

- **Manufacturing shipments slip 1.2% in July**
- **Composite leading index up 0.2 % in August**
- **National net worth rises 2.0% in second quarter**

The Economy

- **Shipments of goods manufactured in the province fell 1.2% (seasonally adjusted) between June and July.** Durable products continued to see-saw as producers saw shipments decline (-3.9%). The value of wood shipments (-3.8%) decreased as manufacturers continued to face low prices for softwood and other wood products. BC producers of primary (-8.0%) and fabricated (-11.2%) metals and machinery (-3.8%) also posted significant drops. Conversely, on the non-durables side, shipments of food (+1.9%) and paper (+3.0%) were notably higher than in June. Overall, non-durables shipments were up 2.1%.

PEI (-6.1%), Newfoundland & Labrador (-2.5%) and New Brunswick (-2.2%) were the other provinces where shipments decreased in July. In percentage terms, Manitoba saw the biggest increase (+6.2% to \$1.5 billion) but in terms of dollars, Ontario posted the most substantial gain (+4.7% to \$25.0 billion). The Canadian total was up 2.7%, mainly due to strong increases by manufacturers of primary metal, transportation equipment and machinery.

Data Source: Statistics Canada

- **The number of new vehicles driven off car lots in BC (including the North) continued to slump (-7.8%, seasonally adjusted) in July.** Saskatchewan (+4.9%), Manitoba (+0.8%), Quebec (+0.5%), and parts of Atlantic Canada saw an upturn in vehicle sales, while other regions saw decreases ranging from 0.7% in Ontario and PEI to 3.2% in Nova Scotia.

Canadian sales slipped 0.8% in July. Sales of passenger cars were off (-2.9%) with decreased sales of both North American-made

cars (-0.3%) and overseas models (-7.1%). On the other hand, sales of trucks, vans & buses were up (+1.8%).

Data Source: Statistics Canada

- **British Columbia's wholesalers saw sales in the province slip 0.9% (seasonally adjusted) to \$4.3 billion in July.** Total Canadian sales were 2.3% above the June level, as strength in the other large provinces well outweighed decreases in BC and parts of Atlantic Canada. Alberta, where sales of agricultural products were high, recorded its third double-digit growth (+10.4%) of the year. In Ontario (+2.6%), sales were pushed up by strength in the automotive sector.

Data Source: Statistics Canada

Tourism

- **A continued drop (-0.7%, seasonally adjusted) in revenue in Mainland/Southwest lead to yet another decline (-0.1%) in total room revenue for BC in May.** This despite an increase (+1.1%) by BC's second-largest revenue contributor, Vancouver Island/Coast. Kootenay showed a strong recovery (+10.8%) with almost three quarters of its accommodation establishments posting revenue increases since April. A rebound similar in magnitude for this region was last established in January 2006. Thompson-Okanagan (-0.4%), North Coast (-0.9%), Cariboo (-2.2%), Northeast (-4.0%) and Nechako (-12.9%) all saw revenues fall.
- Data Source: BC Stats*
- **Visitor entries to BC rebounded slightly (+0.1%, seasonally adjusted) in May.** However, US visitor entries continued on a downward trend (-1.7%), with fewer (-5.6%) same-day trips across the border. Overnight US visitor entries were up slightly (+0.4%).
- Data Source: Statistics Canada*

Did you know...

If given the choice of one superpower, 42% of British Columbians would chose the ability to heal themselves, while 23% would chose time travel and 13% would rather fly.

Source: Ipsos Canada

Apprenticeships

- **In 2007, 94% of BC apprentices who completed their program were employed, compared with less than 90% of those who did not finish.** Individuals who completed their apprenticeships were significantly more likely to have full-time jobs and receive higher wages. The median hourly wage of completers in the province was \$25 compared to less than \$22 for discontinuers.

At the national level, apprentices who completed their programs were also more likely to be employed (88%) than those who did not finish (82%). Among the provinces, this difference was most pronounced in Ontario, where 91% of completers were employed compared with 82% of discontinuers. Canadian apprentices who completed their programs earned a higher median hourly wage (\$27) than did those who did not finish (\$20).

Data Source: S.C. Cat. #81-598-XIE

Radio Listening

- **The average BC resident spent 16.6 hours a week listening to the radio last fall, almost two hours less than the Canadian average (18.3 hours).** Radio was most popular in English-speaking Quebec (19.6 hours) and PEI (20.9 hours). BC was at the bottom of the scale, followed by New Brunswick (18.2 hours).

