

# JOB DEMAND REPORT

## AUGUST 2021

*Job posting data collected by Work in Simcoe County from job boards and employer websites who recruit candidates in Simcoe County.*

### HIGHLIGHTS

| JOB POSTINGS BY THE NUMBERS |                |           |            | # OF DAYS POSTED |        |
|-----------------------------|----------------|-----------|------------|------------------|--------|
| TOTAL ACTIVE                | NEW THIS MONTH | COMPANIES | JOB BOARDS | AVERAGE          | MEDIAN |
| 9,406                       | 6,024          | 3,142     | 26         | 17.4             | 18     |

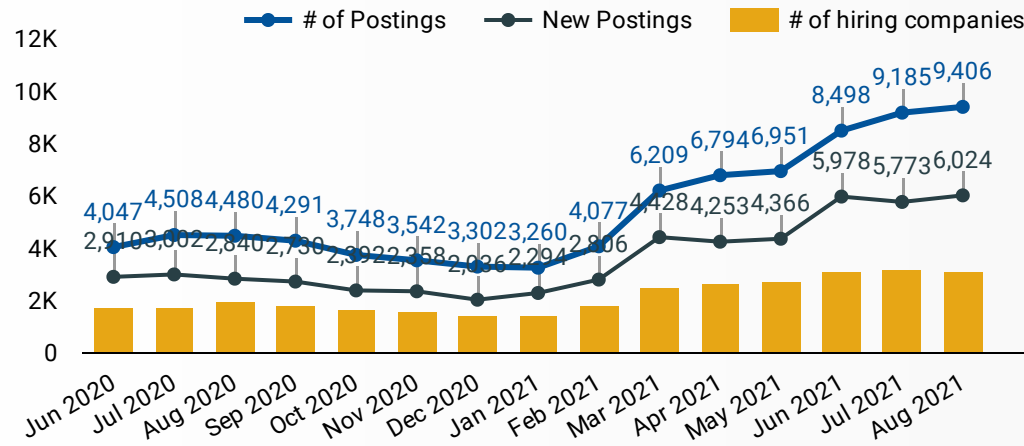
## REPORT BUILDER

The default filter selection below will show all job demand data for the month. You can use the filters to create a customized report for the purpose of understanding a subset of the data.

|   |                      |              |
|---|----------------------|--------------|
| MUNICIPALITY  | JOB TYPE             | JOB DURATION |
| JOB BOARD   | ADDITIONAL LANGUA... | QUICK FIND   |
| SKILL LEVEL   |                      |              |
| SKILL TYPE NAME / 1-DIGIT NATIONAL OCCUPATIONAL CLASSIFICATION CODE |                      |              |
| MAJOR GROUP / 2-DIGIT NATIONAL OCCUPATIONAL CLASSIFICATION CODE     |                      |              |
| MINOR GROUP / 3-DIGIT NATIONAL OCCUPATIONAL CLASSIFICATION CODE     |                      |              |
| UNIT GROUP / 4-DIGIT NATIONAL OCCUPATIONAL CLASSIFICATION CODE      |                      |              |
| COMPANY OR EMPLOYMENT AGENCY  |                      |              |

## JOB POSTINGS BY MONTH

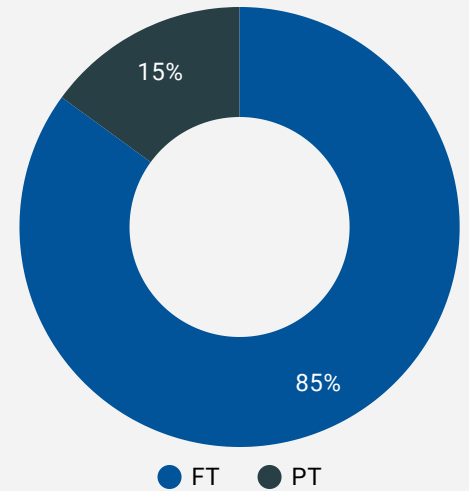
How many job postings were active for at least 1 day this month?



