

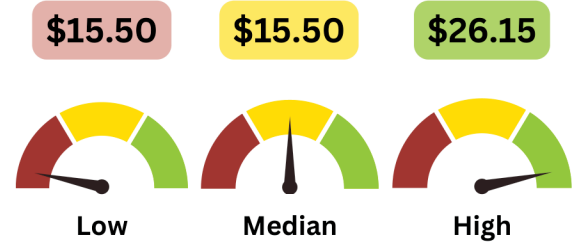
RETAIL SALESPERSONS AND VISUAL MERCHANDISERS

NOC 6421 (2016) / NOC 64100 (2021)



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

\$16,800
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	\$ 18,800	\$16 / hour
Waterloo Region	\$ 16,400	\$17 / hour
Wellington-Guelph	\$ 16,600	\$16 / 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	4,390	6,295	3,290	2,510
Dufferin County	400	515	240	150
Waterloo Region	2,735	4,290	2,325	1,725
Wellington-Guelph	1,250	1,490	725	635

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

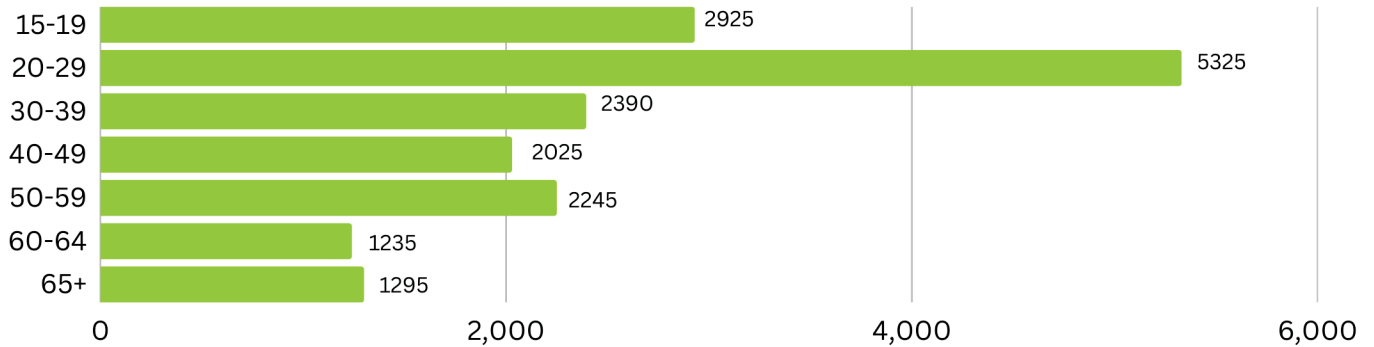


Who are the people in this occupation?



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)

77 of these job searchers listed a recent job loosely related to this occupation:
“Sales representatives and salespersons - wholesale and retail trade” (2-digit NOC: 64)

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”.