Station preferences vary considerably among the provinces. In BC, the most popular radio formats are the CBC (17%) and gold/oldies/rock (16%), but these are followed closely by adult contemporary (14%). Other choices include country (9%) and talk radio (6%). On the Prairies and in most of Atlantic Canada, country is king, accounting for anywhere from 17% of listening time in Newfoundland to 36% in Saskatchewan. Residents of Ontario (27%), Quebec (28%), and New Brunswick (37%) are most likely to tune in to adult contemporary stations.

Data Source: Statistics Canada

Commuting

- **In 2001, one-third of the Canadian workforce crossed a municipal boundary en route to work.** Of this number, only 13% travelled more than 25 kms, while the majority (78%) travelled between urban jurisdictions.

Data Source: S.C. Cat. # 21-006-XIE

The Nation

- **The nation's composite leading index rose 0.2% in August, following a stagnant July (+0.0%).** Much of the growth can be attributed to strong performance in manufacturing, particularly with respect to output in the aerospace and capital goods industries. Household spending was up as expenditures on furniture & appliance goods rose. In the US, the leading indicator had fallen 0.2% in August.

Data Source: Statistics Canada

- **Canadians divested \$1.3 billion worth of foreign securities in July,** mostly due to disposition of foreign stocks and money market paper.

Similarly, non-residents shed themselves of Canadian securities totalling \$5.6 billion. While non-residents acquired more than \$845 million in money market paper, this was not enough to offset a \$2.8 billion decrease in foreign holdings of Canadian stocks and a \$3.7 billion divestment of Canadian bonds.

Data Source: Statistics Canada

- **In 2007, the value of Canada's timber, energy, and mineral resource assets climbed (+4.7%) to reach almost \$1.3 trillion, amounting to more than 18% of the nation's total wealth including natural resources.** Individual resource assets showed mixed growth, with the value of timber declining 4.4%, energy remaining relatively unchanged (+0.1%), and minerals surging by more than a third (+33.8%).

Data Source: Statistics Canada

- **National net worth rose 2.0% in the second quarter of 2008, to \$174,300 per capita.** Household net worth grew 2.8%, an increase in pace from previous quarters due in part to higher market value for equities and a rapid increase in residential real estate. Household debt (consumer credit and mortgage liabilities) remained relatively constant, reflecting stable spending on real estate and consumer goods. For every dollar of net worth, households had 19.6 cents of debt and \$1.25 of debt for every dollar of personal disposable income.

Data Source: Statistics Canada

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BC's Occupational Mix: Changes Since 2001

Introduction

There are many factors that affect the types of jobs that British Columbians hold. Both local and global economic conditions affect the structure of our economy, which in turn affects the demand for workers in particular occupations. Everything from the age structure of our population to international trade agreements can influence the occupational mix in our province.

Although the Labour Force Survey (LFS) is conducted monthly and is the official source of labour market information in British Columbia, the Census is more comprehensive and is a useful source of detailed occupational information. This article provides information from the 2006 Census, with comparisons to the 2001 Census where appropriate.

Throughout this article, calculations are based on the number of persons in the experienced labour force. The labour force includes those who were either employed or unemployed (but looking for work) during the week prior to enumeration. The experienced labour force excludes labour force participants who have never worked or who have been unemployed since January 1, 2005.

The National Occupational Classification for Statistics (NOC-S) coding system

In the 2006 Census, respondents were asked to provide their work or occupation and to describe the main activities in their job¹. Census coders used this information to assign an occupation code from the National Occupational Classification for Statistics 2006 (NOC-S 2006).

The NOC-S 2006 is a minor update of the NOC-S 2001 used to classify occupational data from the 2001 Census. No structural changes were made, and data based on the NOC-S 2006 are directly comparable with 2001 Census data based on the NOC-S 2001².

Both the NOC-S 2006 and NOC-S 2001 classify occupations into 10 broad categories, 47 major groups, 140 minor groups, and 520 detailed occupations.

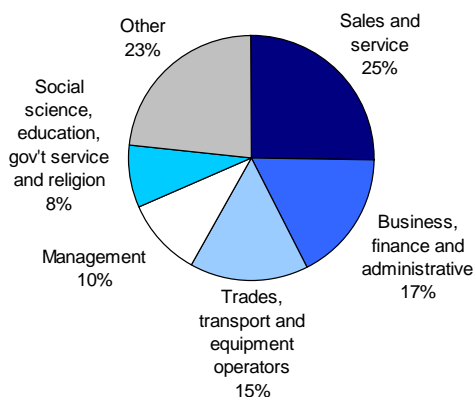
¹ Those not employed during the week prior to enumeration were assigned to the occupation in which they had worked the longest since January 2005.

