



# EMPLOYMENT CHANGE IN THE METRO CORE

## Economy - Structure

Step 1: Understanding Yesterday and Today

### Metropolitan Core Jobs & Economy Land Use Plan

#### Highlights

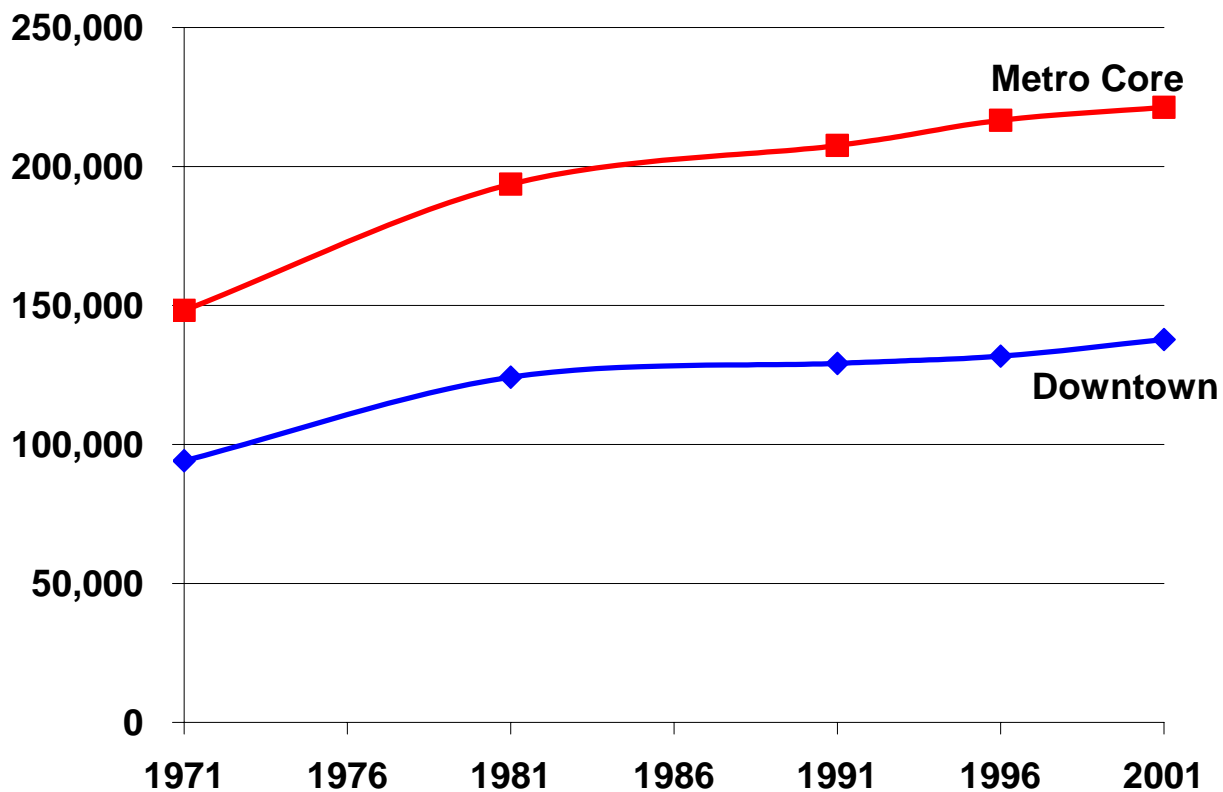
- The total number of Metro Core jobs grew from 150,000 in 1971 to over 220,000 in 2001 (an increase of over 70,000 or 49%).
- Growth was faster in the 1970s and slowed in the 1980s.
- Jobs increased in the following groups: professional/commercial services and in health/education/public administration. Jobs decreased in retail and industrial.
- Particularly fast-growing sub-sectors were: computer services; law offices; accountants; education and training; arts and entertainment; and a variety of personal services (e.g., laundry services, photofinishing).
- The Metro Core retained more of a professional/commercial focus than the rest of region.



#### WHAT HAS BEEN THE JOB GROWTH IN THE METRO CORE?

Employment in the Metro Core grew by 49% between 1971 and 2001 with total jobs topping 220,000 in 2001 (see Note 1). The number of jobs grew quickly between 1971 and 1981 and slowed throughout the 80s and 90s. Overall, the percent of total Metro Core jobs located downtown held steady over the 30 year period (Figure 1).

