Earnings of culture workers: findings from Canadian Census data

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Earnings of culture workers: findings from Canadian Census data

by Vik Singh

A study of earnings in the culture sector is important to an understanding of the vitality of this sector. It is also an issue of significant interest to many culture organizations and lobby groups. The *Canadian Framework for Culture Statistics*[1] classifies 48 occupations[2] as culture occupations. Using data from the 1996 and 2001 Censuses of Population,[3] this article discusses the employment income in culture occupations[4] and compares it with the employment income of all occupations.

Average employment income of culture workers lags behind the Canadian average

Average employment income earned by culture workers was lower than the average employment income for all workers in Canada. In 2000, the average employment income[5] for culture workers amounted to $30,149, compared to $32,123 for all workers in Canada (Table 1).[6] The percentage change in average employment income from 1995 to 2000 for culture occupations also fell short of the national average (9% versus 10%). Thus, not only were the incomes of culture workers lower, but their income growth was lower than the national average.

Breakdowns of earnings by culture occupations also tell an interesting story. Table 1 categorizes culture occupations into two broad subcategories (a) *core culture occupations* and (b) *culture support occupations*.[7] Average

1. Statistics Canada (2004), Canadian Framework for Culture Statistics," *Research Paper Series*, Catalogue no. 81-595-MIE2004021, Culture Statistics Program, Statistics Canada, available at: http://dissemination.statcan.ca:8083/english/research/81-595-MIE/81-595-MIE2004021.pdf.
2. Data for one culture occupation category, *Supervisors, library, correspondence and related information clerks*, are not available.
3. Reference years for the 1996 and 2001 Censuses are 1995 and 2000, respectively.
4. The occupation categories are taken from Standard Occupational Classification (SOC), 1991, available at http://dissemination.statcan.ca/english/concepts/occupation.htm
5. Employment income refers to income earned in a calendar year and is reported in constant 2000 dollars.
6. Census earnings data are collected based on primary occupation. If an individual worked in more than one occupation, the occupation with the greatest number of hours worked in the reference week becomes the primary occupation. For example, an individual who played guitar in a rock band for two days a week but worked in a restaurant as a server for three days a week will not be classified as a musician but as a server.
7. For a list of culture occupations see Tables 4 and 5.

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Employment income is the sum of the wages and salaries and net self-employment income from the operation of a farm, business or professional practice owned and operated by the respondent. Self-employment income is calculated after business expenses but as with wages and salaries, before income tax is deducted. Royalties are included.

Full-time workers are persons 15 years of age and over who worked 49-52 weeks on a full-time basis in the reference year, for pay or in self-employment.

Culture is creative artistic activity and the goods and services produced by it, and the preservation of human heritage.

earnings for workers in *culture support occupations* ($31,139), although lower than the national average for all occupations ($32,123), were higher than the average earnings of all workers in culture occupations in 2000 ($30,149). However, the percentage change in average employment income from 1995 to 2000 reported by workers in *culture support occupations* (5%) was lower than that reported by workers in *core culture occupations* (14%). In addition, five out of the nine culture occupation categories that reported declines in their average earnings were classified in the *culture support occupations* category. In both 1995 and 2000, workers in *culture core occupations* reported lower employment income than did those working in *culture support occupations* and workers in general. However, the average employment income for workers in *core culture occupations* grew faster than the average earnings for all culture workers in Canada from 1995 to 2000 (14% versus 9%).

Most culture occupations (38 out of 47) reported growth in average earnings from 1995 to 2000. The largest growth was reported by *painters, sculptures and other visual artists* (36%) while the sharpest drop was reported by *conductors, composers and arrangers* (-10%).

A majority of culture occupations reported average employment income lower than other non-culture occupations. When all occupations are ranked by earnings, about two-thirds of culture occupations (64% in 1995 and 66% in 2000) were in the bottom half. In fact, *artisans and craftspersons* were among the 25 lowest paying occupations in Canada in 1995, while *library clerks* were similarly ranked in 2000. There were no culture occupations identified amongst the country's 25 highest paying occupations in either Census reference year, while only 4% and 6% of culture occupations were in the top quartile of earnings for the respective Census years. The highest earnings reported for a culture occupation category was $47,867 (*managers in publishing, motion pictures, broadcasting and performing arts*) in 1995 and $52,592 *(architects)* in 2000 (Tables 4 and 5).

There are a number of reasons why workers in culture occupations continued to earn less than those in other occupations. Previous Canadian studies found that the income of certain culture occupations, such as freelance writers, although consistently lower than the average wage-earning Canadian, were not uniformly distributed in that they had a higher concentration of both low and high levels of earnings.[8]

Other studies have suggested that the higher variance in the earnings of culture occupations compared to non-culture occupations could be due to the project based nature of many culture occupations and the uncertainty of being able to find a new contract when existing work is completed.[9] Employment in some artistic occupations is subject to a greater degree of instability than employment in many non-culture occupations, which might also explain the lower earnings of some culture occupations.

8. Harrison, B.R., and Thera, J.R. (1983), "Economic Status of Canadian Freelance Writers," In *Markets for the Arts*, ed., James L. Shannon, William S Hendon, Izzak Hillhorst and Jaap van Straalen, Akron: Association of Cultural Economics, pp.126-136.
9. McNertney, E.M., and Waits, R.C. (1989), "The Incomes of Culture providers," A review of Current Research," In *Cultural Economics 88: An American Perspective*, by Douglas V. Shaw, William S. Hendon and Virginia Lee Owen, Akron: University of Akron, pp 41-48.
Santos, F.P. (1976), "Risk, Uncertainty and the Performing Arts," *Economics of the Performing Arts*, Mark Blaug ed., Boulder: Westview Press, pp 248-259.
Filer, R.K. (1986), "The Starving Artist – Myth or Reality? Earnings of artists in the United States," *Journal of Political Economy*, Vol. 94, pp 56-75.

