GEOGRAPHIC DISTRIBUTION OF EMPLOYMENT IN THE METRO CORE

Economy - Structure

Step 1: Understanding Yesterday and Today

Metropolitan Core Jobs & Economy Land Use Plan

Highlights

- The highest concentration of jobs in the Metro Core is on the downtown peninsula, especially the CBD. Other "job-dense" areas are Broadway and the adjacent service-industrial areas.
- Jobs in different economic sectors are found throughout the Core.
- The CBD contains more jobs than any other area in almost every sector - with most jobs in professional, scientific, and technical; finance and insurance; and accommodation and food.
- Over 40% of all jobs in the Central Broadway area are in two sectors: health care and social assistance; and public administration.
- The Burrard Slopes and Mt. Pleasant service-industrial areas have a mix of industrial, professional and personal service jobs. Eastern Core industrial areas have mostly industrial jobs.

WHERE ARE JOBS LOCATED IN THE METRO CORE?

There are almost 200,000 jobs in the Metro Core. The Downtown Peninsula has the densest concentration of jobs. Concentrations outside the Downtown Peninsula include: the Broadway Corridor and VGH hospital district; and the service industrial areas adjacent to Broadway -- Burrard Slopes and Mt. Pleasant (see Figure 1 for densities and Figure 2 on next page for employment area boundaries and job totals).

