

A young person entering the workforce in 2008 was likely to find a job in one of Canada's many service industries. Three-quarters of Canadians work in services—from waiting on tables to designing architectural plans to selling cars and real estate.

And, in the downturn in the last quarter of 2008, jobs in services fared better than jobs in goods-producing industries. From October 2008 to April 2009, employment in the goods-producing sector declined 6.3%. By contrast, employment in the services-producing sector, which is traditionally less sensitive to economic slowdowns, slipped 0.5% over the same period.

Services generated more than \$864 billion worth of output in 2008. From 1998 to 2008, the services sector grew by 40.5%, compared with 18.5% growth for goods-producing industries. Among the fastest growing

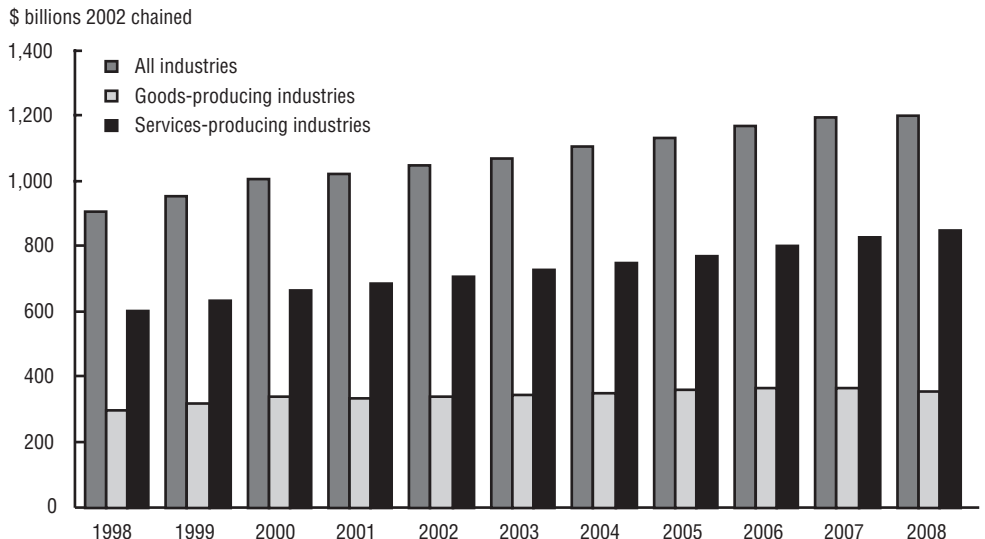
service industries over this decade were administrative support, waste management and remediation services, wholesale trade, as well as professional, scientific and technical services.

## Business services

With the growth of the service economy, business support services have become more important to the Canadian economy. Changes in business practices such as outsourcing have been made possible by advances in telecommunications technology. Consequently, the business support services industry—credit bureaus, telephone call centres, and document preparation and business service centres—has seen steady growth.

From 1998 to 2008, the number of jobs in business services increased 275.4%—a growth rate that has outpaced the economy's employment growth rate, (32.9% since 1998). Business services'

**Chart 3.1**  
**GDP for goods- and services-producing industries**



Source: Statistics Canada, CANSIM table 379-0027.

percentage of the overall employment picture nearly tripled from 0.3% in 1998 to 0.8% in 2008.

### Personal services

Canadians often turn to the services sector to take care of regular chores and enjoy a little leisure and entertainment. Good economic conditions in 2007, including rising personal disposable income, helped maintain the services growth.

Firms providing personal services earned \$9.1 billion in 2007, up 5.5% from 2006. Total operating revenues for the food services and drinking places industry reached \$42.4 billion in 2007, up 4.1% from 2006. This continued a trend of increases started in 2004, but the pace in 2007 was more moderate than the 4.9% posted in 2006.

