

Calgary Economic Development

OCCUPATION REPORT (G): SALES AND SERVICE OCCUPATIONS

January 2008

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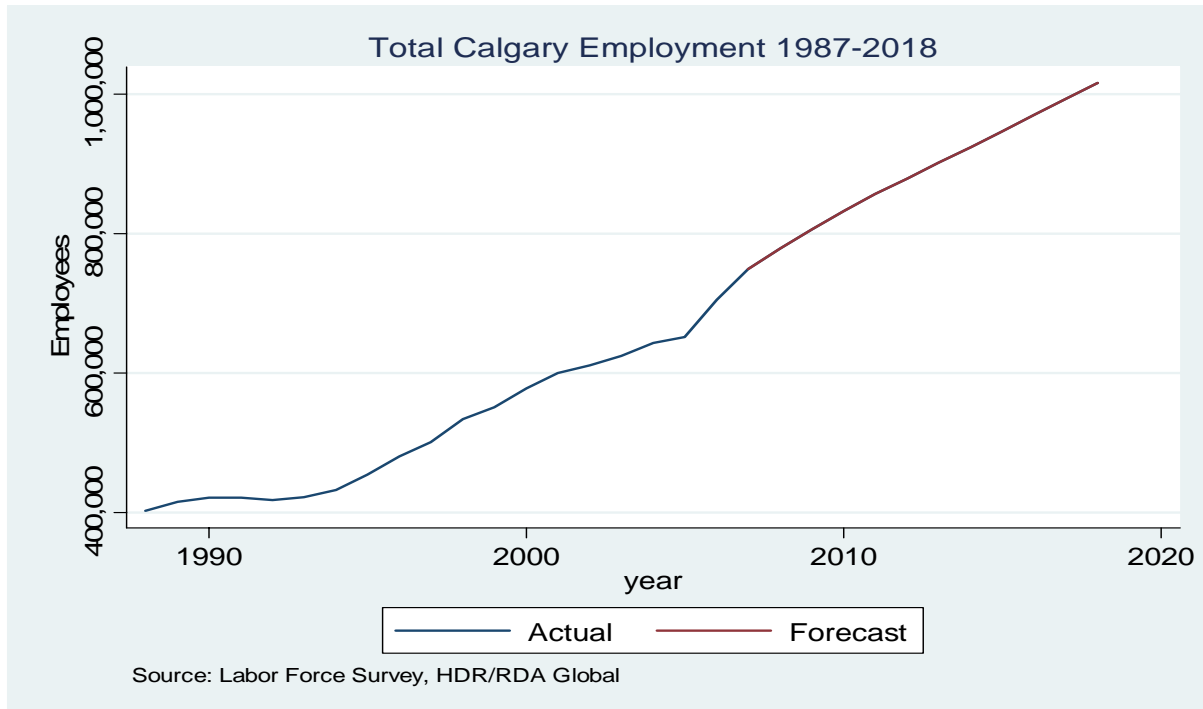
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Figure 1: Total Calgary Employment Forecast (All Industries)



The Calgary economy has seen tremendous growth in labour demand over the previous decade with employment growth reaching an all-time high of 8.1%¹ in 2006. The recent strong growth in the Calgary economy has been driven by a combination of economic factors spurring growth in specific sectors and generally throughout the Calgary economy. Energy prices are a significant driver with West Texas Intermediate oil price rising 17%² in 2006. Investment levels in major construction projects have risen significantly compared to historical levels. Housing starts have risen from 13,700³ starts in 2005 to 17,000 starts in 2006, an increase of 25%. Calgary GDP grew at 7.7% in 2006.

Recent increases in employment levels have been highest in sectors of the Calgary economy which are related to energy, in particular in the professional services sector. However, overall growth has been relatively balanced among industries with significant growth in most sectors of the economy.

As Figure 1 shows, labour demand in the Calgary Economic Region is expected to continue to grow at a healthy rate throughout the forecast, albeit at a lower, more sustainable level. The overall growth in employment in Calgary is expected to decline over the next several years settling at a more sustainable long-term employment growth rate of 2.4%, in line with historical average growth. However, this lower growth rate will continue to result in strong job creation. Over the previous ten years (1996-2006) Calgary employment increased adding 224,000 new

¹ Source: Labor Force Survey

² Source: US Energy Information Administration

³ Source for housing starts statistics and Metro GDP at basic prices was the Conference Board of Canada

jobs. Over the ten year forecast period (2007-2017) Calgary employment growth will result in the creation of an additional 244,000 new jobs. This growth in the Calgary economy will be driven by a number of factors including expectations that oil prices will remain at or near historically high levels. Energy prices are expected to be volatile in the near term, with possible spikes in prices, partially due to the declining value of the US dollar. However, for the long-term forecast, an average annual 1.7% growth rate in oil prices has been forecasted, which is consistent with conservative expectations of energy analysts⁴. Calgary GDP growth will moderate to a strong long term compound annual real growth rate of 3.8%.

