

# The Creative Industry and Occupation Clusters of British Columbia

A Report for Creative BC

By Kevin Stolarick, PhD

With maps by Zara Matheson

In collaboration with the [d.studio@UBC's](mailto:d.studio@UBC.ca) Sauder School of Business

## Reading the Tables

Each table shows the estimated total employment and the employment share by various groupings for all of Canada; British Columbia; the CMAs (Census Metropolitan Areas) of Vancouver, Victoria, Kelowna, and Kamloops; the CAs (Census Agglomerations) of Abbotsford, Chilliwack, Nanaimo, Prince George; and for the remainder of the province. Because of differences in regional definitions, the remainder of the province is from actual reported numbers and won't exactly equal the provincial totals with the metro totals subtracted.

The tables are provided for industry clusters and for occupational clusters. Both numbers by place of work and by place of residence are reported separately.

For each of these, overall numbers/shares are reported – total for all clusters, those in a creative cluster, those not in a creative cluster. Then, separate totals are reported for each creative cluster. Then, within each of the clusters, the totals for the other clusters are reported (occupations within industry, industry within occupation). For example, looking at the first table (industry place of work) under the BC column: 1.8 million workers reported an industry; 1.1 million (62.7%) were not in a creative industry cluster while 672K (37.3%) were in a creative industry. The next five rows show the specific industry cluster totals and shares – notice the greatest majority (456K or 25.3% of all BC workers) were in the Creative Infrastructure industry cluster. Following that, are the numbers for each industry cluster that show how many of the workers in that industry cluster are also in a creative occupation. So, looking at the 17.3K workers in the Broadcasting industry, we see that 40% (6.9K) are not in a creative occupation while 60% (10.4K) are in a creative occupation. Of those (workers in the Broadcasting industry in a creative occupation), not surprisingly, the greatest share 22.8% (3,955) have a Broadcasting occupation and 19.0% (3,295) have a Digital Media occupation.

The tables are provided to reveal a variety of information. Specifically,

- Comparison of numbers/shares with Canada, the entire province of BC, among metro areas, and with non-metro BC
- The overall composition of Creative Industries and Creative Occupations
- The creative intensity of individual industry and occupation clusters – what share of the industry workforce is also in a creative occupation? And, how many in that occupation are in a creative industry?
- Creative Industries within Creative Occupations and Creative Occupations within Industries. Generally, these align (as above with Broadcasting occupations being the largest share of those working in the Broadcasting industry), but generally all industries have all occupations and vice versa.

## Reading the Maps

The maps have been provided in three ways: first, by creative cluster; second, for place of work and place of residence; and third, with variation in the number of people represented by each dot. For the creative clusters, a map showing all creative industry clusters and one showing all creative occupational clusters is provided. The variation in the number of people represented by each dot has been done so that (1) the dispersion across the province can be seen, and (2) neighbourhood detail within metro areas can be seen. The 1 dot = 1 person maps are more useful for looking at the less populated portions of the province while the 1 dot=more than 1 person maps are better for the metro areas. It must be noted that all dot locations are only approximate. The Census data provided by Statistics Canada is only at the census tract (CT) or census subdivision (CSD) level which can encompass a substantial area in some cases. The dots are randomly placed within each region so as to avoid overlapping as much as possible while still keeping every dot within the region. For those maps where a single dot represents multiple people, the dot represents a minimum. So, if 1 dot = 10 people, a region with 28 people would only have 2 dots – it is not “rounded up”.

The goal of the maps is to show both the dispersion and concentration of the various industry and occupation clusters as well as the potential for colocation of clusters. Also, both place of residence and place of work maps for a cluster can be compared to note differences. And, maps for the different clusters can also be compared to determine if two industries or two occupations or one industry and one occupation cluster have common geographies.

## Note about the Data

All data used in this report is from Statistics Canada, Census of Canada 2006 (latest year for which detailed data at this level is available). Information reported by individuals is used to create estimates at small geographies. The data collected during the Census is weighted to create estimated totals. Data on employed individuals is summarized to create industry cluster totals and occupation cluster totals. The industry and occupation groups used to create the clusters are included below. Data is summarized by place of residence (household location) and place of work (employment location). The total number of workers varies among all the tables as numbers are only reported when the underlying data is available. Not every individual had a reported industry, occupation, place of work, or place of residence. Only currently employed individuals were included and some either had no fixed place of work or did not work in Canada or BC.

## Industry - Place of Work

### Summary Table

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
				14,300,245		1,802,280		977,630		158,190		69,770		42,660	
			Not Creative Industry	9,348,540	65.4%	1,130,040	62.7%	598,250	61.2%	82,930	52.4%	47,295	67.8%	28,040	65.7%
			Creative Industry	4,951,705	34.6%	672,240	37.3%	379,380	38.8%	75,260	47.6%	22,475	32.3%	14,620	34.2%
			Broadcasting (Industry)	162,045	1.1%	17,375	1.0%	13,115	1.3%	1,070	0.7%	680	1.0%	245	0.6%
			Digital Media (Industry)	1,125,365	7.9%	156,685	8.7%	105,970	10.8%	14,740	9.3%	5,300	7.6%	2,240	5.3%
			Film, Music and Sound Recording (Industry)	127,060	0.9%	20,535	1.1%	13,970	1.4%	1,815	1.1%	365	0.5%	265	0.6%
			Infrastructure (Industry)	3,357,540	23.5%	455,610	25.3%	230,750	23.6%	55,840	35.3%	15,705	22.5%	11,355	26.6%
			Publishing (Industry)	179,695	1.3%	22,030	1.2%	15,555	1.6%	1,765	1.1%	490	0.7%	505	1.2%
			Broadcasting (Industry)	162,045	1.1%	17,375	1.0%	13,115	1.3%	1,070	0.7%	680	1.0%	245	0.6%
			Not Creative Occupation	62,380	38.5%	6,935	39.9%	5,235	39.9%	360	33.6%	320	47.1%	70	28.6%
			Creative Occupation	99,665	61.5%	10,445	60.1%	7,795	59.4%	685	64.0%	385	56.6%	155	63.3%
			Broadcasting (Occupation)	36,515	22.5%	3,955	22.8%	2,590	19.7%	270	25.2%	170	25.0%	110	44.9%
			Digital Media (Occupation)	30,570	18.9%	3,295	19.0%	2,790	21.3%	180	16.8%	75	11.0%	0	0.0%
			Film and Video (Occupation)	8,155	5.0%	780	4.5%	565	4.3%	85	7.9%	45	6.6%	25	10.2%
			Music and Sound Recording (Occupation)	7,700	4.8%	815	4.7%	640	4.9%	35	3.3%	15	2.2%	10	4.1%
			Publishing (Occupation)	16,725	10.3%	1,600	9.2%	1,210	9.2%	115	10.7%	80	11.8%	10	4.1%
			Digital Media (Industry)	1,125,365	7.9%	156,685	8.7%	105,970	10.8%	14,740	9.3%	5,300	7.6%	2,240	5.3%
			Not Creative Occupation	609,440	54.2%	87,155	55.6%	56,200	53.0%	7,750	52.6%	3,135	59.2%	1,490	66.5%

			Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
				%		%		%		%		%		%
		Creative Occupation	515,915	45.8%	69,535	44.4%	49,695	46.9%	7,020	47.6%	2,155	40.7%	740	33.0%
		Broadcasting (Occupation)	74,100	6.6%	9,215	5.9%	6,230	5.9%	790	5.4%	435	8.2%	75	3.3%
		Digital Media (Occupation)	324,170	28.8%	45,035	28.7%	32,395	30.6%	4,925	33.4%	1,195	22.5%	495	22.1%
		Film and Video (Occupation)	17,040	1.5%	2,155	1.4%	1,550	1.5%	170	1.2%	130	2.5%	15	0.7%
		Music and Sound Recording (Occupation)	9,310	0.8%	1,295	0.8%	920	0.9%	95	0.6%	0	0.0%	20	0.9%
		Publishing (Occupation)	91,295	8.1%	11,835	7.6%	8,600	8.1%	1,040	7.1%	395	7.5%	135	6.0%
		Film, Music and Sound Recording (Industry)	127,060	0.9%	20,535	1.1%	13,970	1.4%	1,815	1.1%	365	0.5%	265	0.6%
		Not Creative Occupation	49,070	38.6%	7,925	38.6%	4,485	32.1%	795	43.8%	165	45.2%	145	54.7%
		Creative Occupation	77,985	61.4%	12,615	61.4%	9,340	66.9%	970	53.4%	200	54.8%	95	35.8%
		Broadcasting (Occupation)	16,160	12.7%	2,435	11.9%	1,630	11.7%	180	9.9%	40	11.0%	35	13.2%
		Digital Media (Occupation)	5,160	4.1%	835	4.1%	720	5.2%	25	1.4%	20	5.5%	10	3.8%
		Film and Video (Occupation)	12,705	10.0%	2,080	10.1%	1,715	12.3%	115	6.3%	35	9.6%	10	3.8%
		Music and Sound Recording (Occupation)	22,765	17.9%	3,525	17.2%	2,680	19.2%	235	12.9%	30	8.2%	10	3.8%
		Publishing (Occupation)	21,195	16.7%	3,740	18.2%	2,595	18.6%	415	22.9%	75	20.5%	30	11.3%
		Infrastructure (Industry)	3,357,540	23.5%	455,610	25.3%	230,750	23.6%	55,840	35.3%	15,705	22.5%	11,355	26.6%
		Not Creative Occupation	2,350,490	70.0%	313,820	68.9%	152,460	66.1%	37,405	67.0%	10,755	68.5%	7,990	70.4%
		Creative Occupation	1,007,050	30.0%	141,795	31.1%	78,395	34.0%	18,335	32.8%	4,905	31.2%	3,365	29.6%
		Broadcasting (Occupation)	172,220	5.1%	23,970	5.3%	12,315	5.3%	2,995	5.4%	885	5.6%	460	4.1%
		Digital Media (Occupation)	143,265	4.3%	16,105	3.5%	9,190	4.0%	3,785	6.8%	360	2.3%	380	3.3%
		Film and Video (Occupation)	360,465	10.7%	56,775	12.5%	28,565	12.4%	5,460	9.8%	2,330	14.8%	1,550	13.7%
		Music and Sound Recording	38,050	1.1%	6,510	1.4%	3,715	1.6%	760	1.4%	225	1.4%	115	1.0%

