



2021 Alberta Wage and Salary Survey

Information, culture and recreation industry summary report

Overview

The Alberta Wage and Salary Survey is undertaken by the Alberta government to provide current wage rates and skill shortage information on various occupations in Alberta, and in specific industries and economic regions. This labour market information helps Alberta employers to fine-tune their compensation and recruitment strategies, helps individuals make career and education choices, and aids the provincial government in developing effective policies and providing services.

Survey results

The survey was completed with 439 employers in the Information, culture and recreation sector who provided information on over 11,875 employees in various occupational classifications¹. Survey data were collected between January and August 2021. Alberta Wage and Salary Survey results by four-digit National Occupational Classification (NOC) for all of Alberta, by industry group, and by geographic area can be found at www.alis.alberta.ca/occinfo

Wages for selected occupations

The following table illustrates the wage survey results associated with some common occupations within this industry². The tables below present results for three-digit NOC minor groups and for four-digit NOCs.

¹The estimated sample error at the establishment level for overall results for this industry is estimated to be $\pm 4.8\%$ at a 95% confidence level (i.e., 19 times out of 20) taking into account the sample design effect associated with over/under sampling and data weighting.

²Occupations were selected as the top occupations in terms of number of employees as per Statistics Canada 2016 Census for this industry and supplemented by other occupations frequently reported by industry employers. Only occupations with a minimum number of reportable observations were selected. Some occupations common to this industry may not be listed if sufficient reliable data were not available.

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
Common Business, Managerial, Administrative, and Clerical Occupations							
001 Legislators and senior management	42	69	B	39.4	\$62.98	\$84.81	\$77.27
0013 Senior managers - financial, communications and other business services	11	22	C	39.0	\$64.08	\$92.63	\$88.60
0014 Senior managers - health, education, social and community services and membership organizations	22	35	C	40.0	\$54.42	\$85.87	\$70.86
011 Administrative services managers	47	92	B	39.7	\$32.95	\$64.53	\$45.50
0111 Financial managers	16	20	C	40.9	\$25.01	\$41.62	\$34.66
0112 Human resources managers	11	22	C	39.7	\$36.38	\$97.15	\$56.80
0114 Other administrative services managers	30	49	B	39.3	\$32.87	\$42.38	\$39.08
012 Managers in financial and business services	16	35	C	38.6	\$42.23	\$46.04	\$45.49
0124 Advertising, marketing and public relations managers	14	23	C	38.7	\$39.39	\$41.72	\$40.97
021 Managers in engineering, architecture, science and information systems	21	56	B	39.6	\$46.57	\$81.74	\$65.46

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
0213 Computer and information systems managers	20	51	B	39.6	\$46.43	\$82.39	\$65.20
051 Managers in art, culture, recreation and sport	218	442	A	38.4	\$33.33	\$42.25	\$38.16
0511 Library, archive, museum and art gallery managers	71	146	B	35.6	\$37.78	\$48.47	\$43.78
0512 Managers - publishing, motion pictures, broadcasting and performing arts	34	80	B	38.0	\$41.57	\$56.45	\$46.53
0513 Recreation, sports and fitness program and service directors	113	216	B	39.4	\$29.16	\$35.16	\$32.80
062 Retail and wholesale trade managers	37	73	B	41.1	\$28.30	\$41.59	\$34.44
0621 Retail and wholesale trade managers	37	73	B	41.1	\$28.30	\$41.59	\$34.44
063 Managers in food service and accommodation	28	40	B	40.9	\$24.63	\$28.04	\$27.10
0631 Restaurant and food service managers	27	37	B	41.0	\$25.02	\$28.34	\$27.34
065 Managers in customer and personal services, n.e.c.	12	15	C	41.9	\$31.10	\$41.75	\$35.72
0651 Managers in customer and personal services, n.e.c.	12	15	C	41.9	\$31.10	\$41.75	\$35.72

