



RURAL ONTARIO FACTS

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 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 “Jobs by Industry” tab of Geographies 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, Senior Data Analyst for the Rural Ontario Institute. Questions about data sources and any comments or feedback can be directed to facts@ruralontarioinstitute.ca.

This factsheet is part of the [Rural Ontario Facts](#) series. Each factsheet provides insight and analysis of rural facts and trends featured in the dashboards.

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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.