



# HIGH AND LOW DEMAND OCCUPATIONS

Bruce, Grey, Huron, Perth Region

## GAUGING THE TEMPERATURE OF JOBS

Have you wondered how to choose an occupation? Here is some key information on what is in high demand that you could, at the very least, start your labour market research to be sure you are successful.

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## HIGH AND LOW DEMAND OCCUPATIONS IN THE FOUR COUNTY REGION

Occupations in the Four County region differ in many ways. One characteristic is whether the occupation has a tight or loose labour market. In other words some occupations are in high demand while others are in low demand. This information is vital to understanding local labour market conditions in career planning and requires different strategies to alleviate any issues.

This report looks at occupations with high demand in the Stratford – Bruce Peninsula Economic Region followed by the surpluses or low demand occupations. This is achieved by looking at the labour force participation rate and employment rate for each occupation. Occupations where the labour force and employment rates are very close indicate a high demand occupation because all of the people in the field are working. Depending on the perspective it may be positive or negative, as for the people with the skills it is positive because they can find employment easily. For employers it may be negative as very few people are unemployed with those skills, so if they are looking for someone it is hard to find. Occupations where the labour force and employment rate are far apart indicate a labour/skill surplus or a low demand occupation because there is a large number of people in that field that are not working.

The number of people employed in the occupation is also considered. This helps differentiate between occupations where very few people are employed or ones that have a lot of people employed and still have a labour/skill shortage or surplus. All the tables are ranked by the number of people employed.

**Note:** These occupational data are based on place-of-residence (POR)<sup>1</sup>. Place-of-work (POW)<sup>2</sup> data was not available. Although POW would be more ideal, this analysis is still relevant and still speaks to the issue of occupational shortage/surplus.

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<sup>1</sup> Place-of-Residence (POR) People who live in the area and work in the industry (could work in another area)

<sup>2</sup> Place-of-Work (POW) People who work in the area (could live in another area)

## HIGH DEMAND OCCUPATIONS

This analysis was done by ranking the occupations where the difference between labour force and employment rates were below 2.5%. This would indicate an occupation where almost all of the people in the occupation are working. The 2.5% number is arbitrary but it is low enough where almost anyone who can work in the field is working. These occupations were then ranked by the total number of people employed and the top 20 in the region are listed. The occupations vary in type and industry but many do appear to be in skill levels where postsecondary is required. Also, the employment rate for almost all the occupations are near 85% or above which is very high. Click the numbers to link to more details about the occupation.

Occupation - National Occupational Classification (NOC) 4 Digit	Employed	Participation rate %	Employment rate %	Difference
<b>Total All Occupations</b>	146170	91.9	87.4	4.5
<a href="#">0821</a> <b>Managers in agriculture</b>	7475	98	97.7	0.3
<a href="#">0621</a> <b>Retail and wholesale trade managers</b>	3250	96.2	95	1.2
** <a href="#">4032</a> <b>Elementary school and kindergarten teachers</b>	2465	92.1	90.6	1.5
<a href="#">1311</a> <b>Accounting technicians and bookkeepers</b>	1750	93.7	92.1	1.6
<a href="#">7321</a> <b>Automotive service technicians, truck and bus mechanics and mechanical repairers</b>	1660	95.2	93.8	1.4
<a href="#">9241</a> <b>Power engineers and power systems operators</b>	1560	97.8	96	1.8
** <a href="#">4031</a> <b>Secondary school teachers</b>	1500	91.4	89.3	2.1
<a href="#">4212</a> <b>Social and community service workers</b>	1345	94.1	92.8	1.3
** <a href="#">4413</a> <b>Elementary and secondary school teacher assistants</b>	1085	93.6	91.9	1.7
<a href="#">0631</a> <b>Restaurant and food service managers</b>	975	95.2	94.2	1
<a href="#">4412</a> <b>Home support workers, housekeepers and related occupations</b>	860	88.9	86.9	2
<a href="#">6341</a> <b>Hairstylists and barbers</b>	815	97.1	95.3	1.8
<a href="#">7512</a> <b>Bus drivers, subway operators and other transit operators</b>	810	93.2	91.5	1.7
<a href="#">1111</a> <b>Financial auditors and accountants</b>	805	88.7	86.6	2.1
<a href="#">6231</a> <b>Insurance agents and brokers</b>	720	98.7	96.6	2.1
<a href="#">1114</a> <b>Other financial officers</b>	700	98.6	96.6	2
<a href="#">6551</a> <b>Customer services representatives - financial institutions</b>	675	94.4	93.8	0.6
<a href="#">0911</a> <b>Manufacturing managers</b>	670	96.4	95.7	0.7
<a href="#">0711</a> <b>Construction managers</b>	670	97.8	96.4	1.4
<a href="#">3233</a> <b>Licensed practical nurses</b>	640	93.6	91.4	2.2