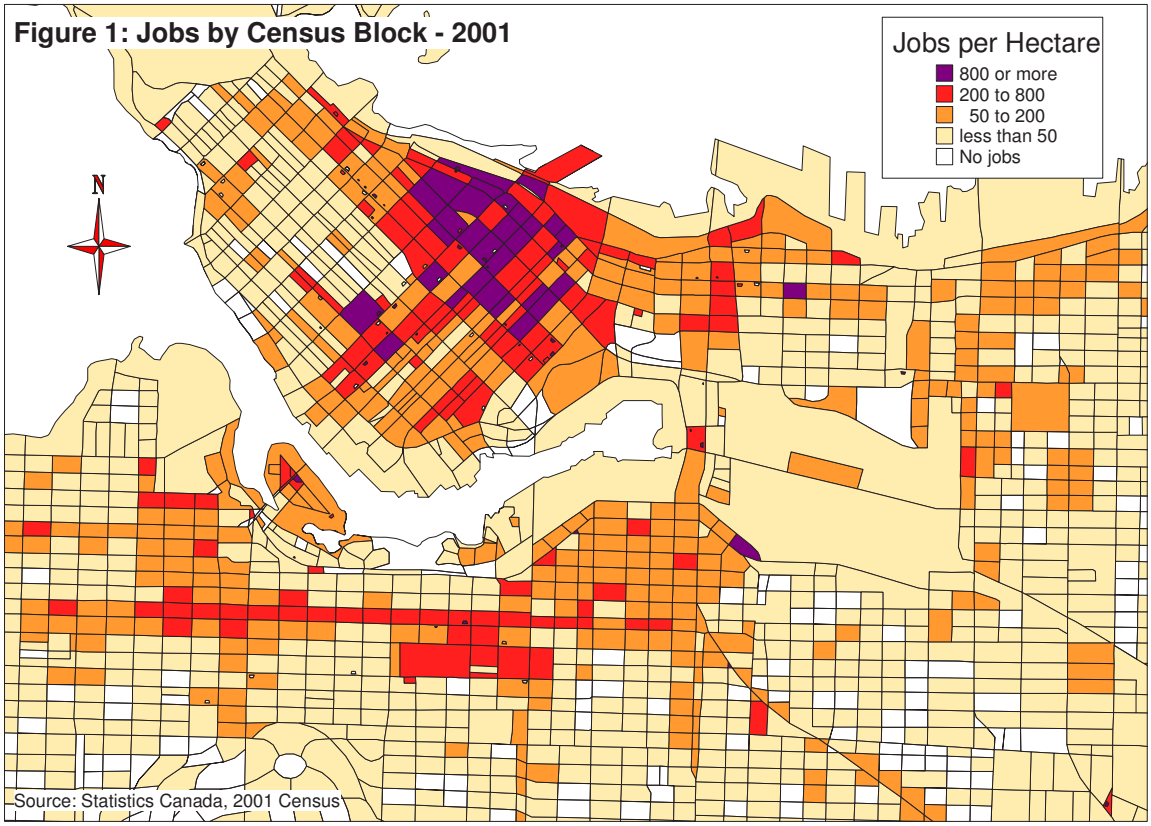
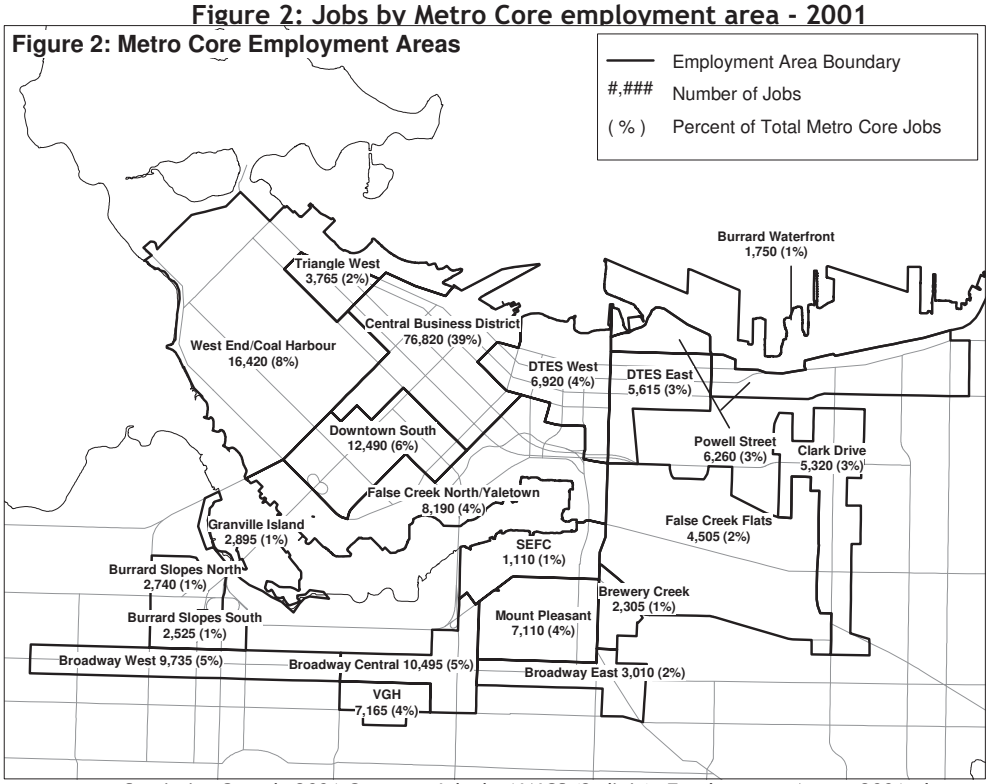


Figure 1: Jobs by Census Block - 2001

Figure 2: Jobs by Metro Core employment area - 2001



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

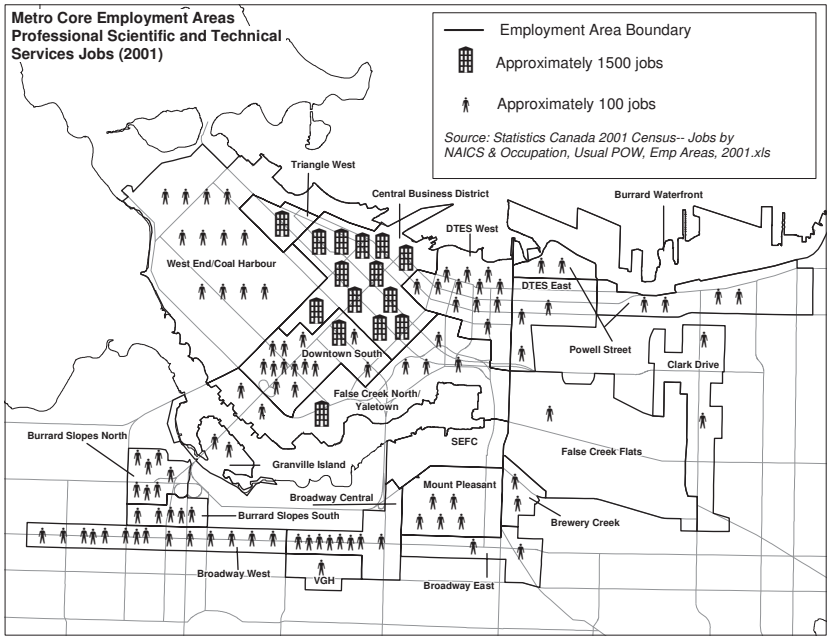
WHERE ARE JOBS LOCATED BY ECONOMIC SECTOR?

