

~ Preliminary Findings ~

North Huron Job Postings Analysis

September 2022



**HELP
WANTED**

TABLE OF CONTENTS

Purpose	Page 3
Introduction	Page 3
Total Job Postings in North Huron	Page 4
Job Postings by Occupation	Page 5
Occupations with Most Frequent Job Postings	Page 6 – 7
Job Postings by Industry	Page 8
Wages by Occupation Type	Page 9

PURPOSE

This document has been put together as an analysis of the number and types of job postings within North Huron, to set the stage and make sure we fully understand which occupations are in demand before creating strategies to address the problem.

INTRODUCTION

Many businesses have expressed difficulties in finding people to fill vacant positions. Some companies have tried adjusting wages, others have adopted work from home options and some have resorted to leaning on foreign and temporary worker programs. In terms of what is driving these labour shortages, there are many potential factors. The labour shortage problem could be exacerbated by CERB handouts reducing incentives to work, covid lockdowns and store capacity measures leading to a change in consumer behaviour, baby boomers taking retirement earlier than expected, parents not going back to work after one of them having to be at home to monitor their child's virtual learning, among other reasons. A recent Statistics Canada job vacancies report confirms the anecdotally information heard at local council meetings, BIA committee meetings and economic development roundtables. In Q1 of 2022, job vacancies across Canada climbed to the highest ever recorded amount^[1]. Closer to home, a Wingham company – Britespan – recently came to North Huron council as a delegation to talk about their own troubles hiring. Some of the factors driving the labour shortage are out of municipal government control, however, it would be prudent to compare local anecdotal evidence with more quantitative data with regards to the frequency of job postings and the occupations and industries these postings are in. Job vacancies are different than job postings, so the assumption is that the number of job postings would be positively correlated with the number of job vacancies within that occupation.

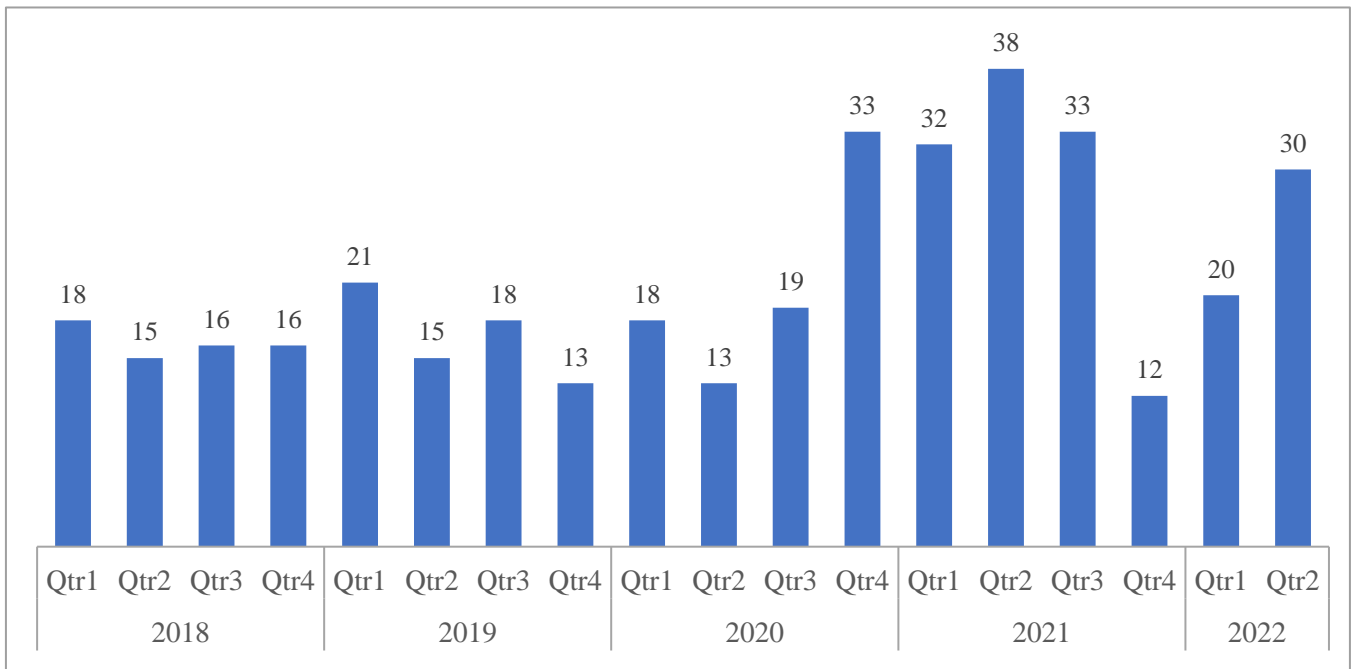
[1] Statistics Canada. The Daily. Job vacancies, first quarter 2022.