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
			(Occupation)												
			Publishing (Occupation)	293,050	8.7%	38,435	8.4%	24,610	10.7%	5,335	9.6%	1,105	7.0%	860	7.6%
			Publishing (Industry)	179,695	1.3%	22,030	1.2%	15,555	1.6%	1,765	1.1%	490	0.7%	505	1.2%
			Not Creative Occupation	64,915	36.1%	7,420	33.7%	5,030	32.3%	720	40.8%	185	37.8%	160	31.7%
			Creative Occupation	114,790	63.9%	14,610	66.3%	10,640	68.4%	1,135	64.3%	310	63.3%	375	74.3%
			Broadcasting (Occupation)	4,135	2.3%	350	1.6%	250	1.6%	15	0.8%	15	3.1%	20	4.0%
			Digital Media (Occupation)	23,405	13.0%	4,320	19.6%	3,910	25.1%	225	12.7%	20	4.1%	20	4.0%
			Film and Video (Occupation)	10,255	5.7%	1,375	6.2%	835	5.4%	155	8.8%	50	10.2%	20	4.0%
			Music and Sound Recording (Occupation)	2,060	1.1%	320	1.5%	200	1.3%	20	1.1%	20	4.1%	10	2.0%
			Publishing (Occupation)	74,935	41.7%	8,245	37.4%	5,445	35.0%	720	40.8%	205	41.8%	305	60.4%

				BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
			Creative Industry Clusters	1,802,280		57,795		28,445		39,015		39,025		347,605	
			Not Creative Industry	1,130,040	62.7%	40,015	69.2%	18,805	66.1%	25,900	66.4%	26,090	66.9%	236,135	67.9%
			Creative Industry	672,240	37.3%	17,780	30.8%	9,640	33.7%	13,115	33.5%	12,935	33.1%	111,470	32.1%
			Broadcasting (Industry)	17,375	1.0%	115	0.2%	95	0.3%	470	1.2%	390	1.0%	1,255	0.4%
			Digital Media (Industry)	156,685	8.7%	3,045	5.3%	1,675	5.9%	2,380	6.1%	2,185	5.6%	16,790	4.8%
			Film, Music and Sound Recording (Industry)	20,535	1.1%	280	0.5%	150	0.5%	355	0.9%	120	0.3%	2,510	0.7%
			Infrastructure (Industry)	455,610	25.3%	14,045	24.3%	7,585	26.7%	9,595	24.6%	9,915	25.4%	88,700	25.5%
			Publishing (Industry)	22,030	1.2%	295	0.5%	85	0.3%	265	0.7%	310	0.8%	2,315	0.7%
			Broadcasting (Industry)	17,375	1.0%	115	0.2%	95	0.3%	470	1.2%	390	1.0%	1,255	0.4%

				BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
			Not Creative Occupation	6,935	39.9%	60	52.2%	20	21.1%	255	54.3%	220	56.4%	400	31.9%
			Creative Occupation	10,445	60.1%	70	60.9%	75	78.9%	245	52.1%	165	42.3%	860	68.5%
			Broadcasting (Occupation)	3,955	22.8%	70	60.9%	65	68.4%	85	18.1%	120	30.8%	475	37.8%
			Digital Media (Occupation)	3,295	19.0%	0	0.0%	0	0.0%	100	21.3%	20	5.1%	70	5.6%
			Film and Video (Occupation)	780	4.5%	0	0.0%	0	0.0%	30	6.4%	0	0.0%	70	5.6%
			Music and Sound Recording (Occupation)	815	4.7%	0	0.0%	10	10.5%	20	4.3%	10	2.6%	55	4.4%
			Publishing (Occupation)	1,600	9.2%	0	0.0%	0	0.0%	10	2.1%	15	3.8%	190	15.1%
			Digital Media (Industry)	156,685	8.7%	3,045	5.3%	1,675	5.9%	2,380	6.1%	2,185	5.6%	16,790	4.8%
			Not Creative Occupation	87,155	55.6%	2,000	65.7%	895	53.4%	1,630	68.5%	1,395	63.8%	11,215	66.8%
			Creative Occupation	69,535	44.4%	1,075	35.3%	785	46.9%	760	31.9%	765	35.0%	5,450	32.5%
			Broadcasting (Occupation)	9,215	5.9%	135	4.4%	60	3.6%	105	4.4%	290	13.3%	935	5.6%
			Digital Media (Occupation)	45,035	28.7%	745	24.5%	590	35.2%	450	18.9%	355	16.2%	3,285	19.6%
			Film and Video (Occupation)	2,155	1.4%	30	1.0%	0	0.0%	30	1.3%	20	0.9%	155	0.9%
			Music and Sound Recording (Occupation)	1,295	0.8%	10	0.3%	25	1.5%	0	0.0%	55	2.5%	90	0.5%
			Publishing (Occupation)	11,835	7.6%	155	5.1%	110	6.6%	175	7.4%	45	2.1%	985	5.9%
			Film, Music and Sound Recording (Industry)	20,535	1.1%	280	0.5%	150	0.5%	355	0.9%	120	0.3%	2,510	0.7%
			Not Creative Occupation	7,925	38.6%	140	50.0%	30	20.0%	150	42.3%	40	33.3%	1,435	57.2%
			Creative Occupation	12,615	61.4%	125	44.6%	140	93.3%	245	69.0%	85	70.8%	1,000	39.8%
			Broadcasting (Occupation)	2,435	11.9%	30	10.7%	50	33.3%	70	19.7%	30	25.0%	310	12.4%
			Digital Media (Occupation)	835	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
			Film and Video (Occupation)	2,080	10.1%	15	5.4%	10	6.7%	45	12.7%	20	16.7%	140	5.6%

				BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
					%						%		%		
			Music and Sound Recording (Occupation)	3,525	17.2%	40	14.3%	40	26.7%	70	19.7%	10	8.3%	205	8.2%
			Publishing (Occupation)	3,740	18.2%	40	14.3%	40	26.7%	60	16.9%	25	20.8%	345	13.7%
			Infrastructure (Industry)	455,610	25.3%	14,045	24.3%	7,585	26.7%	9,595	24.6%	9,915	25.4%	88,700	25.5%
			Not Creative Occupation	313,820	68.9%	10,515	74.9%	5,960	78.6%	6,825	71.1%	7,290	73.5%	65,685	74.1%
			Creative Occupation	141,795	31.1%	3,495	24.9%	1,655	21.8%	2,775	28.9%	2,610	26.3%	22,865	25.8%
			Broadcasting (Occupation)	23,970	5.3%	695	4.9%	385	5.1%	505	5.3%	480	4.8%	4,585	5.2%
			Digital Media (Occupation)	16,105	3.5%	260	1.9%	115	1.5%	205	2.1%	280	2.8%	1,345	1.5%
			Film and Video (Occupation)	56,775	12.5%	1,500	10.7%	765	10.1%	1,190	12.4%	1,010	10.2%	12,530	14.1%
			Music and Sound Recording (Occupation)	6,510	1.4%	170	1.2%	80	1.1%	120	1.3%	115	1.2%	985	1.1%
			Publishing (Occupation)	38,435	8.4%	870	6.2%	310	4.1%	755	7.9%	725	7.3%	3,420	3.9%
			Publishing (Industry)	22,030	1.2%	295	0.5%	85	0.3%	265	0.7%	310	0.8%	2,315	0.7%
			Not Creative Occupation	7,420	33.7%	160	54.2%	25	29.4%	115	43.4%	180	58.1%	895	38.7%
			Creative Occupation	14,610	66.3%	180	61.0%	40	47.1%	160	60.4%	150	48.4%	1,440	62.2%
			Broadcasting (Occupation)	350	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20	0.9%
			Digital Media (Occupation)	4,320	19.6%	10	3.4%	0	0.0%	20	7.5%	20	6.5%	50	2.2%
			Film and Video (Occupation)	1,375	6.2%	20	6.8%	0	0.0%	20	7.5%	10	3.2%	230	9.9%
			Music and Sound Recording (Occupation)	320	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	40	1.7%
			Publishing (Occupation)	8,245	37.4%	150	50.8%	40	47.1%	120	45.3%	120	38.7%	1,100	47.5%