Table 1

Average employment income from culture occupations was lower than average employment income from all occupations in Canada

	Average employment income (constant 2000 $)		Percentage change (1995-2000)
	1995	2000	
All occupations	29,160	32,123	10
Culture occupations	27,692	30,149	9
Core culture occupations	25,485	29,142	14
Creative and artistic production occupation	24,918	28,786	16
Heritage collection and preservation occup	33,026	34,639	5
Culture support occupations	29,627	31,139	5
Culture management occupations	47,296	49,370	4
Technical and operation occupations	28,479	30,047	6
Manufacturing occupations	29,041	29,970	3

Source: Statistics Canada, 1996 and 2001 Censuses of Population.

Female earnings continue to lag behind males

Census data show that females earned less than their male counterparts in Canada – women earned 63% and 64% of male earnings in 1995 and 2000, respectively. The same trend was found in culture occupations. However, females working in culture occupations were slightly better off than those working in non-culture occupations. Women engaged in culture occupations earned approximately 70 cents and 72 cents for every dollar earned by men in 1995 and 2000, respectively (Table 2). Between 1995 and 2000, however, average employment income for females in culture occupations grew faster (11%) than it did for their male counterparts (7%).

However, the earnings of females in culture occupations failed to catch up to those of males. The difference in average employment income between males and females remained almost the same over the two census periods ($9,823 and $9,731 in 1995 and 2000, respectively) as shown in Table 2. Nevertheless, the difference between male and female earnings for culture occupations was lower than for all occupations in both 1995 and 2000. For instance, in 2000, males earned, on average, $14,040 more than females. On the other hand, males engaged in culture occupations earned, on average, only $9,731 more than their female counterparts.

Except for three occupational categories in 1995 (*other performers*; *library clerks*; and, *library and archive technicians and assistants*) and just one category in 2000 (*library clerks*), all other culture occupations reported higher earnings by men than women.

Figure 1 shows that, whereas men working in culture occupations earned less than the national average for males, the opposite was true for females. Women working in culture occupations earned slightly more than the female national average in both 1995 ($22,479 versus $22,219) and 2000 ($24,941 versus $24,691).

Table 2
Males, on average, earned higher employment income than females

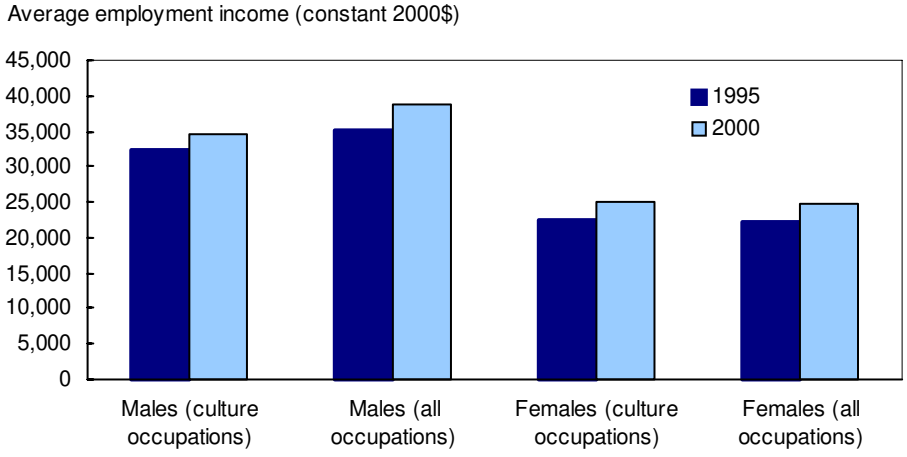
	Average employment income (constant 2000 $)		Percentage change (1995-2000)
	1995	2000	
Culture occupations	27,692	30,149	9
Males	32,302	34,672	7
Females	22,479	24,941	11
Gender wage gap	9,823	9,731	-1
All occupations	29,160	32,123	10
Males	35,106	38,731	10
Females	22,219	24,691	11
Gender wage gap	12,887	14,040	9

Note: The gender gap refers to the amount by which males earned more than females.
Source: Statistics Canada, 1996 and 2001 Censuses of Population.

On average, the occupation category *library, archive, museum and art gallery managers* reported the highest earnings for both males and females in 1995 ($52,663 and $42,559, respectively). However, in 2000, the occupational category *architects* reported the highest earnings for males and *managers in publishing, motion pictures, broadcasting and performing arts* for females ($56,482 and $44,653, respectively). The lowest earning occupational category for males was *library clerks* in both 1995 and 2000 ($12,376 and $12,076, respectively). The occupational category *artisans and craftpersons* reported the lowest earnings for females in 1995 ($9,200) and 2000 ($11,843).

The largest disparity between the earnings of men and women was found in the occupation category of *photographers* where, on average, females earned approximately half (only 54% and 51%) of what their male counterparts earned in 1995 and 2000, respectively. Looking at

Figure 1
Average employment income for male workers in culture occupations was lower than the national average for all occupations



Source: *1996 and 2001 Censuses of Population, Statistics Canada.*

aggregate culture occupations categories, women in *culture support occupations* earned far less than women working in *core culture occupations*. For example, in 2000, women earned only 57 cents for every dollar earned by their male co-workers in *culture support occupations* compared to 81 cents for a dollar for core culture occupation categories.

