

RECREATION & ENTERTAINMENT INDUSTRY SUMMARY



Demographic Profile of Tourism Sector Employees

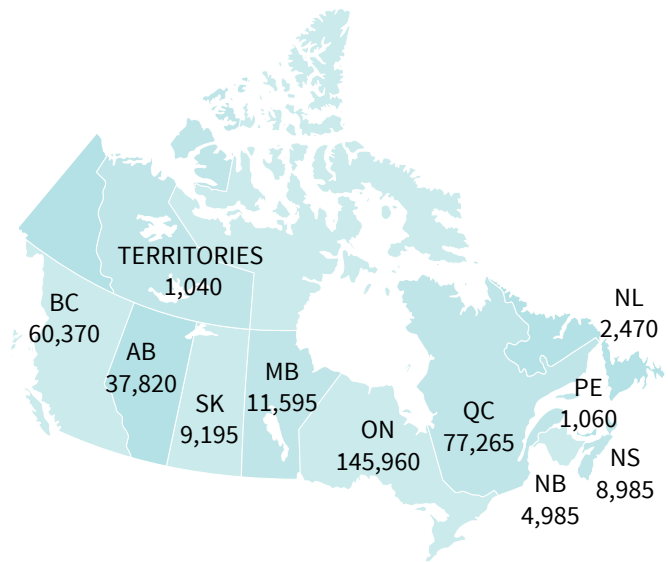
2011*

The recreation and entertainment industry group is comprised of eight individual industries**, including spectator sports, heritage institutions and gambling industries. With a total labour force of 360,730 people, it accounted for 21.8% of total tourism sector employment in 2011.

More than half of the total recreation and entertainment labour force were employed in Ontario (40.5%) and Québec (21.4%). As a percentage of the provincial tourism labour force, recreation and entertainment was largest in Ontario (23.6%) with British Columbia second (22.4%) and Nova Scotia (21.1%) third.

Most recreation and entertainment businesses are classified as small businesses. In 2011, 82.2% employed less than 20 employees, and of those 60% had only 1–4 employees.¹

People Employed in Recreation & Entertainment by Province



Occupations in the Recreation and Entertainment Industry

The top ten occupations—in terms of absolute size—listed in the following table represent 34.3% of all employment in the recreation and entertainment industry group.

NOC 2011	Occupations in the Recreation and Entertainment Industry Group	Total Tourism Sector Employment	Employed in Recreation and Entertainment	% of Recreation and Entertainment Labour Force
5254	Program leaders and instructors in recreation, sport and fitness	40,475	37,550	10.4%
6722	Operators and attendants in amusement, recreation and sport	17,670	16,575	4.6%
8612	Landscaping and grounds maintenance labourers	16,825	15,020	4.2%
6533	Casino occupations	12,490	12,345	3.4%
6611	Cashiers	62,375	9,355	2.6%
6513	Food and beverage servers	165,990	8,640	2.4%
6421	Retail salespersons	16,695	7,295	2.0%
6711	Food counter attendants, kitchen helpers and related support occupations	236,615	7,195	2.0%
6322	Cooks	143,635	5,100	1.4%
6733	Janitors, caretakers and building superintendents	14,490	4,660	1.3%
	Subtotal	727,260	123,735	34.3%
	All other tourism occupations	924,180	236,995	65.7%
	TOTAL EMPLOYMENT	1,651,440	360,730	100.0%

** This industry group is comprised of the following industries: 7111 Performing arts companies, 7112 Spectator sports, 7115 Independent artists, writers and performers, 7121 Heritage institutions, 7131 Amusement parks and arcades, 7132 Gambling industries, 7139 Other amusement and recreation industries, 5121 Motion picture and video industries

¹ Statistics Canada, Business Register, 2011. Reproduced and distributed on an "as is" basis with the permission of Statistics Canada

* Customized Tabulations: National Household Survey, 2011.

Demographic Characteristics of People Employed in Recreation and Entertainment

As a whole, the industry employs slightly more males than females, but in certain occupations one gender tends to dominate. Males made up more than 75.0% of the workforce for chefs, outdoor sport and recreation guides, janitors/caretakers, landscapers and most transportation related jobs. Females made up more than 75.0% of the workforce for travel counsellors, food and beverage servers, cashiers and accounting clerks. Female workers also made up the majority of food service supervisors, retail sales supervisors, human resource managers and marketing managers.