Figure 2 Calgary Job Creation in Each Industry

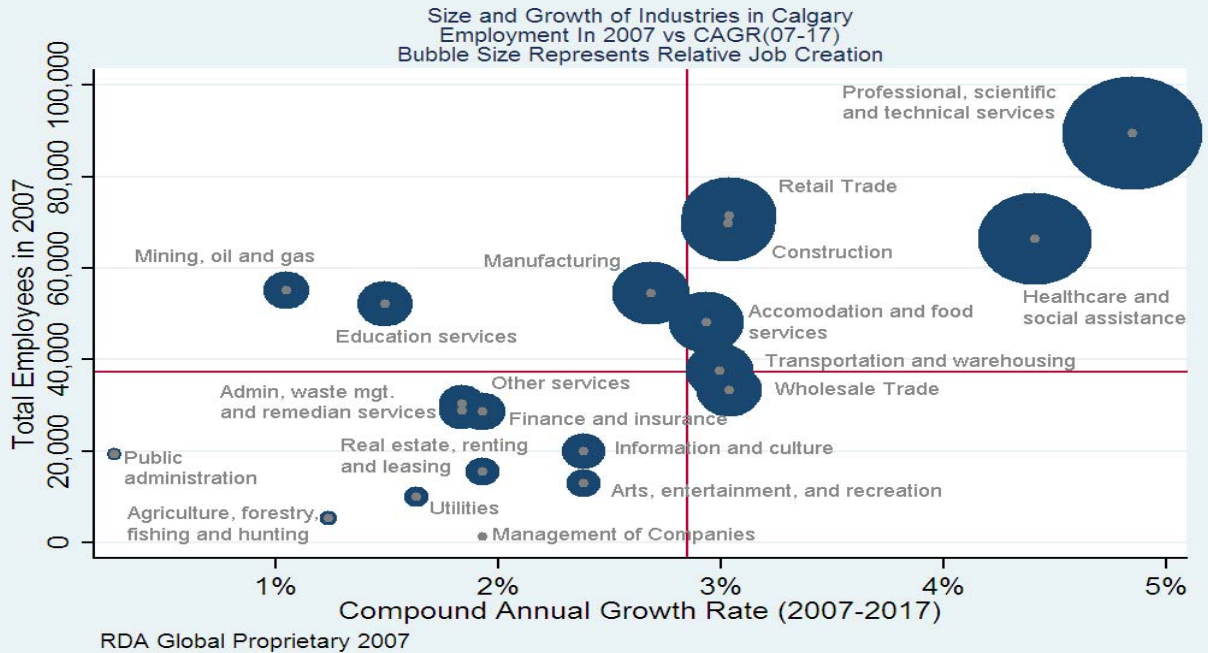


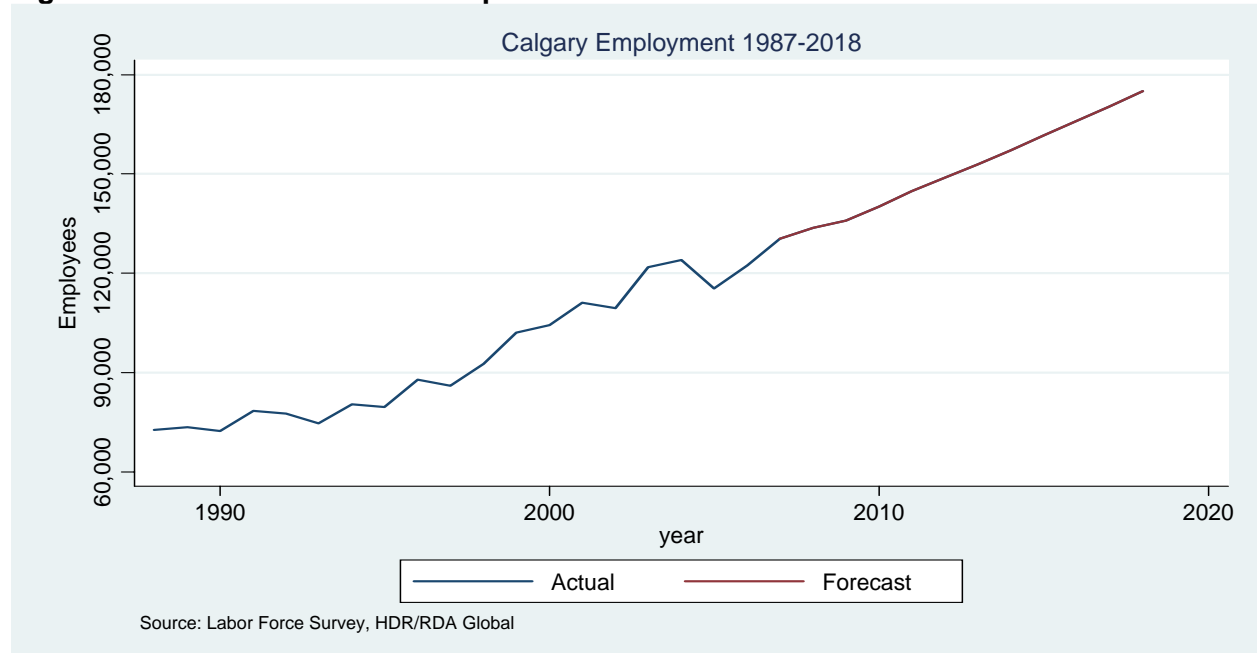
Figure 2 highlights the differences in job creation across industries in Calgary, with the larger circles representing industries with more job creations. Significant gains in employment will be somewhat distributed among economic sectors. However, there will be particularly strong expansion in the professional services sector, which is tied to continued demand for technical and engineering services in the energy sector. There will also be strong job growth in healthcare, driven by overall population growth and growth in the older segments of the population. Job expansion will also continue to be robust in retail, construction, accommodation & food services, transportation, manufacturing, and wholesale. Population growth is expected to drive up demand for education services. Most segments of the