## List of Maps (all Place of Work)

- All\_Ind\_POW\_1.pdf - all creative industry clusters, 1 dot = 1 person
- All\_Ind\_POW\_50.pdf - =50 people
- All\_Ind\_POW\_100.pdf - = 100 people
- Broadcast\_Ind\_POW\_1.pdf – broadcast industry cluster, 1 dot = 1 person
- Broadcast\_Ind\_POW\_10.pdf - = 10 people
- Digital\_Ind\_POW\_1.pdf – digital industry cluster, 1 dot = 1 person
- Digital\_Ind\_POW\_25.pdf - = 25 people
- Film\_Ind\_Pow\_1.pdf – film industry cluster, 1 dot = 1 person
- Film\_Ind\_Pow\_10.pdf - = 10 people
- Inf\_Ind\_Pow\_1.pdf - creative infrastructure industry, 1 dot = 1 person
- Inf\_Ind\_Pow\_50.pdf - = 50 people
- Publishing\_Ind\_pow\_1.pdf – publishing industry, 1 dot = 1 person
- Publishing\_Ind\_pow\_10.pdf - = 10 people

## Industry - Place of Residence

### Summary Table

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
				16,021,180		2,092,765		1,104,745		175,030		81,145		47,255	
	Not Creative Industry		66.9%	10,723,690		1,361,830		693,715		97,215		57,625		32,155	
	Creative Industry		33.1%	5,297,490		730,935		411,030		77,815		23,520		15,100	
	Broadcasting (Industry)		3.3%	176,560		20,060		14,315		1,215		760		315	
	Digital Media (Industry)		23.1%	1,221,890		171,820		114,635		15,425		5,780		2,310	
	Film, Music and Sound Recording (Industry)		3.0%	160,950		28,920		20,660		2,205		475		350	
	Infrastructure (Industry)		67.0%	3,549,420		486,560		245,175		57,085		16,035		11,555	
	Publishing (Industry)		3.6%	188,670		23,585		16,200		1,935		505		565	

					Canada		BC		Vancouver		Victoria		Kelowna		Kamloops		
					Broadcasting (Industry)	176,560	1.1%	20,060	1.0%	14,315	1.3%	1,215	0.7%	760	0.9%	315	0.7%
					Not Creative Occupation	65,495	37.1%	7,570	37.7%	5,405	37.8%	370	30.5%	310	40.8%	55	17.5%
					Creative Occupation	111,065	62.9%	12,485	62.2%	8,960	62.6%	825	67.9%	485	63.8%	255	81.0%
					Broadcasting (Occupation)	45,160	25.6%	5,555	27.7%	3,515	24.6%	400	32.9%	245	32.2%	165	52.4%
					Digital Media (Occupation)	31,710	18.0%	3,465	17.3%	2,910	20.3%	175	14.4%	85	11.2%	50	15.9%
					Film and Video (Occupation)	8,710	4.9%	885	4.4%	625	4.4%	80	6.6%	45	5.9%	10	3.2%
					Music and Sound Recording (Occupation)	8,065	4.6%	890	4.4%	680	4.8%	80	6.6%	20	2.6%	20	6.3%
					Publishing (Occupation)	17,420	9.9%	1,690	8.4%	1,230	8.6%	90	7.4%	90	11.8%	10	3.2%
					Digital Media (Industry)	1,221,890	7.6%	171,820	8.2%	114,635	10.4%	15,425	8.8%	5,780	7.1%	2,310	4.9%
					Not Creative Occupation	659,505	54.0%	95,680	55.7%	60,110	52.4%	8,145	52.8%	3,520	60.9%	1,585	68.6%
					Creative Occupation	562,385	46.0%	76,130	44.3%	54,605	47.6%	7,240	46.9%	2,325	40.2%	750	32.5%
					Broadcasting (Occupation)	80,095	6.6%	10,175	5.9%	6,880	6.0%	835	5.4%	495	8.6%	80	3.5%
					Digital Media (Occupation)	355,680	29.1%	49,060	28.6%	35,415	30.9%	5,025	32.6%	1,280	22.1%	485	21.0%
					Film and Video (Occupation)	18,535	1.5%	2,465	1.4%	1,765	1.5%	190	1.2%	145	2.5%	20	0.9%
					Music and Sound Recording (Occupation)	10,135	0.8%	1,475	0.9%	1,060	0.9%	90	0.6%	20	0.3%	20	0.9%
					Publishing (Occupation)	97,940	8.0%	12,955	7.5%	9,485	8.3%	1,100	7.1%	385	6.7%	145	6.3%
					Film, Music and Sound Recording (Industry)	160,950	1.0%	28,920	1.4%	20,660	1.9%	2,205	1.3%	475	0.6%	350	0.7%
					Not Creative Occupation	54,710	34.0%	9,500	32.8%	5,720	27.7%	865	39.2%	190	40.0%	160	45.7%
					Creative Occupation	106,240	66.0%	19,420	67.2%	14,980	72.5%	1,355	61.5%	315	66.3%	195	55.7%
					Broadcasting (Occupation)	25,230	15.7%	4,450	15.4%	3,440	16.7%	290	13.2%	65	13.7%	50	14.3%

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
			Digital Media (Occupation)	5,520	3.4%	955	3.3%	815	3.9%	50	2.3%	10	2.1%	10	2.9%
			Film and Video (Occupation)	19,235	12.0%	4,360	15.1%	3,690	17.9%	140	6.3%	45	9.5%	20	5.7%
			Music and Sound Recording (Occupation)	33,625	20.9%	5,535	19.1%	4,290	20.8%	405	18.4%	110	23.2%	30	8.6%
			Publishing (Occupation)	22,630	14.1%	4,120	14.2%	2,745	13.3%	470	21.3%	85	17.9%	85	24.3%
			Infrastructure (Industry)	3,549,420	22.2%	486,560	23.2%	245,175	22.2%	57,085	32.6%	16,035	19.8%	11,555	24.5%
			Not Creative Occupation	2,487,650	70.1%	335,510	69.0%	162,030	66.1%	38,240	67.0%	11,045	68.9%	8,055	69.7%
			Creative Occupation	1,061,770	29.9%	151,055	31.0%	83,140	33.9%	18,900	33.1%	4,975	31.0%	3,465	30.0%
			Broadcasting (Occupation)	190,095	5.4%	27,055	5.6%	13,755	5.6%	3,185	5.6%	960	6.0%	560	4.8%
			Digital Media (Occupation)	147,115	4.1%	16,670	3.4%	9,325	3.8%	3,785	6.6%	365	2.3%	415	3.6%
			Film and Video (Occupation)	373,020	10.5%	59,120	12.2%	30,155	12.3%	5,530	9.7%	2,340	14.6%	1,525	13.2%
			Music and Sound Recording (Occupation)	42,465	1.2%	7,360	1.5%	4,320	1.8%	900	1.6%	235	1.5%	120	1.0%
			Publishing (Occupation)	309,075	8.7%	40,850	8.4%	25,585	10.4%	5,500	9.6%	1,075	6.7%	845	7.3%
			Publishing (Industry)	188,670	1.2%	23,585	1.1%	16,200	1.5%	1,935	1.1%	505	0.6%	565	1.2%
			Not Creative Occupation	70,680	37.5%	8,450	35.8%	5,360	33.1%	870	45.0%	200	39.6%	190	33.6%
			Creative Occupation	117,990	62.5%	15,125	64.1%	10,760	66.4%	1,120	57.9%	255	50.5%	395	69.9%
			Broadcasting (Occupation)	4,310	2.3%	385	1.6%	290	1.8%	30	1.6%	0	0.0%	10	1.8%
			Digital Media (Occupation)	24,145	12.8%	4,435	18.8%	4,000	24.7%	230	11.9%	30	5.9%	0	0.0%
			Film and Video (Occupation)	10,535	5.6%	1,405	6.0%	870	5.4%	145	7.5%	30	5.9%	20	3.5%
			Music and Sound Recording (Occupation)	2,090	1.1%	320	1.4%	250	1.5%	20	1.0%	10	2.0%	20	3.5%
			Publishing (Occupation)	76,910	40.8%	8,580	36.4%	5,350	33.0%	695	35.9%	185	36.6%	345	61.1%

				BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
Creative Industry Clusters				2,092,765		79,590		38,385		44,260		44,420		418,965	
	Not Creative Industry			1,361,830	65.1%	58,695	73.7%	26,635	69.4%	30,440	68.8%	30,815	69.4%	294,585	70.3%
	Creative Industry			730,935	34.9%	20,895	26.2%	11,750	30.6%	13,820	31.2%	13,605	30.5%	124,380	29.6%
	Broadcasting (Industry)			20,060	2.7%	400	1.9%	150	1.3%	495	3.6%	400	2.9%	1,775	1.4%
	Digital Media (Industry)			171,820	23.5%	3,720	17.8%	1,905	16.2%	2,540	18.4%	2,390	17.6%	19,855	16.0%
	Film, Music and Sound Recording (Industry)			28,920	4.0%	485	2.3%	260	2.2%	395	2.9%	95	0.7%	3,060	2.5%
	Infrastructure (Industry)			486,560	66.6%	15,710	75.2%	9,285	79.0%	10,090	73.0%	10,345	76.0%	96,860	77.9%
	Publishing (Industry)			23,585	3.2%	530	2.5%	160	1.4%	295	2.1%	330	2.4%	2,630	2.1%
	Broadcasting (Industry)			20,060	1.0%	400	0.5%	150	0.4%	495	1.1%	400	0.9%	1,775	0.4%
	Not Creative Occupation			7,570	37.7%	170	42.5%	0	0.0%	235	47.5%	240	60.0%	560	31.5%
	Creative Occupation			12,485	62.2%	260	65.0%	120	80.0%	230	46.5%	190	47.5%	1,285	72.4%
	Broadcasting (Occupation)			5,555	27.7%	185	46.3%	100	66.7%	125	25.3%	120	30.0%	775	43.7%
	Digital Media (Occupation)			3,465	17.3%	35	8.8%	10	6.7%	60	12.1%	40	10.0%	130	7.3%
	Film and Video (Occupation)			885	4.4%	20	5.0%	0	0.0%	15	3.0%	0	0.0%	75	4.2%
	Music and Sound Recording (Occupation)			890	4.4%	0	0.0%	10	6.7%	20	4.0%	20	5.0%	80	4.5%
	Publishing (Occupation)			1,690	8.4%	20	5.0%	0	0.0%	10	2.0%	10	2.5%	225	12.7%
	Digital Media (Industry)			171,820	8.2%	3,720	4.7%	1,905	5.0%	2,540	5.7%	2,390	5.4%	19,855	4.7%
	Not Creative Occupation			95,680	55.7%	2,390	64.2%	1,075	56.4%	1,770	69.7%	1,565	65.5%	13,490	67.9%
	Creative Occupation			76,130	44.3%	1,350	36.3%	835	43.8%	780	30.7%	785	32.8%	6,305	31.8%
	Broadcasting (Occupation)			10,175	5.9%	180	4.8%	80	4.2%	120	4.7%	275	11.5%	1,090	5.5%

				BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
			Digital Media (Occupation)	49,060	28.6%	925	24.9%	595	31.2%	435	17.1%	410	17.2%	3,750	18.9%
			Film and Video (Occupation)	2,465	1.4%	65	1.7%	10	0.5%	20	0.8%	10	0.4%	245	1.2%
			Music and Sound Recording (Occupation)	1,475	0.9%	20	0.5%	30	1.6%	10	0.4%	60	2.5%	95	0.5%
			Publishing (Occupation)	12,955	7.5%	160	4.3%	120	6.3%	195	7.7%	30	1.3%	1,125	5.7%
			Film, Music and Sound Recording (Industry)	28,920	1.4%	485	0.6%	260	0.7%	395	0.9%	95	0.2%	3,060	0.7%
			Not Creative Occupation	9,500	32.8%	235	48.5%	75	28.8%	175	44.3%	35	36.8%	1,655	54.1%
			Creative Occupation	19,420	67.2%	255	52.6%	175	67.3%	250	63.3%	50	52.6%	1,545	50.5%
			Broadcasting (Occupation)	4,450	15.4%	50	10.3%	35	13.5%	65	16.5%	25	26.3%	405	13.2%
			Digital Media (Occupation)	955	3.3%	10	2.1%	10	3.8%	0	0.0%	0	0.0%	10	0.3%
			Film and Video (Occupation)	4,360	15.1%	80	16.5%	40	15.4%	45	11.4%	10	10.5%	275	9.0%
			Music and Sound Recording (Occupation)	5,535	19.1%	65	13.4%	70	26.9%	65	16.5%	0	0.0%	410	13.4%
			Publishing (Occupation)	4,120	14.2%	50	10.3%	20	7.7%	75	19.0%	15	15.8%	445	14.5%
			Infrastructure (Industry)	486,560	23.2%	15,710	19.7%	9,285	24.2%	10,090	22.8%	10,345	23.3%	96,860	23.1%
			Not Creative Occupation	335,510	69.0%	11,840	75.4%	7,125	76.7%	7,175	71.1%	7,655	74.0%	71,770	74.1%
			Creative Occupation	151,055	31.0%	3,845	24.5%	2,170	23.4%	2,830	28.0%	2,680	25.9%	24,995	25.8%
			Broadcasting (Occupation)	27,055	5.6%	830	5.3%	605	6.5%	560	5.6%	535	5.2%	5,390	5.6%
			Digital Media (Occupation)	16,670	3.4%	345	2.2%	135	1.5%	215	2.1%	285	2.8%	1,530	1.6%
			Film and Video (Occupation)	59,120	12.2%	1,620	10.3%	855	9.2%	1,260	12.5%	1,015	9.8%	12,775	13.2%
			Music and Sound Recording (Occupation)	7,360	1.5%	185	1.2%	105	1.1%	95	0.9%	135	1.3%	1,170	1.2%
			Publishing (Occupation)	40,850	8.4%	865	5.5%	470	5.1%	700	6.9%	710	6.9%	4,130	4.3%
			Publishing (Industry)	23,585	1.1%	530	0.7%	160	0.4%	295	0.7%	330	0.7%	2,630	0.6%

				BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
			Not Creative Occupation	8,450	35.8%	315	59.4%	55	34.4%	160	54.2%	185	56.1%	1,045	39.7%
			Creative Occupation	15,125	64.1%	310	58.5%	80	50.0%	135	45.8%	160	48.5%	1,605	61.0%
			Broadcasting (Occupation)	385	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	30	1.1%
			Digital Media (Occupation)	4,435	18.8%	20	3.8%	10	6.3%	10	3.4%	10	3.0%	85	3.2%
			Film and Video (Occupation)	1,405	6.0%	20	3.8%	10	6.3%	20	6.8%	0	0.0%	245	9.3%
			Music and Sound Recording (Occupation)	320	1.4%	30	5.7%	0	0.0%	0	0.0%	10	3.0%	20	0.8%
			Publishing (Occupation)	8,580	36.4%	240	45.3%	60	37.5%	105	35.6%	140	42.4%	1,225	46.6%

### List of Maps (all place of residence)

- all\_ind\_por\_1.pdf – all creative industry clusters, 1 dot = 1 person
- all\_ind\_por\_50.pdf - = 50 people
- all\_ind\_por\_100.pdf - = 100 people
- broadcasting\_ind\_por\_1.pdf – broadcasting industry, 1 dot = 1 person
- broadcasting\_ind\_por\_10.pdf - = 10 people
- digital\_ind\_por\_1.pdf – digital industry, 1 dot = 1 person
- digital\_ind\_por\_25.pdf - = 25 people
- film\_ind\_por\_1.pdf – film industry, 1 dot = 1 person
- film\_ind\_por\_10.pdf - = 10 people
- infrastructure\_ind\_por\_1.pdf – creative infrastructure industry, 1 dot = 1 person
- infrastructure\_ind\_por\_50.pdf - = 50 people
- publishing\_ind\_por\_1.pdf – publishing industry, 1 dot = 1 person
- publishing\_ind\_por\_10.pdf - = 10 people

## Industry Cluster Definitions

<b>Cluster</b>	<b>Code</b>	<b>Description</b>
Broadcasting	515	Broadcasting (except internet)
Broadcasting	517	Telecommunications
Digital Media	334	Computer and electronic product manufacturing
Digital Media	518	Data processing, hosting, and related services
Digital Media	519	Other information services
Digital Media	541	Professional, scientific and technical services
Film, Music and Sound Recording	512	Motion picture and sound recording industries
Film, Music and Sound Recording	711	Performing arts, spectator sports and related industries
Infrastructure	551	Management of companies and enterprises
Infrastructure	611	Educational services
Infrastructure	712	Heritage institutions
Infrastructure	713	Amusement, gambling and recreation industries
Infrastructure	721	Accommodation services
Infrastructure	722	Food services and drinking places
Infrastructure	813	Grant-making services
Infrastructure	911	Federal government public administration
Infrastructure	912	Provincial and territorial public administration
Infrastructure	913	Local, municipal and regional public administration
Infrastructure	914	Aboriginal public administration
Infrastructure	919	International and other extra-territorial public administration
Publishing	323	Printing and related support activities
Publishing	511	Publishing industries (except internet)