NOTE: This graph cannot be filtered using the controls on the cover page

## JOB TYPE

Full-time vs Part-time



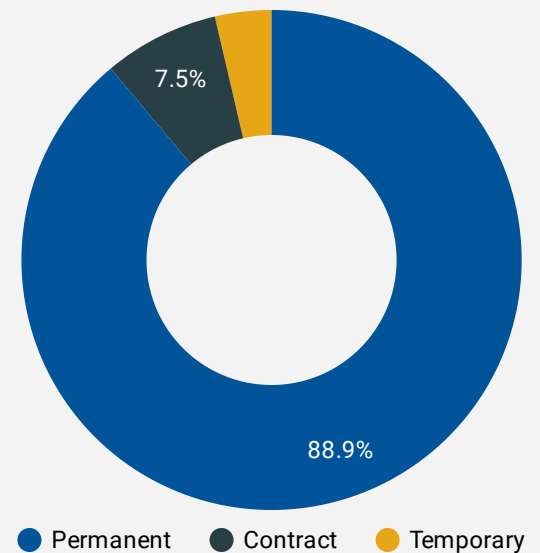
## JOB POSTINGS BY MUNICIPALITY

Where are job opportunities being offered?

|    | MUNICIPALITY              | POSTING COUNT | AVG POSTING LENGTH IN DAYS | MEDIAN POSTING LENGTH IN DAYS |
|----|---------------------------|---------------|----------------------------|-------------------------------|
| 1. | Barrie                    | 3,992         | 17.0                       | 18                            |
| 2. | Orillia                   | 1,004         | 16.9                       | 18                            |
| 3. | Collingwood               | 846           | 18.2                       | 18                            |
| 4. | Innisfil                  | 640           | 17.0                       | 18                            |
| 5. | New Tecumseth             | 602           | 17.8                       | 17                            |
| 6. | Bradford West Gwillimbury | 583           | 17.0                       | 17                            |
| 7. | Midland                   | 480           | 19.1                       | 18                            |
| 8. | Wasaga Beach              | 185           | 17.6                       | 17                            |

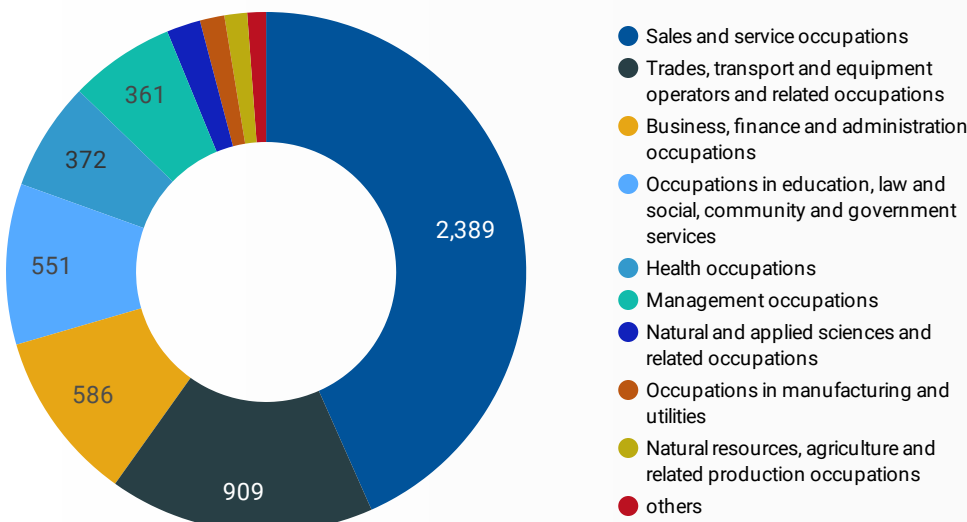
## JOB DURATION

Permanency of jobs posted



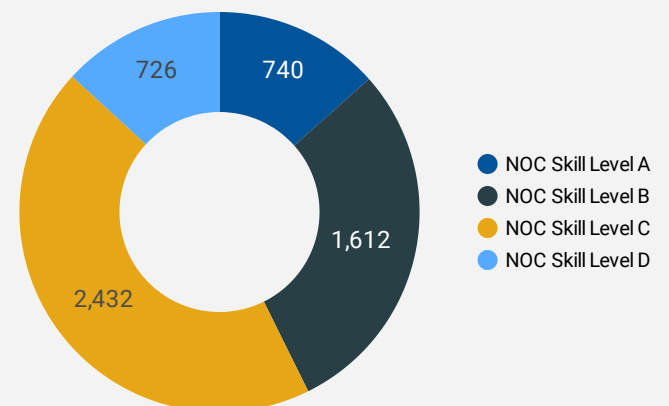
## JOB POSTINGS BY SKILL TYPE

What skill type is being recruited?