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
071 Managers in construction and facility operation and maintenance	40	66	B	41.0	\$30.11	\$34.89	\$33.14
0714 Facility operation and maintenance managers	39	65	B	41.0	\$30.16	\$34.93	\$33.18
111 Auditors, accountants and investment professionals	28	54	B	37.9	\$26.95	\$55.25	\$38.63
1111 Financial auditors and accountants	23	46	B	38.0	\$26.39	\$55.85	\$38.53
112 Human resources and business service professionals	65	160	A	36.8	\$25.71	\$37.77	\$29.80
1121 Human resources professionals	8	15	D	38.1	\$27.97	\$35.78	\$29.91
1123 Professional occupations in advertising, marketing and public relations	61	139	B	36.7	\$25.31	\$38.02	\$29.67
122 Administrative and regulatory occupations	83	162	A	35.7	\$23.04	\$34.72	\$28.96
1221 Administrative officers	45	72	B	37.6	\$23.38	\$30.36	\$27.71
1222 Executive assistants	26	33	B	32.4	\$20.46	\$37.79	\$30.78
1226 Conference and event planners	13	32	C	30.5	\$24.13	\$26.17	\$24.79
124 Office administrative assistants - general, legal and medical	48	90	A	31.1	\$20.95	\$26.57	\$24.23

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
1241 Administrative assistants	48	90	A	31.1	\$20.95	\$26.57	\$24.23
131 Finance, insurance and related business administrative occupations	48	64	A	35.0	\$24.30	\$31.21	\$28.70
1311 Accounting technicians and bookkeepers	48	64	A	35.0	\$24.30	\$31.21	\$28.70
141 General office workers	34	121	B	23.5	\$15.86	\$18.97	\$17.08
1411 General office support workers	14	43	C	29.5	\$15.82	\$19.88	\$17.37
1414 Receptionists	20	78	B	21.5	\$15.88	\$18.68	\$16.99
143 Financial, insurance and related administrative support workers	40	74	B	33.5	\$21.27	\$29.52	\$25.27
1431 Accounting and related clerks	33	60	B	32.4	\$20.62	\$29.64	\$24.79
1432 Payroll administrators	11	13	C	38.1	\$23.90	\$29.18	\$27.21
145 Library, correspondence and other clerks	59	1,418	B	24.3	\$21.77	\$27.88	\$25.68
1451 Library assistants and clerks	52	1,375	B	21.3	\$22.99	\$28.22	\$26.02
Common Professional, Technical, Skilled, and Labour Occupations							

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
217 Computer and information systems professionals	29	225	B	39.6	\$28.08	\$65.65	\$40.60
2171 Information systems analysts and consultants	18	53	C	39.1	\$31.28	\$50.27	\$41.68
2174 Computer programmers and interactive media developers	11	60	C	39.8	\$21.81	\$52.37	\$31.85
222 Technical occupations in life sciences	31	49	B	42.2	\$27.73	\$34.75	\$31.44
2225 Landscape and horticulture technicians and specialists	29	47	B	42.4	\$27.84	\$34.94	\$31.59
228 Technical occupations in computer and information systems	33	96	B	38.9	\$28.54	\$53.73	\$40.25
2281 Computer network technicians	18	26	C	36.9	\$30.80	\$40.97	\$35.65
2282 User support technicians	20	60	B	39.3	\$27.16	\$54.33	\$39.86
416 Policy and program researchers, consultants and officers	46	124	B	30.2	\$31.63	\$40.03	\$35.66
4163 Business development officers and marketing researchers and consultants	9	40	D	38.0	\$51.83	\$65.45	\$55.87
4167 Recreation, sports and fitness policy researchers, consultants and program officers	24	63	B	25.7	\$20.66	\$26.66	\$23.95

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
421 Paraprofessional occupations in legal, social, community and education services	31	305	B	26.9	\$16.80	\$21.55	\$18.28
4212 Social and community service workers	16	40	C	26.4	\$19.42	\$27.75	\$21.43
4214 Early childhood educators and assistants	17	264	B	27.0	\$15.72	\$18.99	\$16.95
511 Librarians, archivists, conservators and curators	40	172	B	32.8	\$31.49	\$40.84	\$38.09
5111 Librarians	28	158	B	32.9	\$32.05	\$41.75	\$38.91
5112 Conservators and curators	9	9	D	32.3	\$25.67	\$29.80	\$27.50
512 Writing, translating and related communications professionals	25	147	C	38.6	\$27.09	\$42.61	\$32.94
5122 Editors	12	34	C	38.5	\$24.39	\$29.82	\$28.49
5123 Journalists	12	105	C	38.6	\$27.98	\$37.68	\$34.29
513 Creative and performing artists	29	172	C	37.9	\$31.35	\$42.54	\$39.28
5131 Producers, directors, choreographers and related occupations	24	146	B	38.6	\$31.57	\$42.69	\$39.63
521 Technical occupations in libraries, public archives, museums and art galleries	52	218	A	30.4	\$23.73	\$28.93	\$26.90