<https://www150.statcan.gc.ca/n1/daily-quotidien/220621/dq220621b-eng.htm>

North Huron Job Postings Analysis

In this analysis of North Huron we are going to start by looking at the overall number of unique job postings over the past 5 years. This will give us a pre, during and post COVID look at job postings. From there, we will drill down and look at the number of job postings by occupation NOC code (National Occupational Classification), and then by industry NAICS code (North American Industry Classification System). Once we have identified the top 3 occupations and industries in terms of frequency of job postings, we can drill down even further into the top occupation and industry postings.

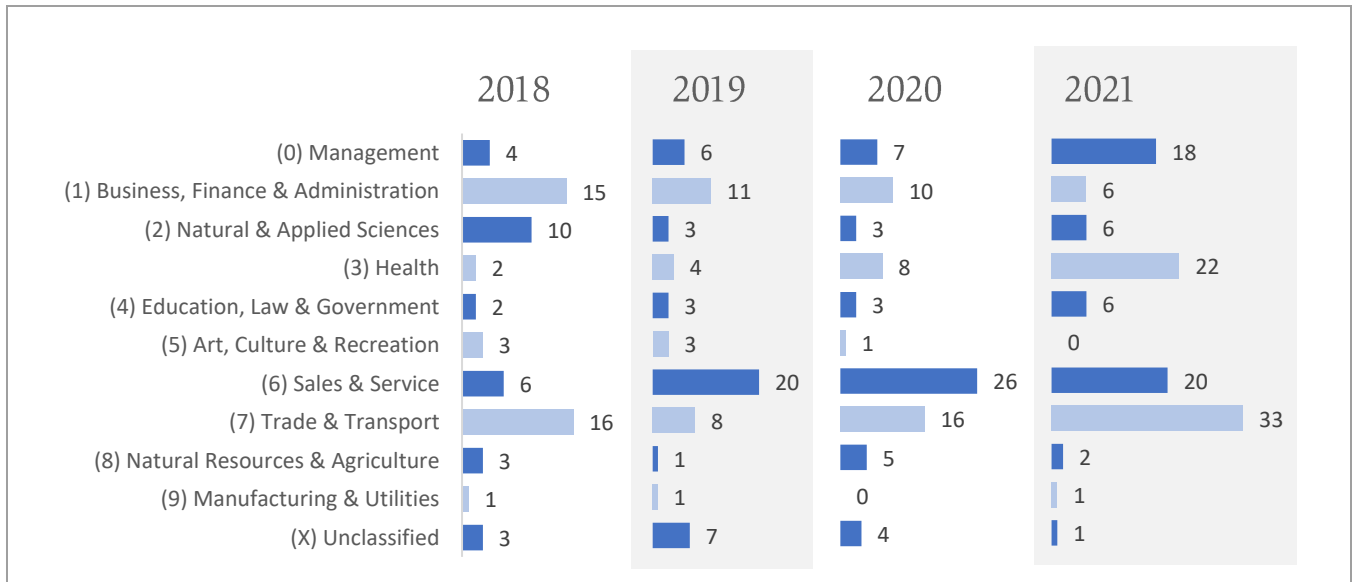
Figure 1: Total Unique Job Postings in North Huron from Jan 2018 to July 2022



Source: Lightcast™ . 2022

The number of job postings captured by the Lightcast™ job postings tool indicates that North Huron had fairly similar quarter-to-quarter levels of unique posts throughout 2018 until the fall of 2020, fluctuating between 13 to 21 unique posts per quarter. In the third quarter of 2020 is where we see job postings jump up approximately 50% (previous high of 21 monthly postings to 33 Qtr4 2020 postings). This increased frequency of job postings maintains for 2 quarters and then drops in the winter of 2021 – one could speculate this is due to the imposed lockdowns that might have prompted a stop in hiring due to future economic uncertainty. By the spring of 2022, job postings have climbed back to where they were in quarter 4 of 2021. Over this 4.5-year period there were a total of 365 unique job postings in North Huron.