## JOB POSTINGS BY SKILL LEVEL

What education do occupations typically require?



Skill Level A = Usually University education | Skill Level B = Usually College education or Apprenticeship training | Skill Level C = Usually Secondary education or occupation-specific training | Skill Level D = Usually on-the-job training

**TOP HIRING EMPLOYERS & AGENCIES**

Who is hiring?

|     | COMPANY                               | COMMUNITY   | POSTINGS | AVG POSTING LENGTH IN DAYS | MEDIAN POSTING LENGTH IN DAYS |
|-----|---------------------------------------|-------------|----------|----------------------------|-------------------------------|
| 1.  | Simcoe County District School Board   | Barrie      | 116      | 8.1                        | 7                             |
| 2.  | Friday Harbour Resort                 | Innisfil    | 95       | 16.5                       | 17                            |
| 3.  | Tracks                                | Collingwood | 58       | 28.7                       | 32                            |
| 4.  | Orillia Soldiers' Memorial Hospital   | Orillia     | 58       | 11.5                       | 10                            |
| 5.  | Rona                                  | Barrie      | 42       | 10.3                       | 15                            |
| 6.  | Simcoe County District School Board   | Midhurst    | 39       | 22.5                       | 13                            |
| 7.  | Royal Victoria Regional Health Centre | Barrie      | 37       | 18.1                       | 18                            |
| 8.  | Napoleon Products                     | Barrie      | 33       | 15.6                       | 16                            |
| 9.  | Simcoe County District School Board   | Bradford    | 31       | 7.8                        | 7                             |
| 10. | Lowe's Canada                         | Barrie      | 31       | 17.4                       | 17                            |
| 11. | Simcoe County District School Board   | Alliston    | 31       | 7.2                        | 7                             |
| 12. | Friday Harbour Resort Holdings Inc    | Innisfil    | 30       | 7.2                        | 6                             |
| 13. | Bell                                  | Barrie      | 28       | 16.0                       | 15                            |
| 14. | Baxter International                  | Alliston    | 28       | 17.2                       | 18                            |
| 15. | Lowe's                                | Barrie      | 25       | 10.6                       | 12                            |
| 16. | Shoppers Drug Mart / Pharmaprix       | Barrie      | 25       | 16.9                       | 18                            |
| 17. | Staples                               | Collingwood | 25       | 14.9                       | 17                            |
| 18. | Sienna Living                         | Bradford    | 24       | 17.5                       | 16                            |
| 19. | CSR Cosmetic Solutions Inc.           | Barrie      | 23       | 17.2                       | 18                            |
| 20. | Swiss Chalet                          | Barrie      | 23       | 61.2                       | 61                            |
| 21. | AppleOne                              | Barrie      | 22       | 14.1                       | 15                            |
| 22. | ClubLink                              | Glencairn   | 21       | 16.1                       | 16                            |
| 23. | Recipe Unlimited Corporation          | Barrie      | 20       | 17.0                       | 17                            |
| 24. | City of Barrie                        | Barrie      | 20       | 17.3                       | 18                            |
| 25. | Loblaws                               | Barrie      | 19       | 8.7                        | 7                             |
| 26. | Shoppers Drug Mart                    | Barrie      | 19       | 11.1                       | 15                            |
| 27. | Simcoe County District School Board   | Orillia     | 19       | 7.1                        | 7                             |
| 28. | Go Heating/Natural Direct Canada      | Barrie      | 18       | 16.7                       | 17                            |
| 29. | The Grounds Guys of Barrie            | Barrie      | 18       | 17.6                       | 18                            |
| 30. | Sienna Senior Living                  | Bradford    | 18       | 17.1                       | 17                            |
| 31. | Staples Canada                        | Collingwood | 18       | 17.9                       | 18                            |

**TOP OCCUPATIONS BY SKILL LEVEL, FREQUENCY & DURATION**

What jobs are in-demand and/or hard to fill?

