

Understanding Supply and Demand Through connect2JOBS.ca



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Acknowledgement

The Four County Labour Market Planning Board (Planning Board) is a community-based, not-for-profit organization that specializes in providing labour market information for Bruce, Grey, Huron and Perth counties (Four County Region). We would like to express our gratitude to the economic development officers from Bruce, Grey, Huron and Perth counties for providing advice and support as members of the project's Advisory Committee. Thanks are also given to Justin Falconer from the Windsor-Essex Workforce Planning Board for his tremendous help in regenerating interactive Job Demand Reports from past months which has made it possible to analyze the job demand data on the county level.



The views expressed in this document do not necessarily reflect those of the Government of Ontario.

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Background

connect2JOBS.ca is an aggregator that pulls job vacancies in the region into one place so that local job seekers only have to visit one instead of multiple websites to find employment opportunities throughout the four county region. Since its launch in June 2020, connect2JOBS has been collecting data about the job market in the region. The Planning Board releases monthly Job Demand Reports and Job Search Reports to provide employers and community stakeholders with up-to-date and detailed local labour market information. The Understanding Supply and Demand Through connect2JOBS.ca Project has analyzed the data in these reports from April to December 2021 for the purpose of promoting a greater understanding of both the demand and supply sides of the local labour market, and identifying areas where programming will help close the gap between job demand and job supply. It is important to note that some employers do not post their vacancies on job boards, and some job seekers do not look for work online. Nevertheless, the analysis still provides highly relevant information.

Data Collection and Collation

Data from the reports was collated to analyze the following key local labour market elements:

1. Job locations – identifies the top ten municipalities where the posted jobs were located, and determines how the geographic distribution affects the job accessibility for workers throughout the region.
2. Sectors – identifies and compare the top five in-demand sectors in the Region, Bruce, Grey, Huron and Perth counties to determine the best strategies for supporting the sectors in each county that are most in need of workers.
3. Occupations – identifies and compare the top fifteen in-demand occupations in the Region, Bruce, Grey, Huron and Perth counties, and the top fifteen most searched occupations, to determine how to close the job demand-supply gap.
4. Skill types – identifies the difference between skill type in demand and skill type offered by job seekers to determine how to align job seekers' skills with the local demand.
5. Skill levels – identifies the difference between skill level in demand and skill level of job seekers to determine how to align job seekers' interest with the local demand.
6. Job Types – identifies the difference between job type in demand and job type that job seekers are interested in, and suggests ways to bridge the gap between them.
7. Job durations – identifies the difference between job duration in demand and job duration that job seekers are interested in, and suggest ways to bridge the gap between them.

Key Findings

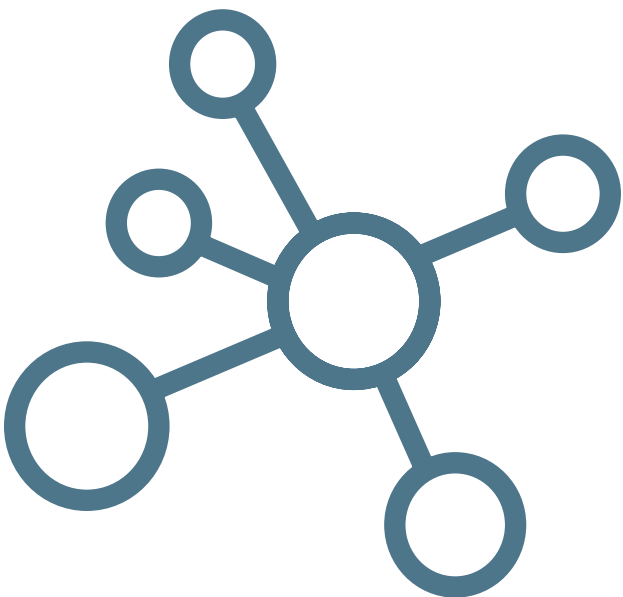
1. Jobs posted on connect2JOBS between April and December 2021 were concentrated in a few municipalities, most of which were in Grey County.
2. Health care and social assistance was the most in-demand sector in the region, reflecting its demand across Bruce, Huron and Perth counties. In Grey County, it was the second of the top five in-demand sectors and was preceded by Accommodation and food services.
3. Retail trade was the second most in-demand sector in the region, reflecting its demand in Bruce and Huron counties. In Grey and Perth counties, it was the third of the top five in-demand sectors.
4. Manufacturing was the second most in-demand sector in Perth County but it was the fifth in the four county region.
5. Retail salespersons was the most in-demand occupation in the region, reflecting its demand in Bruce and Grey counties. In Huron County, the most in-demand occupation was Registered nurses and registered psychiatric nurses which was the second at the regional level. The most in-demand occupation in Perth County, Other labourers in processing, manufacturing and utilities, was only the ninth most in-demand in the four county region , and the second most in-demand occupation in Huron County, General farm workers, was only the thirteenth most in-demand in the four county region .
6. All the occupations that were among the top fifteen most searched for occupations every month, except Delivery and courier service drivers, were also on the region's top fifteen in-demand list every month. Registered nurses and registered psychiatric nurses, which was the second most in-demand occupation at the regional level, only appeared on the top fifteen most searched occupations list once during this time period (December).
7. Sales and service occupations was the most in demand and most searched skill type.¹
8. While workers with secondary education or occupation-specific training (Skill Level C)² were the most in demand, the job search data between April and June reflected that the greatest interest by the job seekers was in jobs that usually required on-the-job training (Skill Level D). Between August and December, jobs that required university education were the most searched.
9. While the jobs on connect2JOBS were predominantly full time, the interest in full time job was only moderate (between 20.7% and 64.1%)
10. While the jobs posted on connect2JOBS were predominantly permanent, the interest in permanent jobs climbed gradually from 0% in April to 93.1% in December.

1 The Government of Canada use the National Occupational Classification (NOC) system to classify jobs (occupations). The first digit of a four-digit NOC code identifies the broad occupational category or the skill type to which an occupation belongs. (see <https://noc.esdc.gc.ca/Training/Boc>)

2 Based on the NOC system, occupational are categorized into four skill levels – A, B, C and D – each of which corresponds to the type and/or amount of training or education required. (see <https://noc.esdc.gc.ca/Training/SkillLevel/f86fd63cdb604ab99a4c90c0156b3bfe?GoCTemplate-Culture=en-CA>)

Limitations

1. The job search data shows the locations of the internet servers through which users accessed the connect2JOBS website. It does not provide information on their actual geographic locations. As a result, the job demand and workforce supply could only be compared at the regional level.
2. The job search data indicates the number of clicks each job posting receives, and the level of interest in a certain occupation/skill type or level/job type or duration is computed by adding together the number of clicks on the jobs with the same occupation code/skill type or level/job type or duration. The level of interest in a specific occupation, for example, does not necessarily reflect the number of users interested in that occupation as a user may click on more than one job with the same occupational code.
3. connect2JOBS was launched in June 2020 during the province wide COVID-19 lockdown. Without pre-pandemic data to compare to, it cannot be said with certainty that the job demand-supply situations identified by this project are the “normal” situations. Although the pandemic restrictions are being lifted gradually, the multiple waves of the pandemic have inevitably had a long lasting effect on the local labour market. The job demand-supply relationships in the next year or two is likely to resemble the findings of this project.