### Real estate services

The long-term rise in residential real estate prices has benefited agents, brokers and

**Table 3.a**  
GDP of selected services, at basic prices

	2003	2008
	\$ millions	
Real estate and rental and leasing	134,681	157,716
Administrative and support services	23,258	27,686
Personal and laundry services and private households	8,024	8,907

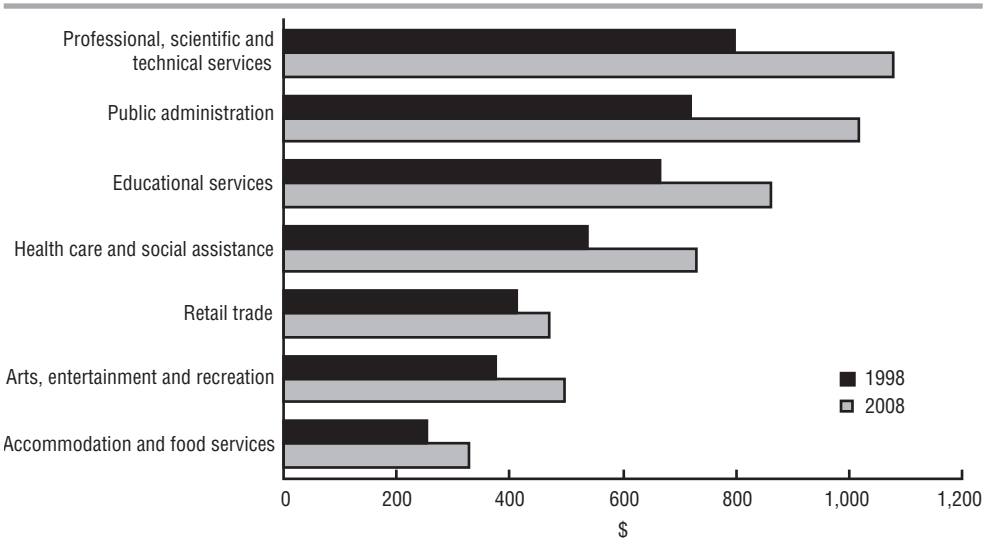
Note: Chained 2002 dollars.

Source: Statistics Canada, CANSIM 379-0027.

appraisers, whose total revenues grew by 7.8% to \$10.7 billion in 2007.

Real estate sales in Ontario accounted for about half of the operating revenues earned by the industry. Saskatchewan led national growth with a 34% increase in operating revenues.

**Chart 3.2**  
Average weekly earnings, selected services industries



Source: Statistics Canada, CANSIM table 281-0027.

## Employment services

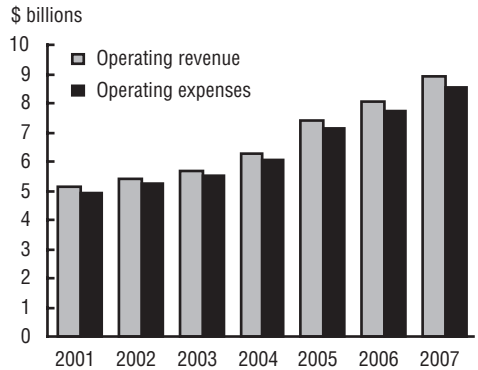
With many companies using agencies when looking for new employees or opting to hire temporary employees, the employment services industry has grown in recent years.

Across Canada, 4,698 firms reported that they were in the employment services industry in 2007. Their operating revenues reached \$8.9 billion in 2007, up 10.8% from 2006. This followed an 8.5% increase from 2005 to 2006.

Ontario accounted for the majority of the industry with a 59% share of operating revenues, down from 62% in 2002. However, operating revenues grew strongly in Western Canada, with Saskatchewan and British Columbia posting double-digit increases in 2007.

Although temporary staffing services accounted for the bulk of operating

**Chart 3.3**  
Employment services operating revenues and expenses



Source: Statistics Canada, CANSIM table 361-0001.

revenues earned, its share has declined. Revenue gains for the industry in 2006 and 2007 came almost entirely from permanent placements and contract staffing services.