## Occupation - Place of Work

### Summary Table

			Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
Creative Occupational Clusters			14,300,245		1,802,280		977,630		158,190		69,770		42,660	
	Not Creative Occupation		10,616,020	74.2%	1,309,700	72.7%	675,755	69.1%	112,795	71.3%	51,855	74.3%	32,820	76.9%
	Creative Occupation		3,684,230	25.8%	492,580	27.3%	301,995	30.9%	45,330	28.7%	17,885	25.6%	9,780	22.9%
	Broadcasting (Occupation)		533,665	3.7%	64,335	3.6%	39,120	4.0%	5,965	3.8%	2,450	3.5%	1,150	2.7%
	Digital Media (Occupation)		1,050,725	7.3%	134,440	7.5%	94,700	9.7%	13,755	8.7%	4,020	5.8%	1,900	4.5%
	Film and Video (Occupation)		837,635	5.9%	121,155	6.7%	66,420	6.8%	10,545	6.7%	5,265	7.5%	2,865	6.7%
	Music and Sound Recording (Occupation)		424,215	3.0%	61,240	3.4%	32,815	3.4%	4,965	3.1%	2,580	3.7%	1,440	3.4%
	Publishing (Occupation)		837,990	5.9%	111,410	6.2%	68,940	7.1%	10,100	6.4%	3,570	5.1%	2,425	5.7%
	Broadcasting (Occupation)		533,665	3.7%	64,335	3.6%	39,120	4.0%	5,965	3.8%	2,450	3.5%	1,150	2.7%
	Not Creative Industry		230,545	43.2%	24,415	37.9%	16,065	41.1%	1,695	28.4%	870	35.5%	485	42.2%
	Creative Industry		303,130	56.8%	39,925	62.1%	23,015	58.8%	4,250	71.2%	1,545	63.1%	700	60.9%
	Broadcasting (Industry)		36,515	6.8%	3,955	6.1%	2,590	6.6%	270	4.5%	170	6.9%	110	9.6%
	Digital Media (Industry)		74,100	13.9%	9,215	14.3%	6,230	15.9%	790	13.2%	435	17.8%	75	6.5%
	Film, Music and Sound Recording (Industry)		16,160	3.0%	2,435	3.8%	1,630	4.2%	180	3.0%	40	1.6%	35	3.0%
	Infrastructure (Industry)		172,220	32.3%	23,970	37.3%	12,315	31.5%	2,995	50.2%	885	36.1%	460	40.0%
	Publishing (Industry)		4,135	0.8%	350	0.5%	250	0.6%	15	0.3%	15	0.6%	20	1.7%
	Digital Media (Occupation)		1,050,725	7.3%	134,440	7.5%	94,700	9.7%	13,755	8.7%	4,020	5.8%	1,900	4.5%
	Not Creative Industry		524,150	49.9%	64,855	48.2%	45,470	48.0%	4,560	33.2%	2,410	60.0%	1,005	52.9%
	Creative Industry		526,570	50.1%	69,590	51.8%	49,005	51.7%	9,140	66.4%	1,670	41.5%	905	47.6%
	Broadcasting (Industry)		30,570	2.9%	3,295	2.5%	2,790	2.9%	180	1.3%	75	1.9%	0	0.0%

			Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
		Digital Media (Industry)	324,170	30.9%	45,035	33.5%	32,395	34.2%	4,925	35.8%	1,195	29.7%	495	26.1%
		Film, Music and Sound Recording (Industry)	5,160	0.5%	835	0.6%	720	0.8%	25	0.2%	20	0.5%	10	0.5%
		Infrastructure (Industry)	143,265	13.6%	16,105	12.0%	9,190	9.7%	3,785	27.5%	360	9.0%	380	20.0%
		Publishing (Industry)	23,405	2.2%	4,320	3.2%	3,910	4.1%	225	1.6%	20	0.5%	20	1.1%
		Film and Video (Occupation)	837,635	5.9%	121,155	6.7%	66,420	6.8%	10,545	6.7%	5,265	7.5%	2,865	6.7%
		Not Creative Industry	429,005	51.2%	57,990	47.9%	33,125	49.9%	4,620	43.8%	2,710	51.5%	1,235	43.1%
		Creative Industry	408,620	48.8%	63,165	52.1%	33,230	50.0%	5,985	56.8%	2,590	49.2%	1,620	56.5%
		Broadcasting (Industry)	8,155	1.0%	780	0.6%	565	0.9%	85	0.8%	45	0.9%	25	0.9%
		Digital Media (Industry)	17,040	2.0%	2,155	1.8%	1,550	2.3%	170	1.6%	130	2.5%	15	0.5%
		Film, Music and Sound Recording (Industry)	12,705	1.5%	2,080	1.7%	1,715	2.6%	115	1.1%	35	0.7%	10	0.3%
		Infrastructure (Industry)	360,465	43.0%	56,775	46.9%	28,565	43.0%	5,460	51.8%	2,330	44.3%	1,550	54.1%
		Publishing (Industry)	10,255	1.2%	1,375	1.1%	835	1.3%	155	1.5%	50	0.9%	20	0.7%
		Music and Sound Recording (Occupation)	424,215	3.0%	61,240	3.4%	32,815	3.4%	4,965	3.1%	2,580	3.7%	1,440	3.4%
		Not Creative Industry	344,330	81.2%	48,775	79.6%	24,585	74.9%	3,825	77.0%	2,265	87.8%	1,290	89.6%
		Creative Industry	79,885	18.8%	12,465	20.4%	8,155	24.9%	1,145	23.1%	290	11.2%	165	11.5%
		Broadcasting (Industry)	7,700	1.8%	815	1.3%	640	2.0%	35	0.7%	15	0.6%	10	0.7%
		Digital Media (Industry)	9,310	2.2%	1,295	2.1%	920	2.8%	95	1.9%	0	0.0%	20	1.4%
		Film, Music and Sound Recording (Industry)	22,765	5.4%	3,525	5.8%	2,680	8.2%	235	4.7%	30	1.2%	10	0.7%
		Infrastructure (Industry)	38,050	9.0%	6,510	10.6%	3,715	11.3%	760	15.3%	225	8.7%	115	8.0%
		Publishing (Industry)	2,060	0.5%	320	0.5%	200	0.6%	20	0.4%	20	0.8%	10	0.7%
		Publishing (Occupation)	837,990	5.9%	111,410	6.2%	68,940	7.1%	10,100	6.4%	3,570	5.1%	2,425	5.7%
		Not Creative Industry	340,785	40.7%	47,550	42.7%	26,670	38.7%	2,495	24.7%	1,725	48.3%	1,095	45.2%

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops		
				Creative Industry	497,200	59.3%	63,855	57.3%	42,460	61.6%	7,625	75.5%	1,860	52.1%	1,340	55.3%
				Broadcasting (Industry)	16,725	2.0%	1,600	1.4%	1,210	1.8%	115	1.1%	80	2.2%	10	0.4%
				Digital Media (Industry)	91,295	10.9%	11,835	10.6%	8,600	12.5%	1,040	10.3%	395	11.1%	135	5.6%
				Film, Music and Sound Recording (Industry)	21,195	2.5%	3,740	3.4%	2,595	3.8%	415	4.1%	75	2.1%	30	1.2%
				Infrastructure (Industry)	293,050	35.0%	38,435	34.5%	24,610	35.7%	5,335	52.8%	1,105	31.0%	860	35.5%
				Publishing (Industry)	74,935	8.9%	8,245	7.4%	5,445	7.9%	720	7.1%	205	5.7%	305	12.6%

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops		
				Creative Occupational Clusters	14,300,245		1,802,280		977,630		158,190		69,770		42,660	
				Not Creative Occupation	10,616,020	74.2%	1,309,700	72.7%	675,755	69.1%	112,795	71.3%	51,855	74.3%	32,820	76.9%
				Creative Occupation	3,684,230	25.8%	492,580	27.3%	301,995	30.9%	45,330	28.7%	17,885	25.6%	9,780	22.9%
				Broadcasting (Occupation)	533,665	3.7%	64,335	3.6%	39,120	4.0%	5,965	3.8%	2,450	3.5%	1,150	2.7%
				Digital Media (Occupation)	1,050,725	7.3%	134,440	7.5%	94,700	9.7%	13,755	8.7%	4,020	5.8%	1,900	4.5%
				Film and Video (Occupation)	837,635	5.9%	121,155	6.7%	66,420	6.8%	10,545	6.7%	5,265	7.5%	2,865	6.7%
				Music and Sound Recording (Occupation)	424,215	3.0%	61,240	3.4%	32,815	3.4%	4,965	3.1%	2,580	3.7%	1,440	3.4%
				Publishing (Occupation)	837,990	5.9%	111,410	6.2%	68,940	7.1%	10,100	6.4%	3,570	5.1%	2,425	5.7%
				Broadcasting (Occupation)	533,665	3.7%	64,335	3.6%	39,120	4.0%	5,965	3.8%	2,450	3.5%	1,150	2.7%
				Not Creative Industry	230,545	43.2%	24,415	37.9%	16,065	41.1%	1,695	28.4%	870	35.5%	485	42.2%
				Creative Industry	303,130	56.8%	39,925	62.1%	23,015	58.8%	4,250	71.2%	1,545	63.1%	700	60.9%
				Broadcasting (Industry)	36,515	6.8%	3,955	6.1%	2,590	6.6%	270	4.5%	170	6.9%	110	9.6%
				Digital Media (Industry)	74,100	13.9%	9,215	14.3%	6,230	15.9%	790	13.2%	435	17.8%	75	6.5%
				Film, Music and Sound Recording	16,160	3.0%	2,435	3.8%	1,630	4.2%	180	3.0%	40	1.6%	35	3.0%

