

Saskatchewan Demographic Trends and their Impact on the Libraries and Librarians

a presentation to
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Conference**

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Outline

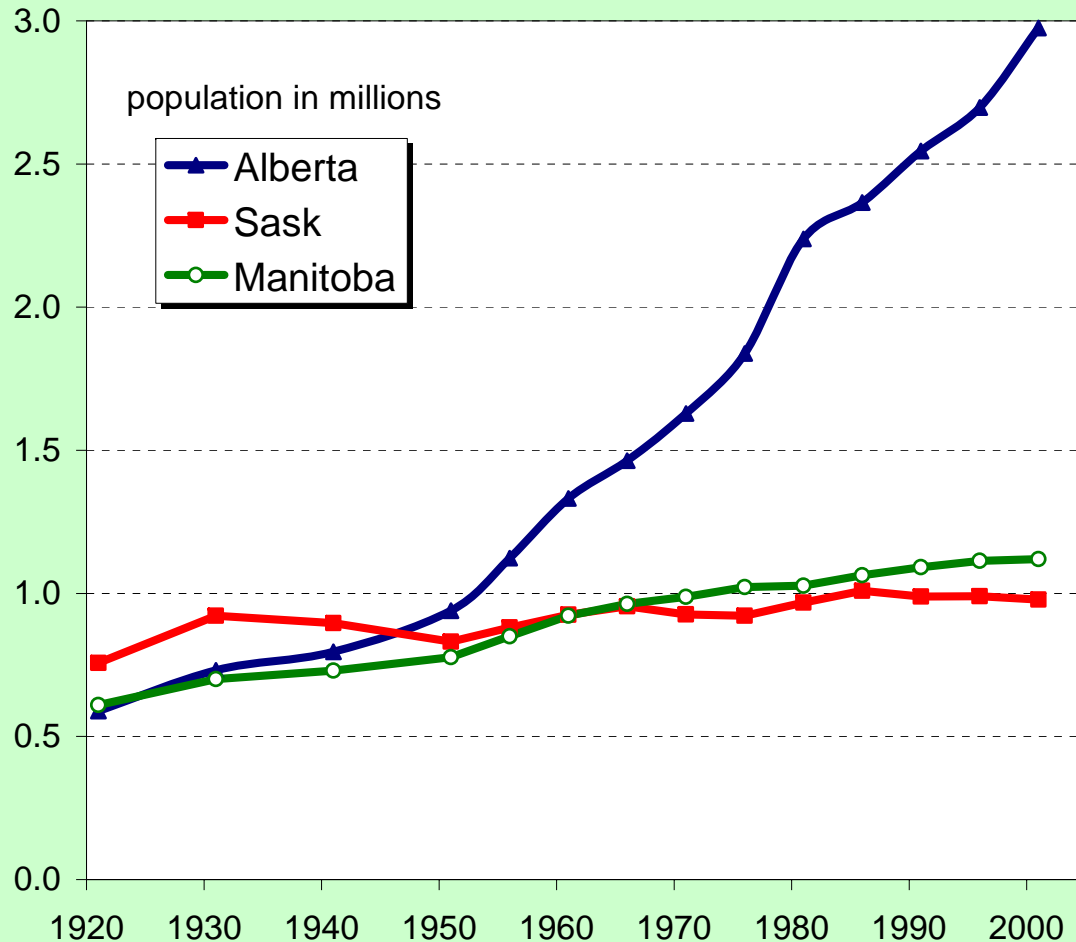
- Population Trends and Projections
 - Total population
 - Fertility rates and the natural growth rate
 - International and interprovincial migration
 - Changing age structures
 - The growing Aboriginal population
- Implications for Library Use
 - Who visits libraries
 - How demographics may change demand
- Implications for Library Professionals
 - Librarians and library workers in Saskatchewan
 - Age and retirements

Population and Labour Force Projection

- The population and labour force projections in this presentation are based on a report by *Sask Trends Monitor* titled ***Labour Market Trends*** developed for **Saskatchewan Learning**. The report is available on www.sasktrends.ca.
- The assumptions underlying the population and labour force projection are seen by some as optimistic and others as pessimistic:
 - “present trends continue”;
 - with a slight improvement in inter-provincial migration;
 - declining fertility rates among Aboriginal women, constant rates for non-Aboriginal women;
 - no dramatic improvement in mortality rates; and
 - increasing labour force participation rates for women and the Aboriginal population.

Provincial Population - The Long View

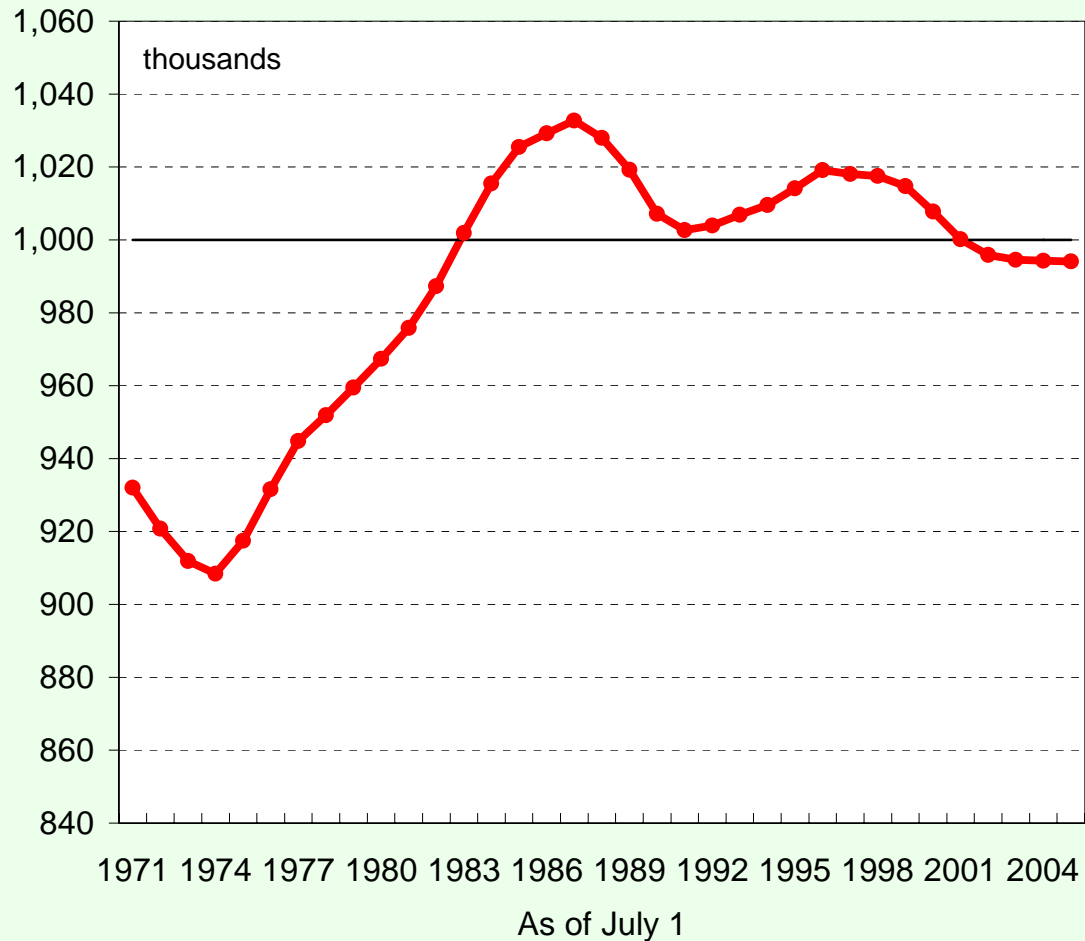
Population in the Prairie Provinces



- From a long term perspective, the Saskatchewan population has been at approximately one million for the past eighty years.
- The periods with the strongest growth rates have been
 - 1951 to 1971 during the baby boom (average **7,000** growth per year); and
 - 1974 to 1987 when interprovincial in-migration was high (average **9,600** growth per year).

Provincial Population - The Short View

Saskatchewan Population



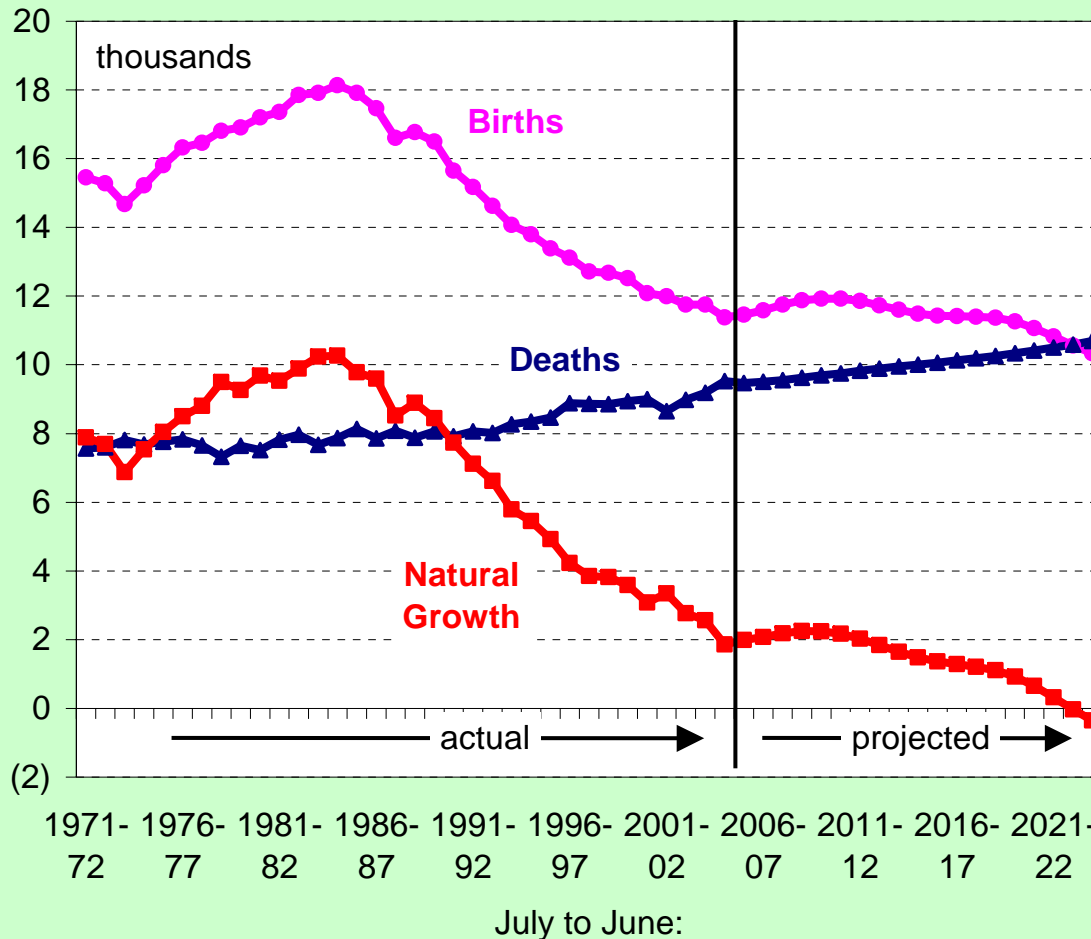
- Recent changes in migration patterns and a slowing birth rate have led to a stagnant population since the mid 1980s.
- The population stopped declining in 2003, and has been virtually constant in 2004 and the first part of 2005.

