



# A Profile of the INFORMATION, CULTURE AND RECREATION SECTOR IN NEW BRUNSWICK

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**NBjobs.ca**

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*Note: This profile includes data from a variety of sources that use different methodologies and are subject to periodic retroactive revisions. As a result, data from one source may not match with data from other datasets. Information about the sources and methodologies used are available upon request. In some instances source data points have been suppressed. Where this occurs, the data values presented have been inferred from non-suppressed data. Also, some totals may not equal the sum of their components due to rounding.*

# Sector Definition

For the purpose of this profile, the Information, Culture and Recreation sector includes the following sectors:

**Information and Cultural Industries** - This sector consists of establishments that are primarily engaged in producing and distributing (except by wholesale and retail methods) information and cultural products. Establishments providing the means to transmit or distribute these products or providing access to equipment and expertise for processing data are also included. The main components of this sector are the publishing industries, the motion picture and sound recording industries, the broadcasting industries, the telecommunications industries, and the data processing and hosting services industries.

**Arts, Entertainment and Recreation** - This sector consists of establishments that are primarily engaged in operating facilities or providing services to meet the cultural, entertainment and recreational interests of their patrons. These establishments produce, promote or participate in live performances, events or exhibits intended for public viewing; provide the artistic, creative and technical skills necessary for the production of artistic products and live performances; preserve and exhibit objects and sites of historical, cultural or educational interest; and operate facilities or provide services that enable patrons to participate in sports or recreational activities or pursue amusement, hobbies and leisure time interests.

The scope of this profile includes North American Industry Classification System (NAICS 2017) sectors 51 and 71.

## Legend



Information, Culture and Recreation sector



All sectors



Male



New Brunswick



Canada



Female

# Current Business Environment

## GDP\* and Productivity

In 2019:

- The Information, Culture and Recreation sector represented 3.1% of New Brunswick's (NB) GDP, contributing \$1.1 billion (*chained 2012 dollars*)<sup>1, 2</sup>
- NB Labour Productivity<sup>2, 3</sup> (*a measure of productivity based on GDP per hour worked in the sector*):
  - This sector – \$64.59 output per hour of work (*chained 2012 dollars*)
  - Average of all sectors – \$48.47 output per hour of work (*chained 2012 dollars*)

\* Gross Domestic Product

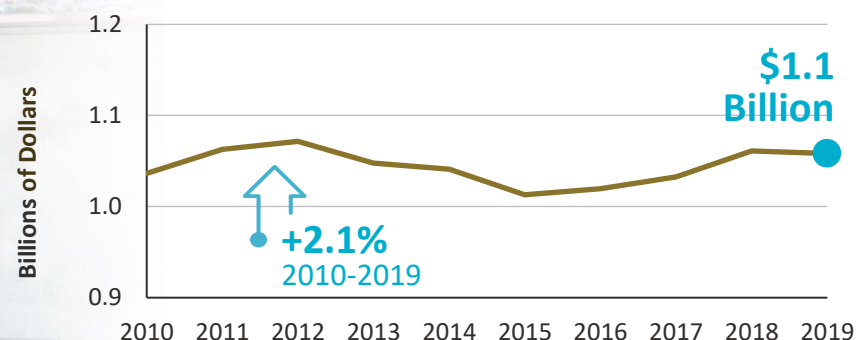
## Proportion of GDP in NB: 2019<sup>1</sup> Information, Culture and Recreation Sector

Information,  
Culture and  
Recreation  
**3.1%**



All other  
sectors  
**96.9%**

## Real GDP<sup>2</sup> NB Information, Culture and Recreation Sector (at Basic Prices, Chained 2012 Dollars)





## Employment in New Brunswick

In 2019:

- 13,100 were employed in the NB Information, Culture and Recreation sector (84.0% full-time, 16.0% part-time)<sup>4</sup>
- 800 were unemployed<sup>4</sup>
- 3.6% of all employed in NB worked in this sector<sup>4</sup>
- 17.4% of employees in this NB sector were part of a union and/or covered by a collective agreement – versus 29.1% of all employees in the Province<sup>5</sup>