economy are expected to continue to see positive growth with employment growth rates in the 1% to 2.5% long-term growth range. However, total job creation in niche industries will be constrained by the relatively smaller size of these segments.

⁴ In development of this forecast, oil price forecasts of the Energy Information Administration and Sproule and Associates were consulted, however, final assumptions in the forecast model were based on a nominal annual growth rate of 1.7%.

SALES AND SERVICE OCCUPATIONS

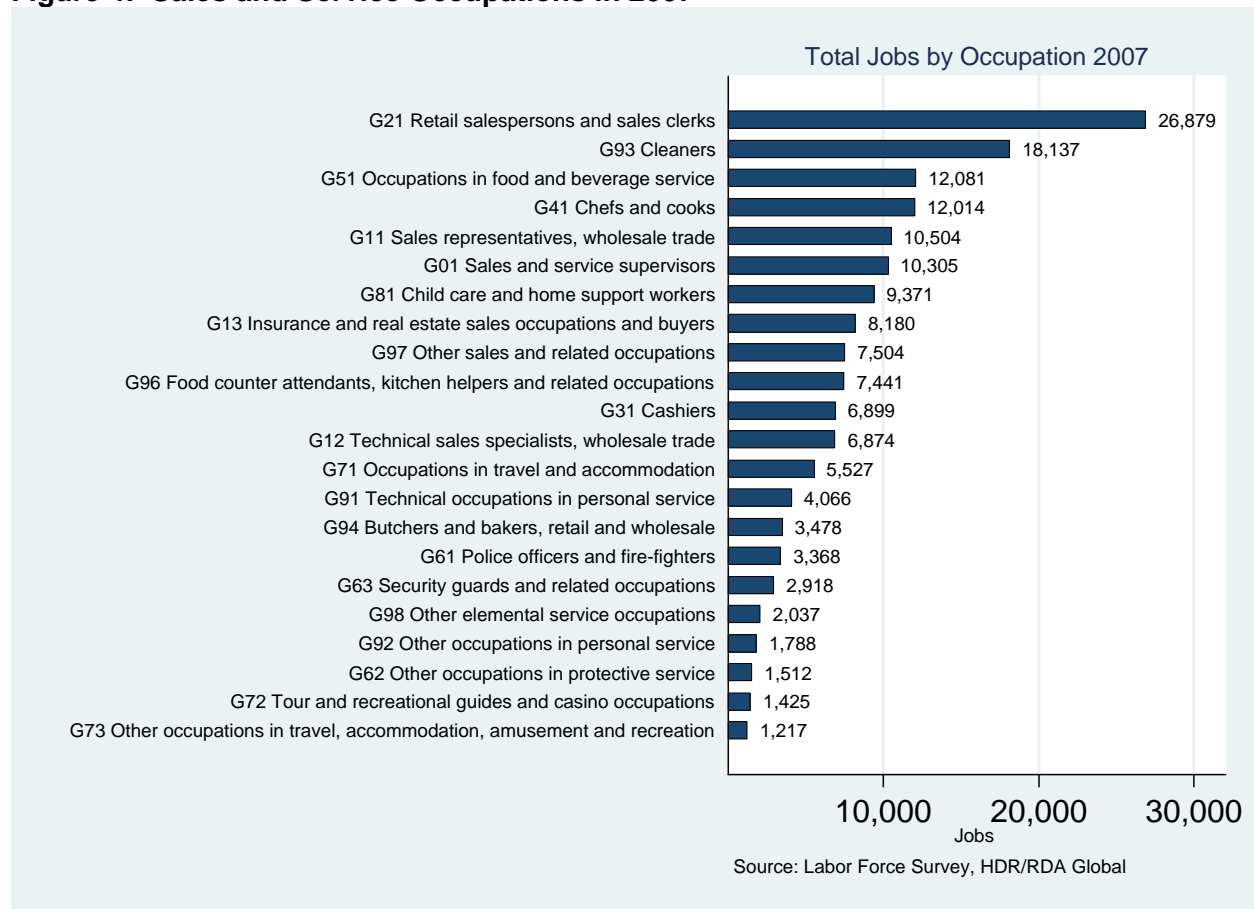
Demand for workers in sales and service occupations is expected to continue to expand at a compound annual growth rate of 2.6% over the next ten years. Though the growth rate for workers in these occupations will not be as high as the overall Calgary employment growth rate of 2.9%, demand for these jobs will result in about 48,200 new jobs being created over the forecast period.