There are many reasons for the consistent gender wage gap in the culture sector and in the overall economy. Some studies have pointed to the fact that females in general are more likely to be overrepresented in part-time and temporary jobs and these jobs typically pay less than full-time jobs.[10] Other studies have stated that there was a negative effect of housework on hourly female wage rates.[11]

Part-time[12] culture workers had the greatest percentage wage gains

Average earnings for full-time workers engaged in culture occupations amounted to $40,060 in 2000, an increase of 2% from $39,356 in 1995 (Table 3). The earnings of full-time workers engaged in culture occupations grew less than the average full-time earnings for all occupations in Canada (2% versus 6%) from 1995 to 2000. However, the average earnings of part-time culture workers grew more than the average earnings of all part-time workers over the same period (18% versus 13%). Interestingly,

Table 3
Largest percentage increase in earnings occurred for part-time culture workers

	Average employment income (constant 2000 $)		Percentage change (1995-2000)
	1995	2000	
Culture occupations (full-time)	39,356	40,060	2
All occupations (full-time)	40,910	43,298	6
Culture occupations (part-time)	16,525	19,506	18
All occupations (part-time)	16,827	19,067	13
Culture occupations (total)	27,692	30,149	9
All occupations (total)	29,160	32,123	10

Source: Statistics Canada, 1996 and 2001 Censuses of Population.

Table 4
Average employment income in core culture occupations

Core culture occupations	Average employment income (constant 2000 $) 1995	2000	Percentage change in average employment income (1995-2000)
Creative and artistic production occupations			
C051 Architects	43,707	52,592	20
C052 Landscape architects	31,274	41,626	33
C152 Industrial designers	41,066	40,469	-1
F021 Writers	30,437	31,911	5
F022 Editors	35,651	36,637	3
F023 Journalists	34,855	37,473	8
F031 Producers, directors, choreographers and related occupations	39,964	43,111	8
F032 Conductors, composers and arrangers	30,380	27,381	-10
F033 Musicians and singers	13,718	16,090	17
F034 Dancers	13,013	14,587	12
F035 Actors	18,556	21,597	16
F036 Painters, sculptors and other visual artists	13,761	18,666	36
F121 Photographers	21,679	25,407	17
F132 Other performers	15,355	18,156	18
F141 Graphic designers and illustrating artists	27,200	30,186	11
F142 Interior designers	26,242	29,808	14
F143 Theatre, fashion, exhibit and other creative designers	23,717	27,205	15
F144 Artisans and craftspersons	11,553	15,533	34
Average earnings for creative and artistic production occupations	24,918	28,786	16
Heritage collection and preservation occupations			
F011 Librarians	32,928	35,564	8
F012 Conservators and curators	35,264	34,041	-3
F013 Archivists	31,318	30,480	-3
Average earnings for heritage and preservation occupations	33,026	34,639	5
Average earnings for culture occupations	25,485	29,142	14

Source: Statistics Canada, 1996 and 2001 Censuses of Population.

10. Blank, R.M. (1990a), "Are part-time jobs bad jobs?" in Gary Burtless, eds., *A future of lousy jobs*, Brookings Institution, Washington, DC; Blank, R.M. (1998), "Contingent work in a changing labour market" in Richard Freeman and Peter Gottschalk, eds., *Generating jobs*, Russel Sage Foundation, New York; Segal, L.M., and Sullivan, D.G. (1997a), "The temporary labor force," *Economic Perspectives*, Vol. 19, 2, pp. 2-10; Segal, L.M., and Sullivan, D.G. (1997b), "The growth of temporary services work," *Journal of Economic Perspectives*, Vol. 11, 2, pp. 117-136.
11. Hersch, J., and Straton, L.S. (1997), "Housework, fixed effects and wages of married workers," *Journal of Human Resources*, Vol. 32, pp 285-307.
Becker, G.S. (1985), "Human capital, effort and the sexual division of labour," *Journal of Labor Economics*, Vol. 3. pp.33-58.
12. Part-time employment includes contract and freelance work.

part-time earnings in culture occupations grew nine times more than full-time earnings in culture occupations.

Summary

This article compares the earnings in culture occupations for the last two census years and provides insight into gender and sub-occupational differences. The results show that average employment income from culture occupations was lower than in other occupations. Whereas full-time earnings from culture occupations grew less than the national full-time average, growth in part-time earnings from culture occupations exceeded the growth of all part-time earnings. Females lagged behind males in their average employment income in the culture sector, in keeping with the overall trend in the Canadian economy. However, when compared to the national average, females engaged in culture occupations were better off.

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Table 5
Average employment income in culture support occupations

Culture support occupations	Average employment income (constant 2000 $) 1995	2000	Percentage change in average employment income (1995-2000)
Culture management occupations			
A341 Library, archive, museum and art gallery managers	45,929	44,186	-4
A342 Managers in publishing, motion pictures, broadcasting and performing arts	47,867	51,216	7
B413 Supervisors, library, correspondence and related information clerks	..	..	..
Average earnings for cultural management occupations	47,296	49,370	4
Technical and operational occupations			
B551 Library clerks	14,709	14,179	-4
B552 Correspondence, publication and related clerks	23,933	26,066	9
C125 Landscape and horticultural technicians and specialists	20,562	22,964	12
C151 Architectural technologists and technicians	33,386	34,960	5
C153 Drafting technologists and technicians	34,912	36,362	4
F024 Professional occupations in public relations and communications	35,291	37,618	7
F025 Translators, terminologists and interpreters	29,541	31,500	7
F111 Library and archive technicians and assistants	21,700	23,935	10
F112 Technical occupations related to museums and galleries	16,768	16,535	-1
F122 Film and video camera operators	34,692	35,698	3
F123 Graphic arts technicians	24,327	25,411	4
F124 Broadcast technicians	38,602	39,501	2
F125 Audio and video recording technicians	28,935	30,632	6
F126 Other technical occupations in motion pictures, broadcasting and the performing arts	29,540	33,888	15
F127 Support and assisting occupations in motion pictures, broadcasting and the performing arts	27,619	25,953	-6
F131 Announcers and other broadcasters	26,994	30,505	13
F145 Patternmakers - textile, leather and fur products	23,856	25,789	8
Average earnings for technical and operational occupations	28,479	30,047	6
Manufacturing occupations			
B523 Typesetters and related occupations	25,639	26,043	2
H018 Supervisors, printing and related occupations	41,996	42,218	1
H521 Printing press operators	34,685	36,654	6
J181 Printing machine operators	25,934	27,336	5
J182 Camera, plate making and other pre-press occupations	34,403	31,533	-8
J183 Binding and finishing machine operators	20,672	23,129	12
J184 Photographic and film processors	18,664	17,769	-5
Average earnings for manufacturing occupations	29,041	29,970	3
Average earnings for culture support occupations	29,627	31,139	5