Elements of Population Change

- A change in the overall size of the population can only occur if there are changes in natural growth rate or in the migration rate.
- Natural growth rate = births less deaths.
- Migration = In migration less out migration.
 - In migration = people moving from other provinces + people moving from other countries (immigration)
 - Out migration = people moving to other provinces + people moving to other countries (emigration)

Natural Growth Rate (births less deaths)

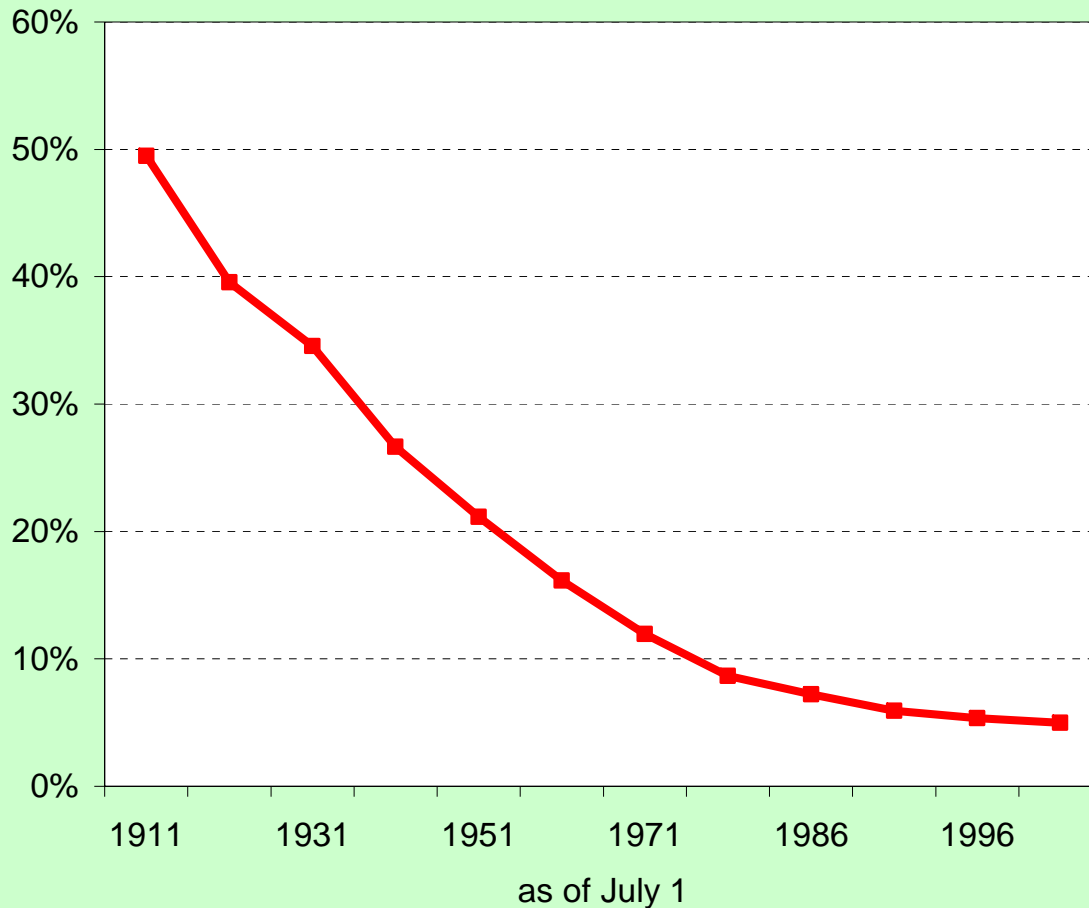
Natural Population Growth in Saskatchewan



- From over 10,000 in the early 1980s, the “natural growth rate” has fallen to 2,000 persons per year. It will continue to be low.
- That means the size of the provincial population will be determined by migration to an even greater extent than it already is.

International Immigration

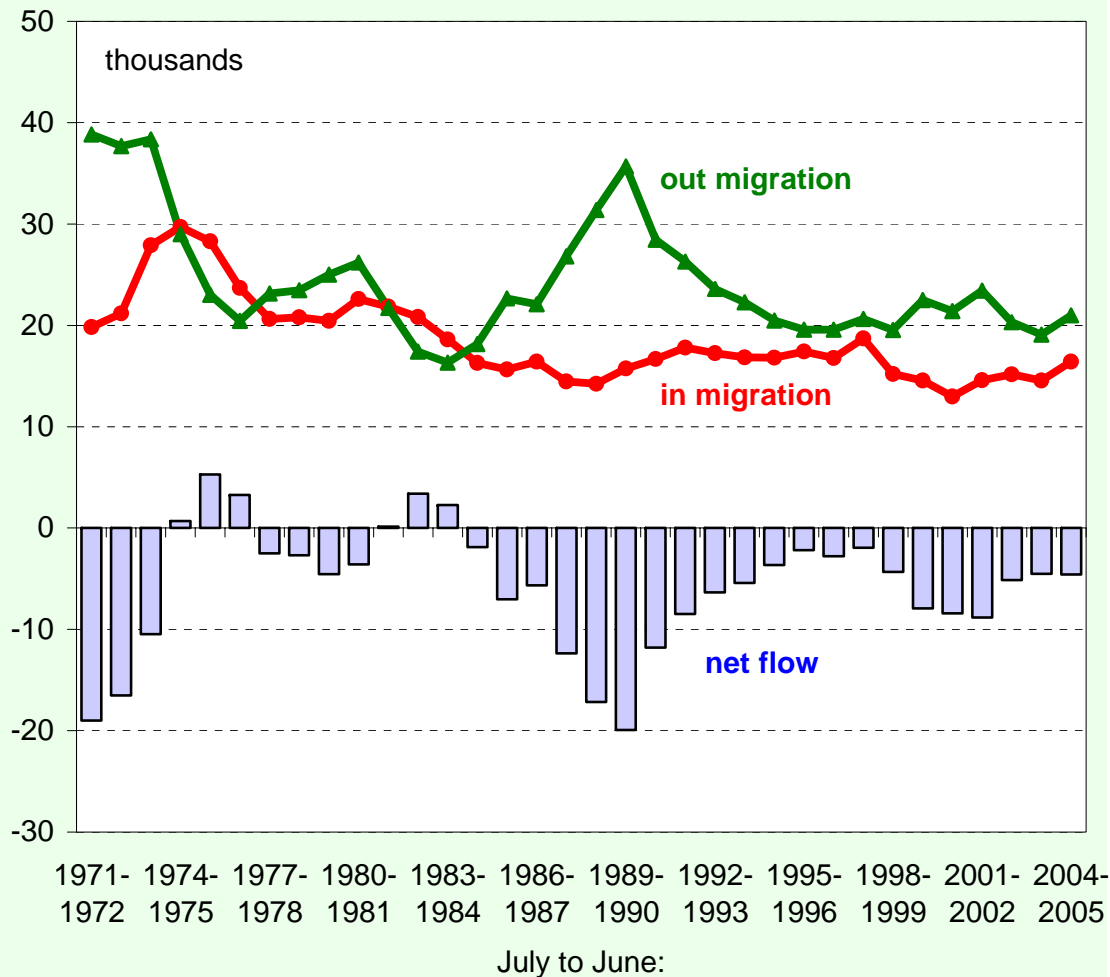
Saskatchewan Population Born Outside Canada: Percentage of Total



- International immigration to Saskatchewan is very low and those who do come tend to leave.
- International immigration to Saskatchewan in the 1990s averaged about 2,000 persons per year. About one half were still living in the province in 2001.

Interprovincial Migration

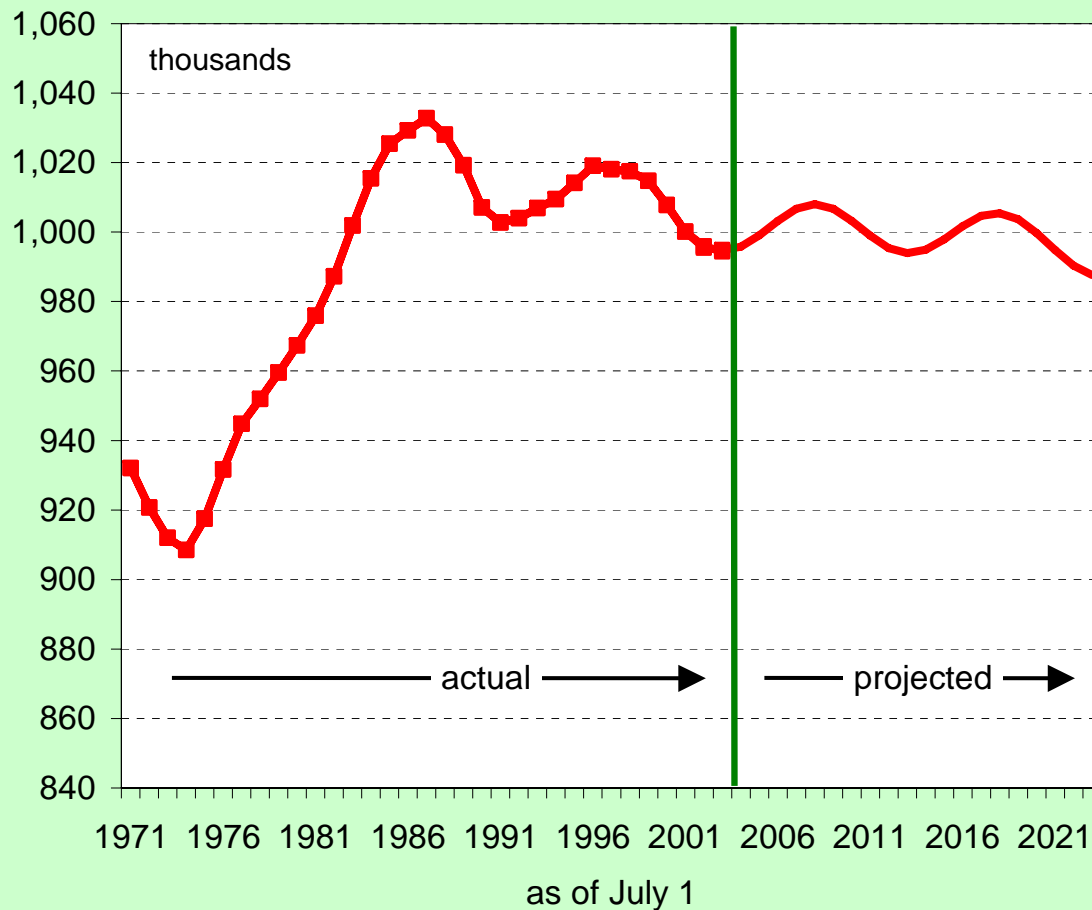
Interprovincial Migration to/from Saskatchewan



- Interprovincial migration generally and out-migration specifically has been and will increasingly be the most important element of population change.
- Interprovincial migration (both in and out) is dominated by well-educated young people. Among recent out-migrants:
 - 30% are 15 to 24 years of age;
 - 58% are moving to Alberta;
 - 50% have a post-secondary education.

