



RURAL WELLBEING

Jobs by Industry 2022



HIGHLIGHTS

- The number of jobs increased by about 6% between 2021-2022, with no difference between rural and urban areas.
- Many industries seem to have recovered from COVID-19 job losses, with higher numbers in 2022 than 2019.
- Healthcare and retail were the top 2 employers in both urban and rural areas for 2022.

Overview - What do economic statistics tell us?

Jobs data helps us to understand how many people are working in different industries and how much employees are paid for their work. This factsheet provides data for jobs between 2018-2022, including self-employment jobs. It also presents average wages for employees in 2022. Note that wage data are not available for self-employment jobs. Industry names are based on NAICS 2-digit industries. Summary statistics for census divisions and economic regions are presented in the appendices.

For interactive maps and data visualizations, please see the [Economics page of the Community Wellbeing Dashboard](#).



Data source

Data were obtained from [Analyst](#), an online tool of the Ontario Ministry of Agriculture, Food and Rural Affairs. Analyst sources jobs and earnings data from the Survey of Employment, Payroll, and Hours, and the Census.

Note that we calculated total jobs and average wages from data at the census subdivision level. However, data are not always available for every census subdivision. Data at this small geographic scale may be suppressed for confidentiality reasons. Because of missing data at the census subdivision level, some of the totals or averages presented here and in our accompanying dashboard may differ from other sources using different geographic levels or different methods for aggregation.

Definitions

Rural: Any municipality outside of census metropolitan areas.



Urban: Any municipality within a [census metropolitan area](#).

Job: Any position in which a worker provides labour in exchange for monetary compensation. This includes those who work as full-time or part-time employees. This also includes self-employment jobs.

Industry: A group of businesses that produce similar goods and services, and share similar production processes for creating the goods and services they sell. Industries are classified using the [North American Industry Classification System \(NAICS\)](#).

Municipality: Census subdivisions, municipalities, and areas treated as municipal for statistical purposes, including unorganized territories and Indigenous reserves and settlements.

Table 1. Overview of jobs statistics for rural and urban areas.

Geography	2018	2019	2020	2021	2022	Change in jobs 2021-2022
Rural	1,084,712	1,116,028	1,060,249	1,087,216	1,147,704	5.6%
Urban	6,618,028	6,754,219	6,290,601	6,463,701	6,846,139	5.9%
Ontario	7,702,740	7,870,247	7,350,850	7,550,917	7,993,843	5.9%

Jobs

Overall, the number of jobs increased by about 6% between 2021-2022, with no difference between rural and urban areas (Table 1). Many industries seem to have recovered from COVID-19 job losses, with higher numbers in 2022 than 2019. However, employment levels in some industries are still lower than pre-pandemic levels, including arts (-11%), accommodation (-9%), agriculture (-6%), and utilities (-3%) (see “Employment” tab of Economics dashboard).



In rural areas, agriculture is the only industry showing a decline since 2021 (Table 4). The greatest increases in 2022 were observed for the arts (25%) and accommodation (20%) industries. Healthcare and retail were the top 2 employers in both urban and rural areas for 2022 (Table 5). Manufacturing ranks 3rd in rural areas, and 4th in urban areas. Construction and accommodation round out the top 5 rural employers.

Self-employment

The proportion of self-employment jobs is slightly higher in rural areas (Table 2). Notably, the proportion is much higher for some industries in rural areas (Table 6). Half of rural agriculture workers are self-employed. There is also a high proportion of self-employed workers in the real estate, professional, construction, and other services industries.

Table 2. Overview of jobs by class of worker for rural and urban areas.

Geography	Number of jobs (2022)		Proportion of jobs (2022)	
	Self-Employed	Employee	Self-employed	Employee
Rural	171,924	975,780	15%	85%
Urban	916,304	5,929,835	13%	87%
Ontario	1,088,228	6,905,615	14%	86%

Employee Wages

Rural areas saw a slightly greater increase in employee wages than urban areas (Table 3). However, rural employees are still earning less than urban employees (Table 7).

Industries that employ the most people tend to pay the lowest wages. In rural communities, the average wage for health care employees is \$50,540, which is slightly higher than the urban health care wage (Table 7). Retail is the second largest employer in Ontario with an average employee wage of \$31,418 in rural areas. The top 5 highest paying industries account for just 7% of all rural jobs.