Source: Statistics Canada, 1996 and 2001 Censuses of Population.

Female participation in the culture sector workforce

by Vik Singh

The past few decades have seen dramatic growth in female participation in Canada's workforce. In 1976, only 37% of the Canadian workforce was female; by 2004 women comprised almost half of the workforce (47%). Over this period, the number of women employed more than doubled, compared to a more modest increase of 37% for men.[1]

There are many factors responsible for this growth, among them the expansion of the service sector, inflationary pressures demanding higher family incomes, changing gender expectations and changing female roles with respect to employment, marriage and parenthood.[2] Other factors such as enhanced parental leave and higher levels of female representation in many university degree programs have also contributed to the substantial increase in female participation in the Canadian workforce.

This article investigates gender dynamics in employment[3] in

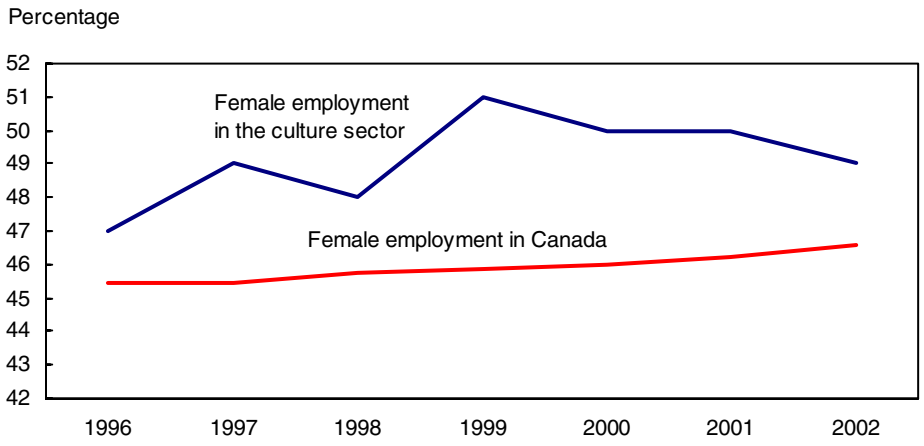
1. Source: CANSIM Table 282-0002.
2. Nelson, E., and Robinson, B. (1999), *Gender in Canada*, University of Waterloo.
3. The term *employment* refers to individuals, 15 years and over, who were working for pay or profit during the reference week of the survey.

Canada's culture sector. It explores various questions such as changes in female employment and characteristics of female participation in the workforce by various culture sub-sectors and activities. The data for this article are derived from Statistics Canada's *Labour Force Survey (LFS)* from 1996 to 2002. It is important to note that the LFS only estimates "main employment," i.e., individuals surveyed may have more than one job but only the 'main' job is identified. In addition, the LFS does not include data from the Yukon, Northwest Territories or Nunavut.

Females form a higher proportion of the culture workforce compared to the overall economy

Results show that, similar to the overall workforce in Canada, the majority of workers employed in the culture sector were males. Males accounted for 51% of the culture workforce in 2002. At the same time, however, females accounted for a higher percentage of the culture workforce (49%) than of the overall workforce in Canada (47%).

Figure 1
Compared to the national average, a higher proportion of culture workers were female



Source: *Labour Force Survey, Statistics Canada.*

Table 1 shows that the female proportion of the culture workforce rose from 47% in 1996 to 49% in 2002. While women formed the majority of the culture workforce in 1999, this share slid marginally in the years that followed.

Female workers dominate *Heritage*, *Performing arts*, and *Advertising*

Heritage, *Performing arts* and *Advertising* are the only culture sub-sectors in which females have frequently formed a majority of the workforce. The *Heritage* sub-sector, which includes museums, heritage institutions and sites, zoos and parks, led other culture sub-sectors in terms of female employment, with 61% of its workforce composed of females in 2002. Many of the jobs in this sub-sector are part-time and women are more likely to work part-time than men. Between 1996 and

Table 1
Females as a percentage of the culture workforce

Culture sub-sectors	1996	1997	1998	1999	2000	2001	2002	Average (1996 to 2002)	Change (1996 to 2002)
					%				
Heritage	61	55	56	63	52	62	61	59	0
Performing arts	48	47	54	47	55	55	59	52	11
Advertising	58	62	55	61	68	60	58	60	0
Design	45	45	46	50	49	49	50	48	5
Written media	44	47	45	47	46	47	49	46	5
Sound recording and music publishing	43	46	42	61	56	45	46	48	3
Visual arts	48	54	52	46	44	46	42	47	-6
Film industry	44	50	47	54	53	46	41	48	-3
Broadcasting	38	39	38	39	37	39	37	38	-1
Photography	33	25	41	36	31	40	34	34	1
Architecture	13	17	20	24	22	21	19	19	6
Support activities	61	65	59	66	66	74	68	66	7
Culture sector	47	49	48	51	50	50	49	49	2
Canada	45	45	46	46	46	46	47	46	2

0 true zero or a value rounded to zero
1. Culture sub-sectors are estimated and defined according to the *Canadian Framework for Culture Statistics*. See Statistics Canada (2004) for more information.
2. *Support activities* is not allocated by culture sub-sector and is shown as a separate category. It is not considered a sub-sector.
Source: Statistics Canada.