Population Projection

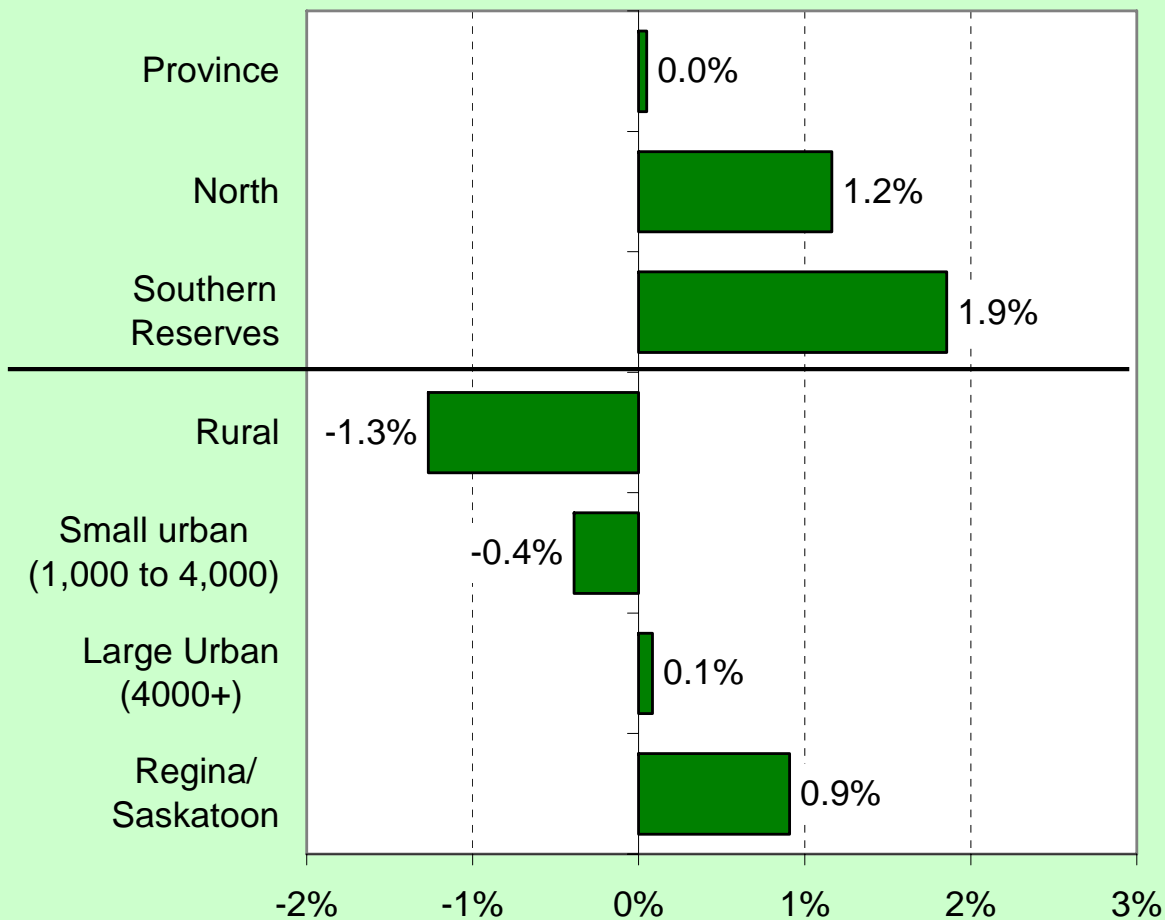
Saskatchewan Population
Actual and Projected



- The population is projected to fluctuate near one million.
- Within the one million residents, a number of changes will take place. The most important of these is the age distribution.
- The change in population age has implications for health, education, housing, and the economy. We are concentrating here on the implications for the labour market.

Rural/Urban Population Changes

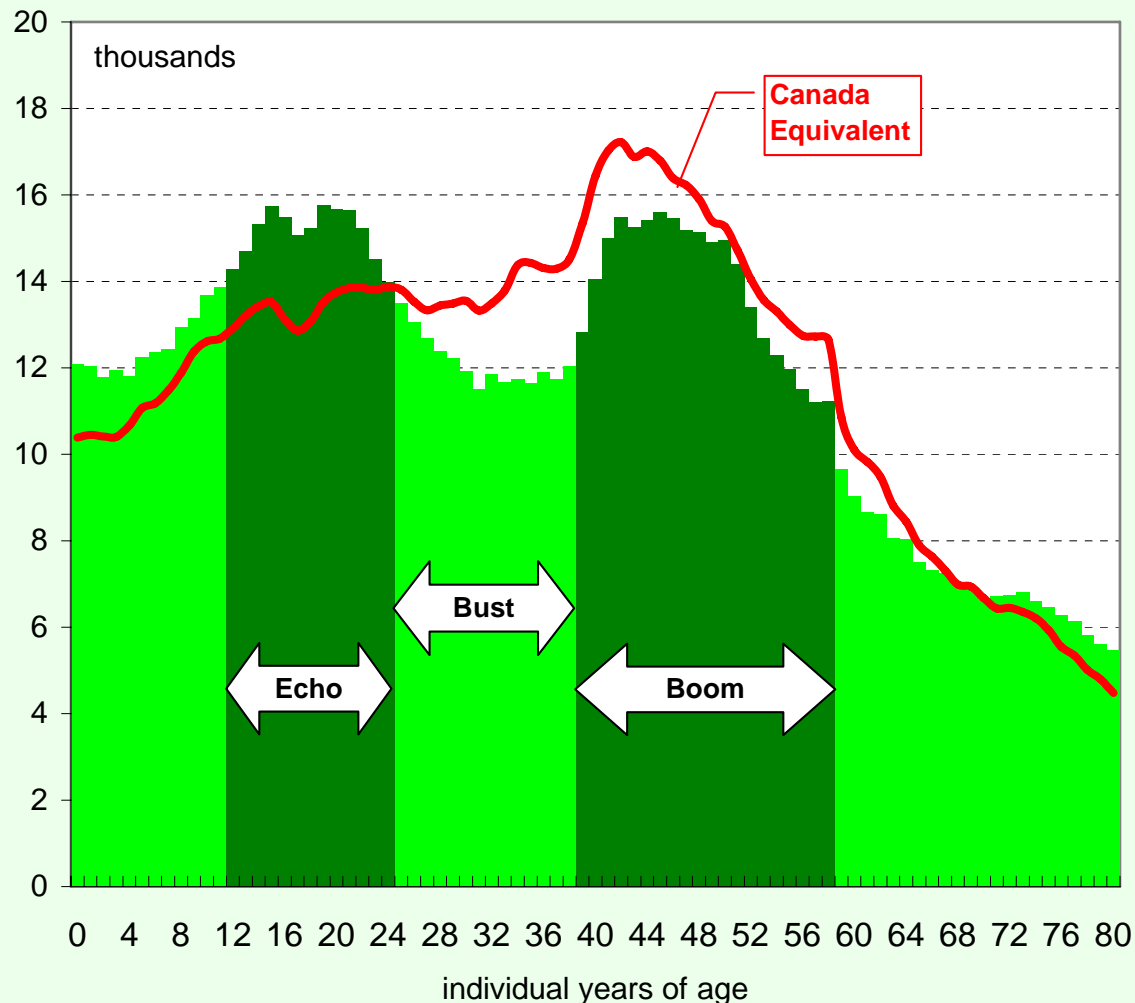
Average Annual Population Growth Rates, 1981 to 2001



- The projection does not include a forecast of where people will live but recent trends are expected to continue.
- Over the past twenty years, Regina and Saskatoon have grown from 36% to 43% of the total population. Rural areas and communities under 1,000 population have declined from 34% to 26% of the total.
- Southern Reserves are the fastest growing category but are still home to only 3% of the population. Growth is expected to slow in the future.