Figure 3: Sales and Service Occupations 1987-2018



Sales and service occupations are the largest occupational category in Calgary representing about 163,500 workers in 2007. About one in every five workers in Calgary has a sales and service occupation. Historically, demand for workers in this occupational category has grown at about the same rate as employment growth in the Calgary Economic Region. Demand for these workers will be strong over the forecast period with a compound annual growth rate of 2.6%. Over 55,100 sales and service jobs were created in the 1997-2007 period and about 48,200 will be created in the 2007-2017 forecast period, making this occupation category the largest contributor to new jobs in the next ten years. By 2017, there will be demand for about 211,700 sales and service employees in Calgary.

Figure 4: Sales and Service Occupations in 2007



Of the 163,500 sales and service workers in Calgary, there are about 77,100 workers in sales occupations and about 86,400 workers in service occupations in 2007. Among the sales workers, there are about 10,300 sales and service supervisors. About one third of sales workers are wholesale, technical, insurance, real estate sales specialists, totalling about 25,600 workers in 2007. There are about 26,900 retail salespersons and clerks, about 6,900 cashiers, and about 7,500 other sales occupations. Sales workers will grow to about 100,700 workers by 2017. Growth rates will be similar among types of sales workers ranging from 2.5% to 2.9% growth, adding a total of about 23,500 workers over the forecast period. Of these new workers, about 8,400 will be retail salespersons, 7,300 will be sales specialists, 3,200 will be sales supervisors, 2,200 will be cashiers and 2,500 will be other sales workers. Table 2 contains additional detail on the outlook for sales workers.

Among the 86,400 service workers, there are about 12,000 chefs and cooks, about 12,000 food and beverage service workers, about 9,400 child care and home support workers, 8,200 travel and accommodation attendants, 7,800 protective service workers and about 37,000 other miscellaneous service workers such as cleaners, food counter attendants, butchers, bakers, etc. By the end of the forecast period there will be demand for about 111,000 of these workers. Growth rates will be in the 2.4% to 2.9% range for all categories except protective service workers which will grow at a lower rate of 2.0% growth. There will be about 24,600 new service jobs created over the forecast period. Main contributors will include 10,000 new miscellaneous service workers, about 3,900 food and beverage service workers, and about 3,900 chefs and cooks. Table 3 contains additional detail on the outlook for service workers.