|     | 4-DIGIT NOC CODE | 4-DIGIT NOC NAME   | OCCUPATION'S SKILL LEVEL | POSTING COUNT | AVG POSTING LENGTH IN DAYS | MEDIAN POSTING LENGTH IN DAYS |
|-----|------------------|--|--------------------------|---------------|----------------------------|-------------------------------|
| 1.  | 6421             | Retail salespersons  | NOC Skill Level C        | 486           | 16.8                       | 18                            |
| 2.  | 4412             | Home support workers, housekeepers and related occupations               | NOC Skill Level C        | 349           | 18.9                       | 18                            |
| 3.  | 6322             | Cooks  | NOC Skill Level B        | 322           | 19.6                       | 18                            |
| 4.  | 6552             | Other customer and information services representatives                  | NOC Skill Level C        | 249           | 15.5                       | 15                            |
| 5.  | 7452             | Material handlers  | NOC Skill Level C        | 216           | 16.2                       | 18                            |
| 6.  | 6513             | Food and beverage servers  | NOC Skill Level C        | 197           | 17.8                       | 18                            |
| 7.  | 6611             | Cashiers   | NOC Skill Level D        | 172           | 18.2                       | 18                            |
| 8.  | 621              | Retail and wholesale trade managers                                      | NOC Skill Level A        | 168           | 18.1                       | 18                            |
| 9.  | 6731             | Light duty cleaners  | NOC Skill Level D        | 141           | 16.8                       | 18                            |
| 10. | 1241             | Administrative assistants  | NOC Skill Level B        | 122           | 17.7                       | 18                            |
| 11. | 6711             | Food counter attendants, kitchen helpers and related support occupations | NOC Skill Level D        | 112           | 18.7                       | 18                            |
| 12. | 7514             | Delivery and courier service drivers                                     | NOC Skill Level C        | 112           | 16.9                       | 17                            |
| 13. | 3012             | Registered nurses and registered psychiatric nurses                      | NOC Skill Level A        | 94            | 15.1                       | 10                            |
| 14. | 7271             | Carpenters   | NOC Skill Level B        | 88            | 20.9                       | 18                            |
| 15. | 7511             | Transport truck drivers  | NOC Skill Level C        | 80            | 17.0                       | 18                            |
| 16. | 6222             | Retail and wholesale buyers  | NOC Skill Level B        | 68            | 16.4                       | 16                            |
| 17. | 1414             | Receptionists  | NOC Skill Level C        | 67            | 18.1                       | 18                            |
| 18. | 6512             | Bartenders   | NOC Skill Level C        | 63            | 16.9                       | 18                            |
| 19. | 1521             | Shippers and receivers   | NOC Skill Level C        | 57            | 15.5                       | 18                            |
| 20. | 7611             | Construction trades helpers and labourers                                | NOC Skill Level D        | 56            | 15.8                       | 18                            |
| 21. | 6321             | Chefs  | NOC Skill Level B        | 56            | 17.3                       | 18                            |
| 22. | 6622             | Store shelf stockers, clerks and order fillers                           | NOC Skill Level D        | 55            | 11.8                       | 13                            |
| 23. | 3219             | Other medical technologists and technicians (except dental health)       | NOC Skill Level B        | 55            | 13.5                       | 15                            |
| 24. | 1114             | Other financial officers   | NOC Skill Level A        | 52            | 14.4                       | 15                            |
| 25. | 6211             | Retail sales supervisors   | NOC Skill Level B        | 50            | 22.1                       | 18                            |
| 26. | 6311             | Food service supervisors   | NOC Skill Level B        | 47            | 34.5                       | 18                            |
| 27. | 6733             | Janitors, caretakers and building superintendents                        | NOC Skill Level D        | 46            | 19.8                       | 18                            |
| 28. | 6511             | MaÃtres d&#039;hÃtel and hosts/hostesses                             | NOC Skill Level C        | 45            | 18.2                       | 18                            |
| 29. | 8612             | Landscaping and grounds maintenance                                      | NOC Skill Level D        | 44            | 20.5                       | 18                            |

## JOB POSTINGS BY 3-DIGIT NATIONAL OCCUPATION CLASSIFICATION

What jobs are hard to fill and/or in-demand?