2001, approximately 39% of the jobs in *Heritage* were part-time.[4]

In 2002, women accounted for 59% of the workforce in the *Performing arts.* This sub-sector had one of the highest participation rates for women over the period and experienced the greatest growth in female workers. From 1996 to 2002, female participation in the *Performing arts* workforce increased from 48% to 59%.

Advertising, which includes advertising and media buying agencies, specialized distributors, etc., had the third highest proportion of its workforce composed of females (58%) in 2002. This is surprising given that most of the jobs in this sector were full-time. It has been estimated that 78% of the jobs in *Advertising* were full-time, on average, over the period 1996 to 2001.[5]

Even though women accounted for a slightly lower proportion of the overall culture sector workforce than men, their participation increased in most culture sub-sectors from 1996 to 2002 (Table 1). Other than *Visual arts, Film industry* and *Broadcasting*, female participation in the remaining culture sub-sectors either increased or remained the same. The biggest decline in female participation occurred in *Visual Arts,* where the proportion of female workers declined from 48% in 1996 to 42% in 2002.

Support activities dominated by females

In this section, female participation in culture activities such as creation, production, manufacturing, support and distribution is examined.[6] Table 2 shows the workforce gender distribution by activity in the culture sector.

Women formed the majority of the workforce of establishments involved in support (68%) and production (52%) activities and accounted for an equal proportion of the workforce involved in distribution (50%) activities in 2002. Men formed the majority of the workforce in manufacturing (62%) and creation (60%) activities. Establishments involved in support activities experienced the biggest growth in female participation – the share of female workers increased from 61% in 1996 to 68% in 2002.

Establishments involved in support activities experiences the largest growth in female participation – the share of female workers increased from 61% in 1996 to 68% in 2002. These establishments include social advocacy organizations, agents and managers for artists and entertainers, and business, professional, labour and other organizations.

Other than distribution activities, all activities showed an increase in female participation between 1996 and 2002. Distribution activities, which include wholesale and retail activities, saw the proportion of female workers decline from 54% in 1996 to 50% in 2002.

These results reinforce the general trend found in the overall economy in Canada, i.e., the gender employment pattern in the culture sector closely resembles the employment pattern in the overall economy. Manufacturing, for example, has traditionally employed more males, while female workers have been more highly represented in support activities.[7]

4. Singh, V. (2004), "Economic Contribution of Culture in Canada," *Research Paper series*, Catalogue no. 81-595-MIE2004023, Statistics Canada, available at: http://www.statcan.ca/bsolc/english/bsolc?catno=21-006-M200403
5. Ibid.
6. Culture activities are defined in the *Canadian Framework for Culture Statistics.* For more information, refer to: Statistics Canada (2004), "Canadian Framework for Culture Statistics," *Research Paper Series*, Catalogue no. 81-595-MIE2004021, Culture Statistics Program, Statistics Canada, available at: http://www.statcan.ca/bsolc/english/bsolc?catno=81-595-M2004021
7. Curto, J., and Rothwell, N. (2003), "The gender balance of employment in rural and small town Canada," *Rural and Small Town Canada Analysis Bulletin*, Catalogue no. 21-006-XIE, available at: http://www.statcan.ca:8096/bsolc/english/bsolc?catno=21-006-X2002003

Table 2
Females as a percentage of the culture workforce, by activity

	1996	1997	1998	1999	2000	2001	2002	Average (1996 to 2002)	Change (1996 to 2002)
					%				
Support	61	65	59	66	66	74	68	66	7
Production	50	51	49	53	51	51	52	51	2
Distribution	54	51	54	64	57	55	50	55	-4
Creation	39	41	42	44	41	42	40	41	1
Manufacturing	36	41	39	39	36	39	38	38	2

Source: Statistics Canada.

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Who works in Canadian school libraries?

by David Coish

The health of school libraries should be of keen interest not only to teachers, librarians and school board officials, but also to students and their parents. Research shows that school library funding and the presence of qualified librarians have positive impacts on student outcomes. Studies have shown that larger collections, greater funding for school libraries and more access to qualified librarians correlate with higher achievement levels for students.[1]

This profile gives provincial level information on the presence of teacher-librarians, library technicians and other library staff in Canadian schools.[2] **Teacher-librarians** are professional teachers who have additional qualifications in school librarianship. They focus on integrating information technology with the curriculum, and work with teachers to design curriculum and research units. **Library technicians** possess a technical certificate and/or diploma acquired from an accredited library technician program. They typically have training in cataloguing and classifying material, reference (finding information in print and electronic sources), acquisitions, database searching and web page design and maintenance. **Other library staff** can include professional librarians, teacher non-librarians, clerical staff and volunteers. Data presented here are derived from the 2003/04 Information and Communications Technologies in Schools Survey (ICTSS). They give benchmarks of library staffing in 2003/04 that will facilitate trend analysis in future years.

