

IMMIGRATION PORTAL REPORT

GUELPH

APRIL 2015

City of Guelph

This report includes data from a variety of sources. Some of the available data is for the geographical City of Guelph and other data is for the Guelph Census Metropolitan Area (CMA) which includes the City of Guelph as well as the Townships of Guelph Eramosa and Puslinch. All immigrant data included is for the entire geography of Wellington County¹. For the purposes of this report, where possible, we will report on the City of Guelph. The source of data will be indicated.

Section 1 – Business Composition

Business by Size

More than half of Guelph's businesses are classed as indeterminate. Indeterminate businesses report no payroll and include self employed, owner operators, contract employees or family. In June 2014, Guelph had 102 business with more than 100 employees, mainly in Manufacturing, Health Care, Education and Retail Trade.

Business Size	December 2013	June 2014	Actual Change
Indeterminate*	4306	4405	99
1-4 employees	1772	1803	31
5-9 employees	790	786	-4
10-19 employees	525	559	34
20-49 employees	358	377	19
50-99 employees	116	117	1
100-199 employees	60	59	-1
200-499 employees	32	30	-2
500+ employees	13	13	0
Total	7972	8149	177

Source: EMSI 2014.3

Industries with 40 or more businesses in Guelph

The Finance, Real Estate, Professional, scientific and technical services and Management of companies sectors have the most number of businesses. Many are small to medium sized enterprises however there are several large businesses within these sectors. These four sectors alone accounted for almost 10,000 of Guelph's 88,000 jobs in 2014.

¹ The geography of Wellington County includes the City of Guelph and seven municipalities: Centre Wellington, North Wellington, Mapleton, Minto, Puslinch, Erin and Guelph Eramosa.

NAICS	Description – June 2014	Total
5311	Lessors of real estate	639
5239	Other financial investment activities	330
5416	Management, scientific and technical consulting services	310
5511	Management of companies and enterprises	299
7225	Full-service restaurants and limited-service eating places	281
2361	Residential building construction	221
6211	Offices of physicians	219
5312	Offices of real estate agents and brokers	199
5415	Computer systems design and related services	189
8139	Business, professional, labour and other membership organizations	187
5419	Other professional, scientific and technical services	184
6213	Offices of other health practitioners	183
2383	Building finishing contractors	171
4841	General freight trucking	158
5617	Services to buildings and dwellings	157
5413	Architectural, engineering and related services	135
5313	Activities related to real estate	132
5412	Accounting, tax preparation, bookkeeping and payroll services	128
2382	Building equipment contractors	127
8121	Personal care services	126
8111	Automotive repair and maintenance	109
4451	Grocery stores	91
4461	Health and personal care stores	88
4481	Clothing stores	84
6212	Offices of dentists	82
2372	Land subdivision	81
5411	Legal services	79
1110	Farms	76
2381	Foundation, structure, and building exterior contractors	72
6116	Other schools and instruction	65
4853	Taxi and limousine service	63
2389	Other specialty trade contractors	60
5242	Agencies, brokerages and other insurance related activities	59
5418	Advertising, public relations, and related services	57
4842	Specialized freight trucking	53
7139	Other amusement and recreation industries	49
4431	Electronics and appliance stores	48
8131	Religious organizations	46
4471	Gasoline stations	45
5619	Other support services	45
5614	Business support services	44
5611	Office administrative services	42
3327	Machine shops, turned product, and screw, nut and bolt manufacturing	41
4511	Sporting goods, hobby and musical instrument stores	41
4539	Other miscellaneous store retailers	41

Source: EMSI 2014.3

Industries with the highest number of non-employee operators (indeterminate²)

NAICS	Description – June 2014	Total	Indeterminate
5311	Lessors of real estate	639	535
5239	Other financial investment activities	330	274
5511	Management of companies and enterprises	299	253
5416	Management, scientific and technical consulting services	310	221
5312	Offices of real estate agents and brokers	199	174
2361	Residential building construction	221	139
8139	Business, professional, labour and other membership organizations	187	125
5419	Other professional, scientific and technical services	184	125
5415	Computer systems design and related services	189	115
6213	Offices of other health practitioners	183	113
2383	Building finishing contractors	171	111
5313	Activities related to real estate	132	102
4841	General freight trucking	158	92
5617	Services to buildings and dwellings	157	77
2372	Land subdivision	81	74
5412	Accounting, tax preparation, bookkeeping and payroll services	128	72
5413	Architectural, engineering and related services	135	71
8121	Personal care services	126	60
1110	Farms	76	59
4853	Taxi and limousine service	63	50

Source: EMSI 2014.3

Top Industries for small business (1-4 employees)

1-4 employee businesses grew by 31 businesses between December 2013 and June 2014

NAICS	Description – June 2014	Total	1-4 Employees
6211	Offices of physicians	219	150
5311	Lessors of real estate	639	75
5416	Management, scientific and technical consulting services	310	70
4841	General freight trucking	158	61
2361	Residential building construction	221	58
5415	Computer systems design and related services	189	56
6213	Offices of other health practitioners	183	52
5239	Other financial investment activities	330	48
5617	Services to buildings and dwellings	157	47
7225	Full-service restaurants and limited-service eating places	281	44
5412	Accounting, tax preparation, bookkeeping and payroll services	128	42
2383	Building finishing contractors	171	40

Source: EMSI 2014.3

In June 2014, 13 Guelph businesses had more than 500+ employees. 4 of these were in the Manufacturing sector.

² Indeterminate businesses report no payroll and include self employed, owner operators, contract employees, family

Section 2: Industry Growth/Decline

Industries with 5 or more new businesses from December 2013 to June 2014

Real Estate, architectural and construction related businesses showed some growth during this period as did health related businesses. Also professional, scientific and technical services businesses continue to provide opportunities for business development and growth.