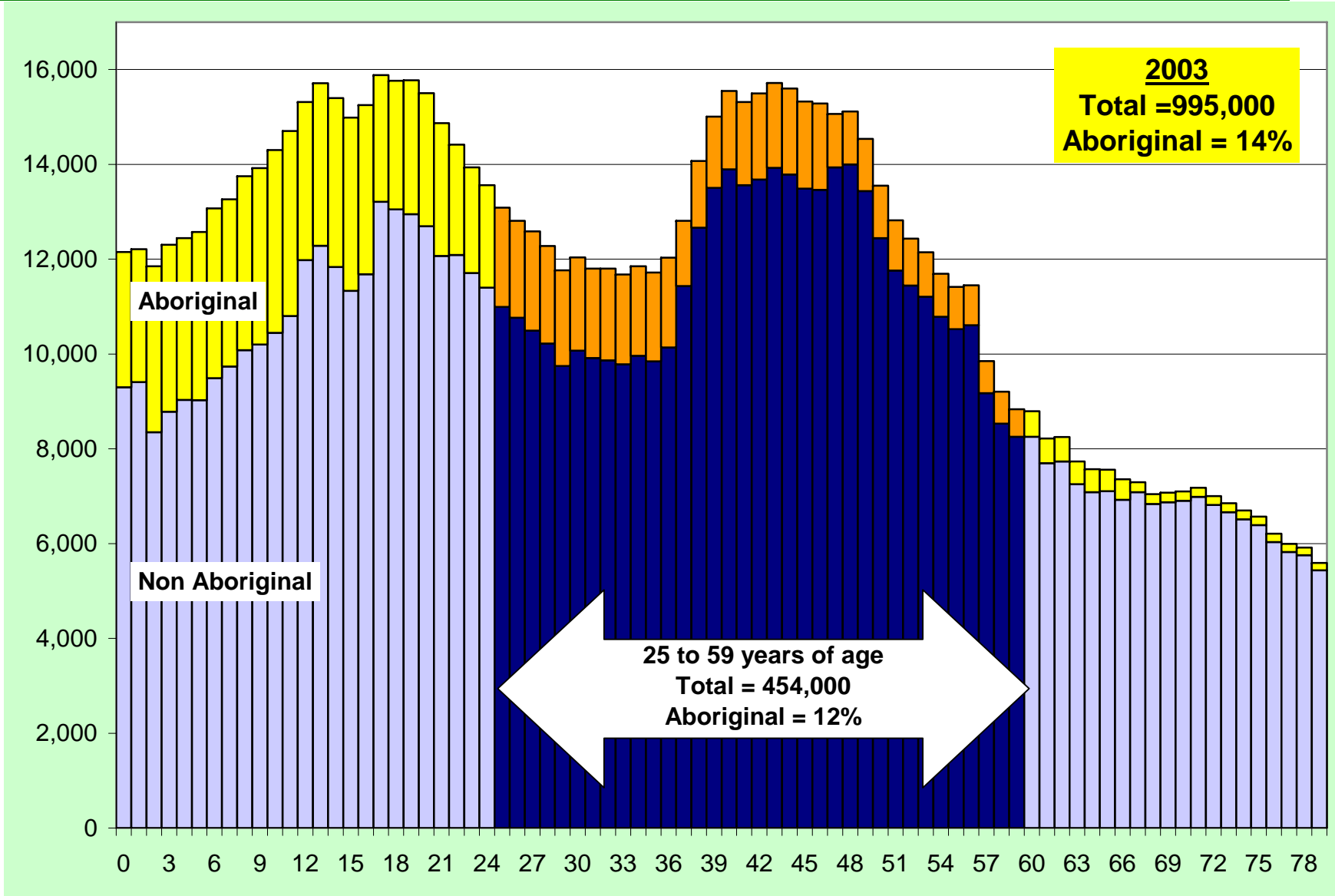
Age Distribution of the Sask Population

Age Distributions in 2005

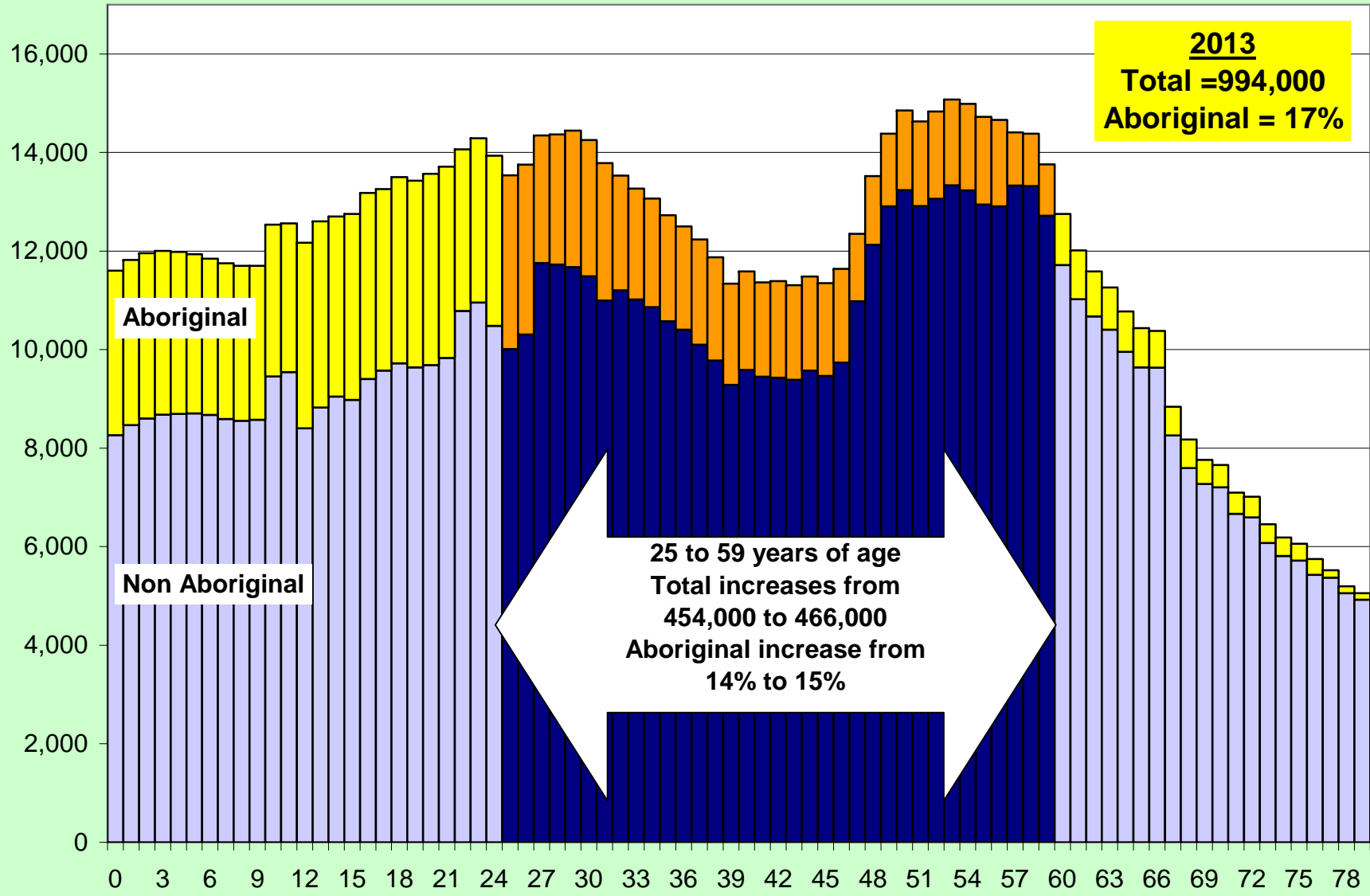


- Those at the front end of the “baby boom” generation are now in their late fifties.
- Compared with Canada as a whole:
 - The “echo” in Saskatchewan is relatively large because of the Aboriginal population.
 - We have a smaller “bust” generation and relatively few young “boomers” because of out-migration.