Top Ten Job Locations

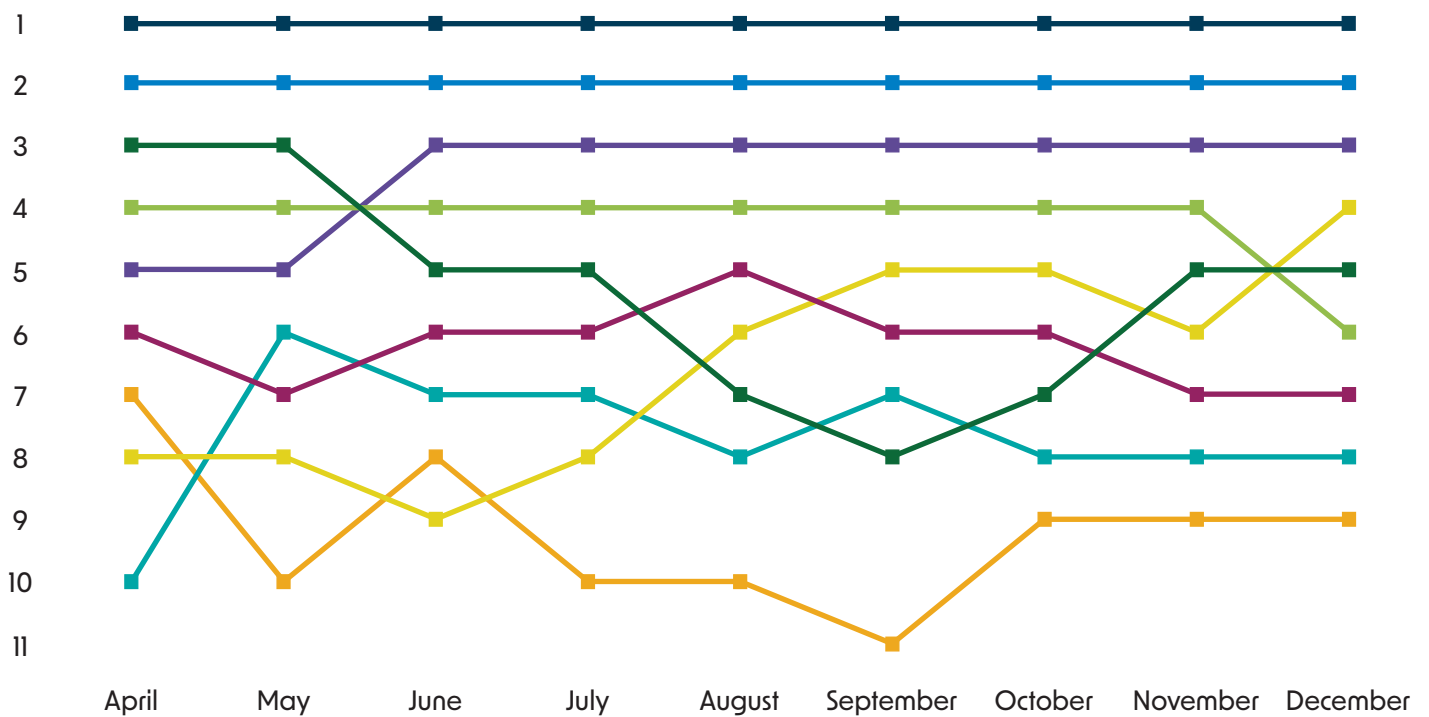
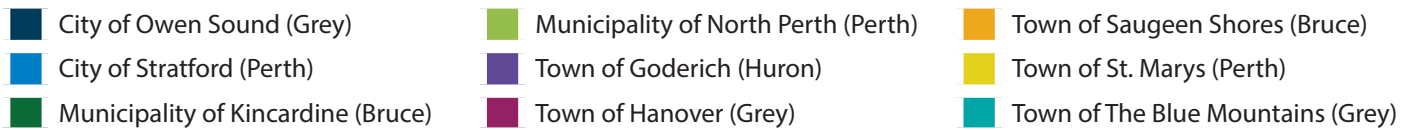
The Municipality of Kincardine and Town of Saugeen Shores in Bruce County were among the top ten locations with job postings on connect2JOBS every month between April and December 2021. The City of Owen Sound, Town of The Blue Mountains and Town of Hanover in Grey County, Town of Goderich in Huron County, Municipality of North Perth in Perth County and City of Stratford were also on the top ten list monthly. The Town of St. Marys was absent from this list only in September.

Table 1: Ranking of Top Ten Municipality's Job Posting Counts by Month Between April and December 2021

County	Municipality	April	May	June	July	August	September	October	November	December
Bruce	Municipality of Brockton									10
	Municipality of Kincardine	3	3	5	5	7	8	7	5	5
	Town of Saugeen Shores	10	6	7	7	8	7	8	8	8
	Town of South Bruce Peninsula	9	9		9					
Grey	City of Owen Sound	1	1	1	1	1	1	1	1	1
	Town of The Blue Mountains	5	5	3	3	3	3	3	3	3
	Town of Hanover	4	4	4	4	4	4	4	4	6
Huron	Municipality of Central Huron					9	9			
	Municipality of Huron East							10	10	
	Municipality of South Huron			10			10			
	Town of Goderich	8	8	9	8	6	5	5	6	4
Perth	City of Stratford	2	2	2	2	2	2	2	2	2
	Municipality of North Perth	6	7	6	6	5	6	6	7	7
	Town of St. Marys	7	10	8	10	10		9	9	9

On the municipality level, Owen Sound and Stratford had the highest and second highest job postings every month respectively. The Blue Mountains had the third highest job postings frequently, except in April and May when it was ranked fifth. Hanover was in fourth place from April through November, only dipping down to sixth place in December. As shown in the chart, jobs were concentrated in a few municipalities within each county. On the county level, most jobs posted on connect2JOBS between April and December 2021 were located in Grey County.

Chart I: Municipalities Consistently Had Top Ten Posting Counts Between April and December 2021



Top Five In-Demand Sectors

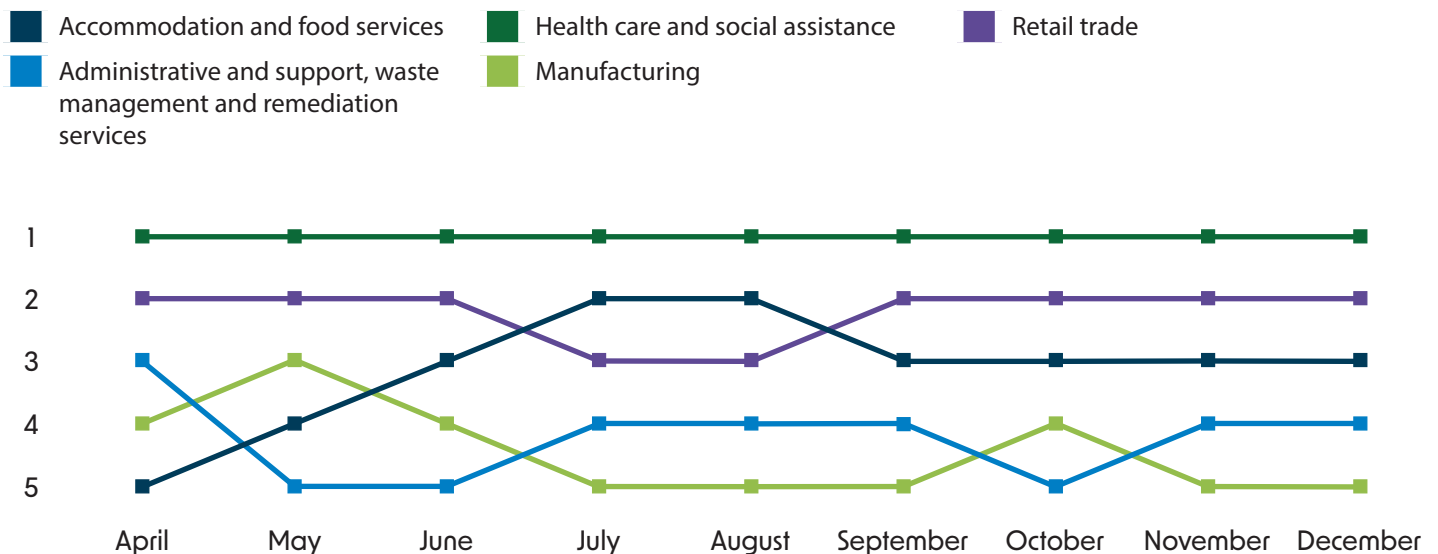
Four County Region

Accommodation and food services, Administrative and support, waste management and remediation services, Health care and social assistance, Manufacturing and Retail trade were the top five in-demand sectors on the region level every month between April and December 2021. Health care and social assistance was the most in-demand sector throughout the months, whereas Retail trade was consistently ranked second or third. Health care and social assistance and Manufacturing are among the five key sectors³ in the region.

