



JOB DEMAND REPORT

FEBRUARY 2022

HIGHLIGHTS

JOB POSTINGS BY THE NUMBERS

POSTING COUNT	NEW THIS MONTH	COMPANIES	JOB BOARDS
9,684	6,140	3,060	28

OF DAYS POSTED

AVERAGE	MEDIAN
18.6	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.

OCCUPATION FILTERS

SKILL TYPE NAME / 1-DIGIT NOC	▼
MAJOR GROUP / 2-DIGIT NOC	▼
MINOR GROUP / 3-DIGIT NOC	▼
UNIT GROUP / 4-DIGIT NOC	▼
SKILL LEVEL	▼
JOB TYPE	▼
JOB DURATION	▼
ADDITIONAL LANGUAGE	▼
SPECIFIC JOB TAGS	▼

OTHER FILTERS

JOB BOARD	▼
-----------	---

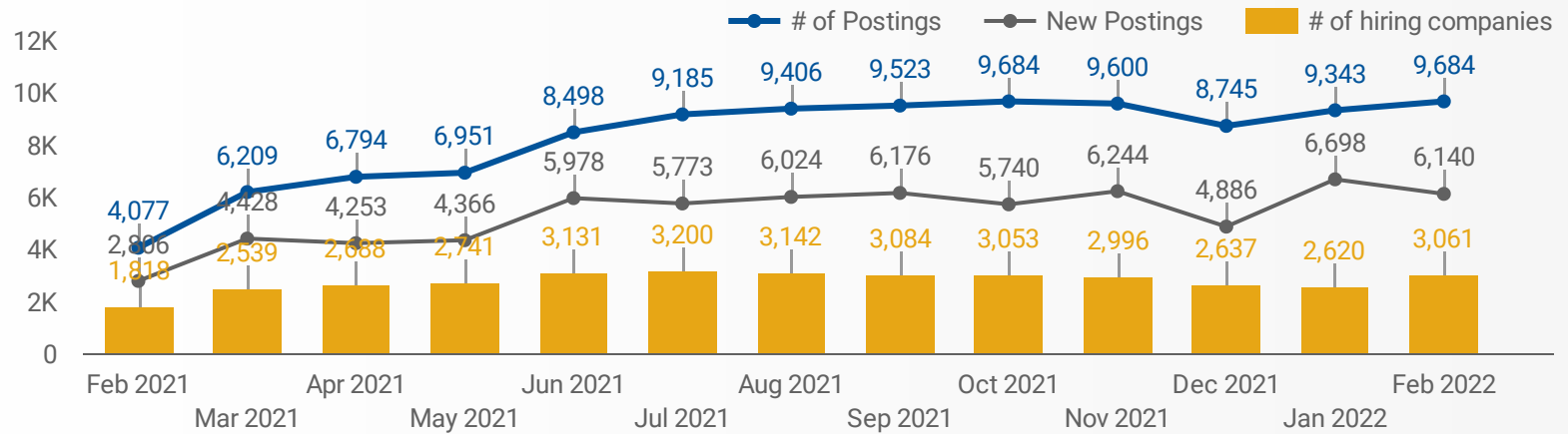
NOC = National Occupation Classification | NAICS = North American Industry Classification System

Source:

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

JOB POSTINGS BY MONTH FOR SIMCOE COUNTY

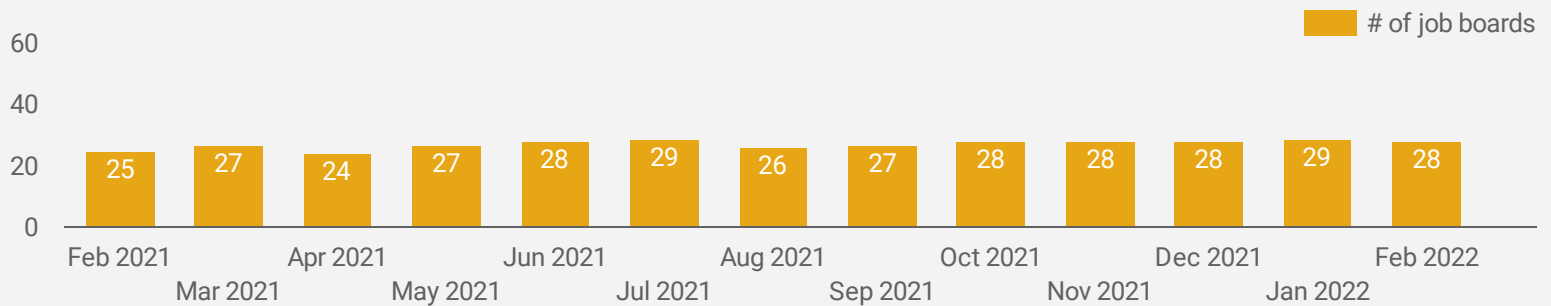
How many job postings were active for at least 1 day this month?



