



# REAL-TIME LABOUR SUPPLY & DEMAND IN OTTAWA



**Q3 AT GLANCE** (HIGHLIGHTS, NEWS + SOURCES)



**OTTAWA'S ONLINE JOB ADS AND TRENDS**



**OVERALL ONLINE SUPPLY AND DEMAND**



**WHERE THE JOBS ARE** (SECTOR VIEW)



**WHAT THE JOBS ARE** (OCCUPATION VIEW)



**A SPOTLIGHT ON SECTORS** (MANUFACTURING)



**A CLOSER LOOK AT OCCUPATIONS** (RETAIL SALESPERSON)



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**A QUARTERLY VIEW OF JOB ADS AND JOB SEEKER PROFILES ONLINE, WITH UP-TO-DATE LOCAL NEWS & INTELLIGENCE (JUL - SEP 2019)**





# Q3 AT GLANCE (HIGHLIGHTS, NEWS + SOURCES)



## OTTAWA'S ONLINE JOB ADS AND TRENDS

**16,904 Job Ads**

Job ads were up **0.5%** from last quarter

Job ads were up **0.4%** compared to the same quarter in 2018

## TOP EMPLOYERS (# of ads)

Farm Boy Inc	331
University of Ottawa	213
City of Ottawa	187
Algonquin College	156
Loblaw Companies Limited	142
Carleton University	134
Nokia Products Limited	123
Walmart	115
Scotiabank	112
Shoppers Drug Mart	110



## WHERE THE JOBS ARE (SECTOR VIEW)

### TOP Industry Groups (4 digit NAICS)

#### Job Ads

6113	Universities	381
4451	Grocery Stores	354
5221	Depository Credit Intermediation	318
5413	Architectural, Engineering and Related Services	301
5416	Management, Scientific and Technical Consulting Services	274
4521	Department Stores	203
6221	General Medical and Surgical Hospitals	202
9139	Other Local, Municipal and Regional Public Administration	191
6112	Community Colleges & C.E.G.E.P.s	188
722	Food Services and Drinking Places	186



## WHAT THE JOBS ARE (OCCUPATION VIEW)

### TOP 10 Occupations with change from last quarter

#### Job Ads

6421	Retail salespersons	581	↑ 60
2174	Computer programmers and interactive media developers	540	↓ -48
2173	Software engineers and designers	380	↑ 4
0621	Retail and wholesale trade managers	327	↑ 26
6552	Other customer and information services representatives	303	↑ 27
6623	Other sales related occupations	287	↑ 92
3012	Registered nurses and registered psychiatric nurses	284	↓ -8
1241	Administrative assistants	281	↑ 20
6322	Cooks	280	↓ -5
1221	Administrative officers	267	↓ -30



## OVERALL ONLINE SUPPLY AND DEMAND

**10,921 Job Seeker Profiles**

Active job seeker profiles were up **0.3%** from last quarter

Active job seeker profiles were down **40.1%** compared to same quarter in 2018

**3:2** RATIO

3 ads for every 2 job seeker profiles this quarter

In this quarter last year, job seeker profiles exceeded job ads by **1389**



## A CLOSER LOOK AT OCCUPATIONS (RETAIL SALESPERSON)

**581 Job Ads this quarter**

(15% of job ads with identified occupations)

JOB-AD RATIO (2018)

**1:7**

1 job posting for every 7 jobs

Click [here](#) for our Occupation Outlook and [here](#) for our Top Jobs infosheet



## A SPOTLIGHT ON SECTORS (MANUFACTURING)

**875 Job Ads this quarter**

(12% of job ads with identified industry sectors)

Click [here](#) for our detailed Sector Spotlight

## TOP "LABOUR" NEWS STORIES IN Q3

- Feds to sink \$40M into Canadian Bank Note Co. (Jul 9)
- Kinaxis to more than double size with new Kanata HQ (Jul 29)
- Ottawa's last Zellers set to finally close in early 2020 (Sep 6)

