



THE TOURISM & HOSPITALITY WORKFORCE PROFILE IN NORTHERN BC

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The Workforce Profile

COVID-19 resulted in significant layoffs, business closures, and uncertainty regarding the short-term and longer-term impact of the pandemic on the tourism and hospitality industry's demand for and supply of labour. This report was prepared as part of a larger project undertaken by go2HR. The purpose of this project is to provide the tourism & hospitality industry with up-to-date labour market information (LMI) to enable it to monitor labour market demand and supply, and effectively plan its operations.

As part of the project, detailed profiles of the labour market have been prepared at the provincial, regional and sectoral levels. This report presents a profile of the industry workforce in the North Coast, Nechako, and Northeast Development Regions (combined to form the Northern BC Region), based on a detailed analysis of Labour Force Survey data collected monthly by Statistics Canada¹, complemented with the results of industry surveys (principally a survey of 800 employers and 262 employees in the industry conduct as part of the study) and other secondary data including Census data. Of those surveyed, 48 employers and 10 employees are in Northern BC.

The Northern BC Region

Northern BC offers visitors access to vast expanses of uninhabited wilderness and a multitude of different environments. Sightseeing opportunities, nature and wildlife viewing, cultural experiences, and outdoor activities are plentiful in Northern BC. The region is larger than California and experiences long and cold winters with significant snowfall and short summers.

Northern BC is characterized by sweeping glaciated valleys, mountain ranges with pristine glaciers, large game such as moose, elk, and grizzly bears, and raw rugged beauty that offers both mystery and adventure. Outdoor recreation activities such as heli skiing, snowmobiling, Nordic skiing, mountaineering, river rafting, horseback riding, and fishing are all popular in Northern BC. The stunning scenery on offer culminates on the coast in the Great Bear Rainforest and across the Hecate Strait on Haida Gwaii where some of the largest trees and most rugged coastline in the world exist. The people of Haida Nation have inhabited the Haida Gwaii archipelago for over 10,000 years and are one of the most recognized Indigenous groups in the world. The Haida villages of Skidegate and Masset are home to some of the oldest authentic examples of totem poles and longhouse remains on the Pacific coast, and the intimate cultural experiences available to visitors are unlike anywhere else.

The region has more than 60 provincial, national, and marine parks, and wildlife refuges that offer access to globally unique ecosystems and priceless cultural heritage treasures, highlighted by Monkman Provincial Park and Tatshenshini-Alsek Provincial Park. These parks are accessible by the world-famous Alaska Highway that stretches over 2,200 km from Dawson Creek BC to Delta Junction Alaska.

The potential for tourism to drive economic growth in Northern BC is substantial and has yet to be fully explored.

¹ Readers should be aware that the LFS is a sample survey and estimates are subject to both sampling and non-sampling errors. Sample bias increases as sample size decreases. Unless otherwise stated, all information contained in this report is based on LFS data.



The region is made up of the North Coast, Nechako and Northeastern regions. The North Coast covers 19,781 square kilometres and has a population of 55,500. The Nechako Region covers an area of 200,023 square kilometres located east of the Nechako plateau, in central BC, stretching northward to the border with the Yukon Territory. The population of the Nechako region was 39,352 in 2016. The Northeast region encompasses 202,502 square kilometres and shares a border with Alberta and the Yukon. The Northeast region had 71,836 residents in 2016. The largest towns in Northern BC are Prince George, Fort St. John, and Prince Rupert.

Source: Indigenous Tourism BC Labour Market Research – Roots to a Future – Regional Profile – Northern BC, Government of BC, 2021. <https://www.indigenousofbc.com/corporate/news/indigenous-tourism-bc-releases-labour-market-research-indigenous-tourism-labour-strategy-and-a-guide-to-wise-hr-practices/>

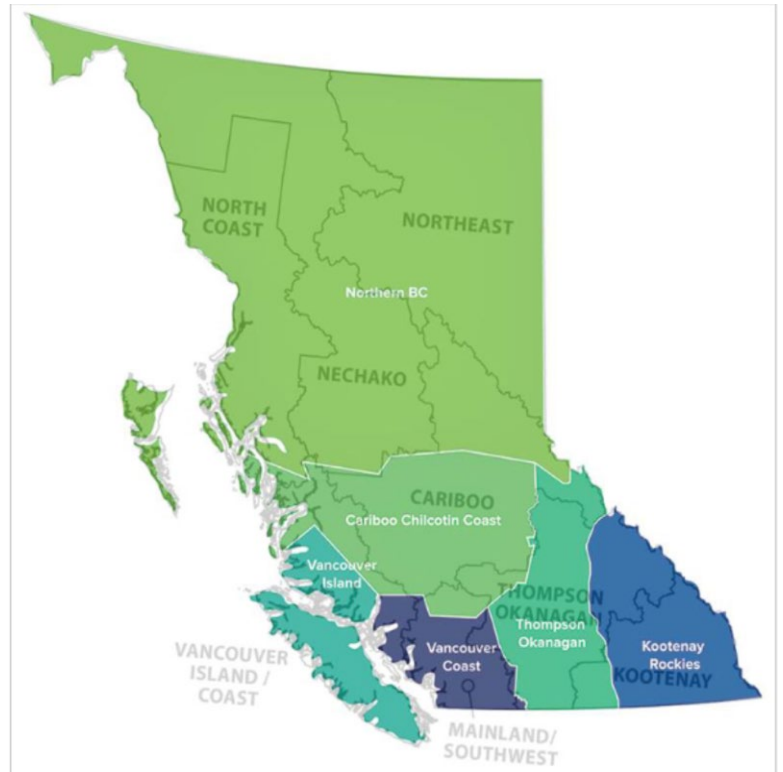
Breakdown of BC's Development and Tourism Regions

There are eight development regions in BC. However, this regional report combines the three most northerly regions, presenting data for six development regions:

- Cariboo
- Lower Mainland
- Northern BC (North Coast, Northeast, Nechako)
- Thompson Okanagan
- Kootenay
- Vancouver Island

Map of Tourism and Development Regions of British Columbia

The map to the right indicates the development regions of British Columbia (displayed in dark text) and the tourism regions of British Columbia (displayed in white text). Some of the development and tourism regions may have the same name but represent slightly different geographic areas.