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

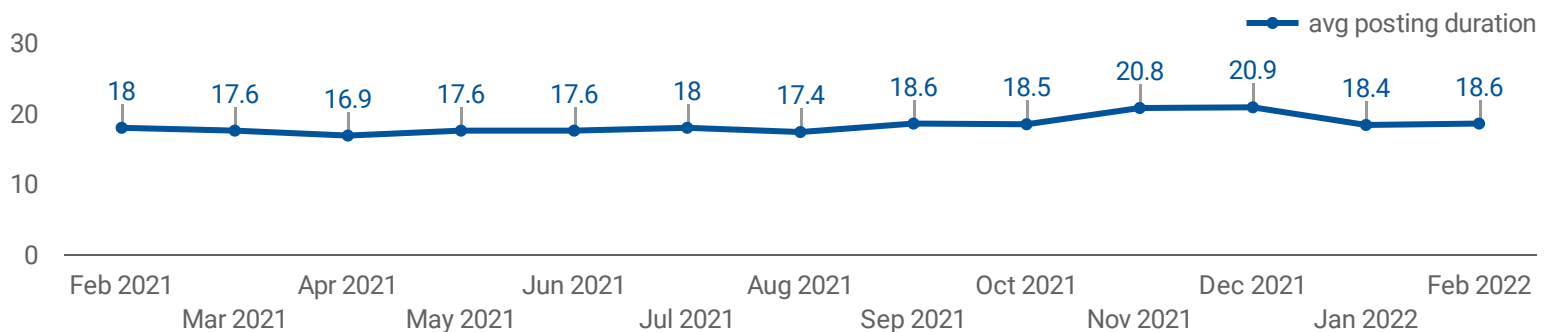
NUMBER OF ACTIVE JOB BOARDS

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



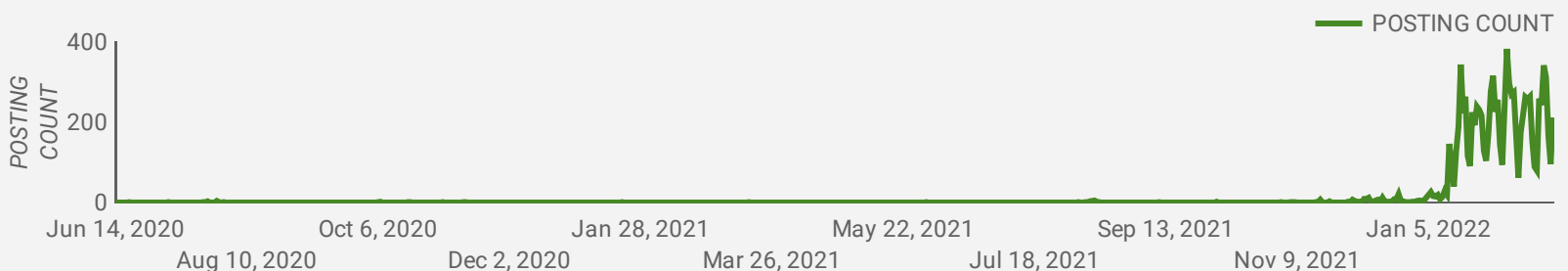
AVG & MEDIAN POSTING LENGTH BY DAYS

How long are employers having to recruit for to find candidates to fill their job vacancies?



POST DATE TIMELINE FOR THIS MONTH'S ACTIVE JOB POSTINGS

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



JOB POSTINGS BY COMMUNITY

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

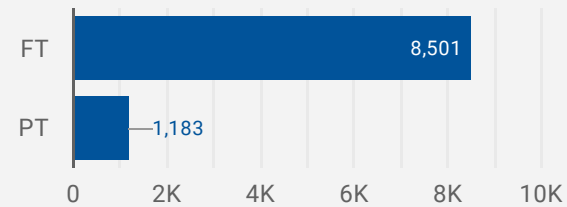
	COMMUNITY	POSTING COUNT	AVG POSTING LENGTH IN DAYS	MEDIAN POSTING LENGTH IN DAYS
1.	Barrie	4,113	17.8	16
2.	Orillia	926	17.9	16
3.	Collingwood	838	18.5	18
4.	Bradford West Gwillimbury	643	17.6	18
5.	New Tecumseth	622	18.6	18
6.	Innisfil	621	17.6	16
7.	Midland	515	17.5	18
8.	Clearview	200	18.8	18
9.	Springwater	172	27.3	18
10.	Essa	160	17.5	15
11.	Penetanguishene	157	21.3	18
12.	Wasaga Beach	146	17.0	18
13.	Severn	133	26.3	18
14.	Oro-Medonte	116	17.1	16
15.	Ramara	98	21.1	18
16.	Adjala-Tosorontio	48	22.8	18
17.	Borden	42	44.6	15
18.	Tay	40	17.0	17
19.	Tiny	24	16.7	18

