



# NB SECTOR SNAPSHOT INFORMATION, CULTURE AND RECREATION

## Types of Businesses

Telecommunications and broadcasting

Performing arts, spectator sports and heritage institutions

Amusement, gambling and recreation industries

Other related businesses (e.g. publishing, sound recording, etc.)

Source: Statistics Canada (NAICS)

## Common Occupations

Other customer and information services representatives

Program leaders and instructors in recreation, sport and fitness

User support technicians

Operators and attendants in amusement, recreation and sport

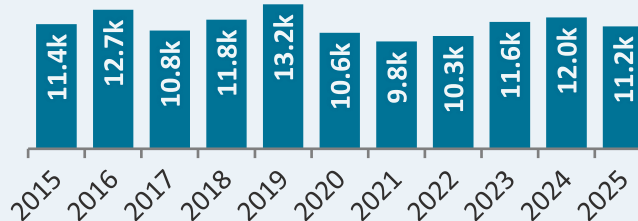
Retail salespersons and visual merchandisers

Source: Statistics Canada (2021 Census of Population)

## Employment

# 11,200

12-Month Average (2025)

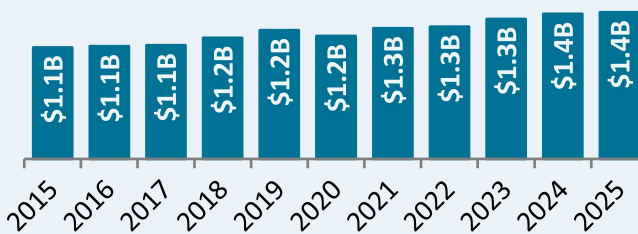


Source: Statistics Canada (LFS)

## Real GDP

# +2.2%

Annual Growth Rate, 2019 to 2025



Source: Statistics Canada (GDP by Industry)

## Job Vacancy Rate 2025



Source: Statistics Canada (JVWS)

## Employer Optimism Q1 2026

# N/A

Future outlook over the next 12 months

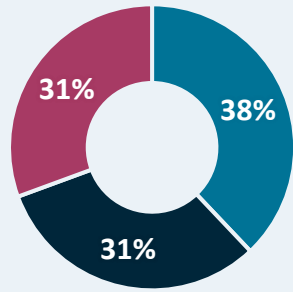
Source: Statistics Canada (CSBC)

## Long-Term Outlook 2025 to 2034



Source: GNB (PETL) & Stokes Economics

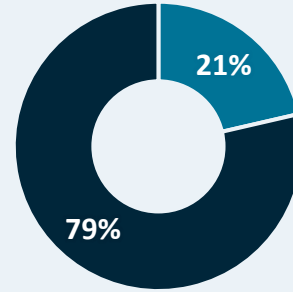
### Education 2024/25



- No Post-Secondary (38 %)
- Certificate (31 %)
- University Degree (31 %)

Source: Statistics Canada (LFS)

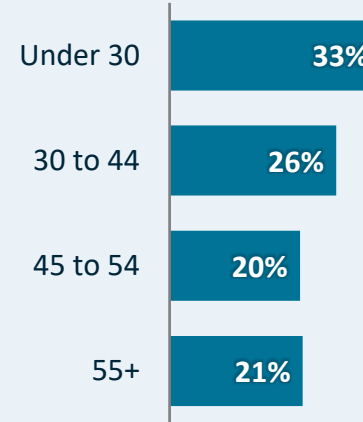
### Union Coverage 2024/25



- Union Coverage (21%)
- No Coverage (79%)

Source: Statistics Canada (LFS)  
Excluding self-employed individuals

### Age 2024/25



Source: Statistics Canada (LFS)

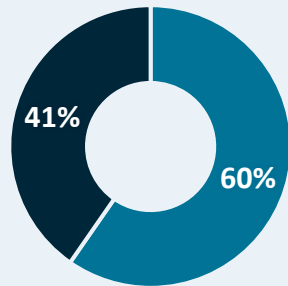
### Average Hourly Wage 2024/25

**\$28.11**  
Canada: \$33.24

Male		Female	
\$29.89	♂	♀	\$25.47
No Post-Secondary	Certificate	University Degree	
\$20.44	\$29.05	\$36.84	

Source: Statistics Canada (LFS)

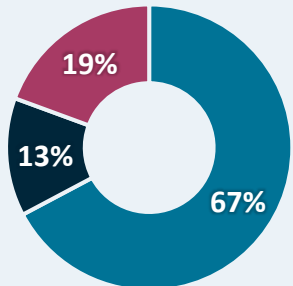
### Gender 2024/25



- Men (60 %)
- Women (41 %)

Source: Statistics Canada (LFS)

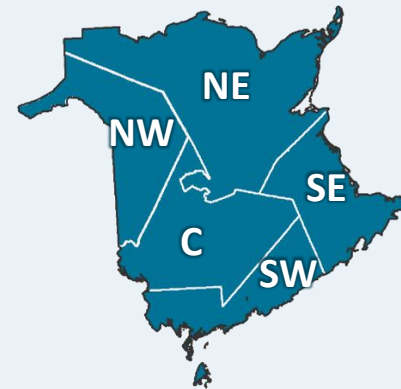
### Public/Private 2024/25



- Private Sector (67%)
- Self-Employed (13%)
- Public Sector (19%)

Source: Statistics Canada (LFS)

### Regional



NE = Gloucester, Northumberland, Restigouche  
SW = Saint John, Kings, Charlotte  
NW = Madawaska, Victoria, Carleton

	Employed May 2021	Businesses December 2025
Northeast	1,225	134
Southeast	4,195	207
Southwest	2,540	162
Central	2,405	131
Northwest	805	58

SE = Albert, Kent, Westmorland  
C = York, Sunbury, Queens

Source: Statistics Canada (2021 Census of Population and Business Register)

\*Suppressed to meet the confidentiality requirements of the Statistics Act