Table 2: Ranking of Top Five In-demand Sectors in Region by Month Between April & December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Accommodation and food services	5	4	3	2	2	3	3	3	3	3.1
Administrative and support, waste management and remediation services	3	5	5	4	4	4	5	4	4	4.2
Health care and social assistance	1	1	1	1	1	1	1	1	1	1.0
Manufacturing	4	3	4	5	5	5	4	5	5	4.4
Retail trade	2	2	2	3	3	2	2	2	2	2.2

Chart 2: Top Five In-demand Sectors in the Four County Region Between April and December 2021



³ The five key sectors in the Four County Regions are Manufacturing, Agriculture, forestry, fishing and hunting, Health care and social assistance, Transportation and warehousing, and Construction.

Bruce County

Seven sectors were on Bruce County's monthly top five in-demand sectors list between April and December 2021. Based on average rankings, the overall top five in-demand sectors in descending order were:

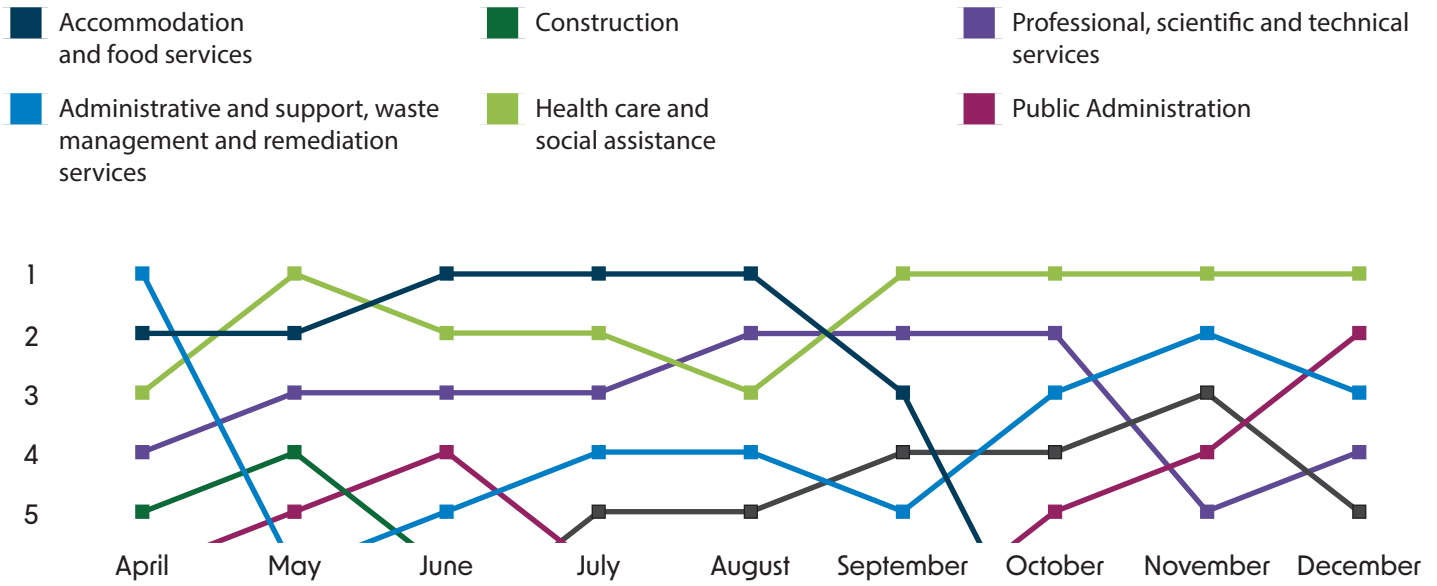
1. Health care and, social assistance,
2. Retail trade,
3. Accommodation and food services,
4. Administrative and support, waste management and remediation services, and
5. Professional, scientific and technical services.

Table 3: Ranking of Top Five In-demand Sectors in Bruce County by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Accommodation and food services	2	2	1	1	1	3	8	7	6	3.4
Administrative and support, waste management and remediation services	1	6	5	4	4	5	3	2	3	3.7
Construction	5	4	6	8	8	8	6	6	7	6.4
Health care and, social assistance	3	1	2	2	3	1	1	1	1	1.7
Professional, scientific and technical services	6	5	4	6	6	7	5	4	2	5.0
Public administration	7	7	7	5	5	4	4	3	5	5.2
Retail trade	4	3	3	3	2	2	2	5	4	3.1

Only Health care and social assistance and Retail trade were on the list every month. Administrative support, waste management and remediation services was consistently on the top five list except for May when it was ranked sixth. Accommodation and food services had a consistently high ranking - first, second or third - between April and September but was not on the top five list in the last three months of 2021. On the contrary, Public Administration was ranked seventh in April, May and June but on the top five list for the rest of the year. Construction was only on the top five list in April and May. Except April, July, August and September, Professional, scientific and technical services was among Bruce County's top five in-demand sectors in the other months with its ranking increasing from October to December.

Chart 3: Top Five In-demand Sectors in Bruce County Between April and December 2021



Grey County

Eight sectors were on Grey County's monthly top five in-demand sectors list between April and December 2021. Based on average rankings, the overall top five in-demand sectors in descending order were:

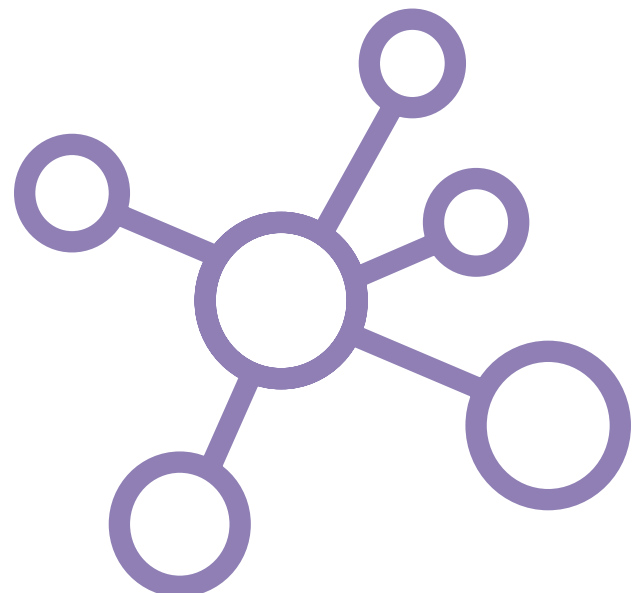
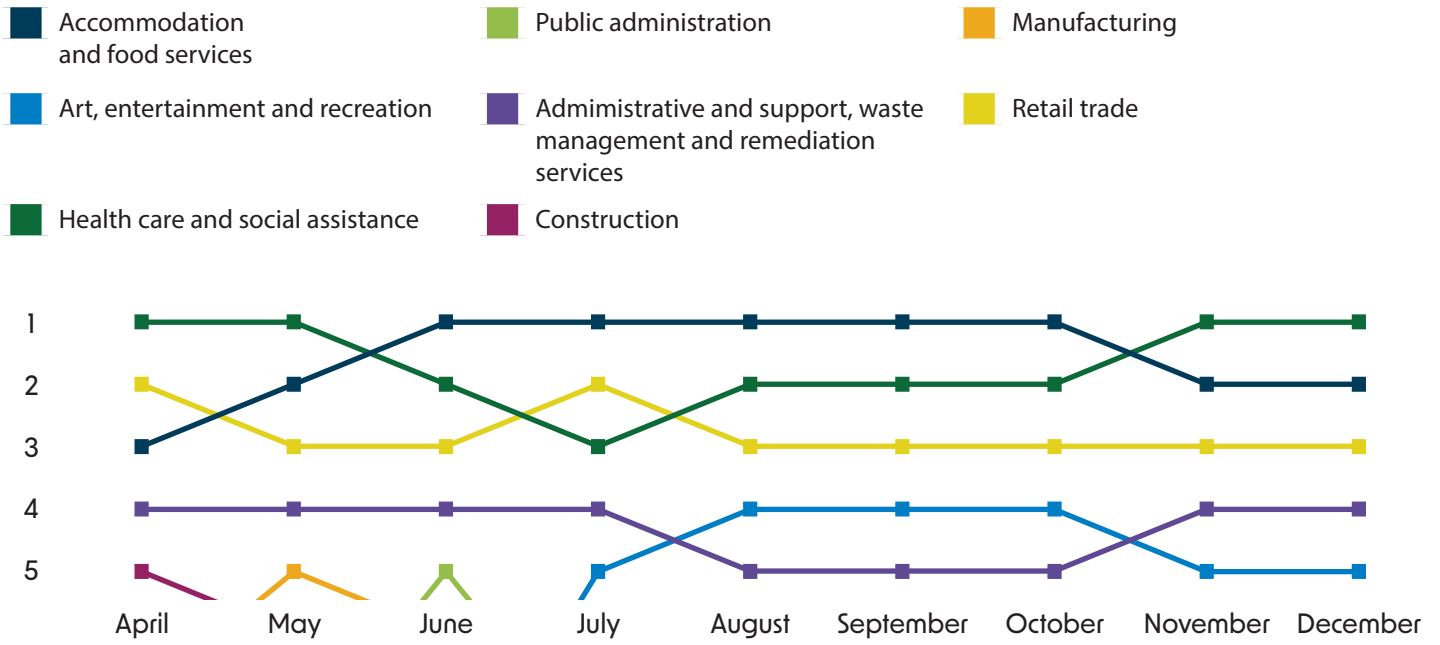
1. Accommodation and food services,
2. Health care and social assistance,
3. Retail trade,
4. Administrative and support, waste management and remediation services, and
5. Art, entertainment and recreation.

