



INFORMATION AND CULTURE

Economy - Sectors

Step 1: Understanding Yesterday and Today

Metropolitan Core Jobs & Economy Land Use Plan

Highlights

- 6% of Metro Core employment is in this sector.
- Nearly one quarter of these jobs are in telecommunications.
- The Metro Core has 79% of city jobs and 31% of regional jobs in this sector. This is a higher than average share.
- 53% of Metro Core employees in this sector live in Vancouver.
- The CBD has a larger number of these employees than any other Metro Core sub-area. However, Mount Pleasant has the largest percent of its jobs in this sector.



What is included in this sector?

The information and cultural industries sector is comprised of establishments that engage in creating and disseminating information and cultural products such as written and musical works and software and information databases (*Statistics Canada*).

Other information sheets related to culture: see [Arts, Entertainment and Recreation](#) and also [High Tech/Creative](#).

JOBS

How many people are employed in this sector?

In 2001, approximately 11,300 people were employed in this sector in the Metro Core. This is approximately 6% of all Metro Core employees. The largest employers in this sector in the Metro Core are telecommunications, motion picture and video industries, information services and software publishing industries (Table 1).

Table 1: Jobs by type
(1000 jobs or more in the Metro Core)

Sub-sectors	Metro Core	
Telecommunications (incl. wireless)	2,525	22%
Motion picture and video industries	2,055	18%
Information services (e.g. news wire services, libraries, internet service providers)	1,655	15%
Software publishers	1,545	14%
Newspaper, periodical, book and database publishers	1,470	13%
Radio and television broadcasting	1,460	13%
Total information and cultural industries	11,275	100%

Statistics Canada 2001 Census: Jobs by NAICS (4 digit), 2001.xls. See Note 1.

How does this compare to the rest of the city and the region?

(a) Percent of total jobs

This sector accounts for approximately 6% of all jobs in the Metro Core. This is substantially higher than the rest of the city and region where this sector accounts for only 3% and 4% of all employment respectively (Table 2).

	Metro Core	Rest of city	Rest of region
Total jobs	199,955	112,700	589,115
Number of people working in information and cultural industries	11,275	3,080	21,835
% of total jobs	5.6%	2.7%	3.7%

Statistics Canada 2001 Census. Jobs by NAICS (2 digit), 2001.xls

(b) Share of information and cultural industries jobs

The Metro Core has a higher than average share of city and regional jobs in this sector:

- 79% of city jobs in this sector are in the Metro Core (vs. 64% of all city jobs).
- 31% of regional jobs in this sector are in the Metro Core (vs. 22% of all regional jobs)

This high share applies generally to all sub-sectors, except for telecommunications which has a lower than average share of regional jobs (Table 3).

Sub-sectors	Metro Core's share of city	City total	Metro Core's share of region	Region total
Radio and television broadcasting	94%*	1,555	67%*	2,195
Software publishers	91%*	1,690	39%*	3,980
Telecommunications	85%*	2,970	20%	12,845
Information services (e.g. internet service providers)	83%*	2,000	40%*	4,105
Newspaper, periodical, book and database publishers	66%*	2,235	29%*	5,115
Motion picture and video industries	64%*	3,195	37%*	5,610
Information and cultural industries total	79%	14,350	31%	36,190
All sectors total	64%	312,660	22%	901,775

Statistics Canada 2001 Census: Jobs by NAICS (4 digit), 2001.xls. Note: * indicates share is greater than 64% of city jobs or 22% of regional jobs.

How has this employment changed over time?

The analysis of economic sectors over time is limited due to changes to the industrial classification methods used by Statistics Canada over the past 25 years. In 1981, the majority of the jobs within the information and cultural industries sector were classified in the “communication and other utility industries” sector (includes telecommunications) and the “other service industries” sector (includes motion picture and video production). From 1981 to 2001, communication and utility jobs decreased by 18% while “other service” jobs increased by 93% (Table 4).

	1981	2001	% change
Total jobs	193,846	221,246	14%
Communication and other utility industries jobs	10,789	8,825	-18%
Other service industries jobs	10,595	20,412	93%

Statistics Canada 1981 & 2001 Census: Jobs by SIC, 1981 to 2001.xls. See Note 2.

Who is working in this sector and what do they do?

Women occupy 43% of the positions in this sector in the Metro Core. This is slightly lower than the rest of the city and region where women occupy 46% and 50% of the positions in this sector, respectively. Overall, women occupy 50% of all jobs in the region.

Fulltime workers hold 88% of the jobs in this sector in the Metro Core. This is higher than the rest of the city and region where 82% and 81% of workers are employed full time, respectively. Overall, 77% of all jobs in the region provide full time work (Statistics Canada 2001 Census: Jobs by NAICS (2-digit and 4-digit) by work activity by sex.xls).

