



CENTRAL BROADWAY TODAY

Economy - Sub-Areas

Step 1: Understanding Yesterday and Today

Metropolitan Core Jobs & Economy Land Use Plan

Highlights

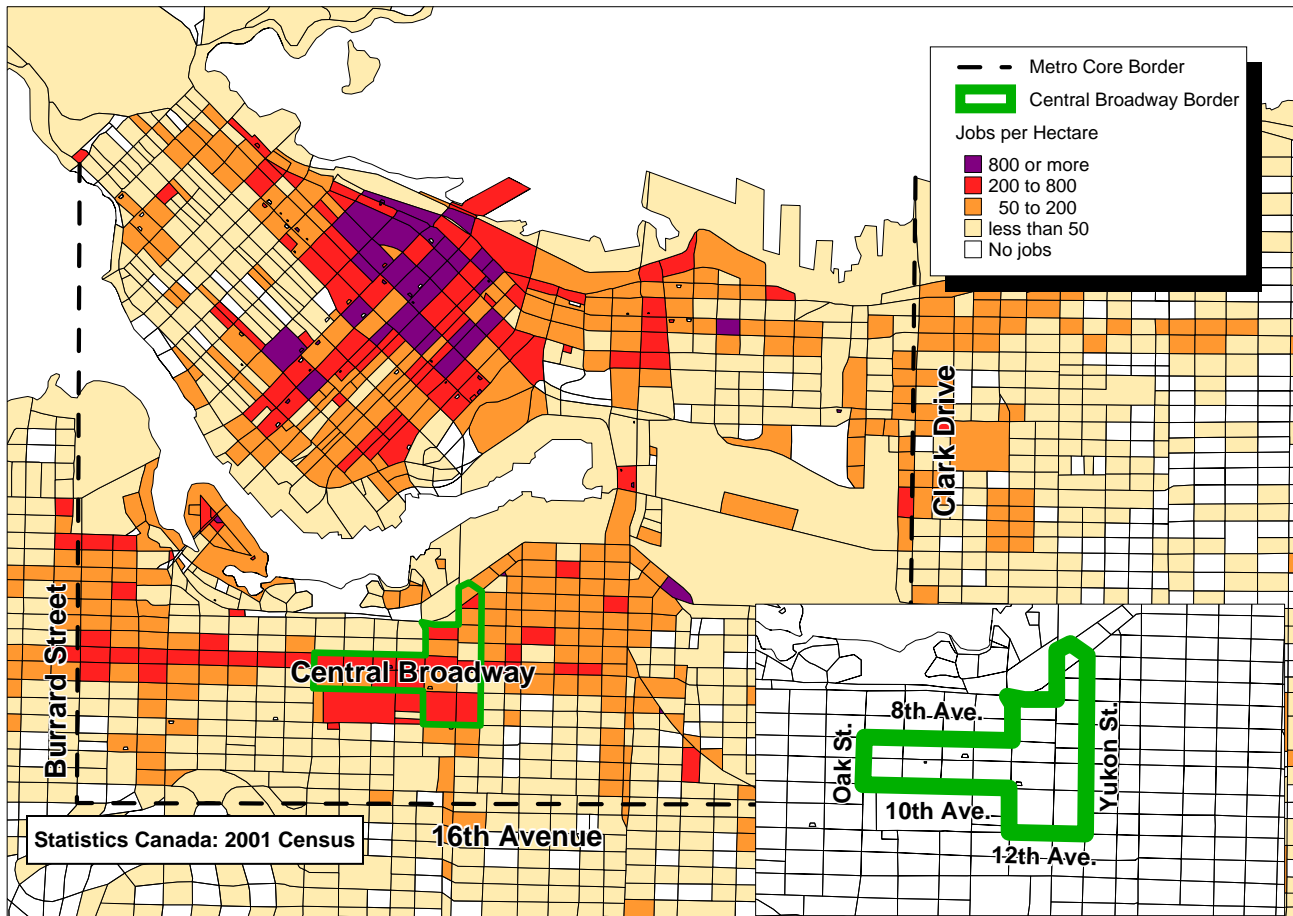
- There are nearly 10,500 jobs in the Central Broadway Area - this is 3% of all jobs in the city and 5% of all Metro Core jobs.
- 22% of jobs are in health (especially offices of physicians). The next largest sectors are: public administration (e.g. city hall); accommodation and food (e.g. restaurants); and professional, scientific and technical services (e.g. computers).
- Businesses in Central Broadway consider safety, parking and proximity to customers to be important location factors.
- About half of the workers in Central Broadway live in the city.