### NB Unemployment Rate: 2019<sup>4</sup> Information, Culture And Recreation Sector vs All Sectors

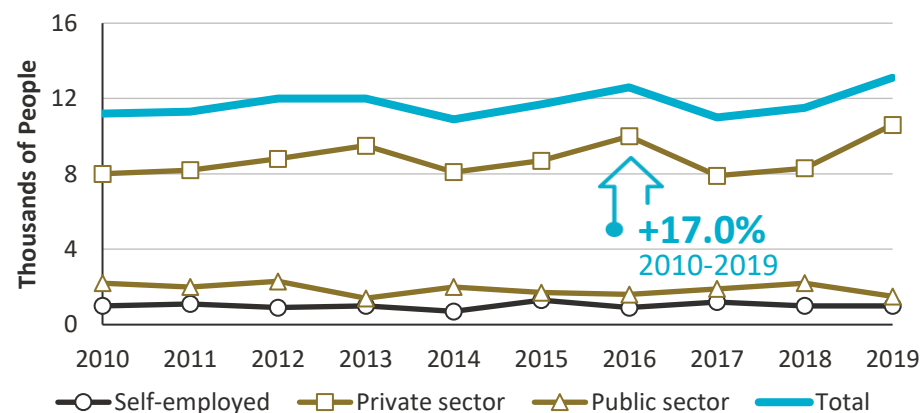


5.8%

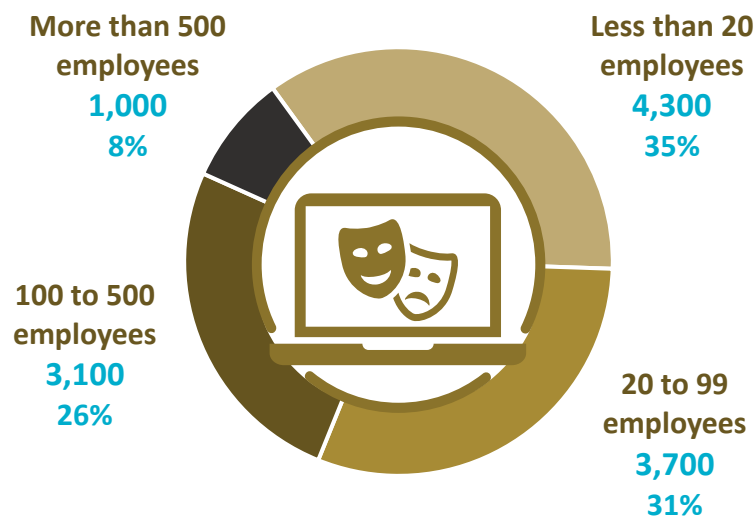


8.1%

### Employment: 2010-2019<sup>6</sup> NB Information, Culture and Recreation Sector



### Employment by Size of Employer: 2019<sup>7</sup> NB Information, Culture and Recreation Sector



\*This chart does not include the self-employed.

# Human Resources Profile

## Demographics

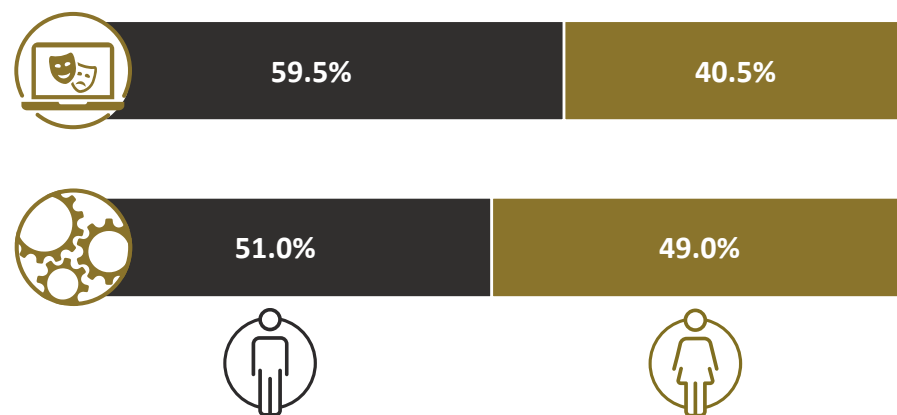
In 2019:

- 13,800 people were part of the labour force in the NB Information, Culture and Recreation sector, of which 13,100 were employed<sup>4</sup>