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
			(Industry)												
			Infrastructure (Industry)	172,220	32.3 %	23,970	37.3 %	12,315	31.5 %	2,995	50.2 %	885	36.1 %	460	40.0 %
			Publishing (Industry)	4,135	0.8%	350	0.5%	250	0.6%	15	0.3%	15	0.6%	20	1.7%
			Digital Media (Occupation)	1,050,725	7.3%	134,440	7.5%	94,700	9.7%	13,755	8.7%	4,020	5.8%	1,900	4.5%
			Not Creative Industry	524,150	49.9 %	64,855	48.2 %	45,470	48.0 %	4,560	33.2 %	2,410	60.0 %	1,005	52.9 %
			Creative Industry	526,570	50.1 %	69,590	51.8 %	49,005	51.7 %	9,140	66.4 %	1,670	41.5 %	905	47.6 %
			Broadcasting (Industry)	30,570	2.9%	3,295	2.5%	2,790	2.9%	180	1.3%	75	1.9%	0	0.0%
			Digital Media (Industry)	324,170	30.9 %	45,035	33.5 %	32,395	34.2 %	4,925	35.8 %	1,195	29.7 %	495	26.1 %
			Film, Music and Sound Recording (Industry)	5,160	0.5%	835	0.6%	720	0.8%	25	0.2%	20	0.5%	10	0.5%
			Infrastructure (Industry)	143,265	13.6 %	16,105	12.0 %	9,190	9.7%	3,785	27.5 %	360	9.0%	380	20.0 %
			Publishing (Industry)	23,405	2.2%	4,320	3.2%	3,910	4.1%	225	1.6%	20	0.5%	20	1.1%
			Film and Video (Occupation)	837,635	5.9%	121,155	6.7%	66,420	6.8%	10,545	6.7%	5,265	7.5%	2,865	6.7%
			Not Creative Industry	429,005	51.2 %	57,990	47.9 %	33,125	49.9 %	4,620	43.8 %	2,710	51.5 %	1,235	43.1 %
			Creative Industry	408,620	48.8 %	63,165	52.1 %	33,230	50.0 %	5,985	56.8 %	2,590	49.2 %	1,620	56.5 %
			Broadcasting (Industry)	8,155	1.0%	780	0.6%	565	0.9%	85	0.8%	45	0.9%	25	0.9%
			Digital Media (Industry)	17,040	2.0%	2,155	1.8%	1,550	2.3%	170	1.6%	130	2.5%	15	0.5%
			Film, Music and Sound Recording (Industry)	12,705	1.5%	2,080	1.7%	1,715	2.6%	115	1.1%	35	0.7%	10	0.3%
			Infrastructure (Industry)	360,465	43.0 %	56,775	46.9 %	28,565	43.0 %	5,460	51.8 %	2,330	44.3 %	1,550	54.1 %
			Publishing (Industry)	10,255	1.2%	1,375	1.1%	835	1.3%	155	1.5%	50	0.9%	20	0.7%
			Music and Sound Recording (Occupation)	424,215	3.0%	61,240	3.4%	32,815	3.4%	4,965	3.1%	2,580	3.7%	1,440	3.4%
			Not Creative Industry	344,330	81.2 %	48,775	79.6 %	24,585	74.9 %	3,825	77.0 %	2,265	87.8 %	1,290	89.6 %
			Creative Industry	79,885	18.8 %	12,465	20.4 %	8,155	24.9 %	1,145	23.1 %	290	11.2 %	165	11.5 %

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
			Broadcasting (Industry)	7,700	1.8%	815	1.3%	640	2.0%	35	0.7%	15	0.6%	10	0.7%
			Digital Media (Industry)	9,310	2.2%	1,295	2.1%	920	2.8%	95	1.9%	0	0.0%	20	1.4%
			Film, Music and Sound Recording (Industry)	22,765	5.4%	3,525	5.8%	2,680	8.2%	235	4.7%	30	1.2%	10	0.7%
			Infrastructure (Industry)	38,050	9.0%	6,510	10.6%	3,715	11.3%	760	15.3%	225	8.7%	115	8.0%
			Publishing (Industry)	2,060	0.5%	320	0.5%	200	0.6%	20	0.4%	20	0.8%	10	0.7%
			Publishing (Occupation)	837,990	5.9%	111,410	6.2%	68,940	7.1%	10,100	6.4%	3,570	5.1%	2,425	5.7%
			Not Creative Industry	340,785	40.7%	47,550	42.7%	26,670	38.7%	2,495	24.7%	1,725	48.3%	1,095	45.2%
			Creative Industry	497,200	59.3%	63,855	57.3%	42,460	61.6%	7,625	75.5%	1,860	52.1%	1,340	55.3%
			Broadcasting (Industry)	16,725	2.0%	1,600	1.4%	1,210	1.8%	115	1.1%	80	2.2%	10	0.4%
			Digital Media (Industry)	91,295	10.9%	11,835	10.6%	8,600	12.5%	1,040	10.3%	395	11.1%	135	5.6%
			Film, Music and Sound Recording (Industry)	21,195	2.5%	3,740	3.4%	2,595	3.8%	415	4.1%	75	2.1%	30	1.2%
			Infrastructure (Industry)	293,050	35.0%	38,435	34.5%	24,610	35.7%	5,335	52.8%	1,105	31.0%	860	35.5%
			Publishing (Industry)	74,935	8.9%	8,245	7.4%	5,445	7.9%	720	7.1%	205	5.7%	305	12.6%

### List of Maps

- All\_OCC\_POW\_1.pdf – all creative occupation clusters, 1 dot = 1 person
- All\_OCC\_POW\_50.pdf - = 50 people
- All\_OCC\_POW\_100.pdf - = 100 people
- Broadcast\_Occ\_Pow\_1.pdf – broadcast occupations, 1 dot = 1 person
- Broadcast\_Occ\_Pow\_10.pdf - = 10 people
- Digital\_OCC\_POW\_1.pdf – digital media occupations, 1 dot = 1 person
- Digital\_OCC\_POW\_25.pdf - = 25 people
- Film\_Occ\_pow\_1.pdf – film occupations, 1 dot = 1 person
- Film\_Occ\_pow\_25.pdf - = 25 people



				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops	
			Broadcasting (Industry)	31,710	2.9%	3,465	2.4%	2,910	2.9%	175	1.3%	85	1.9%	50	2.5%
			Digital Media (Industry)	355,680	32.1%	49,060	34.2%	35,415	35.3%	5,025	36.0%	1,280	29.2%	485	24.0%
			Film, Music and Sound Recording (Industry)	5,520	0.5%	955	0.7%	815	0.8%	50	0.4%	10	0.2%	10	0.5%
			Infrastructure (Industry)	147,115	13.3%	16,670	11.6%	9,325	9.3%	3,785	27.1%	365	8.3%	415	20.5%
			Publishing (Industry)	24,145	2.2%	4,435	3.1%	4,000	4.0%	230	1.6%	30	0.7%	0	0.0%
			Film and Video (Occupation)	997,500	6.2%	150,065	7.2%	80,295	7.3%	12,585	7.2%	6,400	7.9%	3,300	7.0%
			Not Creative Industry	567,470	56.9%	81,825	54.5%	43,175	53.8%	6,550	52.0%	3,785	59.1%	1,645	49.8%
			Creative Industry	430,035	43.1%	68,235	45.5%	37,105	46.2%	6,085	48.4%	2,605	40.7%	1,595	48.3%
			Broadcasting (Industry)	8,710	0.9%	885	0.6%	625	0.8%	80	0.6%	45	0.7%	10	0.3%
			Digital Media (Industry)	18,535	1.9%	2,465	1.6%	1,765	2.2%	190	1.5%	145	2.3%	20	0.6%
			Film, Music and Sound Recording (Industry)	19,235	1.9%	4,360	2.9%	3,690	4.6%	140	1.1%	45	0.7%	20	0.6%
			Infrastructure (Industry)	373,020	37.4%	59,120	39.4%	30,155	37.6%	5,530	43.9%	2,340	36.6%	1,525	46.2%
			Publishing (Industry)	10,535	1.1%	1,405	0.9%	870	1.1%	145	1.2%	30	0.5%	20	0.6%
			Music and Sound Recording (Occupation)	452,255	2.8%	66,450	3.2%	36,235	3.3%	5,215	3.0%	2,695	3.3%	1,435	3.0%
			Not Creative Industry	355,875	78.7%	50,865	76.5%	25,690	70.9%	3,780	72.5%	2,310	85.7%	1,260	87.8%
			Creative Industry	96,380	21.3%	15,580	23.4%	10,600	29.3%	1,495	28.7%	395	14.7%	210	14.6%
			Broadcasting (Industry)	8,065	2.2%	890	1.3%	680	1.9%	80	1.5%	20	0.7%	20	1.4%
			Digital Media (Industry)	10,135	2.2%	1,475	2.2%	1,060	2.9%	90	1.7%	20	0.7%	20	1.4%
			Film, Music and Sound Recording (Industry)	33,625	7.4%	5,535	8.3%	4,290	11.8%	405	7.8%	110	4.1%	30	2.1%
			Infrastructure (Industry)	42,465	9.4%	7,360	11.1%	4,320	11.9%	900	17.3%	235	8.7%	120	8.4%
			Publishing (Industry)	2,090	0.5%	320	0.5%	250	0.7%	20	0.4%	10	0.4%	20	1.4%
			Publishing (Occupation)	913,075	5.7%	123,190	5.9%	74,345	6.7%	10,760	6.1%	3,900	4.8%	2,605	5.5%
			Not Creative Industry	389,095	42.6%	54,985	44.6%	29,820	40.1%	2,890	26.9%	2,045	52.4%	1,210	46.4%
			Creative Industry	523,975	57.4%	68,195	55.4%	44,395	59.7%	7,855	73.0%	1,820	46.7%	1,430	54.9%
			Broadcasting (Industry)	17,420	1.9%	1,690	1.4%	1,230	1.7%	90	0.8%	90	2.3%	10	0.4%
			Digital Media (Industry)	97,940	10.7%	12,955	10.5%	9,485	12.8%	1,100	10.2%	385	9.9%	145	5.6%
			Film, Music and Sound Recording (Industry)	22,630	2.5%	4,120	3.3%	2,745	3.7%	470	4.4%	85	2.2%	85	3.3%