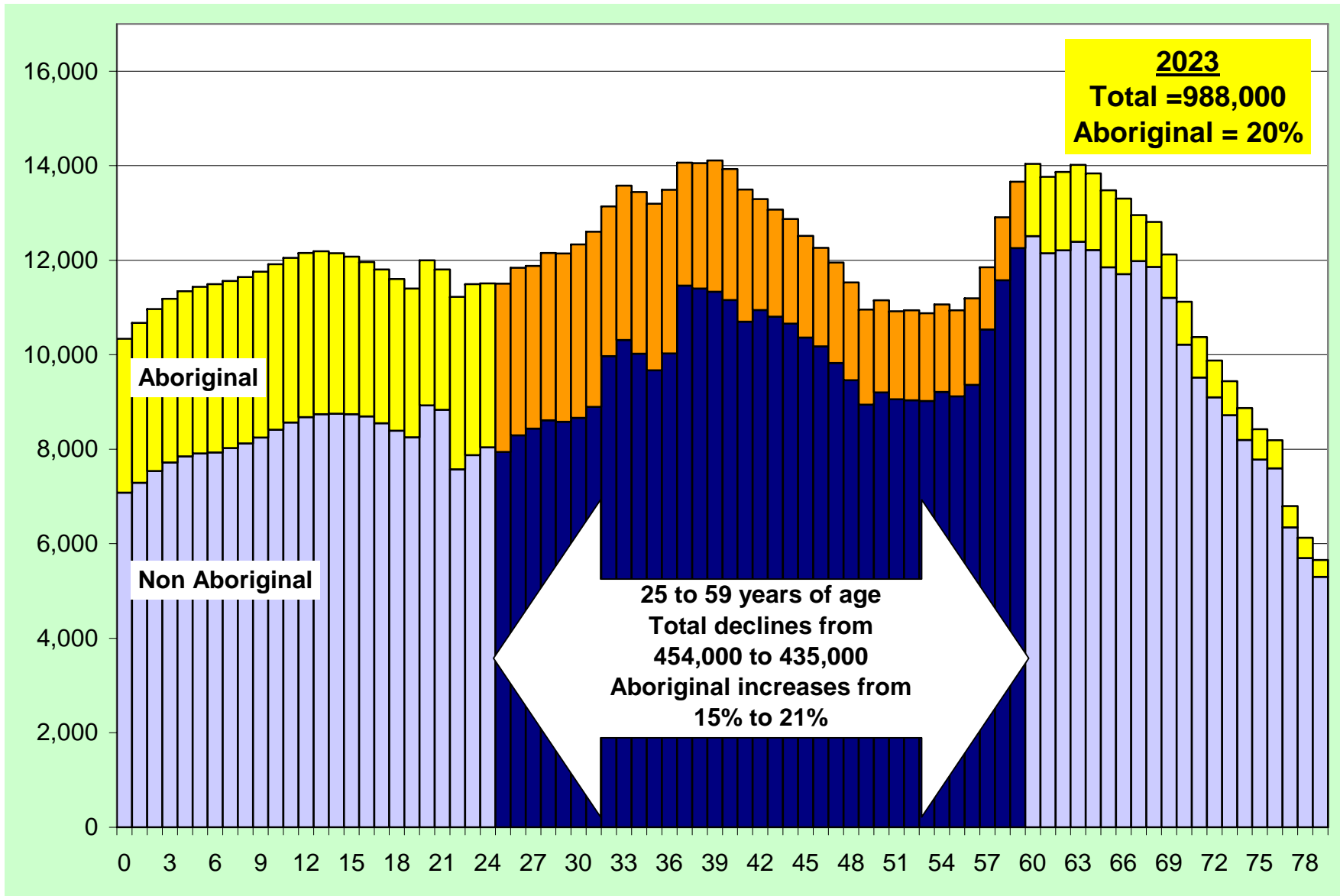
Age Distribution in 2003



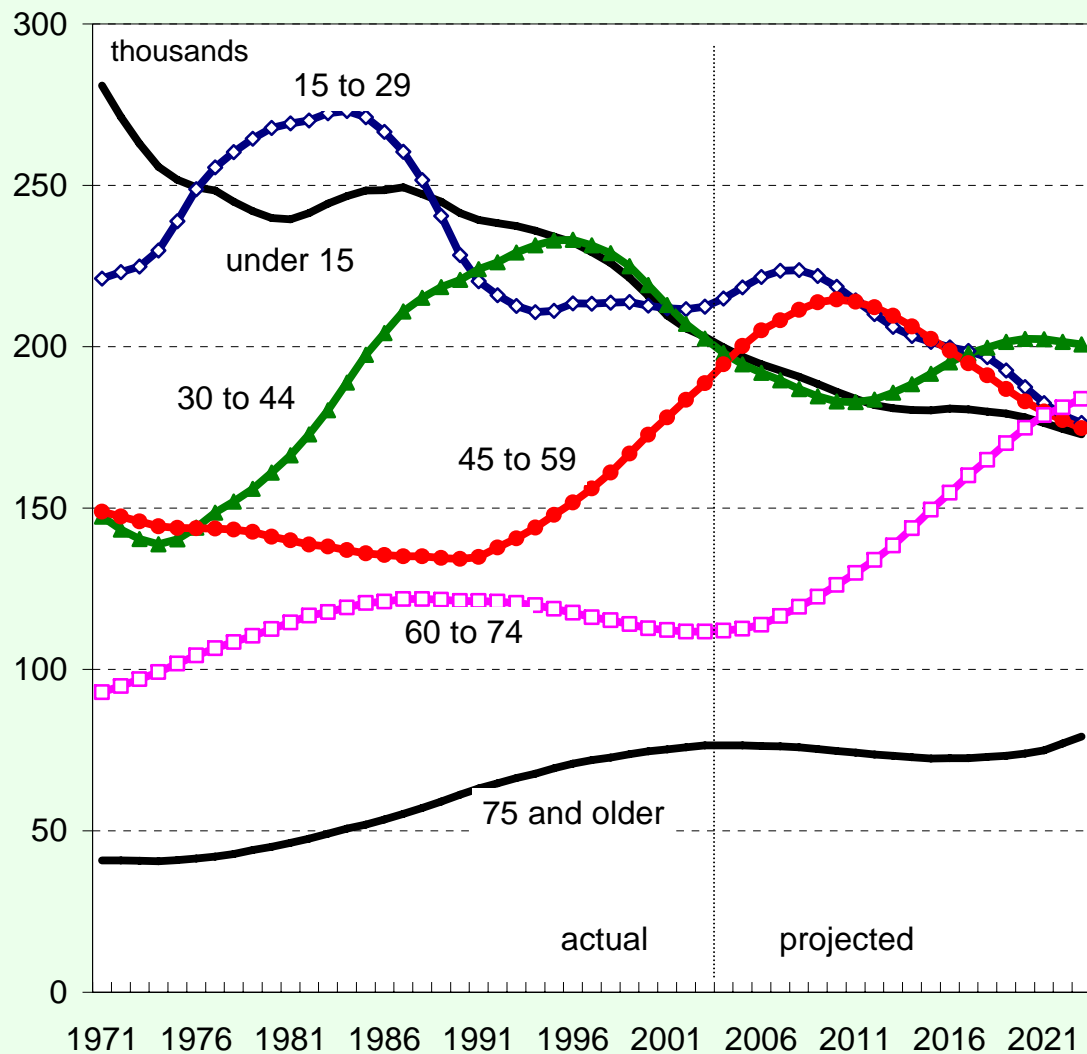
Projected Age Distribution in 2013



Projected Age Distribution in 2023



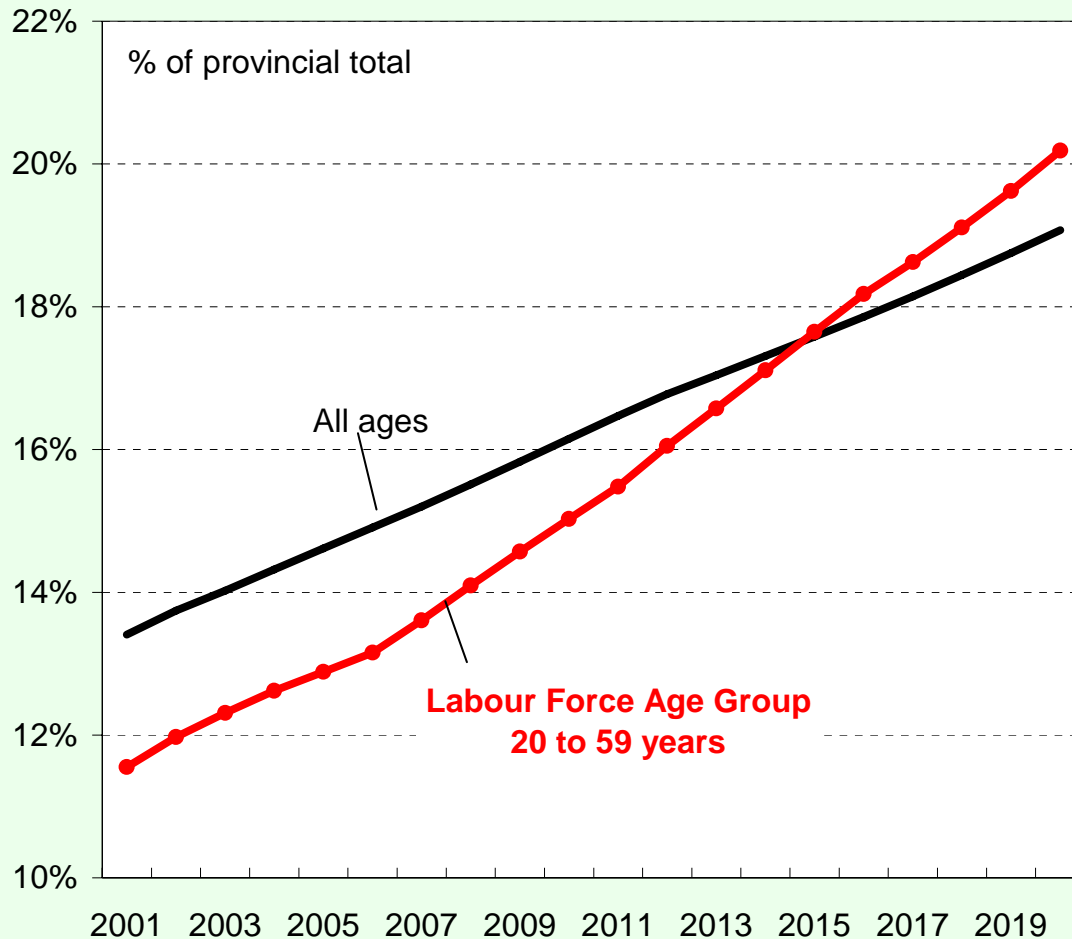
Actual and Projected changes in Age Structure



- In the short term, the number of residents
 - in the 45 to 59 age group will increase
 - and the number in the 30 to 44 age group will decline
 as the boomers move into their fifties.
- The number of young adults will increase but no increase in the number of children is expected.
- Over the long term, the 60 to 74 age group will increase the fastest.

Increasing Aboriginal Population

Aboriginal Identity Population Forecast



- From 13.5% of the provincial population in 2001, the Aboriginal population is expected to reach 16% by 2010 and 19% by 2020.
- From a labour market point of view, the proportion of Aboriginal people will increase more quickly – from less than 12% in 2001 to more than 20% by 2020.

Implications for the Library System

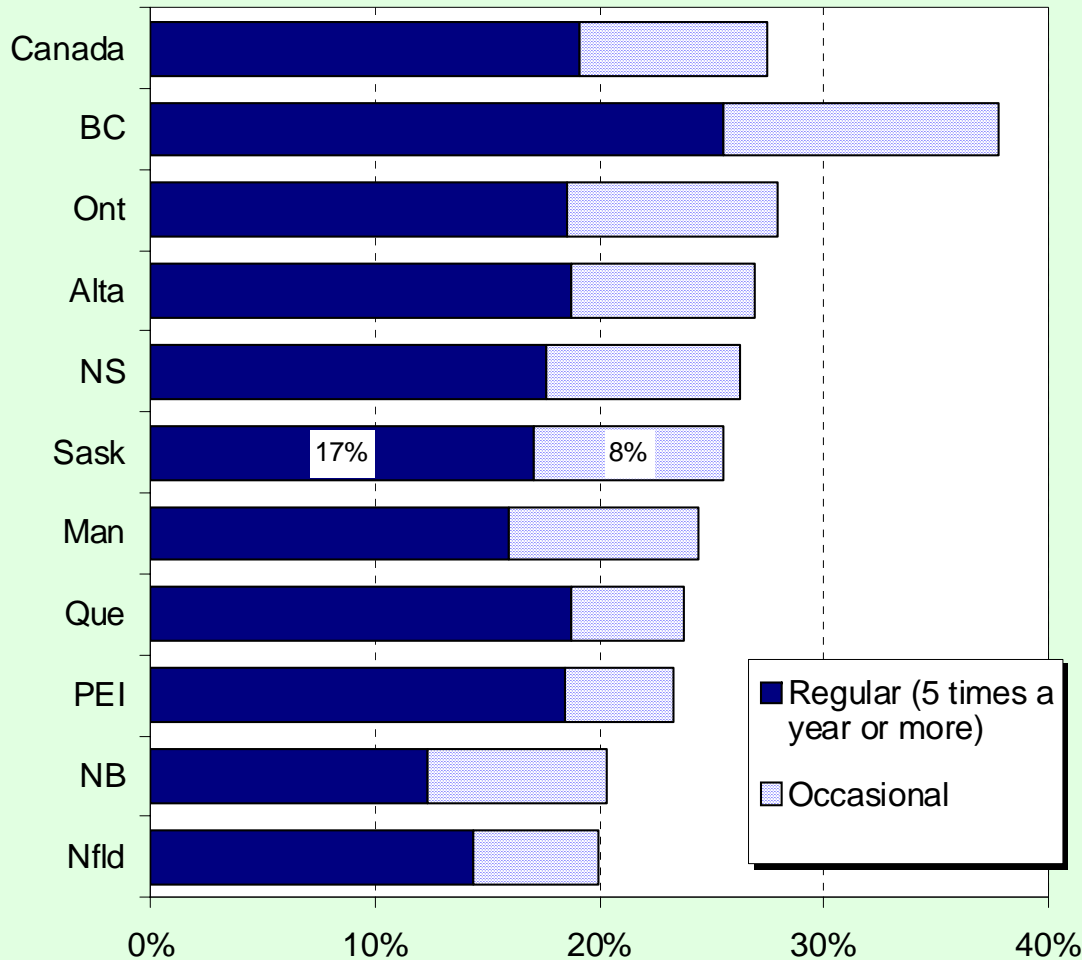
How will changing age structures affect library use?

Data Source

- The most recent national survey with questions on library use was conducted by Statistics Canada in 1998. This was cycle 12 of the *General Social Survey* series covering how people spend their time.
- The sample size in Saskatchewan was 711 which is pretty small. A percentage difference of less than 4%-5% is probably not “statistically significant”. Only adults were surveyed.
- The following charts examine responses to the question:
 - “During the past 12 months, did you use library services as a leisure activity (including accessing a library’s Internet site)?” and
 - “If so, how often?”

Interprovincial Comparison

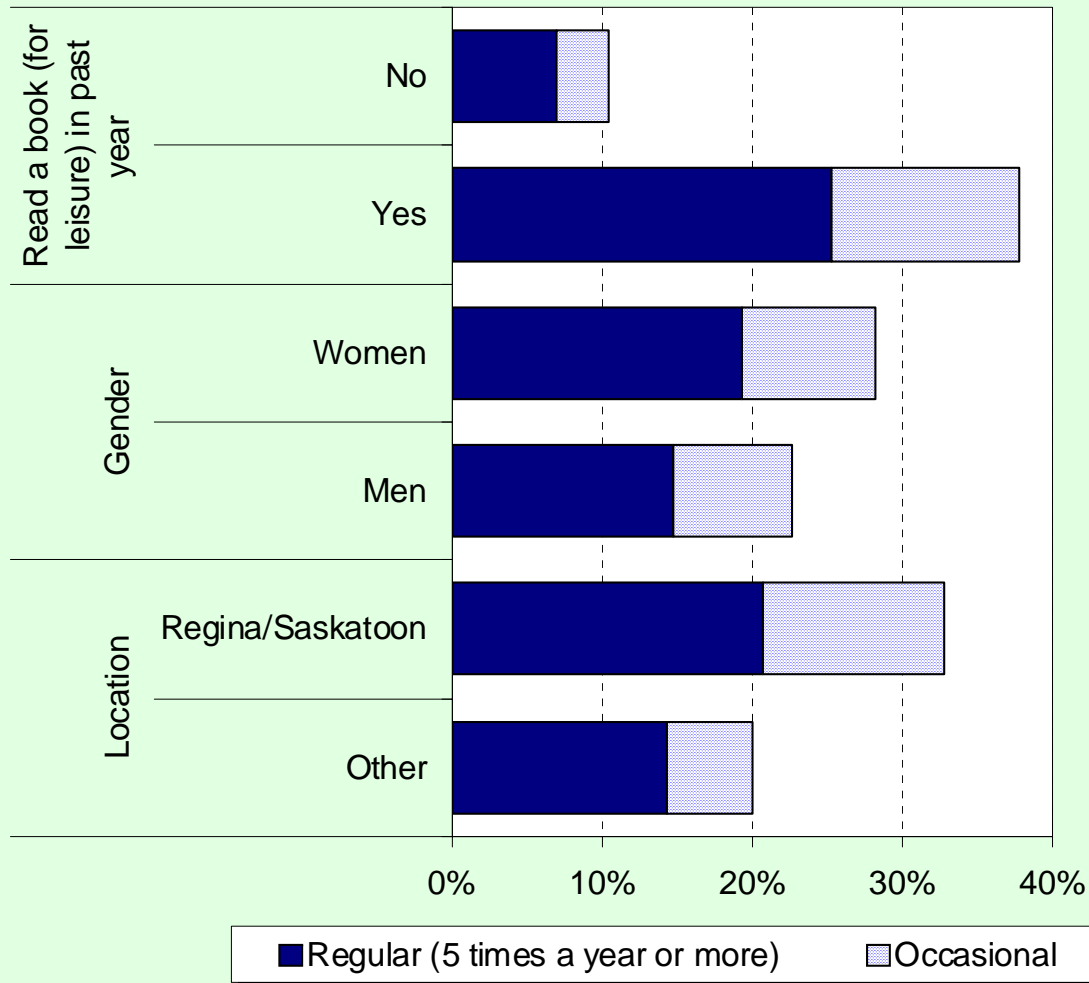
Library Use in Canada, 1998, All Adults



- Saskatchewan residents were near the national average in terms of library use.
- One quarter used a library in the past 12 months – 17% regularly.
- The lowest rates of use were in the Atlantic provinces and the highest in British Columbia.

