



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



New Brunswick



All sectors



Canada



Male



Female

Current Business Environment

GDP* and Productivity

In 2018:

- The Information, Culture and Recreation sector represented 3.1% of New Brunswick's (NB) GDP, contributing \$1.0 billion (*chained 2012 dollars*)^{1, 2}
- NB Labour Productivity^{2, 3} (*a measure of productivity based on GDP per hour worked in the sector*):
 - This sector – \$66.80 output per hour of work (*chained 2012 dollars*)
 - Average of all sectors – \$47.57 output per hour of work (*chained 2012 dollars*)

* Gross Domestic Product



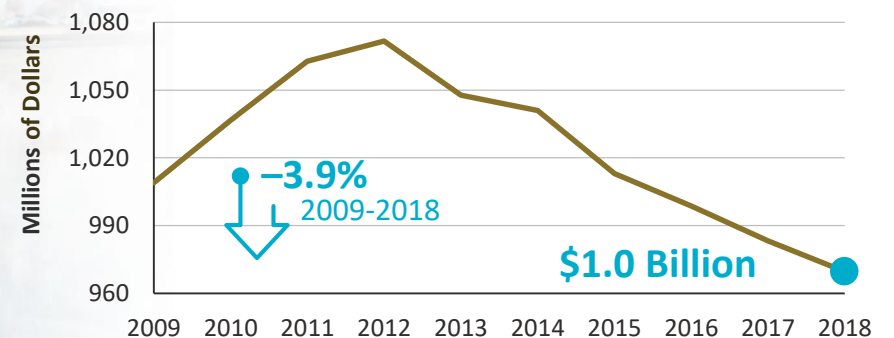
Proportion of GDP in NB: 2018¹ Information, Culture and Recreation Sector

Information,
Culture and
Recreation
3.1%



All other
sectors
96.9%

Real GDP² NB Information, Culture and Recreation Sector (at Basic Prices, Chained 2012 Dollars)



Employment in New Brunswick

In 2018:

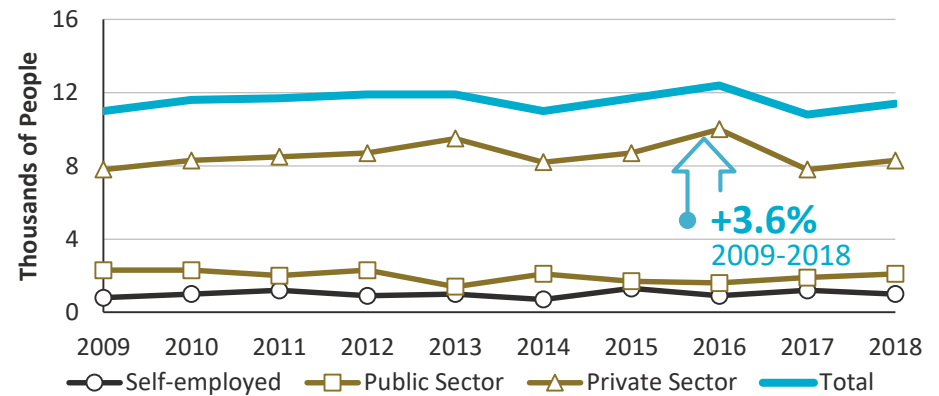
- 11,400 were employed in the NB Information, Culture and Recreation sector (79.6% full-time, 20.4% part-time)⁴
- 700 were unemployed⁴
- 3.2% of all employed in NB worked in this sector⁴
- 20.2% of employees in this NB sector were part of a union and/or covered by a collective agreement – versus 29.8% of all employees in the Province⁵



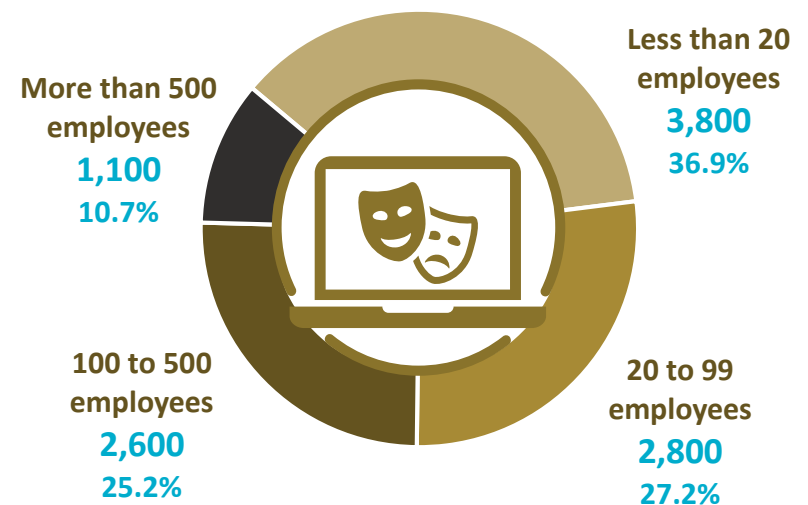
NB Unemployment Rate: 2018⁴ Information, Culture and Recreation Sector vs All Sectors



