

Households and consumers use a variety of service providers to meet their needs, ranging from book and newspaper publishers, to hotels and restaurants, to real estate agents and funeral homes. Service providers for businesses include advertising agencies, lawyers and accountants.

Service industries have grown more quickly than goods-producing industries in recent years. Service industries represented 71.8% of the economy in 2010, up from 68.9% in 2006 and 66.1% in 2000. The GDP of service industries for 2010 was \$890 billion, a 31.2% increase from 2000.

In 2010, 78.1% of working Canadians—13.3 million people—worked in services, an increase from the 10.9 million Canadians who worked in service industries in 2000 (74.2% of those employed).

### Women more likely to work in service industries

Women are more likely than men to work in services. In 2010, 55.2% of those employed in service industries were women. The health care and social assistance industries employed a particularly large number of women in 2010—almost 1.7 million, or 82.1% of the total number of employees in that field. Women filled a smaller portion of transportation and warehousing jobs, holding 23.6% of the jobs in that industry.

The majority of employed women (66.1% in 2010) continue to work in occupations traditionally associated with women, such as teaching, nursing and related health occupations, clerical or other administrative positions, or jobs in sales and services. In contrast, 34.2% of employed men held these types of positions. The proportion of women working in business and professional fields has increased, however, rising to 50.6% in 2010, from

38.3% in 1987. Women also represented 76.2% of doctors, dentists and other health occupations in 2010, nearly unchanged from 75.6% in 1987. Women's representation in social sciences and religion increased from 61.4% in 1987 to 71.6% in 2010. Women's total share of managerial positions also rose from 30.1% in 1987 to 36.8% in 2010.

### Service industries on the rise in Alberta

From 2000 to 2010, the GDP of service industries increased in most provinces between 24.4% and 32.7%. The exception was Alberta, where GDP from services increased by 51.2%, or \$37.7 billion over the decade. This large increase may be because services are catching up in Alberta's resource-rich economy that has traditionally been dominated by goods production. In 2000, services represented 53.0% of the GDP in Alberta; by 2010, this had increased to 61.5%.

The provinces with the largest service concentrations in 2010 were Nova Scotia (78.1%), British Columbia (77.3%), Prince Edward Island (76.9%), Ontario (75.5%) and New Brunswick (75.0%). Newfoundland and Labrador was the only province where the services GDP decreased over the decade, from 63.1%

#### To learn more about

advertising and related services, consulting services, consumer goods rental industry, engineering services, environmental goods and services, food services and drinking places, legal and accounting services, personal services, property management, real estate agents and other real estate activities, real estate rental and leasing

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in 2000 to 59.4% in 2010. This drop was likely because of the recent focus on natural resources and the goods-producing sector in that province.

## Business and professional services increasing

Business and professional services are an increasingly important part of the Canadian economy. Over the past decade, business services—such as finance and insurance, real estate and rental and leasing, and management of companies and enterprises—increased their GDP contribution the most of all the service industries. These services rose 2.5 percentage points from 18.4% in 2000 to 20.9% in 2010.

The GDP of business services as a whole was \$682.3 billion in 2010, compared with \$515.5 billion in 2000. By industry, the GDP of finance and insurance reached \$83.4 billion in 2010, compared with \$61.0 billion in 2000. The GDP of real estate and rental and leasing

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

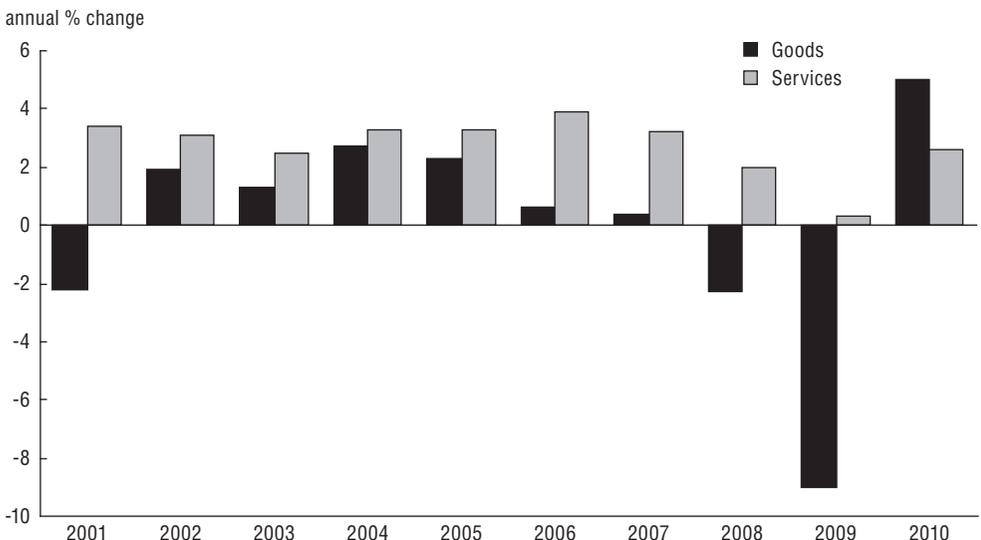
	2005	2010
\$ millions chained 2002		
Cable and other program distribution	3,244	3,769
Real estate and rental and leasing	144,065	163,966
Administrative and support, waste management and remediation services	28,555	30,541
Personal and laundry services and private household services	8,251	9,021