²<http://www12.statcan.ca/english/census06/reference/dictionary/pop102a.cfm>

Most Common Occupational Groups

In 2006, the largest occupational group in B.C. was sales and service occupations, accounting for one-quarter of all persons in the experienced labour force. Business, finance and administrative occupations (17%) and trades, transport and equipment operators and related occupations (15%) also accounted for significant proportions of the B.C.'s labour force.

One-quarter of the experienced labour force worked in sales and service occupations in 2006



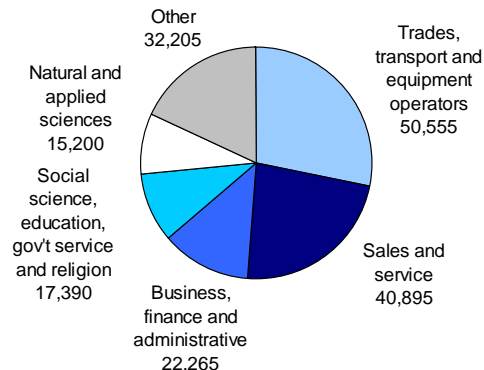
Source: 2006 Census, Statistics Canada

Changes in the Occupational Mix: 2001-2006

In the past 5 years, trades, transport and equipment operators was the fastest growing occupational group. The experienced labour force in this occupational group grew by 17% or 50,555 workers between 2001 and 2006.

Sales and service occupations (+40,895 workers) and business finance, and administrative occupations (+22,265 workers) also accounted for significant proportions of the total increase in B.C.'s experienced labour force between 2001 and 2006. However, the growth rates for these occupational groups were slightly below the overall economy. Health occupations and occupations in art, culture, recreation and sport recorded the 2nd and 3rd highest growth rates among occupational groups during the 5-year period.

Trades, transport and equipment operators and related occupations accounted for a large proportion of total growth between 2001 and 2006



Source: 2006 & 2001 Censuses, Statistics Canada

Occupations unique to the primary industry grew much slower (+2%) than the overall experienced labour force (+9%). The number of persons in occupations unique to processing, manufacturing and utilities actually experienced a decline, falling by 5% since 2001.

Occupations unique to processing, manufacturing and utilities declined between 2001 and 2006

Occupational group	% Change
Trades, transport and equipment operators and related	17%
Health	14%
Art, culture, recreation and sport	14%
Natural and applied sciences and related	12%
Social science, education, gov't service and religion	11%
Sales and service	8%
Business, finance and admin	6%
Management	5%
Unique to primary industry	2%
Unique to processing, manufacturing and utilities	-5%
All occupations	9%

Source: 2006 & 2001 Censuses, Statistics Canada

A Closer Look: Notable Changes within Occupational Groups

In the fastest growing occupational group (trades, transport and equipment operators and related occupations), most of the increase in the labour force was in construction trades and related occupations. Occupations with notable increases included construction trades helpers and labourers (+10,950), carpenters (+7,920), truck drivers (+5,485), and material handlers (+5,315).

Health occupations saw some interesting changes, with the largest increases in registered nurses (+6,445), nurse aides, orderlies and patient service associates (+3,875), and specialist physicians (+1,250). Despite the increase in the number of registered nurses, the number of licensed practical nurses (-1,260) fell quite substantially.

Among those occupations in art, culture, recreation and sport, the most notable changes were in the number of program leaders and instructors in recreation, sport and fitness³ (+2,980) and graphic designers and illustrators (+1,575).

In natural and applied sciences and related occupations, there were sizeable increases in the number of information systems analysts and consultants (+3,855) and user support technicians (+2,450). Like other forestry workers in primary and processing occupations, forestry technologists and technicians (-1,185) experienced a decline.

In the social science, education, government service and religion occupations, the most notable increases were in education. The number of university professors (+2,340) and post-secondary teaching and research assistants (+3,485) increased markedly be-

tween 2001 and 2006. The number of college and other vocational instructors (+2,180) also increased. However, the number of secondary school teachers (-1,780) declined.

In occupations unique to the primary industry, landscaping and grounds maintenance workers (+4,515) experienced a sizeable increase, while chain saw and skid operators (-1,555), logging and forestry labourers (-1,445), and silviculture and forestry workers (-1,335) experienced declines.