Employment: 2009-2018⁶ NB Information, Culture and Recreation Sector



Employment by Size of Employer: 2018⁷ NB Information, Culture and Recreation Sector



*This chart does not include the self-employed.

Human Resources Profile

Demographics

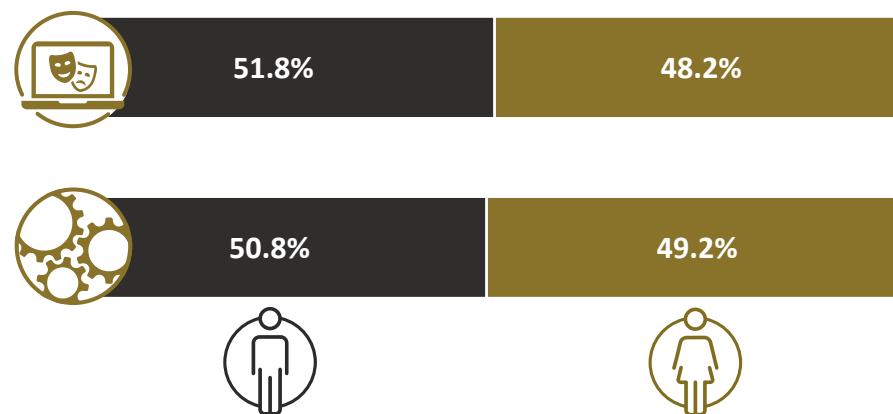
In 2018:

- 12,100 people were part of the labour force in the NB Information, Culture and Recreation sector, of which 11,400 were employed⁴

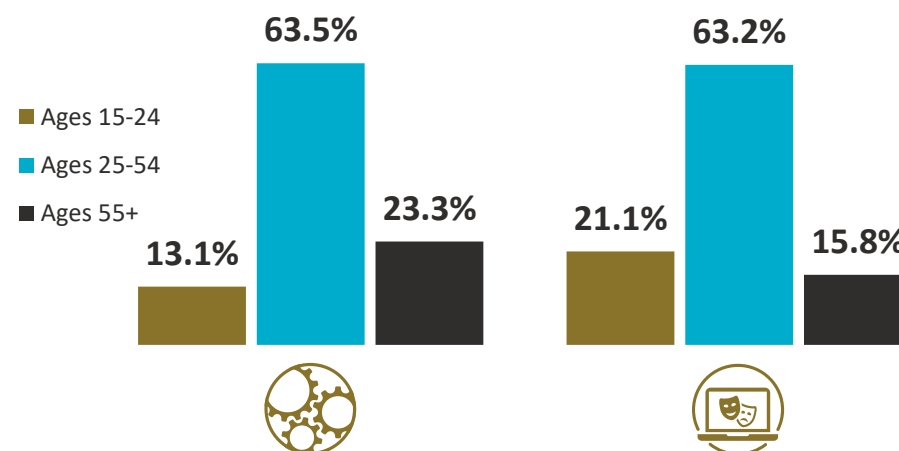
From 2009 to 2018:

- The percentage of females employed in the sector decreased from 51.4% to 48.2%⁴
- The percentage of workers employed in this sector:⁴
 - Ages 15-24 decreased 2.6 percentage points
 - Ages 25-54 decreased 2.3 percentage points
 - Ages 55 and over increased 4.9 percentage points

NB Employment by Sex: 2018⁴
Information, Culture and Recreation Sector vs All Sectors



NB Employment Age Distribution: 2018⁴
Information, Culture and Recreation Sector vs All Sectors



Major Occupations

In 2018:

- 20.1% 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 right⁸
- These 2,000 employees represented 0.6% of all employed in NB⁸



