



## UNIT 2, LESSON 4: PEOPLE AND INDUSTRY

Suggested time: 60 minutes

### What's important in this lesson:

1. You will investigate the three (3) types of industry and discover which category employs most Canadians.
2. You will sort a number of different jobs into the three (3) categories.
3. You will also discover the factors that influence where industries locate and apply your knowledge to a specific business.
4. Finally, you will investigate patterns of transportation and manufacturing in Canada.

### Complete these steps:

1. Read the information given and complete the exercises on **Handout #1: People and Industry**.
2. Use the information given in **Handout #2: Factors Influencing the Location of Industry** to predict location factors a greenhouse operator would need to consider in deciding upon a location to set up. Read the map given and use a map of Manufacturing in Canada from *Making Connections* (page 354) or *Oxford School Atlas* (page 24) to complete the remaining questions on the handout.
3. Get the **Answer Key** from your teacher and check your answers. Make any corrections in a different coloured pen or pencil.

### Hand-in the following to your teacher:

1. Your completed and corrected handouts.

### Questions for the teacher:



## PEOPLE AND INDUSTRY

### Types of Industry

When geographers talk about *industries*, we are talking about the many ways that people earn a living and the many jobs that they have. Because of the wide variety of industries that exist, we group industries into three (3) main categories: *primary industry, secondary industry and tertiary industry*.

**Primary industry** refers to industry involved in obtaining raw materials (resources) from the natural environment, such as farming, fishing, mining and forestry. Primary industries need to be located where the resources are found. Historically, many Canadians worked in primary industry: the nation was settled by people who farmed the land, fished, or hunted and trapped. However, with changes in technology, there are fewer people now employed in primary industry than in either of the other two types of industry.

**Secondary Industry** refers to industry involved in processing (manufacturing) raw materials into finished products, including the cars we drive, the homes we live in and the power we use to heat them. Manufacturing often requires more than one stage of processing. **Primary manufacturing** is the first stage of manufacturing where raw materials are processed into a product eg. chemicals or metals. **Secondary manufacturing** is the second stage of manufacturing where the products of primary manufacturing are turned into another product eg. refrigerators, plastic bags, or clothing. There can be more than one (1) level of secondary manufacturing, eg: wood is turned into finishing wood (first secondary manufacturing stage) then the wood is turned into a desk (second manufacturing stage). Secondary industries have specific location needs: they must locate in an area that provides for relatively cheap and easy processing, but they also need to be located relatively near their customers. You will find manufacturing located in or near urban areas across Canada. Significantly more Canadians work in secondary industries than in primary industries.

**Tertiary industry** refers to industry that provides services rather than products. Your local pizza parlor, hospital, and municipal government all fall into the tertiary industry category. Tertiary industry must be responsive to its customers, so you will find tertiary industries located across the country, predominantly in the towns and cities where most Canadians live. The majority of Canadian workers work in tertiary industry (see the table on the following page).

Some people work in jobs that do not easily fit into the previous three (3) categories, jobs like research and development. Geographers sometimes call industry involved in processing information **quaternary industry**. For the purposes of this lesson, we will not be concerned with quaternary industries.



**Employment by Industry, 2004**

	Number of Workers	Percentage of Work Force
<b>Primary Industries</b>		
Agriculture	324 100	2.0%
Forestry, fishing, mining, oil and gas	285 700	1.8%
Total	609 800	3.8%
<b>Secondary Industries</b>		
Utilities	133 000	0.8%
Construction	952 800	6.0%
Manufacturing	2 297 000	14.4%
Total	3 382 800	21.2%
<b>Tertiary Industries</b>		
Trade	2 503 600	15.7%
Transportation and warehousing	809 300	5.1%
Finance, insurance, real estate and leasing	955 000	6.0%
Professional, scientific and technical services	1 010 100	6.3%
Business, building and other support services	630 100	4.0%
Educational services	1 038 400	6.5%
Health care and social assistance	1 736 700	10.9%
Information, culture and recreation	732 700	4.6%
Accommodation and food services	1 006 800	6.3%
Other services	705 100	4.4%
Public administration	829 200	5.2%
Total	11 957 000	75.0%
<b>All industries</b>	<b>15 949 600</b>	<b>100%</b>

adapted from [www40.statcan.ca/101/cst01/econ40.htm?sdi=employment%20industry](http://www40.statcan.ca/101/cst01/econ40.htm?sdi=employment%20industry)

Use the statistics given to complete the following statements:

In 2004, primary industries employed \_\_\_\_\_ workers. This represents \_\_\_\_\_% of the total workers. Most primary workers were employed in \_\_\_\_\_.