## DATA SOURCE: VICINITY JOBS INSIGHT TOOLS

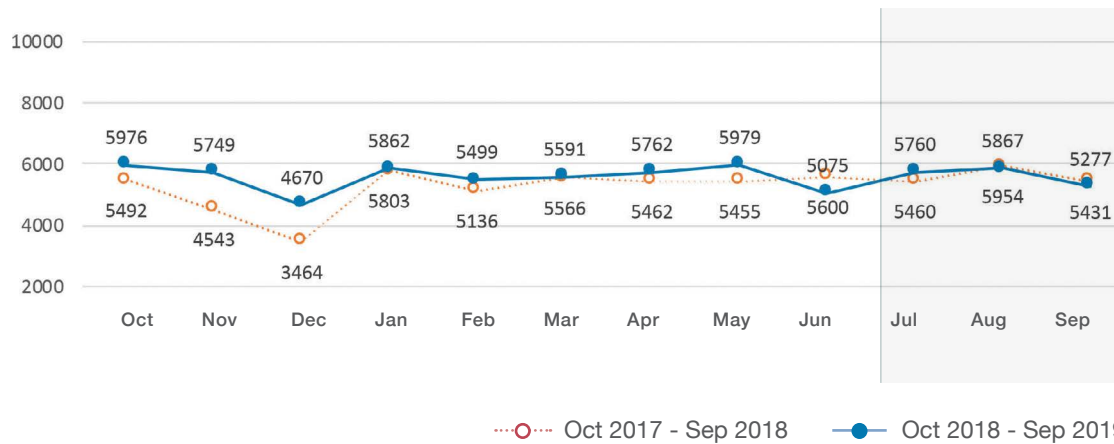
Vicinity Jobs provides web scraping and analysis for online job postings and job seeker profiles.

Job Seeker Profiles are identified by "reading the resumes that job seekers create online when applying for work".



# OTTAWA'S ONLINE JOB ADS AND TRENDS

## 16,904 Job Ads this Quarter



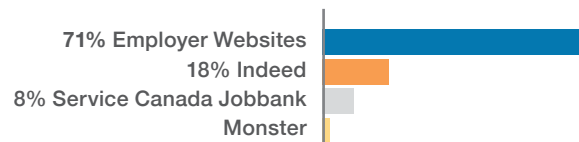
Job ads were up **0.5%** from last quarter

Job ads were up **0.4%** compared to the same quarter in 2018

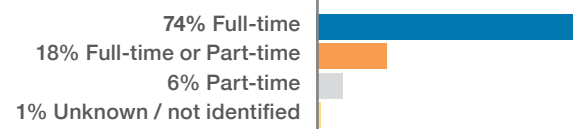
## WHO'S POSTING ADS THIS QUARTER (# of ads)

Farm Boy Inc	331
University of Ottawa	213
City of Ottawa	187
Algonquin College	156
Loblaw Companies Limited	142
Carleton University	134
Nokia Products Limited	123
Walmart	115
Scotiabank	112
Shoppers Drug Mart	110
GoodLife Fitness Centres Inc	88
The Bay	88
Canada Post Corporation	87
CHEO / Children's Hospital of Eastern Ontario	79
Revera Inc	79
Bell Canada	78
National Bank of Canada	77
Deloitte Touche Tohmatsu Limited	67
COMPAS Inc.	62
IBM Canada Ltd.	61

## Data Source



## Job Type



## TRENDS (A look back at the past year)

More ads were posted on Employer websites than in the same quarter in 2018 (12,012 this quarter versus 10,711 in 2018). This source also saw the biggest increase in share of ads (from 64% to 71% of all ads). Service Canada Job Bank's share of ads decreased from 16% to 8% year-on-year.

74% of Q3 2019 ads were for full-time positions, compared to 67% of ads with known job type in the same quarter last year. There was a big decrease in ads with unknown job type, from almost half (47%) in the same quarter last year to just 1% of ads this quarter.