Major Occupations: 2018 ⁸ 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	500	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

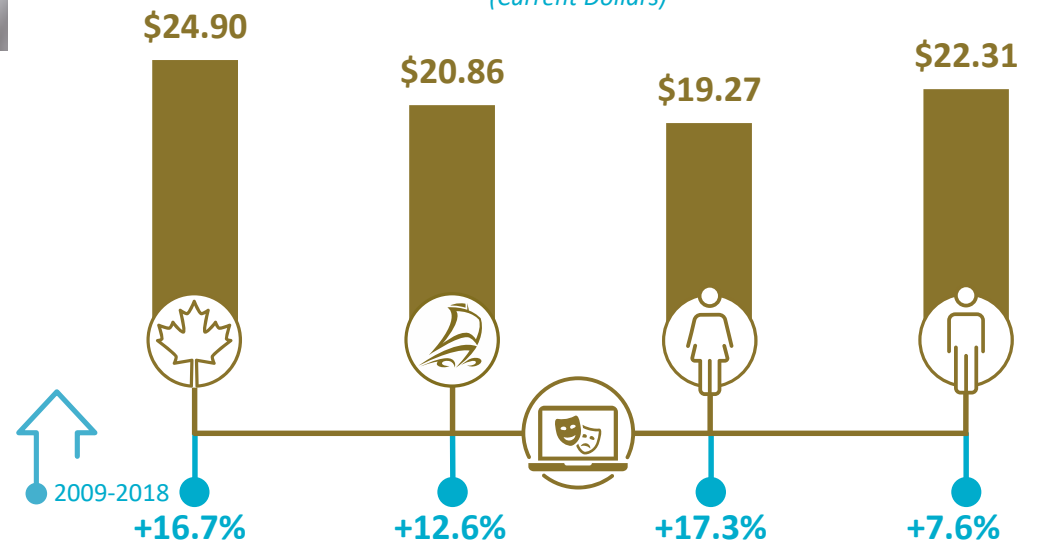
In 2018:

- The average wage in the NB Information, Culture and Recreation sector (\$20.86) was less than than the average NB wage across all sectors (\$22.89)⁹

From 2009 to 2018:

- The relative change in the sector's average wage (+12.6%) was less than the relative change in the average NB wage across all sectors (+22.4%)⁹

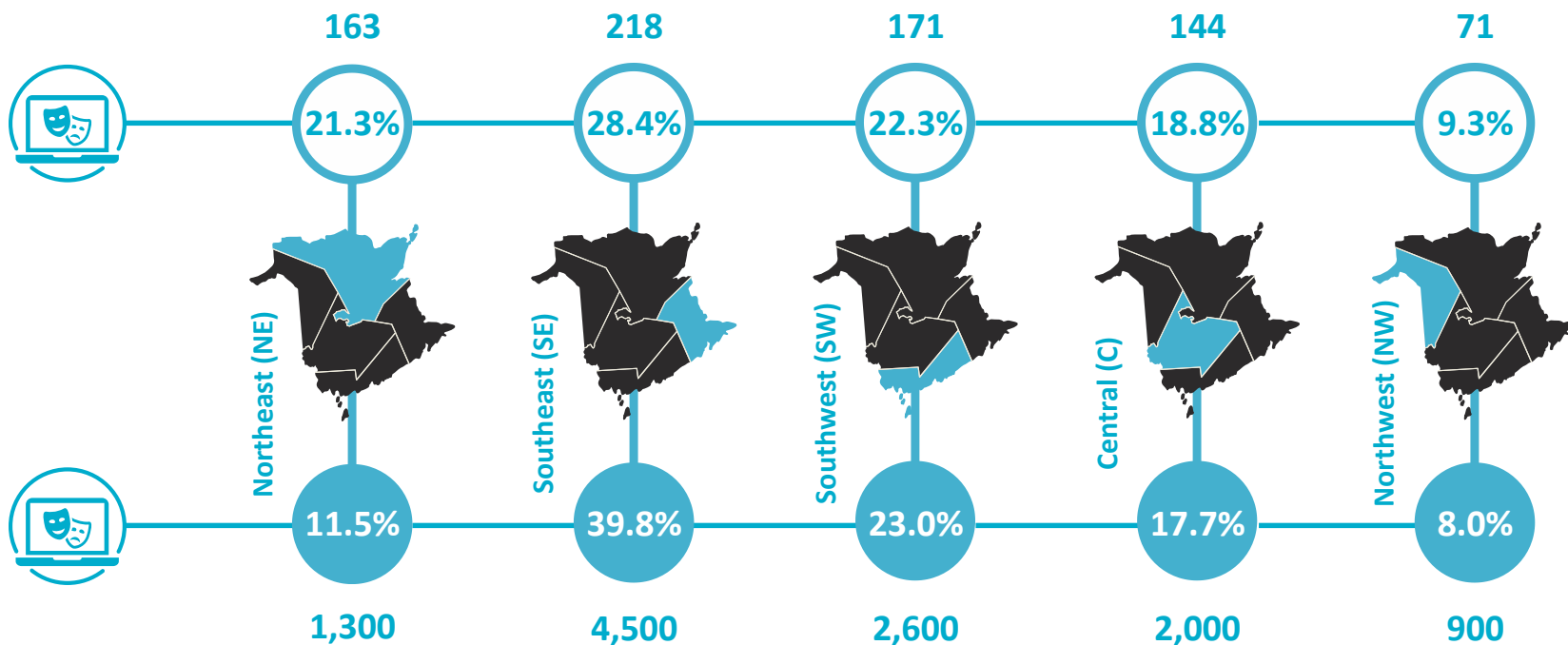
Average Hourly Wage: 2018⁹ Information, Culture and Recreation Sector (Current Dollars)