Teacher-librarians

As well as being educators, teacher-librarians manage school libraries. As a result of these two roles, a teacher-librarian is involved in instruction in reading and research as well as maintaining and updating the school's library collection. According to the Ontario-based organization People for Education: "Teacher-librarians work with classroom teachers to co-ordinate library resources with curriculum requirements. They (also) develop library collections and teach research strategies and literacy skills."[3]

In the 2003/04 school year, 38.0% of Canadian schools had teacher-librarians – 13.3% of schools had full-time teacher-librarians, while 24.7% were part-time. Overall, Prince Edward Island had the highest percentage of schools with teacher-librarians (75.4%) – 34.8% had full-time teacher-librarians, while 40.6% worked part-time.

A large proportion of schools in British Columbia (74.8%) also had teacher-librarians – 19.7% of its schools had full-time teacher-librarians, while 55.1% had part-time ones. Ontario also had more teacher-librarians than the national average (54.9%) – 21.8% had full-time teacher-librarians and 19.7% had part-time ones. The smallest percentage of schools with teacher-librarians occurred in Quebec, where only 2.0% of schools in the province had full-time teacher-librarians and 1.4% were part-time.

Prince Edward Island and British Columbia had the most teacher-librarians per 1000 students on staff; P.E.I. reported 1.60 teacher-librarians while British Columbia had 1.53. Ontario had less than one teacher-librarian per 1000 students (0.90), while Alberta and Nova Scotia had the fewest, at 0.19 and 0.14, respectively.

1. Haycock, Ken. *The crisis in Canada's school libraries: the case for reform and re-investment*, Association of Canadian Publishers, June 2003.
2. For a discussion of school library funding and other measures, see Canadian School Libraries and Teacher-librarians: Results from the 2003/04 Information and Communications Technologies in Schools Survey, Catalogue no. 81-595-MIE2005028, Culture Statistics Program, Statistics Canada, available at: http://dissemination.statcan.ca:8083/english/ research/81-595-MIE/81-595-MIE2005028.pdf.
3. MacDonald, Valerie. *School Libraries an Endangered Service*, People for Education,www.peopleforeducation.com.

Table 1
Percentage of schools with library technicians and teacher-librarians

	Library technicians		Teacher-librarians	
	Full-time	Part-time	Full-time	Part-time
Newfoundland and Labrador	F	F	12.7	37.0
Prince Edward Island	F	F	34.8	40.6
Nova Scotia	28.3	24.4	5.4	2.3
New Brunswick	11.6	29.9	4.5	7.2
Quebec	17.2	5.1	2.0	1.4
Ontario	17.1	16.3	21.8	33.1
Manitoba	29.2	21.9	10.2	13.6
Saskatchewan	29.1	30.4	9.4	33.8
Alberta	33.7	22.4	3.6	9.1
British Columbia	5.6	9.5	19.7	55.1
Canada	**18.7**	**15.3**	**13.3**	**24.7**

Full-time = one or more
Part-time = between zero and one
F coefficient of variation greater than 33%; data are too unreliable to publish
Source: Information and Communications Technologies in Schools Survey, 2003/04.

Library technicians

Some schools depend on library technicians to manage their libraries. Like teacher-librarians, library technicians work with classroom teachers to co-ordinate library resources with curriculum requirements. In addition, they often provide assistance with computers and the Internet for research and learning.

In the 2003/04 school year, 33.9% of Canadian schools had library technicians. Saskatchewan had the highest percentage of schools with library technicians (59.5%), followed by Alberta (56.0%) and Nova Scotia (52.7%). While British Columbia had a large percentage of schools with teacher-librarians, it had the lowest percentage (15.1%) of schools with library technicians (15.1%).

Of all provinces, Alberta had the highest percentage of schools with full-time library technicians (33.7%), followed by Manitoba (29.2%) and Saskatchewan (29.1%). British Columbia and Nova Scotia had the lowest percentages at 5.6% and 11.6%, respectively, while the Canadian average was 18.7%.

Overall, Saskatchewan had the highest percentage of schools with part-time library technicians (30.4%), followed by New Brunswick (29.9%) and Nova Scotia (24.4%). The Canadian average for part-time library technicians was 15.3%. Per 1000 students, Saskatchewan had the largest number of library technicians at 1.89, while British Columbia had the fewest at 0.27.

Other library staff

Although Quebec had the lowest average number of teacher-librarians, it had the highest average number of teacher non-librarians (0.12) and professional librarians (0.07) devoted to school libraries. In Quebec, professional librarians, not teacher-librarians, are the professional group responsible for school libraries.

Clerical workers constituted almost one out of five (19.1%) full-time equivalent (FTE) employees devoted to the library. This ranged from an average of 0.26 clerical staff per school in Manitoba to 0.03 in Newfoundland and Labrador. It appears that many schools relied on staff without school library training to keep libraries open. Other staff (excluding volunteers) constituted an average of 0.05 FTE employees per school library in Canada.

Although the ICTSS question on staffing did not ask about school library volunteers, a sizeable number of respondents reported that volunteers solely, or with other staff, operated the school library. Additionally, survey data collected on Ontario schools by People for Education show that 48% of schools reported that their libraries were staffed by volunteers in 2001/02, up from 41% in 1998/99.[4] Although volunteers may have prevented a reduction in library hours or the permanent closure of some school libraries, they cannot perform the same range of duties as teacher-librarians, library technicians or professional librarians.

Recent evidence suggests that many full-time librarian positions in Canadian schools have been scaled back to part-time or eliminated altogether.[5] Provincial data on school libraries, such as the tracking system developed by *People for Education*, have revealed that the number of elementary schools in Ontario with a full-time teacher-librarian has declined by 60% since 1998/99.[6] There are also reports of downstream effects from reduced professional library staff, which include aging and depleted collections in school libraries and reduced access to the libraries that do exist.[7]

4. *Fifth Annual Report on Ontario Elementary Schools*, People for Education,www.peopleforeducation.com/tracking/summrpts, 2002.
5. Haycock, Ken. The crisis in Canada's school libraries: the case for reform and re-investment, Association of Canadian Publishers, June 2003.
6. Ibid.
7. Canada Council for the Arts, *English-language Canadian literature in high schools: A research study commissioned by the Canada Council for the Arts*, Impact, no. 2, p.20, 2002.