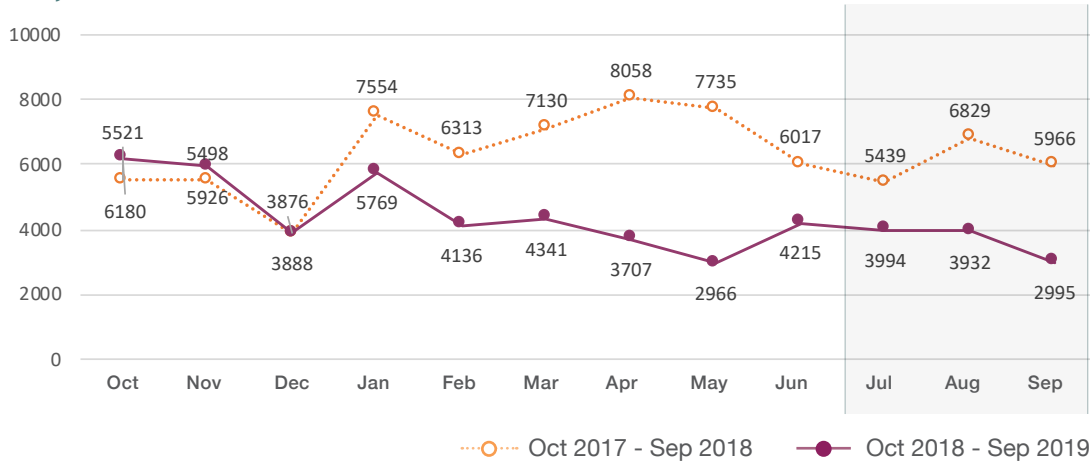
## TOP 5 employers in past year (Oct 2018 to Sep 2019)

Farm Boy Inc	1121
University of Ottawa	777
City of Ottawa	714
Algonquin College	534
Carleton University	456



# OVERALL ONLINE SUPPLY AND DEMAND

## 10,921 Job Seeker Profiles this Quarter



Active job seeker profiles were up 0.3% from last quarter

Active job seeker profiles were down 40.1% compared to same quarter in 2018

## Top Skills

### Job Seeker Profiles

#### General/soft skills

Customer Service 2225  
Communication skills 1503  
Time Management 983

#### Specialized skills

Sales 858  
Office Administration 694  
Project Management 288

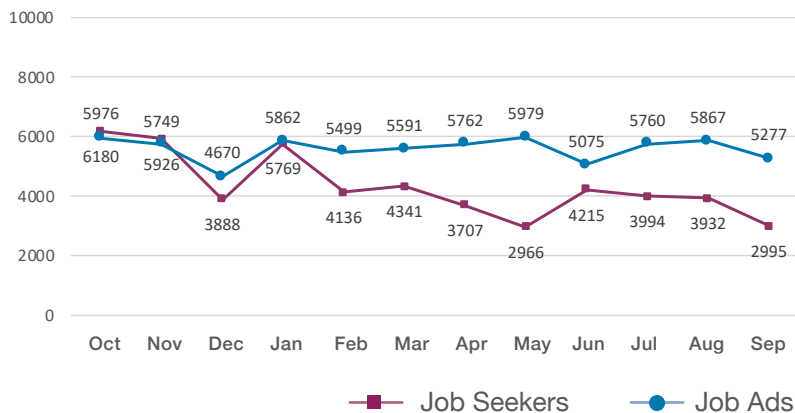
#### Technologies

Microsoft Office + 4977  
Adobe Photoshop 305  
Java 238

#### Tools & Equipment

Forklifts 102  
Power Tools 23  
PCB / PCBA (Printed Circuit Board / Assembly) 9

## Job Seeker Profiles and Job Ads by Month



## EDUCATION

No education required  
High School  
Some Post-Secondary Courses (Level Unknown)  
College Diploma or Certification  
Undergraduate Degree (Bachelors)  
Graduate Degree - Masters  
Post-Graduate Degree - Doctorate  
Unknown / Unidentified

### Job Seeker Profiles

### Job Ads

Education Level	Job Seeker Profiles	Job Ads
No education required	n/a	1
High School	741	1751
Some Post-Secondary Courses (Level Unknown)	640	0
College Diploma or Certification	4541	3664
Undergraduate Degree (Bachelors)	2785	1704
Graduate Degree - Masters	1554	372
Post-Graduate Degree - Doctorate	306	54
Unknown / Unidentified	354	9358

## Job Ads

#### General/soft skills

Communication skills 7275  
Teamwork 6427  
Customer Service 5485

#### Specialized skills

Project Management 1611  
Analytical Skills 1469  
Occupational Health & Safety 1083