Figure 1: Employment in the Metro Core, 1971-2001

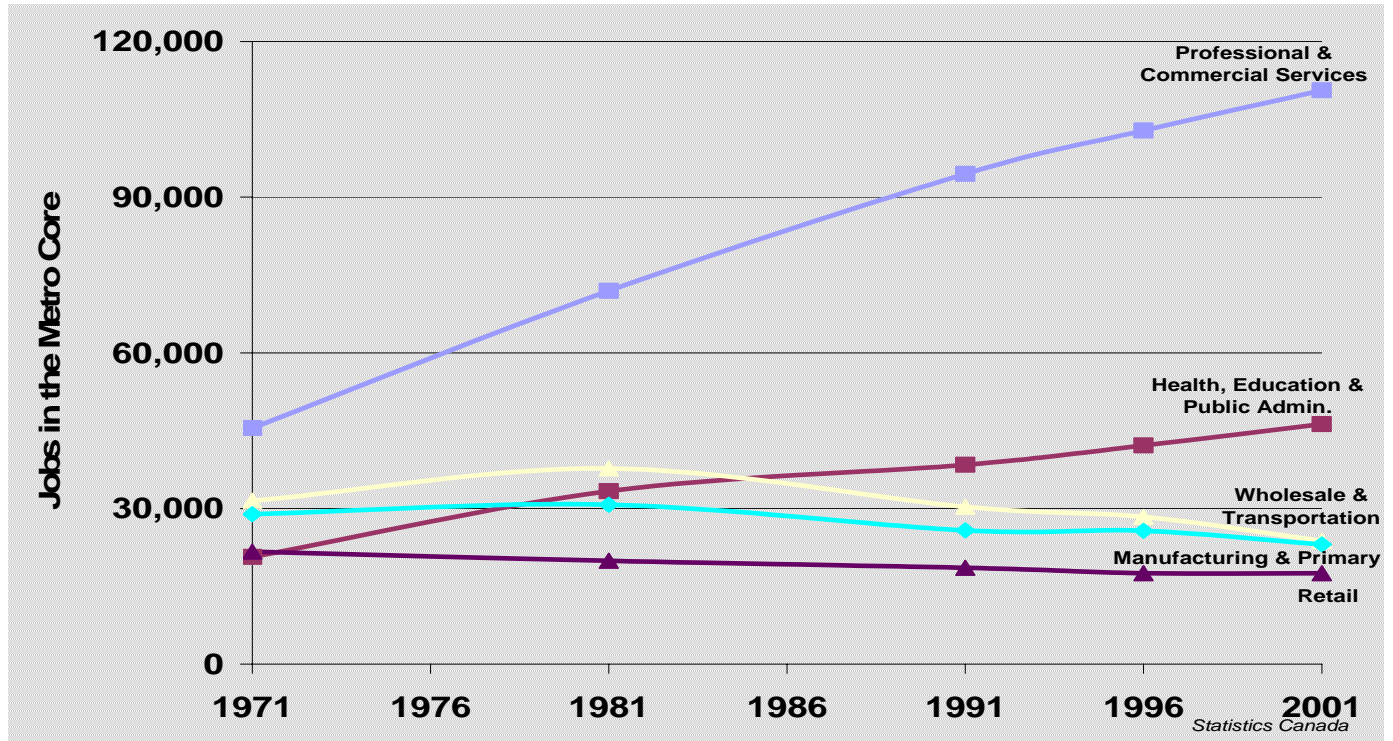


Statistics Canada Census: Employment change 1971 to 2001.xls. Note: data include estimate of workers with no fixed place of work. See Note 1.

## HOW HAS THE JOB GROWTH VARIED ACROSS DIFFERENT ECONOMIC ACTIVITIES?

Professional and commercial services had the highest growth in the Metro Core, increasing by 65,000 between 1971 and 2001. Jobs in health, education and public administration also grew - by 25,000. Jobs in industrial activities, such as wholesaling and manufacturing, dropped by 14,000 and jobs in retail dropped by 4,000 (Figure 2).

