



INDUSTRY PROFILES

Educational Services
Industry

2014

Alberta

Overview:

The [Educational Services industry](#)¹ in Alberta includes:

- public and private schools, colleges, universities and training centres;
- instructional and training services; and
- related support services such as food and accommodation for students.

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¹ North American Industry Classification System (NAICS) 2007 major group 61

Section A: Business Environment

1. 2013 Employment and Unemployment Numbers and Rates

Table 1

	Alberta	Educational Services Industry
Number of employed	2,211,000	128,800
Employment Share	N/A	5.8%
Number of unemployed	107,200	3,800
Unemployment rate	4.6%	2.9%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2014

Note: N/A denotes not-applicable. Employment share is obtained by dividing the number of employment in this industry by total employment in Alberta.

For more information on employment numbers or for a historical comparison, please go to the [Labour Force Statistics](#)² or [Statistics Canada](#)³ websites.

2. Industry's Growth

- The Educational Services industry accounted for 5.8% of total employment in Alberta in 2013.
- Employment in this industry is expected to grow at an average rate of 1.3% from 2013 to 2017.
- The industry is expected to account for 5.9% of total employment in Alberta in 2015.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2013 – 2017, Industry Employment Outlook*⁴ online and the *Alberta Learning Information Service (ALIS)*⁵ website for descriptions of industries.

² See <http://work.alberta.ca/labour/labour-force-statistics-and-annual-reviews.html>

³ See <http://www.statcan.gc.ca>

⁴ See <http://work.alberta.ca/documents/cops-alberta-industry-outlook-2013-2017.pdf>

⁵ See <http://www.alis.alberta.ca>

3. Facts, Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Educational Services industry accounted for 5.3% of Alberta's Gross Domestic Product in 2012, up slightly from 3.9% in 2001. The industry's share of Alberta's total employment decreased from 6.4% in 2002 to 5.8% in 2013.

Employment in 2013 was almost the same as its level in 2012. For the last 10 years, employment (the total number of employees and self-employed people) increased from 111,300 people in 2003 to 128,800 people in 2013, a 15.7% increase. There were 93,000 employees in the industry in 2013 of whom 70.5% were full-time and 29.5% were part-time. Self-employed people accounted for 5.3% of total employment in the industry in 2012.

Table 2

Characteristic	Alberta	Educational Services
Median Retirement Age (years)	62.7	60.1
Average Number of Hours Worked per Week	37.8	33.8
Multiple Jobholders (% of total employment)	5.4%	10.1%
Average Job Tenure (months)	88.1	117.9
Employees Under Union Coverage (%)	19.0%	62.8%
Employees Working Overtime per Week (%)	20.2%	28.1%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2014 and custom tabulation (median retirement age)

Note: The percentage of multiple jobholders in Alberta is obtained by dividing the number of multiple jobholders in Alberta by total employment in Alberta. The percentage of multiple jobholders in the industry is obtained by dividing the number of multiple jobholders in the industry by total employment in the industry. This calculation method also applies to the percentage of employees under union coverage and the percentage of employees working overtime per week.

According to *Alberta Occupational Demand Outlook 2013-2023*⁶, employment growth in the following occupations: University professors and assistants; College and other vocational instructors; and Secondary and elementary school teachers and educational counsellors. is expected to be below Alberta's average rate for all occupations of 1.6%.

⁶ <http://work.alberta.ca/labour/occupational-demand-and-supply-forecast.html>.

4. Size of Businesses in Alberta and the Industry

Table 3

Establishment Size	Businesses in Alberta		Establishments in Educational Services	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	654,800	35.5%	27,500	21.4%
20 to 99 employees	648,500	35.1%	55,300	42.9%
100 to 500 employees	352,600	19.1%	17,700	13.7%
Over 500 employees	189,500	10.3%	20,000	15.5%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2014

* Percentages may not add up 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information

Some examples of occupations in the Educational Services industry include:

- elementary school teacher;
- educational counsellor;
- teacher assistant;
- university professor; and
- school principal.

For a complete listing of all occupations related to this industry as well as detailed information on educational and skill requirements, visit the [Alberta Occupational Profiles](#)⁷ website.

2. Demographics: Gender and Age

According to the Labour Force Survey, the gender breakdown in the Educational Services industry in 2013 was as follows:

- women employed: 87,500 people, or 67.9%
- Men employed: 41,300 people, or 33.1%

Overall in Alberta, women accounted for 45.0 % and men made up 55.0 % of total employment (for all industries).