As indicated in the map above, there is some commonality between the two sets of regional definitions (i.e. tourism vs development regions), however, no region aligns perfectly with their counterpart in the opposite set. For example:

- The Northern BC Tourism Region covers three development regions (North Coast, Nechako, and Northeast) and parts of the Cariboo development region. A small portion of the North Coast development region is covered by the Cariboo Tourism Region.

Characteristics of Northern BC Workforce

The tourism and hospitality industry in the Northern BC region employed approximately 8,900 people in 2021, of which 49% are employed in the food and beverage sector and 21% in the transportation and travel sector. The region accounted for 3% of the total provincial workforce (298,250), and its distribution across sectors has a higher representation of accommodation sector workers and less recreation and entertainment workers than the provincial distribution.

Table 1: Employment in the Tourism and Hospitality Industry, 2021

Sectors ²	Northern BC		British Columbia	
	#	%	#	%
Accommodation	1,604	18%	29,875	10%
Food and beverage	4,354	49%	133,938	45%
Recreation and entertainment	1,104	12%	77,854	26%
Transportation and Travel	1,875	21%	56,583	19%
Total	8,938	100%	298,250	100%

Note: The LFS data in this table are annual averages.

In the Northern BC and across BC, the Tourism and Hospitality industry accounts for approximately 11% of total employment.

Table 2: Tourism and Hospitality vs Total

Employment	Northern BC	British Columbia
Tourism Employment	8,938	298,250
Overall Employment	80,938	2,655,688
Percent Tourism of Overall Employment	11.0%	11.2%

Note: The LFS data in this table are annual averages.

The sex of the regional workforce is relatively evenly divided. The majority of the workforce (63%) is under the age of 35 and approximately 52% of workers hold a post-secondary degree or diploma.

² NAICs codes were used to define the sectors. Any business is assigned to only one NAICs code, corresponding to the industry classification from which it generates its greatest revenues. Source: North American Industry Classification System, Statistics Canada, 2017. <https://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=380372>

Table 3: Northern BC Region Tourism and Hospitality Industry Workforce Demographics, 2021

Demographics	Northern BC	
Sex	#	%
Male	4,167	47%
Female	4,771	53%
Age Group	#	%
15 to 24	2,855	32%
25 to 34	2,749	31%
35 to 44	938	10%
45 to 54	1,375	15%
55 to 64	688	8%
65 or above	333	4%
Education	#	%
Below high school	1,708	19%
High school or some post-secondary education	2,554	29%
Degree below bachelor's	2,718	30%
Bachelor's degree or Above	1,958	22%

Note: The LFS data in this table are annual averages.

Two thirds (66%) of the regional workforce is employed on a full-time basis and one third (34%) are employed part-time. Permanent workers account for 71% of the regional workforce, while 17% are seasonal, temporary, or casual workers. The average wage rate is \$21 per hour and the average hours worked per week is 32.

Table 4: Northern BC Region Tourism and Hospitality Industry Demographics, 2021

Demographics	Northern BC	
Job Status	#	%
Full-time	5,897	66%
Part-time	3,041	34%
Permanent and Seasonal³	#	%
Permanent	6,375	71%
Seasonal	417	5%
Casual	750	8%
Temporary	333	4%
Other	63	1%
N/A	1,000	11%
Avg hours worked per week per Individual	32	
Avg Hourly Wage⁴	\$21	

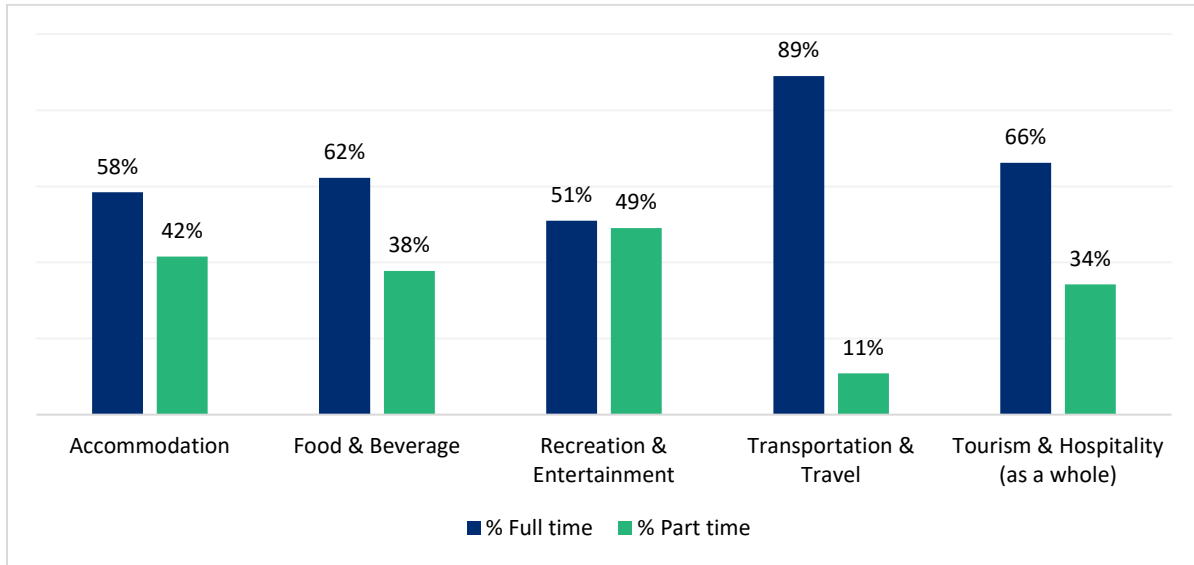
Note: The LFS data in this table are annual averages.

The transportation and travel sector has the highest percentage of full-time workers (89%) and the recreation and entertainment sector has the highest percentage of part-time workers (49%). The transportation and travel sector also has the highest percentage of permanent employees (89%), while the recreation and entertainment sector has the highest percentage of seasonal employees (29%). The transportation and travel sector has the highest concentration of male workers (79%) and the accommodation sector has the highest concentration of female workers (73%). Over half (59%) of food and beverage sector workers have a post-secondary degree or diploma, while 79% of recreation and entertainment employees do not. The recreation and entertainment sector also has the youngest workforce with 80% of its workers being under the age of 35, and the transport and travel sector is the oldest with 41% of its workers being 45 or older. Employees in the transportation and travel sector work the most hours per week at an average of 41 hours per employee and received the highest average hourly wage at \$30 per hour.

³ Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

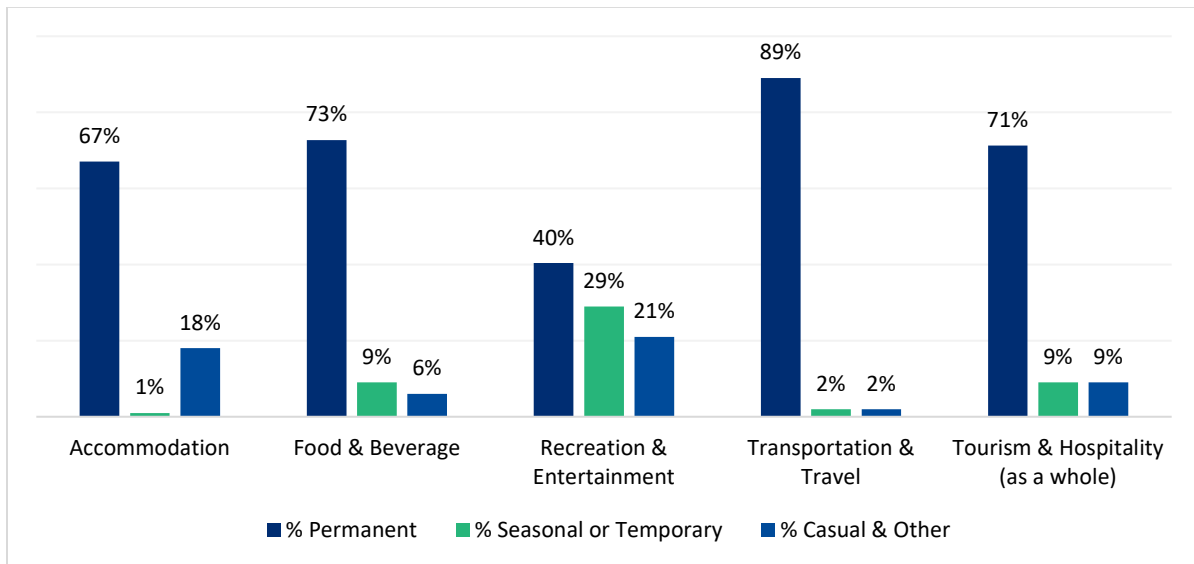
⁴ Includes tips and commissions.

Chart 1: Northern BC Region Job Status by Sector, 2021



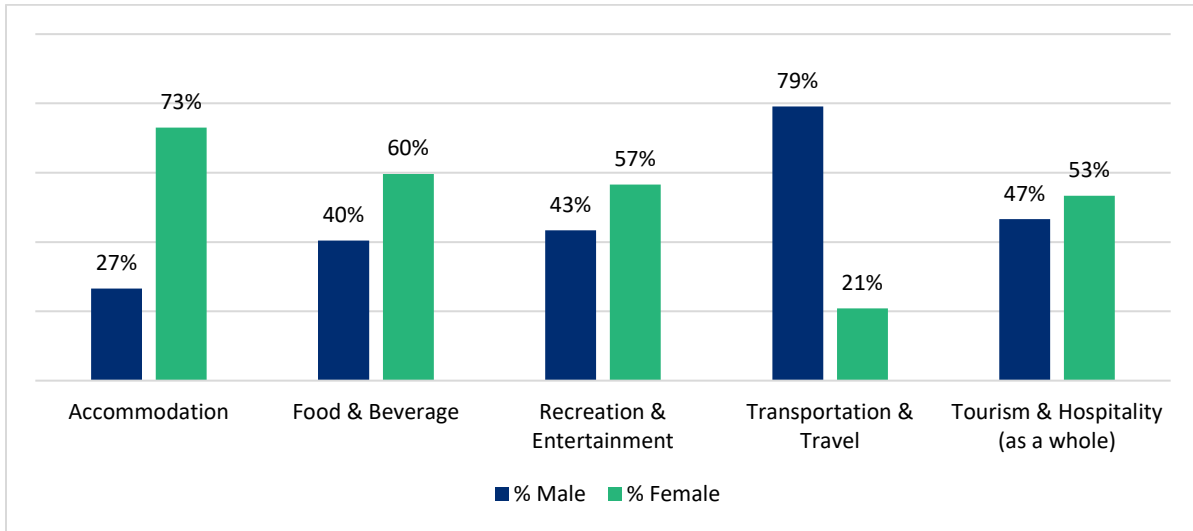
Note: The LFS data in this chart are annual averages.

Chart 2: Northern BC Region Employee Type by Sector, 2021



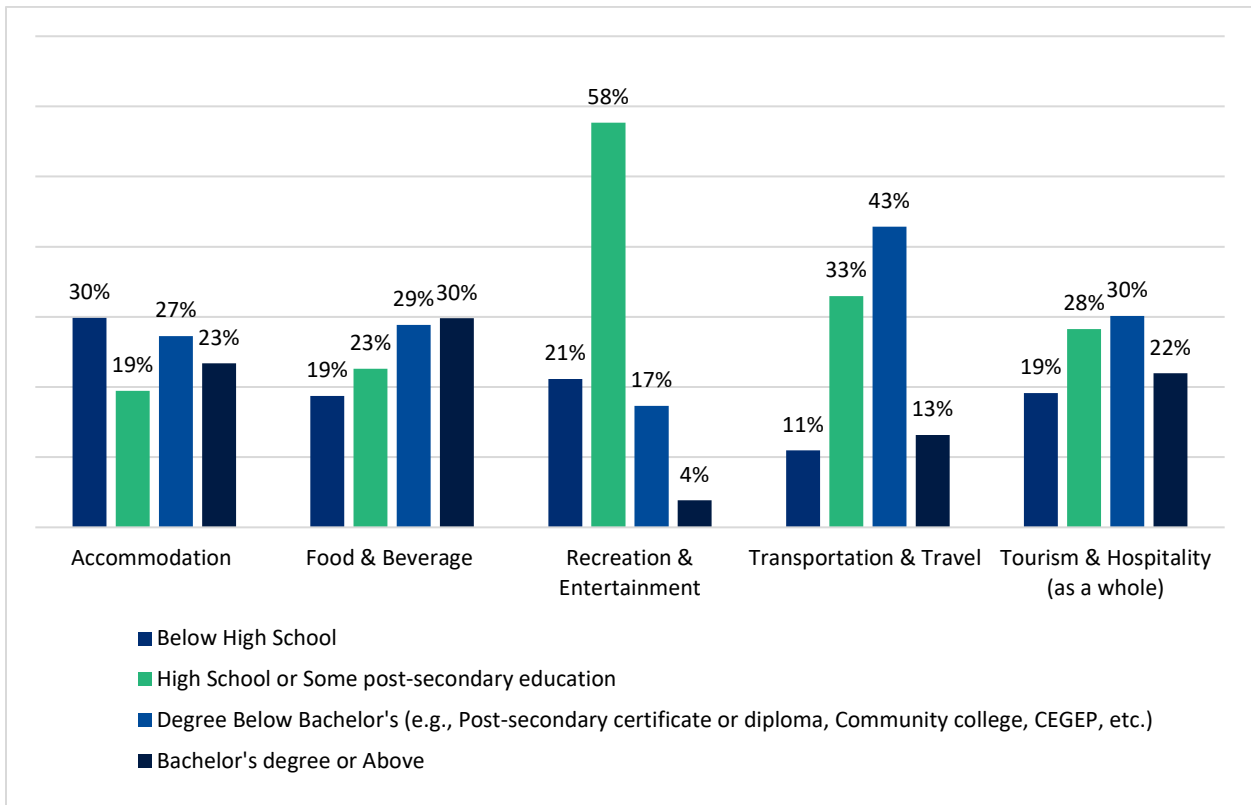
Note: The LFS data in this chart are annual averages.