HOW MANY JOBS ARE IN CENTRAL BROADWAY?

The Central Broadway Area is primarily made up of the “uptown office district” which includes City Hall and the areas adjacent to Vancouver General Hospital. There are 10,500 jobs in Central Broadway. This is 3% of all jobs in the city and 5% of all jobs in the Metro Core (See Map 1 for boundaries and employment density).

Map 1: Metro Core job density and Central Broadway boundary (see Note 1)



WHAT SECTORS DO PEOPLE WORK IN?

In Central Broadway:

- Health and public admin. are the largest sectors with 22% and 20% of all jobs respectively.
- The next three largest sectors are: accommodation & food; professional, scientific and technical services; and retail with 10%, 8% and 8% of jobs respectively (Figure 1).

It is important to point out that jobs in high tech and creative activities are not stand alone sectors. Instead, these activities are found in the sectors shown in Figure 1. Therefore, counting jobs in these areas is a double count of jobs already counted below. However, for a sense of comparison to sector size, it is estimated that high tech and creative activities account for about 12% of jobs in Central Broadway. This includes sub-sectors in: professional, scientific, and technical; arts; information and culture; manufacturing; and wholesale (see High Tech/Creative info sheet).

The sectors illustrated in Figure 1 are made up of jobs in a variety of sub-sectors (Table 1).

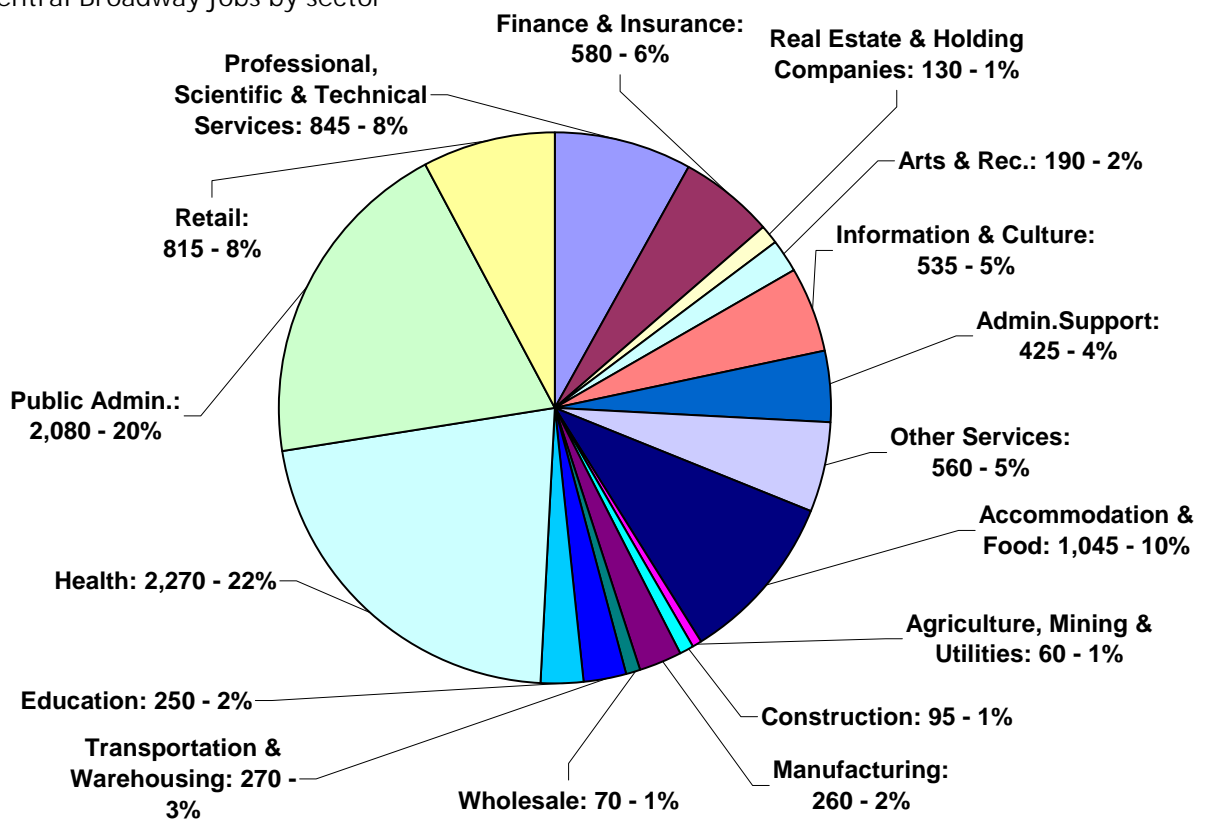
Table 1: Major sub-sectors within the largest Central Broadway sectors