Table 2
Number of library technicians and teacher-librarians per 1000 students, 2003/04

	Library technicians	Teacher librarians
Newfoundland and Labrador	F	0.87
Prince Edward Island	F	1.60
Nova Scotia	1.17	0.14
New Brunswick	0.75	0.72**
Quebec	0.48	0.22
Ontario	0.55	0.93
Manitoba	1.46	1.36 *
Saskatchewan	1.89	1.18
Alberta	1.42	0.19
British Columbia	0.27	1.53
Yukon	F	1.45
Northwest Territories	1.17	F
Nunavut	F	F
Canada	0.69	0.79

* coefficient of variation between 16.6% and 25%; data are less reliable.
** coefficient of variation greater than 25% but less than or equal to 33%; data are less reliable.
F coefficient of variation greater than 33%; data are too unreliable to publish.
Source: Information and Communications Technologies in Schools Survey, 2003/04.

The impact of a reduction of qualified staff in school libraries is an issue widely discussed amongst educators, librarians and parents of students in Canada's school systems. In fact, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) School Library Manifesto was spearheaded in Canada. It states that "the school library provides information and ideas that are fundamental to functioning successfully in today's society, which is increasingly information and knowledge-based. The school library equips students with lifelong learning skills and develops the imagination, enabling them to live as responsible citizens."[8]

8. UNESCO/IFLA, "The School Library Manifesto: The School Library in Teaching and Learning for All", February 2000, http://www.unesco.org/webworld/libraries/manifestos/school_manifesto.html.

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Table 3
Library staff by type of position and province/territory

	Teacher-librarian	Teacher non-librarian	Librarian	Library technician	Clerical staff	Other	Total
Newfoundland and Labrador	80	25*	F	F	9**	9**	136
Prince Edward Island	39	F	F	F	F	F	50
Nova Scotia	29	F	19	179	24	F	266
New Brunswick	28	12*	17	87	39	35	218
Quebec	72*	281*	166	484	371	168*	1,542
Ontario	1,908	167**	108*	1,166	534	154	4,037
Manitoba	121	20**	27**	292	188	44**	692
Saskatchewan	180	F	F	320	133	52*	714
Alberta	107	88	61	759	365	159	1,539
British Columbia	848	52*	F	169	381	73**	1,544
Yukon	10	F	F	F	F	F	19
Northwest Territories	F	F	F	10*	F	F	21
Nunavut	F	F	F	F	F	F	7
Canada	3,424	679	433	3,476	2,060	712	10,784

* coefficient of variation between 16.6% and 25%; data are less reliable
** coefficient of variation greater than 25% and less than or equal to 33%; data are less reliable
F coefficient of variation greater than 33%; data are too unreliable to publish
Source: Information and Communications Technologies in Schools Survey, 2003/04.

Provincial and territorial data

Often in our analysis of survey data, we look at the national picture only, and do not highlight provincial or territorial patterns. In order to provide more regional data for our users, we are including selected provincial data in each issue of *Focus on Culture*. This time we are presenting recently released data from the Radio Listening Survey.

Average hours per week of radio listening, by province, and age/sex group: Fall 2004

						Quebec							
	Canada	Nfld.Lab.	P.E.I.	N.S.	N.B.	English	French	Total	Ont.	Man.	Sask.	Alta.	B.C.
Total population	**19.5**	**20.0**	**21.2**	**19.2**	**18.7**	**20.1**	**20.1**	**20.0**	**19.7**	**19.5**	**20.3**	**20.2**	**17.8**
Men:													
18 +	20.8	20.6	21.4	20.2	19.4	19.6	21.3	21.0	21.0	21.1	23.1	22.1	18.5
18 - 24	15.5	12.9	19.0	13.5	13.4	12.7	14.9	14.6	15.7	17.4	19.4	18.3	13.3
25 - 34	20.7	21.4	14.1	20.7	20.5	18.0	22.7	21.9	19.6	22.7	26.2	23.4	17.4
35 - 49	22.2	20.5	22.1	20.9	21.5	20.9	22.9	22.5	22.5	21.1	24.8	23.3	20.0
50 - 64	21.7	21.7	26.2	20.6	20.2	20.8	21.9	21.5	22.5	20.8	21.9	22.4	20.1
65 +	20.8	23.6	22.3	22.5	17.1	22.3	20.4	20.8	21.4	22.8	20.7	20.5	18.5
Women:													
18 +	20.5	21.7	24.1	20.2	19.9	22.4	21.3	21.3	20.7	20.4	20.5	20.4	18.8
18 - 24	15.9	17.1	16.1	12.4	14.4	15.4	14.7	14.7	16.0	14.7	16.3	19.0	16.0
25 - 34	17.9	19.1	33.9	18.5	18.1	17.7	18.8	18.5	17.7	18.4	17.4	18.3	16.4
35 - 49	20.8	20.6	22.3	20.7	20.8	23.1	22.8	22.6	21.0	19.1	20.5	20.2	18.1
50 - 64	22.1	24.6	20.1	22.9	20.9	23.6	22.9	22.8	22.2	22.4	22.4	22.5	19.8
65 +	23.6	24.6	29.7	21.7	21.5	27.0	22.7	23.3	24.4	25.2	23.3	22.0	22.7
Teens:													
12-17	8.5	8.1	6.9	8.6	8.8	9.6	7.6	7.8	8.5	8.2	8.1	10.1	8.8

Note: For Quebec the language classification is based on the language spoken at home. The total column includes those respondents who did not reply to the question or who indicated a language other than english or french.
Source: Statistics Canada, Radio Listening Survey, Fall 2004.