Figure 5: Sales and Service Occupations Added in 2007-2017

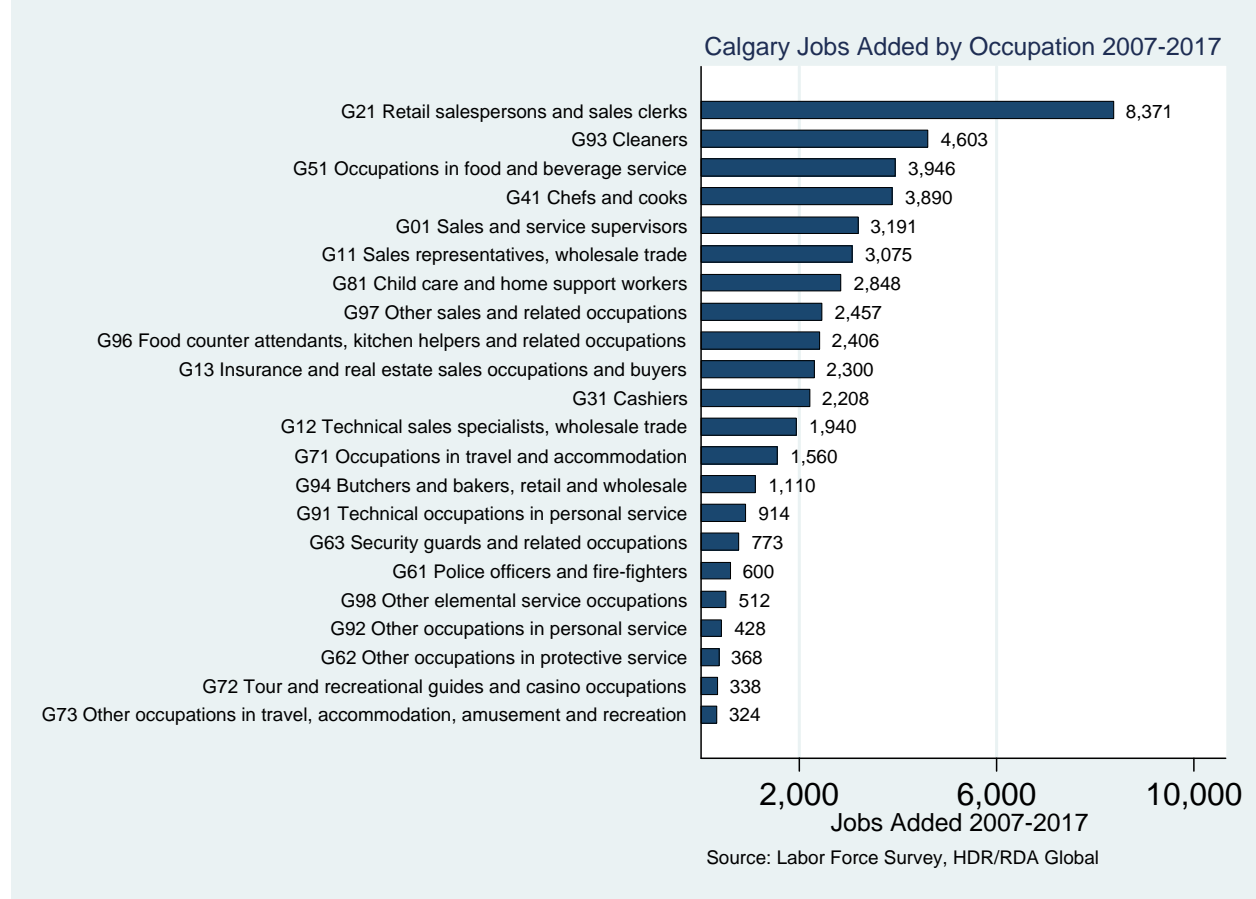


Table 1: Comparison of Job Occupation Categories in Calgary

National Occupational Classification	Total Employment				Compound Annual Growth			Jobs Added		
	1987	1997	2007	2017	1987-97	1997-07	2007-17	1987-97	1997-07	2007-17
A Management occupations	36,858	55,680	74,819	98,676	4.2%	3.0%	2.8%	18,822	19,138	23,857
B Business, finance and administration occupations	90,639	104,579	156,889	189,868	1.4%	4.1%	1.9%	13,940	52,310	32,978
C Natural and applied sciences and related occupations	39,436	51,764	86,925	128,173	2.8%	5.3%	4.0%	12,329	35,160	41,249
D Health occupations	18,121	23,096	38,007	59,079	2.5%	5.1%	4.5%	4,975	14,910	21,072
E Occupations in social science, education, government service and religion	26,756	38,502	61,698	83,847	3.7%	4.8%	3.1%	11,746	23,196	22,149
F Occupations in art, culture, recreation and sport	10,467	14,573	18,889	25,844	3.4%	2.6%	3.2%	4,106	4,316	6,955
G Sales and service occupations	88,787	108,383	163,524	211,685	2.0%	4.2%	2.6%	19,596	55,141	48,161
H Trades, transport and equipment operators and related occupations	54,521	74,654	108,860	141,739	3.2%	3.8%	2.7%	20,133	34,206	32,879
I Occupations unique to primary industry	10,779	12,465	14,111	17,751	1.5%	1.2%	2.3%	1,686	1,646	3,640
J Occupations unique to processing, manufacturing and utilities	13,435	17,002	25,646	36,636	2.4%	4.2%	3.6%	3,567	8,644	10,990
Grand Total	389,800	500,700	749,368	993,298	2.5%	4.1%	2.9%	110,900	248,668	243,930

