

Profile of Key Economic Sectors

Information and Cultural Industries

What is included in the sector?

This sector includes:

- Print, broadcast, and digital media services;
- Computer and telecommunication services; and
- Other information services.

TABLE 1. SECTOR JOBS BY TYPE IN VANCOUVER

SUB-SECTOR	JOB (%)
Motion picture and video industries	40.3%
Wired telecommunications carriers	16.7%
Software publishers	13.9%
Other information services	7.1%
Newspaper, periodical, book and directory publishers	6.5%
Radio and television broadcasting	5.8%
Data processing, hosting, and related	4.8%
Wireless telecommunications carriers	1.7%
Sound recording industries	1.6%
Other telecommunications	1.3%
Other	0.3%
Grand Total	100%

Source: Place of work data from 2016 Census for the city of Vancouver, Statistics Canada.

Who is working in this sector?

TABLE 2. EMPLOYMENT STATUS FOR SECTOR JOBS IN VANCOUVER

CATEGORY	VALUE
Full time vs. part time	
Full time workers	91%
Part time workers	9%
Self employed and work from home	
Self employed	8%
Work from home	10%

Source: Place of work data from 2016 Census for the city of Vancouver, Statistics Canada.

TABLE 3. GENDER, WAGE AND EDUCATION CHARACTERISTICS FOR THE SECTOR IN THE REGION

CATEGORY	VALUE
Gender	
Men	63%
Women	37%
Wages and highest education	
Regional median income	\$55,810
University certificate, diploma or bachelor degree or above	42%

Source: Place of residence data from 2016 Census for the city of Vancouver, Statistics Canada.

HIGHLIGHTS:

- Information and cultural industries make up 6% of the city's total employment.
- The sector is the city's 7th largest employer with 20,640 jobs.
- The movie industry and telecommunications companies account for 40% and 17% of the sector jobs respectively.
- Between 2001 and 2016, the number of jobs in this sector in the city grew by 6,280 jobs (44%).
- Roughly 62% of the city's workers in the sector reside in the city of Vancouver.
- Jobs in the sector are primarily located in the city's Central Business District.

Job growth in the sector: Vancouver vs. the region

Over half (52%) of the sector's regional jobs are located in the city of Vancouver. The sector is growing, in both the city and region; between 2001 and 2016 the total number of sector jobs in the city increased by 44%. During this same timeframe, the city as a whole added roughly 64,355 jobs, growing by 21%.

TABLE 4. SECTOR GROWTH IN VANCOUVER AND METRO VANCOUVER

	VANCOUVER	METRO
Sector jobs	20,640 5% of all jobs	39,610 4% of all jobs
Growth of sector from 2001-16	+6,280 ↑ 44%	+3,420 ↑ 9%
Overall job growth from 2001-16	+64,355 ↑ 21%	+209,675 ↑ 23%

Source: Place of work data from 2016 Census for the city of Vancouver, Statistics Canada.

What do they do?

TABLE 5. SECTOR JOBS BY OCCUPATION IN THE REGION FOR WORKER PLACE OF RESIDENCE

OCCUPATION	JOB (%)
Occupations in art, culture, recreation and sport	36%
Natural and applied sciences and related occupations	17.2%
Business, finance and administration occupations	14.6%
Sales and service occupations	12.9%
Management occupations	11.1%
Trades, transport and equipment operators and related occupations	6%
Occupations in education, law and social, community and government services	1.7%
Other	0.5%
Grand Total	100%

Source: Place of residence data from 2016 Census for Metro Vancouver, Statistics Canada.

Where do sector workers live?

62% of city's sector workers live in Vancouver.

TABLE 6. PLACE OF RESIDENCE FOR WORKERS IN THE INFORMATION AND CULTURAL INDUSTRIES

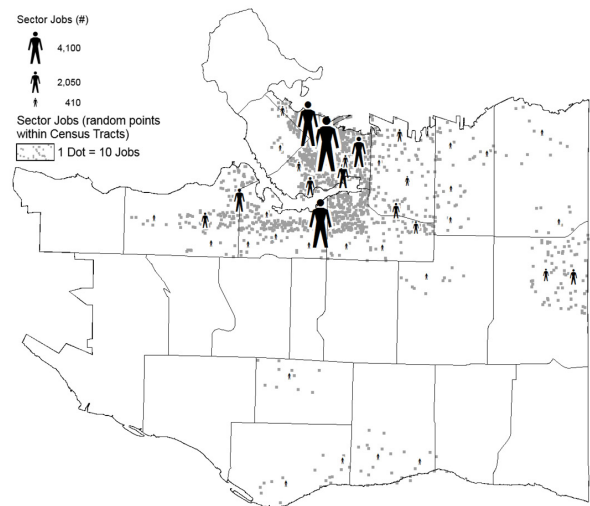
LOCATION	#	%
City of Vancouver	12,690	61.5%
Metro Vancouver (Outside of Vancouver)	7,585	36.7%
Burnaby & New Westminister	2,200	10.7%
Surrey, Delta, & White Rock	1,550	7.5%
Tri-Cities (incl. Anmore and Belcarra)	1,225	5.9%
North Shore (incl. Bowen and Lions Bay)	1,225	5.9%
Richmond	840	4.1%
Maple Ridge / Pitt Meadows	245	1.2%
Langley (District and City)	210	1.0%
University Endowment Lands	75	0.4%
First Nations Lands	15	0.1%
Outside of Metro Vancouver	365	1.8%
Total	20,640	100.0%

Source: Place of work commuter data from 2016 Census for the city of Vancouver, Metro Vancouver and Canada, Statistics Canada.

Where in the city are sector jobs located?

Jobs in the sector are concentrated in the Metro Core area, primarily in the Central Business District.

FIGURE 1. DISTRIBUTION OF SECTOR JOBS IN THE CITY

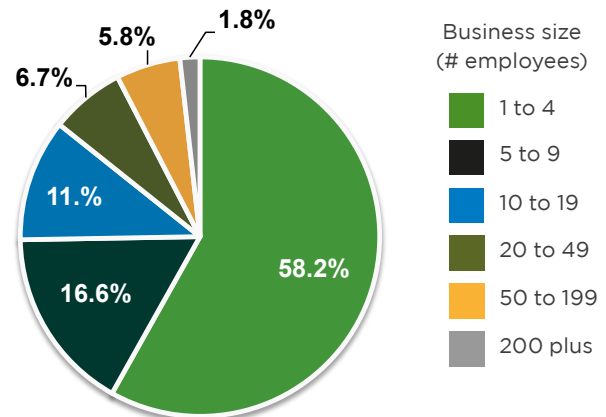


Source: Place of work data from 2016 Census for the city of Vancouver, Statistics Canada.

Business size

The majority of sector businesses within the region (about 92%) employ fewer than 50 people.

FIGURE 2. SIZE OF BUSINESSES IN SECTOR IN METRO VANCOUVER REGION



Source: Statistics Canada Business Register for the Greater Vancouver Regional District, 2017.