



CANADIAN TOURISM  
HUMAN RESOURCE  
COUNCIL

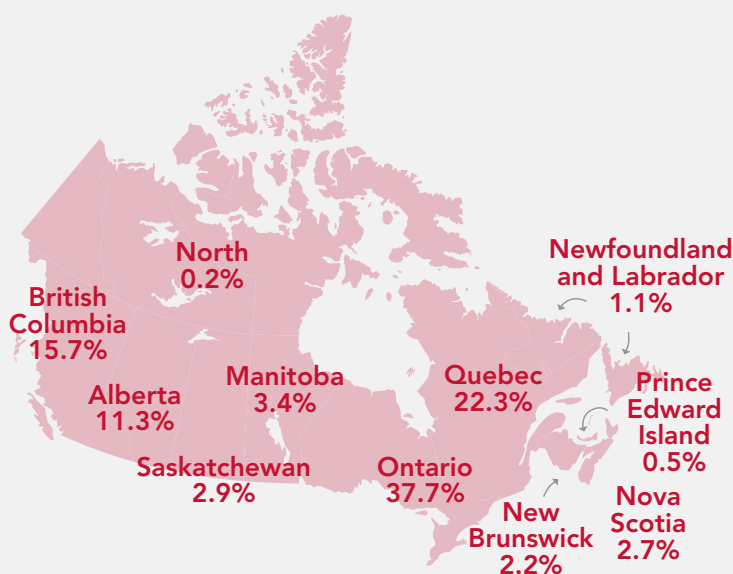
# FOOD & BEVERAGE SERVICES

## DEMOGRAPHIC PROFILE OF TOURISM SECTOR EMPLOYEES

The food and beverage services industry group is comprised of full-service restaurants, limited-service eating places, and drinking places (alcoholic beverages). With a total labour force of 793,380 people, it accounted for 47.9% of total tourism sector employment in 2006.

Sixty percent of the labour force within food and beverage services was employed in Ontario (37.7%) and Quebec (22.3%). Businesses in this industry are primarily small with more than three-quarters (76.2%) employing fewer than 20 people. Furthermore, almost four in ten (37.2%) employed 1 to 4 people, compared to 43.9% of tourism sector businesses overall. Although this industry group accounted for the greatest share of tourism employment, only 2.6% of employees are unionized, the smallest share in the sector.

### PEOPLE EMPLOYED IN THE FOOD & BEVERAGE SERVICES INDUSTRY GROUP BY PROVINCE



SOURCE: Canadian Census 2006, Customized tabulation.

### OCCUPATIONS IN THE FOOD & BEVERAGE SERVICES INDUSTRY

The top ten occupations (in terms of absolute size) listed in the following table represent 93.6% of all employment in the food & beverage services industry group.

NOC-S 2006	Occupations in the Food & Beverage Services Industry Group	Total Tourism Sector Employment	Employed in Food & Beverage Services	% of Food & Beverage Services Labour Force
G961	Food Counter Attendants and Kitchen Helpers	225,535	209,965	26.5%
G513	Food and Beverage Servers	177,880	156,100	19.7%
G412	Cooks	140,370	133,290	16.8%
A221	Restaurant and Food Service Managers	91,105	86,750	10.9%
G311	Cashiers	57,770	45,305	5.7%
G512	Bartenders	36,185	30,765	3.9%
G411	Chefs	31,910	28,515	3.6%
G012	Food Service Supervisors	28,580	27,195	3.4%
G511	Maîtres d'Hôtel and Hosts/Hostesses	18,325	16,340	2.1%
G942	Bakers	8,385	8,020	1.0%
	<i>Subtotal</i>	816,045	742,245	93.6%
	All other tourism occupations	840,895	51,135	6.4%
	<b>TOTAL EMPLOYMENT</b>	<b>1,656,940</b>	<b>793,380</b>	<b>100.0%</b>

SOURCE: Canadian Census 2006, Customized tabulation.

## DEMOGRAPHIC FAST FACTS:

A larger proportion of women work in this industry group (59.6%) than in the tourism sector labour force overall (52.3%).

The majority (48.1%) are younger workers between the age of 15-24 years.

Almost half (48.9%) work part-time, compared to 38.6% of the tourism sector and 22.4% of the Canadian labour force.

One-quarter of food and beverage services employees were born outside of Canada.

Almost four out of ten (38.6%) workers attend school. This proportion is more than double that seen in the Canadian labour force overall (16.7%).

Due to the large proportion of young workers, 70.7% of people working in this industry group had a high school certificate or less.

Many occupations in food & beverage services have seen an increase in the share of older workers since the last Census.

## DEMOGRAPHIC CHARACTERISTICS OF PEOPLE EMPLOYED IN FOOD & BEVERAGE SERVICES

	Canadian Labour Force	Tourism Sector	Food & Beverage Services Industry Group
<b>GENDER</b>			
Female	47.4%	52.3%	59.6%
Male	52.6%	47.7%	40.4%
<b>AGE</b>			
15-24 years old	15.0%	32.8%	48.1%
25-34 years old	19.9%	18.5%	17.8%
35-44 years old	24.6%	18.6%	14.8%
45 years and older	40.5%	30.2%	19.2%
<b>WORK PATTERNS*</b>			
Full-Time / Full-Year	53.7%	36.8%	31.0%
Full-Time / Part-Year	24.0%	24.6%	20.1%
Part-Time / Full-Year	8.0%	11.5%	15.6%
Part-Time / Part-Year	14.4%	27.1%	33.3%
Total Full-Time	77.7%	61.4%	51.1%
Total Part-Time	22.4%	38.6%	48.9%
Total Seasonal (Part-Year)	38.4%	51.7%	53.4%
Total Year-Round	61.7%	48.3%	46.6%
<b>PLACE OF BIRTH</b>			
Born in Canada	77.9%	76.3%	74.8%
Born outside of Canada	22.1%	23.7%	25.2%
<b>MOTHER TONGUE</b>			
English	58.0%	58.7%	56.1%
French	21.9%	19.1%	18.7%
Other Language	20.1%	22.1%	25.2%
<b>EQUITY GROUPS</b>			
Visible minorities	15.1%	18.8%	22.7%
Aboriginal Peoples	2.8%	3.2%	3.1%
Disabled persons	11.8%	11.5%	10.3%
<b>SCHOOL ATTENDANCE</b>			
Attended school (in 2005-06)	16.7%	28.4%	38.6%
Did not attend school (in 2005-06)	83.3%	71.6%	61.4%
<b>EDUCATION LEVELS</b>			
No certificate, diploma or degree	14.5%	23.3%	31.9%
High school or equivalent	26.1%	34.6%	38.8%
Apprenticeship/trades/College/CEGEP certificate/diploma	32.4%	25.9%	19.2%
University below bachelor level	4.8%	3.9%	2.8%
University certificate or degree	22.3%	12.3%	7.2%

SOURCE: Canadian Census 2006, Customized tabulation.

\* Data is for the employed labour force as of Census Day: May 16, 2006. Figures may not equal 100% due to rounding.

## ABOUT THIS STUDY

The "Demographic Profile of Tourism Sector Employees" report is produced every five years as new Census data is made available. This summary was developed using specialized tabulations from the 2006 Census and offers employment and demographic statistics for the industry groups within the tourism sector.

The detailed "Demographic Profile of Tourism Sector Employees" report as well as regional, occupational and industrial summary documents are available on the CTHRC website: [www.cthrc.ca](http://www.cthrc.ca)

For more information, contact: [research@cthrc.ca](mailto:research@cthrc.ca)

**Canada**

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