



# Industry Profiles 2018

Information,  
Culture and  
Recreation Industry

*Alberta*   
Government

# OVERVIEW

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The Information, Culture and Recreation industry<sup>1</sup> 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 (i.e. museums, historic sites, zoos and botanical gardens);
- performing arts companies;
- amusement parks and arcades;
- casinos and lotteries; and
- golf courses, skiing facilities, and fitness and recreational sports centres.

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<sup>1</sup> North American Industry Classification System (NAICS) 2007 major groups 51 and 71

# SECTION A

## BUSINESS ENVIRONMENT

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### 1. 2017 Employment and Unemployment Numbers and Rates

Table 1

	Alberta	Information, Culture and Recreation Industry
Employment	2,286,900	73,600
Employment Share	N/A	3.2%
Unemployment	194,700	6,600
Unemployment rate	7.8%	8.2%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2017

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 the Labour Force Statistics<sup>2</sup> website or Statistics Canada<sup>3</sup>.

### 2. Industry's Growth

- The Information, Culture and Recreation industry accounted for 3.2% of total employment in Alberta in 2017.
- Employment in this industry is expected to grow at an average rate of 1.2% from 2017 to 2021<sup>4</sup>.
- The industry is expected to account for 3.4% of total employment in Alberta in 2018.

For more information, see the Alberta Learning Information Service (ALIS)<sup>5</sup> website for descriptions of industries.

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<sup>2</sup> See <http://work.alberta.ca/labour/labour-force-statistics-and-annual-reviews.html>

<sup>3</sup> See <http://www.statcan.gc.ca>

<sup>4</sup> Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2017 – 2021, Industry Employment Outlook

<sup>5</sup> See <http://www.alis.alberta.ca>

### 3. Facts, Trends and Outlook

According to Statistics Canada’s National Economic Accounts, the Information, Culture and Recreation industry accounted for approximately 2.3% of Alberta’s Gross Domestic Product in 2016, down from 2.5% in 2006. Its contribution to Alberta’s total employment declined from 3.8% in 2007 to 3.2% in 2017.

Total employment (the total number of employees and self-employed people, 15 years and over) in 2017 was 3.5% lower than its level in 2016. Over the last 10 years, employment fell by 2,400 from 2007, a 3.3% decrease. There were 73,600 employed in the industry in 2017, of whom 60.5% were full time and 39.5% were part time.

Table 2

Characteristic	Alberta	Information, Culture and Recreation
Median Retirement Age (years)	65.4	N/A
Average Number of Hours Worked per Week	36.7	29.0
Multiple Jobholders (% of total employment)	6.1%	10.2%
Average Job Tenure (months)	91.4	75.0
Employees Under Union Coverage (%)	25.0%	16.1%
Employees Working Overtime per Week (%)	17.8%	12.8%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2017, and custom tabulation (median retirement age)

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 in Alberta and the Industry

Table 3

Establishment Size	Businesses in Alberta		Businesses in Information, Culture and Recreation	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	675,100	35.4%	23,200	36.5%
20 to 99 employees	669,900	35.2%	23,900	37.6%
100 to 500 employees	342,000	18.0%	11,000	17.3%
More than 500 employees	217,600	11.4%	5,400	8.5%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2017

\* 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. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

# SECTION B

## HUMAN RESOURCES PROFILE

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### 1. Occupational Information

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

- librarian;
- cinematographer;
- reporter;
- curator; and
- 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<sup>6</sup> website.

### 2. Demographics: Gender and Age

According to the Labour Force Survey, the gender breakdown in the Information, Culture and Recreation industry in 2017 was as follows:

- women employed: 36,700 people, or 49.9%
- men employed: 36,900 people, or 50.1%

Overall in Alberta, women accounted for 45.5% and men made up 54.6% of total employment (for all industries).