In the Metro Core, jobs in most economic sectors are spread across several employment areas. See Table 2 in appendix for a detailed distribution of the percent of total Metro Core jobs in each sector across employment areas.

The professional, scientific and technical sector provides an example of the variety in job location (Figure 3). Professional, scientific, and technical is the largest sector in the Metro Core (17% of total) and includes a range of activities, many of which are associated with "high tech" and "creative" activities, as well as more "traditional" business activities. It includes legal and accounting services, architecture and design, advertising, computer systems design, and scientific research and development.

For maps of job location for other sectors, see individual sector information sheets.

Figure 3: Illustrative example of job location by sector in the Metro Core: The professional, scientific, and technical sector

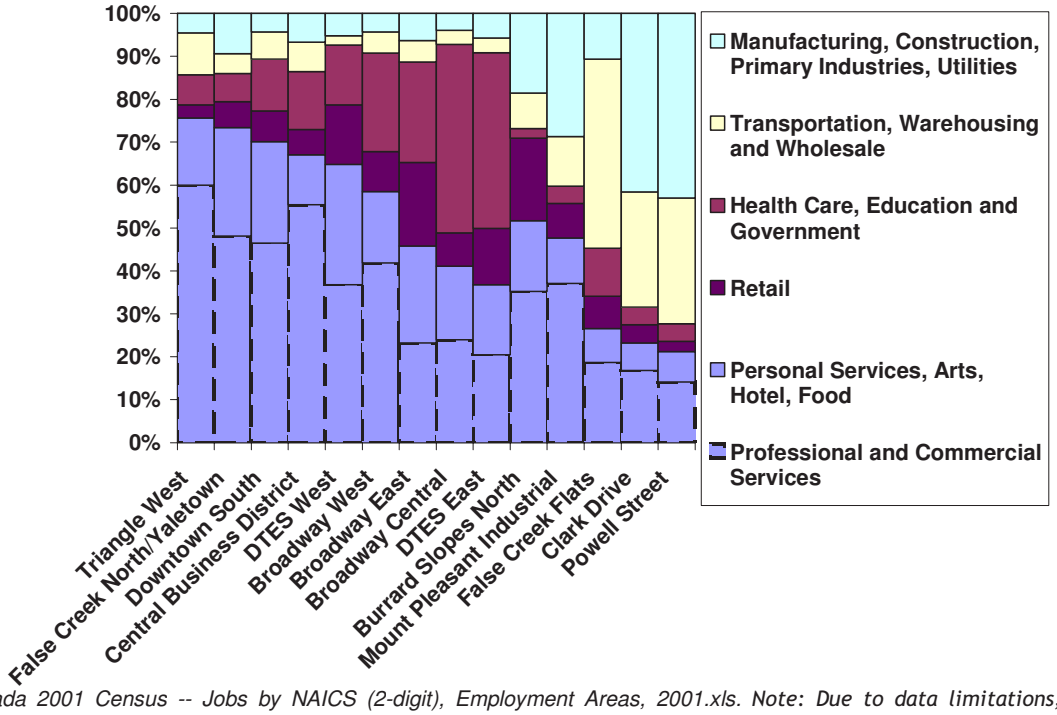


Statistics Canada 2001 Census – Jobs by NAICS (2-digit), Employment Areas, 2001.xls

HOW DO EMPLOYMENT AREAS DIFFER IN THEIR MAIN JOB SECTORS?