Health	Offices of physicians (610 jobs)
	Hospitals (535 jobs)
	Offices of dentists (330 jobs)
Public Admin.	Municipal public admin. (1,770 jobs)
Accommodation & Food	Full-service restaurants (580 jobs)
	Limited-service eating places (330 jobs)
	Traveller accommodation (110 jobs)
Professional, Scientific & Technical	Computer systems design (175 jobs)
	Scientific research and development services (170 jobs)
	Management, scientific and technical consulting services (100 jobs)
Retail	Health and personal care stores (365 jobs)
	Furniture and home furnishings stores (130 jobs)

Statistics Canada 2001 Census: Jobs by NAICS (4 digit), Employment Areas, 2001.xls

For information on how jobs in Central Broadway have changed, please refer to the "Employment Change in Metro Core Sub-Areas" sheet created for this study.

Figure 1: Central Broadway jobs by sector

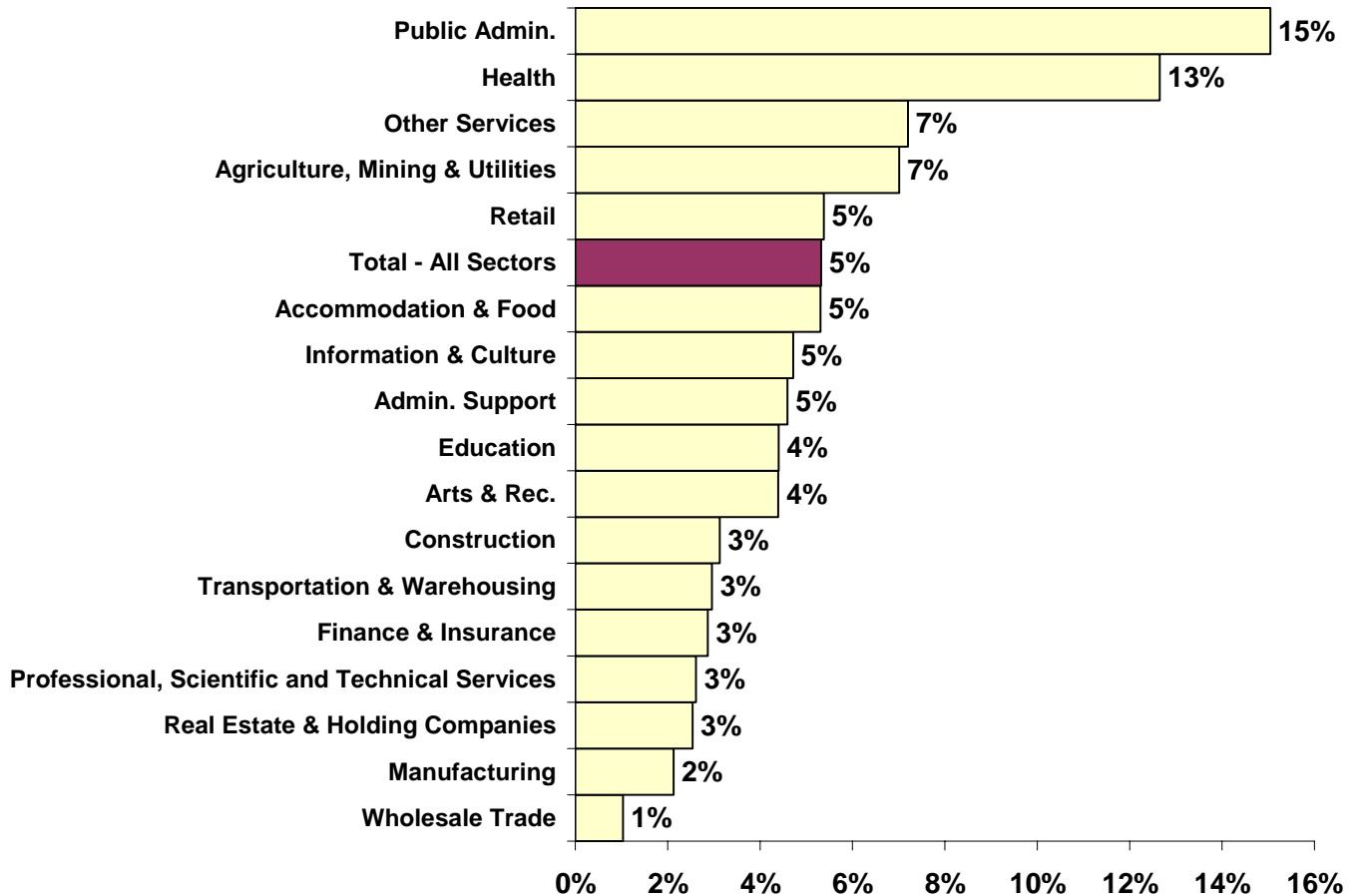


Statistics Canada 2001 Census: Jobs by NAICS (2 digit) Employment Areas.xls

WHAT IS THE CENTRAL BROADWAY ROLE IN THE METRO CORE?

About 5% of Metro Core jobs are in Central Broadway. In particular, the area contains an above average share of jobs in the public admin. and health sectors (Figure 2).

