

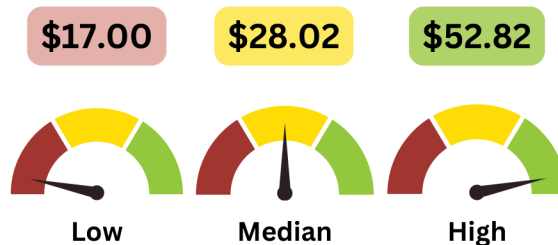
# PROFESSIONAL OCCUPATIONS IN ADVERTISING, MARKETING AND PUBLIC RELATIONS

NOC 1123 (2016) / NOC 11202 (2021)



Across the Kitchener-Waterloo-Barrie Economic Region (ER):

**\$49,200**  
Median Salary



Source: Statistics Canada, 2021 Census, Customized table.

Source: Service Canada Job Bank, 2020-2021 Labour Force Survey.

	Median Paid Salary (2021)	Median Wage Advertised in Job Postings (2022-2023)
Dufferin County	\$ 43,600	\$18 / hour
Waterloo Region	\$ 48,000	\$22 / hour
Wellington-Guelph	\$ 53,200	\$25 / hour

Source (Median Salary): Statistics Canada, 2021 Census, Customized table, by Census Division (CD).

Source (Median Wage Advertised): FindYourJob.ca Labour Market Insights Report (Jul 2022 - Jul 2023), by Census Division (CD).

## How many people self-identify with this occupation?

	Full-time	Part-time	Unemployed	Not in the labour force
Waterloo-Wellington-Dufferin	2,170	1,075	300	245
Dufferin County	90	40	0	0
Waterloo Region	1,365	730	225	170
Wellington-Guelph	715	310	65	60

Source: Statistics Canada, 2021 Census, Customized table, by Census Division and Local Board area: Waterloo, Wellington and Dufferin.



Workforce Planning Board  
of Waterloo Wellington Dufferin



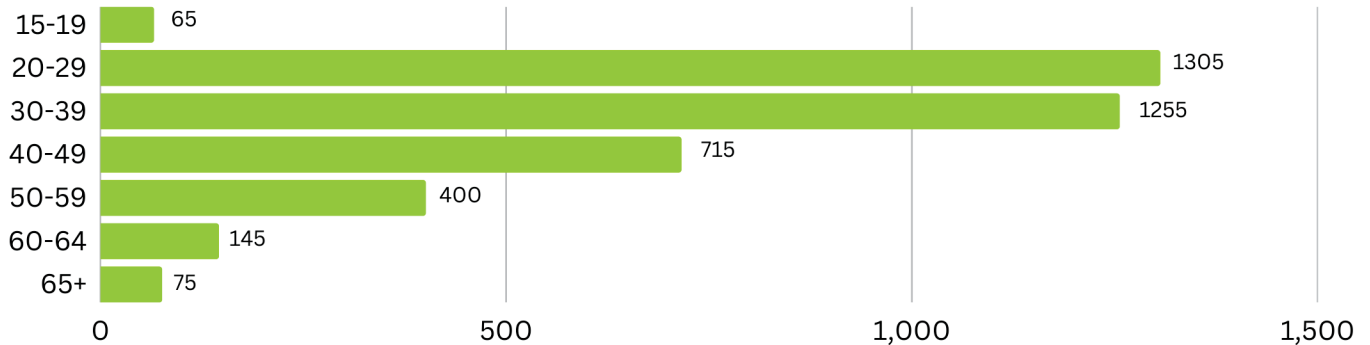


## Who are the people in this occupation?



Source: Statistics Canada, 2021 Census, Customized table, by Local Board area: Waterloo, Wellington and Dufferin. Identities are self-identified. Statistics Canada defines “Women+” to include “women (and/or girls), as well as some non-binary persons”.

## Ages of people in this occupation



Source: Statistics Canada, 2021 Census, Customized table, by Local Board area: Waterloo, Wellington and Dufferin.

## Job Searchers

**5,617** people accessed assisted job search supports via Employment Ontario within Waterloo Wellington Dufferin (April 1, 2022 - March 31, 2023)

**39** of these job searchers listed a recent job loosely related to this occupation:  
**“Professional occupations in business and finance”** (2-digit NOC: 11)

Source: Ministry of Labour, Immigration, Training and Skills Development. 2022-23 Employment Ontario client data, by Local Board area: Waterloo, Wellington and Dufferin.

## Commute

Main mode  
(all occupations)



Driver



Passenger



Transit



Walk



Bike

	Driver	Passenger	Transit	Walk	Bike
Dufferin County	86%	7%	1%	4%	0%
Waterloo Region	81%	8%	5%	4%	1%
Wellington-Guelph	82%	7%	3%	5%	1%

Source: Statistics Canada, 2021 Census, Customized table, by Census Division (CD). Chart above does not show responses of “Other”.