Source: Statistics Canada, CANSIM table 379-0027.

rose to \$164.0 billion in 2010, up from \$121.9 billion in 2000.

The economic output of professional, scientific and technical services totalled \$60.8 billion in 2010, which increased their share of the services GDP from 4.5% in 2000 to 4.9% in 2010. This was a levelling off from the growth experienced in the late 1990s. Retail trade experienced a 1.1% increase, accounting for 6.2% of the services GDP in 2010. All other service industries essentially maintained their proportion of the GDP.

**Chart 3.1**  
GDP, goods-producing industries and service industries



Source: Statistics Canada, CANSIM table 379-0027.

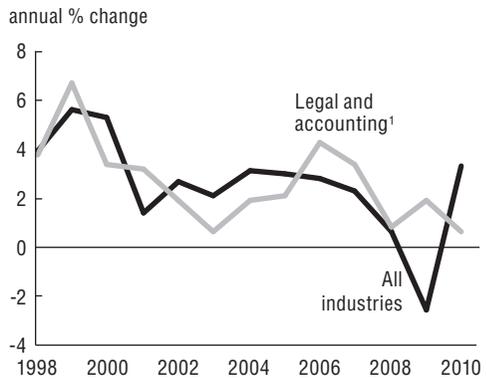
## Legal and accounting services

Although legal and accounting services were hit hard by the 2008–2009 recession, their recovery was earlier than the rest of the Canadian economy.

In 2008, legal and accounting services grew 0.1%. In 2009, however, they posted a 1.9% growth at a time when the economy was on a downward slope and GDP dropped 2.6%. In comparison, the entire professional services sector remained relatively steady throughout the economic downturn, experiencing a 0.3% decline in 2009 and a 0.6% increase in 2010. Meanwhile, the overall GDP rose 3.3% in 2010 and surpassed early-2008 levels.

In 2010, employment in legal and accounting services together accounted for 22.6% of total employment in the professional services industry, a drop from 25.4% in 1997. Average weekly earnings for all employees (including overtime) in the

**Chart 3.2**  
GDP, legal and accounting services



1. Includes tax preparation and bookkeeping services.

Source: Statistics Canada, CANSIM table 379-0027.

accounting services industry was \$1,020 in 2010, while in legal services it was \$1,140.

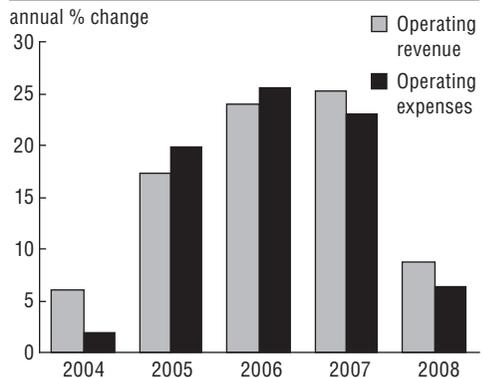
By the end of 2010, capital spending for legal and accounting services had rebounded to \$804.4 million, matching the level at the beginning of 2008.

## Environmental consulting services increase

The use of environmental consulting services has been on the rise. In 2008, Canadian businesses earned \$1.8 billion from sales of environmental services. Environmental consulting services amounted to \$1.4 billion or about 80% of this total, while site remediation and emergency environmental services accounted for the remaining \$360 million.