Chart 3: Northern BC Region Workforce Sex by Sector, 2021



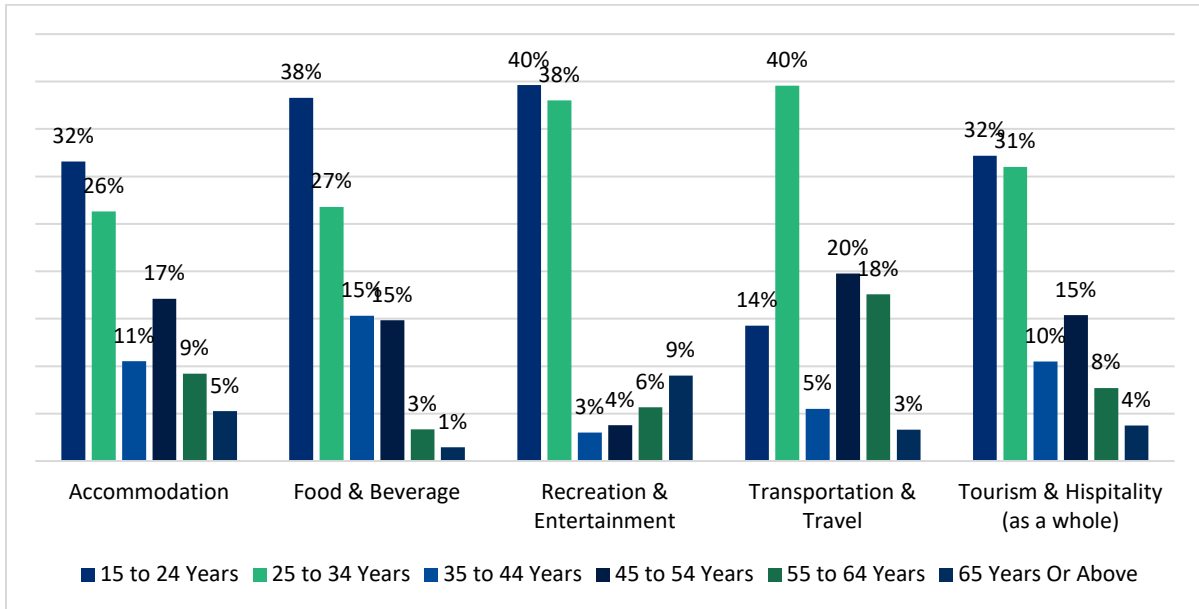
Note: The LFS data in this chart are annual averages.

Chart 4: Northern BC Region Workforce Education Level by Sector



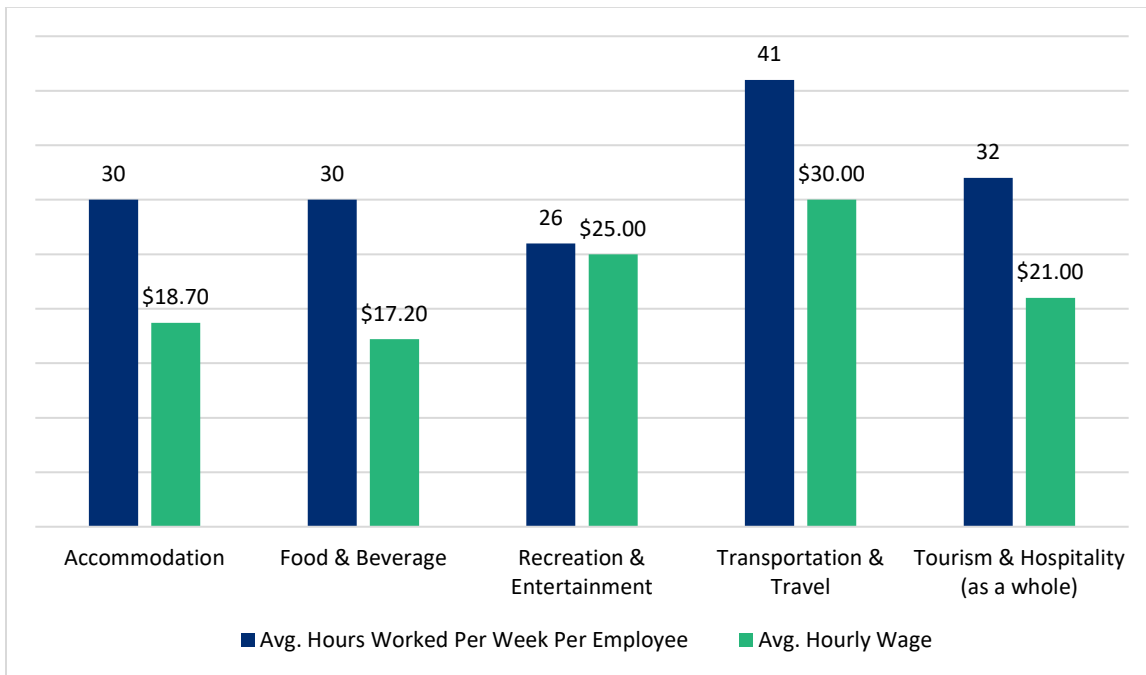
Note: The LFS data in this chart are annual averages.