Figure 2: Metro Core jobs: 1971-2001



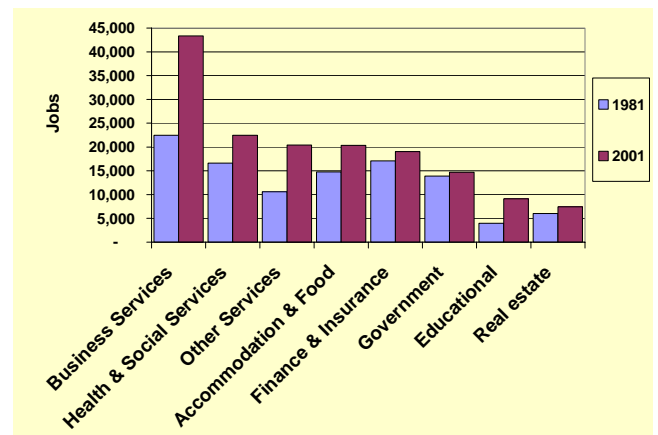
Statistics Canada Census: Employment change 1971 to 2001.xls. Note: data include estimate of workers with no fixed place of work. See Notes 1 and 2.

## WHAT SECTORS ACCOUNT FOR THE MOST GROWTH?

The economic activities that account for the most job growth in the Metro Core in Figure 2 are in services and health, education and government. Breaking these activities down into their component sectors allows for a more detailed examination of the sources of job growth (Figure 3). Sector specific data for the past 20 years shows that:

- The business services sector was responsible for more job growth than any other sector
  - e.g. computer services, law offices, accountants
- Education grew faster than any other sector (there are now twice as many jobs in this sector)
  - e.g. computer and business schools, ESL schools, universities and technical schools
- The other services sector grew by 90%
  - e.g. arts and entertainment, hair care, laundry services, photofinishing

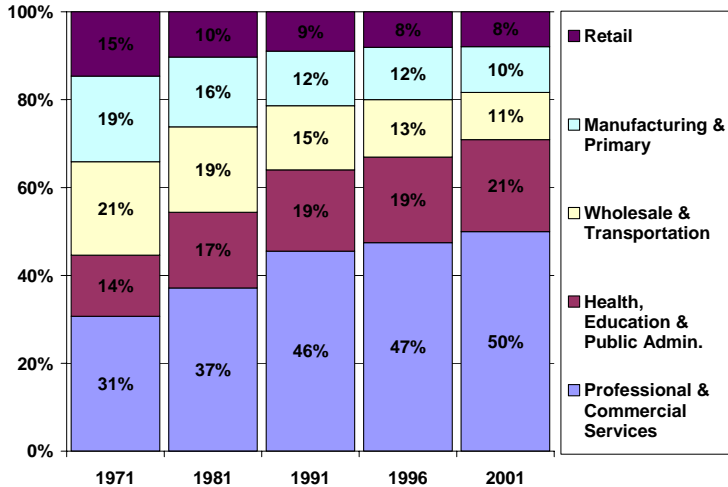
Figure 3: Component sectors within the fast-growing groups of Services and Health/Education/Public Admin - Metro Core, 1981 & 2001



Statistics Canada Census: Jobs by SIC, 1981 & 2001.xls. Note: data include estimate of workers with no fixed place of work. Data for 1991 is not available for the Metro Core. Arts, entertainment and recreation is included in "Other Services" sector. See Note 1.

## HOW HAS THE EMPLOYMENT MAKE-UP CHANGED IN THE METRO CORE?

Figure 4: Employment make-up of the Metro Core: 1971 - 2001



Statistics Canada Census: Employment change 1971 to 2001.xls.  
 Note: data include estimate of workers with no fixed place of work. See Notes 1 and 2.