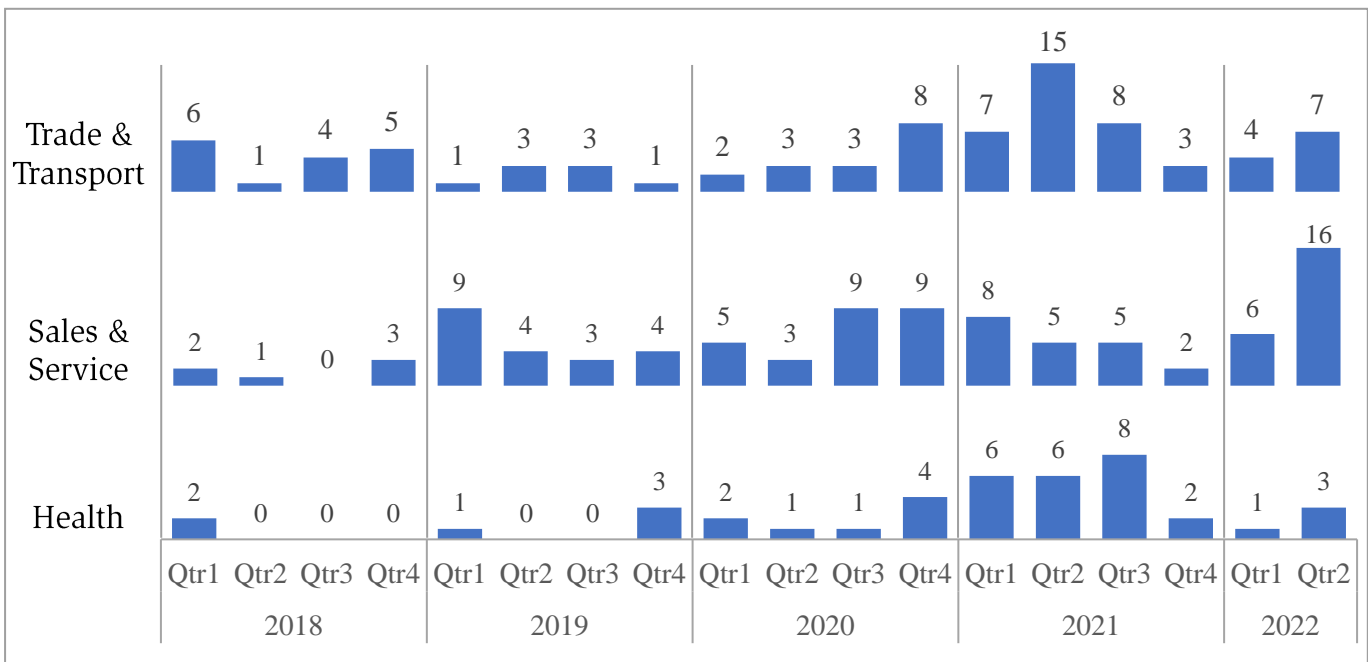
Figure 2: Unique Job Postings by Occupation – North Huron



Source: Lightcast™ . 2022

The occupations with the most job postings has changed from 2018 to 2021, with a decreased number of postings in Business & Finance as well as Natural & Applied Sciences occupations. Over this same time period, the demand for Trade & Transport, Health, and Sales & Service occupations has increased, making these three occupations the top three most frequent unique job posting types, collectively representing 65% of total job postings in 2021 in North Huron. The Management occupation is a close fourth. As of July 2022, the same top three occupations remain leaders for unique job postings, however the order has changed – 22 Sales & Service postings, 11 Trade & Transport postings, and 4 Health postings.