#### Technologies

Microsoft Office + 2649  
Cloud Computing 631  
Linux 622

#### Tools & Equipment

Power Tools 109  
Routers 105  
Forklifts 101

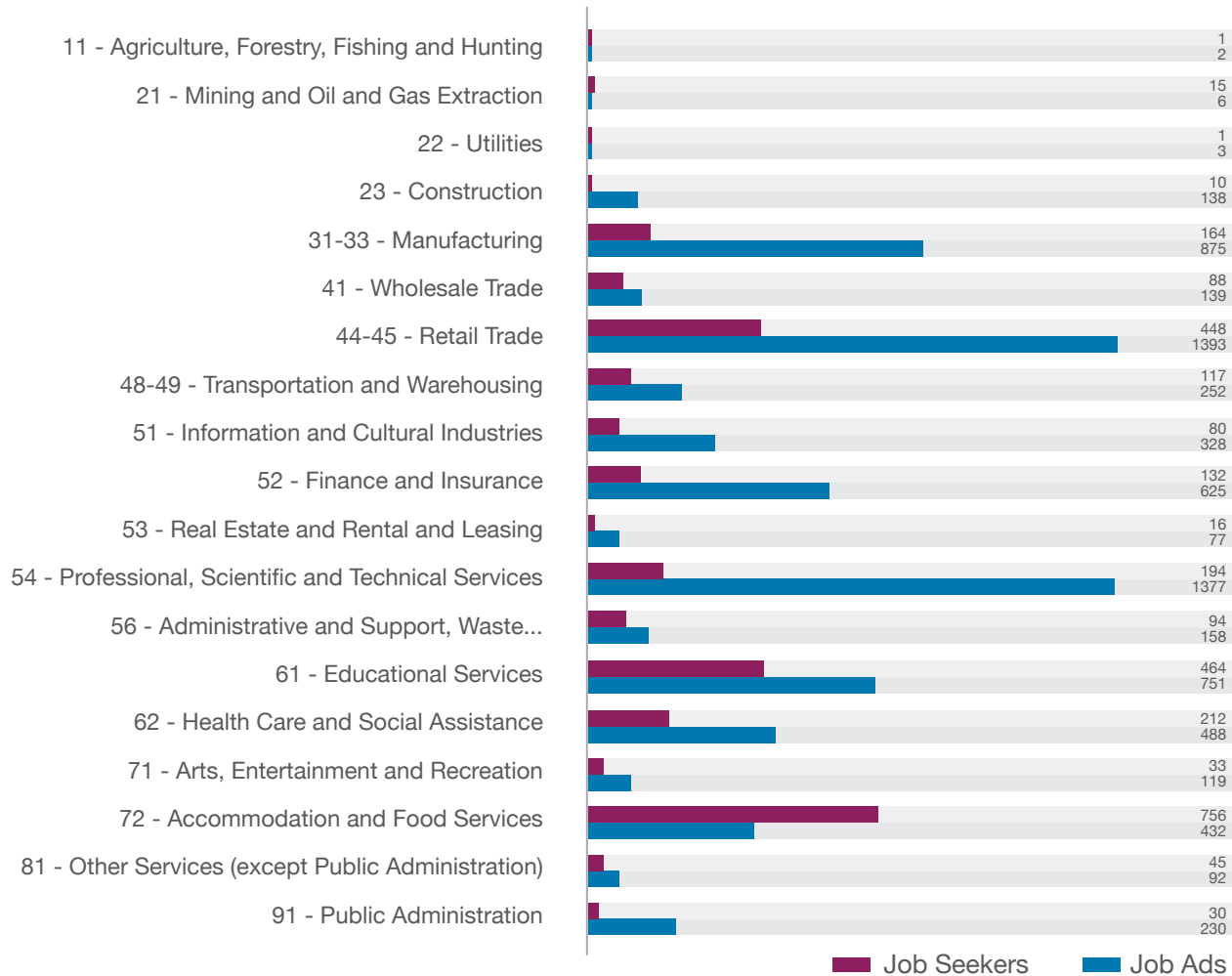
**3:2** 3 ads for every 2 job seeker profiles this quarter

In this quarter last year, job seeker profiles exceeded job ads by 1389



# WHERE THE JOBS ARE (SECTOR VIEW)

**2901** Job Seeker Profiles and **7486** Job Ads this Quarter had identified Industries representing 27% of all profiles and 44% of all ads