Most of the employment areas in the Metro Core contain jobs in a variety of economic sectors (Figure 4).

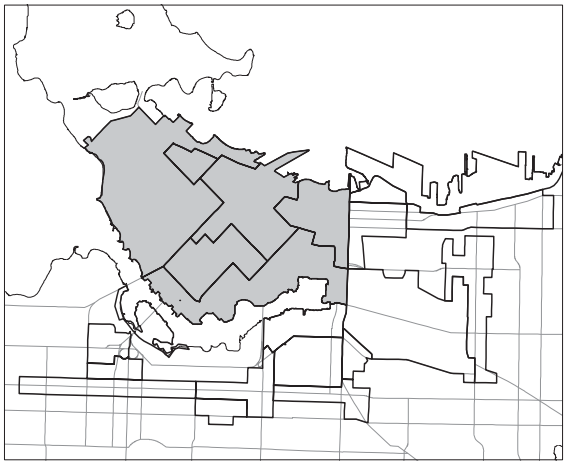
Figure 4: Percent of total jobs by economic sector groups in key Metro Core employment areas



Statistics Canada 2001 Census -- Jobs by NAICS (2-digit), Employment Areas, 2001.xls. Note: Due to data limitations, the "Personal Services, Arts, Hotel Food" category is not separated from "Professional and Commercial Services" in Information sheets with time series data. For consistency, these categories are marked with the same colour in this information sheet. See Note 1 for sector groupings.

The percent of total area jobs in each sector varies considerably among employment areas. This section reviews the employment areas of the Metro Core using the more detailed sector definitions listed in Table 1 in the Sources/Contacts section on Page 5.

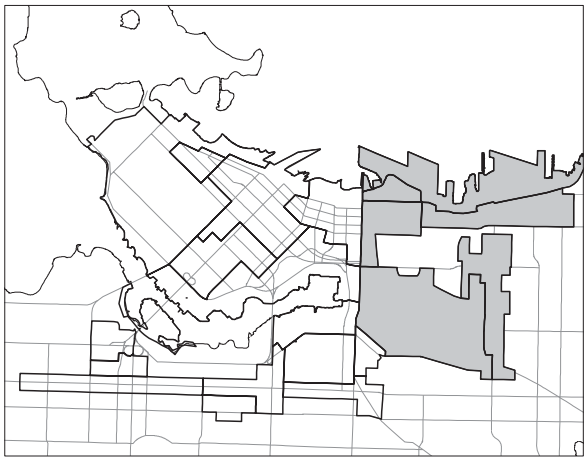
Downtown peninsula



There are 124,600 jobs in the Downtown Peninsula. Although the employment areas downtown are quite diverse and have different characteristics, two sectors, professional services and accommodation and food services account for a significant proportion of jobs in most areas (Table 3):

- **Central Business District.** Nearly 40% of Metro Core jobs are in the CBD. Although half of all CBD jobs are in professional services; finance and insurance; and public administration, overall employment is quite diverse. The CBD contains more jobs than any other Metro Core employment area in all but two sectors (health and manufacturing).
- **West End/ Coal Harbour.** Half of all jobs in this area are concentrated in accommodation and food services; and health care (St. Paul's Hospital).
- **Downtown South.** Nearly one-quarter of the jobs in this area are in professional services. The remaining jobs are spread across various industries with 16% in accommodation and food.
- **Triangle West.** One-third of jobs in this area are in professional services. Other large sectors include accommodation and food and support services.
- Employment in the remaining downtown neighbourhoods is scattered among various sectors with significant proportions in professional services; retail; and accommodation and food.