Secondary industries employed \_\_\_\_\_ workers. This represents \_\_\_\_\_% of the total workers. Most secondary workers were employed in \_\_\_\_\_.

Tertiary industries employed the most workers, \_\_\_\_\_. This represented \_\_\_\_\_% of the total workers. The top two (2) employers in the tertiary category were \_\_\_\_\_ and \_\_\_\_\_.

## Student Handout: Unit 2 Lesson 4



Use the information from the previous pages to write each of the following jobs into the correct category.

restaurant chef	cattle farmer	landfill operator	grocery clerk	dentist
oil rig worker	real estate agent	provincial water quality technician	Actor	assembly line worker at Toyota
museum curator	home builder	long-haul trucker	public health nurse	high school custodian
engineer at power plant	worker at plastics plant	librarian	clerk in license office	clothing importer

Primary	Secondary	Tertiary

Name two jobs that you might be willing to have after high school. What type of industry would they fall into?

1. Job: \_\_\_\_\_ Type of industry: \_\_\_\_\_

2. Job: \_\_\_\_\_ Type of industry: \_\_\_\_\_

Consider the table of Employment by Industry. Which of your two (2) choices has the highest percentage of workers?

\_\_\_\_\_



## UNIT 2, LESSON 4: HANDOUT #2 FACTORS INFLUENCING THE LOCATION OF INDUSTRY

Although each industry has its own particular needs, the following factors are generally taken into account when an industry is deciding where it can successfully locate.

1. **Availability Of Materials** – near a source of raw materials needed for manufacturing.
2. **Supply Of Skilled Labour** – trained workers are especially necessary for jobs involving technology.
3. **Source Of Power** – cheap power is especially necessary for heavy industry and manufacturing.
4. **Access To Transportation** – cheap transport is especially necessary for heavy goods and materials.
5. **Accessible Market** – near to people who will buy your goods, especially if the goods are perishable.
6. **Near Competitors** – tends to attract customers for comparison shopping.
7. **Government Incentives** – grants, interest-free loans, tax breaks may reduce costs for the industry.
8. **Lower Land Costs** – important for companies that need large areas of land.
9. **Quality Of Life** – housing, schools, recreation facilities attract workers.
10. **Tradition** – may dictate that certain industries locate in specific areas.

Read the description of the business given below. Consider which of the location factors listed above would be the most important in locating this business. List five (5) of the most important location factors in the chart given and explain why you think these would be important. Put a star (★) beside the two (2) most important location factors.

**GREENHOUSE OWNER:** Your business is tomatoes -- big, red tomatoes. You plan to set up a business with greenhouses that supply tomatoes year round. Your greenhouses will take up a lot of land and require a lot of power to keep them warm year-round. Unlike tomatoes grown in fields, these tomatoes must be hand-picked by trained tomato-pickers. You need to ensure that your tomatoes get to the consumer fresh and tasty if you want to sell them all. You hope to sell your produce to grocery stores and restaurants.

Location Factor	Reason it would be important



**Transportation in Canada**

Access to transportation is important for all industries: they have to get raw materials and people in and their products out. But access to transportation is not equal in all parts of Canada. Look back at the map of transportation you were given in Unit 2, Lesson 1.

Which areas of Canada (in general) have poor access to transportation?

- ① \_\_\_\_\_
- ② \_\_\_\_\_

Which ecozones have the best access to transportation?

- ① \_\_\_\_\_
- ② \_\_\_\_\_

**Manufacturing In Canada**

You already know that manufacturing (a secondary industry) is usually located in urbanized areas where there is good access to transportation, skilled labour, and markets to buy the products.

1. Given what you have learned about Canada’s ecozones so far, which ecozone do you think would have the most manufacturing?

\_\_\_\_\_

2. Use a map of Manufacturing in Canada (page 354 in *Making Connections* or page 24 in *Oxford School Atlas, 7<sup>th</sup> Edition*) to list the top four (4) regions/provinces of Canada for manufacturing, and give the value of manufacturing in that region/province.

Region/Province	Value of manufacturing
1.	
2.	
3.	
4.	

Compare your results in Question #2 with your prediction in Question #1. If your prediction was correct, give yourself a pat on the back. You get this!

Reflection Activity: Unit 2 Lesson 4



**UNIT 2, LESSON 4: PEOPLE AND INDUSTRY**

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