1 - 19 / 19



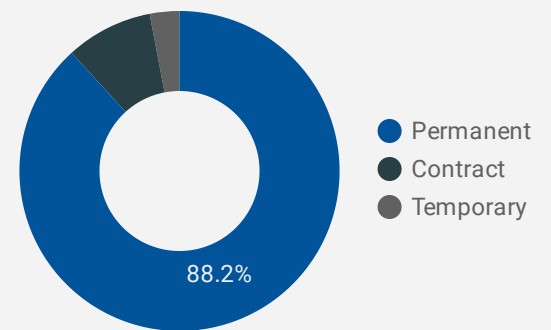
JOB TYPE

Full-time vs Part-time



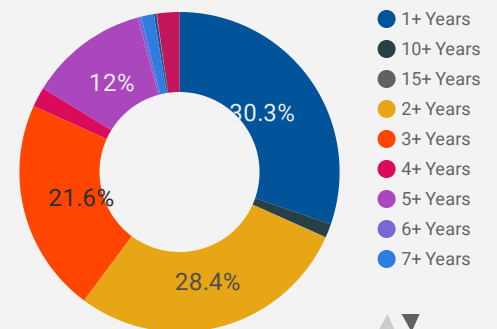
JOB DURATION

Permanency of jobs posted



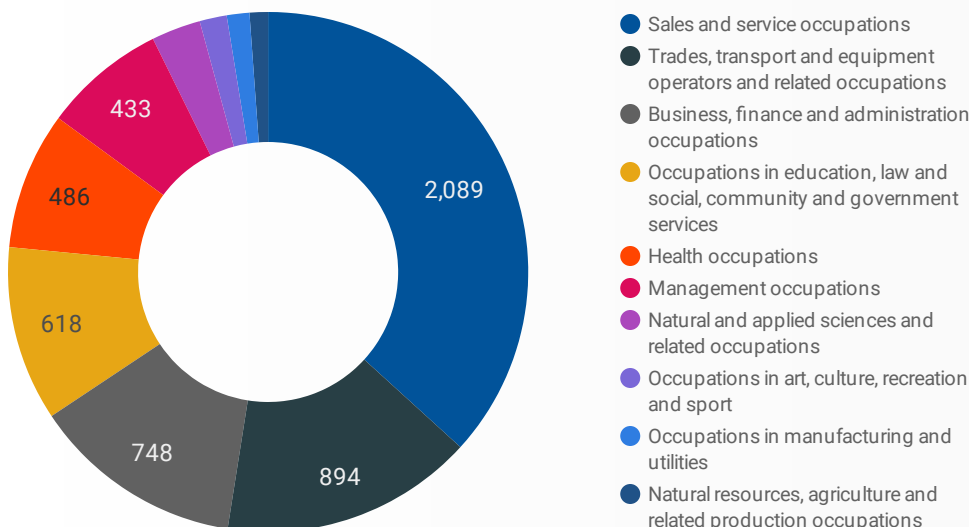
JOB EXPERIENCE LEVEL

Job Postings by Experience Level Required



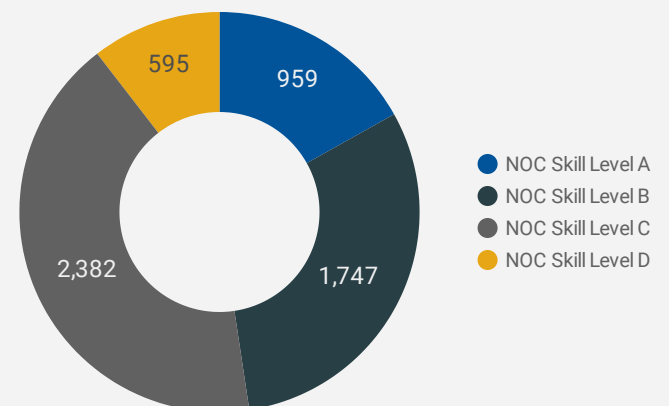
JOB POSTINGS BY SKILL TYPE

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 COUNT ▾	AVG POSTING LENGTH IN DAYS	MEDIAN POSTING LENGTH IN DAYS
1.	Friday Harbour Resort	Innisfil	144	14.5	15
2.	Orillia Soldiers' Memorial Hospital	Orillia	101	15.7	18
3.	Equest	Barrie	51	14.5	15
4.	City of Barrie	Barrie	47	16.2	15
5.	Lowe's	Barrie	46	9.9	10
6.	Georgian Bay General Hospital	Midland	44	16.5	18
7.	Simcoe County District School Board	Barrie	44	17.6	18
8.	Royal Victoria Regional Health Centre	Barrie	41	16.1	15
9.	Loblaws	Barrie	40	15.0	15
10.	Domenic Sanfilippo	Collingwood	40	27.7	32
11.	Loblaw Companies Limited	Barrie	40	17.4	18
12.	Baxter International	New Tecumseth	39	17.3	15
13.	RONA inc.	Barrie	36	14.0	18
14.	Staples Canada	Collingwood	34	16.5	15
15.	County of Simcoe	Springwater	33	50.8	18
16.	Waypoint Centre for Mental Health Care	Penetanguishene	31	17.9	18
17.	Collingwood General & Marine Hospital	Collingwood	30	11.1	7
18.	Shoppers Drug Mart	Barrie	30	15.5	15
19.	The Grounds Guys of Barrie	Barrie	29	11.7	13
20.	Scotiabank	Barrie	27	14.3	15
21.	Nottawasaga Inn Resort	New Tecumseth	27	16.8	18
22.	Napoleon Products	Barrie	27	16.1	17
23.	MacLean Engineering & Marketing Co Limited	Barrie	26	15.9	15
24.	Rona Barrie	Barrie	26	6.2	5
25.	Georgian College	Barrie	26	17.9	18
26.	Staples	Collingwood	25	10.8	10
27.	Esprit Lifestyle Communities	Barrie	25	17.2	18
28.	Royal Victoria Regional Health Centre / RVH	Barrie	25	18.0	18
29.	Simcoe County District School Board	Springwater	24	26.9	18
30.	Sienna Living	Bradford West Gwillimbury	24	23.5	20
31.	Paradeo Canada	Barrie	22	15.4	16

TOP HOURLY WAGES IN JOB POSTINGS












What are employers willing to pay to find the perfect candidate?

of Minimum Wage Jobs
352

	JOB TITLE	COMPANY	LOCATION	WAGE VALUE ▾
1.	Wedding Photography And/or Videography	Golden Hour Studios	Orillia	100 
2.	Speech-language Pathologist	Speak Freely Therapy Services	Barrie	100 
3.	Wedding Photographer And/or Videographer	Golden Hour Studios	Barrie	100 
4.	Remote Psychotherapist (private Practice; Independent Contractor)	Inner Growth Counselling & Psychotherapy	Barrie	100 
5.	Av Technician	Auxe	Orillia	100 
6.	Speech-Language Pathologist	Speak Freely Therapy Services	Barrie	100 
7.	Wedding Photographer And Videographer	Golden Hour Studios	Midland	100 
8.	Social Worker	Maternal Health Niagara	Barrie	90 
9.	Managing Editor	On The Bay Magazine	Collingwood	75 
10.	Personal Trainer/fitness Instructor	Motivationz Fitness	Springwater	70 
11.	Rmt- Part Or Full Time	Adams Massage Therapy & Medi Spa	Barrie	65 
				1 - 100 / 3074 < >

TOP SALARIES IN JOB POSTINGS

What are employers willing to pay to find the perfect candidate?

