

CANADA SERVICE ACTIVITIES

Produced by the National Atlas Information Service, Geographical Services Division, Canada Centre for Mapping, Energy, Mines and Resources Canada. Printed 1992.

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Scale 1:7 000 000 or 1 centimetre represents 75 kilometres
 Kilometres 0 75 150 225 300 375 450
 Miles 0 75 150 225 300 375 450
 Lambert Conformal Conic Projection, Standard Parallels at 49°N and 77°N.
 Modified Polyconic Projection, North of Latitude 80°.

EMPLOYMENT IN SERVICE ACTIVITIES

The service sectors, ranging from wholesale and retail trade through finance and recreation to government services, account for over 60% of Canada's total employment and 78% of recent employment growth (1971-1986). This map shows the magnitude of service activities, the intensity of service specialization, and the particular sector of service specialization. These themes are spatially represented by means of employment statistics.

The magnitude of service activity is shown as total service employment. The entire service employment in 1986 (22 million) is represented on the map. The distributional pattern underlines the considerable variation in size of urban places and the extraordinary concentration of economic activity in Canada. Toronto alone accounts for almost one-sixth of all service employment, and the six largest urban places include one half of the national total. This concentration partly reflects the distribution of population and income; it also reflects rural-urban differences, since urban centres traditionally provide services for rural areas.

The intensity of service specialization is measured by an index of specialization that uses a regression model to compare observed service employment with service employment predicted on the basis of market size, as measured by population and income per capita. Index values above or below 1.0 indicate higher or lower than expected levels of service employment, respectively. The specialization index class intervals were selected so that each would include about one-sixth of the total service employment, hence one-sixth of the total symbol area. The locations were first ranked by their index of service specialization and subsequently aggregated into sextiles. The regression model was calibrated for urban places but is also applied to residual rural areas.

By removing the effects of population and income on the concentration of service employment, the index of service specialization reveals spatial concentrations or deficits of service activities that result from intrinsic advantages or disadvantages. These advantages or disadvantages often relate to the economic and resource base of a community or to its degree of centrality or isolation. Some of the smallest urban centres display the greatest specialization. Centres with extensive agricultural hinterlands, for example, have high values; however, manufacturing or resource-based communities found in sparsely settled areas have low values. Most large centres are of average specialization. Virtually all rural areas appear in the least specialized category; exceptions are some recreation areas near the largest urban nodes.

Specialization by service sector was obtained by the same method as overall service specialization—by using a regression model to determine employment in particular service categories above the level predicted by population and income per capita. The ten locations that have the highest specialization index with respect to each of wholesale, retail, finance, government (including education and health) and recreation (including food and accommodations) services are identified by letter symbols.

The locational advantages that lie behind the overall service specialization of a place become clearer when specific service sector specialization is considered. Certain places within each region of the country have taken on special roles within the service economy. There are local distribution centres such as Dawson Creek, Swift Current, Brandon, Tillsonburg and Rivière-du-Loup.

Government centres include the seats of national or provincial government but also places like Kingston and Stander where government activities or institutions are located. Around the major cities, resort and recreation areas reveal concentrations of restaurants and accommodation employment—in the Laurentians, Muskoka, Banff-Jasper and the coast of British Columbia.

The service employment data used for the map were derived as a special tabulation from the 1986 Census of Canada. The Census data differentiates employed persons according to the type of activity carried out by their employer. The differentiating codes, described in the 1990 Standard Industrial Classification (SIC), identify the service sectors as Divisions 1 to 9 (Major Group 50 through 99). For this analysis, SIC classes were aggregated into five service sectors:

- Wholesale: Division I (Wholesale Trade Industries)
- Retail: Division J (Retail Trade Industries)
- Finance: Division K (Finance and Insurance Industries)
- Division L (Real Estate Operator and Insurance Agent Industries)
- Government: Division M (Government Service Industries)
- Division P (Health and Social Service Industries)
- Division Q (Education, Food and Beverage Service Industries)
- Recreation: Division R (Amusement and Recreational Service Industries)

The geostatistical units selected for information portrayal are the 1990 Census Metropolitan Areas (CMAs) and Census Agglomerations (CAs), considered as urban centres, as well as 227 residual areas. The residual areas include entire Census Divisions (CDs) or portions of CDs, or the rural portions of those CDs that contain an urban component. In the few instances where the rural component has less than 1 000 service employees, the unit is combined with an adjacent CD.

