



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

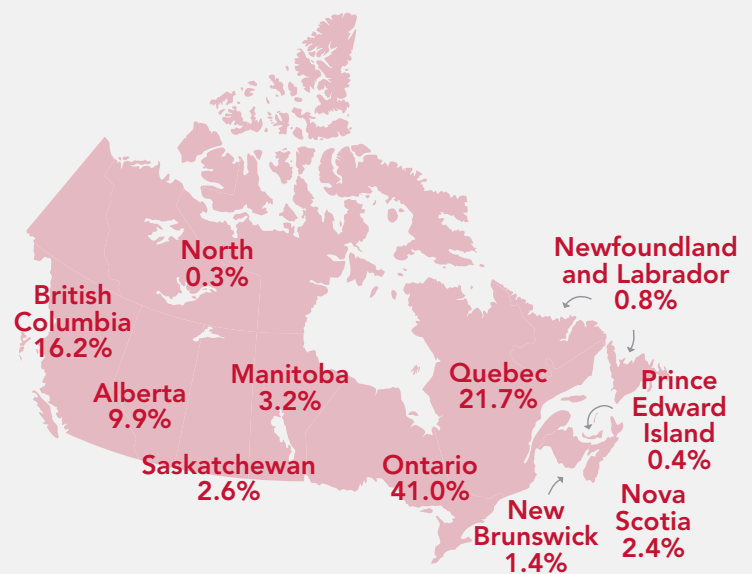
RECREATION & ENTERTAINMENT

DEMOGRAPHIC PROFILE OF TOURISM SECTOR EMPLOYEES

The recreation and entertainment industry group is comprised of motion picture, performing art, and spectator sport businesses, as well as independent artists, writers & performers, heritage institutions, amusement parks and arcades, gambling places, and other amusement & recreation industries. With a total labour force of 358,980 people, it accounted for 21.7% of total tourism sector employment in 2006.

Four out of ten people working in the recreation and entertainment industry were employed in Ontario (41.0%). More than half (53.3%) of businesses in this group employed just 1-4 people. However, at 2.8%, this industry group also had a higher percentage of "large" enterprises (100+ employees) than the total tourism sector (2.3%) or the economy as a whole (2.4%). The proportion of unionized workers in recreation and entertainment industries (13.1%) was just over half of the share seen in the Canadian labour force as whole (24.9%). Heritage institutions reported the largest share of unionized employees (37.8%) in this group.

PEOPLE EMPLOYED IN THE RECREATION & ENTERTAINMENT INDUSTRY GROUP BY PROVINCE



SOURCE: Canadian Census 2006, Customized tabulation.

OCCUPATIONS IN THE RECREATION & ENTERTAINMENT INDUSTRY

The largest occupations (in terms of absolute size) listed in the following table represent 29.7% of all employment in the recreation and entertainment industry group.

NOC-S 2006	Occupations in the Recreation and Entertainment Industry Group	Total Tourism Sector Employment	Employed in Recreation & Entertainment	% of Recreation & Entertainment Labour Force
F154	Program Leaders and Instructors in Recreation and Sport	41,725	38,120	10.6%
G723	Casino Occupations	19,090	18,950	5.3%
I212	Landscaping and Grounds Maintenance Labourers	20,560	16,945	4.7%
G731	Operators and Attendants in Amusement, Recreation and Sport	16,755	15,645	4.4%
G211	Retail Salespersons and Sales Clerks	23,695	10,710	3.0%
F112	Technical Occupations Related to Museums and Art Galleries	3,940	3,875	1.1%
B316	Conference and Event Planners	2,430	1,325	0.4%
G722	Outdoor Sport and Recreational Guides	2,555	1,075	0.3%
	<i>Subtotal</i>	130,750	106,645	29.7%
	All other tourism occupations	1,526,190	252,335	70.3%
	TOTAL EMPLOYMENT	1,656,940	358,980	100.0%

SOURCE: Canadian Census 2006, Customized tabulation.

DEMOGRAPHIC FAST FACTS:

The gender distribution in this industry (47.2% women and 52.8% men) was similar to Canada's labour force overall.

The tourism sector employed more workers aged 15-24 (32.8%) than this industry group (27.3%).

Almost six in ten (58.1%) people employed in recreation and entertainment worked seasonally (part-year). This is due to industries such as amusement parks and spectator sports, which operate on a seasonal basis.

Eighty-four percent of workers in this group were born in Canada.

Just 13.4% of people working in this industry have a mother tongue other than English or French, compared to 22.1% in the tourism sector overall.

About three-in-ten people working in recreation and entertainment attend school (27.1%).

People working in this industry are almost twice as likely to hold a university certificate or degree (22.7%) than those in the total tourism sector labour force (12.3%).

DEMOGRAPHIC CHARACTERISTICS OF PEOPLE EMPLOYED IN RECREATION & ENTERTAINMENT

	Canadian Labour Force	Tourism Sector	Recreation & Entertainment Industry Group
GENDER			
Female	47.4%	52.3%	47.2%
Male	52.6%	47.7%	52.8%
AGE			
15-24 years old	15.0%	32.8%	27.3%
25-34 years old	19.9%	18.5%	20.7%
35-44 years old	24.6%	18.6%	19.8%
45 years and older	40.5%	30.2%	32.2%
WORK PATTERNS*			
Full-Time / Full-Year	53.7%	36.8%	31.9%
Full-Time / Part-Year	24.0%	24.6%	29.2%
Part-Time / Full-Year	8.0%	11.5%	10.1%
Part-Time / Part-Year	14.4%	27.1%	28.9%
Total Full-Time	77.7%	61.4%	61.1%
Total Part-Time	22.4%	38.6%	38.9%
Total Seasonal (Part-Year)	38.4%	51.7%	58.1%
Total Year-Round	61.7%	48.3%	41.9%
PLACE OF BIRTH			
Born in Canada	77.9%	76.3%	83.4%
Born outside of Canada	22.1%	23.7%	16.6%
MOTHER TONGUE			
English	58.0%	58.7%	66.7%
French	21.9%	19.1%	19.9%
Other Language	20.1%	22.1%	13.4%
EQUITY GROUPS			
Visible minorities	15.1%	18.8%	10.9%
Aboriginal Peoples	2.8%	3.2%	3.3%
Disabled persons	11.8%	11.5%	11.4%
SCHOOL ATTENDANCE			
Attended school (in 2005-06)	16.7%	28.4%	27.1%
Did not attend school (in 2005-06)	83.3%	71.6%	72.9%
EDUCATION LEVELS			
No certificate, diploma or degree	14.5%	23.3%	15.1%
High school or equivalent	26.1%	34.6%	30.0%
Apprenticeship/trades/College/CEGEP certificate/diploma	32.4%	25.9%	27.1%
University below bachelor level	4.8%	3.9%	5.0%
University certificate or degree	22.3%	12.3%	22.7%

SOURCE: Canadian Census 2006, Customized tabulation.

* Data is for the employed labour force as of Census Day: May 16, 2006. Figures may not equal 100% due to rounding.

ABOUT THIS STUDY

The "Demographic Profile of Tourism Sector Employees" report is produced every five years as new Census data is made available. This summary was developed using specialized tabulations from the 2006 Census and offers employment and demographic statistics for the industry groups within the tourism sector.

The detailed "Demographic Profile of Tourism Sector Employees" report as well as regional, occupational and industrial summary documents are available on the CTHRC website: www.cthrc.ca

For more information, contact: research@cthrc.ca

Canada

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