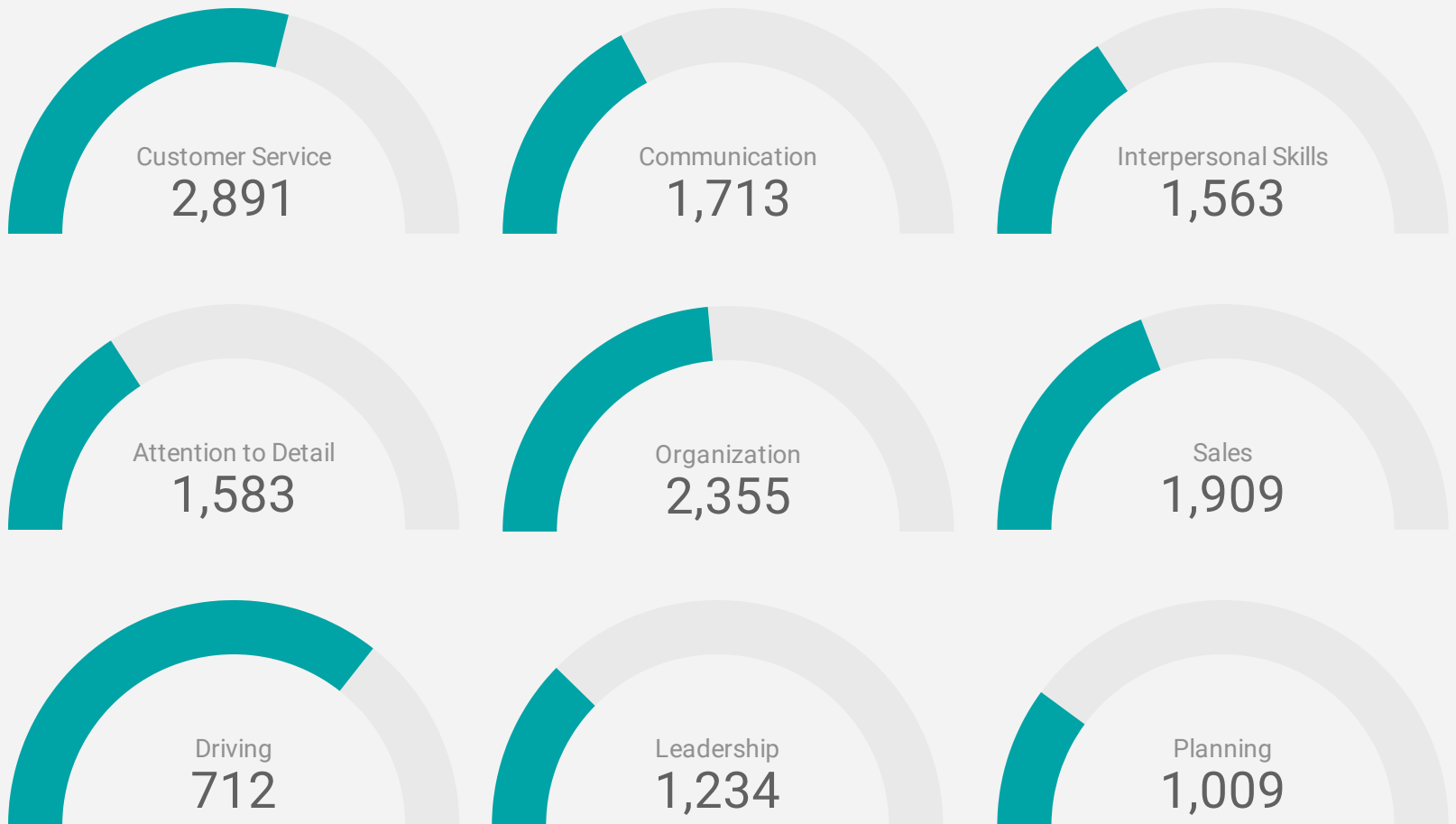
	JOB TITLE	COMPANY	LOCATION	WAGE VALUE ▾
1.	Associate Dentist	Summerlyn Dental Office	Bradford West Gwillimbury	300,000 
2.	Real Estate Sales Representative	Keller Williams Life by Design Real Estate	Orillia	300,000 
3.	Full Time Associate Dentist (New Grads Welcome)	Barrie Dental Office	Barrie	300,000 
4.	Dental Associate	Summerlyn Dental Office	Bradford West Gwillimbury	300,000 
5.	Full Time Associate Dentist	Barrie Dental Office	Barrie	300,000 
6.	Associate Dentist	White Cedar Dental	Barrie	300,000 
7.	Hospitalist	Waypoint Centre for Mental Health Care	Penetanguishene	275,000 
8.	Exteriors Renovations Sales	AM Group of Companies	Collingwood	250,000 
9.	Customer Service Representative	MoneyMart Financial Services	Orillia	250,000 
10.	Customer Service Representative	Momentum Financial Services Group	Barrie	250,000 
11.	Customer Service Representative	Bank of Montreal	Barrie	250,000 
				1 - 100 / 4190 < >

TOP IN-DEMAND SKILLS

How many times were these skills found in job postings?