Many of the losses in occupations unique to processing, manufacturing, and utilities were also attributable to forestry-related occupations. Labourers in wood, pulp and paper processing (-5,095), lumber graders and other wood processing inspectors and graders (-945), and sawmill machine operators (-680) experienced the largest declines.

Most Prevalent Occupations

In 2006, the most prevalent occupations for men in B.C. were retail salespersons and sales clerks, truck drivers, and retail trade managers. Although the top three occupations for men remained unchanged since 2001, B.C.'s booming construction industry moved carpenters from 5th place in 2001 to 4th place in 2006. Construction trades helpers and labourers also moved into the top five occupations for men in 2006, increasing from 13th place in 2001 to 5th place in 2006.

³ The words "and Fitness" were added to this occupational title in the NOC-S 2006. Personal trainers were moved into this category in the NOC-S 2006.

In 2006, some of the most prevalent occupations for men were in retail trade and the construction industry

Top 5 Occupations, Males	Experienced Labour Force
Retail salespersons and sales clerks	39,470
Truck drivers	35,715
Retail trade managers	28,355
Carpenters	27,775
Construction trades helpers and labourers	22,270

Source: 2006 Census, Statistics Canada

The most prevalent occupations for women in B.C. also changed between 2001 and 2006. Although the most prevalent occupation (retail salespersons and salesclerks) remained unchanged, cashiers replaced general office clerks as the 2nd most prevalent occupation. Secretaries fell out of the top five occupations in 2006, while registered nurses moved from 7th place in 2001 to 5th place in 2006, reflecting B.C.'s aging population and increasing demand for health care professionals.

Registered nurses became one of the five most common occupations for women in 2006

Top 5 Occupations, Females	Experienced Labour Force
Retail salespersons and sales clerks	60,950
Cashiers	35,030
General office clerks	32,595
Food counter attendants, kitchen helpers and related occupations	32,305
Registered nurses	31,215

Source: 2006 Census, Statistics Canada

Differences between the Census and the Labour Force Survey

As noted above, the Labour Force Survey is conducted more frequently and is the official source of labour market information for B.C., while the Census is more comprehensive and serves as a useful source of detailed labour market information.

For example, the Census provides very detailed information on different occupations, and also provides information for very small geographic areas.

In the Census, the labour force refers to persons aged 15 and over who were either employed or unemployed during the week prior to Census Day (May 16, 2006). In the Labour Force Survey (LFS), information is collected for the week containing the 15th day of the month.

Both the Census and the LFS use the National Occupational Classification for Statistics coding system (although, while the Census uses the updated version for 2006 at present, the LFS still uses the 2001 version). However, the Census is a self-completed survey whereas the LFS is conducted using trained interviewers who understand occupational descriptions and can probe for further information.

Table 1: Experienced Labour Force by Major Occupational Group

	Experienced Labour Force, 2006	Experienced Labour Force, 2001	Change (2006-2001)	% Change
All Occupations	2,193,115	2,014,605	178,510	9%
Management occupations	229,945	218,445	11,500	5%
Business, finance and administrative occupations	375,975	353,710	22,265	6%
Natural and applied sciences and related occupations	138,955	123,755	15,200	12%
Health occupations	120,360	105,685	14,675	14%
Occupations in social science, education, gov't service and religion	178,040	160,650	17,390	11%
Occupations in art, culture, recreation and sport	76,455	67,325	9,130	14%
Sales and service occupations	555,880	514,985	40,895	8%
Trades, transport and equipment operators and related occupations	339,495	288,940	50,555	17%
Occupations unique to primary industry	86,460	84,525	1,935	2%
Occupations unique to processing, manufacturing and utilities	91,545	96,585	-5,040	-5%

Source: Statistics Canada, 2006 & 2001 Censuses, Tables 97-559-XCB2006011.ivt & 97F0012XCB01017.ivt

Prepared by: BC Stats, June 2008

Table 2: Occupations Experiencing a Gain or Loss of 2,500 or More Between 2001 and 2006