Operating revenues for environmental and other scientific and technical consulting services increased by 9% in 2008, compared with a 25% increase in 2007. The revenue composition for consulting services as a whole has changed in recent years—the proportion of total consulting services revenue earned by management consulting fell from 82% in 2001 to 68% in

**Chart 3.3**  
Environmental consulting services



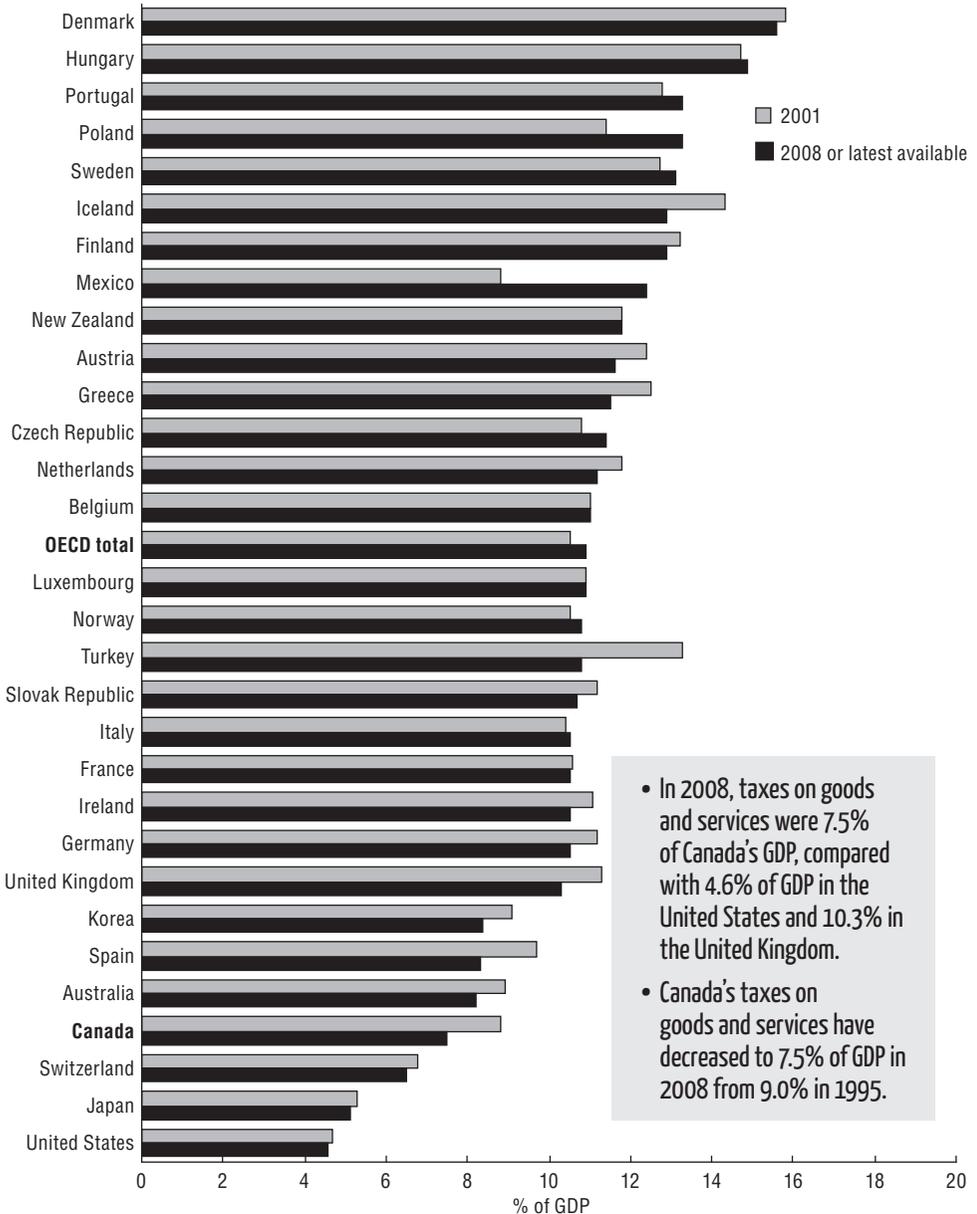
Note: Includes scientific and technical consulting services.

Source: Statistics Canada, CANSIM table 360-0001.

2008, whereas environmental and other scientific and technical consulting services increased their share from 18% to 32%.