ACTIVE JOB POSTINGS THIS MONTH

9,684



KEY JOB REQUIREMENTS

How often are these requirements desired in job postings?

ACTIVE JOB POSTINGS THIS MONTH

9,684



Driver's License

1,886



First Aid

635



Regular Access to a Vehi

475



Criminal Record Check

1,010



Microsoft Office

576



Food Safety

199

TOP OCCUPATIONS BY SKILL, FREQUENCY & DURATION

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

	4 DIGIT NOC	4 DIGIT NOC NAME	SKILL LEVEL	POSTING COUNT ▼	AVG POSTING LENGTH IN DAYS	MEDIAN POSTING LENGTH IN DAYS
1.	6421	Retail salespersons	NOC Skill Level C	477	16.7	15
2.	4412	Home support workers, housekeepers and related occupations	NOC Skill Level C	333	20.9	18
3.	6552	Other customer and information services representatives	NOC Skill Level C	255	15.9	15
4.	6322	Cooks	NOC Skill Level B	225	21.4	18
5.	621	Retail and wholesale trade managers	NOC Skill Level A	164	16.0	18
6.	7452	Material handlers	NOC Skill Level C	148	21.3	16
7.	6513	Food and beverage servers	NOC Skill Level C	142	18.3	18
8.	6731	Light duty cleaners	NOC Skill Level D	136	16.8	18
9.	7511	Transport truck drivers	NOC Skill Level C	110	17.2	15
10.	6711	Food counter attendants, kitchen helpers and related support occupations	NOC Skill Level D	99	22.0	18
11.	4212	Social and community service workers	NOC Skill Level B	99	17.2	18
12.	3012	Registered nurses and registered psychiatric nurses	NOC Skill Level A	98	21.9	18
13.	1521	Shippers and receivers	NOC Skill Level C	90	15.7	16
14.	1414	Receptionists	NOC Skill Level C	83	20.6	18
15.	6222	Retail and wholesale buyers	NOC Skill Level B	82	16.6	15
16.	1241	Administrative assistants	NOC Skill Level B	79	19.4	17
17.	7514	Delivery and courier service drivers	NOC Skill Level C	74	17.6	16
18.	6541	Security guards and related security service occupations	NOC Skill Level C	73	22.1	15
19.	1114	Other financial officers	NOC Skill Level A	68	21.1	18
20.	3233	Licensed practical nurses	NOC Skill Level B	65	20.4	10
21.	1221	Administrative officers	NOC Skill Level B	65	18.8	17
22.	6622	Store shelf stockers, clerks and order fillers	NOC Skill Level D	63	14.3	15
23.	6611	Cashiers	NOC Skill Level D	60	16.2	16
24.	6311	Food service supervisors	NOC Skill Level B	59	32.3	18
25.	7611	Construction trades helpers and labourers	NOC Skill Level D	58	23.3	18
26.	3411	Dental assistants	NOC Skill Level C	53	18.9	18
27.	3219	Other medical technologists and technicians (except dental health)	NOC Skill Level B	49	15.9	18
28.	7321	Automotive service technicians, truck and bus mechanics and mechanical repairers	NOC Skill Level B	43	32.0	17
29.	1411	General office support workers	NOC Skill Level C	43	20.6	18

JOB POSTINGS BY 3-DIGIT NATIONAL OCCUPATION CLASSIFICATION

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

	3 DIGIT NOC	3 DIGIT NOC NAME	SKILL LEVEL	POSTING COUNT ▼	AVG POSTING LENGTH IN DAYS	MEDIAN POSTING LENGTH IN DAYS
1.	642	Retail salespersons	NOC Skill Level C	477	16.7	15
2.	441	Home care providers and educational support occupations	NOC Skill Level C	360	20.7	18
3.	632	Chefs and cooks	NOC Skill Level B	268	21.5	18
4.	655	Customer and information services representatives	NOC Skill Level C	261	15.8	15
5.	751	Motor vehicle and transit drivers	NOC Skill Level C	214	17.1	15
6.	673	Cleaners	NOC Skill Level D	204	20.3	18
7.	651	Occupations in food and beverage service	NOC Skill Level C	200	18.7	18
8.	062	Retail and wholesale trade managers	NOC Skill Level A	164	16.0	18
9.	421	Paraprofessional occupations in legal, social, community and education services	NOC Skill Level B	158	18.7	18
10.	745	Longshore workers and material handlers	NOC Skill Level C	148	21.3	16
11.	141	General office workers	NOC Skill Level C	131	20.5	18
12.	152	Supply chain logistics, tracking and scheduling co-ordination occupations	NOC Skill Level C	128	16.5	16
13.	122	Administrative and regulatory occupations	NOC Skill Level B	112	18.5	17
14.	111	Auditors, accountants and investment professionals	NOC Skill Level A	101	26.7	16
15.	323	Other technical occupations in health care	NOC Skill Level B	100	19.3	15
16.	671	Food counter attendants, kitchen helpers and related support occupations	NOC Skill Level D	99	22.0	18
17.	301	Professional occupations in nursing	NOC Skill Level A	98	21.9	18
18.	124	Office administrative assistants - general, legal and medical	NOC Skill Level B	95	19.0	17
19.	321	Medical technologists and technicians (except dental health)	NOC Skill Level B	90	17.6	18
20.	662	Other sales support and related occupations	NOC Skill Level D	88	15.4	15
21.	341	Assisting occupations in support of health services	NOC Skill Level C	88	18.7	18
22.	622	Technical sales specialists in wholesale trade and retail and wholesale buyers	NOC Skill Level B	85	16.6	15
23.	654	Security guards and related security service occupations	NOC Skill Level C	73	22.1	15
24.	723	Machining, metal forming, shaping and erecting trades	NOC Skill Level B	70	17.7	17
25.	631	Service supervisors	NOC Skill Level B	69	31.6	18
26.	761	Trades helpers and labourers	NOC Skill Level D	69	21.6	15
27.	071	Managers in customer and personal services, n.e.c.	NOC Skill Level A	64	18.6	16
28.	011	Senior managers - construction, transportation, production and utilities	NOC Skill Level A	64	23.2	18