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
5211 Library and public archive technicians	32	151	A	30.3	\$27.07	\$32.95	\$30.68
5212 Technical occupations related to museums and art galleries	21	67	B	30.5	\$18.27	\$22.27	\$20.40
522 Photographers, graphic arts technicians and technical and co-ordinating occupations in motion pictures, broadcasting and the performing arts	22	231	C	21.3	\$25.77	\$29.20	\$27.46
5224 Broadcast technicians	8	31	D	37.5	\$23.20	\$30.04	\$28.65
5227 Support occupations in motion pictures, broadcasting, photography and the performing arts	8	144	B	13.0	\$25.94	\$27.94	\$26.03
523 Announcers and other performers, n.e.c.	12	68	C	25.4	\$18.37	\$42.36	\$29.39
5231 Announcers and other broadcasters	11	65	C	25.6	\$18.35	\$42.28	\$29.29
524 Creative designers and craftspersons	19	37	C	38.8	\$18.65	\$25.91	\$21.97
525 Athletes, coaches, referees and related occupations	54	1,150	B	21.1	\$17.15	\$25.72	\$20.01
5252 Coaches	10	113	C	15.8	\$18.23	\$44.36	\$25.63
5254 Program leaders and instructors in recreation, sport and fitness	45	1,022	B	21.9	\$16.97	\$22.71	\$19.11

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
631 Service supervisors	39	209	B	36.8	\$20.49	\$24.74	\$21.34
6311 Food service supervisors	13	49	B	35.1	\$18.53	\$22.10	\$19.45
6313 Accommodation, travel, tourism and related services supervisors	8	71	D	36.1	\$20.99	\$25.60	\$21.80
6316 Other services supervisors	20	69	C	38.5	\$19.84	\$23.59	\$20.50
632 Chefs and cooks	50	280	B	36.7	\$17.21	\$22.72	\$18.97
6321 Chefs	20	48	B	39.7	\$24.81	\$28.35	\$26.88
6322 Cooks	41	232	A	36.2	\$16.07	\$21.87	\$17.79
641 Sales and account representatives - wholesale trade (non-technical)	31	67	B	37.9	\$22.34	\$43.95	\$28.98
6411 Sales and account representatives - wholesale trade (non-technical)	31	67	B	37.9	\$22.34	\$43.95	\$28.98
642 Retail salespersons	30	175	A	27.0	\$15.49	\$19.24	\$16.73
6421 Retail salespersons	30	175	A	27.0	\$15.49	\$19.24	\$16.73
651 Occupations in food and beverage service	58	908	A	25.0	\$15.54	\$17.80	\$16.14
6512 Bartenders	15	171	A	15.8	\$15.06	\$17.32	\$15.27

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
6513 Food and beverage servers	44	698	A	26.5	\$15.07	\$17.06	\$15.51
653 Tourism and amusement services occupations	12	323	C	30.7	\$15.54	\$17.17	\$16.02
654 Security guards and related security service occupations	11	174	B	34.6	\$18.39	\$20.54	\$18.95
6541 Security guards and related security service occupations	11	174	B	34.6	\$18.39	\$20.54	\$18.95
655 Customer and information services representatives	31	304	B	31.5	\$18.26	\$29.52	\$22.01
6552 Other customer and information services representatives	30	287	B	30.1	\$16.49	\$21.94	\$18.37
661 Cashiers	20	119	C	28.4	\$15.71	\$17.85	\$17.07
6611 Cashiers	20	119	C	28.4	\$15.71	\$17.85	\$17.07
671 Food counter attendants, kitchen helpers and related support occupations	43	329	A	25.7	\$15.37	\$21.81	\$17.10
6711 Food counter attendants, kitchen helpers and related support occupations	43	329	A	25.7	\$15.37	\$21.81	\$17.10
672 Support occupations in accommodation, travel and amusement services	110	1,131	B	26.6	\$15.73	\$18.69	\$16.91