Chart 5: Northern BC Region Workforce by Age Groups



Note: The LFS data in this chart are annual averages.

Chart 6: Northern BC Region Average Hours Worked and Wages by Sector, 2021



Note: Wage includes tips and commissions. The LFS data in this chart are annual averages.

According to Statistics Canada's 2016 Census, Northern BC's tourism and hospitality industry employs a significantly higher percentage of Indigenous workers (22%) than the provincial industry average (6%), and the provincial population (5%). However, the regional workforce includes less members of a visible minority (17%) compared to the provincial industry average (35%) or the provincial population (30%). Approximately 15% of the regional workforce are immigrants to Canada, with the accommodation sector employing the highest percentage of immigrants at 22% of its workforce. The regional food and beverage sector employs the highest percentage (23%) of workers whose mother tongue is not English or French.

Table 5: Ethnicity, Immigration, and Mother Tongue in the Northern BC Region Workforce. 2016

Selected Characteristics	Accommodation		Food & Beverage		Recreation & Entertainment		Transportation & Travel		Tourism & Hospitality		BC Population	
	#	%	#	%	#	%	#	%	#	%	#	%
Labour Force	1,710	100%	4,080	100%	1,315	100%	1,460	100%	8,565	100%	2,471,670	100%
Indigenous Status												
Indigenous	380	22%	905	22%	345	26%	270	19%	1,900	22%	127,890	5%
Non-Indigenous	1,330	78%	3,175	78%	970	74%	1,190	81%	6,665	78%	2,343,780	95%
Visible Minority Status												
Visible Minority	245	14%	1,065	26%	60	5%	90	6%	1,460	17%	729,580	30%
Not a Visible Minority	1,465	86%	3,015	74%	1,255	95%	1,370	94%	7,105	83%	1,742,090	70%
Immigration Status												
Non-immigrant	1,290	75%	3,045	74%	1,215	92%	1,355	93%	6,905	80%	1,679,060	68%
Immigrant	370	22%	690	17%	80	6%	105	7%	1,245	15%	741,165	30%
Non-permanent residents	50	3%	345	9%	20	2%	0	0%	415	5%	51,445	2%
Mother Tongue												
English	1,320	77%	3,100	74%	1,220	92%	1,265	87%	6,905	80%	1,704,780	69%
French	30	2%	10	0.2%	10	1%	60	4%	110	1%	33,160	1%
Non-official language	305	18%	935	23%	65	5%	115	8%	1,420	17%	681,940	28%
Other	55	3%	35	1%	20	2%	20	1%	130	2%	51,790	2%

Source: Custom Tabulation, 2016 Census, Statistics Canada.

The following table shows the industry’s leading occupations, the primary sector in which they are employed, and some of the common training or certification/education requirements. As indicated, occupations often related to the food and beverage services sector accounted for the four top occupations in the region.

Table 6: Leading Occupations in the Northern BC Region Workforce. 2021

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
631	Food service supervisors	<ul style="list-style-type: none"> ▪ Post-secondary training in restaurant management or food service admin, or; ▪ Equivalent job experience 	Food and Beverage services	1,875
671	Food counter attendants	<ul style="list-style-type: none"> ▪ On the job training 	Food and Beverage services	1,563
632	Chefs and cooks	<ul style="list-style-type: none"> ▪ Cook's trade certification ▪ Chef's Red Seal Certification 	Food and Beverage services	979
651	Occupations in food and beverage service	<ul style="list-style-type: none"> ▪ On the job training ▪ Responsible beverage service certification 	Food and Beverage services	854
525	Athletes, coaches, referees and related occupations	<ul style="list-style-type: none"> ▪ Extensive sport related training ▪ Coaching and refereeing certificates 	Recreation and Entertainment	583
652	Occupations in travel and accommodation	<ul style="list-style-type: none"> ▪ Related post-secondary diploma ▪ On the job training 	Accommodation	417
736	Train crew operating occupations	<ul style="list-style-type: none"> ▪ Applied training certificates such as the Canadian Rail Operating Rules Certificate ▪ On the job training 	Transportation and Travel services	-*
227	Transportation officers and controllers	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Industry related training and certifications 	Transportation and Travel services	-*
751	Motor vehicle and transit drivers	<ul style="list-style-type: none"> ▪ Appropriate Class driver's license ▪ Additional certifications such as First-Aid, Transportation of Dangerous Goods, and Air Brakes Endorsement 	Transportation and Travel services	-*
753	Other transport equipment operators and related maintenance workers	<ul style="list-style-type: none"> ▪ Applied training certificates such as Transport Canada certificates ▪ On the job training 	Transportation and Travel Services	-*
672	Support occupations in accommodation, travel and amusement services	<ul style="list-style-type: none"> ▪ On the job training 	Recreation and Entertainment	-*
673	Cleaners	<ul style="list-style-type: none"> ▪ On the job training 	Accommodation	-*
217	Computer and information systems professionals	<ul style="list-style-type: none"> ▪ Related post-secondary degree or diploma ▪ Industry related training and certifications 	Recreation and Entertainment	-*

NOC	Occupation Title	Certification/Training Requirements	Primary sector**	Employment
730	Trades contractors and supervisors	<ul style="list-style-type: none"> Applied certifications and training Substantial related work experience 	Transportation and Travel services	-*
661	Cashiers	<ul style="list-style-type: none"> On the job training 	Food and Beverage services	-*
731	Machinery and transportation equipment mechanics (except motor vehicle)	<ul style="list-style-type: none"> Related post-secondary diploma or certification such as a trade certification or Red Seal Certification 	Transportation and Travel services	-*
621	Retail sales supervisors	<ul style="list-style-type: none"> On the job training 	Travel and Transportation	-*
143	Financial, insurance and related administrative support workers	<ul style="list-style-type: none"> Completion of related post-secondary degree or diploma and industry certifications may be required Relevant work experience such as using a payroll systems or software may be required 	Accommodation	-*
421	Paraprofessional occupations in legal, social, community and education services	<ul style="list-style-type: none"> Related post-secondary degree or diploma Technical training or certification 	Recreation and Entertainment	-*
642	Retail salespersons	<ul style="list-style-type: none"> On the job training 	Accommodation	-*

*Note: The LFS data in this table are annual averages. *Employment counts is being suppressed due to high probability of large sampling error; **"Primary sector" indicates the sector that accounts for the largest portion of the reported employment numbers.*

The majority (66%) of the regional tourism and hospitality workforce has been employed in their current or latest job for less than five years, while 21% have been in their position for five to ten years. The average experience level of the regional tourism and hospitality workforce is less than the provincial average.