NAICS	Description	Dec-13	Jun-14	Actual Change
5311	Lessors of real estate	617	639	22
5419	Other professional, scientific and technical services	170	184	14
6211	Offices of physicians	205	219	14
7225	Full-service restaurants and limited-service eating places	268	281	13
1110	Farms	65	76	11
4841	General freight trucking	149	158	9
5239	Other financial investment activities	322	330	8
4471	Gasoline stations	38	45	7
4842	Specialized freight trucking	46	53	7
5312	Offices of real estate agents and brokers	192	199	7
5413	Architectural, engineering and related services	128	135	7
2383	Building finishing contractors	165	171	6
4461	Health and personal care stores	82	88	6
4411	Automobile dealers	34	39	5
4541	Electronic shopping and mail-order houses	13	18	5
5313	Activities related to real estate	127	132	5
6213	Offices of other health practitioners	178	183	5
8139	Business, professional, labour and other membership organizations	182	187	5

Source: EMSI 2014.3

Industries Which Lost Businesses from December 2013 and June 2014

8 of the 11 businesses lost in residential building construction had 1-4 employees, another 3 had 5-9 employees. Most of the top 5 business losses were in small or indeterminate businesses.

NAICS	Description	Dec-13	Jun-14	Actual Change
2361	Residential building construction	232	221	-11
5416	Management, scientific and technical consulting services	318	310	-8
2372	Land subdivision	86	81	-5
5191	Other information services	29	24	-5
6116	Other schools and instruction	69	65	-4
4481	Clothing stores	87	84	-3
5613	Employment services	20	17	-3
5615	Travel arrangement and reservation services	20	17	-3
2211	Electric power generation, transmission and distribution	29	27	-2
4179	Other machinery, equipment and supplies merchant wholesalers	33	31	-2
4183	Agricultural supplies merchant wholesalers	14	12	-2
4431	Electronics and appliance stores	50	48	-2
4532	Office supplies, stationery and gift stores	21	19	-2
4539	Other miscellaneous store retailers	43	41	-2
5242	Agencies, brokerages and other insurance related activities	61	59	-2

8132	Grant-making and giving services	22	20	-2
1150	Support activities for farms	26	25	-1
3251	Basic chemical manufacturing	1	0	-1
3261	Plastic product manufacturing	14	13	-1
3315	Foundries	2	1	-1
3336	Engine, turbine and power transmission equipment manufacturing	2	1	-1
3343	Audio and video equipment manufacturing	1	0	-1
3344	Semiconductor and other electronic component manufacturing	4	3	-1
3345	Navigational, measuring, medical and control instruments manufacturing	3	2	-1
3362	Motor vehicle body and trailer manufacturing	1	0	-1
3372	Office furniture (including fixtures) manufacturing	4	3	-1
4121	Petroleum and petroleum products merchant wholesalers	5	4	-1
4142	Home entertainment equipment and household appliance merchant wholesalers	3	2	-1
4144	Personal goods merchant wholesalers	12	11	-1
4145	Pharmaceuticals, toiletries, cosmetics and sundries merchant wholesalers	12	11	-1
4163	Lumber, millwork, hardware and other building supplies merchant wholesalers	20	19	-1
4172	Construction, forestry, mining, and industrial machinery, equipment and supplies merchant wholesalers	40	39	-1
4413	Automotive parts, accessories and tire stores	17	16	-1
4442	Lawn and garden equipment and supplies stores	6	5	-1
4482	Shoe stores	18	17	-1
4483	Jewellery, luggage and leather goods stores	19	18	-1
4543	Direct selling establishments	29	28	-1
4881	Support activities for air transportation	3	2	-1
4885	Freight transportation arrangement	15	14	-1
4921	Couriers	15	14	-1
4922	Local messengers and local delivery	4	3	-1
4931	Warehousing and storage	10	9	-1
5112	Software publishers	16	15	-1
5122	Sound recording industries	8	7	-1
5223	Activities related to credit intermediation	17	16	-1
5617	Services to buildings and dwellings	158	157	-1
5622	Waste treatment and disposal	4	3	-1
6112	Community colleges and C.E.G.E.P.s	6	5	-1
6215	Medical and diagnostic laboratories	14	13	-1
7121	Heritage institutions	4	3	-1
8122	Funeral services	9	8	-1
8129	Other personal services	37	36	-1
9120	Provincial and territorial public administration	4	3	-1

Source: EMSI 2014.3

Section 3: Labour Force

The only source of labour force data for the City of Guelph is the 2011 National Household Survey (NHS). In the 2011 NHS, the City of Guelph's actual labour force was listed at 69,085 with a participation rate of 69.7% and an unemployment rate of 6.9%. Since this data collection is not ongoing, for the purposes of this report, we will use Statistics Canada Labour Force Survey data for the Guelph CMA³ beyond 2011.

Guelph CMA – Labour Force Survey

	2011 NHS ⁴	2013	2014	Change
Total Population over 15 years	99060	124,800	127,000	2,200
In the Labour Force	69085	85,400	87,200	1,800
Employed	64280	79,800	81,800	2,000
Unemployed	4800	5,600	5,400	-200
Not in the Labour Force	29975	39,400	39,800	400
Participation Rate	69.7%	68.4%	68.7%	0.3%
Employment Rate	64.9%	63.9%	64.4%	0.5%
Unemployment Rate	6.9%	6.6%	6.2%	-0.4%

Source: CANSIM: 282-0129

Labour Force by Age

Age group	2011 NHS – LF	2011 NHS – Immigrant LF ⁵	2013	2014	Change
All 15 years and over	69080	20030	85,400	87,200	1,800
15 to 24 years	11350	1465	12,500	14,200	1,700
25 to 44 years	30560	7380	39,400	40,000	600
45 to 64	25420	9775	30,200	30,400	200
65 years and over	1755	1415	3,200	2,600	-600

Source: CANSIM: 282-0129 and NHS, Statistics Canada, special tabulations for Workforce Planning Board (Table 25)/Guelph CSD

Full-Time Employment

Age group	2013	2014	Change
All 15 years and over	63700	65000	1,300
15 to 24 years	5900	6500	600
25 to 44 years	32400	32400	0
45 to 64	24100	25000	900
65 years and over	NA	NA	NA

Source: CANSIM: 282-0129

Part-Time Employment

Age group	2013	2014	Change
All 15 years and over	16200	16800	600
15 to 24 years	5000	6100	1,100
25 to 44 years	5600	5600	0
45 to 64	4100	3600	-500
65 years and over	NA	NA	N/A