Figure 3: Top Three Occupations for Number of Quarterly Unique Job Postings – North Huron



Source: Lightcast™ . 2022

NOC	(7) Trade, Transport and Equipment Operators	2018	2019	2020	2021	2022	Total
752	Heavy equipment operators	8	4	7	9	0	28
725	Plumbers, pipefitters and gas fitters	0	0	4	10	0	14
724	Electrical trades and power line and telecommunications	4	2	0	1	2	9
751	Motor vehicle and transit drivers	1	2	0	1	3	7
732	Automotive service technicians	0	0	0	5	1	6
761	Trades helpers and labourers	1	0	0	1	2	4
733	Other mechanics and related repairers	0	0	2	1	0	3
737	Crane operators, drillers and blasters	0	0	0	2	1	3
727	Carpenters and cabinetmakers	0	0	0	1	1	2
731	Machinery and transportation equipment mechanics	0	0	2	0	0	2
744	Other installers, repairers and servicers	1	0	1	0	0	2
723	Machining, metal forming, shaping and erecting trades	0	0	0	0	1	1
729	Other construction trades	0	0	0	1	0	1

Chart 1

Source: Lightcast™ . 2022

The top four occupations in Chart 1 above represent 34%, 17%, 11% and 9% of the total job postings within the Trade and Transport occupation classification over the past 5 years – totaling 71% of job postings within the Trade and Transport classification and 18% of total job postings in North Huron across all occupations from Jan 2018 – July 2022.

NOC	(6) Sales and Service	2018	2019	2020	2021	2022	Total
661	Cashiers	2	2	6	5	0	15
652	Occupations in travel and accommodation	0	1	7	6	0	14
632	Chefs and cooks	1	3	4	4	0	12
651	Occupations in food and beverage service	0	5	2	2	2	11
631	Service supervisors	0	1	1	1	5	8
642	Retail salespersons	1	1	0	0	4	6
673	Cleaners	0	2	1	0	3	6
622	Technical sales specialists in retail, wholesale trade and buyers	0	1	1	2	0	4
674	Other service support and related occupations, n.e.c.	0	2	1	0	1	4
621	Retail sales supervisors	0	1	0	0	2	3
633	Butchers and bakers	2	1	0	0	0	3
671	Food counter attendants, kitchen helpers and related support	0	0	1	0	2	3
634	Specialized occupations in personal and customer services	0	1	1	0	0	2
655	Customer and information services representatives	0	0	0	0	2	2
623	Insurance, real estate and financial sales occupations	0	0	0	0	1	1
662	Other sales support and related occupations	0	0	1	0	0	1

Chart 2

Source: Lightcast™ . 2022

The top five occupations in Chart 2 above represent approximately 16%, 15%, 13%, 12% and 8% of the total job postings within the Sales and Service occupation classification over the past 5 years – totaling 63% of job postings within the Sales and Service classification and 16% of total job postings in North Huron across all occupations from Jan 2018 – July 2022.

NOC	(3) Health	2018	2019	2020	2021	2022	Total
311	Physicians, dentists and veterinarians	1	2	3	4	0	10
341	Assisting occupations in support of health services	0	1	0	8	0	9
301	Professional occupations in nursing	5	0	0	0	1	6
321	Medical technologists and technicians (except dental health)	0	0	0	3	1	4
314	Therapy and assessment professionals	1	0	1	1	0	3
323	Other technical occupations in health care	0	0	1	0	1	2
312	Optometrists, chiropractors and other health diagnosing and treating	0	0	0	1	0	1
313	Pharmacists, dietitians and nutritionists	0	0	0	0	1	1

Chart 3

Source: Lightcast™ . 2022

The top four occupations in Chart 3 above represent approximately 28%, 25%, 17% and 11 % of the total job postings within the Health occupation classification over the past 5 years – totaling 81 % of job postings within the Health classification and only 9% of total job postings in North Huron across all occupations from Jan 2018 – July 2022.

NOC	Top 10 Occupation Job Postings	2018	2019	2020	2021	2022	Total	Percent
752	Heavy equipment operators	8	4	7	9	0	28	8.6%
012	Managers in financial and business services	0	0	1	13	1	15	4.6%
661	Cashiers	2	2	6	5	0	15	4.6%
652	Occupations in travel and accommodation	0	1	7	6	0	14	4.3%
725	Plumbers, pipefitters and gas fitters	0	0	4	10	0	14	4.3%
632	Chefs and cooks	1	3	4	4	0	12	3.7%
651	Occupations in food and beverage service	0	5	2	2	2	11	3.4%
941	Machine operators in mineral & metal product processing and manufacturing	3	1	5	2	0	11	3.4%
063	Managers in food service and accommodation	1	1	4	4	0	10	3.1%
112	Human resources and business service professionals	4	2	2	2	0	10	3.1%

Chart 4

Source: Lightcast™ . 2022

The occupations in Chart 4 represent the top 10 occupations that jobs were posted for from Jan 2018 to July 2022. Over the 4.5-year period there were a total of 365 job postings across 85 different occupations at the 3-digit NOC code level. These top 10 occupations account for 140 of the total 365 job postings – or 42.9% – over the measured time period.