## Cable's changing revenue mix

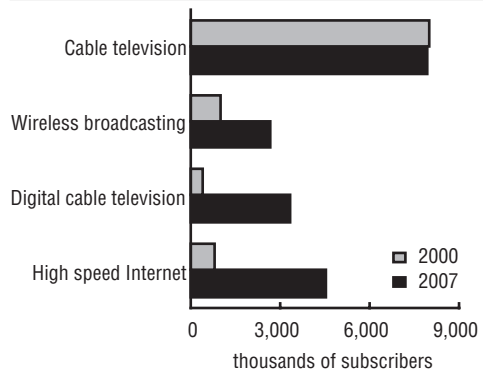
The addition of large numbers of Internet and telephony customers has led to changes in the mix of the cable industry's operating revenues.

Subscription revenues from non-traditional services accounted for 39.4% of all subscription revenues for the industry in 2007, compared with 24.3% in 2003 and 3.8% in 1999. Those revenues rose by 32.2% in 2007 to 2.7 billion, while those from subscriptions to traditional television services rose 6.4% to \$4.1 billion.

From December 2006 to December 2007, the proportion of households using cable telephone services expanded from 11% to 15%.

Fewer than one in four households now uses only a traditional land-line telephone service.

**Chart 3.4**  
Cable and satellite subscribers, by type of service



Source: Statistics Canada, CANSIM table 353-0003.

The number of cable Internet subscribers increased from 4.0 million in 2006 to 4.5 million in 2007.

**Table 3.1 GDP of goods- and services-producing industries, by province and territory, 2003 to 2008**

	2003	2004	2005	2006	2007	2008
	\$ millions 2002 chained					
<b>Canada</b>						
<b>Goods-producing industries</b>	<b>350,817</b>	<b>360,281</b>	<b>368,147</b>	<b>372,320</b>	<b>374,126</b>	<b>363,863</b>
<b>Services-producing industries</b>	<b>740,591</b>	<b>764,791</b>	<b>787,730</b>	<b>818,097</b>	<b>846,591</b>	<b>864,371</b>
<b>Newfoundland and Labrador</b>						
Goods-producing industries	7,058	6,866	6,898	7,171	8,293	8,096
Services-producing industries	8,866	8,904	9,145	9,271	9,487	9,804
<b>Prince Edward Island</b>						
Goods-producing industries	910	941	962	987	1,012	998
Services-producing industries	2,499	2,572	2,628	2,684	2,749	2,803
<b>Nova Scotia</b>						
Goods-producing industries	6,427	6,490	6,527	6,290	6,475	6,590
Services-producing industries	18,531	18,816	19,168	19,718	20,076	20,545
<b>New Brunswick</b>						
Goods-producing industries	5,818	5,784	5,670	5,938	5,988	5,743
Services-producing industries	13,790	14,409	14,838	15,098	15,387	15,686
<b>Quebec</b>						
Goods-producing industries	72,826	74,221	74,695	74,343	75,767	75,618
Services-producing industries	153,968	158,025	160,769	165,010	169,382	173,202
<b>Ontario</b>						
Goods-producing industries	135,581	136,258	138,369	136,938	135,852	129,961
Services-producing industries	311,791	322,314	331,447	343,510	354,101	360,071
<b>Manitoba</b>						
Goods-producing industries	9,334	9,391	9,780	10,472	10,813	11,118
Services-producing industries	24,700	25,204	25,668	26,427	27,360	27,999
<b>Saskatchewan</b>						
Goods-producing industries	14,325	15,390	15,897	15,143	15,212	16,009
Services-producing industries	20,126	20,682	21,196	21,902	22,964	23,878
<b>Alberta</b>						
Goods-producing industries	64,092	68,108	70,781	73,734	73,527	70,950
Services-producing industries	84,935	88,952	93,932	100,989	106,724	110,000
<b>British Columbia</b>						
Goods-producing industries	32,429	34,252	35,780	37,331	36,850	35,254
Services-producing industries	97,599	101,026	104,995	109,372	114,029	115,912
<b>Yukon</b>						
Goods-producing industries	140	176	198	211	240	287
Services-producing industries	1,033	1,057	1,093	1,128	1,137	1,157
<b>Northwest Territories</b>						
Goods-producing industries	1,699	1,727	1,641	1,745	2,047	1,806
Services-producing industries	1,638	1,710	1,784	1,816	1,899	1,933
<b>Nunavut</b>						
Goods-producing industries	140	153	147	156	212	249
Services-producing industries	753	778	794	809	826	840