				Canada		BC		Vancouver		Victoria		Kelowna		Kamloops		
				Infrastructure (Industry)	309,075	33.8%	40,850	33.2%	25,585	34.4%	5,500	51.1%	1,075	27.6%	845	32.4%
				Publishing (Industry)	76,910	8.4%	8,580	7.0%	5,350	7.2%	695	6.5%	185	4.7%	345	13.2%

					BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
				Creative Occupational Clusters	2,092,765		79,590		38,385		44,260		44,420		418,965	
				Not Creative Occupation	1,536,115	73.4%	64,160	80.6%	30,530	79.5%	34,065	77.0%	35,080	79.0%	333,500	79.6%
				Creative Occupation	556,655	26.6%	15,450	19.4%	7,785	20.3%	10,190	23.0%	9,310	21.0%	85,505	20.4%
				Broadcasting (Occupation)	73,485	13.2%	1,910	12.4%	1,165	15.0%	1,250	12.3%	1,510	16.2%	11,275	13.2%
				Digital Media (Occupation)	143,465	25.8%	2,900	18.8%	1,575	20.2%	1,975	19.4%	1,530	16.4%	12,615	14.8%
				Film and Video (Occupation)	150,065	27.0%	4,900	31.7%	2,315	29.7%	3,255	31.9%	2,405	25.8%	30,175	35.3%
				Music and Sound Recording (Occupation)	66,450	11.9%	2,225	14.4%	1,190	15.3%	1,465	14.4%	1,225	13.2%	12,815	15.0%
				Publishing (Occupation)	123,190	22.1%	3,515	22.8%	1,540	19.8%	2,245	22.0%	2,640	28.4%	18,625	21.8%
				Broadcasting (Occupation)	73,485	3.5%	1,910	2.4%	1,165	3.0%	1,250	2.8%	1,510	3.4%	11,275	2.7%
				Not Creative Industry	25,870	35.2%	675	35.3%	375	32.2%	375	30.0%	580	38.4%	3,610	32.0%
				Creative Industry	47,620	64.8%	1,245	65.2%	820	70.4%	870	69.6%	955	63.2%	7,690	68.2%
				Broadcasting (Industry)	5,555	7.6%	185	9.7%	100	8.6%	125	10.0%	120	7.9%	775	6.9%
				Digital Media (Industry)	10,175	13.8%	180	9.4%	80	6.9%	120	9.6%	275	18.2%	1,090	9.7%
				Film, Music and Sound Recording (Industry)	4,450	6.1%	50	2.6%	35	3.0%	65	5.2%	25	1.7%	405	3.6%
				Infrastructure (Industry)	27,055	36.8%	830	43.5%	605	51.9%	560	44.8%	535	35.4%	5,390	47.8%

				BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
			Publishing (Industry)	385	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	30	0.3%
			Digital Media (Occupation)	143,465	6.9%	2,900	3.6%	1,575	4.1%	1,975	4.5%	1,530	3.4%	12,615	3.0%
			Not Creative Industry	68,880	48.0%	1,520	52.4%	830	52.7%	1,210	61.3%	820	53.6%	7,185	57.0%
			Creative Industry	74,585	52.0%	1,335	46.0%	760	48.3%	720	36.5%	745	48.7%	5,505	43.6%
			Broadcasting (Industry)	3,465	2.4%	35	1.2%	10	0.6%	60	3.0%	40	2.6%	130	1.0%
			Digital Media (Industry)	49,060	34.2%	925	31.9%	595	37.8%	435	22.0%	410	26.8%	3,750	29.7%
			Film, Music and Sound Recording (Industry)	955	0.7%	10	0.3%	10	0.6%	0	0.0%	0	0.0%	10	0.1%
			Infrastructure (Industry)	16,670	11.6%	345	11.9%	135	8.6%	215	10.9%	285	18.6%	1,530	12.1%
			Publishing (Industry)	4,435	3.1%	20	0.7%	10	0.6%	10	0.5%	10	0.7%	85	0.7%
			Film and Video (Occupation)	150,065	7.2%	4,900	6.2%	2,315	6.0%	3,255	7.4%	2,405	5.4%	30,175	7.2%
			Not Creative Industry	81,825	54.5%	3,125	63.8%	1,385	59.8%	1,870	57.5%	1,355	56.3%	16,515	54.7%
			Creative Industry	68,235	45.5%	1,805	36.8%	915	39.5%	1,360	41.8%	1,035	43.0%	13,615	45.1%
			Broadcasting (Industry)	885	0.6%	20	0.4%	0	0.0%	15	0.5%	0	0.0%	75	0.2%
			Digital Media (Industry)	2,465	1.6%	65	1.3%	10	0.4%	20	0.6%	10	0.4%	245	0.8%
			Film, Music and Sound Recording (Industry)	4,360	2.9%	80	1.6%	40	1.7%	45	1.4%	10	0.4%	275	0.9%
			Infrastructure (Industry)	59,120	39.4%	1,620	33.1%	855	36.9%	1,260	38.7%	1,015	42.2%	12,775	42.3%
			Publishing (Industry)	1,405	0.9%	20	0.4%	10	0.4%	20	0.6%	0	0.0%	245	0.8%
			Music and Sound Recording (Occupation)	66,450	3.2%	2,225	2.8%	1,190	3.1%	1,465	3.3%	1,225	2.8%	12,815	3.1%
			Not Creative Industry	50,865	76.5%	1,945	87.4%	990	83.2%	1,260	86.0%	1,015	82.9%	11,070	86.4%
			Creative Industry	15,580	23.4%	300	13.5%	215	18.1%	190	13.0%	225	18.4%	1,775	13.9%
			Broadcasting (Industry)	890	1.3%	0	0.0%	10	0.8%	20	1.4%	20	1.6%	80	0.6%
			Digital Media (Industry)	1,475	2.2%	20	0.9%	30	2.5%	10	0.7%	60	4.9%	95	0.7%
			Film, Music and Sound Recording	5,535	8.3%	65	2.9%	70	5.9%	65	4.4%	0	0.0%	410	3.2%

				BC		Abbotsford		Chilliwack		Nanaimo		Prince George		CSD - Rest of Province	
			(Industry)												
			Infrastructure (Industry)	7,360	11.1 %	185	8.3%	105	8.8%	95	6.5%	135	11.0 %	1,170	9.1%
			Publishing (Industry)	320	0.5%	30	1.3%	0	0.0%	0	0.0%	10	0.8%	20	0.2%
			Publishing (Occupation)	123,190	5.9%	3,515	4.4%	1,540	4.0%	2,245	5.1%	2,640	5.9%	18,625	4.4%
			Not Creative Industry	54,985	44.6 %	2,215	63.0 %	835	54.2 %	1,210	53.9 %	1,700	64.4 %	11,375	61.1%
			Creative Industry	68,195	55.4 %	1,335	38.0 %	670	43.5 %	1,085	48.3 %	905	34.3 %	7,150	38.4%
			Broadcasting (Industry)	1,690	1.4%	20	0.6%	0	0.0%	10	0.4%	10	0.4%	225	1.2%
			Digital Media (Industry)	12,955	10.5 %	160	4.6%	120	7.8%	195	8.7%	30	1.1%	1,125	6.0%
			Film, Music and Sound Recording (Industry)	4,120	3.3%	50	1.4%	20	1.3%	75	3.3%	15	0.6%	445	2.4%
			Infrastructure (Industry)	40,850	33.2 %	865	24.6 %	470	30.5 %	700	31.2 %	710	26.9 %	4,130	22.2%
			Publishing (Industry)	8,580	7.0%	240	6.8%	60	3.9%	105	4.7%	140	5.3%	1,225	6.6%