# INTERNATIONAL perspective

**Chart 3.4**  
**Taxes on goods and services**



- In 2008, taxes on goods and services were 7.5% of Canada's GDP, compared with 4.6% of GDP in the United States and 10.3% in the United Kingdom.
- Canada's taxes on goods and services have decreased to 7.5% of GDP in 2008 from 9.0% in 1995.

**Note:** Taxes on goods and services cover all taxes levied on the production, extraction, sale, transfer, leasing or delivery of goods, and the rendering of services, or on the use of goods or permission to use goods or to perform activities. They consist mainly of value-added and sales taxes.

**Source:** Data based on OECD (2010), *OECD Factbook 2010*.

**Table 3.1 GDP of goods- and services-producing industries, by province and territory, 2005 to 2010**

	2005	2006	2007	2008	2009	2010
	\$ millions chained 2002					
<b>Canada</b>						
<b>Goods-producing industries</b>	<b>368,652</b>	<b>371,046</b>	<b>372,586</b>	<b>364,184</b>	<b>331,478</b>	<b>348,728</b>
<b>Services-producing industries</b>	<b>790,243</b>	<b>821,208</b>	<b>847,881</b>	<b>865,162</b>	<b>867,752</b>	<b>889,898</b>
<b>Newfoundland and Labrador</b>						
Goods-producing industries	7,000	7,327	8,500	8,539	6,789	7,378
Services-producing industries	9,127	9,298	9,509	9,884	10,149	10,484
<b>Prince Edward Island</b>						
Goods-producing industries	908	948	970	928	884	883
Services-producing industries	2,640	2,733	2,787	2,834	2,870	2,943
<b>Nova Scotia</b>						
Goods-producing industries	6,462	6,119	6,159	6,100	5,817	5,971
Services-producing industries	19,194	19,744	20,148	20,583	20,777	21,257
<b>New Brunswick</b>						
Goods-producing industries	5,620	5,835	5,867	5,585	5,258	5,478
Services-producing industries	14,900	15,241	15,465	15,765	16,022	16,440
<b>Quebec</b>						
Goods-producing industries	74,887	73,560	74,458	73,744	70,340	72,462
Services-producing industries	161,313	166,133	170,349	174,108	176,265	180,987
<b>Ontario</b>						
Goods-producing industries	137,882	136,251	133,318	125,069	109,582	118,795
Services-producing industries	332,911	344,411	355,491	359,862	357,618	366,799
<b>Manitoba</b>						
Goods-producing industries	9,816	10,227	10,612	10,762	10,458	10,314
Services-producing industries	25,772	26,655	27,348	27,898	28,205	28,947
<b>Saskatchewan</b>						
Goods-producing industries	15,820	14,871	15,126	16,147	14,782	15,601
Services-producing industries	21,246	21,819	22,904	23,680	23,568	24,163
<b>Alberta</b>						
Goods-producing industries	70,859	74,229	74,354	73,348	65,883	69,705
Services-producing industries	93,933	101,262	105,449	108,906	108,137	111,463
<b>British Columbia</b>						
Goods-producing industries	36,334	37,237	37,198	35,952	32,892	35,200
Services-producing industries	105,217	109,809	114,098	115,474	115,996	119,625
<b>Yukon</b>						
Goods-producing industries	181	202	236	253	278	297
Services-producing industries	1,083	1,127	1,160	1,172	1,191	1,233
<b>Northwest Territories</b>						
Goods-producing industries	1,645	1,658	1,997	1,685	1,356	1,464
Services-producing industries	1,784	1,797	1,834	1,820	1,806	1,864
<b>Nunavut</b>						
Goods-producing industries	152	159	191	259	188	348
Services-producing industries	788	808	813	840	859	885