³ Guelph Census Metropolitan Area (CMA) includes City of Guelph & Township of Guelph Eramosa

⁴ Guelph CSD (City of Guelph) numbers from NHS used here

⁵ Note: All immigrant data referenced in this document is for Wellington County (Geographical including Guelph)

Unemployment Rate by Age

Age group	2011 NHS – LF	2011 NHS – immigrant LF	2013	2014	Change
All 15 years and over	6.9%	6.2%	6.6%	6.2%	-0.4%
15 to 24 years	18.2%	13.7%	13.6%	10.6%	-3%
25 to 44 years	5.0%	7.3%	4.3%	5.0%	0.7%
45 to 64	4.3%	4.5%	4.0%	2.6%	-3.4%
65 years and over	5.7%	5.7%	NA	NA	NA

NHS, Statistics Canada, special tabulations for Workforce Planning Board (Table 25)/Guelph CSD

Immigrants who landed in 2006 had an unemployment rate of 6.6%, almost half of that of very recent (2011) newcomers whose unemployment rate was 12.9%.

Employment by Industry

NAICS	Industry	2013 Jobs	2014 Jobs	2014 Average Earnings ⁶	Male ⁷	Female
11	Agriculture, forestry, fishing and hunting	455	420	\$39,163	65%	35%
21	Mining, quarrying, and oil and gas extraction	40	47	\$70,274	100%	0%
22	Utilities	265	246	\$71,249	75%	25%
23	Construction	3,557	3,699	\$57,754	86%	14%
31-33	Manufacturing	21,974	22,473	\$49,424	71%	29%
41	Wholesale trade	3,571	3,615	\$52,496	67%	33%
44-45	Retail trade	7,905	8,042	\$26,570	55%	45%
48-49	Transportation and warehousing	2,406	2,484	\$44,847	72%	28%
51	Information and cultural industries	695	637	\$50,906	50%	50%
52	Finance and insurance	2,737	2,874	\$57,745	38%	62%
53	Real estate and rental and leasing	1,344	1,409	\$34,691	58%	42%
54	Professional, scientific and technical services	4,899	4,998	\$57,492	58%	42%
55	Management of companies and enterprises	577	640	\$44,114	83%	17%
56	Administrative and support, waste management and remediation services	4,302	4,386	\$29,945	60%	40%
61	Educational services	9,071	9,370	\$48,283	40%	60%
62	Health care and social assistance	7,887	7,975	\$42,032	17%	83%
71	Arts, entertainment and recreation	1,210	1,198	\$19,583	59%	41%
72	Accommodation and food services	5,256	5,438	\$14,531	47%	53%
81	Other services (except public administration)	3,302	3,349	\$35,452	57%	43%
91	Public administration	3,686	3,646	\$54,866	56%	44%
X0	Unclassified	2,018	1,201	\$48,183	N/A	N/A

EMSI: 2014.3 and NHS, Statistics Canada, Special Tabulations, Table 16

In 2014, there were 88,147 jobs in the City of Guelph. The table below shows projected growth in number of jobs to the year 2020.

⁶ Average earnings of employees – does not include self-employed

⁷ Male/Female breakdown from 2011 NHS for Wellington County

Projected Employment Growth

2008 Jobs	81,220
2009 Jobs	79,105
2010 Jobs	81,887
2011 Jobs	84,713
2012 Jobs	85,692
2013 Jobs	87,168
2014 Jobs	88,146
2015 Jobs	89,344
2016 Jobs	90,410
2017 Jobs	91,433
2018 Jobs	92,252
2019 Jobs	93,023
2020 Jobs	93,692

EMSI 2014.3

Labour Flow of Guelph Residents (based upon 2011 Census data)

The table below shows that most industries in Guelph are importing workers from other communities. This is particularly prevalent in the Manufacturing and Finance and insurance industries.

NAICS	Description	Employed in Region	Resident in Guelph	Net Import
31-33	Manufacturing	19,115	13,195	5,920
91	Public Administration	3,430	3,305	125
62	Health care and social assistance	6,785	6,120	665
44-45	Retail trade	6,795	6,120	675
52	Finance and insurance	6,050	2,505	3,545
54	Professional, scientific and technical services	3,960	4,460	(500)
81	Other services (except public administration)	2,725	2,580	145
41	Wholesale trade	2,695	3,010	(315)
61	Educational services	8,400	7,775	625
72	Accommodation and food services	4,190	3,860	330

Source: Census 2011

Growing/Declining Occupations

Occupation	Change in Jobs (2008-2014)	Number of Immigrants in Occupation
Motor vehicle assemblers, inspectors and testers	906	1,485
University professors	373	430
Unclassified	351	N/A
Sales, advertising and marketing managers	-256	135
Tool and die makers	-368	25
Post-secondary teaching and research assistants	-1,391	375

EMSI: 2014.3

Growing/Declining Industries

The Manufacturing sector in general continues to provide an economic base in Guelph with approximately 20% of jobs in the City. Motor vehicle parts manufacturing was particularly hard hit by the recession with the loss of thousands of jobs. Not only has this industry regained the jobs lost but has created additional jobs to 2014.

NAICS	Industry	Change in Jobs (2008-2014)
3363	Motor vehicle parts manufacturing	2,054
5617	Services to buildings and dwellings	693
7225	Full-service restaurants and limited-service eating places	448
3327	Machine shops, turned product, and screw, nut and bolt manufacturing	-380
3352	Household appliance manufacturing	-488
6113	Universities	-650

EMSI: 2014.3

The table below shows the occupational breakdown for both the total employed labour force and for the employed immigrant labour force.