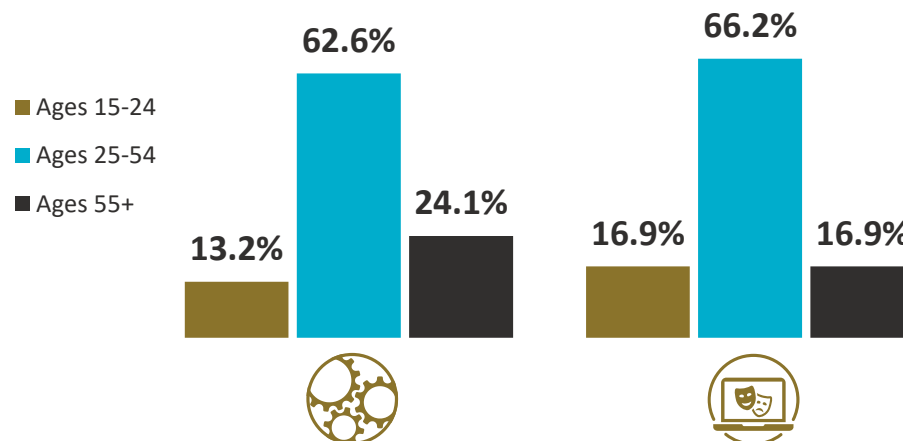
From 2010 to 2019:

- The percentage of females employed in the sector decreased from 49.6% to 40.5%<sup>4</sup>
- The percentage of workers employed in this sector:<sup>4</sup>
  - Ages 15-24 decreased 5.2 percentage points
  - Ages 25-54 increased 2.4 percentage points
  - Ages 55 and over increased 2.8 percentage points

**NB Employment by Sex: 2019<sup>4</sup>**  
Information, Culture and Recreation Sector vs All Sectors



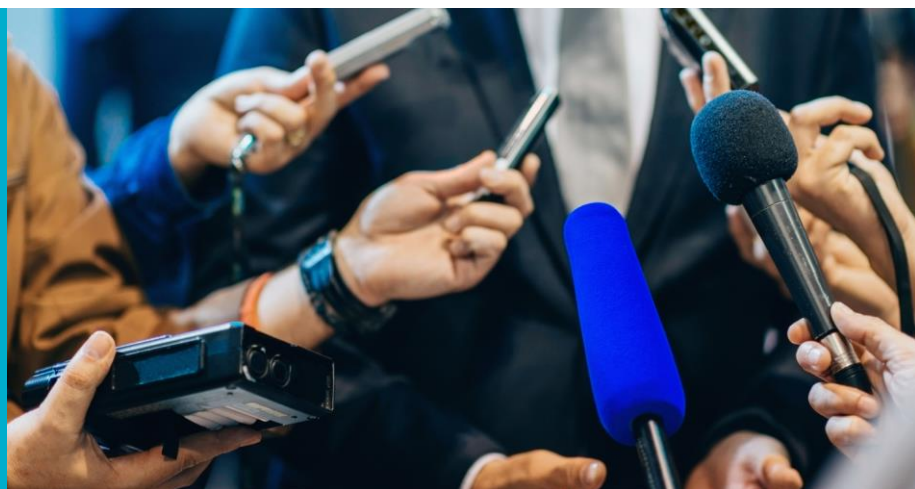
**NB Employment by Age: 2019<sup>4</sup>**  
Information, Culture And Recreation Sector vs All Sectors



## Major Occupations

In 2019:

- 20.3% of those working in the NB Information, Culture and Recreation sector worked in one of the five National Occupation Code (NOC) occupations listed in the table to the right<sup>8</sup>
- These 2,200 employees represented 0.6% of all employed in NB<sup>8</sup>



Major Occupations: 2019 <sup>8</sup> NB Information, Culture and Recreation Sector		
Occupation	Employed	NOC
Program leaders and instructors in recreation, sport and fitness	700	5254
Other customer and information services representatives	600	6552
Landscaping and grounds maintenance labourers	300	8612
Operators and attendants in amusement, recreation and sport	300	6722
Telecommunications installation and repair workers	200	7246