Map symbols for urban areas are positioned at population centres. Residual area symbols represent service employment scattered over an extensive area and should not be interpreted with the same spatial precision as the urban symbols. When the residuals of adjacent CDs are combined, symbols are located across relevant CD boundaries. One residual area symbol near Terrace, British Columbia represents four Census Divisions.

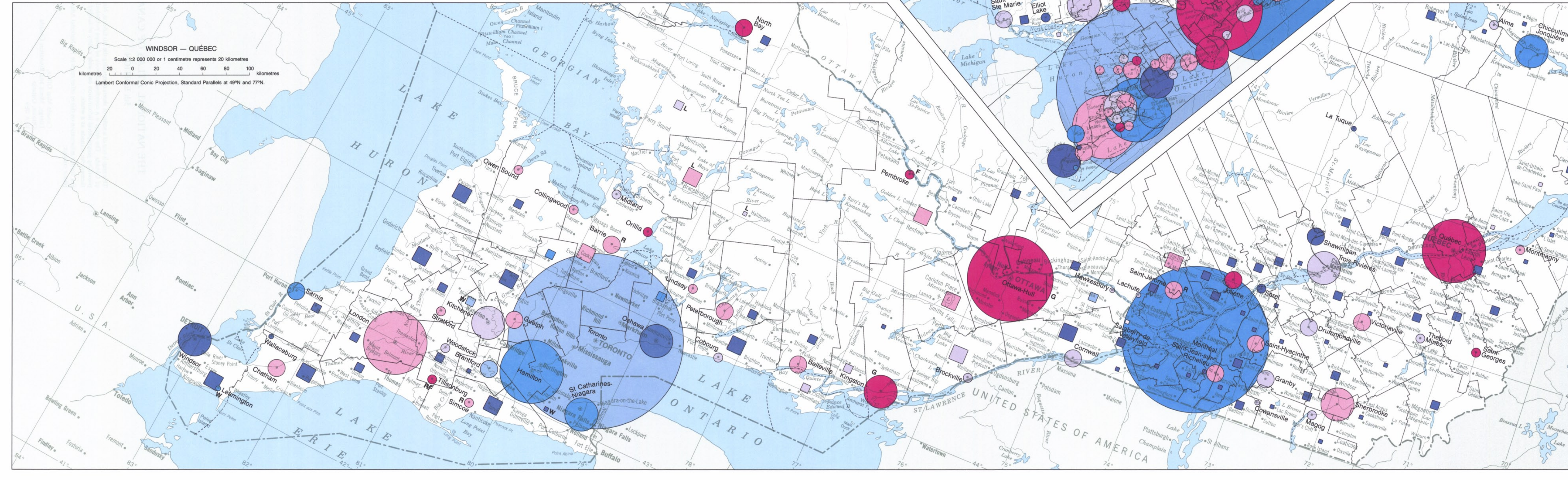
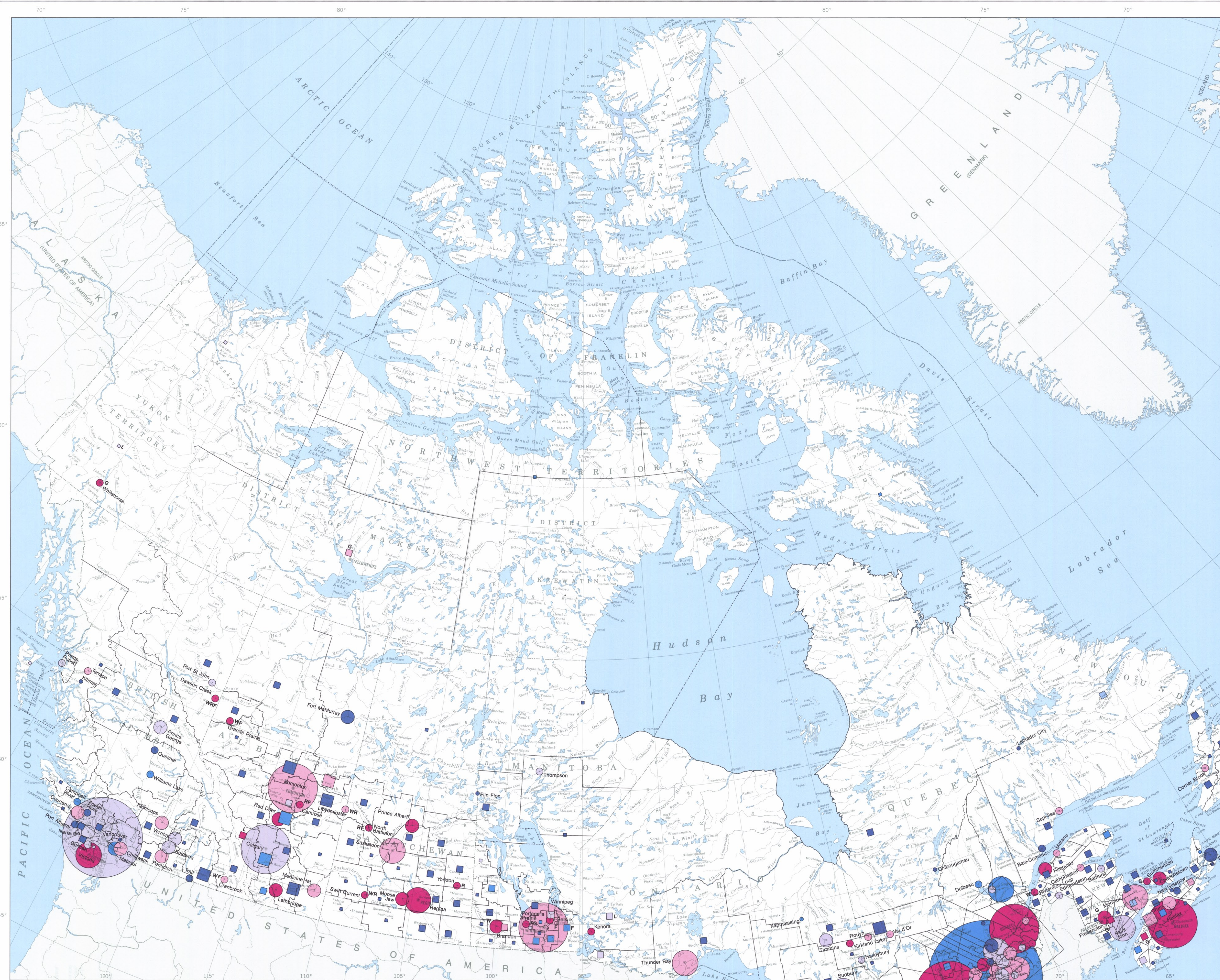
Sources: Statistics Canada, 1986, Service Employment by Standard Industrial Classification Major Group, by Census Subdivision, 1986 Census of Canada, Special Tabulation; Ottawa.

1986, Number, Aggregate and Average Income of Census Families in Private Residences, 1986 Census of Canada, Macro-Residential Base Summary, File 9600001; Ottawa.

1986, Population by Five-Year Age Groups and Sex, 1986 Census of Canada, Macro-Residential Base Summary File 9600002; Ottawa.

1990, Standard Industrial Classification, 1980, Cat. 12-500E; Ottawa.

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SERVICE EMPLOYMENT