|     | 3-DIGIT NOC CODE | 3-DIGIT NOC NAME  | OCCUPATION'S SKILL LEVEL | POSTING COUNT | AVG POSTING LENGTH IN DAYS | MEDIAN POSTING LENGTH IN DAYS |
|-----|------------------|---|--------------------------|---------------|----------------------------|-------------------------------|
| 1.  | 642              | Retail salespersons   | NOC Skill Level C        | 486           | 16.8                       | 18                            |
| 2.  | 441              | Home care providers and educational support occupations                         | NOC Skill Level C        | 387           | 18.5                       | 18                            |
| 3.  | 632              | Chefs and cooks   | NOC Skill Level B        | 378           | 19.3                       | 18                            |
| 4.  | 651              | Occupations in food and beverage service  | NOC Skill Level C        | 305           | 17.7                       | 18                            |
| 5.  | 655              | Customer and information services representatives                               | NOC Skill Level C        | 249           | 15.5                       | 15                            |
| 6.  | 673              | Cleaners  | NOC Skill Level D        | 220           | 17.8                       | 18                            |
| 7.  | 745              | Longshore workers and material handlers   | NOC Skill Level C        | 217           | 16.3                       | 18                            |
| 8.  | 751              | Motor vehicle and transit drivers   | NOC Skill Level C        | 215           | 17.7                       | 18                            |
| 9.  | 661              | Cashiers  | NOC Skill Level D        | 172           | 18.2                       | 18                            |
| 10. | 062              | Retail and wholesale trade managers   | NOC Skill Level A        | 168           | 18.1                       | 18                            |
| 11. | 124              | Office administrative assistants - general, legal and medical                   | NOC Skill Level B        | 138           | 18.1                       | 18                            |
| 12. | 671              | Food counter attendants, kitchen helpers and related support occupations        | NOC Skill Level D        | 112           | 18.7                       | 18                            |
| 13. | 141              | General office workers  | NOC Skill Level C        | 111           | 17.3                       | 18                            |
| 14. | 421              | Paraprofessional occupations in legal, social, community and education services | NOC Skill Level B        | 97            | 17.5                       | 18                            |
| 15. | 301              | Professional occupations in nursing   | NOC Skill Level A        | 94            | 15.1                       | 10                            |
| 16. | 727              | Carpenters and cabinetmakers  | NOC Skill Level B        | 91            | 21.0                       | 18                            |
| 17. | 152              | Supply chain logistics, tracking and scheduling coordination occupations        | NOC Skill Level C        | 85            | 16.8                       | 18                            |
| 18. | 622              | Technical sales specialists in wholesale trade and retail and wholesale buyers  | NOC Skill Level B        | 79            | 17.2                       | 16                            |
| 19. | 111              | Auditors, accountants and investment professionals                              | NOC Skill Level A        | 78            | 16.8                       | 15                            |
| 20. | 321              | Medical technologists and technicians (except dental health)                    | NOC Skill Level B        | 78            | 14.2                       | 16                            |
| 21. | 723              | Machining, metal forming, shaping and erecting trades                           | NOC Skill Level B        | 73            | 21.3                       | 17                            |
| 22. | 662              | Other sales support and related occupations                                     | NOC Skill Level D        | 71            | 12.5                       | 15                            |
| 23. | 341              | Assisting occupations in support of health services                             | NOC Skill Level C        | 70            | 21.2                       | 18                            |
| 24. | 323              | Other technical occupations in health care                                      | NOC Skill Level B        | 69            | 19.1                       | 18                            |
| 25. | 631              | Service supervisors   | NOC Skill Level B        | 61            | 31.3                       | 18                            |
| 26. | 761              | Trades helpers and labourers  | NOC Skill Level D        | 56            | 15.8                       | 18                            |
| 27. | 071              | Managers in customer and personal services, n.e.c.                              | NOC Skill Level A        | 52            | 17.3                       | 18                            |