Table 4: Ranking of Top Five In-demand Sectors in Grey County by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Accommodation and food services	3	2	1	1	1	1	1	2	2	1.6
Administrative and support, waste management and remediation services	4	4	4	4	5	5	5	4	4	4.3
Art, entertainment and recreation	6	7	9	5	4	4	4	5	5	5.4
Construction	5	6	8	9	9	7	7	7	8	7.3
Health care and social assistance	1	1	2	3	2	2	2	1	1	1.7
Manufacturing	7	5	6	6	6	6	6	6	6	6.0
Public administration	8	8	5	8	10	9	9	8	7	8.0
Retail trade	2	3	3	2	3	3	3	3	3	2.8

Accommodation and food services, Administrative and support, waste management and remediation service, Health care and social assistance and Retail trade were on the top five list every month. Art, entertainment and recreation was on the list between July and December ranking fourth and fifth. Construction, Manufacturing and Public Administration were on the list once in April, May and June respectively. Accommodation and food services and Health care and social assistance consistently occupied first, second or third place with the former being the most in-demand sector more frequently. Retail trade was ranked third in most of the months except for April and July when it was in second place. Administrative and support, waste management and remediation services was ranked either fourth or fifth.

Chart 4: Top Five In-demand Sectors in Grey County Between April and December 2021



Huron County

Seven sectors were on Huron County's monthly top five in-demand sectors list between April and December 2021. Based on average rankings, the overall top five in-demand sectors in descending order were:

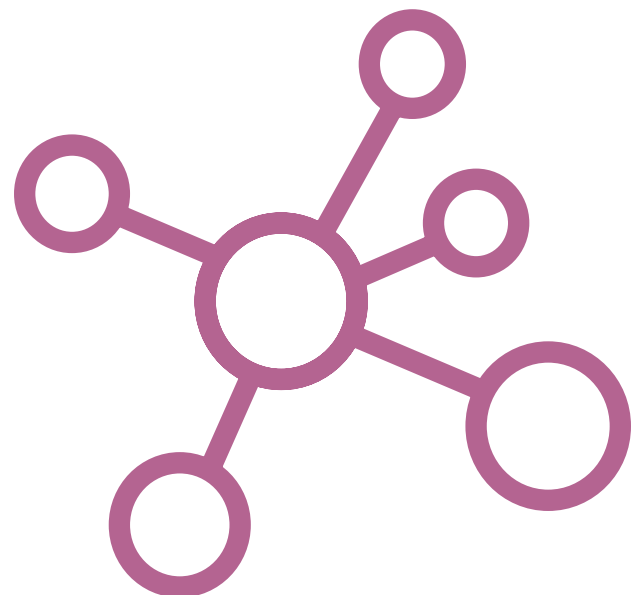
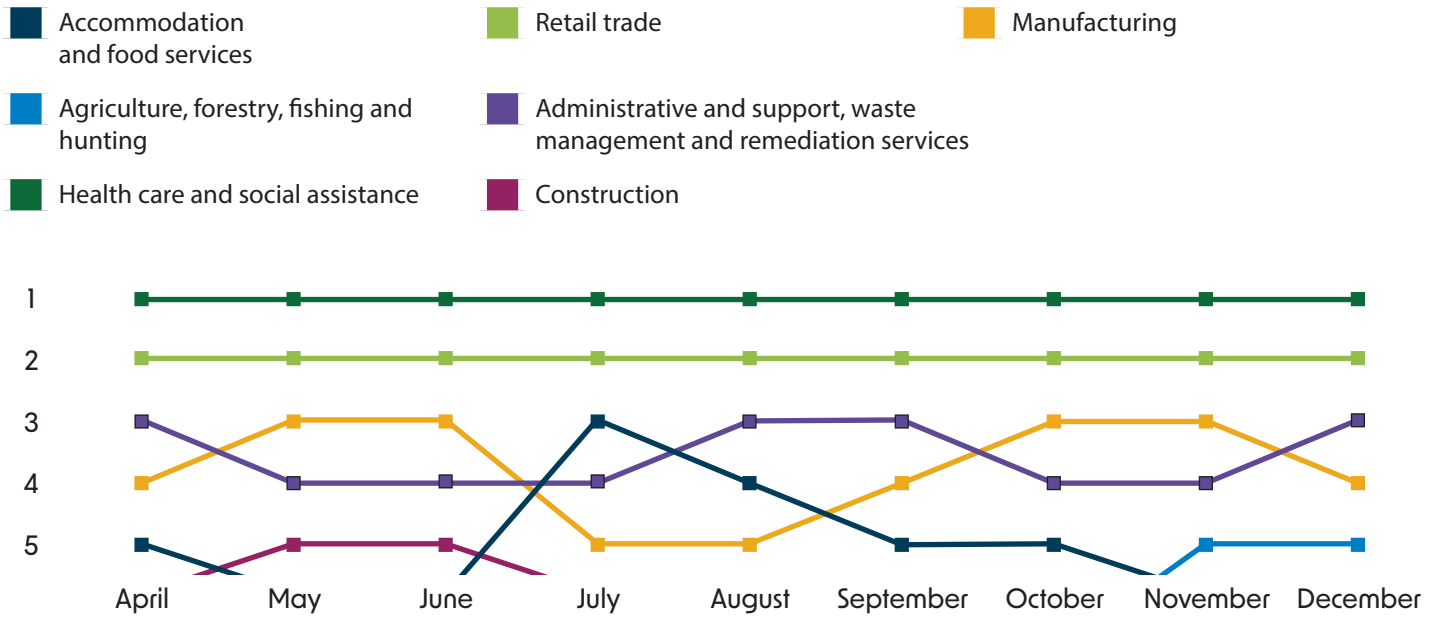
1. Health care and social assistance,
2. Retail trade,
3. Administrative and support, waste management and remediation services,
4. Manufacturing, and
5. Accommodation and food services.