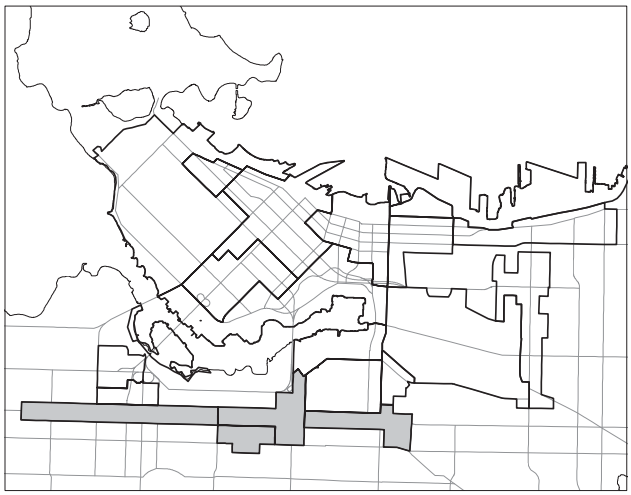
Eastern Core



Nearly 23,500 people work in the employment areas east of Main St. and north of Great Northern Way. Manufacturing employs a significant percentage of the workers in most of these areas (Table 4):

- **Powell St.** Manufacturing employs nearly 40% of the workers in this area, while transportation and wholesale trade each employ about 15% of workers.
- **DTES East.** The types of jobs in this area are different form other areas in the Eastern Core. The largest employer in this area is the public administration sector (incl. police) accounting for 31% of the jobs. Other significant sectors include: retail; and accommodation and food services.
- **False Creek Flats.** About 45% of the workers in this area are employed in either transportation, warehousing or wholesale trade, while public administration and manufacturing account for about 10% each.
- Employment in remaining areas in the Eastern Core is mainly industrial in nature with significant proportions of jobs in manufacturing, transportation, warehousing and wholesale trade.

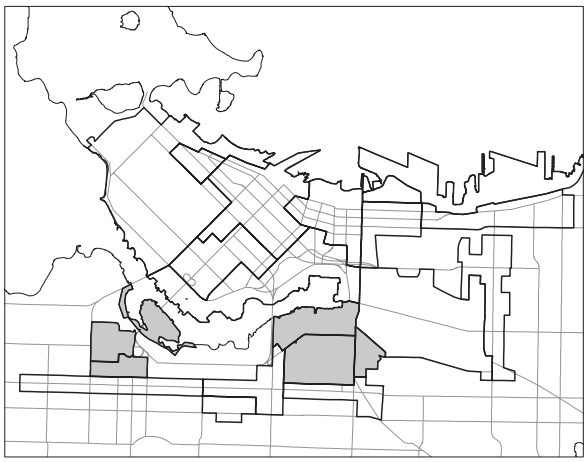
Broadway Corridor



There are 30,400 people working in the Broadway Corridor/VGH employment areas. With the exception of VGH, employment in these areas is quite diverse with retail and accommodation and food services playing a role in all areas (Table 5):

- **Broadway Central.** Roughly 20% of jobs in this area are in public administration (City Hall). Other significant sectors in the area include: health care; accommodation and food; professional services; and retail trade.
- **Broadway West.** Nearly one-third of jobs in this area are in: finance and insurance; and professional services, while accommodation and food; retail; and education each account for 10% of area jobs.
- **VGH.** Just about all of the jobs in this area are in healthcare and social assistance.
- **Broadway East.** The most prevalent sector in this area is retail trade with approximately 20% of all jobs. Other important sectors in the area include: health care; and accommodation and food services.

North of Broadway



There are 18,700 people employed in the employment areas located north of Broadway. Employment areas in this group range from those containing mainly industrial/ manufacturing type jobs to commercial areas with jobs in restaurants and shops, to office districts with jobs in professional services, finance and insurance (Table 6):

- **Mount Pleasant.** This area contains substantially more jobs than any other area in this group. Over 25% of the jobs in this area are in manufacturing. Other sectors with about 10% of total jobs include: finance and insurance; wholesale trade; and information and cultural industries (e.g. City T.V., production companies allied to film industry).
- **Burrard Slopes North.** Within the industrial-service zoning, professional services is the largest sector in this area with one-quarter of all jobs. The second largest sector is retail with 19% followed by manufacturing with 15%.
- **Burrard Slopes South**. Nearly half of the jobs in this area are in professional services, finance and insurance, while the information and cultural industries sector accounts for nearly 10% of jobs (e.g. The Vancouver Courier newspaper).
- Employment in the remaining areas North of Broadway is spread across several sectors. Manufacturing plays an important role in Brewery Creek and South East False Creek, while the largest sectors on Granville Island are: accommodation and food services; and retail.