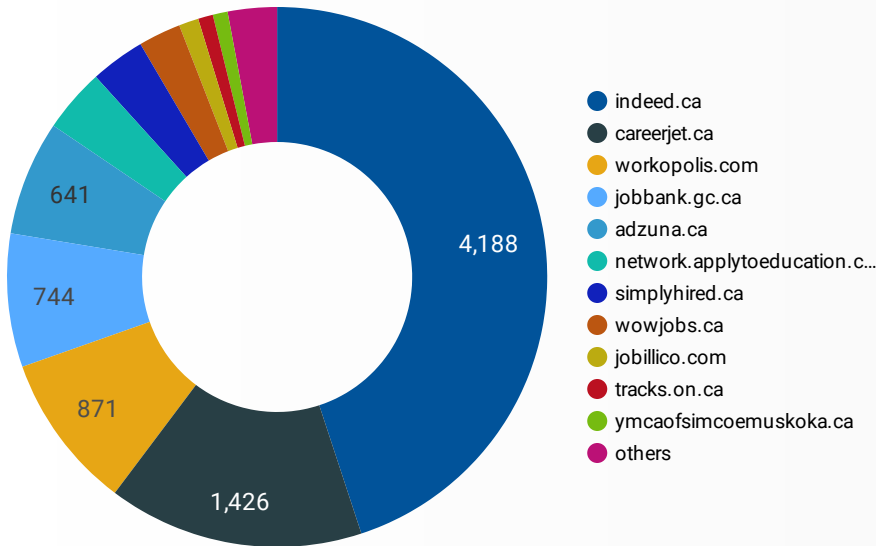
## JOB POSTINGS BY 2-DIGIT NATIONAL OCCUPATION CLASSIFICATION

What jobs are hard to fill and/or in-demand?

|     | 2-DIGIT NOC CODE | 2-DIGIT NOC NAME  | OCCUPATION'S SKILL LEVEL | POSTING COUNT | AVG POSTING LENGTH IN DAYS | MEDIAN POSTING LENGTH IN DAYS |
|-----|------------------|---|--------------------------|---------------|----------------------------|-------------------------------|
| 1.  | 65               | Service representatives and other customer and personal services occupations      | NOC Skill Level C        | 655           | 17.0                       | 18                            |
| 2.  | 64               | Sales representatives and salespersons - wholesale and retail trade               | NOC Skill Level C        | 494           | 16.8                       | 18                            |
| 3.  | 63               | Service supervisors and specialized service occupations                           | NOC Skill Level B        | 474           | 20.7                       | 18                            |
| 4.  | 44               | Care providers and educational, legal and public protection support occupations   | NOC Skill Level C        | 388           | 18.5                       | 18                            |
| 5.  | 67               | Service support and other service occupations, n.e.c.                             | NOC Skill Level D        | 350           | 18.1                       | 18                            |
| 6.  | 72               | Industrial, electrical and construction trades                                    | NOC Skill Level B        | 292           | 20.4                       | 18                            |
| 7.  | 75               | Transport and heavy equipment operation and related maintenance occupations       | NOC Skill Level C        | 254           | 17.9                       | 18                            |
| 8.  | 66               | Sales support occupations   | NOC Skill Level D        | 243           | 16.4                       | 16                            |
| 9.  | 74               | Other installers, repairers and servicers and material handlers                   | NOC Skill Level C        | 231           | 16.5                       | 18                            |
| 10. | 06               | Middle management occupations in retail and wholesale trade and customer services | NOC Skill Level A        | 206           | 19.0                       | 18                            |
| 11. | 12               | Administrative and financial supervisors and administrative occupations           | NOC Skill Level B        | 199           | 18.4                       | 18                            |
| 12. | 62               | Retail sales supervisors and specialized sales occupations                        | NOC Skill Level B        | 173           | 18.0                       | 16                            |
| 13. | 14               | Office support occupations  | NOC Skill Level C        | 158           | 17.4                       | 18                            |
| 14. | 32               | Technical occupations in health   | NOC Skill Level B        | 150           | 16.1                       | 17                            |
| 15. | 15               | Distribution, tracking and scheduling co-ordination occupations                   | NOC Skill Level C        | 103           | 17.0                       | 18                            |
| 16. | 11               | Professional occupations in business and finance                                  | NOC Skill Level A        | 98            | 17.3                       | 15                            |
| 17. | 42               | Paraprofessional occupations in legal, social, community and education services   | NOC Skill Level B        | 97            | 17.5                       | 18                            |
| 18. | 30               | Professional occupations in nursing   | NOC Skill Level A        | 94            | 15.1                       | 10                            |
| 19. | 73               | Maintenance and equipment operation trades  | NOC Skill Level B        | 74            | 26.2                       | 18                            |
| 20. | 22               | Technical occupations related to natural and applied sciences                     | NOC Skill Level B        | 74            | 19.3                       | 18                            |
| 21. | 34               | Assisting occupations in support of health services                               | NOC Skill Level C        | 70            | 21.2                       | 18                            |
| 22. | 76               | Trades helpers, construction labourers and related occupations                    | NOC Skill Level D        | 58            | 15.9                       | 18                            |
| 23. | 41               | Professional occupations in law and social, community and government services     | NOC Skill Level A        | 58            | 19.7                       | 18                            |
| 24. | 01               | Senior managers - construction, transportation, production and utilities          | NOC Skill Level A        | 58            | 21.0                       | 18                            |