**Note:** North American Industry Classification System (NAICS), 2002.

**Source:** Statistics Canada, CANSIM tables 379-0026 and 379-0027.

**Table 3.2 Average weekly earnings, by industry, 2004 to 2008**

	2004	2005	2006	2007	2008
	\$				
<b>All industries (excluding unclassified)</b>	<b>709.41</b>	<b>737.29</b>	<b>755.50</b>	<b>788.17</b>	<b>810.45</b>
Goods-producing industries	898.09	930.36	947.88	998.61	1,028.65
Forestry, logging and support	894.01	883.89	902.28	907.41	935.84
Mining and oil and gas extraction	1,278.11	1,296.35	1,325.73	1,437.44	1,527.98
Utilities	1,261.08	1,298.32	1,350.66	1,421.49	1,424.73
Construction	846.38	877.34	900.32	961.16	1,014.51
Manufacturing	862.60	896.35	904.69	940.67	949.54
Services-producing industries	658.13	685.77	705.02	734.61	757.02
Trade	547.17	567.45	584.13	598.59	612.79
Transportation and warehousing	807.78	828.07	834.40	864.51	883.28
Information and cultural industries	916.99	952.30	955.52	1,003.44	1,003.54
Finance and insurance	887.00	921.01	951.25	997.59	1,000.76
Real estate and rental and leasing	654.56	698.06	710.73	756.11	772.87
Professional, scientific and technical services	937.42	989.94	1,016.41	1,060.36	1,093.67
Management of companies and enterprises	1,012.41	1,005.19	1,050.28	1,086.16	1,087.91
Administrative and support, waste management and remediation services	546.15	583.67	600.98	648.97	673.05
Educational services	750.52	779.60	808.15	834.62	862.64
Health care and social assistance	635.03	667.40	687.72	705.55	743.94
Arts, entertainment and recreation	437.37	439.16	445.08	468.77	503.66
Accommodation and food services	287.18	288.45	299.73	318.40	331.11
Public administration	894.04	925.45	951.03	1,007.53	1,040.51
Other services	573.54	605.40	622.43	652.13	669.67

**Notes:** North American Industry Classification System (NAICS), 2007.  
Data include overtime.

**Source:** Statistics Canada, CANSIM table 281-0027.

**Table 3.3 Employees, by job permanency, 2003 to 2008**

	2003	2004	2005	2006	2007	2008
	thousands					
<b>Permanent employees</b>						
<b>All industries</b>	<b>11,619.1</b>	<b>11,772.4</b>	<b>11,860.6</b>	<b>12,163.1</b>	<b>12,408.8</b>	<b>12,721.2</b>
Goods-producing industries	2,946.9	2,968.7	2,946.5	2,944.1	2,914.4	2,943.5
Services-producing industries	8,672.2	8,803.7	8,914.1	9,219.0	9,494.4	9,777.7
<b>Temporary employees</b>						
<b>All industries</b>	<b>1,651.3</b>	<b>1,721.2</b>	<b>1,797.6</b>	<b>1,823.2</b>	<b>1,842.6</b>	<b>1,775.0</b>
Goods-producing industries	347.8	358.4	369.9	353.9	363.3	352.8
Services-producing industries	1,303.5	1,362.8	1,427.7	1,469.3	1,479.3	1,422.2