Sources / Contacts

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

(1) Economic sectors are defined by Statistics Canada using the North American Industrial Classification System (NAICS). In Figure 4, these sectors have been grouped into six major types of activities in order to show the general nature of employment in each employment area. The six groupings are defined according to Table 1:

Table 1: Groupings of Economic Sectors for Figure 4

Major Activity Grouping for Figure 4	NAICS Category
Professional and Commercial Services	Professional, scientific and technical services
	Real estate and rental and leasing
	Finance and insurance
	Management of companies and enterprises
	Administrative and support, waste management and remediation services
	Information and cultural industries
Personal Services, Arts, Hotel, Food	Arts, entertainment and recreation
	Accommodation and food services
	Other services (e.g. haircutting, laundry)
Health Care, Education & Government	Educational services
	Health care and social assistance
	Public administration
Transportation, Warehousing and Wholesale	Wholesale trade
	Transportation and warehousing
Forestry, Mining, Utilities, Construction and Manufacturing	Agriculture, forestry, fishing and hunting
	Mining and oil and gas extraction
	Utilities
	Construction
	Manufacturing
Retail	Retail trade

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

APPENDIX

Table 2: Detailed distribution of total Metro Core jobs in each sector across employment areas

	Central Business District	Downtown South	Triangle West	West End/Coal Harbour	False Creek North/Yaletown	DTES West	DTES East	Burrard Slopes South	Broadway West	Broadway Central	Broadway East	VGH	Granville Island	Burrard Slopes North	SEFC	Mount Pleasant	Brewery Creek	False Creek Flats	Powell Street	Clark Drive	Burrard Waterfront	Total
Mining, oil & gas	87%	1%	1%	3%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	3%	0%	100%
Utilities	83%	0%	2%	0%	2%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	1%	0%	0%	0%	8%	0%	100%
Management of companies	68%	3%	6%	5%	3%	0%	0%	11%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	100%
Finance and insurance	61%	5%	1%	2%	3%	2%	3%	3%	8%	3%	0%	0%	3%	0%	0%	5%	0%	0%	0%	1%	0%	100%
Professional, scientific & technical	56%	9%	4%	4%	6%	4%	1%	2%	4%	3%	0%	0%	1%	2%	0%	2%	1%	0%	2%	1%	0%	100%
Public administration	54%	3%	1%	4%	1%	1%	13%	0%	1%	15%	1%	0%	0%	0%	0%	1%	0%	3%	0%	1%	0%	100%
Agriculture, forestry, fishing and hunting	50%	0%	0%	3%	11%	3%	0%	0%	3%	4%	0%	0%	0%	0%	0%	2%	0%	2%	17%	2%	4%	100%
Information & culture	49%	8%	2%	2%	6%	4%	1%	2%	4%	5%	2%	0%	1%	2%	1%	6%	1%	2%	1%	1%	0%	100%
Real estate	45%	6%	2%	15%	5%	2%	2%	2%	6%	3%	1%	0%	0%	1%	0%	2%	1%	2%	1%	2%	0%	100%
Transport & warehousing	44%	4%	2%	3%	1%	0%	1%	0%	4%	3%	0%	0%	1%	1%	1%	1%	0%	12%	11%	9%	2%	100%
Administrative support	43%	8%	5%	8%	3%	5%	1%	1%	4%	5%	2%	0%	1%	0%	1%	4%	1%	3%	1%	2%	1%	100%
All industries	39%	6%	2%	8%	4%	4%	3%	1%	5%	5%	2%	3%	1%	1%	1%	4%	1%	2%	3%	3%	1%	100%
Construction	35%	9%	3%	4%	6%	3%	1%	2%	5%	3%	2%	0%	0%	4%	1%	4%	3%	2%	6%	5%	0%	100%
Educational services	35%	4%	0%	11%	2%	6%	2%	1%	16%	4%	1%	5%	4%	0%	0%	2%	1%	1%	2%	2%	0%	100%
Accommodation & food services	32%	10%	2%	22%	5%	6%	2%	0%	5%	5%	2%	0%	3%	1%	1%	1%	0%	0%	1%	0%	0%	100%
Retail trade	30%	6%	1%	15%	3%	6%	5%	1%	6%	5%	4%	0%	4%	3%	0%	4%	1%	2%	1%	1%	0%	100%
Other services	24%	8%	2%	9%	4%	5%	5%	2%	8%	7%	3%	2%	0%	3%	2%	6%	1%	3%	4%	3%	0%	100%
Wholesale trade	19%	6%	3%	2%	4%	2%	2%	1%	2%	1%	2%	0%	0%	2%	1%	11%	6%	13%	13%	9%	2%	100%
Arts, entertainment & recreation	16%	9%	2%	7%	16%	9%	1%	1%	2%	4%	2%	0%	5%	0%	1%	3%	1%	1%	1%	1%	18%	100%
Manufacturing	14%	2%	0%	1%	4%	2%	2%	1%	2%	2%	1%	0%	1%	3%	2%	15%	5%	3%	20%	16%	3%	100%
Health care & social assistance	5%	5%	1%	20%	2%	3%	2%	1%	6%	13%	2%	36%	0%	0%	0%	0%	3%	0%	1%	0%	0%	100%