Table 7: Northern BC Region Tourism and Hospitality Workforce Experience, 2021

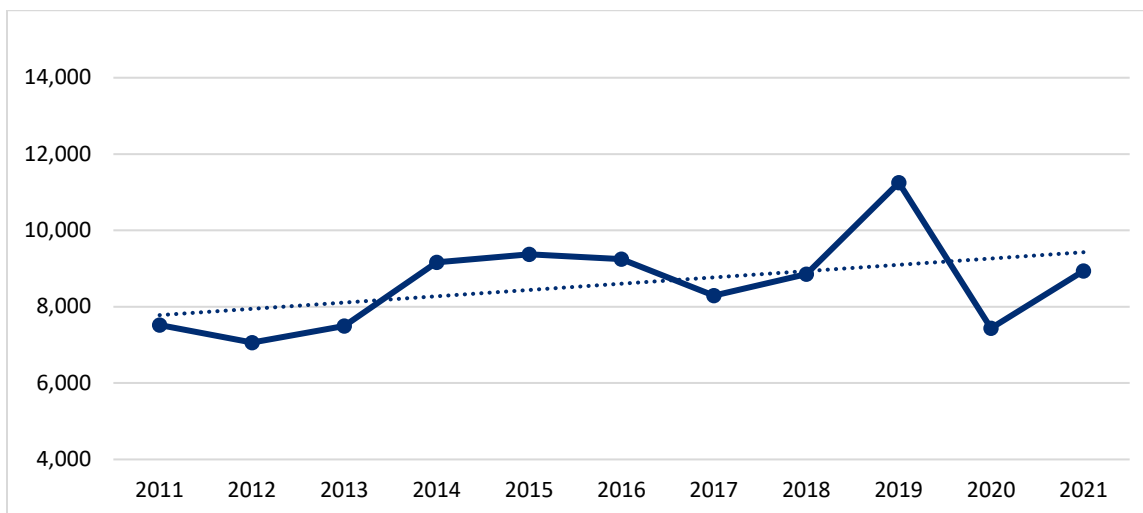
Length of Employment	Northern BC		British Columbia	
	#	%	#	%
Less than 1 year	1,698	19%	54,188	18%
2 to 4 years	4,240	47%	133,354	45%
5 to 7 years	1,104	12%	35,104	12%
8 to 10 years	793	9%	22,042	7%
11 to 15 years	625	7%	20,938	7%
16 to 20 years	167	2%	9,854	3%
over 20 years	313	4%	22,772	8%
Total	8,938	100%	298,250	100%
Avg. Length	5.7 years		7.0 years	

Note: The LFS data in this table are annual averages.

Impact of COVID-19

Industry employment in the region has trended upward from 2011 to 2019, with an average of 7,500 employees per month in 2011, and 11,250 in 2019. The compounded annual growth rate of the eight-year period from 2011 to 2019 was 5%. However, the impacts of the COVID-19 pandemic altered that trend, with an average of 7,400 employees per month in 2020 and 8,900 in 2021. The compounded annual growth rate was 2% over the ten-year period from 2011 to 2021.

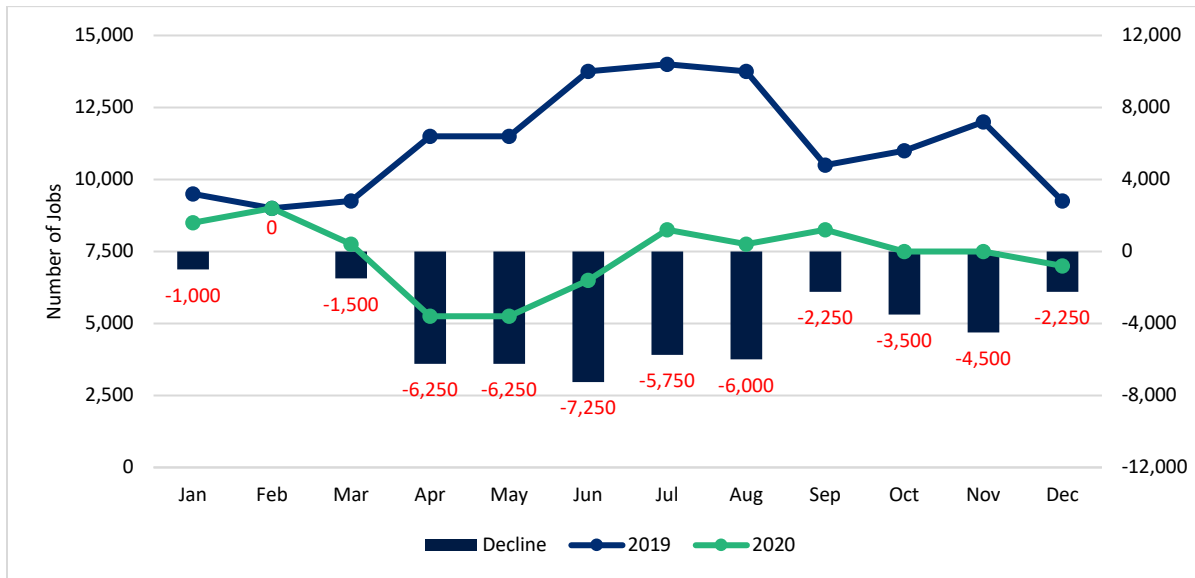
Chart 7: Northern BC Region Tourism and Hospitality Workforce, 2011 - 2021



Note: The LFS data in this chart are annual averages.

There were significantly fewer people employed in the industry in 2020 as compared to 2019, hitting a low point in June when there were 7,250 fewer employees.