The recreation and entertainment industry workforce includes a larger percentage of workers above the age of 45 than tourism in general, but it also relies on youth for over a quarter of its workforce. Young workers tend to be predominant in frontline jobs such as food counter attendant, food and beverage server, operators/attendants, and program leaders. Older workers tend to dominate technical and managerial positions. Workers over 65 are most common in the occupations of bus driver, taxi driver, landscaping, operators/attendants and retail salespersons.

Almost half (49.5%) of employees in the recreation and entertainment industry were seasonal workers. Employees aged 15–24 or over 65 were most likely to work seasonally.

Workers reporting a language other than English or French as their mother tongue* made up a smaller percentage of the recreation and entertainment workforce than they did in the tourism sector or in the overall economy.

People working in the recreation and entertainment industry were less likely to have been born outside of Canada than tourism workers in general. Immigrants made up 16.4% of the recreation and entertainment workforce, while non-permanent residents made up less than 1% of the workforce.

National Household Survey data on the recreation and entertainment industry is available for each province and for certain major cities. Data is also available for specific occupations, and demographic groups. To request data, please email research@tourismhr.ca

	Canadian Labour Force	Tourism Sector	Recreation and Entertainment Industry Group
Total Employees	16,595,030	1,651,440	360,730
GENDER			
Male	52.0%	48.9%	52.8%
Female	48.0%	51.1%	47.2%
AGE			
15 to 24 years old	13.1%	30.7%	26.0%
25 to 34 years old	20.5%	19.5%	20.4%
35 to 44 years old	22.0%	17.0%	18.6%
45 to 54 years	25.7%	18.6%	18.2%
55 to 64 years	15.3%	11.3%	12.6%
65 years and over	3.4%	2.9%	4.2%
WORK ACTIVITY IN 2010			
Full-Time / Full-Year	58.6%	42.6%	38.7%
Full-Time / Part-Year	22.2%	21.8%	26.0%
Part-Time / Full-Year	8.1%	13.7%	11.8%
Part-Time / Part-Year	11.1%	21.9%	23.5%
<i>Total Full-Time</i>	<i>80.8%</i>	<i>64.3%</i>	<i>64.7%</i>
<i>Total Part-Time</i>	<i>19.2%</i>	<i>35.7%</i>	<i>35.3%</i>
<i>Total Seasonal (Part-Year)</i>	<i>33.4%</i>	<i>43.7%</i>	<i>49.5%</i>
<i>Total Year-Round</i>	<i>66.6%</i>	<i>56.3%</i>	<i>50.5%</i>
PLACE OF BIRTH			
Born in Canada	76.7%	74.1%	82.3%
Born outside of Canada	23.3%	25.9%	17.7%
MOTHER TONGUE			
English	57.5%	57.1%	66.5%
French	21.5%	19.0%	19.2%
Other Language	20.9%	23.9%	14.3%
EQUITY GROUPS			
Disabled Persons	12.8%	12.3%	12.0%
Aboriginal Peoples	3.2%	3.5%	3.7%
Visible Minority	17.7%	22.6%	13.2%
SCHOOL ATTENDANCE			
Attended school (in 2010-11)	14.9%	26.7%	25.3%
Did not attend school (in 2010-11)	85.1%	73.3%	74.7%
EDUCATION LEVELS			
No certificate, diploma or degree	11.2%	18.6%	11.8%
High school diploma or equivalent	24.9%	35.3%	30.0%
Apprenticeship or trades certificate or diploma	11.8%	8.8%	6.9%
College, CEGEP or other non-university certificate or diploma	21.6%	18.3%	21.0%
University certificate or diploma below bachelor level	4.8%	4.3%	5.2%
Bachelor's degree	16.6%	10.9%	17.9%
University certificate, diploma or degree above bachelor level	9.2%	3.8%	7.1%

*Mother tongue refers to the first language learned at home in childhood and still understood by the person at the time data was collected.



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Tourism HR Canada seeks to improve the quality of the Canadian labour force. To that end, we analyse the latest data on compensation, labour supply, and productivity and provide innovative analysis of that information for the tourism sector. To request specific information, please email research@tourismhr.ca or visit our website tourismhr.ca

SOURCE: Adapted from Statistics Canada, Customized Tabulations: National Household Survey, 2011. This does not constitute an endorsement by Statistics Canada of this product.