## Wage and Salary Information

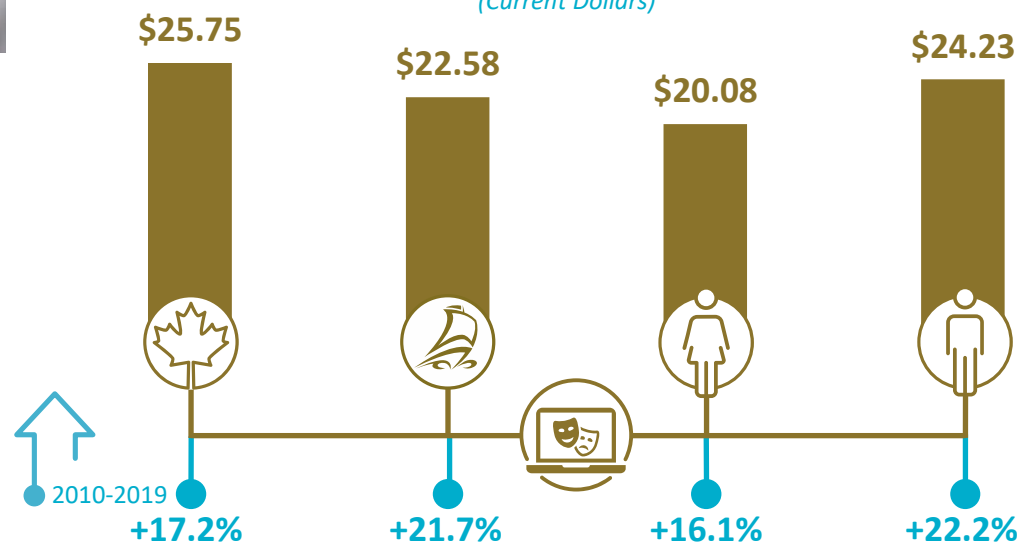
In 2019:

- The average wage in the NB Information, Culture and Recreation sector (\$22.58) was less than the average NB wage across all sectors (\$23.49)<sup>9</sup>

From 2010 to 2019:

- The relative change in the sector's average wage (+21.7%) was less than the relative change in the average NB wage across all sectors (+23.2%)<sup>9</sup>

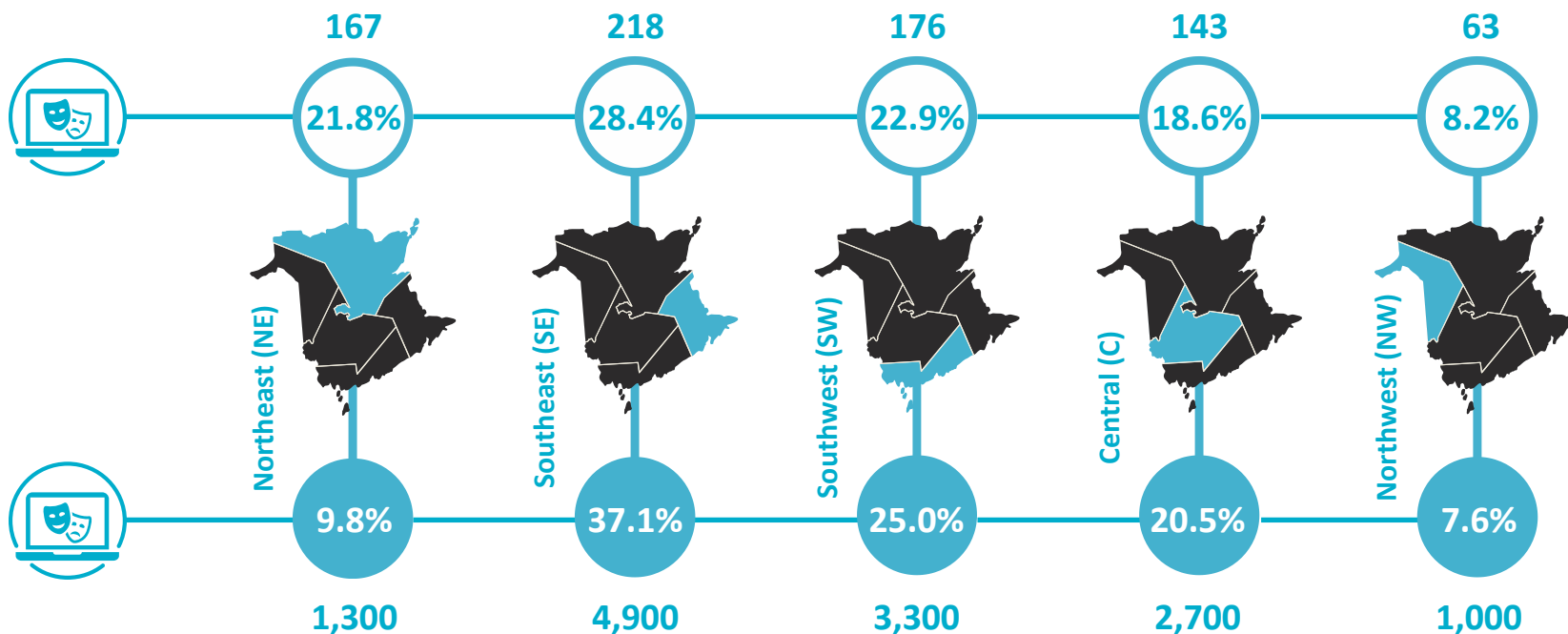
### Average Hour Wage: 2019<sup>9</sup> Information, Culture and Recreation Sector (Current Dollars)