### List of Maps

- All\_Occ\_POR\_1.pdf – all creative occupation clusters, 1 dot = 1 person
- All\_Occ\_POR\_50.pdf - = 50 people
- All\_Occ\_POR\_100.pdf - = 100 people
- Broadcasting\_occ\_por\_1.pdf – broadcasting occupations, 1 dot = 1 person
- Broadcasting\_occ\_por\_10.pdf - = 10 people
- digital\_occ\_por\_1.pdf – digital media occupations, 1 dot = 1 person
- digital\_occ\_por\_25.pdf - = 25 people
- film\_occ\_por\_1.pdf – film occupations, 1 dot = 1 person
- film\_occ\_por\_25.pdf - = 25 people
- music\_occ\_por\_1.pdf – music occupations, 1 dot = 1 person
- music\_occ\_por\_25.pdf- = 25 people

- publishing\_occ\_por\_1.pdf – publishing occupations, 1 dot = 1 person
- publishing\_occ\_por\_10.pdf - = 10 people

## Occupation Cluster Definitions

Cluster	Code	Description
Broadcasting	A013	Senior Managers - Financial, Communications and Other Business Services
Broadcasting	A015	Senior Managers - Trade, Broadcasting and Other Services, n.e.c.
Broadcasting	A311	Telecommunication Carriers Managers
Broadcasting	B318	Immigration, Employment Insurance and Revenue Officers
Broadcasting	B412	Supervisors, Finance and Insurance Clerks
Broadcasting	B531	Accounting and Related Clerks
Broadcasting	B532	Payroll Clerks
Broadcasting	B554	Survey Interviewers and Statistical Clerks
Broadcasting	E036	Recreation, Sports and Fitness Program Supervisors and Consultants
Broadcasting	F035	Actors and Comedians
Broadcasting	F121	Photographers
Broadcasting	F124	Broadcast Technicians
Broadcasting	F125	Audio and Video Recording Technicians
Broadcasting	F131	Announcers and Other Broadcasters
Broadcasting	F151	Athletes
Broadcasting	F152	Coaches
Broadcasting	F153	Sports Officials and Referees
Broadcasting	F154	Program Leaders and Instructors in Recreation, Sport and Fitness
Broadcasting	G722	Outdoor Sport and Recreational Guides
Broadcasting	G731	Operators and Attendants in Amusement, Recreation and Sport
Broadcasting	H215	Telecommunications Line and Cable Workers
Broadcasting	H216	Telecommunications Installation and Repair Workers
Broadcasting	H217	Cable Television Service and Maintenance Technicians
Digital Media	A122	Computer and Information Systems Managers
Digital Media	A301	Insurance, Real Estate and Financial Brokerage Managers
Digital Media	A302	Banking, Credit and Other Investment Managers
Digital Media	A303	Other Business Services Managers

<b>Cluster</b>	<b>Code</b>	<b>Description</b>
Digital Media	A332	Government Managers - Economic Analysis, Policy Development and Program Administration
Digital Media	B011	Financial Auditors and Accountants
Digital Media	B012	Financial and Investment Analysts
Digital Media	B013	Securities Agents, Investment Dealers and Brokers
Digital Media	B014	Other Financial Officers
Digital Media	B022	Professional Occupations in Business Services to Management
Digital Media	B114	Insurance Underwriters
Digital Media	B313	Personnel and Recruitment Officers
Digital Media	B534	Banking, Insurance and Other Financial Clerks
Digital Media	C047	Computer Engineers (Except Software Engineers and Designers)
Digital Media	C048	Other Professional Engineers, n.e.c.
Digital Media	C061	Mathematicians, Statisticians and Actuaries
Digital Media	C071	Information Systems Analysts and Consultants
Digital Media	C072	Database Analysts and Data Administrators
Digital Media	C073	Software Engineers and Designers
Digital Media	C074	Computer Programmers and Interactive Media Developers
Digital Media	C075	Web Designers and Developers
Digital Media	C152	Industrial Designers
Digital Media	C181	Computer Network Technicians
Digital Media	C182	User Support Technicians
Digital Media	C183	Systems Testing Technicians
Digital Media	E033	Business Development Officers and Marketing Researchers and Consultants
Film and Video	A016	Senior Managers - Goods Production, Utilities, Transportation and Construction
Film and Video	A111	Financial Managers
Film and Video	A112	Human Resources Managers
Film and Video	A141	Facility Operation and Maintenance Managers
Film and Video	A221	Restaurant and Food Service Managers
Film and Video	A222	Accommodation Service Managers
Film and Video	A342	Managers - Publishing, Motion Pictures, Broadcasting and Performing Arts
Film and Video	A351	Commissioned Police Officers
Film and Video	F122	Film and Video Camera Operators

<b>Cluster</b>	<b>Code</b>	<b>Description</b>
Film and Video	F126	Other Technical and Co-ordinating Occupations in Motion Pictures, Broadcasting and the Performing Arts
Film and Video	F127	Support Occupations in Motion Pictures, Broadcasting and the Performing Arts
Film and Video	G131	Insurance Agents and Brokers
Film and Video	G511	Maîtres d'hôtel and Hosts / Hostesses
Film and Video	G513	Food and Beverage Servers
Film and Video	G711	Travel Counsellors
Film and Video	G713	Airline Sales and Service Agents
Film and Video	G714	Ticket Agents, Cargo Service Representatives and Related Clerks (Except Airline)
Film and Video	G732	Other Attendants in Accommodation and Travel
Film and Video	G911	Hairstylists and Barbers
Film and Video	G921	Image, Social and Other Personal Consultants
Film and Video	G981	Dry Cleaning and Laundry Occupations
Film and Video	H015	Contractors and Supervisors, Carpentry Trades
Film and Video	H121	Carpenters
Film and Video	H713	Taxi and Limousine Drivers and Chauffeurs
Music and Sound Recording	A211	Retail Trade Managers
Music and Sound Recording	B316	Conference and Event Planners
Music and Sound Recording	B415	Supervisors, Recording, Distributing and Scheduling Occupations
Music and Sound Recording	F031	Producers, Directors, Choreographers and Related Occupations
Music and Sound Recording	F032	Conductors, Composers and Arrangers
Music and Sound Recording	F033	Musicians and Singers
Music and Sound Recording	F034	Dancers
Music and Sound Recording	F132	Other Performers

<b>Cluster</b>	<b>Code</b>	<b>Description</b>
Music and Sound Recording	F143	Theatre, Fashion, Exhibit and Other Creative Designers
Publishing	A131	Sales, Marketing and Advertising Managers
Publishing	A312	Postal and Courier Services Managers
Publishing	A322	Administrators - Post-Secondary Education and Vocational Training
Publishing	A333	Government Managers - Education Policy Development and Program Administration
Publishing	A334	Other Managers in Public Administration
Publishing	A343	Recreation, Sports and Fitness Program and Service Directors
Publishing	A361	Other Services Managers
Publishing	A381	Primary Production Managers (Except Agriculture)
Publishing	B414	Supervisors, Mail and Message Distribution Occupations
Publishing	B523	Desktop Publishing Operators and Related Occupations
Publishing	E032	Economists and Economic Policy Researchers and Analysts
Publishing	E034	Social Policy Researchers, Consultants and Program Officers
Publishing	E035	Education Policy Researchers, Consultants and Program Officers
Publishing	E111	University Professors
Publishing	E112	Post-Secondary Teaching and Research Assistants
Publishing	E121	College and Other Vocational Instructors
Publishing	F021	Authors and Writers
Publishing	F022	Editors
Publishing	F023	Journalists
Publishing	F024	Professional Occupations in Public Relations and Communications
Publishing	F025	Translators, Terminologists and Interpreters
Publishing	F123	Graphic Arts Technicians
Publishing	F141	Graphic Designers and Illustrators
Publishing	G121	Technical Sales Specialists - Wholesale Trade
Publishing	H018	Supervisors, Printing and Related Occupations
Publishing	H521	Printing Press Operators
Publishing	H714	Delivery and Courier Service Drivers
Publishing	J114	Papermaking and Coating Control Operators
Publishing	J181	Printing Machine Operators

<b>Cluster</b>	<b>Code</b>	<b>Description</b>
Publishing	J182	Camera, Platemaking and Other Prepress Occupations
Publishing	J183	Binding and Finishing Machine Operators
Publishing	J184	Photographic and Film Processors
Publishing	J314	Labourers in Wood, Pulp and Paper Processing