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

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

**Table 3.2 Payroll earnings, by industry, 2006 to 2010**

	2006	2007	2008	2009	2010
	average weekly (\$)				
<b>All industries (excluding unclassified)</b>	<b>755.53</b>	<b>788.18</b>	<b>810.96</b>	<b>823.88</b>	<b>853.19</b>
Goods-producing industries	947.22	997.45	1,028.73	1,029.25	1,073.39
Forestry, logging and support	902.28	907.41	935.84	853.28	948.38
Mining and oil and gas extraction	1,325.73	1,437.44	1,528.26	1,593.18	1,705.57
Utilities	1,344.06	1,409.99	1,424.74	1,500.75	1,569.53
Construction	900.32	961.15	1,014.50	1,048.51	1,066.08
Manufacturing	904.63	940.61	949.57	917.07	960.43
Services-producing industries	705.32	735.02	757.76	777.92	803.85
Trade	583.85	598.60	612.93	628.24	648.62
Transportation and warehousing	834.70	865.11	884.79	874.81	883.32
Information and cultural industries	952.11	1,000.18	989.31	1,064.78	1,051.82
Finance and insurance	950.90	998.52	1,001.39	1,035.97	1,049.45
Real estate and rental and leasing	711.63	756.80	771.72	770.77	818.62
Professional, scientific and technical services	1,021.24	1,065.20	1,100.18	1,136.52	1,181.80
Management of companies and enterprises	1,051.24	1,090.32	1,095.37	1,152.54	1,193.01
Administrative and support, waste management and remediation services	600.98	648.97	673.07	671.62	709.46
Educational services	807.71	834.12	862.09	876.93	934.00
Health care and social assistance	687.71	705.55	743.94	770.40	786.27
Arts, entertainment and recreation	445.08	468.77	503.66	514.43	553.72
Accommodation and food services	299.73	318.40	331.11	334.81	353.93
Public administration	950.88	1,007.27	1,040.23	1,070.82	1,094.93
Other services	620.77	648.73	669.58	686.91	701.39

**Notes:** Data include overtime.

Annual number of salaried and hourly employees on payroll.

North American Industry Classification System (NAICS), 2007.

**Source:** Statistics Canada, Survey of Employment, Payrolls and Hours and CANSIM table 281-0027.

**Table 3.3 Employees, by job permanency, 2005 to 2010**

	2005	2006	2007	2008	2009	2010
	thousands					
<b>Permanent employees</b>						
<b>All industries</b>	<b>11,809.6</b>	<b>12,091.6</b>	<b>12,352.6</b>	<b>12,686.9</b>	<b>12,355.1</b>	<b>12,449.2</b>
Goods-producing industries	2,947.1	2,932.6	2,900.1	2,938.9	2,675.9	2,675.3
Services-producing industries	8,862.5	9,158.9	9,452.4	9,747.9	9,679.2	9,773.9
<b>Temporary employees</b>						
<b>All industries</b>	<b>1,792.0</b>	<b>1,819.0</b>	<b>1,841.9</b>	<b>1,777.4</b>	<b>1,769.4</b>	<b>1,922.0</b>
Goods-producing industries	369.7	353.5	362.6	352.7	338.9	373.8
Services-producing industries	1,422.3	1,465.5	1,479.3	1,424.8	1,430.5	1,548.2

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

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

**Table 3.4 Payroll employment, by industry and by province and territory, 2010**

	Canada	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick
	number				
<b>Industrial aggregate including unclassified businesses</b>	<b>14,553,534</b>	<b>192,085</b>	<b>62,782</b>	<b>392,920</b>	<b>310,459</b>
Goods-producing industries	2,618,047	29,890	10,411	59,501	56,108
Forestry, logging and support	39,374	.	.	.	x
Mining, quarrying, and oil and gas extraction	180,041	.	.	.	x
Utilities	118,616	.	.	.	..
Construction	794,209	11,769	4,640	21,194	19,059
Manufacturing	1,485,807	11,145	5,291	31,552	28,507
Services-producing industries	11,685,236	158,564	51,577	328,716	250,134
Trade	2,593,563	33,357	9,887	71,708	52,876
Transportation and warehousing	676,460	8,025	2,520	16,466	15,740
Information and cultural industries	320,316	3,571	.	7,789	4,936
Finance and insurance	671,389	6,164	1,761	17,508	12,267
Real estate and rental and leasing	242,552	.	751	.	.
Professional, scientific and technical services	741,860	6,417	1,811	13,453	9,573
Management of companies and enterprises	116,891	731	424	2,103	2,563
Administrative and support, waste management and remediation services	722,718	7,148	3,367	18,670	19,773
Educational services	1,151,367	21,166	5,112	36,023	25,438
Health care and social assistance	1,581,180	30,487	9,138	56,689	40,639
Arts, entertainment and recreation	249,242	1,872	1,523	6,138	3,737
Accommodation and food services	1,070,088	12,948	5,584	29,495	24,294
Other services (except public administration)	506,018	6,495	2,122	12,888	8,695
Public administration	1,041,592	17,843	6,769	32,574	26,188

**Notes:** Annual number of salaried and hourly employees on payroll.  
North American Industry Classification System (NAICS), 2007.