Table 5: Ranking of Top Five In-demand Sectors in Huron County by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Accommodation and food services	5	6	6	3	4	5	5	6	8	5.3
Administrative and support, waste management and remediation services	3	4	4	4	3	3	4	4	3	3.6
Agriculture, forestry, fishing and hunting	9	8	7	7	7	7	7	5	5	6.9
Construction	6	5	5	6	6	6	8	8	10	6.7
Health care and social assistance	1	1	1	1	1	1	1	1	1	1.0
Manufacturing	4	3	3	5	5	4	3	3	4	3.8
Retail trade	2	2	2	2	2	2	2	2	2	2.0

Administrative and support, waste management and remediation services, Health care and social assistance, Manufacturing and Retail trade were on the top five list every month. Health care and social assistance and Retail trade were consistently the most and second most in-demand sectors. Administrative and support, waste management and remediation services was either ranked third or fourth. Manufacturing's ranking bounced between third, fourth and fifth. Accommodation and food services was only on the list for five months – April, July, and August to October. Agriculture, forestry, fishing and hunting and Construction each occupied fifth place twice.

Chart 5: Top Five In-demand Sectors in Huron County Between April and December 2021



Perth County

Six sectors were on Perth County's monthly top five in-demand sectors list between April and December 2021. Based on average rankings, the overall top five in-demand sectors in descending order were:

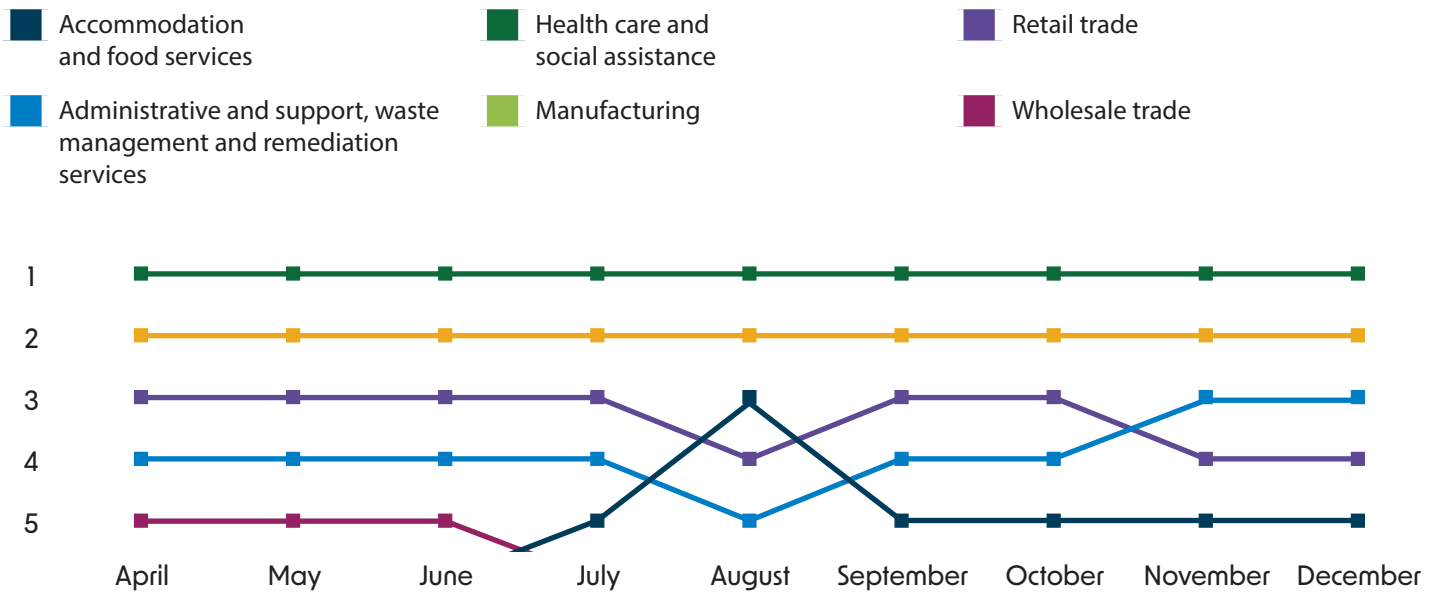
1. Health care and social assistance,
2. Manufacturing,
3. Retail trade,
4. Administrative and support, waste management and remediation services, and
5. Accommodation and food services.

Table 6: Ranking of Top Five In-demand Sectors in Perth County by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Accommodation and food services	6	6	6	5	3	5	5	5	5	5.1
Administrative and support, waste management and remediation services	4	4	4	4	5	4	4	3	3	3.9
Health care and social assistance	1	1	1	1	1	1	1	1	1	1.0
Manufacturing	2	2	2	2	2	2	2	2	2	2.0
Retail trade	3	3	3	3	4	3	3	4	4	3.3
Wholesale trade	5	5	5	6	6	6	6	6	6	5.7

Administrative and support, waste management and remediation service, Health care and social assistance, Manufacturing and Retail trade were on the list monthly. Health care and social assistance and Manufacturing were consistently the most and second most in-demand sectors. Retail trade was in third or fourth place, whereas Administrative and support, waste management and remediation services was mostly ranked fourth or fifth. Wholesale trade made it to the top five list in April, May and June occupying fifth place.

Chart 6: Top Five In-demand Sectors in Perth County Between April and December 2021



Comparing top five in-demand sectors in each county to those in the region overall

The top five in-demand sectors and their orders in the four county region overall compared to Bruce County were almost identical except that instead of Manufacturing, Professional, scientific and technical services was the fifth in-demand sectors in Bruce County. Unlike in the region and the other counties, the most in-demand sector in Grey County was Accommodation and food services. Instead of Manufacturing, Art, entertainment and recreation was the fifth in-demand sector in Grey County. Huron and Perth counties had the same top five in-demand sectors as the four county region. Huron County had the same top two sectors as the region. Perth County had the same second and fourth most in-demand sectors as the region. While Manufacturing was in the fifth place at the regional level, it was the second most in-demand sector in Perth County.

Table 7: Order of Region's and Counties' Top Five In-demand Sectors between April and December 2021 Based on Average Ranking

	Region	Bruce	Grey	Huron	Perth
Accommodation and food services	3	3	1	5	5
Administrative and support, waste management and remediation services	4	4	4	3	4
Art, entertainment and recreation			5		
Health care and social assistance	1	1	2	1	1
Manufacturing	5			4	2
Professional, scientific and technical services		5			
Retail trade	2	2	3	2	3

Top Fifteen In-Demand Occupations

Four County Region

Twenty-one occupations were on the four county region's top fifteen in-demand occupations list between April and December 2021. Based on average rankings, the overall top fifteen in-demand occupations in descending order were:

1. Retail salespersons,
2. Registered nurses and registered psychiatric nurses,
3. Home support workers, housekeepers and related occupations,
4. Food counter attendants, kitchen helpers and related support occupations,
5. Cooks,
6. Other customer and information service representatives,
7. Material handlers,
8. Light duty cleaners,
9. Other labourers in processing, manufacturing and utilities,
10. Administrative assistants,
11. Delivery and courier service drivers,
12. Licensed practical nurses,
13. General farm workers,
14. Retail and wholesale trade managers, and
15. Transport truck drivers.