Characteristics of Library Users

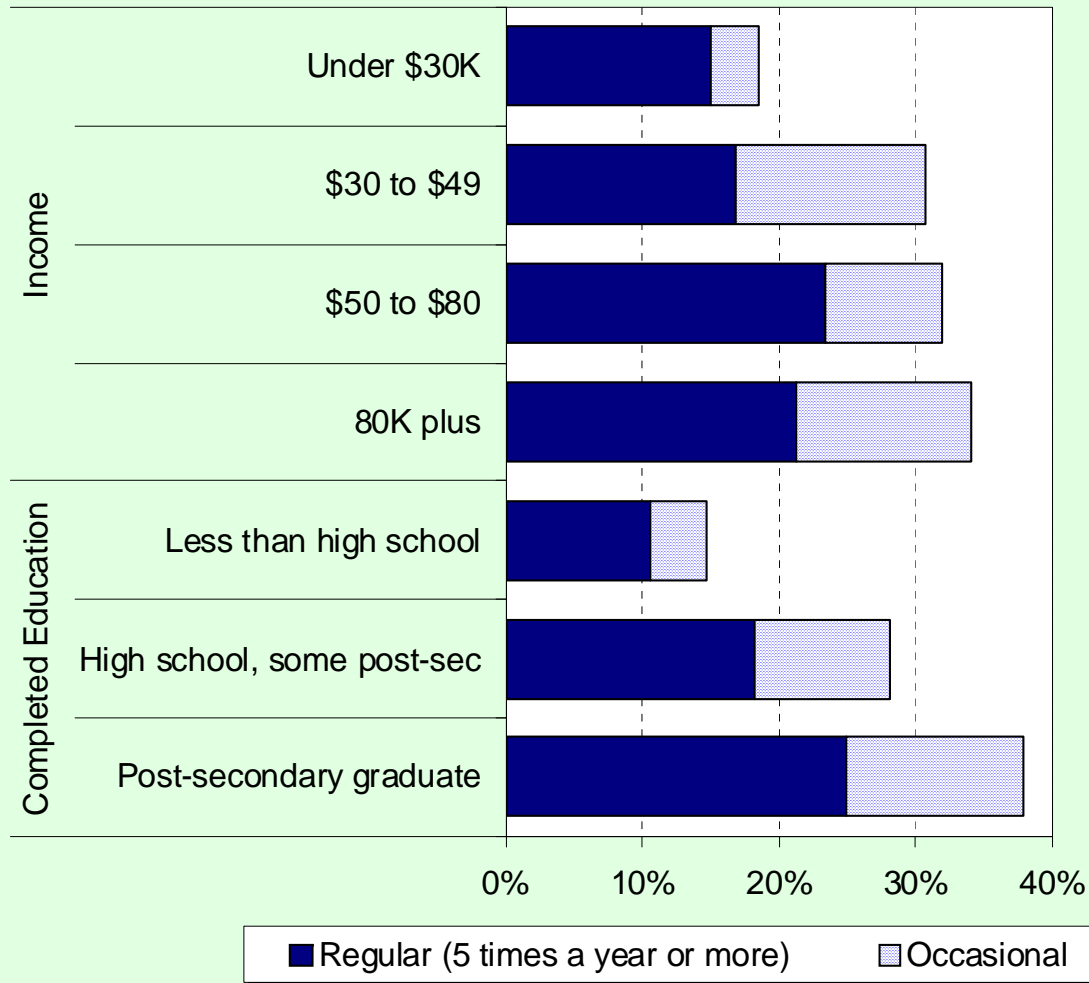
Library Use in Saskatchewan, 1998



- Library use is still strongly correlated with reading – among those who had read a book in the past year, library use was 38% compared with 10% for non-readers.
- Women and those in the two largest cities were more likely to be library users than men or people living outside the two major centres.

Characteristics of Library Users

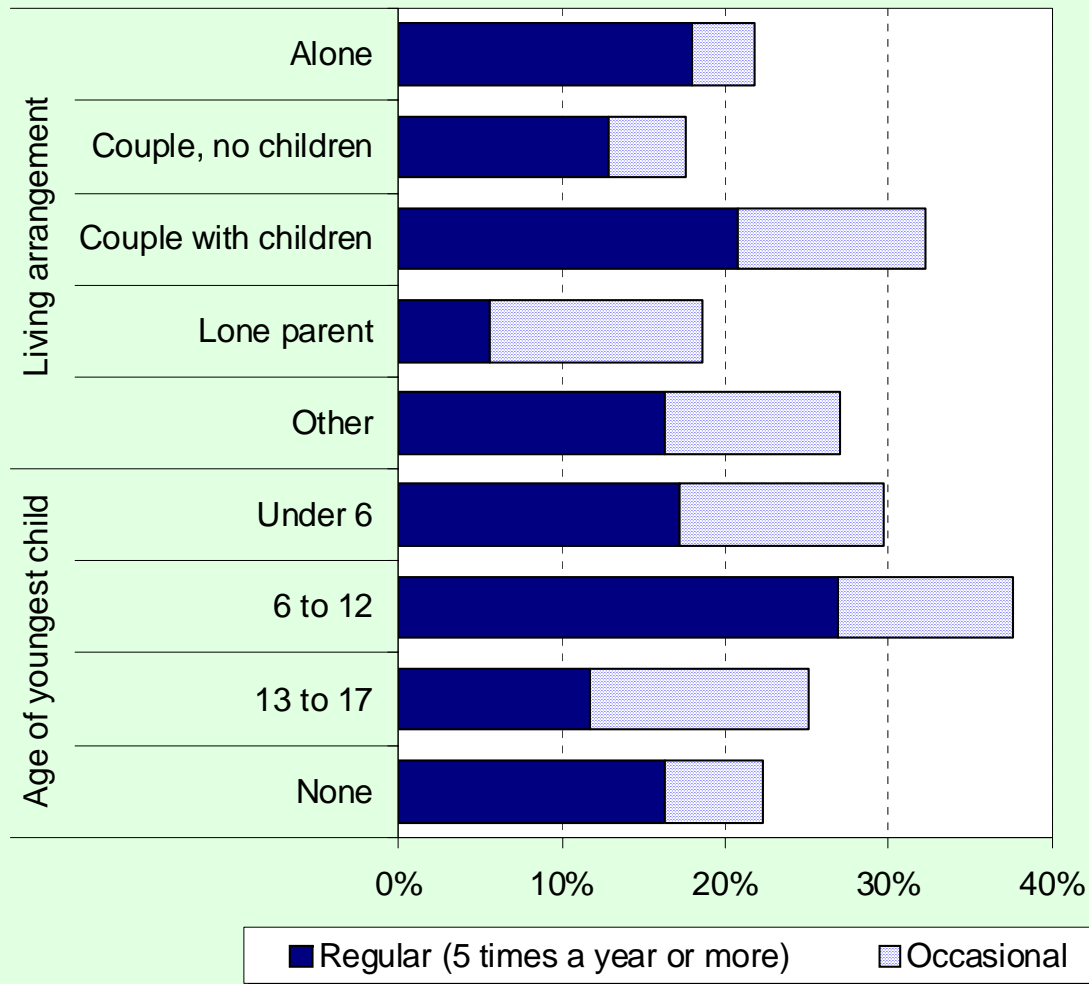
Library Use in Saskatchewan, 1998



- Those with the lowest annual incomes (less than \$30,000 per year) were the least likely to use a library. Above that threshold, there was little difference.
- The level of completed education is strongly correlated with library use.

Characteristics of Library Users

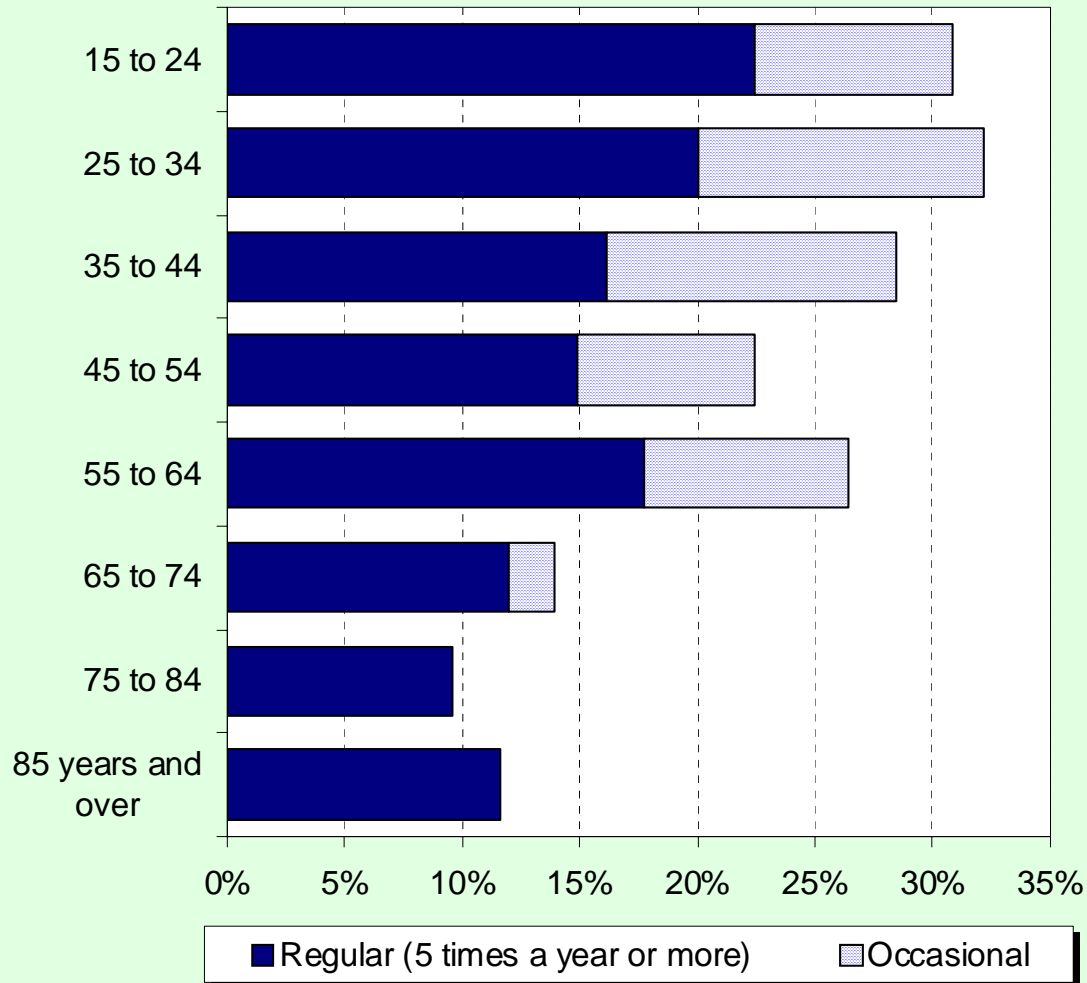
Library Use in Saskatchewan, 1998



- Regular library users are more common among couples with children at home.
- In particular, 38% of adults with children 6 to 12 years of age are library users compared with 22% of those with no children under 18 at home.