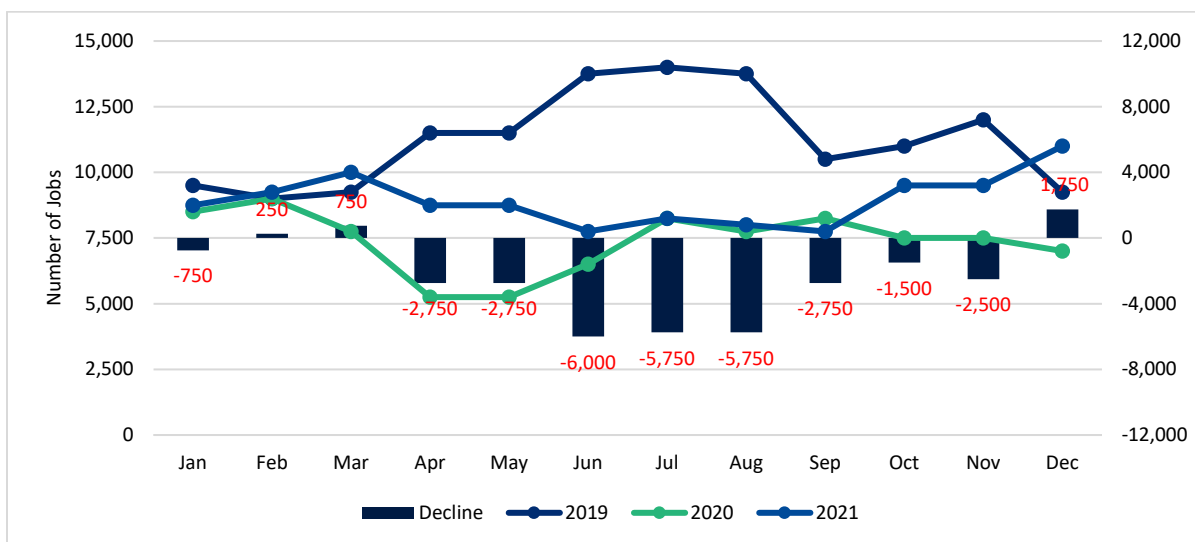
Chart 8: Northern BC Region Monthly Decline in Tourism and Hospitality Employment, 2020 vs. 2019



Note: The LFS data in this chart are monthly averages.

Employment recovered somewhat through 2021 but remained lower than or only slightly above 2019 levels for all months of the year except December when employment numbers surpassed 2019 levels by 1,750.

Chart 9: Northern BC Region Monthly Decline in Tourism and Hospitality Employment, 2021 vs. 2019



Note: The LFS data in this chart are monthly averages.

The regional tourism and hospitality industry experienced a 34% decline in employment levels between 2019 and 2020 but has recovered somewhat in 2021 to 21% below 2019 levels. The

recreation and entertainment sector experienced the largest declines in 2020 and 2021 at 44% and 51% respectively.

Table 8: Northern BC Region Change in Employment by Sector, 2019, 2020, 2021

Employment	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sector					
Accommodation	2,542	1,396	1,604	-45%	-37%
Food and Beverage	5,188	3,188	4,354	-39%	-16%
Recreation and Entertainment	2,250	1,250	1,104	-44%	-51%
Transportation and Travel	1,271	1,563	1,875	23%	48%
Total	11,250	7,375	8,938	-34%	-21%

Note: The LFS data in this table are annual averages.

Part-time jobs saw slightly larger declines than full-time jobs in 2020, falling by 36% compared to 2019 levels. Full-time jobs saw an initial decline of 34% from 2019 to 2020, but have recovered somewhat in 2021 to 20% below 2019 levels. Job losses did not impact all demographics equally, with women seeing larger declines than men, and younger workers experiencing larger job losses in 2020.

Table 9: Northern BC Region Change in Employment by Demographics, 2019, 2020, 2021

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Job Status					
Full-time	7,438 (66%)	4,938 (67%)	5,897 (66%)	-34%	-21%
Part-time	3,833 (34%)	2,458 (33%)	3,041 (34%)	-36%	-21%
Permanent and Seasonal⁵					
Permanent	8,042 (71%)	5,250 (71%)	6,375 (71%)	-35%	-21%
Seasonal	583 (5%)	313 (4%)	417 (5%)	-46%	-28%
Casual	583 (5%)	479 (6%)	750 (8%)	-18%	29%
Temporary	313 (3%)	438 (6%)	333 (4%)	40%	6%
Sex					

⁵ Permanent= indefinite employment position; Seasonal=steady work, but not for all months of the year; Casual= work only when needed or on-call; Temporary= non-permanent position.

Demographics	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Male	4,646 (41%)	3,500 (47%)	4,167 (47%)	-25%	-10%
Female	6,625 (59%)	3,896 (52%)	4,771 (53%)	-41%	-28%
Age Group					
15 to 24	4,458 (40%)	1,824 (25%)	2,855 (32%)	-59%	-36%
25 to 34	2,667 (24%)	2,468 (33%)	2,749 (31%)	-8%	3%
35 to 44	1,542 (14%)	854 (12%)	938 (10%)	-45%	-39%
45 to 54	1,083 (10%)	1,167 (16%)	1,375 (15%)	8%	27%
55 to 64	1,188 (11%)	750 (10%)	688 (8%)	-37%	-42%
65 or above	333 (3%)	333 (5%)	333 (4%)	0%	0%
Education					
Below high school	1,771 (19%)	1,146 (15%)	1,708 (19%)	-35%	-4%
High school or some post-secondary	4,729 (38%)	2,313 (31%)	2,554 (29%)	-51%	-47%
Degree below bachelor's	3,479 (29%)	3,271 (44%)	2,718 (30%)	-6%	-23%
Bachelor's degree or above	1,292 (14%)	667 (9%)	1,958 (22%)	-48%	52%

Note: The LFS data in this table are annual averages.

The recreation and entertainment sector saw the largest initial decline in average hours worked per employee, dropping 35% from 2019 to 2020, but the accommodation sector saw the largest decline in 2021, falling 14% below 2019 levels. Overall, average hours worked per employee in the sector have recovered, surpassing 2019 levels in 2021 by 3%.

Table 10: Northern BC Region Average Actual Hours Worked Per Week Per Employee

Average Hours worked	2019	2020	2021	% Change 2020 vs 2019	% Change 2021 vs 2019
Sector					
Accommodation	35	33	30	-6%	-14%
Food and Beverage	29	28	30	-3%	3%
Recreation and Entertainment	28	18	26	-35%	-7%
Transportation and Travel	38	33	41	-13%	8%
Total	31	29	32	-6%	3%

Note: The LFS data in this table are annual averages.