Regional Highlights

Employers

Regional Distribution: 2018¹⁰

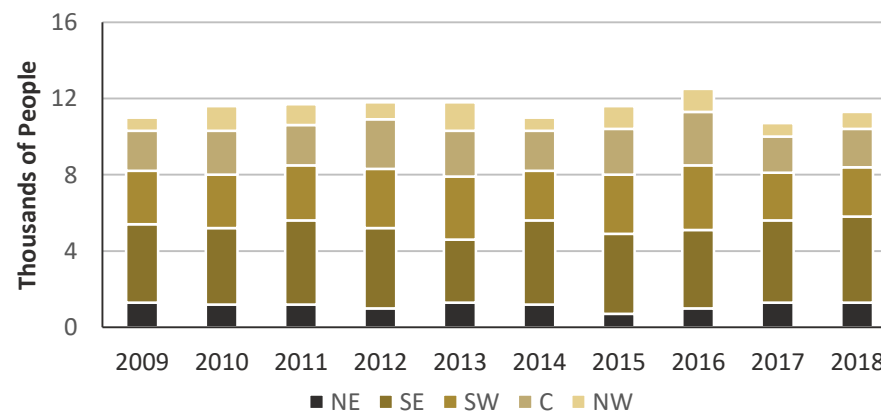


Employed

Regional Distribution: 2018¹¹

Number of Regional Employers by Employment Size: 2018 ¹⁰ NB Information, Culture and Recreation Sector					
Region	1-9	10-49	50-199	200+	Total
NE	124	33	5	1	163
SE	150	54	13	1	218
SW	112	47	8	4	171
C	93	41	9	1	144
NW	49	17	5	0	71
Unknown	18	4	0	0	22
TOTAL	546	196	40	7	789

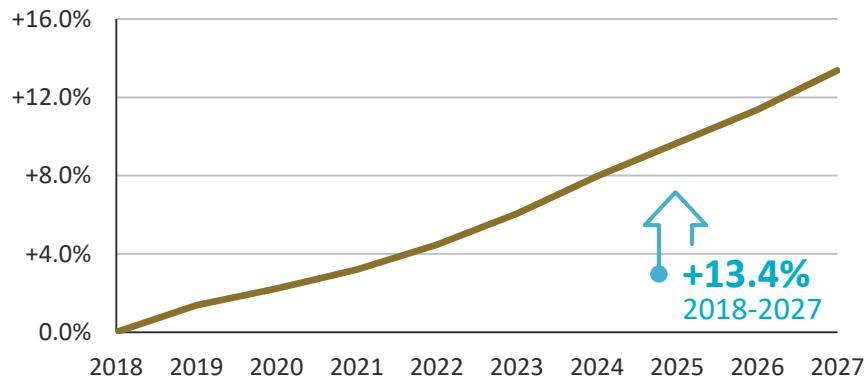
Employment by Economic Region: 2009-2018¹¹
NB Information, Culture And Recreation Sector