Percentage share of radio listening by format by province - Fall 2004

	Canada	Nfld.Lab.	P.E.I.	N.S.	N.B.	Qué.	Ont.	Man.	Sask.	Alta.	B.C.
Adult contemporary	24.6	14.8	5.8	26.0	33.4	31.0	26.1	17.1	22.5	10.7	20.8
Album-oriented-rock	5.6	13.2	0.1	9.7	0.1	2.0	5.4	5.6	5.1	14.0	6.0
Canadian Broadcasting Corporation	11.1	10.6	25.1	17.1	15.4	11.3	9.3	10.4	10.4	7.8	17.1
Contemporary	8.5	8.0	25.1	7.6	4.0	19.8	3.6	6.9	0.1	7.8	5.1
Country	10.0	13.6	33.4	22.7	14.1	0.6	8.5	16.5	36.3	24.2	7.5
Dance	0.6	0.0	0.0	0.0	0.0	0.1	1.4	0.0	0.0	0.0	0.0
Easy listening	2.3	0.0	0.4	0.0	0.0	2.9	3.6	1.6	0.0	1.1	0.0
Gold/oldies/rock	15.3	6.6	8.9	12.0	12.4	13.0	17.4	17.3	14.4	14.0	16.5
Middle-of-the-road	3.1	0.0	0.0	1.6	0.0	0.9	5.2	2.7	1.2	2.1	3.2
Other	4.6	7.8	1.1	3.1	16.4	4.2	3.4	6.6	2.6	7.4	4.4
Sports	0.8	0.0	0.0	0.0	0.0	0.2	1.2	0.0	0.0	1.4	1.3
Talk	10.6	25.4	0.0	0.0	0.1	12.1	9.9	14.8	6.8	9.2	13.4
U.S. stations	3.1	0.0	0.0	0.2	4.1	1.8	4.9	0.6	0.5	0.3	4.8
Total listening	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Note: For Quebec the language classification is based on the language spoken at home. The total column includes those respondents who did not reply to the question or who indicated a language other than english or french.
Source: Statistics Canada, Radio Listening Survey, Fall 2004.

DID YOU KNOW? New data from the Periodical Publishing Survey, 2003

Between 1993 and 2003, the periodical publishing industry showed steady gains in the number of magazines, total revenue and circulation. Industry revenues hit nearly $1.6 billion in 2003, up 22.5% from 1998 and a 56.5% increase from 1993. During the 10-year period, the industry's profit margin rose from 5.0% of revenues to 9.7%.

Periodical Publishing - Revenue, Expenses and Circulation, 1993 to 2003

	1993		1998		2003	
	millions of dollars	%	millions of dollars	%	millions of dollars	%
Revenues						
Sales of advertising space	609.8	61.4	809.4	63.8	993.5	64.0
Single-copy sales	74.8	7.5	92.3	7.3	117.7	7.6
Subscriptions sales	245.1	24.7	287.0	22.6	291.3	18.8
Other revenues	62.8	6.3	79.7	6.3	150.5	9.7
Total revenue	**992.5**	100.0	**1,268.4**	100.0	**1,553.2**	100.0
Expenses						
Salaries, wages and fees	225.0	22.7	298.9	23.6	411.8	26.5
Non-salary costs	717.9	72.3	840.7	66.3	990.2	63.8
Total expenses	**942.9**	95.0	**1,139.6**	89.8	**1,401.9**	90.3
Profit before taxes	49.6	**5.0**	128.9	**10.2**	151.3	**9.7**
Total number of periodicals	1,331		2,027		2,383	
Circulation						
Total annual circulation ('000)	496,000		602,860		777,954	
Circulation per periodical ('000)	373		297		326	
Circulation per issue	..		26,589		27,176	

.. not available for a specific reference period

Canadian Periodicals by Category of Periodical, 2003

	Sales of advertising	Total revenues	Advertising as a % of total revenue
General consumer	332.8	591.8	56.2
Special interest consumer	253.0	397.9	63.5
Business or trade	329.3	391.4	84.1
Farm	41.3	53.3	77.6
Religious	5.1	34.4	14.9
Scholarly	32.0	84.4	37.9
Total	**993.6**	**1,553.2**	**64.0**

Financial and Circulation Information, by Language

	English	French	Other	All languages
		Millions of dollars		
Revenue				
Advertising	732.4	183.7	77.6	993.6
Single-copy sales	57.7	56.6	3.4	117.7
Subscription sales	209.2	54.4	27.7	291.3
Other revenues	96.3	24.1	30.1	150.5
Total revenues	**1,095.6**	**318.9**	**138.7**	**1,553.2**
Expenses				
Salaries, wages and fees	288.1	82.0	41.6	411.7
Non-salary costs	713.5	187.7	89.0	990.2
Total expenses	1,001.7	269.7	130.6	1,401.9
Profit margin (% of total revenues)	8.6	15.4	8.2	9.7
Total number of periodicals	**1,447**	**452**	**484**	**2,383**
Circulation				
Total annual circulation ('000)	482,726	158,788	136,440	777,954
Circulation per periodical ('000)	334	351	751	326
Circulation per issue	28,686	24,593	48,520	27,178

HOW ARE WE DOING?

We hope you find this bulletin both informative and useful. Your views on the information and analysis contained in this issue, or previous issues, of *Focus on Culture* are important as they help us to meet your needs for information about culture in Canada. Please let us know how we are doing.

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