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	# of Employees	Data Reliability Code	Avg. Hours Worked per Week	Avg. Starting Pay	Avg. Top Pay	Overall Average Pay for All Employees
6722 Operators and attendants in amusement, recreation and sport	109	1,099	B	26.6	\$15.73	\$18.69	\$16.90
673 Cleaners	69	311	B	30.5	\$17.34	\$20.62	\$18.45
6731 Light duty cleaners	10	96	C	30.9	\$16.09	\$18.26	\$16.91
6733 Janitors, caretakers and building superintendents	59	193	B	30.2	\$18.91	\$22.89	\$20.46
825 Contractors and supervisors, agriculture, horticulture and related operations and services	13	17	C	40.5	\$23.85	\$26.55	\$26.28
8255 Contractors and supervisors, landscaping, grounds maintenance and horticulture services	12	16	C	40.5	\$24.07	\$26.82	\$26.53
861 Harvesting, landscaping and natural resources labourers	75	754	B	34.6	\$16.06	\$22.58	\$18.23
8612 Landscaping and grounds maintenance labourers	75	754	B	34.6	\$16.06	\$22.58	\$18.23

“n” in the above table represents the number of employers who indicated at least one employee in an occupation. For example, 75 employers combined reported wages for 754 Harvesting, landscaping and natural resources labourers (NOC 861).

Averages are calculated using data weighted by establishment to account for survey non-response (stratified by region, industry group and employer size) and by number of employees reported.

“n/a” indicates that results have been suppressed due to missing data for some employers or due to calculation anomalies.

Data Reliability Codes are based on coefficient of variation as an indicator of general reliability: "A": coefficient of variation of less than or equal to ±6.00%, "B": from ±6.01% to ±15.00%, "C": from ± 15.01% to ±33.00%, "D": more than ±33.01%.

Job vacancies and hiring difficulties – selected occupations

The following table illustrates the job vacancy survey results associated with some common occupations within the Information, culture and recreation industry as cited by survey respondents and confirmed through review of the data.

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
Common Business, Managerial, Administrative, and Clerical Occupations					
001 Legislators and senior management	39	9%	0%	0%	n/a
0013 Senior managers - financial, communications and other business services	9	8%	n/a	0%	n/a
0014 Senior managers - health, education, social and community services and membership organizations	21	22%	n/a	0%	0.0%
011 Administrative services managers	43-44	19%	5%	1%	n/a
0111 Financial managers	13-14	37%	26%	0%	n/a
0112 Human resources managers	9	34%	n/a	0%	n/a
0114 Other administrative services managers	28	14%	0%	1%	n/a

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
012 Managers in financial and business services	14-15	12%	n/a	3%	2.5%
0124 Advertising, marketing and public relations managers	12	10%	n/a	3%	3.2%
021 Managers in engineering, architecture, science and information systems	18-19	3%	n/a	0%	n/a
0213 Computer and information systems managers	17-18	1%	n/a	0%	n/a
051 Managers in art, culture, recreation and sport	211	16%	16%	1%	n/a
0511 Library, archive, museum and art gallery managers	70	21%	33%	1%	n/a
0512 Managers - publishing, motion pictures, broadcasting and performing arts	32-33	14%	5%	1%	n/a
0513 Recreation, sports and fitness program and service directors	108-109	16%	13%	1%	n/a
062 Retail and wholesale trade managers	35-36	28%	14%	1%	0.5%
0621 Retail and wholesale trade managers	35-36	28%	14%	1%	0.5%

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
063 Managers in food service and accommodation	27-28	42%	27%	9%	6.6%
0631 Restaurant and food service managers	26-27	45%	27%	9%	7.0%
065 Managers in customer and personal services, n.e.c.	11	36%	n/a	0%	n/a
0651 Managers in customer and personal services, n.e.c.	11	36%	n/a	0%	n/a
071 Managers in construction and facility operation and maintenance	35-37	13%	n/a	0%	n/a
0714 Facility operation and maintenance managers	34-36	14%	n/a	0%	n/a
111 Auditors, accountants and investment professionals	25	32%	39%	2%	n/a
1111 Financial auditors and accountants	22-23	33%	39%	0%	n/a
112 Human resources and business service professionals	60-61	34%	5%	2%	1.2%
1121 Human resources professionals	6	0%	n/a	0%	n/a
1123 Professional occupations in advertising, marketing and public relations	56-57	41%	5%	2%	1.4%

