



Your Local Employment Planning Council

Occupation Report

Professional occupations in advertising, marketing and public relations NOC 1123

Ottawa, Ontario, & Canada (2016-2021)

3-year historical data & forecasted growth

Updated May 2019

Professional occupations in advertising, marketing and public relations

Ottawa Outlook

NOC 1123

Limited ★ Fair ★★ Good ★★★

Based on past and forecasted growth.

A Local Snapshot

- Employment in this occupation **increased in Ottawa from 2016 to 2018 (1.4%)**; it is forecast to **increase an additional 2.3%** over the next three years.
- **4.1%** were **unemployed in Ottawa in 2016**; **932 (12.1%)** of those in this occupation were **self-employed**.
- **Median hourly wage** for this occupation was **\$31.90**.
- **22.0%** of the 2018 jobs were in the **Other federal services** industry sector.
- Ottawa has a **significantly higher share of this occupation** than the nation.
- **Provincially**, this occupation showed a net increase from 2016 to 2018 (**12.4%**); it is expected to increase an additional **6.0%** over the next three years.
- *Canada Job Bank* forecasted **good** employment potential for this occupation in Ottawa from 2018-2020.

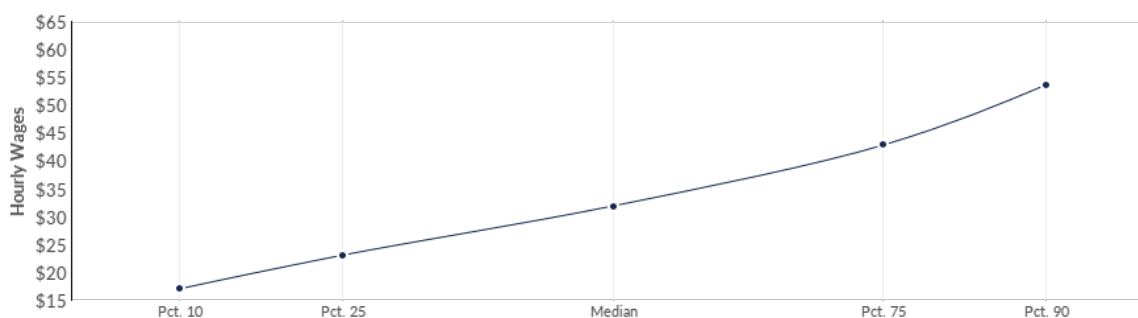
Overview

Ottawa Jobs (2018)	7,678 (12% were self-employed = 932)
2016 Ottawa Unemployment Rate	4.1% Ontario 5.9%
Location Quotient to Nation (2018)	1.91
Change in Jobs (2016 - 2018)	1.4% (2018 - 2021) 2.3%

NOTE: Location quotient (LQ) is a way of quantifying how concentrated a particular occupation is in a region compared to the nation or province. A quotient of 1.00 means Ottawa has the same share of the occupation as the nation/province. A quotient higher than 1.00 means Ottawa has a greater share, and lower than 1.00 means Ottawa's share is lower than the average.

OTTAWA | Percentile Earnings (not including self-employed)

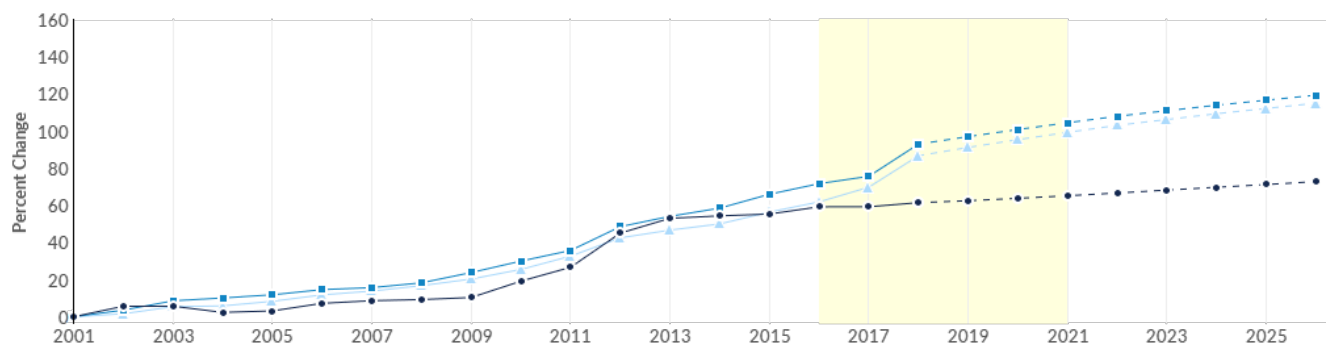
\$23.07/hr 25th Percentile Wages	\$31.90/hr Median Wages	\$42.84/hr 75th Percentile Wages
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Ottawa | Growth

7,572 2016 Jobs	7,855 2021 Jobs	283 Change (2016-2021)	3.7% % Change (2016-2021)
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Regional Trends



Region	2016 Jobs	2021 Jobs	Change	% Change
● Ottawa	7,572	7,855	283	3.7%
● Ontario	50,943	60,670	9,727	19.1%
● Canada	108,811	133,976	25,165	23.1%