Table 2: 10-year Forecast of Sales Occupations & Sales and Service Supervisors

National Occupational Classification	Total Employment											CAGR	Jobs Added
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2007-2017	2007-2017
G0 Sales and service supervisors	10,305	10,627	10,794	11,138	11,477	11,811	12,122	12,467	12,812	13,155	13,496	2.7%	3,191
G1 Wholesale, technical, insurance, real estate sales specialists, and retail, wholesale and grain buyers	25,558	26,339	26,457	27,375	28,224	28,967	29,602	30,419	31,247	32,064	32,872	2.5%	7,314
G2 Retail salespersons and sales clerks	26,879	27,829	28,130	29,074	29,981	30,848	31,623	32,533	33,445	34,352	35,250	2.7%	8,371
G3 Cashiers	6,899	7,138	7,264	7,495	7,725	7,954	8,168	8,404	8,639	8,874	9,106	2.8%	2,208
G97 Other sales and related occupations	7,504	7,762	7,890	8,150	8,410	8,664	8,902	9,167	9,433	9,698	9,961	2.9%	2,457
Grand Total	77,146	79,696	80,536	83,232	85,818	88,245	90,417	92,990	95,576	98,143	100,686	2.7%	23,540

Table 3: 10-Year Forecast of Service Occupations

National Occupational Classification	Total Employment											CAGR	Jobs Added
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2007-2017	2007-2017
G4 Chefs and cooks	12,014	12,404	12,662	13,073	13,483	13,886	14,269	14,680	15,090	15,499	15,904	2.8%	3,890
G5 Occupations in food and beverage service	12,081	12,457	12,731	13,139	13,551	13,959	14,352	14,771	15,190	15,609	16,027	2.9%	3,946
G6 Occupations in protective services	7,797	7,987	8,000	8,225	8,435	8,617	8,770	8,966	9,162	9,352	9,538	2.0%	1,741
G7 Occupations in travel and accommodation, including attendants in recreation and sport	8,168	8,334	8,355	8,623	8,907	9,172	9,393	9,649	9,901	10,148	10,392	2.4%	2,223
G8 Child care and home support workers	9,371	9,668	9,780	10,108	10,430	10,741	11,016	11,328	11,634	11,932	12,219	2.7%	2,848
G9 Service occupations, n.e.c.	36,947	37,818	38,238	39,405	40,539	41,616	42,581	43,683	44,777	45,858	46,919	2.4%	9,972
Grand Total	86,378	88,667	89,765	92,573	95,345	97,992	100,382	103,077	105,754	108,398	110,999	2.5%	24,621

