information, Culture and Recreation industry (the total number of employees and self-employed people 15 years and over) in 2020 was 4.0% lower than its level in 2019. Over the last 10 years, employment in this industry fell by 3.9%. There were 71,200 people employed in the industry in 2020, of whom 66.0% were fulltime and 34.0% were part-time.

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**FIGURE 2: LABOUR MARKET CHARACTERISTICS**

- **Alberta**
  - Average Number of Hours Worked/Week: 35.7 hrs/week (4.8%)
  - Average Job Tenure (Months): 96.9
  - Employees Under Union Coverage (%): 25.7%
  - Employees Working Overtime/Week: 21.8%

- **Information, Culture and Recreation Industry**
  - Average Number of Hours Worked/Week: 28.7 hrs/week (5.8%)
  - Average Job Tenure (Months): 87.2
  - Employees Under Union Coverage (%): 16.9%
  - Employees Working Overtime/Week: 14.1%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 14-10-0037-01 (formerly: CANSIM 282-0022), 14-10-0044-01 (formerly CANSIM 282-0031), 14-10-0055-01 (formerly CANSIM 282-0042), 14-10-0070-01 (formerly CANSIM 282-0078) and 14-10-0076-01 (formerly CANSIM 282-0084), 2020

Note: The percentage of multiple jobholders is obtained by dividing the number of multiple jobholders by total employment. This calculation method also applies to the percentage of employees under union coverage and the percentage of employees working overtime per week.
4. Size of Businesses by industry

**FIGURE 3: EMPLOYMENT BY ESTABLISHMENT SIZE**

<table>
<thead>
<tr>
<th>Businesses in Alberta</th>
<th>Businesses in Information, Culture and Recreation Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>621,500</td>
<td>20,600</td>
</tr>
<tr>
<td>34.9%</td>
<td>36.2%</td>
</tr>
<tr>
<td>599,600</td>
<td>19,500</td>
</tr>
<tr>
<td>33.7%</td>
<td>34.3%</td>
</tr>
<tr>
<td>343,900</td>
<td>11,700</td>
</tr>
<tr>
<td>19.3%</td>
<td>20.6%</td>
</tr>
<tr>
<td>213,500</td>
<td>5,100</td>
</tr>
<tr>
<td>12.0%</td>
<td>9.0%</td>
</tr>
</tbody>
</table>

Data Source: Statistics Canada. Table: 14-10-0068-01 (formerly CANSIM 282-0076), 2020

*Percentages may not add up to 100 due to rounding.

Note: Statistics Canada’s survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. The total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

**FIGURE 4: CANADIAN BUSINESS COUNTS, WITH EMPLOYEES**

<table>
<thead>
<tr>
<th>Businesses with employees in Alberta</th>
<th>Businesses with employees in Information, Culture and Recreation Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>151,858</td>
<td>2,896</td>
</tr>
<tr>
<td>87.9%</td>
<td>45.7%</td>
</tr>
<tr>
<td>17,540</td>
<td>1,709</td>
</tr>
<tr>
<td>10.2%</td>
<td>27.0%</td>
</tr>
<tr>
<td>3,008</td>
<td>1,102</td>
</tr>
<tr>
<td>1.7%</td>
<td>17.4%</td>
</tr>
<tr>
<td>349</td>
<td>627</td>
</tr>
<tr>
<td>0.2%</td>
<td>9.9%</td>
</tr>
</tbody>
</table>


Employment by establishment size is based on the Labour Force Survey and provides the number of employees by establishment size. Canadian business counts is compiled from the Business Register and provides counts of active business establishments by employment size ranges.
Section B: Human Resources Profile

1. Occupation Information

Some examples of occupations in the Information, Culture and Recreation industry include:

- librarian
- cinematographer
- reporter
- curator
- professional athlete

For a complete listing of all occupations related to this industry, as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles webpage.

2. Demographics: Gender and Age

According to the Labour Force Survey, the gender breakdown of Albertans employed in the Information, Culture and Recreation industry in 2020 was as follows:

<table>
<thead>
<tr>
<th>Women employed</th>
<th>Men employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,300 people</td>
<td>37,900 people</td>
</tr>
<tr>
<td>46.8%</td>
<td>53.2%</td>
</tr>
</tbody>
</table>

Overall in Alberta, women accounted for 45.9% and men made up 54.1% of total employment (for all industries) in 2020.

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table: 14-10-0023-01 (formerly CANSIM 282-0008), 2020
*Percentages may not add up 100 due to rounding
3. Wages and Salaries

**CHART 1: HOURLY WAGE RATE IN ALBERTA, 2020**

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 14-10-0064-01 (formerly CANSIM 282-0072), 2020
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

4. Wage and Salary Information for Selected Occupations

**FIGURE 6: WAGE AND SALARY BY OCCUPATION**

Data Source: 2019 Alberta Wage and Salary Survey (AWSS). The AWSS is done once every 2 years
Note: Due to methodological changes, a direct comparison of survey results from different years is not recommended.

More information on wages and salaries is available online. For job descriptions, duties, skills and educational requirements of specific occupations in the Information, Culture and Recreation industry, visit the ALIS website.
Section C: Additional Information

Links to Industry Associations

- Alberta Media Production Industries Association
- Canadian Media Producers Association
- News Media Canada
- Library Association of Alberta
- Alberta Gaming and Liquor Commission
- Canadian Association of Wireless Internet Service Providers