Table 3. Overview of average employee wages for rural and urban areas.

Geography	Average wage 2021	Average wage 2022	Change in average wage 2021-22
Rural	\$49,164	\$55,274	12%
Urban	\$54,100	\$59,393	10%
Ontario	\$50,694	\$56,457	11%

Summary

Understanding which industries employ the most people and which industries pay the highest wage can provide insights into employment trends. The statistics presented in this dashboard and factsheet can help to highlight possible areas of action for policy makers based on local economic conditions. For example, communities with a higher proportion of self-employed workers may require additional supports as they may not have access to employee benefits, such as health care or retirement savings plans.

Table 4. Number of jobs by industry in rural areas.

Industry name	2018	2019	2020	2021	2022	Change 2021-22
Health care and social assistance	146,696	148,795	144,980	152,649	158,527	4%
Retail trade	125,213	125,608	119,389	125,529	128,089	2%
Manufacturing	116,301	118,394	109,074	115,238	119,404	4%
Construction	90,546	93,307	90,693	95,805	101,241	6%
Public administration	72,446	81,038	75,827	75,789	79,071	4%
Accommodation and food services	80,997	82,781	62,914	69,428	83,575	20%
Educational services	62,981	65,649	63,562	66,248	69,769	5%
Administrative and support, waste management and remediation services	50,813	52,409	49,880	52,415	53,035	1%
Professional, scientific and technical services	44,997	46,273	46,508	50,332	53,832	7%
Agriculture, forestry, fishing and hunting	50,657	50,131	47,378	45,609	45,084	-1%
Other services (except public administration)	48,604	48,520	43,223	42,275	42,838	1%
Transportation and warehousing	42,601	45,095	43,012	44,469	48,861	10%
Wholesale trade	36,988	36,855	35,011	36,740	37,950	3%
Finance and insurance	21,118	24,086	24,533	25,401	26,779	5%
Arts, entertainment and recreation	22,732	23,685	19,036	18,416	22,949	25%
Real estate and rental and leasing	14,692	17,158	16,666	15,724	17,219	10%
Unclassified	17,252	15,972	14,593	15,588	17,891	15%
Utilities	14,103	15,395	14,382	14,284	14,621	2%
Mining, quarrying, and oil and gas extraction	13,683	13,399	13,329	13,757	14,670	7%
Information and cultural industries	10,360	10,309	9,821	9,989	10,723	7%
Management of companies and enterprises	932	1,169	1,358	1,531	1,576	3%

Note: Includes employment and self-employment jobs.

Table 5. Rank of top 10 industries by number of jobs in 2022.

Industry Rank	Rural		Urban	
	Industry name	Jobs	Industry name	Jobs
1	Health care and social assistance	158,527	Health care and social assistance	746,885
2	Retail trade	128,089	Retail trade	673,845
3	Manufacturing	119,404	Professional, scientific and technical services	654,064
4	Construction	101,241	Manufacturing	585,389
5	Accommodation and food services	83,575	Educational services	493,913
6	Public administration	79,071	Construction	455,718
7	Educational services	69,769	Public administration	414,315
8	Professional, scientific and technical services	53,832	Accommodation and food services	406,515
9	Administrative, support, waste management, remediation	53,035	Administrative, support, waste management, remediation	393,080
10	Transportation and warehousing	48,861	Finance and insurance	388,416

Note: Includes employment and self-employment jobs.

Table 6. Rank of top 10 industries by number of jobs in 2022.

Industry name	2022 Jobs	Self-employed jobs	Employee jobs
Agriculture, forestry, fishing and hunting	45,084	50%	50%
Real estate and rental and leasing	17,219	45%	55%
Professional, scientific and technical services	53,832	36%	64%
Other services (except public administration)	42,838	31%	69%
Construction	101,241	31%	69%
Administrative and support, waste management and remediation services	53,035	26%	74%
Transportation and warehousing	48,861	18%	82%
Arts, entertainment and recreation	22,949	15%	85%
Finance and insurance	26,779	12%	88%
Health care and social assistance	158,527	11%	89%
Wholesale trade	37,950	10%	90%
Information and cultural industries	10,723	10%	90%
Retail trade	128,089	10%	90%
Accommodation and food services	83,575	8%	92%
Manufacturing	119,404	5%	95%
Educational services	69,769	4%	96%
Mining, quarrying, and oil and gas extraction	14,670	1%	99%
Management of companies and enterprises	1,576		100%
Public administration	79,071		100%
Unclassified	17,891		100%
Utilities	14,621		100%

Table 7. Rank of industries by average employee wage in 2022.