Table 8: Ranking of Top Fifteen In-demand Occupations in Region by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Retail and wholesale trade managers	17	19	17	14	15	15	15	15	15	15.8
Administrative assistants	10	9	9	15	12	8	12	10	8	10.3
Registered nurses and registered psychiatric nurses	4	4	2	2	2	3	3	2	2	2.7
Licensed practical nurses	14	12	12	13	13	12	8	9	11	11.6
Social and community service workers	24	21	21	20	19	16	18	16	14	18.8
Home support workers, housekeepers and related occupations	2	3	3	3	5	5	2	3	3	3.2
Cooks	6	6	6	5	4	4	6	6	5	5.3
Retail salespersons	1	1	1	1	1	1	1	1	1	1.0
Food and beverage servers	27	26	15	10	9	20	30	31	28	21.8
Other customer and information service representatives	3	2	5	6	6	9	9	8	9	6.3
Cashiers	19	22	13	12	14	19	17	19	27	18.0
Store shelf stockers, clerks and order fillers	26	33	36	28	25	13	10	14	13	22.0
Food counter attendants, kitchen helpers and related support occupations	9	8	4	4	3	2	4	4	4	4.7
Light duty cleaners	5	5	8	7	7	7	11	12	10	8.0
Material handlers	7	11	11	9	8	6	5	5	7	7.7
Transport truck drivers	12	15	14	17	22	22	16	13	18	16.6
Delivery and courier service drivers	8	7	7	11	11	10	13	17	19	11.4
Construction trades helpers and labourers	11	13	18	22	18	14	19	21	26	18.0
General farm workers	16	14	16	16	16	17	14	11	12	14.7
Landscaping and grounds maintenance labourers	15	16	26	31	26	29	32	40	38	28.1
Other labourers in processing, manufacturing and utilities	13	10	10	8	10	11	7	7	6	9.1

Bruce County

Thirty-five occupations were on Bruce County's top fifteen in-demand occupations list between April and December 2021. Based on average rankings, the overall top fifteen in-demand occupations in descending order were:

1. Retail salespersons,
2. Home support workers, housekeepers and related occupations,
3. Cooks,
4. Food counter attendants, kitchen helpers and related support occupations
5. Light duty cleaners,
6. Administrative assistants,
7. Registered nurses and registered psychiatric nurses,
8. Early childhood educators and assistants,
9. Other customer and information service representatives,
10. Delivery and courier service drivers,
11. Administrative officers,
12. Construction trades helpers and labourers,
13. Cashiers,
14. Licensed practical nurses, and
15. Other labourers in processing, manufacturing and utilities.

Table 9: Ranking of Top Fifteen In-demand Occupations in Bruce County by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Engineering managers	23	12	20	24	50+	50+	50+	50+	50+	
Retail and wholesale trade managers	20	44	40	18	12	21	24	50+	24	
Restaurant and food service managers	30	13	18	20	29	50+	39	50+	50+	
Construction managers	27	7	9	30	50+	36	35	31	15	
Professional occupations in business management consulting	9	19	34	27	50+	43	19	18	39	
Administrative officers	24	16	26	19	32	12	10	6	3	16.4
Administrative assistants	7	8	6	11	9	8	6	4	4	7.0
Receptionists	50+	50+	50+	13	23	46	44	50+	40	
Mechanical engineers	50+	50+	50+	50+	50+	50+	30	15	11	
Registered nurses and registered psychiatric nurses	13	11	7	6	14	10	8	2	2	8.1
Pharmacists	25	24	8	9	18	50+	32	50	50+	
Other medical technologists and technicians (except dental health)	50+	50+	50+	50+	30	24	50+	22	12	
Licensed practical nurses	16	17	36	25	27	11	14	12	27	20.6
Nurse aides, orderlies and patient service associates	50+	50+	50+	50+	41	34	42	10	9	
Other assisting occupations in support of health services	31	14	21	23	50+	50+	50+	46	25	
Social and community service workers	50+	41	48	29	15	17	29	50+	19	
Early childhood educators and assistants	18	9	14	10	6	9	7	8	7	9.8
Home support workers, housekeepers and related occupations	4	2	4	1	2	3	2	13	1	3.6
Program leaders and instructors in recreation, sport and fitness	50+	35	22	21	19	14	18	1	32	
Cashiers	17	28	12	12	17	18	27	33	14	19.8
Cooks	6	5	5	4	4	1	4	5	6	4.4

	April	May	June	July	August	September	October	November	December	Average Ranking
Retail salespersons	1	1	3	3	1	2	1	3	5	2.2
Food and beverage servers	15	18	10	8	21	23	50+	50+	50+	
Other customer and information service representatives	3	6	11	7	7	13	9	11	21	9.8
Store shelf stockers, clerks and order fillers	50+	50+	50+	50+	13	5	5	34	16	
Food counter attendants, kitchen helpers and related support occupations	5	3	1	2	3	4	3	7	13	4.6
Light duty cleaners	2	4	2	5	5	7	12	9	8	6.0
Carpenters	11	21	50+	50+	34	32	50+	50+	50+	
Transport truck drivers	8	15	13	22	28	16	13	19	50+	
Bus drivers, subway operators and other transit operators	29	30	50+	50+	24	22	26	29	10	
Delivery and courier service drivers	19	20	17	15	8	6	11	14	17	14.1
Construction trades helpers and labourers	10	10	16	17	10	19	20	17	42	17.9
General farm workers	21	26	15	26	20	20	15	40	23	22.9
Landscaping and grounds maintenance labourers	12	38	19	16	11	35	50+	50+	41	
Other labourers in processing, manufacturing and utilities	14	22	43	14	16	15	23	28	29	22.7

Grey County

Twenty-seven occupations were on Grey County's top fifteen in-demand occupations list between April and December 2021. Based on average rankings, the overall top fifteen in-demand occupations in descending order were:

1. Retail salespersons,
2. Food counter attendants, kitchen helpers and related support occupations,
3. Cooks,
4. Home support workers, housekeepers and related occupations,
5. Other customer and information service representatives,
6. Material handlers,
7. Delivery and courier service drivers,
8. Administrative assistants,
9. Light duty cleaners,
10. Registered nurses and registered psychiatric nurses,
11. Retail and wholesale trade managers,
12. Construction trades helpers and labourers,
13. Social and community service workers,
14. Food and beverage servers, and
15. General farm workers.

Table 10: Ranking of Top Fifteen In-demand Occupations in Grey County by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Retail and wholesale trade managers	12	13	7	7	13	14	16	16	16	12.7
Restaurant and food service managers	43	39	26	21	14	13	27	42	38	29.2
Administrative assistants	14	9	9	13	9	8	10	5	6	9.2
Registered nurses and registered psychiatric nurses	11	10	10	10	10	9	15	11	7	10.3
Nurse aides, orderlies and patient service associates	13	20	29	28	22	16	21	25	14	20.9
Other assisting occupations in support of health services	19	15	19	39	47	35	50+	36	29	26.6
Social and community service workers	16	16	18	17	16	18	19	19	13	16.9
Home support workers, housekeepers and related occupations	2	3	6	5	5	4	5	7	3	4.4
Retail and wholesale buyers	22	27	16	15	26	50+	43	30	41	
Food service supervisors	42	41	48	47	29	25	11	14	11	29.8
Cooks	5	5	4	2	3	3	3	4	5	3.8
Retail salespersons	1	1	1	1	1	1	1	1	1	1.0
Food and beverage servers	33	18	8	9	6	15	26	24	15	17.1
Security guards and related security service occupations	25	17	15	14	19	20	18	26	20	19.3
Other customer and information service representatives	3	2	2	3	4	11	12	9	10	6.2
Cashiers	15	21	12	8	8	12	9	10	50+	
Store shelf stockers, clerks and order fillers	28	44	36	31	39	19	7	8	9	24.6
Food counter attendants, kitchen helpers and related support occupations	10	6	3	4	2	2	2	2	2	3.7
Operators and attendants in amusement, recreation and sport	31	30	20	26	27	23	14	6	24	22.3
Light duty cleaners	6	12	13	12	12	7	8	13	8	10.1
Material handlers	9	11	11	11	11	5	4	3	4	7.7

	April	May	June	July	August	September	October	November	December	Average Ranking
Transport truck drivers	21	25	21	32	31	28	20	12	18	23.1
Delivery and courier service drivers	4	4	5	6	7	6	6	15	17	7.8
Construction trades helpers and labourers	7	7	14	25	15	10	13	17	19	14.1
General farm workers	18	19	24	16	17	22	22	18	12	18.7
Landscaping and grounds maintenance labourers	8	8	17	18	20	21	23	31	30	19.6
Labourers in food and beverage processing	17	14	30	24	24	29	29	28	25	24.4