Average hourly wages for the regional tourism and hospitality industry increased by 20% from 2019 to 2020, and 14% from 2019 to 2021. It should be noted that the average increase in wages in some region may be attributable to two factors: (1) changes in the distribution of positions within the industry (the industry now has fewer entry level positions and, as a result, higher paid positions now account for a greater percentage of industry employment); and (2) there has been an increase in average wage per position (including entry level positions).

Table 11: Northern BC Region Average Hourly Wage by Sector

Average Hourly wage ⁶	2019	2020	2021	% Decline 2020 vs 2019	% Decline 2021 vs 2019
Sector					
Accommodation	\$18.3	\$24.0	\$18.7	31%	2%
Food and Beverage	\$14.9	\$16.0	\$17.2	7%	15%
Recreation and Entertainment	\$20.0	\$22.0	\$25.0	10%	25%
Transportation and Travel	\$33.0	\$32.0	\$30.0	-3%	-9%
Total	\$18.4	\$22.0	\$21.0	20%	14%

Note: The LFS data in this table are annual averages.

Of the 262 industry employees surveyed across British Columbia⁷, 15 were in the Northern BC and Cariboo regions⁸. Their opinions on their actual experience, motivations, and perceptions of working in the industry are summarized below.

- Employees were asked to rate their actual experience working in the sector. On a scale of 1 to 5, where 1 is not at all satisfied, 3 is somewhat satisfied and 5 is very satisfied, employees indicated an average rating of 4.3, including 47% who are very satisfied.

⁶ Includes tips and commissions

⁷ Of the 262 employee survey respondents, 246 indicated their region (82 Thompson Okanagan, 71 Lower Mainland, 44 Kootenay, 34 Vancouver Island, 15 Northern BC and Cariboo, 16 did not indicate their region).

⁸ The Cariboo and Northern BC regions were combined as their sample sizes were too small to be used individually without experiencing bias. However, even after combining the regions the small sample size may affect the reliability and validity of the findings. Their responses should be interpreted with caution.

- Relative to other industries, employees are motivated to work in the industry by their ability to do the work, the sense of fulfilment from doing the work, quality relationships with co-workers, the work setting (e.g. in a tourism area), the opportunities for advancement, the work conditions, and the lifestyle. The major concerns (demotivating aspects of the industry) are the wages, the predictability of how much work will be available, the seasonality of the work, and health & safety concerns which have increased as a result of the pandemic.
- Forty percent of employees surveyed noted that COVID-19 has reduced their interest in working in the industry. Of those surveyed, 79% are relatively optimistic regarding their future work opportunities in the industry, with 50% considering or definitely intending to make the industry a career (i.e. stay in the industry), and 29% considering staying for at least a few more years. On the other hand, 21% are relatively pessimistic, with 14% taking it year-by-year, and 7% indicating that they are staying for now but expect to return to school.

Comparison to Other Regions in BC

The following table presents the key indicators across the six tourism regions in BC.

Table 12: Key Indicators Across BC's Six Tourism Regions

Key Indicators (2021)	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenay	Cariboo	Northern BC	BC
Employment 2021	192,104	47,563	33,063	8,042	8,542	8,938	298,250
Relative Share to Regional Employment	11.2%	11.4%	11.3%	10.1%	9.9%	11.0%	11.2%
Impact on Employment* (2021 vs 2019)	-16%	-11%	-11%	-17%	-6%	-21%	-14%
Impact on Employment* (2020 vs 2019)	-16%	-19%	-28%	-9%	-16%	-34%	-18%
Avg. Hours Worked Per Week Per Employee and Avg. Hourly Wage							
Avg. Hours Worked	29	27	27	27	26	32	28
Avg. Hourly Wage	\$24	\$22	\$23	\$20	\$20	\$21	\$24
Length of Employment of Current or Latest Job							
Less than 1 year	18%	18%	18%	25%	18%	19%	18%
2 to 4 years	45%	44%	42%	45%	52%	47%	45%
5 to 10 years	19%	18%	25%	15%	21%	21%	19%
Over 10 years	18%	19%	15%	16%	10%	13%	18%
Avg. Length in years	7.1	7.8	6.1	6.2	5.5	5.7	7.0
Job Status							
% Full-time Workers	64%	58%	61%	59%	55%	66%	62%
% Permanent Workers	68%	73%	76%	69%	79%	71%	70%
Age Group							
15 to 24 years	25%	30%	32%	37%	43%	32%	28%

Key Indicators (2021)	Lower Mainland	Vancouver Island	Thompson Okanagan	Kootenay	Cariboo	Northern BC	BC
25 to 34 years	22%	18%	24%	22%	25%	31%	22%
35 to 44 years	18%	15%	16%	11%	13%	10%	17%
45 to 54 years	16%	13%	16%	13%	11%	15%	15%
55 to 64 years	14%	17%	8%	9%	7%	8%	14%
Over 64 years	4%	7%	4%	7%	1%	4%	4%
Sex and Education							
% Female	47%	46%	46%	60%	59%	53%	48%
% Bachelor's degree or above	29%	20%	19%	21%	6%	22%	25%
Ethnicity and Immigration** (2016 Census)							
% Indigenous	3%	8%	9%	7%	16%	22%	6%
% Visible Minority	46%	15%	13%	8%	13%	17%	35%
% Immigrant	40%	17%	14%	11%	13%	15%	31%
Mother Tongue** (2016 Census)							
% English	56%	83%	85%	88%	84%	80%	67%
% French	1%	2%	2%	1%	1%	1%	1%
% Non-official language	40%	14%	12%	10%	14%	17%	30%
Industry Satisfaction and Perception***							
Employee Satisfaction Rating	4.2	3.8	3.8	4.1	4.3	4.3	4.0
Covid-19 Impacted their Interest	58%	64%	60%	67%	40%	40%	60%
% Considering or definitely intend to make the industry a career	31%	39%	23%	31%	50%	50%	30%
% Considering staying for at least a few more years	29%	19%	22%	21%	29%	29%	25%

Note: The LFS data in this table are annual averages. **"Impact on Employment" indicates the percentage change in employment numbers between a normal year and a pandemic year; **Sourced from 2016 Census, Statistics Canada; ***The Cariboo and Northern BC regions were combined as their sample sizes were too small to be used

individually without experiencing bias. However, even after combining the regions the small sample size may affect the reliability and validity of the findings. Their responses should be interpreted with caution.



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