**Note:** North American Industry Classification System (NAICS), 2002.

**Source:** Statistics Canada, CANSIM table 282-0080.

Table 3.4 Selected services operating statistics, 2003 to 2007

	2003			2004		
	Revenue	Expenses	Profit margin	Revenue	Expenses	Profit margin
	\$ millions		%	\$ millions		%
Personal and laundry services	8,044.7	7,199.7	10.5	8,282.7	7,641.3	7.7
Personal care	3,539.9	3,142.4	11.2	3,748.8	3,503.3	6.5
Funeral	1,399.6	1,253.0	10.5	1,425.9	1,283.1	10.0
Dry cleaning and laundry	1,920.8	1,740.8	9.4	1,881.6	1,717.7	8.7
Other personal services	1,184.4	1,063.5	10.2	1,226.4	1,137.2	7.3
Management consulting	6,634.4	5,449.6	17.9	6,683.0	5,304.4	20.6
Environmental and other scientific and technical consulting services	1,908.3	1,614.7	15.4	2,022.3	1,646.1	18.6
Offices of real estate agents and brokers	7,024.5	4,583.3	34.8	7,834.1	5,132.4	34.5
Offices of real estate appraisers	505.7	412.8	18.4	577.5	477.8	17.3
Automotive equipment rental and leasing	4,639.8	4,072.2	12.2	4,839.5	4,285.7	11.4
Consumer goods rental	1,893.4	1,766.4	6.7	1,979.0	1,834.8	7.3
General rental centres	271.0	237.1	12.5	318.3	280.0	12.0
Food services and drinking places	35,260.0	34,120.7	3.2	37,366.0	35,994.3	3.7
Full-service restaurants	15,380.0	14,998.6	2.5	16,465.6	16,016.2	2.7
Limited-service eating places	14,029.5	13,480.3	3.9	14,873.1	14,177.6	4.7
Special food services	2,973.7	2,840.0	4.5	3,095.7	2,982.2	3.7
Drinking places (alcoholic beverages)	2,876.8	2,801.7	2.6	2,931.6	2,818.4	3.9
Specialized design services	2,016.8	1,816.6	9.9	2,229.9	1,975.2	11.4
Interior design	541.6	494.6	8.7	618.1	540.3	12.6
Industrial design	209.3	196.2	6.3	222.5	210.5	5.4
Graphic design	1,135.1	1,003.8	11.6	1,246.2	1,098.6	11.8
Other specialized design services	130.7	122.0	6.6	143.1	125.7	12.1
Advertising agencies	2,151.6	1,963.7	8.7	2,231.0	1,988.7	10.9
Other advertising and advertising-related services	2,583.0	2,432.4	5.8	2,781.8	2,544.4	8.5
Architectural services	1,873.1	1,573.8	16.0	1,920.3	1,620.3	15.6
Engineering services	11,044.5	9,941.9	10.0	12,147.8	10,734.8	11.6
Surveying and mapping services	1,865.4	1,703.8	8.7	1,957.6	1,783.6	8.9
Accounting, tax preparation, bookkeeping and payroll services	8,244.0	5,837.7	29.2	8,713.3	6,082.3	30.2
Employment services	5,689.1	5,491.9	3.5	6,268.9	6,033.4	3.8
Lessors of residential buildings and dwellings (except social housing projects)	18,884.1	14,843.7	21.4	20,815.1	16,471.7	20.9
Non-residential leasing	24,735.8	18,804.0	24.0	26,347.3	20,812.4	21.0
Real estate property managers	2,771.6	2,353.7	15.1	3,450.7	2,897.8	16.0

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM tables 352-0003, 352-0005, 352-0008, 352-0010, 355-0005, 359-0001, 360-0001, 360-0002, 360-0003, 360-0004, 360-0005, 360-0006, 360-0007 and 361-0001.