Huron County

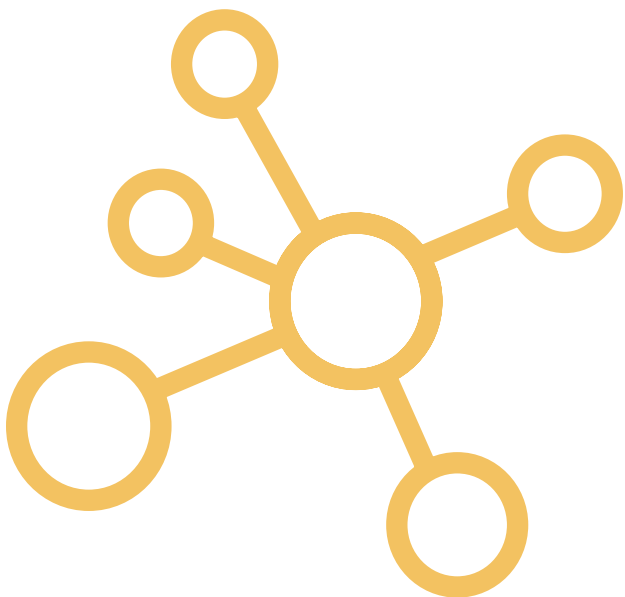
Twenty-four occupations were on Huron County's top fifteen in-demand occupations list between April and December 2021. Based on average rankings, the overall top fifteen in-demand occupations in descending order were:

1. Registered nurses and registered psychiatric nurses,
2. General farm workers,
3. Retail salespersons,
4. Home support workers, housekeepers and related occupations,
5. Licensed practical nurses,
6. Other customer and information service representatives,
7. Food counter attendants, kitchen helpers and related support occupations,
8. Material handlers,
9. Light duty cleaners,
10. Transport truck drivers,
11. Administrative assistants,
12. Other labourers in processing, manufacturing and utilities,
13. Agricultural service contractors, farm supervisors and specialized livestock workers,
14. Cooks, and
15. Retail and wholesale trade managers.

Table II: Ranking of Top Fifteen In-demand Occupations in Huron County by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Retail and wholesale trade managers	44	37	25	23	7	9	4	6	6	17.9
Restaurant and food service managers	5	4	5	7	5	7	10	50+	50+	
Administrative assistants	11	5	8	21	23	20	17	14	7	14.0
Medical administrative assistants	22	20	38	25	8	22	15	8	14	19.1
Registered nurses and registered psychiatric nurses	1	1	1	1	1	1	1	1	1	1.0
Licensed practical nurses	13	8	6	5	6	17	6	3	5	7.7
Nurse aides, orderlies and patient service associates	17	19	33	22	12	14	16	20	22	19.4
Social and community service workers	50+	33	50+	42	24	24	22	15	4	
Home support workers, housekeepers and related occupations	6	9	4	3	3	4	7	4	11	5.7
Cooks	16	42	13	12	11	10	18	12	8	15.8
Retail salespersons	3	6	2	2	2	2	2	10	10	4.3
Other customer and information service representatives	2	2	7	6	13	11	11	9	12	8.1
Store shelf stockers, clerks and order fillers	28	27	31	30	21	8	8	7	2	18.0
Food counter attendants, kitchen helpers and related support occupations	14	13	12	10	10	5	14	11	13	11.3
Light duty cleaners	4	7	10	14	14	16	13	19	16	12.6
Heavy-duty equipment mechanics	35	28	21	13	22	21	29	21	18	23.1
Material handlers	8	11	19	19	9	3	5	13	17	11.6
Transport truck drivers	9	10	15	9	16	12	12	17	15	12.8
Delivery and courier service drivers	15	16	16	11	25	29	39	38	25	23.8
Construction trades helpers and labourers	10	15	14	28	15	13	26	25	31	19.7
Agricultural service contractors, farm supervisors and specialized livestock workers	19	12	9	8	20	18	24	18	9	15.2

	April	May	June	July	August	September	October	November	December	Average Ranking
General farm workers	7	3	3	4	4	6	3	2	3	3.9
Landscaping and grounds maintenance labourers	12	26	42	50+	50+	50+	50+	50+	50+	
Other labourers in processing, manufacturing and utilities	20	14	11	15	17	15	9	5	21	14.1



Perth County

Twenty-four occupations were on Perth County's top fifteen in-demand occupation list between April and December 2021. Based on average rankings, the overall top fifteen in-demand sectors in descending order were:

1. Other labourers in processing, manufacturing and utilities,
2. Retail salespersons,
3. Home support workers, housekeepers and related occupations,
4. Registered nurses and registered psychiatric nurses,
5. Material handlers,
6. Other customer and information service representatives,
7. Cooks,
8. Food counter attendants, kitchen helpers and related support occupations,
9. Licensed practical nurses,
10. Light duty cleaners,
11. Administrative assistants,
12. Transport truck drivers,
13. Delivery and courier service drivers,
14. Social and community service workers, and
15. Labourers in food and beverage processing.

Table 12: Ranking of Top Fifteen In-demand Occupations in Perth County by Month Between April and December 2021

	April	May	June	July	August	September	October	November	December	Average Ranking
Administrative assistants	12	11	11	16	13	9	11	19	14	12.9
Medical administrative assistants	50+	15	16	15	18	12	14	17	20	
Registered nurses and registered psychiatric nurses	4	6	4	4	5	2	3	2	2	3.6
Other medical technologists and technicians (except dental health)	50+	31	50+	40	24	40	23	23	13	
Pharmacists	50+	32	17	14	23	50+	50+	50+	50+	
Licensed practical nurses	7	9	10	11	10	11	5	7	7	8.6
Nurse aides, orderlies and patient service associates	50+	48	26	39	39	29	17	13	11	
Social and community service workers	25	23	14	13	14	13	13	14	18	16.3
Home support workers, housekeepers and related occupations	1	2	3	3	3	6	2	3	4	3.0
Food service supervisors	50+	50+	50+	50+	49	31	33	22	15	
Cooks	6	8	9	7	6	8	9	9	9	7.9
Retail salespersons	5	3	1	1	1	1	4	6	3	2.8
Food and beverage servers	44	50+	27	10	11	22	25	50+	50+	
Other customer and information service representatives	11	7	6	9	9	7	7	5	6	7.4
Food counter attendants, kitchen helpers and related support occupations	13	13	8	6	4	3	8	8	8	7.9
Light duty cleaners	8	10	12	8	8	10	10	10	10	9.6
Welders and related machine operators	19	36	35	23	16	15	24	28	24	24.4
Material handlers	2	5	5	5	7	4	6	4	5	4.8
Transport truck drivers	10	12	13	12	15	19	12	11	16	13.3
Delivery and courier service drivers	9	4	7	19	19	14	20	15	19	14.0
Construction trades helpers and labourers	15	28	38	22	17	16	21	25	40	24.7

	April	May	June	July	August	September	October	November	December	Average Ranking
Labourers in food and beverage processing	14	14	15	17	12	18	19	18	22	16.6
General farm workers	20	17	40	24	20	20	15	12	12	20.0
Other labourers in processing, manufacturing and utilities	3	1	2	2	2	5	1	1	1	2.0

Comparing top fifteen in-demand occupations in each county to those in the four county region overall

Eight of the region's top fifteen in-demand occupations were among the top fifteen in-demand occupations in all four counties. They were:

- Retail salespersons,
- Registered nurses and registered psychiatric nurses
- Home support workers, housekeepers and related occupations,
- Food counter attendants, kitchen helpers and related support occupations,
- Cooks,
- Other customer and information service representative
- Light duty cleaners, and
- Administrative assistants.

Occupations that were the top fifteen in the counties but not at the regional level included:

- Bruce County only - Early childhood educators and assistants, Administrative officers and Cashiers,
- Bruce and Grey counties - Construction trades helpers and labourers,
- Grey County only - Food and beverage servers,
- Grey and Perth counties - Social and community service workers,
- Huron County only - Agricultural service contractors, farm supervisors and specialized livestock workers, and
- Perth County only - Labourers in food and beverage processing.