# Regional Highlights

## Employers

Regional  
Distribution:  
2019<sup>10</sup>

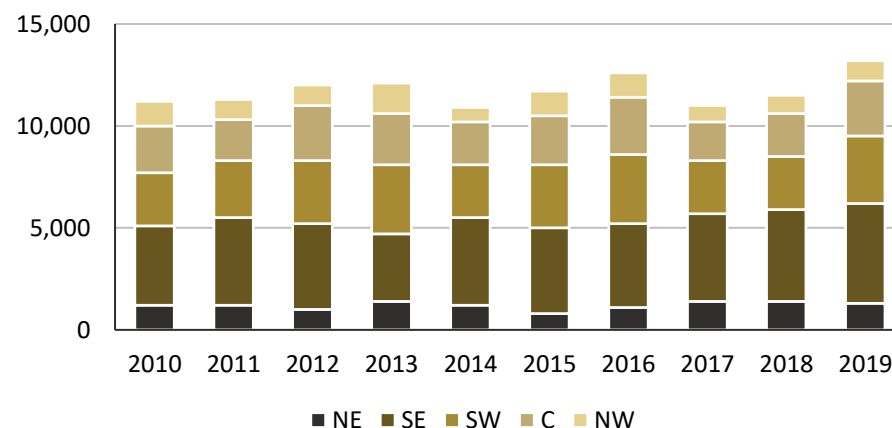


## Employed

Regional  
Distribution:  
2019<sup>11</sup>

Number of Regional Employers by Employment Size: 2019 <sup>10</sup> NB Information, Culture and Recreation Sector					
Region	1-9	10-49	50-199	200+	Total
NE	128	32	7	0	167
SE	142	64	10	2	218
SW	107	58	6	5	176
C	88	43	12	0	143
NW	40	18	5	0	63
Unknown	6	0	0	0	6
<b>TOTAL</b>	<b>511</b>	<b>215</b>	<b>40</b>	<b>7</b>	<b>773</b>

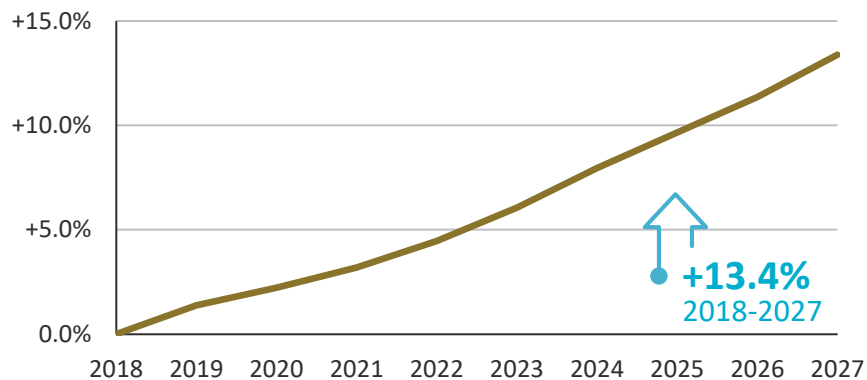
Employment by Economic Region: 2010-2019<sup>11</sup>  
NB Information, Culture and Recreation Sector