Occupations	Total Employed Immigrants	Immigrant Unemployment Rate	% of Total Employed Immigrants	Total ⁸ Employed Labour Force	Total Unemployment Rate	% of Total Employed Labour Force
Management	2210	2.2%	11.8%	7105	2.5%	11.1%
Business, finance and administration	2400	4.6%	12.8%	9635	4.1%	15.0%
Natural and applied sciences and related	1670	0.9%	8.9%	4685	2.4%	7.3%

⁸ This data is for the City of Guelph

Health	965	0.0%	5.1%	3390	2.6%	5.3%
Education, law and social, community and government services	1995	4.3%	10.6%	8755	4.3%	13.6%
Art, culture, recreation and sport	350	0%	1.9%	1515	7.9%	2.4%
Sales and service	3170	4.8%	16.9%	13575	7.9%	21.1%
Trades, transport and equipment operators and related	2290	6.0%	12.2%	7455	5.7%	11.6%
Natural resources, agriculture and related production	290	0%	1.5%	800	9.1%	1.2%
Manufacturing and utilities	3455	3.6%	18.4%	7370	5.3%	11.5%
All occupations	18790	3.9%	100%	64280	6.9%	100%

Source: 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board (Table 19)/Guelph CSD

Immigrant Employment by Occupation

The table below shows in which occupational categories immigrants were employed in Wellington County (including Guelph) in 2011.

NOC	Employed
Total All Occupations	18790
0 Management occupations	2210
1 Business, finance and administration occupations	2400
2 Natural and applied sciences and related occupations	1670
3 Health occupations	965
4 Occupations in education, law and social, community and government services	1995
5 Occupations in art, culture, recreation and sport	350
6 Sales and service occupations	3170
7 Trades, transport and equipment operators and related occupations	2290
8 Natural resources, agriculture and related production occupations	290
9 Occupations in manufacturing and utilities	3455

Source: 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board (Table 25)

The table below shows the top 10 occupations for immigrants in 2011 by job title.

NOC	Occupation	Employed
9522	Motor vehicle assemblers, inspectors and testers	1425
6421	Retail Salespersons	465
4011	University professors and lecturers	415
7511	Transport truck drivers	340
0621	Retail and wholesale trade managers	315
0821	Managers in agriculture	315
4012	Post-secondary teaching and research assistants	280
6711	Food counter attendants, kitchen helpers and related support occupations	265
9417	Machining tool operators	255
9617	Labourers in food, beverage and associated products processing	245

Source: 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board (Table 25)

Self-Employment

Although there is no data available locally regarding the level of immigrant self-employment, in Ontario in 2012, there were a total of 57,810 immigrants landed and residing in the Province. Of those, 13,720 or 24% were classed as “Economic class, principal applicants”. According to Statistics Canada, the Economic class consists of business class (entrepreneurs, self-employed and investors), skilled workers, provincial/territorial nominees, Canadian experience class, and live-in caregivers.

Section 4: Online Job Postings

There were a total of 7287 jobs posted on-line in Guelph between January 1st and December 31st, 2014. The table below shows the number of job postings by the Major NOC Code. There are a total of 7030 postings that could be associated with a NOC Code. There were a further 257 Job Titles that did not provide enough information to associate them with a NOC Code. Since the number one source of recruitment among business is word of mouth and networking, this is obviously not all actual jobs available during that period. However, this data still provides us a good idea where employment demand is likely strongest.

NOC	Total Jobs Posted	% of Total Jobs
7 Trades, transport and equipment operators and related occupations	2001	27%
6 Sales and service occupations	1591	22%
1 Business, finance and administration occupations	719	10%
9 Occupations in manufacturing and utilities	671	9%
2 Natural and applied sciences and related occupations	652	9%
0 Management occupations	616	9%
4 Occupations in education, law and social, community and government services	361	5%
3 Health occupations	171	2%
5 Occupations in art, culture, recreation and sport	133	2%
8 Natural resources, agriculture and related production occupations	115	2%
Total Known NOC	7030	97%
Other - Known Job Titles	168	2%
Other - Unknown Job Titles	89	1%
Total Unknown NOC	257	3%
Overall Total	7287	100%

Top Jobs Postings by Occupational Category⁹

The following tables show the top occupations posted within each of the categories above.

7 Trades, transport and equipment operators and related occupations

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
7511 - Transport truck drivers	297	\$49,615	95.7%	94.8%	9.0%	5.0%	6.5%
7452 - Material	256	\$44,361	91.7%	97.4%	87.3%	5.6%	0%

⁹ All non immigrant data is for the Guelph CSD (City of Guelph)

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7311 - Construction millwrights and industrial mechanics	242	\$68,173	97.8%	100.0%	95.6%	2.2%	3.2%
7621 - Public works and maintenance labourers	217	\$42,588	72.4%	75.0%	69.0%	3.4%	N/A
7237 - Welders and related machine operators	204	\$44,947	95.1%	88.4%	90.2%	4.9%	14.0%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

6 Sales and service occupations

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
6552 - Other customer and information services representatives	220	\$44,599	94.8%	94.3%	88.1%	7.9%	11.4%
6421 - Retail salespersons	148	\$43,385	88.3%	83.9%	79.2%	10.6%	5.1%
6733 - Janitors, caretakers and building superintendents	143	\$48,964	92.5%	85.2%	89.8%	2.4%	3.7%
6235 - Financial sales representatives	140	\$55,215	94.6%	100%	91.9%	2.7%	0%
6731 - Light duty cleaners	136	\$20,076	91.7%	85.5%	88.8%	3.2%	5.5%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

1 Business, finance and administration occupations

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
1411 - General office support workers	66	\$42,433	89.4%	90.7%	87.1%	2.6%	3.7%
1123 - Professional occupations in advertising, marketing and public relations	53	\$62,618	88.7%	83.3%	83.0%	5.7%	0%
1111 - Financial auditors and accountants	51	\$80,775	90.9%	87.5%	90.9%	0%	2.1%
1431 - Accounting and related clerks	48	\$41,749	90.8%	100%	85.4%	5.1%	13.8%
1215 - Supervisors, supply chain, tracking and scheduling co-ordination occupations	44	\$64,131	93.9%	80%	93.9%	0%	0%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

9 Occupations in manufacturing and utilities

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
9522 - Motor vehicle assemblers, inspectors and testers	160	\$50,250	95.1%	99.0%	89.6%	5.8%	3.1%
9619 - Other labourers in processing, manufacturing and utilities	106	\$47,661	91.7%	87.0%	87.6%	3.6%	4.4%
9437 - Woodworking machine operators	38	\$44,924	100%	N/A	100%	0%	N/A
9617 - Labourers in food, beverage and associated products processing	37	\$37,663	93.8%	93.2%	85.2%	9.2%	10.1%
9536 - Industrial painters, coaters and metal finishing process operators	32	\$45,465	100%	100%	100%	0%	0%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