Figure 2: Share of Metro Core jobs located in Central Broadway.



Statistics Canada 2001 Census: Jobs by NAICS (2 digit) Employment

Although Central Broadway contains only 5% of Metro Core jobs and 3% of city jobs, the area does contain a high share of jobs in several specific sub-sectors (Table 2).

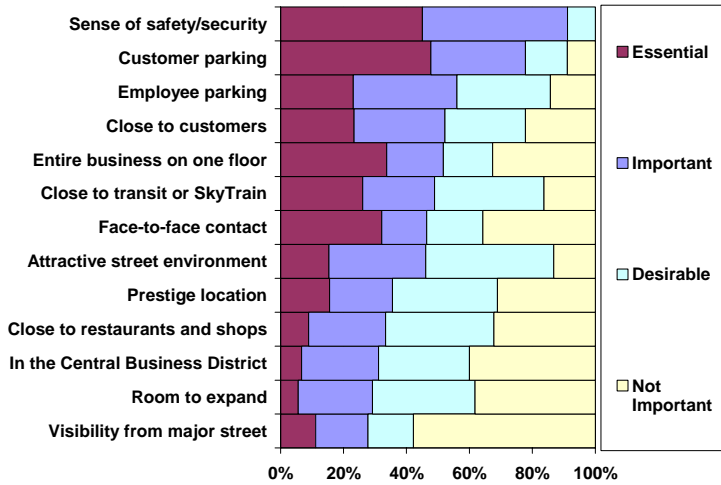
Sector	Sub-sector	Share of Metro Core jobs	Share of City jobs
Health	Other ambulatory health care services (e.g. medical testing) (100 jobs)	77%	23%
	Offices of physicians (610 jobs)	38%	19%
Public Admin.	Municipal public admin. (1,770 jobs)	45%	33%

Statistics Canada 2001 Census: Jobs by NAICS (4 digit), Employment Areas, 2001.xls

WHAT ARE THE MORE IMPORTANT LOCATION FACTORS FOR CENTRAL BROADWAY BUSINESSES?

Central Broadway businesses report security as the number one location factor. Other important factors include parking and proximity to customers (Figure 3).

Figure 3: More important location factors

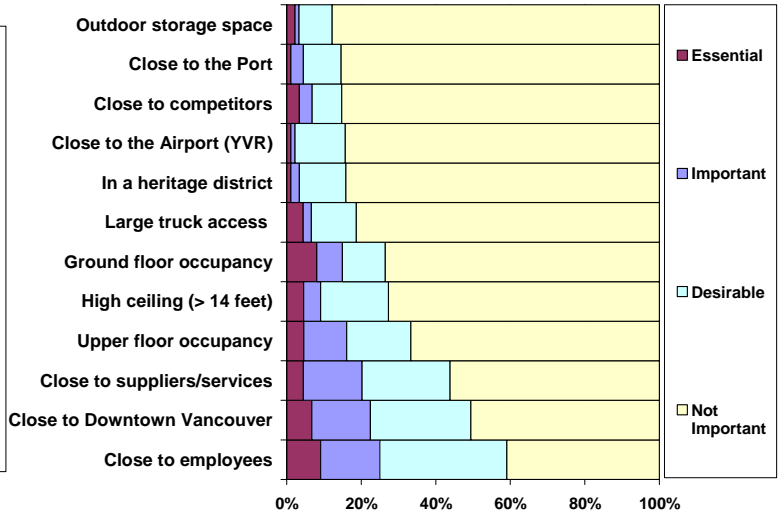


City of Vancouver Metro Core Business Survey, 2005. Central Broadway Location Factors.xls

WHAT ARE THE LESS IMPORTANT LOCATION FACTORS FOR CENTRAL BROADWAY BUSINESSES?