# Business Outlook 2018-2027

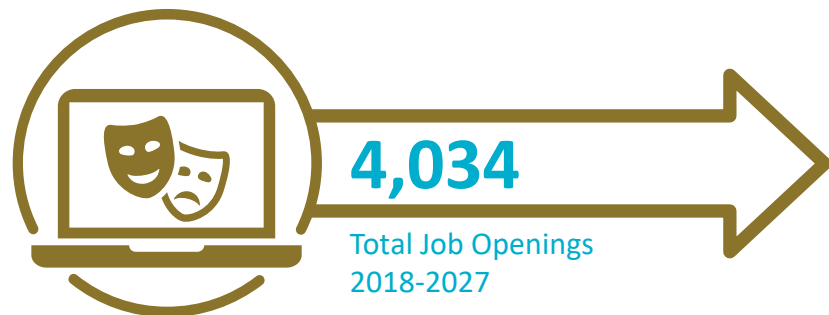
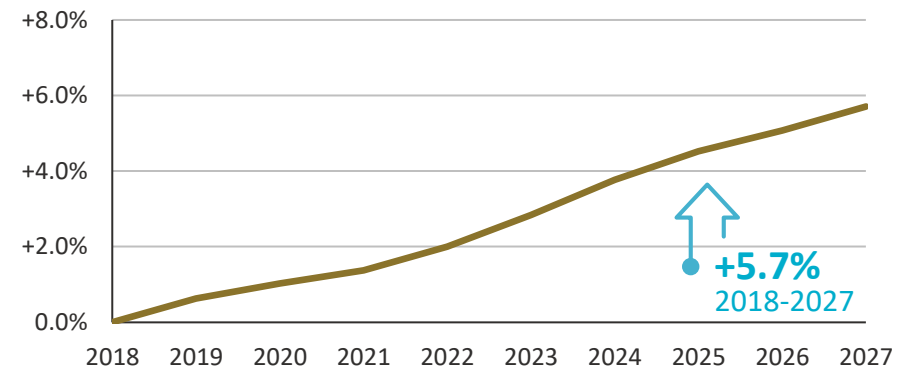
## GDP Forecast

**Forecasted Change in Real GDP<sup>8</sup>**  
**NB Information, Culture and Recreation Sector**  
*(Relative to 2018)*

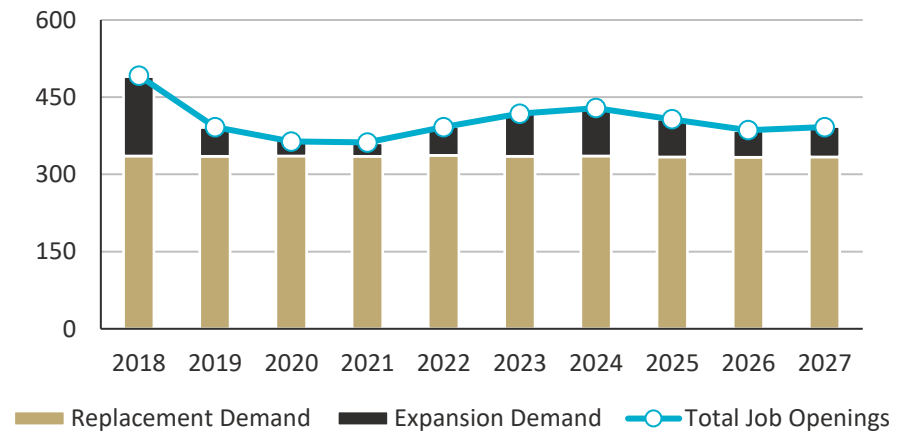


## Employment Forecast

**Forecasted Change in Employment<sup>8</sup>**  
**NB Information, Culture and Recreation Sector**  
*(Relative to 2018)*



**Forecasted Job Openings<sup>8</sup>**  
**NB Information, Culture and Recreation Sector**





# Links for Further Information

## Government Sources

- NBjobs.ca
- Labour Market Information
- Sector Definitions - North American Industry Classification System, 2017 (NAICS)
- Classification of Occupations - National Occupational Classification, 2016 (NOC)

## Sector Associations

- Canadian Association of Internet Providers
- Canadian Dance Teacher's Association
- Canadian Library Association
- Canadian Media Producers Association
- Canadian Museums Association
- Canadian Parks and Recreation Association
- New Brunswick Multicultural Council
- News Media Canada
- Recreation New Brunswick
- Sport New Brunswick

## For Additional Information Contact:

New Brunswick Department of Post-Secondary Education,  
Training and Labour  
lmi@gnb.ca

Prepared by:



## Data Sources

- <sup>1</sup> Statistics Canada, Table 36-10-0400
- <sup>2</sup> Statistics Canada, Table 36-10-0402
- <sup>3</sup> Statistics Canada, Table 36-10-0489
- <sup>4</sup> Statistics Canada, Table 14-10-0023
- <sup>5</sup> Statistics Canada, Table 14-10-0070
- <sup>6</sup> Statistics Canada, Table 14-10-0027

- <sup>7</sup> Statistics Canada, Table 14-10-0068
- <sup>8</sup> Stokes Economics, Customized New Brunswick Forecast
- <sup>9</sup> Statistics Canada, Table 14-10-0064
- <sup>10</sup> Statistics Canada via the Community Data Program
- <sup>11</sup> Statistics Canada, Table 14-10-0392