Retail salespersons was the most in-demand occupation at the regional level as well as in Bruce and Grey counties. In Huron County, however, Registered nurses and registered psychiatric nurses was the first on the top fifteen list. Furthermore, the county's second most in-demand occupation, General farm workers, was in thirteenth place on the Region's top fifteen list. Other labourers in processing, manufacturing and utilities was the number one in-demand occupation in Perth County while it was the number nine on the region level.

Occupation Demand vs Occupation Search

Twenty-nine occupations were on the top fifteen most searched occupations list between April and December 2021. Only eight occupations were on the list every month. They were:

- Administrative assistants,
- Home support workers, housekeepers and related occupations,
- Cooks,
- Retail salespersons,
- Other customer and information services representatives,
- Light duty cleaners
- Delivery and courier service drivers, and
- Other labourers in processing, manufacturing and utilities

All the occupations that were on the top fifteen most searched list every month were on the four county region's top fifteen in-demand list every month except Delivery and courier service drivers. The occupations that were on the Region's and/or the counties' top fifteen list but were not among the top fifteen most searched occupations every month included:

- Food counter attendants, kitchen helpers and related support occupations was the second most in-demand occupation in Grey County between April and December 2021,
- General farm workers was the second most in-demand occupation in Huron County between April and December 2021,
- Licensed practical nurses was the fifth most in-demand occupation in Perth County between April and December 2021,
- Material handlers, and
- Registered nurses and registered psychiatric nurses was the second most in-demand and the most in-demand occupation in the four county region and in Huron County respectively between April and December 2021.

(see Tables 8, 9, 10, 11 and 12 for occupations that were on the four county region's and each county's top fifteen list every month, and Table 13 for the orders of the top fifteen in-demand occupations in the region and in each of the counties)

Skill Type Demand vs Skill Type Search

Sales and service occupations was consistently the most in demand skill type in the region between April and December 2021. It was frequently (in eight months) among the top three most searched skill types. The second most in demand skill type was Trades, transportation and equipment operators and related occupations. It was only among the top three most searched skill types in two months. Business, finance and administration occupations and Health occupations were the third and fourth in demand skill types respectively in April, May and June but traded places from August on. They were only among the top three most searched skill types in four months and one month respectively. Occupations in art, culture, recreation and sport was the least in demand skill type. Management occupations was among the top three most searched skill types in six months but it was not high in demand.

Skill Level Demand vs Skill Level Search

Skill level C was the most in-demand skill level in the region every month between April and December 2021 except for December when it traded places with Skill level B that was the second in-demand skill level from April to November. The most searched skill level between April and June was D. In July, skill level C was the most searched skill level; between August and December, A was the most frequently searched skill level.

Job Type Demand vs Job Type Search

Over eighty-one percent of the jobs posted on connect2JOBS between April and December 2021 were full time jobs, while the search for full time jobs was below sixty-five percent.

Job Duration Demand vs Job Duration Search

Over eighty-two percent of the jobs posted on connect2JOBS between April and December 2021 were permanent jobs. In April, May, June and July, the percentages of the search for permanent job were significantly less. However, they were increasing and surpassed the demand percentage in August. Between October and December, the percentage of search for permanent jobs fluctuated slightly but reached ninety-three percent in December.

Conclusion

In the four county region, there are thirty-two municipalities (eight in Bruce, nine in Grey, nine in Huron and six in Perth County) spreading over an area of 14,067km². Yet most jobs are concentrated in a few municipalities, most of which are in Grey County, and some in-demand occupations are in one specific county. In order to bridge the demand-supply gap, it is important to ensure workers' mobility. Currently, Grey County is operating the Grey Transit Route⁴ that provides regular, affordable public transportation for residents to travel between Owen Sound and Orangeville, Owen Sound and Town of The Blue Mountains, Owen Sound to Wiarton, and Flesherton to Walkerton. Bruce County has recently completed its Master Transportation Plan⁵ which will guide the county's future decisions on transportation, including its role in public transit services. Huron Shores Area Transit⁶ has one route that runs between London and Grand Bend including three stops in Huron County: Dashwood, Exeter and Huron Park. PC Connect⁷ in Perth County has two routes that provide transportation within the county and three for commuting to and from Kitchener/Waterloo and London. The Grey County Transit provides the only two routes that run between two counties within the region, as its routes extend into Bruce County as well as Grey. While these transportation programs are extremely valuable to local residents, most routes do not have schedules that align with work hours, especially those of afternoon and night shift workers. Improvement in the accessibility of public transportation is necessary to meet the needs of workers who lack personal vehicles..

Two of the top five in-demand sectors, Health care and social assistance and Manufacturing, are also two of the key sectors in the region. Persistent labour shortages in these two sectors will significantly affect the social and economic development of the region, and the well-being of its residents. The consistently low unemployment rates in the region suggests the need to expand the local workforce. One way of doing this is to attract workers from other regions. The other way is to provide supports for local residents who could be but are not currently in the workforce because of employment barriers.

The mismatch between the demand and supply of skill types can be addressed by working with employers and workers to identify transferrable skills, and offer re-skilling programs to workers. Literary and Basic Skills (LBS) providers and Employment Ontario (EO) providers are already offering up-skilling programs to bridge the gap between the demand and supply of skill levels. At the same time, employers need to develop and implement retention strategies that provide job satisfaction and career advancement opportunities for overqualified workers.

Some job seekers prefer part-time to full-time jobs. Employers may want to consider offering job share arrangements so that some full-time positions can be filled by two part-time employees. Other job seekers look for part-time jobs because there are barriers that prevent them from engaging in full-time employment. For example, availability of childcare has been a longstanding challenge in the four county area. In order to address this, support from service providers is needed.

4 <https://www.grey.ca/grey-transit-route>

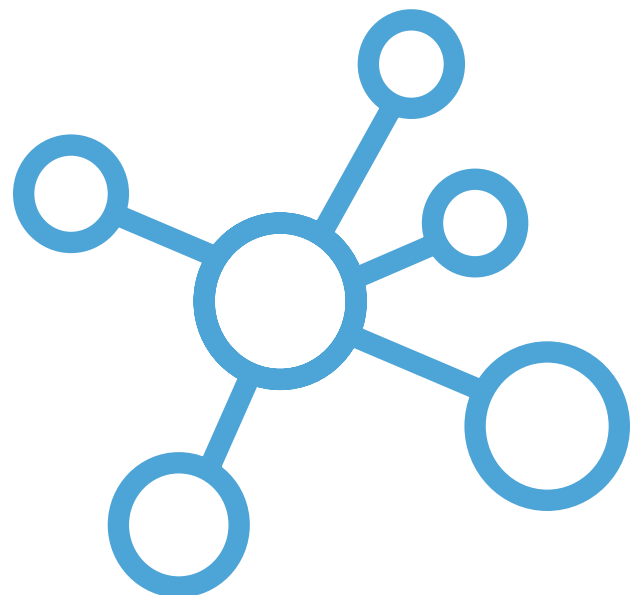
5 <https://www.brucecounty.on.ca/transportation-master-plan>

6 <https://huronshoresareatransit.ca/>

7 <https://www.perthcounty.ca/en/living-here/community-transportation---perth-county-and-stratford.aspx#>

There is a noticeable and significant increase in the percentage of job seekers interested in permanent jobs over the six-month period analyzed for this report. Given the limitations of this dataset, the cause of this cannot be determined. This may be due to changing labour market dynamics throughout the pandemic, or factors unrelated to the pandemic. The Planning Board will continue to track this through 2022.

The gap between job demand and workforce supply is multifaceted. The above analysis of the job demand and job search data on connect2JOBS has provided an in-depth look at the different aspects of the gap and offered some possible solutions that engage LBS and EO providers, employers, county government and other community stakeholders.





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