2 Natural and applied sciences and related occupations

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
2141 - Industrial and manufacturing engineers	82	\$85,987	96.3%	93.3%	96.3%	0%	0%
2282 - User support technicians	70	\$57,207	96.4%	80.0%	96.4%	0%	0%
2233 - Industrial engineering and manufacturing technologists and technicians	67	\$66,167	95.5%	93.1%	93.2%	2.3%	0%
2171 - Information systems analysts and consultants	58	\$90,803	95.2%	82.1%	90.4%	4.8%	0%
2174 - Computer programmers and interactive media developers	43	\$91,019	95.7%	93.8%	95.7%	0%	0%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

0 Management occupations

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
0621 - Retail and wholesale trade managers	143	\$59,740	96.2%	92.9%	95.1%	1.2%	2.9%
0601 - Corporate sales managers	52	\$102,819	97.2%	100.0%	94.4%	2.9%	0%
0714 - Facility operation and maintenance managers	45	\$64,941	96.7%	90.0%	96.7%	0%	10.0%
0911 - Manufacturing managers	39	\$94,405	99.0%	100.0%	97.0%	2.0%	0%
0631 - Restaurant and food service managers	32	\$46,754	97.5%	93.3%	95.8%	1.7%	3.3%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

4 Occupations in education, law and social, community and government services

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
4412 - Home support workers, housekeepers and related occupations	117	\$53,337	94.3%	81.2%	91.4%	2.9%	0%
4214 - Early childhood educators and assistants	49	\$19,014	93.0%	88.9%	91.2%	1.8%	3.7%
4411 - Home child care providers	34	\$30,678	66.1%	47.4%	53.6%	24.3%	10.6%
4211 - Paralegal and related occupations	30	\$43,615	100%	0%	92.3%	7.7%	0%
4021 - College and other vocational instructors	28	\$72,102	98.0%	87.5%	92.0%	6.0%	6.3%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

3 Health occupations

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
3012 - Registered nurses and registered psychiatric nurses	44	\$74,337	95.8%	92.5%	93.3%	2.5%	1.9%
3413 - Nurse aides, orderlies and patient service associates	28	\$37,925	84.8%	100%	83.9%	0.9%	0%
3144 - Other professional occupations in therapy and assessment	17	\$86,175	100%	0%	100%	0%	0%
3411 - Dental assistants	15	\$35,065	96.0%	100%	92.0%	4.0%	0%
3233 - Licensed practical nurses	13	\$53,919	92.5%	87.5%	87.5%	5.0%	0%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

5 Occupations in art, culture, recreation and sport

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
5254 - Program leaders and instructors in recreation, sport and fitness	39	\$28,257	81.6%	81.2%	69.9%	14.3%	12.4%
5242 - Interior designers and interior decorators	21	\$48,115	100%	100%	100%	0%	0%
5252 - Coaches	20	\$27,103	100%	0%	100%	0%	0%
5241 - Graphic designers and illustrators	12	\$44,019	95.3%	100%	95.3%	0%	0%
5221 - Photographers	7	\$32,957	94.4%	0%	88.9%	4.5%	0%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

8 Natural resources, agriculture and related production occupations

Occupation	Number of Jobs Posted	Average Wage	Participation Rate	Immigrant Participation Rate	Employment Rate	Unemployment Rate	Immigrant Unemployment Rate
8612 - Landscaping and grounds maintenance labourers	45	\$31,304	85.7%	61.9%	77.1%	8.9%	4.8%
8431 - General farm workers	20	\$29,916	71.4%	92.9%	69.0%	2.4%	0%
8255 - Contractors and supervisors, landscaping, grounds maintenance and horticulture services	15	\$63,724	100%	0%	94.4%	5.6%	0%
8252 - Agricultural service contractors, farm supervisors and specialized livestock workers	10	\$24,248	100%	50.0%	83.3%	16.7%	0%
8411 - Underground mine service and support workers	7	N/A	0%	0%	0%	0%	0%

Source: Vicinity Jobs & 2011 NHS, Statistics Canada, special tabulations for Workforce Planning Board Tables 19/25/Guelph CSD

The following table reflects the top ten job occupations across all categories. Employment Outlook is provided by the Government of Canada. Since Guelph has many Automotive manufacturing industries, the Canadian assessment of NOC 9522 – Motor vehicle assemblers, inspectors and testers may not quite reflect the actual demand/growth in the industry locally.

Occupation	Number of Jobs	Employment Outlook
7511 - Transport truck drivers	297	Good
7452 - Material handlers	256	Fair
7311 - Construction millwrights and industrial mechanics	242	Fair
6552 - Other customer and information services representatives	220	Fair
7621 - Public works and maintenance labourers	217	N/A
7237 - Welders and related machine operators	204	Fair
9522 - Motor vehicle assemblers, inspectors and testers	160	Limited
6421 - Retail salespersons	148	Fair
6733 - Janitors, caretakers and building superintendents	143	Fair
0621 - Retail and wholesale trade managers	143	Fair

Source: Vicinity Jobs

Section 5: In-Demand Jobs/Jobs in Decline

The table below includes employment information on jobs considered to be “in-demand” that is where unemployment rates are very low. This information is derived from those participating in the labour force and those who are actually employed. The data is shown for the entire labour force as well as for the immigrant portion of the labour force, for comparison purposes.