Table 4

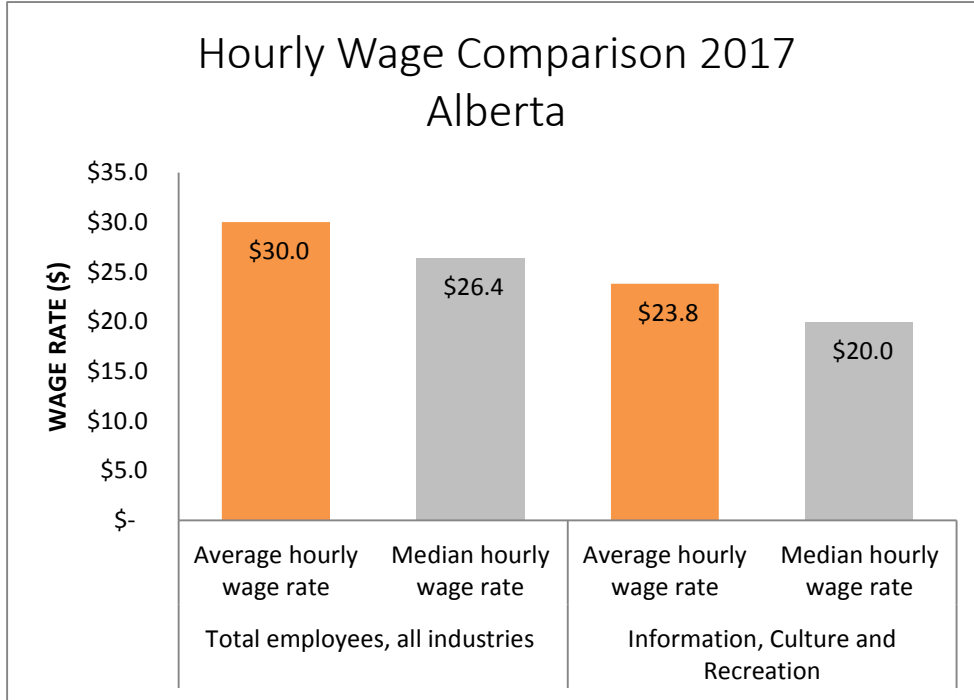
Age Characteristics	Employment in Alberta		Employment in Information, Culture and Recreation	
	Number	%	Number	%
15-24 years	293,800	12.8%	20,400	27.7%
25-54 years	1,554,900	68.0%	41,300	56.1%
55 years and over	438,200	19.2%	11,900	16.2%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2017

<sup>6</sup> See <http://www.alis.alberta.ca/occinfo>

### 3. Wages and Salaries

Chart 1



Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072, 2017

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.

## Wage and Salary Information for Selected Occupations

Table 5

Occupation	Median Hourly Wage			Average Annual Salary
	Starting	Overall	Top	
Journalist (Reporter)	\$ 17.27	\$ 25.13	\$ 60.00	\$ 75,527
Librarian	\$ 32.35	\$ 37.07	\$ 40.88	\$ 59,114
Recreation and sport administrator	\$ 25.38	\$ 30.77	\$ 34.04	\$ 67,177

Data Source: 2017 Alberta Wage and Salary Survey

For more information on the *2017 Alberta Wage and Salary Survey*, refer to the WAGEinfo<sup>7</sup> webpage. For job descriptions, duties, required skills and education for specific occupations in the Information, Culture and Recreation industry, visit the ALIS<sup>8</sup> website.

<sup>7</sup> See <http://www.alis.alberta.ca/wageinfo>

<sup>8</sup> See <http://www.alis.alberta.ca>



# SECTION C

## ADDITIONAL INFORMATION

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### Links to Industry Associations

- Alberta Media Production Industries Association  
(<http://www.ampia.org>)
- Canadian Media Production Association  
(<http://www.cmpa.ca>)
- News Media Canada  
(<https://nmc-mic.ca/>)
- Library Association of Alberta  
(<http://www.laa.ca>)
- Alberta Gaming and Liquor Commission  
(<http://www.aglc.ca>)
- Canadian Association of Wireless Internet Providers  
(<http://www.canwisp.ca>)

Call us or visit our website for more information or to find the following publications:

- 2017 Annual Alberta Labour Market Review
- Monthly Alberta Labour Force Statistics Highlights and Packages
- Alberta's Occupational Demand and Supply Outlook
- Alberta Labour Force Profiles
- Alberta Industry Profiles

[www.work.alberta.ca/labour.html](http://www.work.alberta.ca/labour.html) (see Labour Market Information)

In Edmonton: 780.422.4266

Long distance: 1.800.661.3753

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