Industry rank	Rural		Urban	
	Industry name	Average wage	Industry name	Average wage
1	Utilities	\$95,387	Mining, quarrying, and oil and gas extraction	\$92,820
2	Management of companies and enterprises	\$83,255	Utilities	\$92,491
3	Mining, quarrying, and oil and gas extraction	\$79,794	Professional, scientific and technical services	\$76,582
4	Professional, scientific and technical services	\$71,715	Public administration	\$74,133
5	Wholesale trade	\$67,961	Wholesale trade	\$71,888
6	Public administration	\$64,758	Finance and insurance	\$70,034
7	Construction	\$64,402	Construction	\$69,829
8	Finance and insurance	\$63,392	Information and cultural industries	\$69,209
9	Unclassified	\$62,099	Management of companies and enterprises	\$65,686
10	Educational services	\$60,362	Manufacturing	\$63,840
11	Manufacturing	\$60,351	Unclassified	\$62,099
12	Transportation and warehousing	\$56,412	Educational services	\$61,847
13	Information and cultural industries	\$56,120	Transportation and warehousing	\$58,286
14	Health care and social assistance	\$50,540	Real estate and rental and leasing	\$57,029
15	Real estate and rental and leasing	\$50,059	Health care and social assistance	\$50,285
16	Administrative and support, waste management and remediation services	\$47,350	Other services (except public administration)	\$48,815

Industry rank	Rural		Urban	
	Industry name	Average wage	Industry name	Average wage
17	Other services (except public administration)	\$46,942	Administrative and support, waste management and remediation services	\$47,234
18	Agriculture, forestry, fishing and hunting	\$41,138	Agriculture, forestry, fishing and hunting	\$41,033
19	Arts, entertainment and recreation	\$31,882	Retail trade	\$34,544
20	Retail trade	\$31,418	Arts, entertainment and recreation	\$33,670
21	Accommodation and food services	\$21,722	Accommodation and food services	\$22,004



This factsheet was prepared by Danielle Letang, Manager of Data Strategy for the Rural Ontario Institute. Questions about data sources and comments or feedback can be directed to facts@ruralontarioinstitute.ca.

This factsheet complements ROI's [Community Wellbeing Dashboard](#). Factsheets provide insight and analysis of rural facts and trends featured in the dashboard.

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Appendix 1. Summary of 2018-2022 employment statistics for Census Divisions.

Census Division	2018 Jobs	2019 Jobs	2020 Jobs	2021 Jobs	2022 Jobs	2022 Average employee wage
Algoma	49,389	51,444	47,433	50,045	53,183	\$53,216
Brant	76,584	77,581	70,994	74,030	78,300	\$55,874
Bruce	30,749	33,264	33,447	36,381	37,946	\$55,026
Chatham-Kent	48,193	49,468	46,054	48,028	50,648	\$49,659
Cochrane	39,357	38,999	36,023	37,451	39,515	\$56,500
Dufferin	27,298	29,294	27,889	28,259	29,816	\$63,215
Durham	282,999	303,996	294,304	310,193	329,756	\$64,339
Elgin	36,655	38,907	38,180	41,116	43,640	\$53,233
Essex	200,757	203,456	185,988	193,054	204,878	\$55,214
Frontenac	91,457	94,552	87,116	90,646	96,227	\$53,464
Greater Sudbury / Grand Sudbury	87,837	90,797	84,867	89,389	94,320	\$58,865
Grey	49,045	49,770	43,680	43,347	45,768	\$58,927
Haldimand-Norfolk	43,769	44,400	42,496	45,268	47,024	\$58,355
Haliburton	7,228	7,480	7,376	7,897	8,211	\$56,553
Halton	337,223	352,809	334,522	352,587	375,072	\$77,834
Hamilton	275,728	281,411	262,504	276,155	293,082	\$60,507
Hastings	69,844	68,041	63,160	66,040	70,134	\$52,309
Huron	32,525	32,317	29,055	28,621	29,735	\$55,310
Kawartha Lakes	28,349	27,832	25,574	26,762	27,949	\$61,500
Kenora	31,624	33,006	30,668	31,105	33,135	\$52,802
Lambton	63,435	63,509	58,586	61,672	67,602	\$58,153
Lanark	30,559	32,995	31,686	33,380	35,561	\$57,484
Leeds and Grenville	43,335	44,207	41,606	42,960	44,931	\$54,630
Lennox and Addington	14,641	16,104	15,905	17,357	18,657	\$54,978
Manitoulin	5,440	5,479	5,098	5,197	5,473	\$47,288
Middlesex	260,452	269,450	250,851	261,417	277,358	\$55,713
Muskoka	32,649	33,791	32,791	35,291	37,934	\$67,637