“In-Demand” jobs with total unemployment rates of 2% or less

Occupation - National Occupational Classification (NOC)	Employed ¹⁰	Immigrant Employed*	Participation rate	Immigrant Participation Rate*	Employment rate	Immigrant Employment Rate*	Unemployment Rate	Immigrant Unemployment Rate*
Total	64,285	18790	92.5%	91.4%	87.8%	87.8%	5.1%	3.9%
0621 Retail and wholesale trade managers	1225	315	96.2%	92.9%	95.1%	90.0%	1.1%	2.9%
4032 Elementary school and kindergarten teachers	1220	170	93.2%	89.2%	92.8%	91.9%	0.4%	0%
4031 Secondary school teachers	865	160	92.1%	91.9%	90.6%	86.5%	1.5%	5.4%
0631 Restaurant and food service managers	565	135	97.5%	93.3%	95.8%	90.0%	1.7%	3.3%
1111 Financial auditors and accountants	550	205	90.9%	87.5%	90.9%	85.4%	0%	2.1%
4214 Early childhood educators and assistants	520	115	93.0%	88.9%	91.2%	85.2%	1.8%	3.7%
1311 Accounting technicians and bookkeepers	500	205	93.5%	78.8%	93.5%	78.8%	0%	0%
0911 Manufacturing managers	485	165	99.0%	100%	97.0%	100%	2.0%	0%
3413 Nurse aides, orderlies and patient service associates	470	155	84.8%	100%	83.9%	100%	0.9%	0%
6341 Hairstylists and barbers	440	175	93.5%	89.5%	94.6%	92.1%	0%	0%
4413 Elementary and secondary school assistants	410	75	92.2%	88.9%	91.1%	83.3%	1.1%	5.6%
6221 Technical	380	95	95.0%	78.3%	95.0%	82.6%	0%	0%

¹⁰ All non-immigrant data is for Guelph CSD (City of Guelph)

sales specialists- wholesale trade								
2174 Computer programmers and interactive media developers	335	150	95.7%	93.8%	95.7%	93.8%	0%	0%
0714 Facility operation and maintenance managers	295	40	96.7%	90.0%	96.7%	80.0%	0%	10.0%
7271 Carpenters	285	80	93.5%	100%	91.9%	100%	1.6%	0%
4311 Police officers (except commissioned)	280	65	98.2%	100%	100%	100%	0%	0%
2282 User support technicians	265	25	96.4%	80.0%	96.4%	100%	0%	0%
7512 Bus drivers, subway operators and other transit operators	260	90	96.4%	85.7%	94.5%	85.7%	1.9%	0%
1224 property administrators	250	30	92.6%	87.5%	92.6%	75.0%	0%	12.5%
6232 Real estate agents and salespersons	240	65	96.1%	81.2%	94.1%	87.5%	2.0%	0%
0016 Senior managers- construction, transportation, production and utilities	240	55	96.0%	100%	96.0%	91.7%	0%	8.3%
4163 Business development officers and marketing researchers and consultants	235	55	96.0%	100%	94.0%	100%	2.0%	0%
2131 Civil engineers	235	70	94.0%	93.8%	94.0%	87.5%	0%	6.3%
6211 Retail sales supervisors	235	40	97.9%	87.5%	97.9%	100%	0%	0%
2132 Mechanical engineers	230	130	100%	100%	97.9%	100%	2.1%	0%
1114 Other financial officers	230	105	100%	100%	100%	100%	0%	0%
6321 Chefs	230	65	100%	100%	100%	100%	0%	0%
9416 Metalworking and forging machine operators	225	95	97.8%	100%	97.8%	100%	0%	0%

3114 Veterinarians	220	85	100%	94.1%	100%	100%	0%	0%
5241 Graphic designers and illustrators	205	30	95.3%	100%	95.3%	100%	0%	0%
9221 Supervisors, motor vehicle assembling	200	120	100%	100%	100%	100%	0%	0%
6562 Estheticians, electrologists and related occupations	195	135	97.4%	100%	100%	100%	0%	0%

Source: 2011 NHS, Statistics Canada, Special Tabulation for Workforce Planning Board (Table 25 and Guelph CSD Custom Data)

*Immigrant Data is for Wellington County including Guelph

Essential Skills for Positions with Low Unemployment Rates

In order for workers to take advantage of opportunities in “in-demand” occupations, either when entering the labour force for the first time or when in transition from other occupations, it is important to understand what essential skills will be required and also the level of skills that these occupations will require. Some of the occupations listed will also require certification or a credential of some kind, however most do not. A worker’s essential skills can easily be identified through available tests and upgrading is also available through a variety of agencies located in County Wellington. The tables listed below contain skills levels provided by the Government of Canada. More information can be found at <http://www.esdc.gc.ca/eng/jobs/les/profiles/index.shtml>. The unemployment rates shown are local rates. Where available, more details are provided.

1111 Financial auditors and accountants – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	✓
Document Use		✓	✓		
Writing	✓	✓	✓	✓	
Numeracy		✓	✓	✓	✓
Oral Communication		✓	✓		
Thinking		✓	✓	✓	
Digital Technology		✓	✓		
Working with Others			✓		
Continuous Learning				✓	

1114 Other financial officers – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading		✓	✓	✓	
Document Use	✓	✓	✓		
Writing	✓	✓	✓	✓	
Numeracy		✓	✓	✓	

Oral Communication	✓	✓	✓	✓	
Thinking	✓	✓	✓	✓	
Digital Technology		✓	✓		
Working with Others			✓		
Continuous Learning			✓		

1224 Property administrators – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading		✓	✓	✓	
Document Use		✓	✓		
Writing	✓	✓	✓		
Numeracy	✓	✓	✓		
Oral Communication	✓	✓	✓		
Thinking		✓	✓		
Digital Technology		✓	✓		
Working with Others		✓			
Continuous Learning			✓		

1311 Accounting technicians and bookkeepers – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓		
Document Use	✓	✓	✓		
Writing	✓	✓	✓		
Numeracy	✓	✓	✓	✓	
Oral Communication	✓	✓	✓		
Thinking		✓	✓		
Digital Technology		✓	✓	✓	
Working with Others		✓			
Continuous Learning			✓		

2174 Computer programmers and interactive media developers – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading		✓	✓	✓	
Document Use	✓	✓	✓	✓	
Writing	✓	✓	✓	✓	
Numeracy	✓	✓	✓		
Oral Communication		✓	✓		
Thinking	✓	✓	✓	✓	
Digital Technology		✓	✓		✓
Working with Others			✓		
Continuous Learning				✓	

2282 User support technicians – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use	✓	✓	✓		
Writing	✓	✓		✓	

Numeracy		✓	✓		
Oral Communication	✓	✓	✓		
Thinking		✓	✓		
Digital Technology			✓	✓	
Working with Others		✓			
Continuous Learning			✓		

6211 Retail sales supervisors – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use	✓	✓	✓		
Writing	✓	✓	✓	✓	
Numeracy	✓	✓	✓		
Oral Communication	✓	✓	✓	✓	
Thinking	✓	✓	✓		
Digital Technology	✓	✓	✓		

Working with Others

- ✓ Retail trade supervisors are team leaders within their stores. Their team extends to the whole store in smaller establishments and covers one or more departments in larger companies.
- ✓ Retail trade supervisors mainly work independently, co-ordinating their activities with store staff and with company personnel beyond their own store's boundaries. An important focus of their leadership is working with others to carry out the activities of the business plan as it goes through its various revisions. They serve on a variety of committees, either as members or as chairpersons.