Statistics Canada 2001 Census – Jobs by NAICS, Usual & Home & No Fixed, Emp Areas, 2001.xls

Table 3: Percent of total area jobs in each sector – Downtown Peninsula						
	Central Business District	West End/Coal Harbour	Downtown South	False Creek North/Yaletown	DTES West	Triangle West
Professional, scientific and technical services	24%	7%	22%	26%	18%	32%
Finance and insurance	16%	2%	8%	8%	5%	5%
Public administration	10%	3%	3%	2%	2%	4%
Accommodation and food services	8%	27%	16%	13%	17%	10%
Information and cultural industries	7%	2%	7%	8%	6%	5%
Retail trade	6%	14%	7%	6%	14%	3%
Transportation and warehousing	5%	1%	3%	1%	1%	4%
Administrative and support, waste management and remediation services	5%	4%	6%	4%	6%	13%
Real estate and rental and leasing	3%	5%	3%	3%	2%	3%
Educational services	3%	4%	2%	1%	5%	0%
Other services (except public administration)	2%	4%	5%	4%	6%	3%
Manufacturing	2%	1%	2%	6%	3%	1%
Wholesale trade	2%	1%	3%	3%	2%	6%
Construction	1%	1%	2%	2%	1%	2%
Utilities	1%	0%	0%	0%	0%	1%
Mining and oil and gas extraction	1%	0%	0%	0%	0%	0%
Health care and social assistance	1%	22%	7%	3%	7%	3%
Arts, entertainment and recreation	1%	2%	3%	9%	5%	2%
Agriculture, forestry, fishing and hunting	0%	0%	0%	1%	0%	0%
Management of companies and enterprises	0%	0%	0%	0%	0%	1%
Total Jobs - All Sectors	**100% (76,820)**	**100% (16,425)**	**100% (12,490)**	**100% (8,190)**	**100% (6,920)**	**100% (3,775)**

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

Table 4: Percent of total area jobs in each sector – Eastern Core					
	Powell Street	DTES East	Clark Drive	False Creek Flats	Burrard Waterfront/Hastings Park
Manufacturing	38%	5%	36%	9%	23%
Transportation and warehousing	15%	1%	16%	25%	8%
Wholesale trade	14%	2%	11%	20%	8%
Professional, scientific and technical services	9%	4%	3%	3%	2%
Other services (except public administration)	5%	7%	5%	5%	1%
Construction	3%	1%	3%	1%	0%
Retail trade	2%	13%	4%	8%	1%
Health care and social assistance	2%	8%	0%	0%	1%
Administrative and support, waste management and remediation services	2%	2%	4%	6%	3%
Information and cultural industries	2%	2%	3%	6%	2%
Accommodation and food services	2%	9%	1%	2%	2%
Educational services	1%	2%	2%	1%	1%
Agriculture, forestry, fishing and hunting	1%	0%	0%	0%	1%
Finance and insurance	1%	10%	5%	2%	0%
Arts, entertainment and recreation	1%	1%	1%	1%	44%
Real estate and rental and leasing	1%	2%	2%	2%	1%
Mining and oil and gas extraction	0%	0%	1%	0%	0%
Public administration	0%	31%	2%	10%	2%
Utilities	0%	0%	2%	0%	0%
Management of companies and enterprises	0%	0%	0%	0%	0%
Total Jobs - All Sectors	**100% (6,265)**	**100% (5,605)**	**100% (5,325)**	**100% (4,505)**	**100% (1,750)**