Table 4: Sales and Service Occupations 2007-2017⁵

Rank	Occupation (4 Digit NOC)	Employees				Jobs Created	CAGR
		1987	1997	2007	2017	2007-2017	2007-2017
1	G211 Retail salespersons and sales clerks	16,856	17,224	26,879	35,250	8,371	2.7%
2	G111 Sales representatives, wholesale trade (non-technical)	4,888	5,844	10,504	13,578	3,075	2.6%
3	G513 Food and beverage servers	3,809	5,548	8,916	11,831	2,914	2.9%
4	G412 Cooks	3,879	5,462	8,774	11,624	2,851	2.9%
5	G961 Food counter attendants, kitchen helpers and related occupations	3,388	5,148	7,441	9,846	2,406	2.8%
6	G933 Janitors, caretakers and building superintendents	5,013	6,881	9,977	12,285	2,308	2.1%
7	G311 Cashiers	4,180	4,500	6,899	9,106	2,208	2.8%
8	G121 Technical sales specialists, wholesale trade	3,130	3,767	6,874	8,813	1,940	2.5%
9	G814 Babysitters, nannies and parents' helpers	3,257	3,861	5,268	7,082	1,815	3.0%
10	G931 Light duty cleaners	2,967	4,504	6,393	8,198	1,805	2.5%
11	G011 Retail trade supervisors	3,342	3,345	5,191	6,870	1,679	2.8%
12	G972 Grocery clerks and store shelf stockers	3,018	3,066	4,643	6,180	1,537	2.9%
13	G132 Real estate agents and salespersons	1,655	2,276	3,957	5,027	1,070	2.4%
14	G411 Chefs	1,416	2,030	3,240	4,280	1,040	2.8%
15	G512 Bartenders	1,176	1,705	2,743	3,637	894	2.9%
16	G911 Hairstylists and barbers	2,373	2,875	3,911	4,790	879	2.0%
17	G811 Visiting homemakers, housekeepers and related occupations	1,671	2,021	2,686	3,548	863	2.8%
18	G012 Food service supervisors	1,104	1,616	2,602	3,459	857	2.9%
19	G631 Security guards and related occupations	1,412	1,912	2,918	3,691	773	2.4%
20	G942 Bakers	1,387	1,676	2,410	3,162	753	2.8%
21	G131 Insurance agents and brokers	1,090	1,515	2,440	3,115	675	2.5%
22	G973 Other elemental sales occupations	1,135	1,312	1,946	2,559	613	2.8%
23	G711 Travel counsellors	928	1,577	2,165	2,737	572	2.4%
24	G133 Retail and wholesale buyers	902	995	1,784	2,339	556	2.7%
25	G932 Specialized cleaners	864	1,241	1,767	2,258	491	2.5%
26	G611 Police officers (except commissioned)	2,483	2,341	2,269	2,678	409	1.7%
27	G712 Pursers and flight attendants	692	983	1,268	1,631	363	2.6%
28	G941 Butchers and meat cutters, retail and wholesale	698	706	1,069	1,426	357	2.9%
29	G713 Airline sales and service agents	639	910	1,186	1,525	339	2.5%
30	G016 Other service supervisors	604	887	1,201	1,510	308	2.3%
31	G971 Service station attendants	585	593	916	1,222	306	2.9%
32	G723 Casino occupations	735	1,020	1,285	1,589	304	2.1%
33	G983 Other elemental service occupations	584	724	1,006	1,266	260	2.3%
34	G015 Cleaning supervisors	435	666	953	1,186	233	2.2%
35	G922 Estheticians, electrologists and related occupations	590	703	961	1,180	219	2.1%
36	G715 Hotel front desk clerks	299	471	694	913	219	2.8%
37	G981 Dry cleaning and laundry occupations	492	611	846	1,056	210	2.2%
38	G625 Other protective service occupations	427	490	742	950	208	2.5%
39	G612 Fire-fighters	1,192	1,126	1,099	1,290	191	1.6%
40	G732 Other attendants in accommodation and travel	283	425	603	787	184	2.7%
41	G812 Elementary and secondary school teacher assistants	783	958	1,418	1,589	171	1.1%
42	G731 Operators and attendants in amusement, recreation and sport	393	518	614	754	141	2.1%
43	G511 Maitres d'hôtel and hosts	178	261	421	559	138	2.9%
44	G923 Pet groomers and animal care workers	330	398	545	666	121	2.0%
45	G013 Executive housekeepers	151	234	345	453	108	2.8%
46	G921 Image, social and other personal consultants	164	168	259	341	82	2.8%
47	G622 Correctional service officers	375	343	337	410	73	2.0%
48	G714 Ticket agents, cargo service representatives and related clerks (except airline)	92	140	214	280	67	2.7%
49	G623 By-law enforcement and other regulatory officers, n.e.c.	257	249	264	316	52	1.8%
50	G982 Ironing, pressing and finishing occupations	111	135	185	228	43	2.1%
	Others	379	423	501	613	112	2.0%
	Total	88,787	108,383	163,524	211,685	48,161	2.6%

⁵ Note that these job creations in Table 4 capture only sales and service jobs and do not represent total job creations for all of Calgary.

SALES AND SERVICE OCCUPATIONS IN EACH INDUSTRY

Table 5: Sales and Service Jobs in Each Industry

Industry	Total Employment				Compound Annual Growth			Jobs Added		
	1987	1997	2007	2017	1987-97	1997-07	2007-17	1987-97	1997-07	2007-17
11 Agriculture, forestry, fishing and hunting	216	108	63	60	-6.7%	-5.3%	-0.4%	(108)	(45)	(3)
21 Mining and oil and gas extraction	1,040	950	1,840	1,882	-0.9%	6.8%	0.2%	(90)	890	43
22 Utilities	134	112	362	402	-1.8%	12.4%	1.0%	(22)	250	40
23 Construction	520	885	2,101	2,894	5.5%	9.0%	3.3%	365	1,216	794
31-33 Manufacturing	1,911	2,747	3,776	4,565	3.7%	3.2%	1.9%	836	1,029	789
41 Wholesale trade	6,236	6,398	11,001	14,685	0.3%	5.6%	2.9%		4,603	3,684
44-45 Retail trade	26,369	25,977	40,671	54,302	-0.1%	4.6%	2.9%	(391)	14,694	13,631
48-49 Transportation and warehousing	2,074	2,956	3,907	5,127	3.6%	2.8%	2.8%	881	952	1,220
51 Information and cultural industries	1,140	1,648	2,261	2,738	3.8%	3.2%	1.9%	508	613	477
52 Finance and insurance	1,284	1,754	2,782	3,517	3.2%	4.7%	2.4%	469	1,029	735
53 Real estate and rental and leasing	3,316	4,280	6,421	7,906	2.6%	4.1%	2.1%	964	2,141	1,485
54 Professional, scientific and technical services	730	1,118	2,680	4,207	4.4%	9.1%	4.6%	388	1,562	1,527
56 Administrative and support, waste management and remediation services	5,626	9,393	13,692	16,654	5.3%	3.8%	2.0%	3,766	4,299	2,962
61 Educational services	2,484	3,066	5,004	5,334	2.1%	5.0%	0.6%	582	1,938	330
62 Health care and social assistance	4,849	5,818	8,046	11,976	1.8%	3.3%	4.1%	969	2,228	3,930
71 Arts, entertainment and recreation	2,610	3,545	4,470	5,466	3.1%	2.3%	2.0%	935	925	996
72 Accommodation and food services	15,863	23,923	37,452	49,800	4.2%	4.6%	2.9%	8,060	13,529	12,348
81 Other services (except public administration)	7,402	8,956	12,487	14,948	1.9%	3.4%	1.8%	1,554	3,531	2,461
91 Public administration	4,983	4,748	4,508	5,222	-0.5%	-0.5%	1.5%	(235)	(240)	713
Grand Total	88,787	108,383	163,524	211,685	2.0%	4.2%	2.6%	19,596	55,141	48,161