Table 4

Age Characteristics	Employment in Alberta		Employment in Educational Services	
	Number	%*	Number	%*
15-24 years	317,600	14.4%	9,800	7.6%
25-54 years	1,496,200	67.7%	90,300	70.1%
55 years and over	397,200	17.9%	28,700	22.3%

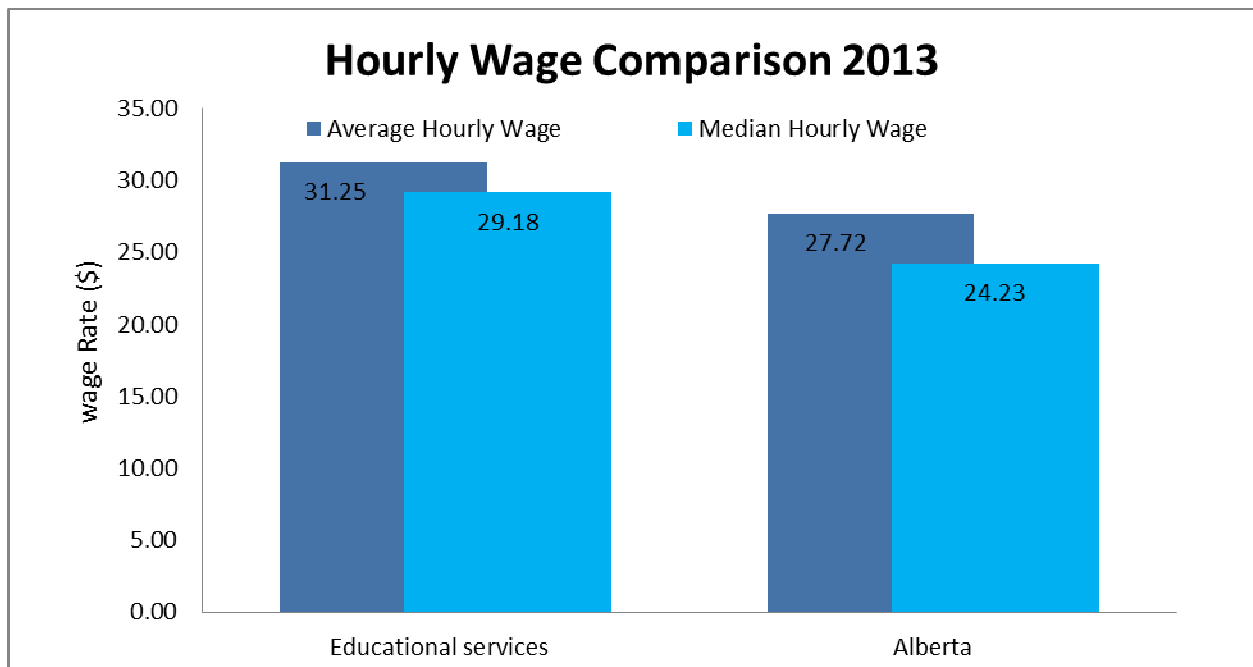
Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2014

* Percentages may not add up to 100 due to rounding.

⁷ See <http://www.alis.alberta.ca/occinfo>

3. Wages

Chart 1



Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072, 2014

Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Table 5

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Elementary school and kindergarten teacher	\$ 29.14	\$ 43.08	\$ 54.85	\$ 74,831
Educational counsellor	\$ 28.24	\$ 36.32	\$ 39.88	\$ 64,103
School principal and administrator of education	\$ 40.43	\$ 55.77	\$ 68.02	\$ 100,488

Data Source: 2013 Alberta Wage and Salary Survey

For more information on the *2013 Alberta Wage and Salary Survey*, refer to the [WAGEinfo](#)⁸ website. For job descriptions, duties, required skills and education requirements for specific occupations in the Educational Services industry, visit the [ALIS](#)⁹ website.

⁸ See <http://www.alis.alberta.ca/wageinfo>

⁹ See <http://www.alis.alberta.ca>

Section C: Additional Information

Links to Ministry and Selected Associations in Industry

- Alberta Innovation and Advanced Education
(<http://eae.alberta.ca>)
- Alberta Education
(<http://www.education.alberta.ca>)
- Alberta Teachers' Association
(<http://www.teachers.ab.ca>)
- Association of Canadian Community Colleges
(<http://www.accc.ca>)
- Association of Universities and Colleges of Canada
(<http://www.aucc.ca>)
- Canadian Association of University Teachers
(<http://www.caut.ca>)
- Canadian School Boards Association
(<http://www.cdnsba.org>)

Call us or visit our website for more information or to find the following publications:

- 2013 Annual Alberta Labour Market Review
- Monthly Alberta Labour Force Statistics Highlights and Packages
- Alberta's Occupational Demand and Supply Outlook
- Alberta Labour Force Profiles
- Alberta Industry Profiles

www.work.alberta.ca/labour.html (see Labour Market Information)

In Edmonton: 780.422.4266

Long distance: 1.800.661.3753

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