Industry	2018	2019	2020	2021	Total
(11) Agriculture, Forestry, Fishing & Hunting	0	7	6	5	18
(21) Mining	0	0	0	0	0
(22) Utilities	0	0	0	0	0
(23) Construction	0	1	0	0	1
(31-33) Manufacturing	3	2	0	0	5
(41) Wholesale Trade	6	0	0	0	6
(44-45) Retail Trade	0	1	5	4	10
(48-49) Transportation & Warehousing	1	1	0	11	13
(51) Information & Culture	0	0	0	0	0
(52) Finance & Insurance	3	10	10	6	29
(53) Real Estate	0	0	0	0	0
(54) Professional & Scientific Services	8	1	2	1	12
(55) Management of Companies	0	0	0	0	0
(56) Administration & Waste Management	2	8	2	7	19
(61) Education	0	0	0	0	0
(62) Health Care	2	3	1	6	12
(71) Arts, Entertainment & Recreation	0	0	0	0	0
(72) Accommodation & Food Services	1	6	13	13	33
(81) Other	0	0	0	0	0
(91) Public Administration	0	0	0	0	0
(X0) Unclassified	39	27	44	62	172

Chart 5

Source: Lightcast™ . 2022

When analyzing job postings by industry, a much greater proportion of the job postings were unclassified compared to the amount of unclassified when analyzed by occupation. As a category, unclassified occupations make up less than 1 % of the total job postings by occupation, whereas unclassified industries make up 54 % of the job postings by industry. For this reason, it would be prudent to go no further with the job posting by industry analysis at the North Huron level so there is no misinterpretation of the data. It is difficult to find any trends in job postings by industry when we don't know even at a high level what industries more than half of the job postings should be attributed to.

NOC	Occupations - North Huron	Annual Median Advertised Salary
0	Management occupations	\$85,376
2	Natural and applied sciences and related occupations	\$59,136
1	Business, finance and administration occupations	\$47,616
9	Occupations in manufacturing and utilities	\$47,237
7	Trades, transport and equipment operators and related occupations	\$44,672
3	Health occupations	\$41,984
8	Natural resources, agriculture and related production occupations	\$37,504
4	Occupations in education, law and social, community and government services	\$35,456
6	Sales and service occupations	\$35,456
5	Occupations in art, culture, recreation and sport	
X	Unclassified	
Average Across All Occupations		\$42,112

Chart 6

Source: Lightcast™ . 2022

To understand in general the type of wages people in certain occupations receive, on average, Chart 4 shows highlighted in grey where the top 3 job postings by occupation fall under. Drilling down further than this level of occupation was not possible, so a direct comparison between the specific 3-digit NOC occupations in Charts 1, 2 and 3 was not possible. With the available data at the 1-digit level, it is evident that both Sales & Service and Health occupations are below the average median advertised salary across all job postings in North Huron, with the Health occupation being much closer to the average than Sales & Service. Note, these median advertised salaries are for 2022, so the assumption is being made that the salaries would be similar going back to 2018, or at least in a similar position in relation to other occupation types.

One positive interpretation from this data is that the highest median advertised salary occupations having a lower number of job postings could mean that the turnover is less within those position types. This means that the shortage is not necessarily a lack of workforce phenomenon across the board but more of a lack of desire to work in lower paid occupations. It is understandable that some of these lower paid jobs, such as those within the Sales & Service occupations, have been abandoned by people as programs like CERB have shifted the way people view work. This being said, these lower paid occupations are important for maintaining a functioning society, and the knock-on effects of businesses needing to reduce hours, temporarily close, or reduce production capabilities could have compounding direct and indirect effects in other areas of the economy. It is more concerning that Trades, Transport and Equipment Operators are in short supply, as those occupations support primary industries as well as the moving of goods throughout the economy. Health Occupations being unfilled as the average age of the population shifts upwards is a problem for meeting everyday and emergency health demands.