Occupation	Experienced Labour Force, 2006	Experienced Labour Force, 2001	Change (2006-2001)
Retail salespersons and sales clerks	100,425	82,815	17,610
Construction trades helpers and labourers	25,065	14,115	10,950
Carpenters	28,335	20,415	7,920
Registered nurses	33,340	26,895	6,445
Truck drivers	37,015	31,530	5,485
Material handlers	25,260	19,945	5,315
Receptionists and switchboard operators	24,210	19,095	5,115
Insurance, real estate and financial brokerage managers	12,045	7,515	4,530
Cashiers	40,600	36,085	4,515
Landscaping and grounds maintenance labourers	19,270	14,755	4,515
Administrative clerks	13,800	9,620	4,180
Light duty cleaners	25,690	21,560	4,130
Food counter attendants, kitchen helpers and related occupations	47,455	43,355	4,100
Customer service, information and related clerks	21,685	17,655	4,030
Sales, marketing and advertising managers	22,005	17,990	4,015
Nurse aides, orderlies and patient service associates	20,515	16,640	3,875
Information systems analysts and consultants	13,555	9,700	3,855
Post-secondary teaching and research assistants	8,815	5,330	3,485
Security guards and related occupations	12,055	8,695	3,360
Program leaders and instructors in recreation, sport and fitness ¹	11,830	8,850	2,980
Retail trade supervisors	8,915	6,135	2,780
Painters and decorators	9,760	6,995	2,765
Cooks	30,310	27,650	2,660
Chefs	8,645	6,095	2,550
Professional occupations in business services to management	8,100	5,560	2,540
Other elemental sales occupations ²	5,505	8,185	-2,680
Babysitters, nannies and parents' helpers	11,205	14,340	-3,135
Medical secretaries	1,160	4,915	-3,755
Secretaries (except legal and medical)	25,315	29,435	-4,120
Labourers in wood, pulp and paper processing	9,375	14,470	-5,095

¹ The words "and Fitness" were added to this occupational title in the NOC-S 2006.
Personal trainers were moved into this category in the NOC-S 2006.

² Examples include: canvasser-retail, door-to-door salesperson, street vendor, and telemarketer.
Excludes cashiers, service station attendants, grocery clerks and store shelf stockers.

Source: Statistics Canada, 2006 & 2001 Censuses, Tables 97-559-XCB2006011.ivt & 97F0012XCB01017.ivt

Prepared by: BC Stats, June 2008

Table 3: Most Prevalent Occupations, Men, 2006

Occupation	Rank, 2006	Rank, 2001	Experienced Labour Force, 2006	Experienced Labour Force, 2001	Change (2006-2001)
Retail salespersons and sales clerks	1	1	39,470	32,565	6,905
Truck drivers	2	2	35,715	30,740	4,975
Retail trade managers	3	3	28,355	29,125	-770
Carpenters	4	5	27,775	20,100	7,675
Construction trades helpers and labourers	5	13	22,270	12,435	9,835
Material handlers	6	6	22,255	17,890	4,365
Janitors, caretakers and building superintendents	7	4	21,715	20,435	1,280
Cooks	8	8	16,565	15,760	805
Automotive service technicians, truck and bus mechanics and mechanical repairers	9	9	16,035	14,935	1,100
Food counter attendants, kitchen helpers and related occupations	10	7	15,150	15,925	-775
Landscaping and grounds maintenance labourers	11	14	15,065	12,345	2,720
Sales, marketing and advertising managers	12	12	14,705	12,530	2,175
Sales representatives, wholesale trade (non-technical)	13	10	13,805	14,200	-395
Heavy equipment operators (except crane)	14	18	11,825	10,475	1,350
Financial auditors and accountants	15	17	11,335	10,855	480

Table 4: Most Prevalent Occupations, Women, 2006

Occupation	Rank (2006)	Rank (2001)	Experienced Labour Force, 2006	Experienced Labour Force, 2001	Change (2006-2001)
Retail salespersons and sales clerks	1	1	60,950	50,250	10,700
Cashiers	2	3	35,030	30,635	4,395
General office clerks	3	2	32,595	33,605	-1,010
Food counter attendants, kitchen helpers and related occupations	4	5	32,305	27,435	4,870
Registered nurses	5	7	31,215	25,185	6,030
Elementary school and kindergarten teachers	6	8	24,840	23,265	1,575
Secretaries (except legal and medical)	7	4	24,740	28,840	-4,100
Food and beverage servers	8	6	24,405	25,535	-1,130
Receptionists and switchboard operators	9	12	23,280	18,345	4,935
Administrative officers	10	10	21,755	19,360	2,395
Retail trade managers	11	9	21,470	21,145	325
Light duty cleaners	12	13	21,275	17,780	3,495
Bookkeepers	13	11	19,900	18,355	1,545
Nurse aides, orderlies and patient service associates	14	16	17,830	14,575	3,255
Early childhood educators and assistants	15	14	17,625	16,770	855

Source: Statistics Canada, 2006 & 2001 Censuses, Tables 97-559-XCB2006011.ivt & 97F0012XCB01017.ivt

Prepared by: BC Stats, June 2008

