

# Profile of Key Economic Sectors

## Retail Trade

### What is included in the sector?

This sector includes stores selling a wide range of consumer goods.

TABLE 1. SECTOR JOBS BY TYPE IN VANCOUVER

SUB-SECTOR	JOBS (%)
Grocery stores	18.6%
Clothing stores	18.1%
Health and personal care stores	11.7%
Automobile dealers	6.2%
Sporting goods, hobby & musical instrument stores	5.5%
Department stores	3.9%
Electronics and appliance stores	3.8%
Specialty food stores	3.3%
Electronic shopping and mail-order houses	3.3%
Jewellery, luggage and leather goods stores	2.8%
Other general merchandise stores	2.5%
Other miscellaneous store retailers	2.5%
Building material and supplies dealers	2.5%
Other	15.3%
<b>Grand Total</b>	<b>100%</b>

Source: Place of work data from 2016 Census for the city of Vancouver, Statistics Canada.

### Who is working in this sector?

TABLE 2. EMPLOYMENT STATUS FOR SECTOR JOBS IN VANCOUVER

CATEGORY	VALUE
<b>Full time vs. part time</b>	
Full time workers	72%
Part time workers	28%
<b>Self employed and work from home</b>	
Self employed	8%
Work from home	4%

Source: Place of work data from 2016 Census for the city of Vancouver, Statistics Canada.

TABLE 3. GENDER, WAGE AND EDUCATION CHARACTERISTICS FOR THE SECTOR IN THE REGION

CATEGORY	VALUE
<b>Gender</b>	
Men	47%
Women	53%
<b>Wages and highest education</b>	
Regional median income	\$26,090
Secondary school or equivalent	42%

Source: Place of residence data from 2016 Census for the city of Vancouver, Statistics Canada.

### HIGHLIGHTS:

- The retail trade sector makes up 11% of the city's total employment.
- The sector is the city's 4th largest employer with 39,525 jobs.
- Approximately 50% of the sector's jobs are in grocery, clothing, and personal care stores.
- Between 2001 and 2016, jobs in this sector in the city grew by 8,380 jobs (27%).
- Roughly 65% of the city's workers in the sector reside in the city of Vancouver.
- The Metro Core area has the highest concentration of jobs in this sector in the city.

### Job growth in the sector: Vancouver vs. the region

The majority of sector jobs (72%) in the region are located outside the city of Vancouver. The city and region have seen both increases in jobs in the sector and overall. Between 2001 and 2016 the total number of sector jobs in the city increased by 27%. During this same timeframe, the city as a whole added roughly 64,355 jobs, growing by 21%.

TABLE 4. SECTOR GROWTH IN VANCOUVER AND METRO VANCOUVER

	VANCOUVER	METRO
Sector jobs	39,525 10% of all jobs	136,750 12% of all jobs
Growth of sector from 2001-16	+8,380 ↑ 27%	+29,910 ↑ 28%
Overall job growth from 2001-16	+64,355 ↑ 21%	+209,675 ↑ 23%

Source: Place of work data from 2016 Census for the city of Vancouver, Statistics Canada.

### What do they do?

**TABLE 5. SECTOR JOBS BY OCCUPATION IN THE REGION FOR WORKER PLACE OF RESIDENCE**

OCCUPATION	JOBS (%)
Sales and service occupations	57.0%
Management occupations	19.0%
Business, finance and administration occupations	8.4%
Trades, transport and equipment operators and related occupations	5.7%
Health occupations	3.9%
Natural and applied sciences and related occupations	2.2%
Occupations in art, culture, recreation and sport	1.7%
Occupations in manufacturing and utilities	1.3%
Other	0.8%
<b>Grand Total</b>	<b>100%</b>

Source: Place of residence data from 2016 Census for Metro Vancouver, Statistics Canada.

### Where do sector workers live?

65% of the city’s workers in this sector live in Vancouver.

**TABLE 6. PLACE OF RESIDENCE FOR WORKERS IN RETAIL TRADE IN VANCOUVER**

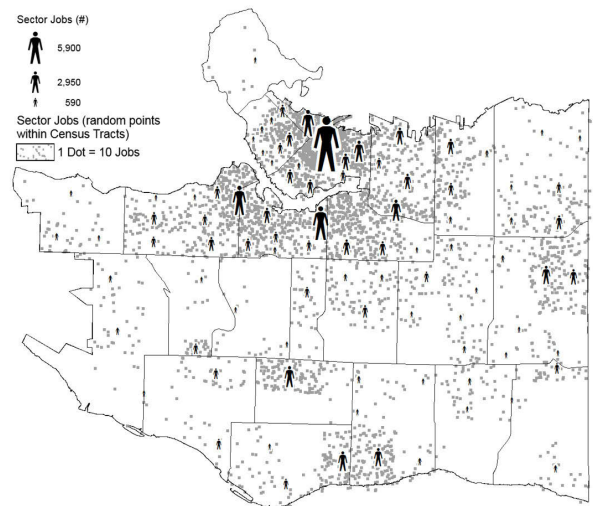
LOCATION	#	%
<b>City of Vancouver</b>	<b>24,270</b>	<b>65.0%</b>
<b>Metro Vancouver (Outside of Vancouver)</b>	<b>14,745</b>	<b>34.3%</b>
Burnaby & New Westminster	4,885	8.9%
Surrey, Delta, & White Rock	3,045	5.5%
Richmond	2,530	5.5%
North Shore (incl. Bowen and Lions Bay)	1,850	7.2%
Tri-Cities (incl. Anmore and Belcarra)	1,680	5.1%
Maple Ridge & Pitt Meadows	245	1.0%
University Endowment Lands	200	0.5%
Langley (District and City)	195	0.4%
Other	115	0.2%
<b>Outside of Metro Vancouver</b>	<b>510</b>	<b>0.7%</b>
<b>Total</b>	<b>39,525</b>	<b>100.0%</b>

Source: Place of work commuter data from 2016 Census for the city of Vancouver, Metro Vancouver and Canada, Statistics Canada.

### Where in the city are sector jobs located?

The city’s retail trade jobs are concentrated in the Metro Core area, primarily in the Central Business District and the Broadway corridor.

**FIGURE 1. DISTRIBUTION OF SECTOR JOBS IN THE CITY**

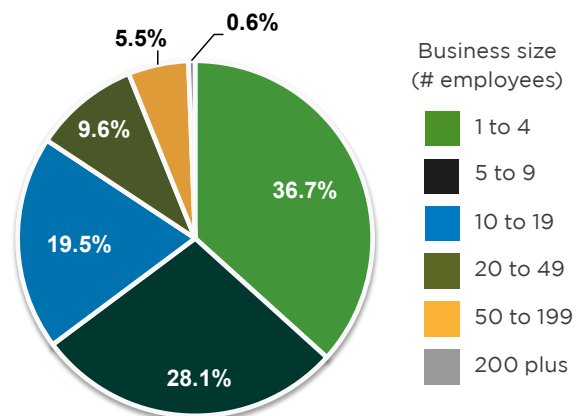


Source: Place of work data from 2016 Census for the city of Vancouver, Statistics Canada.

### Business size

The majority of sector businesses within the region (about 94%) employ fewer than 50 people.

**FIGURE 2. SIZE OF BUSINESSES IN SECTOR IN METRO VANCOUVER REGION**



Source: Statistics Canada Business Register for the Greater Vancouver Regional District, 2017.