Statistics Canada 2001 Census-- Jobs by NAICS (2-digit), Employment Areas, 2001.xls. Available data for the Burrard Waterfront, Powell St. and Clark Dr. employment areas cover a geography that extends beyond the boundaries of the Metro Core. The Burrard Waterfront employment area contains a significant number of jobs in the arts, entertainment and recreation sector that are located outside the Metro Core (i.e. PNE).

Table 5: Percent of total area jobs in each sector – Broadway Corridor				
	Broadway Central	Broadway West	VGH	Broadway East
Health care and social assistance	22%	12%	90%	14%
Public administration	20%	2%	0%	7%
Accommodation and food services	10%	9%	1%	14%
Professional, scientific and technical services	8%	14%	2%	5%
Retail trade	8%	9%	1%	19%
Finance and insurance	6%	16%	0%	3%
Other services (except public administration)	5%	6%	2%	6%
Information and cultural industries	5%	5%	0%	6%
Administrative and support, waste management and remediation services	4%	4%	0%	7%
Transportation and warehousing	3%	4%	0%	1%
Manufacturing	2%	3%	0%	4%
Educational services	2%	10%	4%	3%
Arts, entertainment and recreation	2%	1%	0%	2%
Real estate and rental and leasing	1%	3%	0%	2%
Construction	1%	1%	0%	2%
Wholesale trade	1%	1%	0%	3%
Utilities	0%	0%	0%	0%
Agriculture, forestry, fishing and hunting	0%	0%	0%	0%
Mining and oil and gas extraction	0%	0%	0%	0%
Management of companies and enterprises	0%	0%	0%	0%
Total Jobs - All Sectors	**100% (10,490)**	**100% (9,730)**	**100% (7,165)**	**100% (3,010)**

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

Table 6: Percent of total area jobs in each sector – North of Broadway						
	Mount Pleasant	Granville Island	Burrard Slopes North	Burrard Slopes South	Brewery Creek	SEFC
Manufacturing	27%	6%	15%	6%	24%	19%
Finance and insurance	13%	19%	2%	24%	4%	0%
Wholesale trade	10%	1%	6%	3%	17%	7%
Information and cultural industries	10%	4%	7%	9%	4%	8%
Retail trade	8%	19%	19%	8%	4%	6%
Professional, scientific and technical services	8%	7%	24%	22%	8%	2%
Other services (except public administration)	7%	1%	9%	5%	4%	11%
Administrative and support, waste management and remediation services	5%	3%	1%	5%	2%	7%
Accommodation and food services	2%	22%	7%	2%	2%	16%
Construction	2%	0%	4%	2%	4%	3%
Arts, entertainment and recreation	2%	8%	0%	1%	2%	3%
Real estate and rental and leasing	2%	1%	1%	3%	2%	1%
Educational services	2%	7%	0%	2%	2%	0%
Transportation and warehousing	1%	2%	3%	1%	0%	10%
Public administration	1%	1%	0%	0%	1%	5%
Health care and social assistance	1%	1%	1%	7%	21%	1%
Agriculture, forestry, fishing and hunting	0%	0%	0%	0%	0%	0%
Utilities	0%	0%	0%	0%	0%	0%
Mining and oil and gas extraction	0%	0%	0%	0%	0%	0%
Management of companies and enterprises	0%	0%	0%	1%	0%	0%
Total Jobs - All Sectors	**100% (7,105)**	**100% (2,900)**	**100% (2,740)**	**100% (2,525)**	**100% (2,305)**	**100% (1,110)**

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