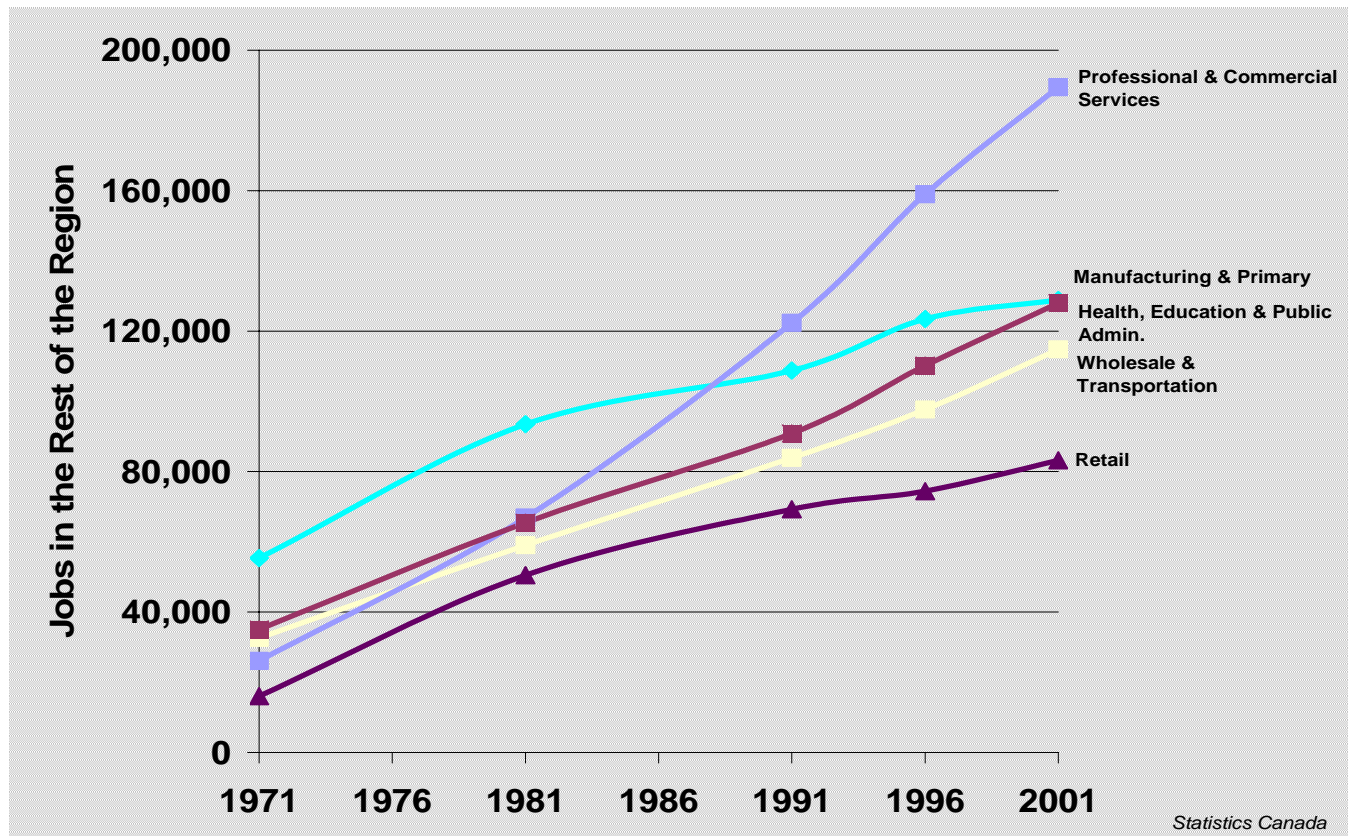
The number of jobs in each sector has changed significantly over the past 30 years. These changes have impacted the percent of total jobs in each sector, the employment make-up. Between 1971 and 2001:

- The percent of total jobs in professional, commercial and personal services increased from 31% to 50%.
- The percent of total jobs in health, education and public administration increased from 14% to 21%.
- The percent of total jobs in industrial activities such as wholesale, transportation, manufacturing and construction decreased from 40% to 21%.
- The percent of total jobs in retail decreased from 15% to 8% (Figure 4).

## HOW DOES THIS COMPARE TO THE REST OF THE REGION?

Unlike the Metro Core, the employment areas outside of Vancouver experienced job growth in all sectors of economic activity (Figure 5).