Over 30% of the employees in this sector work in occupations in art, culture, recreation and sport (Table 5).

Occupation	Count	Percentage
Occupations in art, culture, recreation and sport	3,485	31%
Business, finance and administrative occupations	2,250	20%
Natural and applied sciences and related occupations	1,905	17%
Management occupations	1,890	17%
Sales and service occupations	995	9%
Trades, transport and equipment operators and related occupations	475	4%
Total - Occupation	11,275	100%

Statistics Canada 2001 Census: Jobs by NAICS by Occupation, 2001.xls.

Where do employees in this sector live?

Approximately 53% of Metro Core employees in this sector reside in the City of Vancouver. This is the same proportion as that across all Metro Core sectors (Table 6).

Area	Count	Percentage
Vancouver*	6,030	53%
Burnaby/New West	1,235	11%
NE Sector	790	7%
North Shore	1,035	9%
Richmond	635	6%
South of Fraser	985	9%
Total	11,275	100%

Statistics Canada 2001 Census: Jobs by NAICS by POR, Metro Core, 2001.xls. Note *: includes people who work at home in this sector in the Metro Core.

BUSINESSES

How many businesses are in this sector and what size are they?

There are nearly 1,000 business establishments in this sector in the Metro Core. This is 3% of all Metro Core businesses (vs. 6% of all employment).

Statistics Canada lists many businesses as indeterminate in size (44% in this sector - see Note 3). Of those in this sector for which size is known (Table 7):

- Close to 90% have less than 50 employees
- 26 have over 100 employees

How do these businesses compare to the rest of the city and the region?

When compared to businesses in this sector in the rest of the city and region, businesses in the Metro Core tend to operate at a larger scale (Table 7).

# of employees	Metro Core		Rest of city		Rest of region	
1-4	246	47%	217	66%	538	61%
5-19	146	28%	63	19%	195	22%
20-49	71	14%	26	8%	79	9%
50-99	35	7%	13	4%	38	4%
100-499	24	5%	7	2%	29	3%
500+	2	0%	1	0%	4	0%
Total	524	100%	327	100%	883	100%

Statistics Canada: Businesses by NAICS (2-digit) by Size, 2001.xls.

SPACE AND LOCATION

How many people work from home in this sector?

Of those people employed by the Metro Core information and cultural industries sector, only 5% work from home (Table 8).

	Metro Core	City	Region
Total	11,275	14,355	36,190
Work at home	540	1,310	3,180
%	5%	9%	9%
% across all sectors	3%	7%	9%

Statistics Canada: Jobs by NAICS (2 digit), 2001.xls. Note: Figures above do not include employees with no fixed place of work.

Where in the Metro Core is this sector located?

The largest numbers of information and cultural industries jobs by employment area are:

- Central Business District (5,600 jobs)
- Mount Pleasant (700 jobs)
- False Creek North/ Yaletown (700 jobs)
- Downtown south (900 jobs)

Overall, 6% of Metro Core jobs are in this sector. Sub-areas where this sector comprises significantly more than 6% include:

- Mount Pleasant (10%)
- Burrard Slopes South (9%)
- False Creek North/ Yaletown (8%)
- SEFC (8%) (Table 9 on second last page)

What types of space does this sector occupy?

While specific data is not available to connect each sector with its type of space, observation suggests that Metro Core businesses in this sector occupy a variety of office and industrial spaces.

WHAT ELSE DO WE KNOW ABOUT THE ECONOMIC ROLE OF THIS SECTOR?

The information and cultural industries sector typically generates 4% of British Columbia's Gross Domestic Product and accounts for 3% of employees in BC. This is lower than the Metro core where 6% of all employees work in this sector (*BC Stats-- BC GDP by Industry and BC Employment by Industry*).