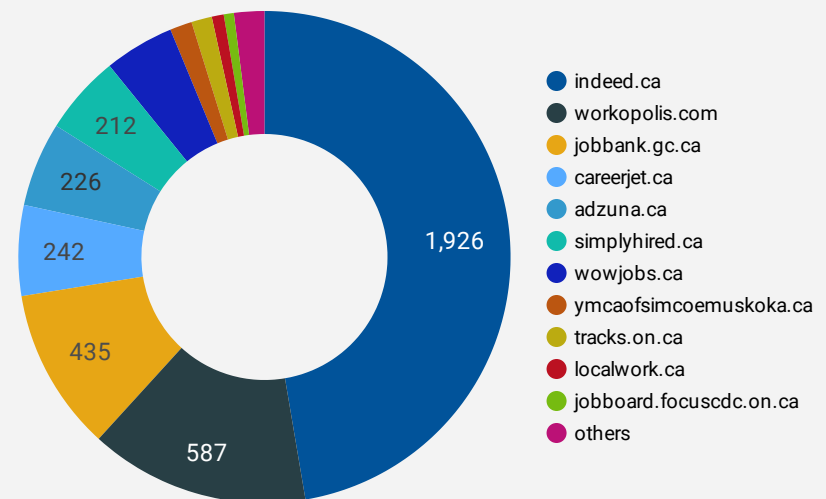
## JOB POSTINGS BY JOB BOARD

What share of unique job postings appear on each job board?



## COMPANIES BY JOB BOARD

What share of unique job postings appear on each job board?



## JOB POSTING DETAILS BY JOB BOARD

How does job posting activity differ by job board?

|     | JOB BOARD                    | POSTING COUNT | AVG POSTING LENGTH IN DAYS | MEDIAN POSTING LENGTH IN DAYS | # OF COMPANIES |
|-----|------------------------------|---------------|----------------------------|-------------------------------|----------------|
| 1.  | indeed.ca                    | 4,188         | 18.1                       | 18                            | 1,926          |
| 2.  | careerjet.ca                 | 1,426         | 14.5                       | 9                             | 242            |
| 3.  | workopolis.com               | 871           | 15.1                       | 15                            | 587            |
| 4.  | jobbank.gc.ca                | 744           | 25.8                       | 16                            | 435            |
| 5.  | adzuna.ca                    | 641           | 15.3                       | 15                            | 226            |
| 6.  | network.applytoeducation.com | 356           | 8.4                        | 7                             | 5              |
| 7.  | simplyhired.ca               | 304           | 16.0                       | 16                            | 212            |
| 8.  | wowjobs.ca                   | 237           | 16.2                       | 16                            | 187            |
| 9.  | jobillico.com                | 110           | 17.9                       | 15                            | 22             |
| 10. | ymcaofsimcoemuskota.ca       | 83            | 32.1                       | 28                            | 59             |
| 11. | tracks.on.ca                 | 83            | 29.1                       | 31                            | 55             |
| 12. | localwork.ca                 | 59            | 28.6                       | 31                            | 32             |
| 13. | careerarc.com                | 51            | 19.5                       | 15                            | 10             |
| 14. | randstad.ca                  | 46            | 33.7                       | 34                            | 1              |
| 15. | jobboard.focuscdc.on.ca      | 43            | 26.4                       | 30                            | 27             |
| 16. | kijiji.ca                    | 16            | 15.2                       | 15                            | 9              |
| 17. | charityvillage.com           | 15            | 15.2                       | 15                            | 7              |