JOB POSTINGS BY 2-DIGIT NATIONAL OCCUPATION CLASSIFICATION

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

	2 DIGIT NOC	2 DIGIT NOC NAME	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	585	17.8	15
2.	64	Sales representatives and salespersons - wholesale and retail trade	NOC Skill Level C	485	16.7	15.5
3.	63	Service supervisors and specialized service occupations	NOC Skill Level B	377	22.5	18
4.	44	Care providers and educational, legal and public protection support occupations	NOC Skill Level C	368	20.7	18
5.	67	Service support and other service occupations, n.e.c.	NOC Skill Level D	320	20.9	18
6.	72	Industrial, electrical and construction trades	NOC Skill Level B	264	19.7	17.5
7.	75	Transport and heavy equipment operation and related maintenance occupations	NOC Skill Level C	250	17.1	15
8.	12	Administrative and financial supervisors and administrative occupations	NOC Skill Level B	231	18.4	17.5
9.	06	Middle management occupations in retail and wholesale trade and customer services	NOC Skill Level A	215	17.1	18
10.	32	Technical occupations in health	NOC Skill Level B	206	17.9	16
11.	14	Office support occupations	NOC Skill Level C	180	19.8	18
12.	74	Other installers, repairers and servicers and material handlers	NOC Skill Level C	174	20.8	16
13.	62	Retail sales supervisors and specialized sales occupations	NOC Skill Level B	174	20.8	15
14.	15	Distribution, tracking and scheduling co-ordination occupations	NOC Skill Level C	171	16.7	16
15.	42	Paraprofessional occupations in legal, social, community and education services	NOC Skill Level B	158	18.7	18
16.	66	Sales support occupations	NOC Skill Level D	148	15.7	15
17.	11	Professional occupations in business and finance	NOC Skill Level A	138	25.9	16
18.	73	Maintenance and equipment operation trades	NOC Skill Level B	129	26.0	18
19.	01	Senior managers - construction, transportation, production and utilities	NOC Skill Level A	111	21.1	16
20.	30	Professional occupations in nursing	NOC Skill Level A	98	21.9	18
21.	31	Professional occupations in health (except nursing)	NOC Skill Level A	94	18.3	18
22.	22	Technical occupations related to natural and applied sciences	NOC Skill Level B	92	25.2	18
23.	34	Assisting occupations in support of health services	NOC Skill Level C	88	18.7	18
24.	21	Professional occupations in natural and applied sciences	NOC Skill Level A	82	23.4	18
25.	76	Trades helpers, construction labourers and related occupations	NOC Skill Level D	77	21.3	16
26.	41	Professional occupations in law and social, community and government services	NOC Skill Level A	73	29.2	18
27.	52	Technical occupations in art, culture, recreation and sport	NOC Skill Level B	72	17.8	18

MULTILINGUAL JOB POSTINGS BY THE NUMBERS

ACTIVE POSTINGS
446

NEW POSTINGS
0

COMPANIES
158

JOB LANGUAGES
7

OF DAYS POSTED

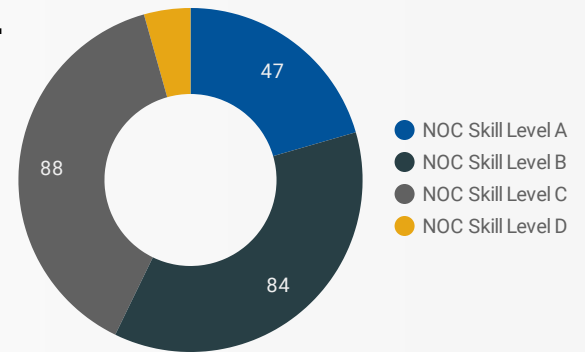
AVERAGE
19.4

MEDIAN
18

MULTILINGUAL JOB POSTINGS BY SKILL LEVEL

What language skills are employers looking for by occupational skill level?