Figure 5: Employment in the rest of the region (outside Vancouver): 1971 - 2001



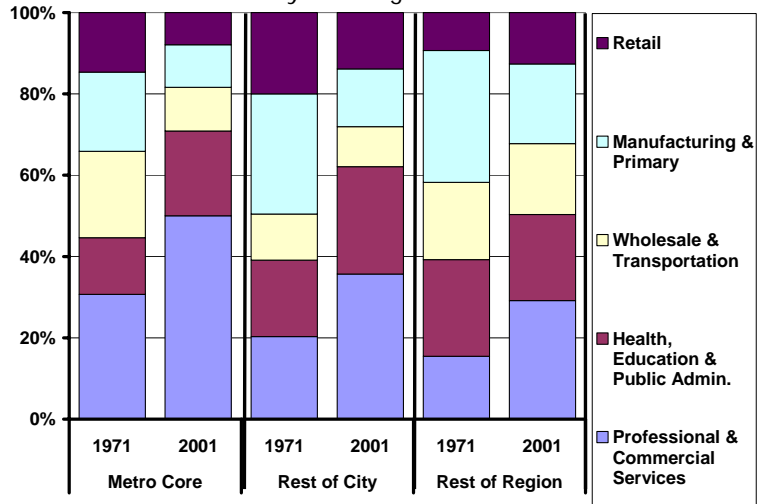
Statistics Canada Census: Employment change 1971 to 2001.xls. Note: data include estimate of workers with no fixed place of work. See Notes 1 and 2.

These changes have impacted the percent of total jobs in each sector (the employment make-up) in the Core, city and region (Figure 6). In all areas, a higher percent of jobs are in professional and commercial services.

The rest of the city, like the Metro Core, has also experienced a decrease in the percent of total jobs that are industrial and retail.

In the rest of the region, however, jobs in retail make up a high percent of total jobs. In addition, the percent of jobs in industrial activities has fallen - but by less than in the Metro Core and the rest of the city, so that industrial remains a significant percent of total jobs.

Figure 6: Employment make-up of the Metro Core and the rest of the city and region: 1971 & 2001



Statistics Canada Census: Employment change 1971 to 2001.xls. Note: data include estimate of workers with no fixed place of work. See Notes 1, 2 and 3.

## Sources / Contacts

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

1) Re: total jobs. The job total in this info sheet of 220,000 Metro Core employees is different from the job total used in many of the other info sheets of 200,000 employees. The 220,000 includes an estimate of workers with no fixed place of work. To make comparisons over time, these workers must be included because they were not separated out in past data. The GVRD makes these estimates by assigning to the Metro Core a share of the workers with no fixed place of work - as determined on a sector basis, based on the number of workers with a known place of work. (In other Information Sheets, workers with no fixed place of work are not included because they are not as relevant to identifying job locations needs in the Metro Core, which is the purpose of this study and because on a sector-by-sector basis in small geographic areas the data is more accurate without this estimate.)

2) Re: Standard Industrial Classification. For the purpose of tracking change over time, economic sectors are defined by Statistics Canada using the 1980 SIC (Standard Industrial Classification). In Figures 2, 4, 5 and 6, these sectors have been grouped into five major types of activities in order to show the general nature of employment in each time period in each area. The five groupings are defined according to the Table below. (For other information sheets looking only at the current economy, rather than change over time, the more current classification system is used: NAICS [North American Industrial Classification System].)

Groupings of Economic Sectors for Figures 2, 4, 5 & 6	
Economic Activity Grouping for Figures 2, 4, 5 & 6	SIC Category
Manufacturing & Primary	Primary
	Manufacturing
	Construction
Wholesale and Transportation	Transportation Communication Utilities
	Wholesale
Professional, Commercial and Personal Services	Finance Insurance Real Estate
	Commercial Services (incl. accommodation, food, arts, and personal services)
Health, Education & Public Admin.	Non Commercial Services
	Public Administration
Retail	Retail

3) Figure 6 shows the percent of total jobs in each economic activity in the Metro Core and the rest of the city and region. For the absolute number of jobs in each activity, see Figures 2 and 5. Readers will notice that in the Metro Core, each activity with a decrease in percent of total jobs also exhibits a decrease in absolute number. In the region, on the other hand, all activities increased in absolute number, despite decreases in the percent of total jobs in some groups.

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](mailto:corejobs@vancouver.ca) or visit the website [www.vancouver.ca/corejobs](http://www.vancouver.ca/corejobs)