**Source:** Statistics Canada, Survey of Employment, Payrolls and Hours and CANSIM table 281-0024.

# Business, consumer and property services

Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	Nunavut
number								
<b>3,341,648</b>	<b>5,580,565</b>	<b>558,626</b>	<b>439,809</b>	<b>1,729,785</b>	<b>1,888,501</b>	<b>19,228</b>	<b>26,886</b>	<b>10,241</b>
636,771	984,468	89,411	69,516	385,413	289,316	1,636	4,668	938
12,248	4,386	.	453	3,241	13,355	.	.	.
11,800	23,228	x	14,827	102,968	13,702	.	.	.
29,151	45,566	..	3,981	14,098	10,044	.	.	.
162,925	259,090	25,432	25,274	146,869	114,449	922	1,937	649
420,647	652,198	55,030	24,982	118,236	137,766	.	.	.
2,648,582	4,507,762	460,160	364,247	1,310,044	1,556,961	17,367	21,966	9,156
625,958	973,732	90,933	79,290	305,112	343,595	2,814	2,992	1,309
148,607	246,888	34,016	17,798	83,839	97,202	1,662	3,004	692
63,507	144,654	11,504	11,646	30,246	40,627	434	.	.
146,562	299,017	33,774	21,762	57,027	74,604	349	478	.
48,813	95,869	7,720	6,030	32,896	36,131	.	.	.
163,760	306,428	16,470	12,445	108,091	101,670	569	987	187
22,534	47,629	3,582	5,350	17,842	13,939	.	.	.
146,814	323,507	21,308	12,334	75,309	92,905	359	888	335
274,868	431,202	47,956	43,191	123,796	137,925	x	2,066	x
383,530	578,971	77,927	56,043	137,324	207,617	955	1,338	522
55,764	93,965	8,712	8,232	30,963	37,733	.	.	.
224,291	375,114	39,471	32,963	138,132	184,185	1,493	1,736	383
114,724	189,684	19,552	15,827	67,814	66,468	527	848	374
228,850	401,100	47,236	41,334	101,655	122,358	6,211	6,369	3,104

**Table 3.5 Service industries, operating statistics, 2005 to 2009**

	2005			2006		
	Revenue	Expenses	Profit margin	Revenue	Expenses	Profit margin
	\$ millions		%	\$ millions		%
Personal and laundry services	8,442.5	7,621.9	9.7	8,587.4	7,718.7	10.1
Personal care	3,797.0	3,446.8	9.2	3,912.7	3,468.8	11.3
Funeral	1,452.9	1,285.1	11.6	1,476.0	1,322.9	10.4
Dry cleaning and laundry	1,936.7	1,758.0	9.2	1,956.9	1,806.3	7.7
Other personal services	1,256.0	1,132.1	9.9	1,241.7	1,120.7	9.7
Management consulting	7,102.7	5,570.6	21.6	7,786.5	6,198.7	20.4
Environmental and other scientific and technical consulting	2,373.0	1,972.0	16.9	2,939.5	2,474.5	15.8
Offices of real estate agents and brokers	8,554.1	5,237.0	38.8	9,199.5	5,943.5	35.4
Offices of real estate appraisers	651.2	548.1	15.8	721.0	615.8	14.6
Automotive equipment rental and leasing	5,034.0	4,558.5	9.4	4,967.8	4,525.3	8.9
Consumer goods rental	2,112.1	1,995.9	5.5	2,114.3	2,002.6	5.3
General rental centres	366.5	322.0	12.1	385.5	357.9	7.2
Food services and drinking places	38,846.7	37,387.2	3.8	40,782.5	39,024.4	4.3
Full-service restaurants	17,271.3	16,743.9	3.1	18,050.0	17,492.8	3.1
Limited-service eating places	15,387.3	14,638.9	4.9	16,452.6	15,532.9	5.6
Special food services	3,371.9	3,280.8	2.7	3,596.0	3,439.1	4.4
Drinking places (alcoholic beverages)	2,816.2	2,723.6	3.3	2,683.8	2,559.6	4.6
Specialized design services	2,332.9	2,071.2	11.2	2,530.5	2,225.4	12.1
Interior design	682.2	616.7	9.6	833.1	750.4	9.9
Industrial design	228.6	207.3	9.3	226.2	199.6	11.7
Graphic design	1,265.6	1,106.8	12.6	1,301.7	1,124.8	13.6
Other specialized design services	156.5	140.4	10.3	169.5	150.5	11.2
Advertising, public relations and related services	5,383.5	4,953.7	8.0	6,192.6	5,599.5	9.6
Architectural services	2,290.9	1,912.9	16.5	2,629.3	2,239.3	14.8
Engineering services	13,793.5	11,919.7	13.6	16,141.4	14,390.4	10.8
Surveying and mapping services	2,287.3	2,052.3	10.3	2,704.5	2,390.9	11.6
Accounting, tax preparation, bookkeeping and payroll services	9,901.2	6,920.1	30.1	11,048.5	7,773.4	29.6
Employment services	7,402.0	7,130.8	3.7	8,217.5	7,938.1	3.4