Business Outlook 2018-2027

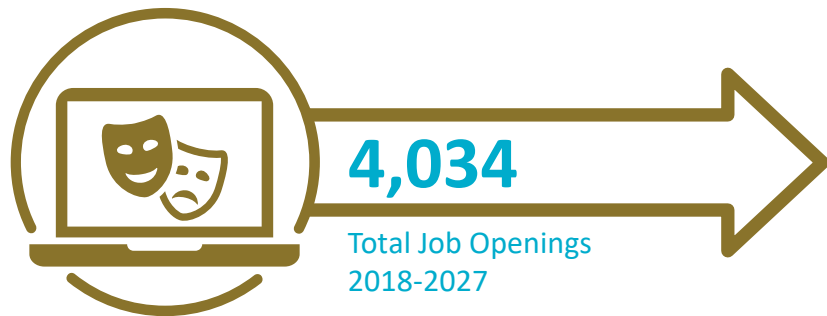
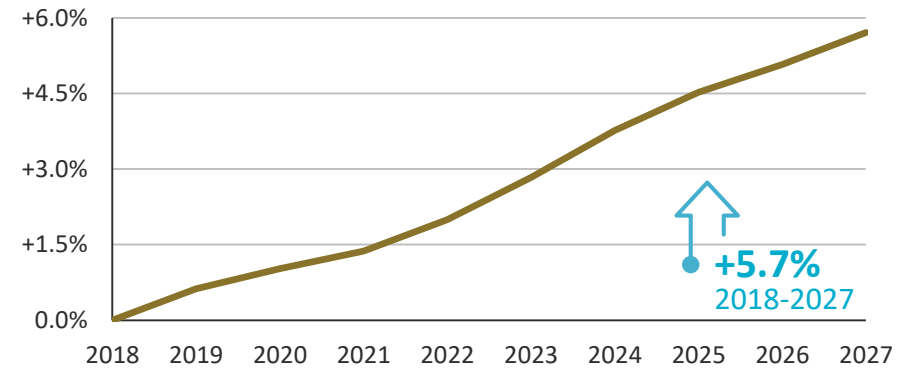
GDP Forecast

Forecasted Change in Real GDP⁸
NB Information, Culture and Recreation Sector
(Relative to 2018)

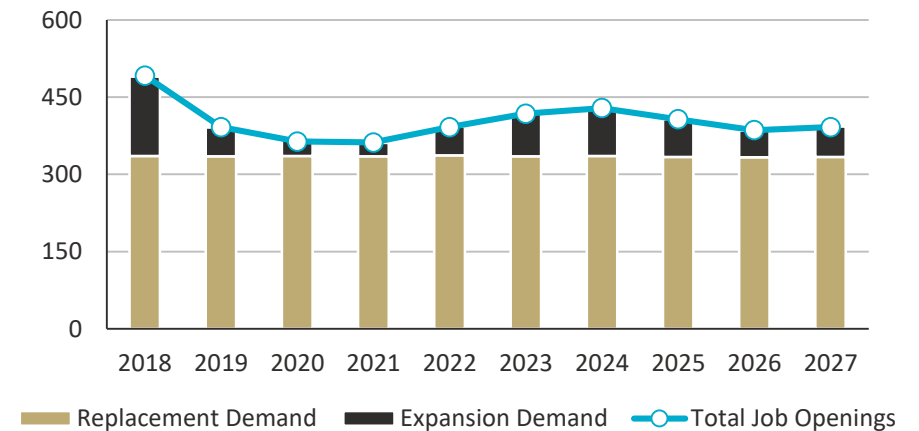


Employment Forecast

Forecasted Change in Employment⁸
NB Information, Culture and Recreation Sector
(Relative to 2018)



Forecasted Job Openings⁸
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

- ¹ Statistics Canada, Table 36-10-0400-01
- ² Statistics Canada, Table 36-10-0402-01
- ³ Statistics Canada, Table 36-10-0489-01
- ⁴ Statistics Canada, Table 14-10-0023-01
- ⁵ Statistics Canada, Table 14-10-0070-01
- ⁶ Statistics Canada, Table 14-10-0027-01

- ⁷ Statistics Canada, Table 14-10-0068-01
- ⁸ Stokes Economics, Customized New Brunswick Forecast
- ⁹ Statistics Canada, Table 14-10-0064-01
- ¹⁰ Statistics Canada via the Community Data Program
- ¹¹ Statistics Canada, Table 14-10-0092-01