	Ottawa	Ontario	Canada
2016 Jobs	7,572	50,943	108,811
2017 Jobs	7,573	52,113	114,118
2018 Jobs	7,678	57,262	125,513
2019 Jobs	7,728	58,457	128,519
2020 Jobs	7,789	59,593	131,333
2021 Jobs	7,855	60,670	133,976

Ottawa | Industries Employing this Occupation

Industry	Occupation Jobs in Industry (2018)	% of Occupation in Industry (2018)	% of Total Jobs in Industry (2018)
Other federal services (9112-9119)	1,689	22.0%	1.9%
Advertising, public relations, and related services	669	8.7%	31.1%
Business, professional, labour and other membership organizations	468	6.1%	6.1%
Grant-making and giving services	347	4.5%	24.1%
Management, scientific and technical consulting services	267	3.5%	3.6%

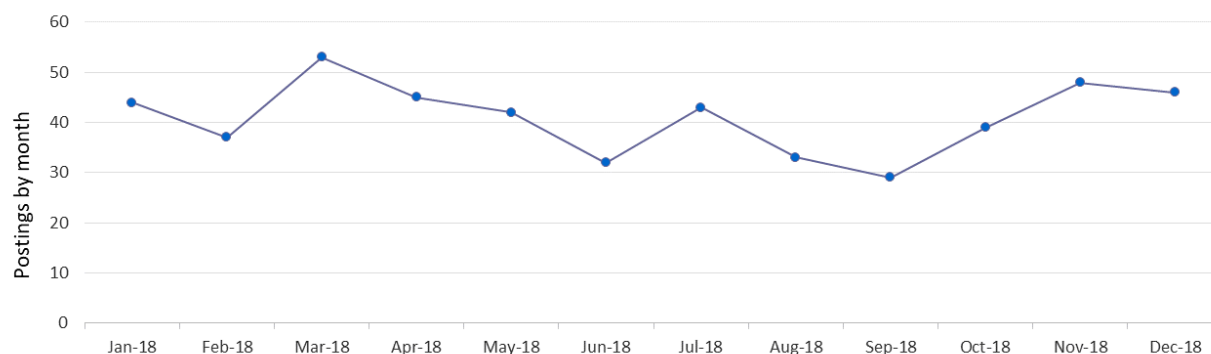
NOTE: Inverse staffing patterns provides a table of percentages that shows how regional occupations are divided up among regional industries. For example, an inverse staffing pattern for registered nurses may show that 70% of RNs are employed by hospitals, 10% by local government (i.e., public schools), 10% by nursing homes, and 10% by offices of physicians.

Educational programs and completions in Ottawa (public institutions only)

12 Programs (2016)		2,541 Completions (2016)
CIP Code	Program	Completions (2016)
09.01	Communication and media studies	513
45.01	Social sciences, general	384
52.02	Business administration, management and operations	365
52.04	Business operations support and assistant services	303
50.04	Design and applied arts	254

NOTE: EMSI Analyst uses Statistics Canada's PSIS data to compile completions for postsecondary programs offered in Canada, classified by the 2016 CIP codes. 2016 data includes those who graduated in spring 2017.

Job Postings by Month



Total annual job postings: 491

NOTE: Based on newly published job postings first found between January 01, 2018 and December 31, 2018 AND location is Ottawa Census Sub-division, Vicinity Jobs.

Other Considerations

LICENSURE/OTHER REQUIREMENTS FOR ONTARIO: None required (**not** a regulated profession)

NOTE: Workers in regulated occupations require a licence to work legally. Workers in non-regulated occupations do not require a licence, but employers may have other certification requirements.

CANADIAN LANGUAGE BENCHMARKS: N/A

Links to Additional Occupational Information

[Ontario Job Futures](#) – NOC 1123 Professional occupations in advertising, marketing and public relations

[GOC Job Bank](#) – Cites outlook information for Ottawa, as well as Ontario and Canada; also shows job postings and wage information for Ottawa.

[Statistics Canada - Occupation information for NOC 1123](#)

[Ontario Skills Passport - Skills profile for Professional occupations in advertising, marketing and public relations](#) – Note that this website categorizes occupations using the NOC 2006 classification system; as such, occupation titles may not match the titles used by the NOC 2011 system.

About EMSI Occupational data

Economic Modeling Specialists Inc. (EMSI) amalgamates information from several data sources in order to produce its occupation counts:

- Canadian Business Patterns (CBP) – *Updated December 2018*
- Census – *2016*
- Survey of Employment, Payrolls and Hours (SEPH) – *Updated December 2018*
- Labour Force Survey (LFS) – *2018*
- Canadian Occupational Projection System (COPS) – *Latest projections cover 2016-2026*
- Demographic CANSIM tables – *Various updates*
- Postsecondary Student Information System (PSIS) - *Updated annually; 2016/17 data available now*

Information from these sources is combined into a dataset that is updated twice annually by EMSI; the latest release came in the spring of 2019 and these reports reflect actuals and projections based on that data. Detailed occupation data is based primarily on industry staffing patterns collected by the SEPH, which surveys businesses and is considered more reliable than the LFS, which surveys individuals.

NOTE: In 2016, EMSI Analyst switched from the NOC-S 2006 occupation classification system to the NOC 2011 occupation classification system. Some occupation titles and groupings have been modified slightly as a result; all historical data has been adjusted to match the NOC 2011 classification system.

*Should you have any further questions about the data in this report, please contact **Ottawa Employment Hub** at 613-727-4723 X6873 or info@OttawaEmploymentHub.com*