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
122 Administrative and regulatory occupations	77-78	29%	7%	2%	n/a
1221 Administrative officers	39	27%	4%	1%	n/a
1222 Executive assistants	24-25	27%	0%	2%	1.2%
1226 Conference and event planners	12	29%	44%	4%	2.4%
124 Office administrative assistants - general, legal and medical	44-45	34%	0%	0%	n/a
1241 Administrative assistants	44-45	34%	0%	0%	n/a
131 Finance, insurance and related business administrative occupations	46	35%	3%	0%	n/a
1311 Accounting technicians and bookkeepers	46	35%	3%	0%	n/a
141 General office workers	30-31	44%	0%	1%	n/a
1411 General office support workers	11	30%	n/a	3%	1.3%
1414 Receptionists	19-20	50%	0%	0%	n/a
143 Financial, insurance and related administrative support workers	35-36	26%	53%	7%	4.0%

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
1431 Accounting and related clerks	29-30	30%	55%	8%	4.4%
1432 Payroll administrators	9	6%	n/a	0%	n/a
145 Library, correspondence and other clerks	56	48%	7%	9%	1.4%
1451 Library assistants and clerks	50-51	45%	9%	5%	1.0%
Common Professional, Technical, Skilled, and Labour Occupations					
217 Computer and information systems professionals	24-25	42%	14%	0%	n/a
2171 Information systems analysts and consultants	15	32%	n/a	0%	n/a
2174 Computer programmers and interactive media developers	8-9	58%	n/a	0%	n/a
222 Technical occupations in life sciences	28-29	11%	13%	0%	n/a
2225 Landscape and horticulture technicians and specialists	26-27	10%	n/a	0%	n/a
228 Technical occupations in computer and information systems	29-30	36%	13%	1%	n/a

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
2281 Computer network technicians	15	19%	n/a	0%	n/a
2282 User support technicians	18-19	45%	6%	2%	n/a
416 Policy and program researchers, consultants and officers	41-42	31%	3%	1%	n/a
4163 Business development officers and marketing researchers and consultants	7	50%	n/a	5%	2.6%
4167 Recreation, sports and fitness policy researchers, consultants and program officers	22-23	25%	5%	0%	n/a
421 Paraprofessional occupations in legal, social, community and education services	29-30	57%	11%	6%	2.5%
4212 Social and community service workers	15-16	50%	7%	3%	n/a
4214 Early childhood educators and assistants	16	65%	11%	6%	2.8%
511 Librarians, archivists, conservators and curators	38	30%	5%	3%	1.2%
5111 Librarians	26	35%	6%	4%	1.4%
5112 Conservators and curators	9	0%	n/a	0%	n/a

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
512 Writing, translating and related communications professionals	23	25%	25%	0%	n/a
5122 Editors	11	10%	n/a	0%	n/a
5123 Journalists	11	50%	41%	0%	n/a
513 Creative and performing artists	27-28	37%	19%	2%	1.2%
5131 Producers, directors, choreographers and related occupations	23	35%	20%	0%	n/a
521 Technical occupations in libraries, public archives, museums and art galleries	51	41%	4%	8%	3.8%
5211 Library and public archive technicians	31-32	34%	10%	7%	2.6%
5212 Technical occupations related to museums and art galleries	20-21	49%	0%	10%	5.9%
522 Photographers, graphic arts technicians and technical and co-ordinating occupations in motion pictures, broadcasting and the performing arts	20-21	26%	34%	1%	n/a
5224 Broadcast technicians	7	10%	n/a	0%	n/a

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5227 Support occupations in motion pictures, broadcasting, photography and the performing arts	7-8	32%	n/a	5%	0.2%
523 Announcers and other performers, n.e.c.	11	41%	0%	0%	n/a
5231 Announcers and other broadcasters	10	40%	n/a	0%	n/a
524 Creative designers and craftspersons	15-16	26%	31%	10%	4.9%
525 Athletes, coaches, referees and related occupations	50	62%	35%	8%	1.1%
5252 Coaches	9	59%	n/a	0%	n/a
5254 Program leaders and instructors in recreation, sport and fitness	43	63%	39%	10%	1.3%
631 Service supervisors	38	23%	27%	4%	1.2%
6311 Food service supervisors	13	31%	5%	17%	n/a
6313 Accommodation, travel, tourism and related services supervisors	8	12%	n/a	0%	n/a
6316 Other services supervisors	19-20	27%	0%	0%	n/a
632 Chefs and cooks	47-48	45%	33%	15%	n/a