Source: 2011 National Household Survey (NHS)

\*\*While these occupations are currently in high demand other external forces may affect entry. Declining enrolment and trained graduates waiting for entry level positions may limit opportunities.

## LOW DEMAND OCCUPATIONS

On the opposite of the spectrum this section investigates occupations that are low demand, where there is a surplus in labour/skill. This was done by ranking the occupations where the difference in labour force participation and employment rates was 10% or greater. This is a large difference and shows a situation where a large number of people in the occupation are unemployed and cannot find work in their field. These occupations were then ranked by the total number of people employed and the top 20 are listed for the region. The occupations vary in type and industry but many do appear to be in skill levels where postsecondary is not required. This means that people in these occupations may need to develop higher skills sets in order to access employment as the number of opportunities at the lower levels decrease. Click on the number to see the skills set requirements for the occupation.

Occupation – National Occupational Classification (NOC) 4 Digit	Employed	Participation rate %	Employment rate %	Difference
<b>Total All Occupations</b>	146170	91.9	87.8	4.5
<a href="#">7611</a> Construction trades helpers and labourers	2080	93.6	81.2	12.4
<a href="#">8612</a> Landscaping and grounds maintenance labourers	1175	83.3	72.5	10.8
<a href="#">7521</a> Heavy equipment operators (except crane)	845	95	84.9	10.1
<a href="#">5254</a> Program leaders and instructors in recreation, sport and fitness	545	75	58	17
<a href="#">7294</a> Painters and decorators (except interior decorators)	430	92.1	75.4	16.7
<a href="#">4411</a> Home child care providers	375	79.7	63.6	16.1
<a href="#">7284</a> Plasterers, drywall installers and finishers and lathers	265	85.1	71.6	13.5
<a href="#">6722</a> Operators and attendants in amusement, recreation and sport	260	73.1	55.9	17.2
<a href="#">8432</a> Nursery and greenhouse workers	230	91.7	76.7	15
<a href="#">9532</a> Furniture and fixture assemblers and inspectors	225	96.3	83.3	13
<a href="#">9471</a> Plateless printing equipment operators	170	95.2	81	14.2
<a href="#">8231</a> Underground production and development miners	160	100	84.2	15.8
<a href="#">6525</a> Hotel front desk clerks	155	94.7	81.6	13.1
<a href="#">6623</a> Other sales related occupations	145	87.5	72.5	15
<a href="#">9535</a> Plastic products assemblers, finishers and inspectors	145	100	85.3	14.7
<a href="#">9615</a> Labourers in rubber and plastic products manufacturing	135	86.1	75	11.1
<a href="#">7535</a> Other automotive mechanical installers and servicers	130	97	78.8	18.2
<a href="#">4011</a> University professors and lecturers	115	100	82.1	17.9
<a href="#">4012</a> Post-secondary teaching and research assistants	100	82.5	50	32.5
<a href="#">5135</a> Actors and comedians	95	88	76	12

Source: 2011 National Household Survey (NHS)