Continuous Learning

- ✓ Retail trade supervisors learn continuously on the job. They take a variety of company sponsored training courses in retail subjects and in computer applications and may take university courses related to marketing and human resource management. They gain product knowledge through networking with vendors and attending trade shows. They keep up-to-date in their field by reading magazines and reports related to their retail specialties.

6341 Hairstylists and barbers – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use	✓	✓	✓		
Writing	✓	✓			
Numeracy	✓	✓			
Oral Communication	✓	✓	✓		
Thinking	✓	✓	✓		
Digital Technology	✓	✓	✓		

Working with Others

- ✓ Hairstylists and barbers work independently to carry out their tasks. In larger salons, they may work with receptionists and helpers who provide support within established work routines.

Continuous Learning

- ✓ Continuous learning is very important to hairstylists and barbers because they need to be familiar with changing hairstyles and new products, such as organic shampoos, conditioners and colouring agents. They learn about style trends by reading articles and analyzing photographs in trade, general interest and fashion magazines, noting hairstyles worn by style leaders, such as celebrities.
- ✓ They also learn by talking with co-workers and colleagues and by participating in training offered by major product suppliers.
- ✓ Hairstylists and barbers who work in larger salons and shops may receive regularly scheduled in-house training.

6562 Estheticians, electrologists and related occupations – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use	✓	✓			
Writing	✓	✓	✓		
Numeracy	✓	✓			
Oral Communication	✓	✓	✓		
Thinking	✓	✓	✓		
Digital Technology	✓	✓	✓		

Working with Others

- ✓ Estheticians, electrologists and workers in related occupations mainly work independently, providing services to clients. However, they may consult with co-workers to provide and receive information and to co-ordinate schedules.

Continuous Learning

- ✓ Estheticians, electrologists and workers in related occupations have an ongoing need to learn. Maintaining up-to-date skills and knowledge about new techniques, industry innovations, products and research is important to workers in all specialty areas.

9221 Supervisors, motor vehicle assembling – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading		✓	✓		
Document Use	✓	✓	✓		
Writing	✓	✓	✓	✓	
Numeracy	✓	✓	✓		
Oral Communication		✓	✓		
Thinking		✓	✓	✓	
Digital Technology		✓	✓		
Working with Others			✓		
Continuous Learning			✓		

9416 Metalworking and forging machine operators – 0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓		
Document Use	✓	✓	✓	✓	

Writing	✓	✓			
Numeracy	✓	✓	✓		
Oral Communication	✓	✓			
Thinking	✓	✓	✓		
Digital Technology	✓				

Working with Others

- ✓ Metalworking machine operators mainly work independently. They may work with a partner to lift heavy objects. They are part of a team, since the parts they make move down the assembly line.
- ✓ The quality of finished products depends on how well workers are able to share their experience and knowledge of the machines in a team environment.

Continuous Learning

- ✓ Metalworking machine operators update their knowledge and ability to work with new processes, tool dies and clamps. They learn how to streamline work tasks through taking training on different machines at the job site. They may also learn through a coaching program on site, involving supervisors and experienced operators.

3413 Nurse aides, orderlies and patient service associates – 0.9% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓		
Document Use	✓	✓			
Writing	✓	✓			
Numeracy	✓	✓			
Oral Communication	✓	✓	✓		
Thinking	✓	✓	✓		
Digital Technology	✓	✓			

Working with Others

- ✓ Nurse aides, orderlies and patient service associates mainly work independently. They work with partners when performing specific tasks that require assistance, such as moving patients from beds to wheelchairs and into bathtubs.
- ✓ They are members of health-care teams that also include registered nurses and other health-care professionals.

Continuous Learning

- ✓ Nurse aides, orderlies and patient service associates learn about new products and health-care procedures.
- ✓ Some attend hospital seminars on topics, such as first aid and cardiopulmonary resuscitation (CPR). Some attend meetings to learn more about diseases, such as Alzheimer's and Huntington's. Some receive training on new equipment, such as wheelchairs and mechanical patient-lifts and beds. Workers also receive fire drill training.

4413 Elementary and secondary school teacher assistants – 1.1% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use	✓	✓	✓		

Writing	✓	✓	✓		
Numeracy	✓	✓			
Oral Communication	✓	✓	✓		
Thinking	✓	✓	✓		
Digital Technology		✓			

Working with Others

- ✓ Elementary and secondary school teacher assistants work independently in the classroom with students but are part of a team working to teach and assist the children. They may work directly with a teacher as the teacher's helper.

Continuous Learning

- ✓ Elementary and secondary school teacher assistants have an ongoing need to learn. New subject material is learned as needed. New strategies to meet educational needs and manage behavioural problems are learned through experience working with students and from teachers and colleagues.
- ✓ Elementary and secondary school teacher assistants occasionally attend conferences sponsored by school boards and may take first aid courses and crisis intervention training.

7271 Carpenters – 1.6% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use	✓	✓	✓	✓	
Writing	✓	✓			
Numeracy	✓	✓	✓	✓	
Oral Communication	✓	✓	✓		
Thinking	✓	✓	✓		
Digital Technology	✓	✓			

Working with Others

- ✓ Carpenters work in pairs most of the time as this promotes efficiency and productivity. They also work with apprentices most of the time to direct and monitor their work. Occasionally, carpenters may work alone when the task may be performed single-handedly.
- ✓ Carpenters are always leaders of the construction team, working together on a daily basis with other trades, forepersons, suppliers, engineers, etc. to complete the job through combined effort and organized co-operation. Teamwork is essential to safety.

