



Alberta Information, Culture and Recreation

Industry Profile 2020

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Contents

Overview 4

Section A: Business Environment..... 5

1. Employment and Unemployment 5

2. Industry Growth 5

3. Facts, Trends and Outlook 5

4. Size of Businesses by industry..... 7

Section B: Human Resources Profile 8

1. Occupation Information 8

2. Demographics: Gender and Age 8

3. Wages and Salaries 9

4. Wage and Salary Information for Selected Occupations 9

Section C: Additional Information 10

Links to Industry Associations 10

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

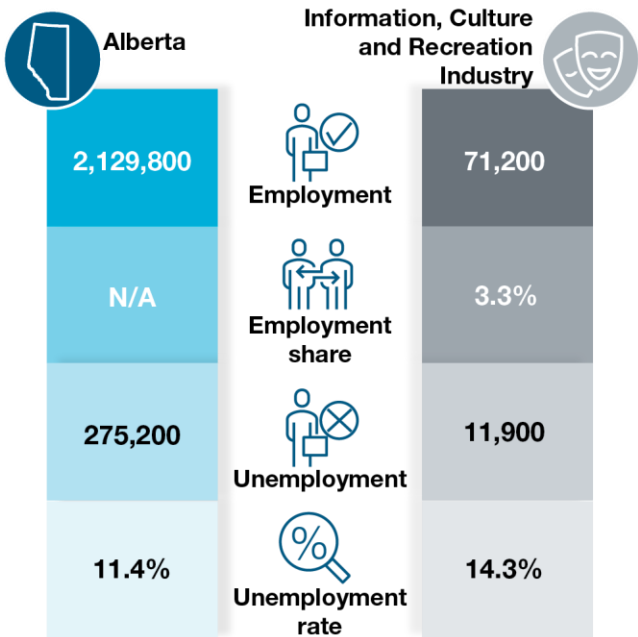
For more information, please see [Statistics Canada North American Industry Classifications System \(NAICS\) Canada 2017](#) for descriptions of industries.

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.

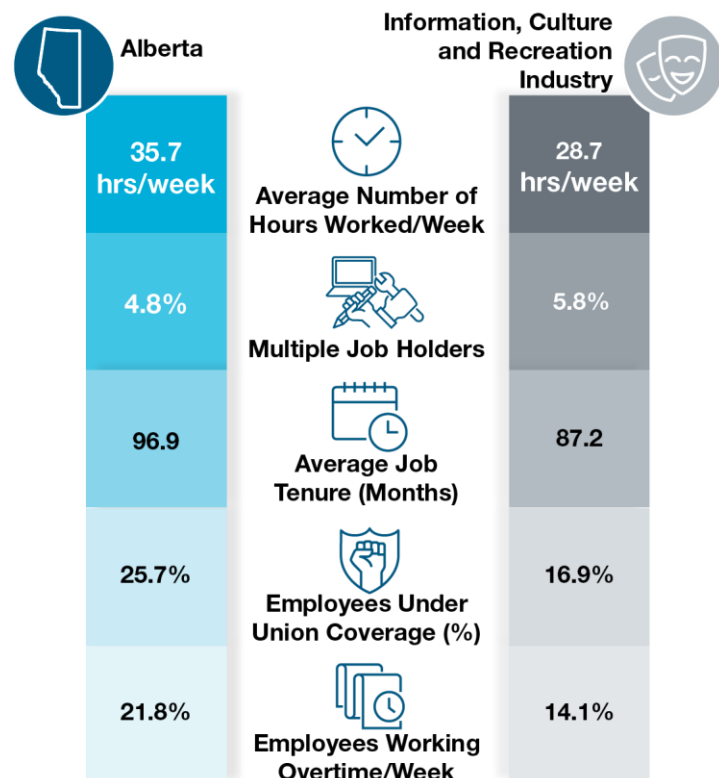
3. Facts, Trends and Outlook

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%.

² Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2019 – 2023, Industry Employment Outlook

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.