**26%** of this quarter's job seeker profiles in Accommodation and Food Services

**19%** of this quarter's job ads in Retail Trade

## TOP Industry Groups (4 digit NAICS)

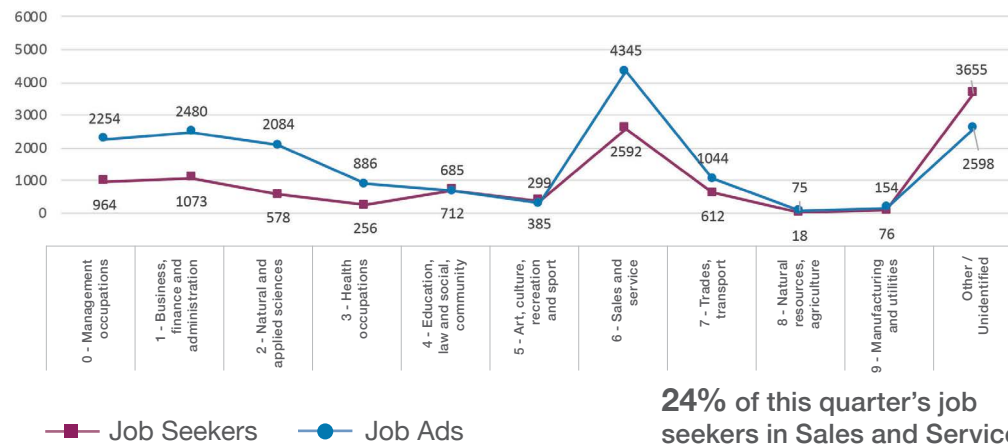
### Job Ads

6113	Universities	381
4451	Grocery Stores	354
5221	Depository Credit Intermediation	318
5413	Architectural, Engineering and Related Services	301
5416	Management, Scientific and Technical Consulting Services	274
4521	Department Stores	203
6221	General Medical and Surgical Hospitals	202
9139	Other Local, Municipal and Regional Public Administration	191
6112	Community Colleges & C.E.G.E.P.s	188
722	Food Services and Drinking Places	186
3342	Communications Equipment Manufacturing	177
7211	Traveller Accommodation	173
4481	Clothing Stores	165
6216	Home Health Care Services	163
4452	Specialty Food Stores	146
5616	Investigation and Security Services	126
4461	Health and Personal Care Stores	122
7139	Other Amusement and Recreation Industries	118
6233	Community Care Facilities for the Elderly	114
3345	Navigational, Measuring, Medical and Control Instruments Manufacturing	107



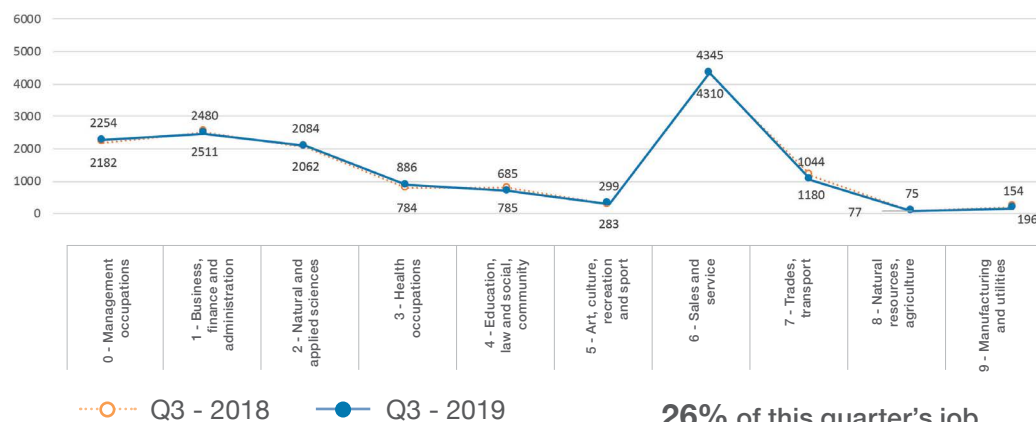
# WHAT THE JOBS ARE (OCCUPATION VIEW)

**7,266** Job Seekers this Quarter had identified Occupation Groups representing 67% of all job seeker profiles



**24%** of this quarter's job seekers in Sales and Service

**14,306** Job Ads this Quarter had identified Occupation Groups representing 85% of all job ads



**26%** of this quarter's job ads in Sales and Service

## TOP 10 Occupations with change from last quarter

### Job Seeker Profiles

6611	Cashiers	515	↓	-38
6552	Other customer and information services representatives	334	↓	-34
6421	Retail salespersons	295	↓	-69
6623	Other sales related occupations	209	↓	-47
0621	Retail and wholesale trade managers	194	↑	4
4030	Teachers	183	↑	33
6322	Cooks	172	↓	-12
1241	Administrative assistants	142	↑	15
6711	Food counter attendants, kitchen helpers and related support occupations	139	↓	-39
6513	Food and beverage servers	136	↓	-33