Continuous Learning

- ✓ There is a requirement for ongoing learning to maintain current knowledge of codes, regulations, standards and materials. It is also very important to apply new skills and methods emerging due to technological advancements.
- ✓ Many provinces and territories are active in the renovation and restoration of existing structures. Carpenters require the knowledge and skills to work in this sector of the construction industry.

4214 Early childhood educators and assistants – 1.8% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	✓
Document Use	✓	✓	✓		

Writing	✓	✓	✓		
Numeracy	✓	✓	✓		
Oral Communication	✓	✓	✓		
Thinking	✓	✓	✓		
Digital Technology	✓	✓	✓		

Working with Others

- ✓ Early childhood educators, assistants and supervisors coordinate and integrate job tasks with other members of educational teams to provide learning activities to children in their care. They plan learning goals and instructional activities with co-workers to ensure consistency and continuity. They meet and communicate frequently to ensure uninterrupted supervision of children at their facilities.

Continuous Learning

- ✓ Early childhood educators and assistants learn continuously to understand and apply new instructional approaches, child development theories and legislation and to understand the needs of particular student populations.
- ✓ They learn through interactions with co-workers and colleagues and by researching new activities and resources using print and electronic resources. They must maintain certification in first aid and cardio-pulmonary resuscitation.

7512 Bus drivers, subway operators and other transit operators – 1.9% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use	✓	✓	✓		
Writing	✓	✓	✓		
Numeracy	✓	✓			
Oral Communication	✓	✓	✓		
Thinking	✓	✓	✓		
Digital Technology	✓	✓			

Working with Others

- ✓ Bus drivers and subway and other transit operators mainly work independently while co-operating with other drivers, dispatchers and mechanics to ensure high-quality customer service. They consult other drivers and dispatchers to co-ordinate their routes and work together if problems occur.
- ✓ Occasionally, when there is an overload on a trip, bus drivers may drive in tandem, co-ordinating who will drive non-stop and who will make pickups.

Continuous Learning

- ✓ Bus drivers and subway and other transit operators have a recurring need to learn. This includes learning to drive new bus models or preparing for driver refresher tests.

4163 Business development officers and marketing researchers and consultants – 2.0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use		✓	✓		

Writing	✓	✓	✓	✓	
Numeracy	✓	✓	✓	✓	
Oral Communication	✓	✓	✓	✓	
Thinking		✓	✓	✓	
Digital Technology	✓	✓	✓		

Working with Others

- ✓ Small business counsellors mostly work independently. They may partner at times with colleagues, with one counsellor concentrating on the market research side and the other on the financing side. They sometimes engage in a team initiative, combining their efforts with those of other agencies, such as economic development groups.

Continuous Learning

- ✓ Small business counsellors learn on the job and through trade shows, conferences and workshops. They network with other counsellors and with industry spokespersons to improve their knowledge. They also maintain an inventory of publications and other learning materials, both for their own use and to lend to clients as required.
- ✓ They use their own experience of running a small business in order to provide advice to others. Junior level consultants learn from interacting with their more experienced colleagues.

6232 Real estate agents and salespersons – 2.0% rate

Essential Skills	Level 1	Level 2	Level 3	Level 4	Level 5
Reading	✓	✓	✓	✓	
Document Use	✓	✓	✓		
Writing	✓	✓	✓	✓	
Numeracy	✓	✓	✓	✓	
Oral Communication	✓	✓	✓	✓	
Thinking	✓	✓	✓	✓	
Digital Technology		✓			
Working with Others			✓		
Continuous Learning			✓		

The table below looks at occupations with the highest unemployment rates (10% +). High unemployment rates generally indicate a decline in demand for that type of occupation but for varying reasons, e.g. industry decline, increasing skills levels or geographic location of work. High participation rates in some occupations may indicate that skills upgrading will be required or transition to new types of opportunities may have to be explored.

Occupation - National Occupational Classification (NOC)	Employed Total LF (TLF)	Employed Immigrants*	Participation rate (TLF)	Employment rate (TLF)	Unemployment Rate (TLF)
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Occupation - National Occupational Classification (NOC)	Employed Total LF (TLF)	Employed Immigrants*	Participation rate (TLF)	Employment rate (TLF)	Unemployment Rate (TLF)
Total	64,285	18790	92.5%	87.8%	5.1%
6711 Food counter attendants, kitchen helpers and related support occupations	2020	265	85.9%	75.5%	10.4%
6611 Cashiers	1365	170	84.2%	72.5%	11.7%
6322 Cooks	775	200	89.0%	76.8%	12.2%
5254 Program leaders and instructors in recreation, sport and fitness	515	55	81.6%	69.9%	11.7%
7611 Construction trades helpers and labourers	350	90	94.3%	78.6%	15.7%
6732 Specialized cleaners	280	60	96.4%	83.9%	12.5%
4411 Home child care providers	280	35	66.1%	53.6%	12.5%
7521 Heavy equipment operators (except crane)	265	40	84.9%	64.2%	20.7%
7242 Industrial electricians	205	60	95.1%	73.2%	21.9%
7294 Painters and decorators (except interior decorators)	150	30	90.0%	70.0%	20.0%
6623 Other sales related occupations	150	40	80.0%	70.0%	10.0%
1226 Conference and event planners	140	0	96.4%	78.6%	17.8%
6222 Retail and wholesale buyers	140	35	89.3%	78.6%	10.7%
9524 Assemblers and inspectors, electrical appliance, apparatus and equipment manufacturing	130	40	96.2%	80.8%	15.4%
3219 Other medical technologists and technicians (except dental health)	125	30	88.0%	76.0%	12.0%
7291 Roofers and shinglers	120	15	87.5%	75.0%	12.5%
9435 Paper converting machine operators	105	0	100%	66.7%	33.3%

Source: 2011 NHS, Statistics Canada, Special Tabulation for Workforce Planning Board (Table 25 and Guelph CSD Custom Data)

*Employed Immigrants is for Wellington County including Guelph