Table 6: Ten-Year Forecast of Sales and Service Jobs in Each Industry

Industry	Annual Employment											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
11 Agriculture, forestry, fishing and hunting	74	63	65	64	65	66	65	64	63	62	61	60
21 Mining and oil and gas extraction	1,736	1,840	1,855	1,830	1,837	1,820	1,797	1,791	1,810	1,835	1,858	1,882
22 Utilities	271	362	363	366	384	385	377	371	377	385	393	402
23 Construction	1,830	2,101	2,474	2,548	2,678	2,757	2,785	2,777	2,792	2,819	2,854	2,894
31-33 Manufacturing	3,620	3,776	3,800	3,744	3,855	3,966	4,069	4,147	4,254	4,358	4,462	4,565
	10,466	11,001	11,397	11,481	11,874	12,283	12,672	13,024	13,439	13,858	14,273	14,685
41 Wholesale trade	38,693	40,671	42,259	42,933	44,320	45,721	47,126	48,447	49,915	51,385	52,849	54,302
44-45 Retail trade	4,222	3,907	3,977	3,935	4,087	4,277	4,449	4,577	4,720	4,860	4,995	5,127
48-49 Transportation and warehousing	2,245	2,261	2,291	2,248	2,321	2,381	2,444	2,488	2,554	2,616	2,678	2,738
51 Information and cultural industries	2,654	2,782	2,818	2,826	2,911	2,996	3,077	3,150	3,241	3,333	3,425	3,517
52 Finance and insurance	6,200	6,421	6,488	6,515	6,688	6,859	7,024	7,175	7,357	7,541	7,724	7,906
53 Real estate and rental and leasing	2,317	2,680	2,887	3,011	3,261	3,468	3,608	3,713	3,848	3,978	4,096	4,207
54 Professional, scientific and technical services	12,152	13,692	13,705	13,780	14,164	14,545	14,890	15,196	15,561	15,929	16,293	16,654
56 Administrative and support, waste management and remediation services	4,580	5,004	4,938	4,792	4,867	4,943	5,001	5,043	5,121	5,196	5,268	5,334
61 Educational services	7,699	8,046	8,707	8,903	9,338	9,760	10,165	10,515	10,905	11,280	11,638	11,976
62 Health care and social assistance	4,426	4,470	4,591	4,558	4,689	4,789	4,911	5,004	5,126	5,238	5,354	5,466
72 Accommodation and food services	34,591	37,452	38,669	39,566	40,847	42,134	43,399	44,618	45,912	47,209	48,506	49,800
81 Other services (except public administration)	11,056	12,487	12,441	12,593	12,905	13,210	13,503	13,775	14,071	14,366	14,659	14,948
91 Public administration	4,355	4,508	4,637	4,609	4,714	4,806	4,875	4,925	5,003	5,080	5,153	5,222
Grand Total	153,188	163,524	168,362	170,301	175,805	181,163	186,237	190,799	196,068	201,330	206,541	211,685

Most of the sales and service jobs in Calgary are in retail and accommodation and food services. By 2017, there will be demand for about 54,400 retail sales and service workers and about 49,800 accommodation & food service sales and service workers. However, every industry will have demand for new sales and service workers. Demand for these workers will grow fastest in the professional services industry (4.6% growth) and health services industry (4.0% growth).