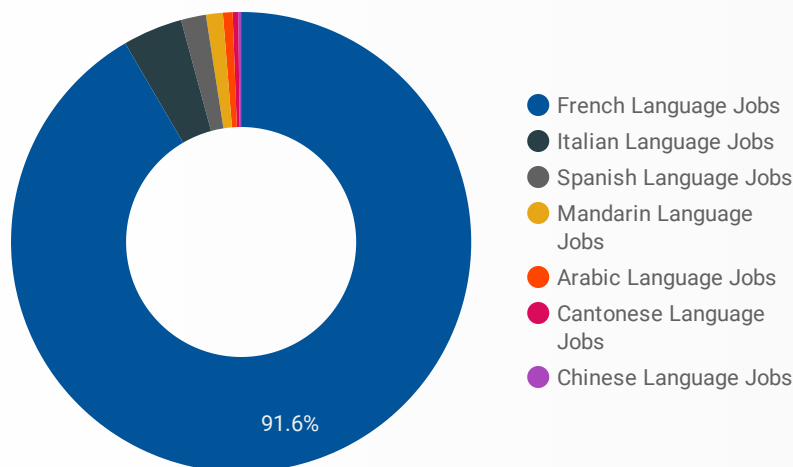
- 47** Skill Level A - Management/ Professional Occupations usually requiring University
- 84** Skill Level B - Usually college education or apprenticeship training
- 88** Skill Level C - Usually secondary education or occupation-specific training
- 10** Skill Level D - Usually on-the-job training



JOB LANGUA...	NOC Skill Level A	NOC Skill Level B	NOC Skill Level C	NOC Skill Level D
Spanish Lang...	1		3	1
Mandarin Lan...		2		
Italian Langu...		5	...	1
French Langu...	8
Arabic Langu...		1	1	

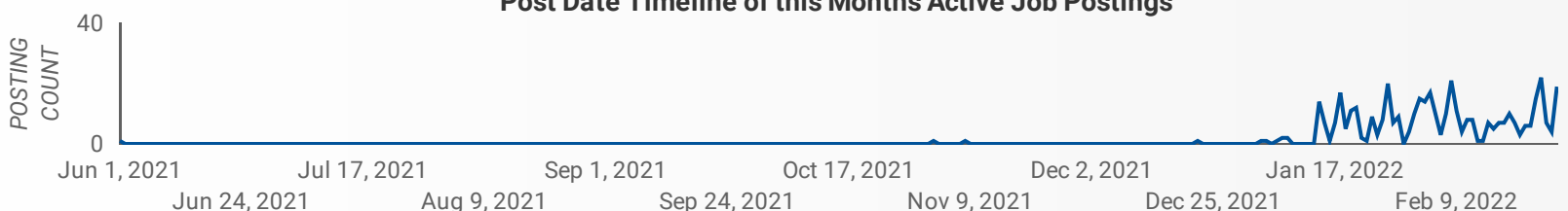
LANGUAGE SKILLS BREAKDOWN

Which kinds of language skills do employers seek?



JOB LANGUAGES	POSTING COUNT
1. French Language Jobs	406
2. Italian Language Jobs	20
3. Spanish Language Jobs	10
4. Mandarin Language Jobs	4
5. Arabic Language Jobs	3
6. Cantonese Language Jobs	2
7. Chinese Language Jobs	1

Post Date Timeline of this Month's Active Job Postings



LANGUAGE SKILLS BEING RECRUITED BY SKILL TYPE

What language skills are sought by 1-Digit NOC?

SKILL TYPE NAME	Spanish Lan...	Mandarin La...	Italian Lang...	French Lang...	Arabic Lang...	Grand total
Trades, transport and equipment operator...				11	2	13
Sales and service occupations	3		15	54		72
Occupations in manufacturing and utilities	1			1		2
Occupations in education, law and social, ...			2	49		51
Occupations in art, culture, recreation and ...				8		8
Natural and applied sciences and related o...				8		8
Management occupations				15		15
Health occupations				25		25
Business, finance and administration occu...	1	2		32		35
Grand total	5	2	17	203	2	229

MULTILINGUAL JOB POSTINGS BY COMMUNITY

What language skills are sought by 4-Digit NOC?

	MUNICIPALITY	JOB LANGUAGES ▾	AVG POSTING LENGTH IN DAYS	MEDIAN POSTING LENGTH IN DAYS
1.	Barrie	195	17.7	18
2.	Midland	55	17.0	18
3.	Penetanguishene	49	18.7	18
4.	Orillia	33	17.6	18
5.	Collingwood	26	21.7	18
6.	Bradford West Gwillimbury	18	22.1	17
7.	Innisfil	15	16.6	17
8.	New Tecumseth	11	17.4	18
9.	Springwater	11	14.9	18
10.	Borden	8	75.7	23
11.	Ramara	7	18.0	18
12.	Tiny	4	20.8	18
13.	Wasaga Beach	3	18.0	18
14.	Clearview	3	23.7	23
15.	Essa	2	14.5	14.5
16.	Severn	2	15.0	15

LANGUAGE DEMAND BY JOB

What language skills are sought by 4-Digit NOC?

4 DIGIT NOC NAME		POSTINGS ▾
1.	Home support workers, housekeepers and r...	18
2.	Other customer and information services re...	17
3.	Retail salespersons	14
4.	Social and community service workers	12
5.	Cooks	9
6.	Registered nurses and registered psychiatri...	8
7.	Licensed practical nurses	7
8.	Early childhood educators and assistants	6
9.	Food and beverage servers	6
10.	School principals and administrators of ele...	6
11.	Administrative assistants	5
12.	General office support workers	5
13.	Letter carriers	4
14.	Program leaders and instructors in recreati...	4
15.	Social workers	4
16.	Financial sales representatives	3
17.	Retail and wholesale trade managers	3
18.	User support technicians	3
19.	Purchasing agents and officers	3
20.	Chefs	3
21.	Bakers	3
22.	Professional occupations in advertising, ma...	3
23.	Nurse aides, orderlies and patient service a...	3
24.	Couriers, messengers and door-to-door distr...	3
25.	Light duty cleaners	3
26.	Family, marriage and other related counsell...	3
27.	Automotive service technicians, truck and b...	3
28.	Correctional service officers	2
29.	Bartenders	2
30.	Janitors, caretakers and building superinten...	2
31.	Personnel clerks	2
32.	Other medical technologists and technician...	2
		1 - 77 / 77 < >