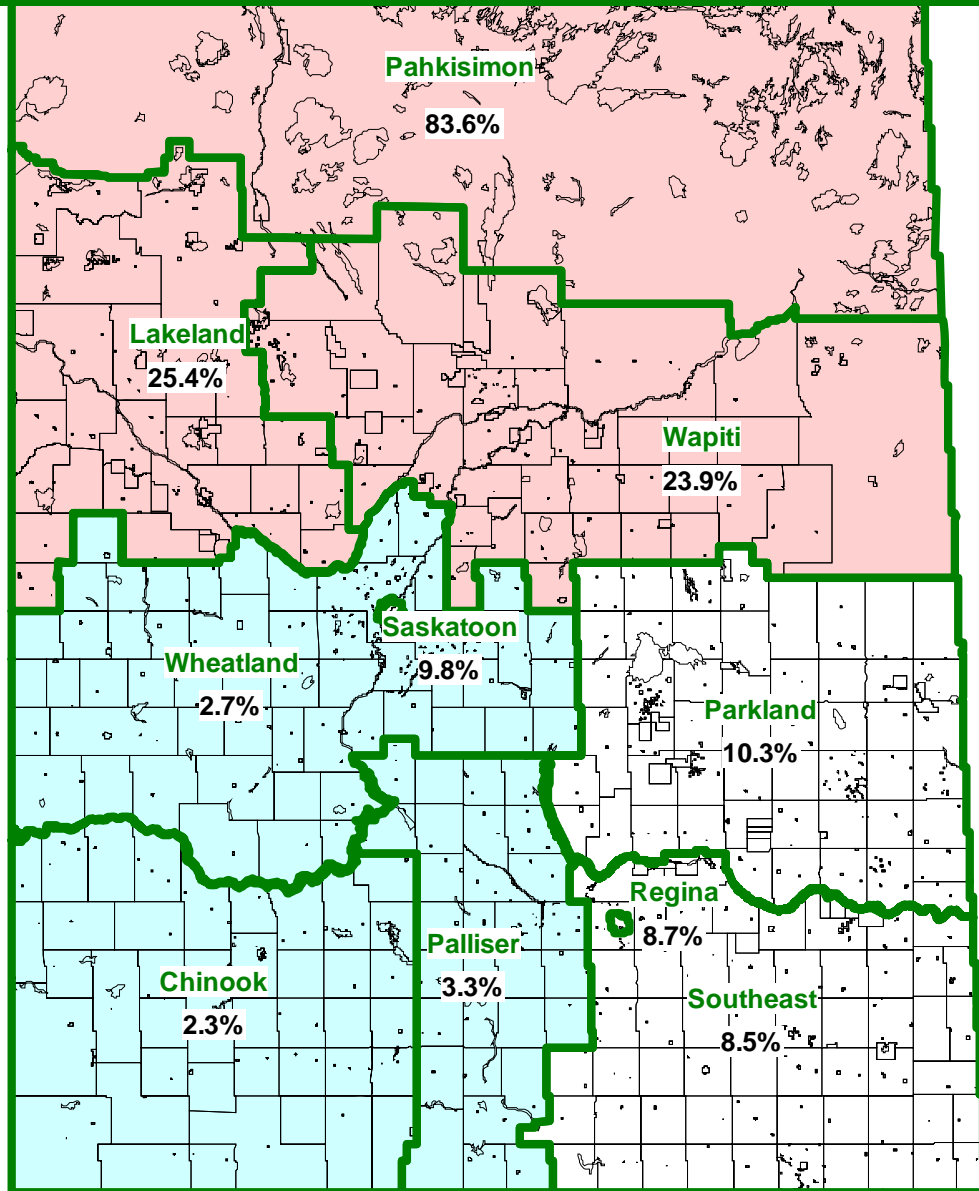
Library Use by Age Group

Library Use in Saskatchewan, 1998

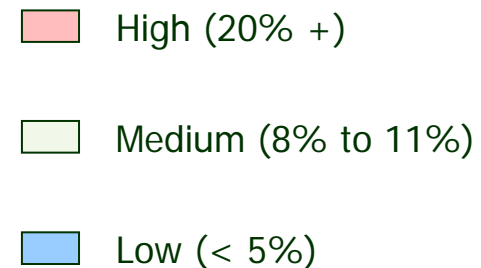


- Library use declines with age from about one third of young adults to about 10% of seniors.
- Seniors, in particular, seem to be either regular users or non-users. Periodic visits are almost non-existent.

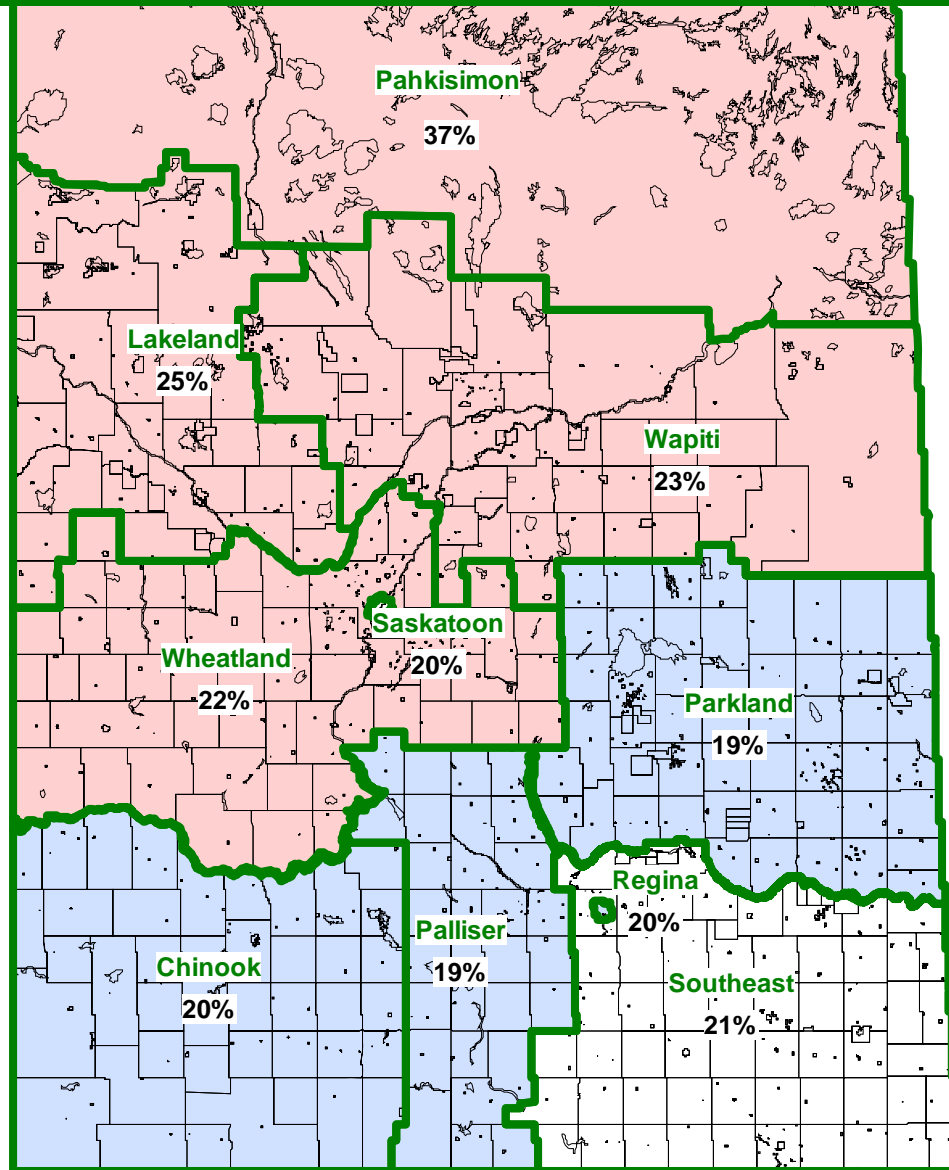
Aboriginal Population by Library Region



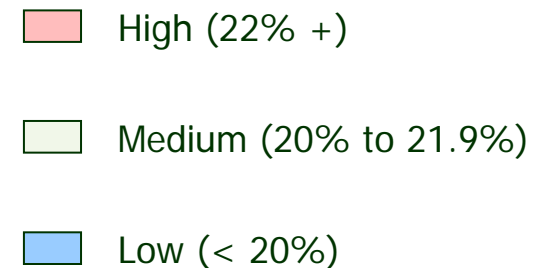
- Within the ten library regions in the province, the percentage of the population that is Aboriginal varies from a low of 2% to 3% in the southwest to a high of 84% in the North.



Youth Population (under 15) by Library Region



- The proportion of young people is more evenly distributed across the province (except for the North) and ranges from approximately 20% in the South to 25% in Lakeland.



Implications

- Assuming that library use in the future is the same as in 1998 (which is highly unlikely), there are some factors that will contribute to an increase in library use.
 - There will be more young adults together with the associated fact that the number of children won't be declining as quickly.
 - Education levels are generally increasing.
 - The population in urban centres is growing.
- Some factors will have a dampening effect.
 - The general aging of the population will put more people into low-use age groups.
 - To that extent that their income remains low, the growth in the Aboriginal population will mean more people in lower income groups, another low-use group.

Implications for the Profession

Occupations from the 2001 Census

- National Occupational Classification System (NOC) classifies **librarians** as NOC 5111 and describes them as follows.
 - Librarians select, develop, organize and maintain library collections and provide advisory services for users. They are employed in libraries or in a department within a library.
- NOC 5211 is the code for **library and archive technicians and assistants**.
 - Library, archive and records management technicians and assistants assist users in accessing library or archive resources, participate in records management, assist in describing new acquisitions, participate in archive processing and storage, and conduct reference searches. They are employed by libraries, archives, records management branches and by other establishments with library or archive services.
- NOC 1451 is the code for **library clerks**.
 - Library clerks issue and receive library materials, sort and shelve books and provide general library information to users. They also perform clerical functions. Library clerks are employed by libraries or other establishments with library services.