Figure 1: Distribution of jobs

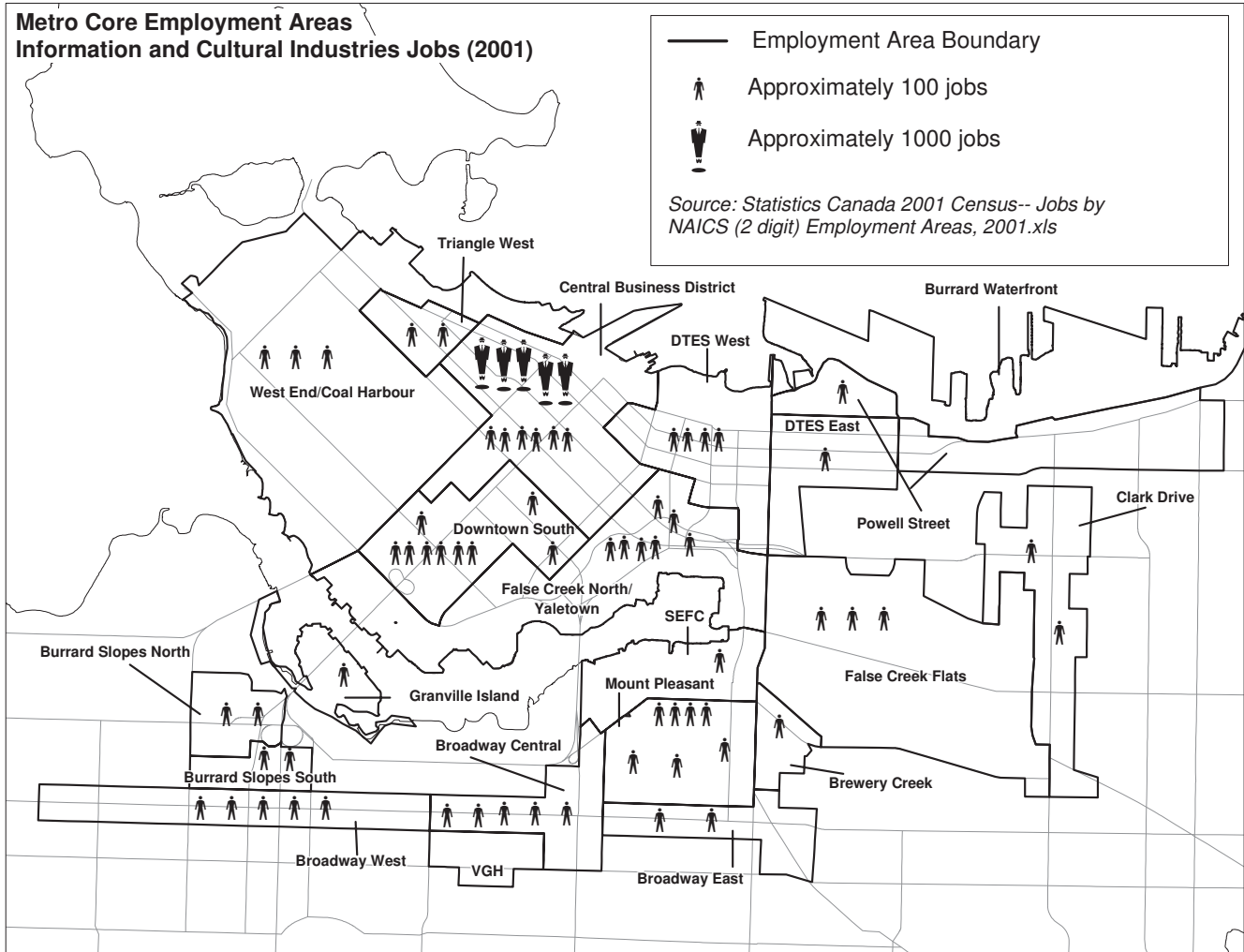


Table 9: Percent of total jobs by employment area

Mount Pleasant	10%	East Downtown	6%	Granville Island	4%
Burrard Slopes South	9%	Broadway East	6%	Clark Drive	3%
False Creek North/Yaletown	8%	False Creek Flats	6%	DTES East	2%
SEFC	8%	Triangle West	5%	Burrard Waterfront	2%
Central Business District	7%	Broadway Central	5%	West End/Coal Harbour	2%
Downtown South	7%	Broadway West	5%	Powell Street	2%
Burrard Slopes North	7%	Brewery Creek IC	4%	VGH	0%

Statistics Canada 2001 Census-- Jobs by NAICS (2-digit), Employment Areas, 2001.xls. Note: Available data for the Burrard Waterfront employment area covers a geography that exceeds the boundaries of the Metro Core.

Sources / Contacts

Sources of information are recorded throughout this Information Sheet. Additional notes are provided here:

1) In this paper, NAICS refers to the 1997 North American Industrial Classification System, which was the system used by Statistics Canada in 2001 to categorize jobs and businesses by industry sector.

2) Re: Table 4 - Data in this table are categorized according to 1980 SIC (Standard Industrial Classification). SIC was the classification method used by Statistics Canada prior to the 2001 Census. The job totals in Table 4 are higher because they include an estimate of jobs with no fixed place of work. This estimate is reached by assigning to the Metro Core a share of the workers with no fixed place of work. The share is determined on a sector by sector basis and is based on the number of workers with a known place of work.

3) Re: Table 7 - Businesses in the “indeterminate” category have no employees registered on the payroll. They may have contract workers, or no workers at all. “Indeterminate” does not equate with “self-employed”. Self-employed businesses may be in either category.

This Information Sheet was published by the City of Vancouver. It is one in a series of Information Sheets produced for the Metropolitan Core Jobs and Economy Land Use Plan. The purpose of this initiative is to develop a long term land use policy plan to accommodate future economic activity and jobs in the Metro Core. For further information, please e-mail corejobs@vancouver.ca or visit the website www.vancouver.ca/corejobs