Central Broadway businesses consider outdoor storage and proximity to the Port to be less important when selecting a location (Figure 4).

Figure 4: Less important location factors



WHERE DO CENTRAL BROADWAY EMPLOYEES LIVE?

About 51% of Central Broadway workers live in Vancouver compared to the Metro Core average of 53% (Tables 3a and 3b).

Place of Residence	#	%
Fairview	495	5%
Mount Pleasant	390	4%
West End	380	4%
Downtown	180	2%
Strathcona	40	0%
Kitsilano	580	6%
Kensington-Cedar Cottage	385	4%
Dunbar-Southlands	295	3%
Sunset	275	3%
Riley Park	265	3%
Renfrew-Collingwood	260	2%
Marpole	250	2%
Killarney	220	2%
Grandview-Woodlands	215	2%
Hastings-Sunrise	215	2%
Victoria-Fraserview	180	2%
Kerrisdale	150	1%
West Point Grey	135	1%
South Cambie	115	1%
Arbutus Ridge	110	1%
Oakridge	105	1%
Shaughnessy	95	1%
Total - Vancouver	5,335	51%

Place of Residence	#	%
Burnaby/New West	1,225	12%
South of Fraser	1,165	11%
Richmond	765	7%
NE Sector	710	7%
North Shore	655	6%
Areas Outside GVRD	210	2%
Maple Ridge/Pitt Meadows	145	1%
Langley	90	1%
UEL	80	1%
Total - Areas Outside Vancouver	5,045	49%

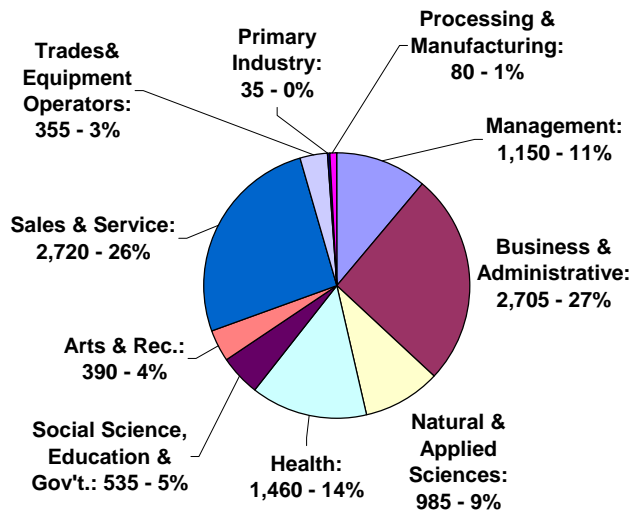
Statistics Canada 2001 Census: Where Central Broadway Workers Live.xls. Note: Data do not include work at home.

WHO WORKS IN CENTRAL BROADWAY?

Occupations are not the same as economic sectors. Some occupations, such as management and administration, are found in multiple sectors.

The most common occupations in Central Broadway are in the business & administrative category. This category includes occupations such as accountants, administrative clerks, secretaries, and data entry clerks. Other popular occupations in Central Broadway are in: sales and service; health; and management (Figure 5).

Figure 5: Central Broadway occupations



Statistics Canada 2001 Census: POW by POR by NAICS by Occupation, Usual POW, Emp Areas, J2953 Table 1. ivt

Sources / Contacts

Sources of information are recorded throughout this Information Sheet. Additional notes are provided here:

(1) The Central Broadway boundaries for this info sheet are generally in accordance with the C3-A & CD-1 zoning districts.

This Information Sheet was published by the City of Vancouver. It is one in a series of Information Sheets produced for the Metropolitan Core Jobs and Economy Land Use Plan. The purpose of this initiative is to develop a long term land use policy plan to accommodate future economic activity and jobs in the Metro Core. For further information, please e-mail corejobs@vancouver.ca or visit the website www.vancouver.ca/corejobs