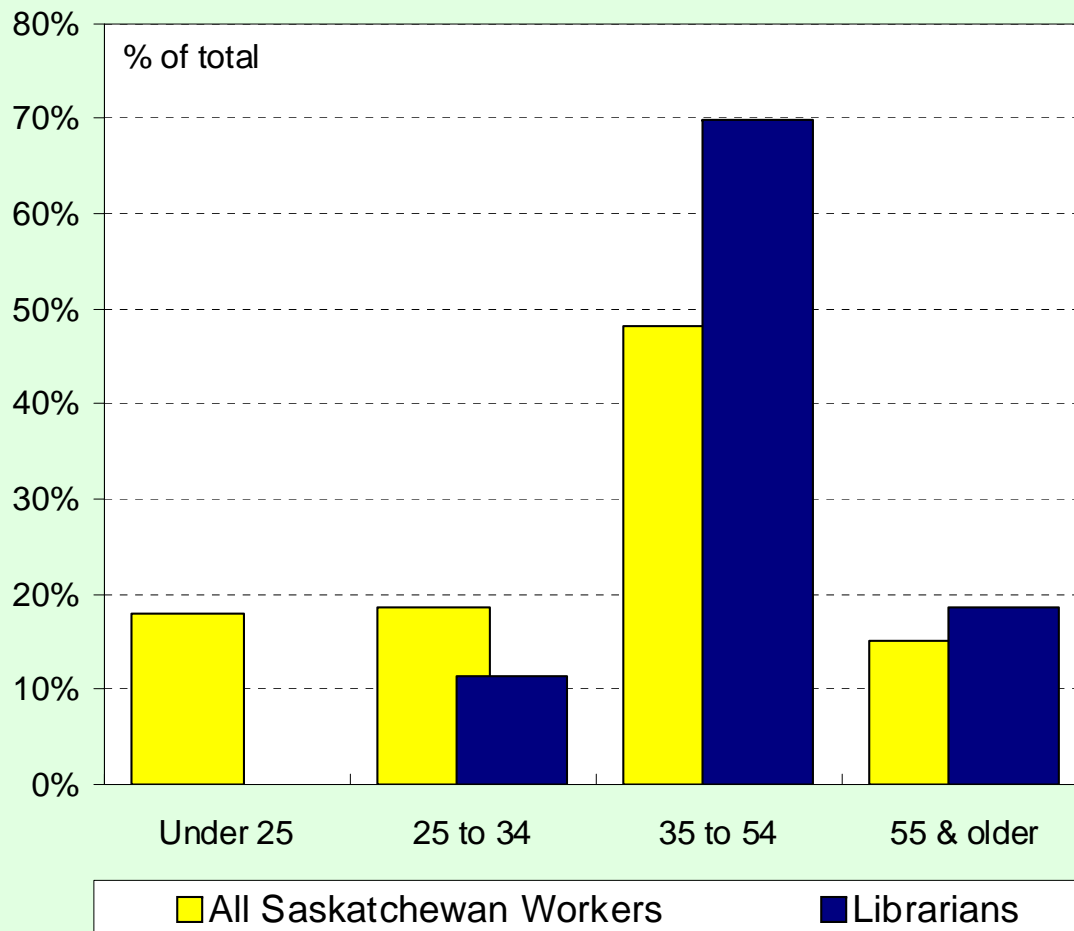
Counts in Saskatchewan (2001 Census)

<u>Number in 2001</u>	<u>Number</u>	<u>Percent in Regina/S'toon</u>	<u>Percent Women</u>
Librarians	570	50%	88%
Library and archive technicians	740	77%	91%
Library clerks	430	57%	86%

- According to the census there were 570 librarians in Saskatchewan in 2001, 740 library technicians, and 430 library clerks. More than one half work in Regina or Saskatoon and the vast majority are women.
- Most (three quarters) but not all librarians work in libraries with the rest in governments or educational institutions.
- Unlike a lot of occupations in Saskatchewan, interprovincial flows are small. From 1996 to 2001:
 - 30 librarians moved from Saskatchewan to Alberta or B.C. and 20 moved to Saskatchewan from those provinces; and
 - 20 librarians moved from Saskatchewan to one of the other eight provinces in Canada and 35 moved to Saskatchewan from one of the other eight provinces.

Age Distribution of Librarians

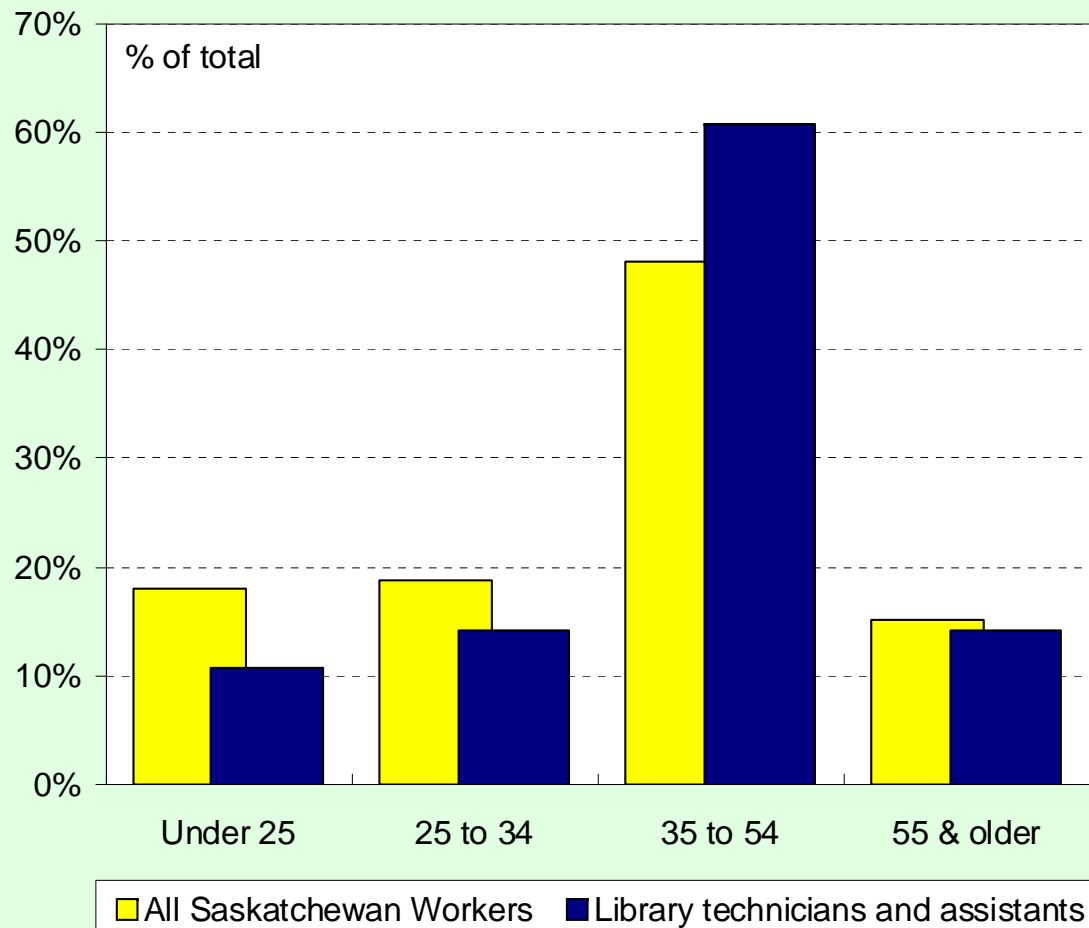
Age Distribution of Librarians in 2001 (NOC 5111),
Saskatchewan



- The age distributions in published Statistics Canada data are pretty coarse but they do seem to show that librarians are clustered in older age groups.
- The average retirement age in Canada is 60 so and one if five librarians was 55 or older in 2001.

Age of Library Technicians/Assistants

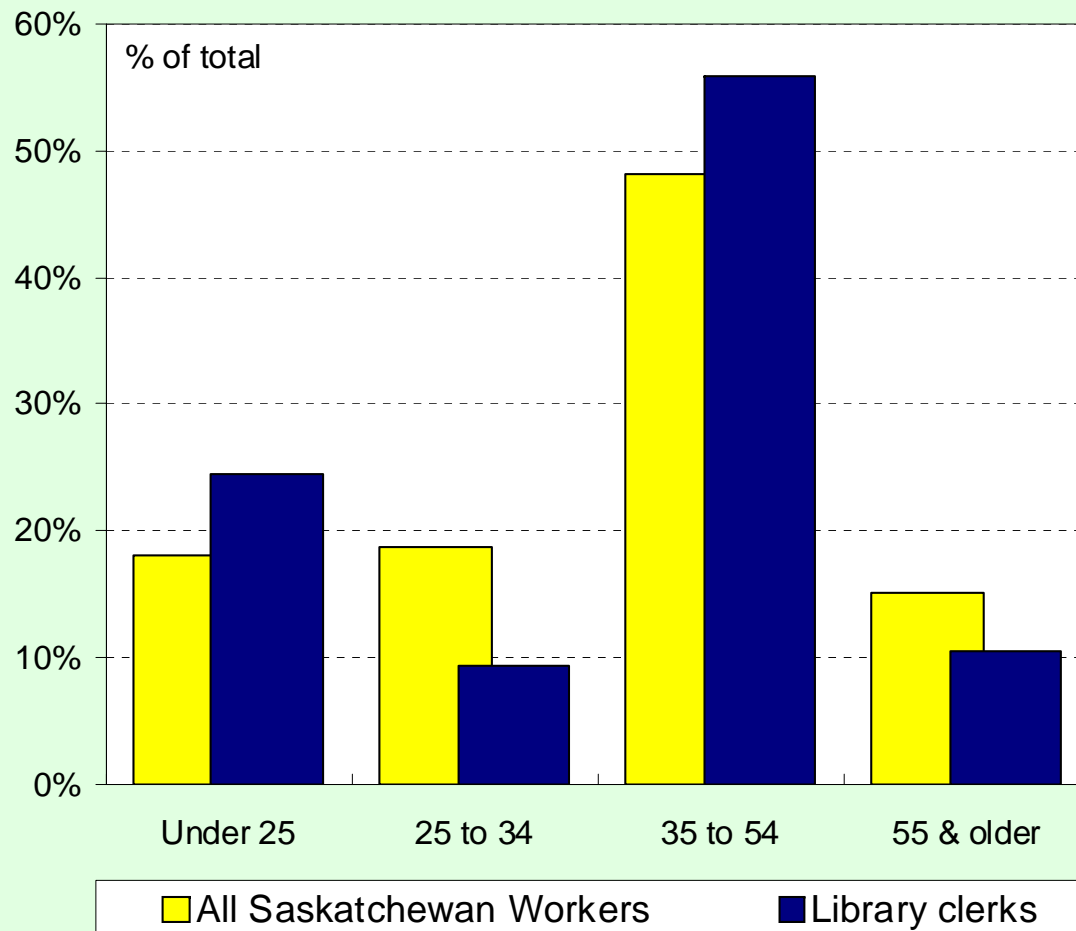
Age Distribution of Library Technicians and Assistants in 2001 (NOC 5211), Saskatchewan



- Library technicians and assistants were more evenly spread across age groups although there was a noticeable shortfall among those 25 to 34 years of age.

Age of Library Clerks

Age Distribution of Library Clerks in 2001 (NOC 1451),
Saskatchewan



- One if four library clerks was under 25 years of age in 2001.
- Will they be staying in that occupation, moving to another career entirely, or taking training to become librarians?

New Graduates

- According to the *National Graduate Survey* which was conducted in 2002 to track those who graduated from a post-secondary institution in 2000, there were 25 graduates from Saskatchewan institutions with a credential in Library Science. One was a degree, the rest were certificates/diplomas.
- All were still living in Saskatchewan in 2002.
- One was male; four out of five were 35 or older at the time of graduation.
- Four out of five were employed in a job “closely or somewhat related” to their field of study.

Implications

- As with the general Saskatchewan labour market, there is the potential for a shortfall in the number of librarians in the medium term as the baby boomers retire.
- The labour market operates in an extremely complex fashion but this could mean one or more things could happen.
 - Wage rates will rise to attract retain people, particularly if rates increase in other provinces, i.e. Alberta.
 - Other businesses may target librarians and library technicians to work in related fields.
 - Libraries, particularly those in rural Saskatchewan, may simply close because of a lack of staff.
- And as with the entire Saskatchewan labour market, the best source of new entrants to the field is the Aboriginal population.

Questions?

copies of the *Labour Market Trends Report* are
available on:

www.sasktrends.ca

for more information contact Doug Elliott at:

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