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

**Source:** Statistics Canada, CANSIM tables 352-0005, 352-0008, 352-0010, 352-0017, 355-0005, 359-0001, 360-0001, 360-0002, 360-0003, 360-0004, 360-0005, 360-0006, 360-0007 and 361-0001.

## Business, consumer and property services

2007			2008			2009		
Revenue	Expenses	Profit margin	Revenue	Expenses	Profit margin	Revenue	Expenses	Profit margin
\$ millions		%	\$ millions		%	\$ millions		%
9,010.1	7,991.1	11.3	9,369.4	8,385.5	10.5	9,473.5	8,474.7	10.5
4,237.3	3,756.0	11.4	4,483.9	4,032.0	10.1	4,548.6	4,081.2	10.3
1,477.6	1,235.8	16.4	1,503.7	1,290.3	14.2	1,552.5	1,337.5	13.8
2,015.0	1,844.9	8.4	2,067.1	1,872.2	9.4	2,028.7	1,814.3	10.6
1,280.2	1,154.3	9.8	1,314.7	1,191.0	9.4	1,343.7	1,241.8	7.6
8,131.6	6,478.6	20.3	8,780.9	6,886.7	21.6	8,843.0	6,894.5	22.0
3,680.6	3,043.8	17.3	4,001.8	3,237.5	19.1	3,833.0	3,168.3	17.3
9,916.2	6,556.7	33.9	9,098.0	6,625.0	27.2	9,272.0	7,186.7	22.5
777.6	664.6	14.5	716.4	573.0	20.0	676.7	538.4	20.4
5,104.8	4,685.9	8.2	5,085.1	4,665.0	8.3	4,807.5	4,388.3	8.7
2,123.0	2,030.7	4.3	2,588.7	2,406.5	7.0	2,496.8	2,292.5	8.2
412.5	381.0	7.6	437.2	386.1	11.7	441.8	412.4	6.7
42,926.0	41,222.7	4.0	45,443.9	43,440.5	4.4	45,755.3	43,712.6	4.5
19,037.6	18,479.4	2.9	20,043.1	19,378.4	3.3	19,877.9	19,187.6	3.5
17,361.8	16,461.8	5.2	18,569.6	17,510.4	5.7	19,131.8	18,083.6	5.5
3,864.3	3,703.1	4.2	4,079.1	3,915.9	4.0	3,997.7	3,786.4	5.3
2,662.4	2,578.3	3.2	2,752.0	2,635.9	4.2	2,747.9	2,654.9	3.4
2,690.7	2,356.9	12.4	2,819.4	2,459.8	12.8	2,621.2	2,326.4	11.2
936.7	826.5	11.8	1,048.6	932.6	11.1	975.0	871.9	10.6
x	x	x	236.6	206.1	12.9	236.9	228.3	3.6
1,343.2	1,156.7	13.9	1,341.9	1,150.1	14.3	1,256.4	1,094.5	12.9
x	x	x	192.3	170.9	11.1	152.8	131.8	13.8
6,454.4	5,815.4	9.9	6,825.9	6,111.4	10.5	6,773.8	6,175.5	8.8
3,082.9	2,568.0	16.7	3,398.6	2,858.0	15.9	3,306.3	2,871.1	13.2
19,719.5	17,210.9	12.7	22,301.5	19,453.8	12.8	21,441.9	19,077.4	11.0
2,747.2	2,353.3	14.3	2,798.3	2,421.3	13.5	2,231.4	2,120.2	5.0
11,325.3	8,063.9	28.8	12,495.5	8,918.2	28.6	13,150.7	9,523.5	27.6
9,108.2	8,748.9	3.9	9,323.1	8,923.3	4.3	8,656.5	8,508.7	1.7