FIGURE 2: LABOUR MARKET CHARACTERISTICS

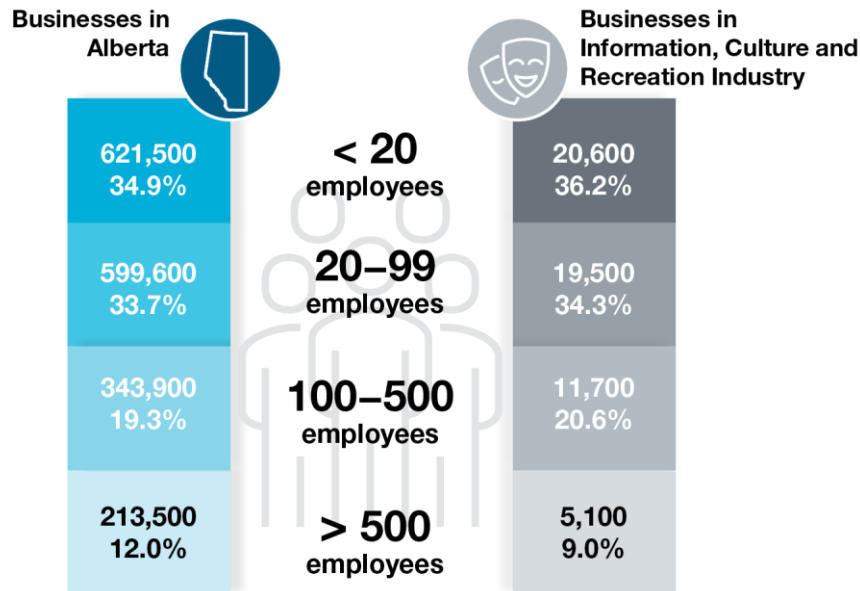


Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 14-10-0037-01 (formerly: CANSIM 282-0022), 14-10-0044-01 (formerly CANSIM 282-0031), 14-10-0055-01 (formerly CANSIM 282-0042), 14-10-0070-01 (formerly CANSIM 282-0078) and 14-10-0076-01 (formerly CANSIM 282-0084), 2020

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

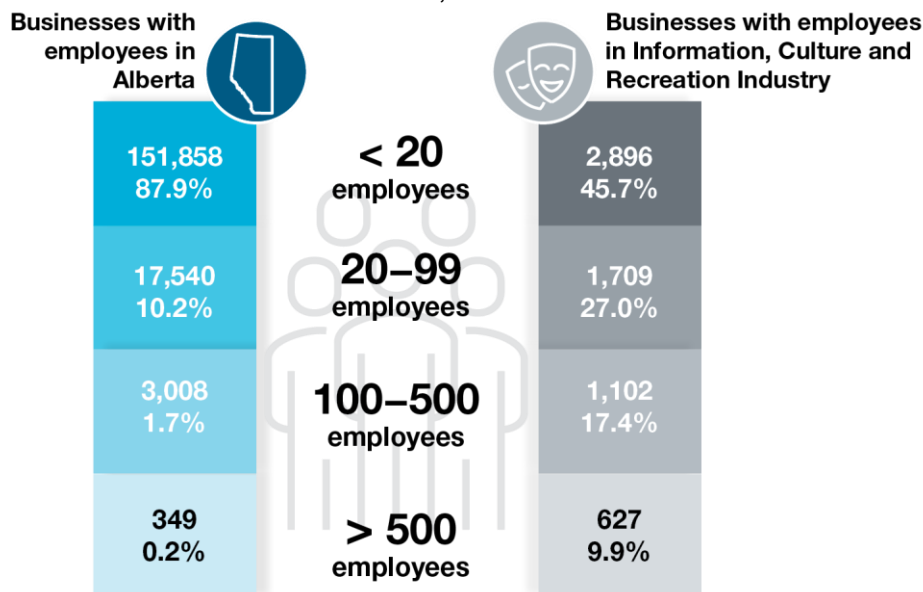


Data Source: Statistics Canada. Table: 14-10-0068-01 (formerly CANSIM 282-0076), 2020

*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



Data Source: Statistics Canada. Table: 33-10-0304-01, 2020.