2005			2006			2007		
Revenue	Expenses	Profit margin	Revenue	Expenses	Profit margin	Revenue	Expenses	Profit margin
\$ millions		%	\$ millions		%	\$ millions		%
8,442.5	7,621.9	9.7	8,595.0	7,726.9	10.1	9,070.4	8,144.2	10.2
3,797.0	3,446.8	9.2	3,912.7	3,468.8	11.3	4,177.1	3,708.7	11.2
1,452.9	1,285.1	11.6	1,476.0	1,322.9	10.4	1,523.0	1,363.4	10.5
1,936.7	1,758.0	9.2	1,964.6	1,814.5	7.6	2,019.8	1,852.1	8.3
1,256.0	1,132.1	9.9	1,241.7	1,120.7	9.7	1,350.5	1,220.0	9.7
7,102.7	5,570.6	21.6	7,513.5	5,982.1	20.4	7734.2	6178.6	20.1
2,373.0	1,972.0	16.9	2,842.4	2,390.9	15.9	3647.2	3022.6	17.1
8,554.1	5,237.0	38.8	9,199.5	5,943.5	35.4	9,916.2	6,556.7	33.9
651.2	548.1	15.8	721.0	615.8	14.6	777.6	664.6	14.5
5,034.0	4,558.5	9.4	4,967.8	4,525.3	8.9	5,064.6	4,611.6	8.9
2,112.1	1,995.9	5.5	2,114.3	2,002.6	5.3	2,121.9	2,029.5	4.4
366.5	322.0	12.1	385.5	357.9	7.2	411.9	381.0	7.5
38,846.7	37,387.2	3.8	40,760.1	39,004.0	4.3	42,413.7	40,713.7	4.0
17,271.3	16,743.9	3.1	18,050.0	17,492.8	3.1	18,903.4	18,340.0	3.0
15,387.3	14,638.9	4.9	16,452.6	15,532.9	5.6	17,086.6	16,211.0	5.1
3,371.9	3,280.8	2.7	3,573.6	3,418.7	4.3	3,815.2	3,634.2	4.7
2,816.2	2,723.6	3.3	2,683.8	2,559.6	4.6	2,608.5	2,528.5	3.1
2,332.9	2,071.2	11.2	2,538.9	2,230.3	12.2	2,723.3	2,384.0	12.5
682.2	616.7	9.6	814.9	731.9	10.2	928.7	819.8	11.7
228.6	207.3	9.3	243.1	213.2	12.3	x	x	x
1,265.6	1,106.8	12.6	1,311.3	1,134.7	13.5	1,349.9	1,162.1	13.9
156.5	140.4	10.3	169.5	150.5	11.2	x	x	x
2,388.8	2,186.8	8.5	2,443.1	2,211.9	9.5	2,509.3	2,262.3	9.8
2,994.7	2,766.9	7.6	3,237.4	2,954.4	8.7	3,389.9	3,070.4	9.4
2,059.0	1,708.2	17.0	2,373.0	2,017.3	15.0	2,797.5	2,332.1	16.6
13,793.5	11,919.7	13.6	15,371.7	13,576.9	11.7	17,847.9	15,552.3	12.9
2,287.3	2,052.3	10.3	2,720.1	2,387.3	12.2	2,776.9	2,402.9	13.5
9,901.2	6,920.1	30.1	11,048.5	7,773.4	29.6	11,405.6	8,114.3	28.9
7,402.0	7,130.8	3.7	8,033.7	7,752.8	3.5	8,904.0	8,542.6	4.1
22,804.4	17,901.7	21.5	23,598.0	18,942.1	19.7	..	..	..
26,029.4	19,909.1	23.5	27,659.3	21,083.9	23.8	..	..	..
3,802.3	3,131.0	17.7	4,381.9	3,673.1	16.2	..	..	..