Census Division	2018 Jobs	2019 Jobs	2020 Jobs	2021 Jobs	2022 Jobs	2022 Average employee wage
Niagara	222,931	228,016	204,621	211,694	225,481	\$52,067
Nipissing	42,068	44,128	40,859	42,433	44,656	\$57,814
Northumberland	35,267	36,806	34,349	35,435	37,119	\$68,401
Ottawa	612,294	641,460	594,934	613,824	650,130	\$54,250
Oxford	61,078	64,191	59,642	62,161	65,265	\$53,572
Parry Sound	15,807	16,761	15,511	15,805	16,525	\$63,718
Peel	842,950	859,850	790,551	813,278	855,538	\$52,065
Perth	49,267	49,607	46,389	47,953	50,458	\$52,581
Peterborough	71,674	71,851	67,314	70,548	73,952	\$55,680
Prescott and Russell	37,169	40,209	38,444	40,466	42,902	\$59,955
Prince Edward	10,067	10,616	9,973	10,696	11,397	\$53,470
Rainy River	9,471	9,783	8,964	8,963	9,498	\$52,908
Renfrew	47,728	47,424	44,011	45,685	48,462	\$58,132
Simcoe	227,872	238,325	227,228	238,085	251,489	\$52,576
Stormont, Dundas and Glengarry	47,774	50,020	46,718	48,609	51,318	\$54,838
Sudbury	8,825	8,985	7,975	7,924	8,309	\$56,067
Thunder Bay	74,064	75,996	69,941	72,826	77,099	\$56,323
Timiskaming	15,055	15,191	13,893	14,210	14,896	\$78,789
Toronto	1,832,912	1,806,697	1,623,071	1,665,510	1,767,168	\$59,371
Waterloo	323,468	333,517	315,005	329,768	347,957	\$60,888
Wellington	142,949	148,245	139,055	144,641	152,075	\$66,772
York	674,929	698,210	650,983	676,755	716,294	\$52,067

Note: Includes employment and self-employment jobs.

Appendix 2. Summary of 2018-2022 employment statistics for Economic Regions.

Economic Region	2018 Jobs	2019 Jobs	2020 Jobs	2021 Jobs	2022 Jobs	2022 Average employee wage
Hamilton--Niagara Peninsula	738,181	752,473	692,924	725,728	770,243	\$57,673
Kingston--Pembroke	233,737	236,737	220,165	230,424	244,877	\$53,199
Kitchener--Waterloo--Barrie	721,587	749,381	709,177	740,753	781,337	\$59,778
London	358,185	372,548	348,673	364,694	386,263	\$54,446
Muskoka--Kawarthas	175,167	177,760	167,404	175,933	185,165	\$58,124
Northeast / Nord-est	263,778	271,784	251,659	262,454	276,877	\$53,641
Northwest / Nord-ouest	115,159	118,785	109,573	112,894	119,732	\$54,021
Ottawa	771,131	808,891	753,388	779,239	824,842	\$55,572
Stratford--Bruce Peninsula	161,586	164,958	152,571	156,302	163,907	\$55,664
Toronto	3,851,844	3,900,497	3,581,122	3,699,742	3,917,472	\$67,446
Windsor--Sarnia	312,385	316,433	290,628	302,754	323,128	\$56,281

Note: Includes employment and self-employment jobs.