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.

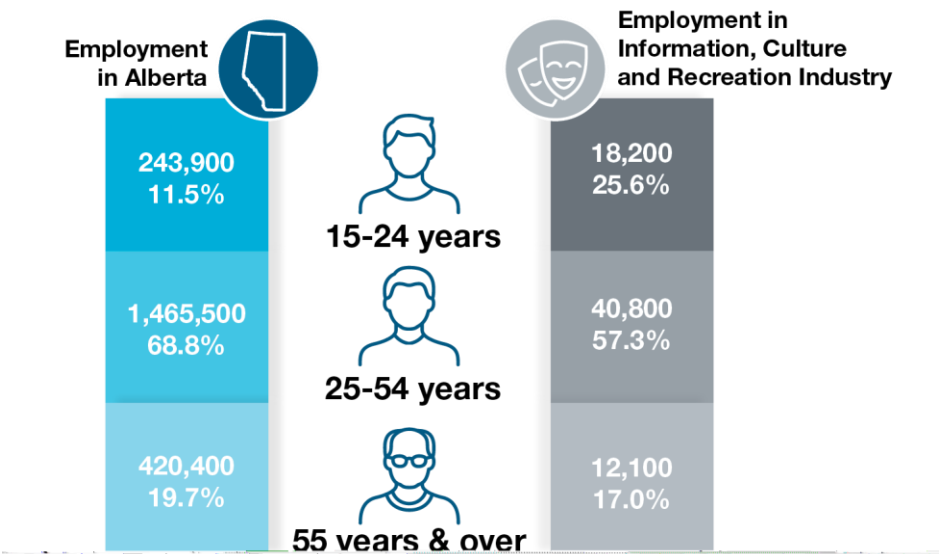
2. Demographics: Gender and Age

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



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

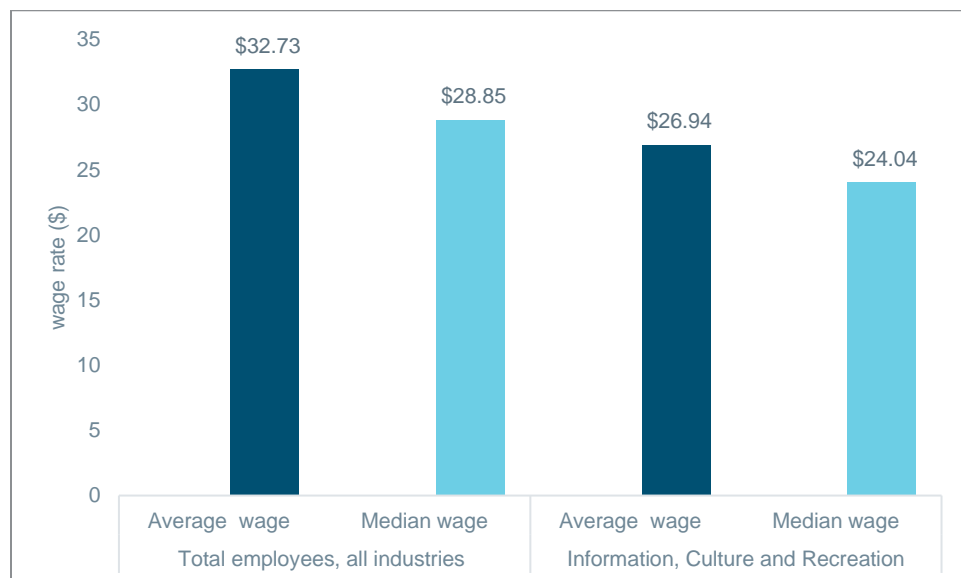
FIGURE 5: EMPLOYMENT BY AGE GROUP



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

	Median Hourly Wage			Average Annual Salary
	Starting	Overall	Top	
 Journalist (Reporter)	\$22.12	\$29.50	\$36.78	\$59,441
 Librarian	\$35.05	\$41.73	\$47.61	\$63,977
 Producers, directors, choreographers	\$31.04	\$41.84	\$41.84	\$76,035

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](#)