Table 3.5 Payroll employment, by industry, provinces and territories, 2008

	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
	number					
<b>Industrial aggregate including unclassified businesses</b>	<b>14,817,695</b>	<b>191,013</b>	<b>61,069</b>	<b>396,080</b>	<b>312,732</b>	<b>3,378,855</b>
Goods producing industries	2,873,450	32,705	9,621	62,483	58,448	669,366
Forestry, logging and support	47,615	.	.	.	x	13,430
Mining, quarrying, and oil and gas extraction	202,225	.	.	.	x	13,937
Utilities	120,145	.	.	.	.	31,116
Construction	829,561	10,966	4,295	20,916	18,766	158,346
Manufacturing	1,673,904	15,158	4,915	34,285	31,124	452,537
Services-producing industries	11,734,158	155,848	50,927	329,799	250,860	2,657,289
Trade	2,652,811	33,833	10,203	74,611	53,711	634,034
Transportation and warehousing	691,909	8,496	2,608	17,320	16,399	155,742
Information and cultural industries	326,367	3,829	.	8,690	5,994	65,368
Finance and insurance	656,395	5,943	1,788	17,388	11,802	147,084
Real estate and rental and leasing	251,959	.	742	.	.	49,066
Professional, scientific and technical services	754,536	5,733	1,742	13,131	9,270	162,401
Management of companies and enterprises	124,844	676	466	2,278	2,600	24,861
Administrative and support, waste management and remediation services	774,009	7,204	3,438	18,108	22,518	154,115
Educational services	1,135,454	19,983	x	36,429	24,972	270,977
Health care and social assistance	1,528,013	29,865	8,659	53,756	38,738	374,242
Arts, entertainment and recreation	241,916	1,620	1,397	6,028	3,897	54,792
Accommodation and food services	1,078,596	12,703	5,491	29,919	22,821	225,686
Other services (except public administration)	509,590	6,225	1,998	12,357	8,692	115,878
Public administration	1,007,760	17,501	6,699	32,682	25,965	223,044

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, CANSIM table 281-0024.



Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	Nunavut
number							
<b>5,704,709</b>	<b>562,486</b>	<b>435,300</b>	<b>1,776,624</b>	<b>1,942,693</b>	<b>19,493</b>	<b>26,172</b>	<b>10,468</b>
1,107,296	96,613	71,852	427,693	328,656	1,926	5,406	1,383
7,561	.	537	3,640	16,537	.	.	.
28,597	x	15,357	111,179	18,264	.	.	.
46,434	..	3,922	13,917	9,233	.	.	.
273,211	25,840	25,095	161,793	126,516	960	2,222	634
751,492	61,635	26,942	137,164	158,106	.	.	.
4,526,397	460,059	358,735	1,318,525	1,578,785	17,413	20,506	9,016
995,417	94,257	80,069	310,676	358,690	2,925	3,093	1,290
247,939	36,724	19,158	80,569	101,135	1,782	3,318	718
146,339	11,285	11,786	31,322	39,738	x	.	.
285,486	31,649	21,914	56,917	75,461	359	x	.
100,833	7,736	6,087	35,171	38,108	.	.	.
313,992	15,898	12,216	114,940	103,448	600	923	240
50,395	3,753	5,400	17,943	16,240	.	.	.
351,163	22,974	12,575	81,265	99,056	293	956	345
426,352	46,159	40,328	121,893	139,086	x	1,797	1,430
559,234	76,813	54,051	130,796	199,317	1,003	1,030	510
94,034	7,886	7,468	28,824	35,606	.	.	.
382,763	38,464	31,835	140,129	185,335	1,647	1,460	344
189,953	19,492	16,226	69,565	67,567	478	777	384
382,495	46,968	39,623	98,516	119,998	5,990	5,407	2,872

**Table 3.6** Subscribers to cable services, by type of service and technology, 2002 to 2007

	2002	2003	2004	2005	2006	2007
	thousands					
Subscribers to basic programming services	7,625.9	7,577.7	7,616.8	7,620.2	7,790.4	7,917.3
Subscribers to digital cable services	1,146.3	1,403.7	1,810.0	2,283.0	2,776.5	3,336.7
Subscribers to high speed Internet services by cable	1,868.8	2,363.8	2,838.3	3,381.1	3,961.7	4,534.6
Subscribers to telephone services by cable	..	..	..	211.7	927.5	1,784.9
Homes with access to cable services	11,379.2	11,695.8	11,908.9	12,119.7	12,411.1	12,572.9
Homes with access to cable services	10,256.9	10,820.5	11,177.1	11,561.1	11,851.7	12,186.2
Homes with access to high speed Internet services by cable	10,046.0	10,692.4	11,119.2	11,517.9	11,916.6	12,195.1
Homes with access to telephone services by cable	..	..	..	4,346.2	8,371.9	10,095.1
Households in licenced area	11,580.4	11,882.9	12,079.8	12,295.1	12,541.6	12,704.1

**Note:** North American Industry Classification System (NAICS), 2007.

**Source:** Statistics Canada, CANSIM table 353-0003.