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
6321 Chefs	19-20	11%	12%	0%	n/a
6322 Cooks	37-39	63%	34%	23%	n/a
641 Sales and account representatives - wholesale trade (non-technical)	28-30	35%	39%	11%	n/a
6411 Sales and account representatives - wholesale trade (non-technical)	28-30	35%	39%	11%	n/a
642 Retail salespersons	28-29	67%	30%	4%	n/a
6421 Retail salespersons	28-29	67%	30%	4%	n/a
651 Occupations in food and beverage service	53-54	72%	44%	8%	2.2%
6512 Bartenders	13-14	55%	66%	10%	3.7%
6513 Food and beverage servers	40-42	76%	40%	7%	1.8%
653 Tourism and amusement services occupations	12	67%	39%	7%	2.3%
654 Security guards and related security service occupations	9-10	76%	18%	0%	n/a
6541 Security guards and related security service occupations	9-10	76%	18%	0%	n/a

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
655 Customer and information services representatives	28-29	69%	16%	14%	2.0%
6552 Other customer and information services representatives	27-28	76%	16%	16%	2.3%
661 Cashiers	18	49%	12%	6%	1.7%
6611 Cashiers	18	49%	12%	6%	1.7%
671 Food counter attendants, kitchen helpers and related support occupations	40-41	54%	38%	10%	5.2%
6711 Food counter attendants, kitchen helpers and related support occupations	40-41	54%	38%	10%	5.2%
672 Support occupations in accommodation, travel and amusement services	104	71%	17%	6%	1.9%
6722 Operators and attendants in amusement, recreation and sport	103-104	71%	17%	6%	1.9%
673 Cleaners	66-67	36%	32%	6%	n/a
6731 Light duty cleaners	9-10	37%	n/a	0%	n/a
6733 Janitors, caretakers and building superintendents	56	35%	32%	1%	n/a

INFORMATION, CULTURE & RECREATION INDUSTRY Selected Occupations (4-Digit NOC)	Employers Reporting (n)	% of Employers that Hired for this Occupation within the Last 2 Years	% of Employers Experiencing Hiring Difficulties (out of those hiring)	% of Employers with Vacancies of Greater than 4 Months	Job Vacancy Rate
825 Contractors and supervisors, agriculture, horticulture and related operations and services	12	17%	n/a	0%	n/a
8255 Contractors and supervisors, landscaping, grounds maintenance and horticulture services	11	18%	n/a	0%	n/a
861 Harvesting, landscaping and natural resources labourers	71-72	44%	26%	9%	6.5%
8612 Landscaping and grounds maintenance labourers	71-72	44%	26%	9%	6.5%

“n” in the above table represents the range of the number of employers who indicated at least one employee in an occupation and responded to individual questions about hiring difficulties and vacancies (not all employers responded to all questions).

“n/a” indicates that results have been suppressed due to missing data for some employers.

Statistics on hiring activity, hiring difficulties, and employers reporting vacancies were calculated based on *the number of employers responding* for each question, weighted by establishment for survey non-response (stratified by region, industry group and employer size).

Job Vacancy Rate for vacancies that had been unfilled for 4 months or more calculated as: $\text{Sum of Unfilled Vacancies} / (\text{Sum of Current Employees} + \text{Sum of Unfilled Vacancies})$, with data weighted by establishment for survey non-response (stratified by industry group and employer size).

Industry Definition as per North American Industry Classification System (NAICS)

Information, Culture & Recreation (NAICS 51, 71)

The Information and cultural sector (NAICS 51) comprises of establishments primarily engaged in creating and disseminating (except by wholesale and retail methods) information and cultural products, such as written works, musical works or recorded performances, recorded dramatic performances, software and information databases, or providing the means to disseminate them. Establishments that provide access to equipment and expertise to process information are also included. The unique characteristics of information and cultural products, and of the processes involved in their production and distribution, distinguish this sector from the goods-producing and services-producing sectors. In particular:

- The value of these products lies in their information, educational, cultural or entertainment content, not in the format in which they are distributed.
- The intangible nature of the content of information and cultural products allows for their distribution in various forms.

For example, a movie can be shown at a movie theatre, on a television broadcast, through video on demand, or rented at a local video store. In addition, improvements in information technology are revolutionizing the distribution of these products.

The Arts, entertainment and recreation sector (NAICS 71) comprises establishments 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.

Research conducted for the Alberta Government by R.A. Malatest & Associates Ltd.