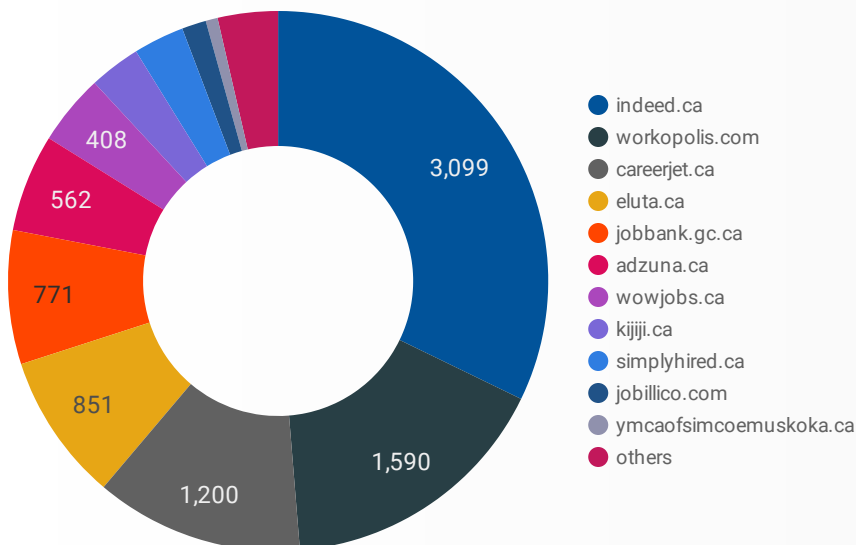
MULTILINGUAL HIRING EMPLOYERS

Which employers are seeking multilingual candidates?

COMPANY		POSTINGS ▾
1.	Georgian Bay General Hospital	39
2.	Waypoint Centre for Mental Health Care	28
3.	Bell Canada	20
4.	La ClÃ©	13
5.	Farm Boy Inc. (Barrie)	12
6.	Various Ministries	9
7.	The Source (Bell) Electronics Inc.	9
8.	Catulpa Community Support Services	9
9.	Simcoe County District School Board	8
10.	La Source	8
11.	County of Simcoe	8
12.	Canadian Cancer Society	7
13.	Bell	7
14.	Farm Boy Company Inc.	7
15.	Gateway Casinos & Entertainment Limited	7
16.	The Corporation of the Town of Penetanguishene	6
17.	New Path Youth and Family Services	6
18.	Source, The	6
19.	La ClÃ© d'la Baie	5
20.	Canon	5
21.	Barrie KOA Campground	5
22.	147 Ristorante	5
23.	ROADWARRIOR INC	4
24.	FedEx Express Canada	4
25.	Town of Penetanguishene	4
26.	BELL MEDIA INC.	4
27.	Martyrs' Shrine	4
28.	Equest	4
29.	The Source	4
30.	Helping Hands Orillia	4
31.	CBI Health	4
		1 - 50 / 158 < >

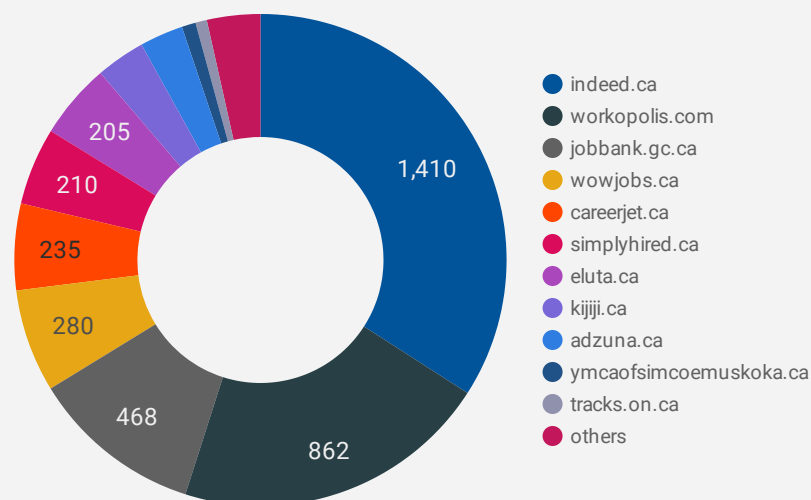
JOB POSTINGS BY JOB BOARD

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	3,099	18.5	18	1,410
2.	workopolis.com	1,590	15.3	15	862
3.	careerjet.ca	1,200	18.7	12	235
4.	eluta.ca	851	19.3	18	205
5.	jobbank.gc.ca	771	20.0	16	468
6.	adzuna.ca	562	15.1	15	118
7.	wowjobs.ca	408	16.0	16	280
8.	kijiji.ca	296	14.9	15	134
9.	simplyhired.ca	293	15.3	15	210
10.	jobillico.com	140	15.0	9	31
11.	ymcaofsimcoemuskoka.ca	69	49.9	39	38
12.	careerarc.com	58	24.2	19	12
13.	tracks.on.ca	44	27.6	31	31
14.	network.applytoeducation.com	35	6.3	7	3
15.	randstad.ca	33	18.8	16	1
16.	agilec.ca	29	23.0	20	11
17.	jobboard.focuscdc.on.ca	25	25.6	30	15
18.	simcoe.hua.hrsmart.com	23	126.7	19	1