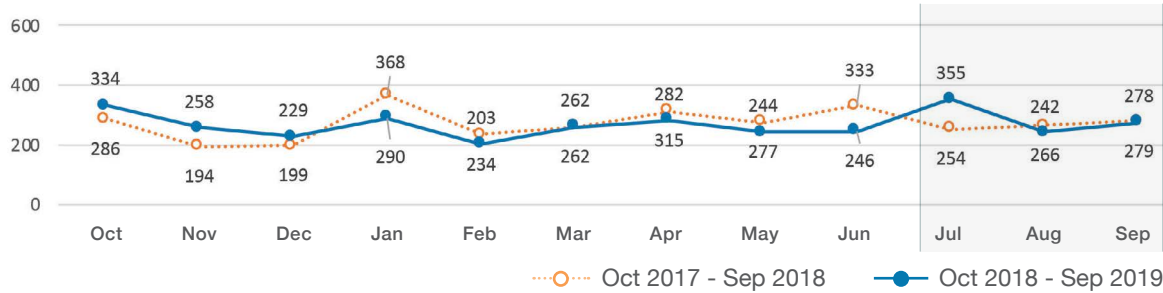
### Job Ads

6421	Retail salespersons	581	↑	60
2174	Computer programmers and interactive media developers	540	↓	-48
2173	Software engineers and designers	380	↑	4
0621	Retail and wholesale trade managers	327	↑	26
6552	Other customer and information services representatives	303	↑	27
6623	Other sales related occupations	287	↑	92
3012	Registered nurses and registered psychiatric nurses	284	↓	-8
1241	Administrative assistants	281	↑	20
6322	Cooks	280	↓	-5
1221	Administrative officers	267	↓	-30



# A SPOTLIGHT ON SECTORS (MANUFACTURING - NAICS 31-33)

**875 Job Ads this quarter**  
(12% of job ads with identified industry sectors)



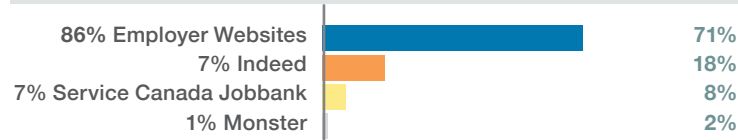
Job ads were up **13.3%** from last quarter

Job ads were up **9.5%** compared to the same quarter in 2018

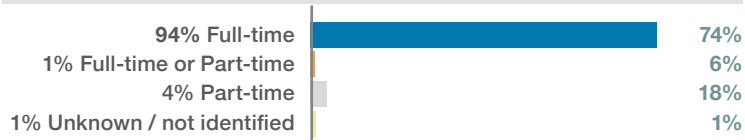
## WHO'S POSTING ADS THIS QUARTER (# of ads)

Nokia Products Limited	123
IBM Canada Ltd.	61
OZ Optics Ltd.	56
Ontario Trap Rock	52
Ross Video Limited	44
A-Post Aluminum Fabricators Ltd.	39
Abbott Laboratories Ltd.	39
Thermo Ramsey	25
Lockheed Martin Canada	22
GasTOPS Ltd.	21

## Data Source



## Job Type



## TOP Industry Groups Job Ads (4 digit NAICS)

3342 - Communications Equipment Manufacturing	177
3345 - Navigational, Measuring, Medical and Control Instruments Manufacturing	107
3273 - Cement and Concrete Product Manufacturing	80
3341 - Computer and Peripheral Equipment Manufacturing	80
3344 - Semiconductor and Other Electronic Component Manufacturing	78
3323 - Architectural and Structural Metals Manufacturing	48
3254 - Pharmaceutical and Medicine Manufacturing	44
3121 - Beverage Manufacturing	25
3152 - Cut and Sew Clothing Manufacturing	23
3162 - Footwear Manufacturing	20

## TOP 10 Occupations (Job Ads)

2174	Computer programmers and interactive media developers	73	↑	17
2173	Software engineers and designers	37	↑	8
0601	Corporate sales managers	28	↑	19
6411	Sales and account representatives - wholesale trade (non-technical)	19	↓	-2
6421	Retail salespersons	19	↑	7
0911	Manufacturing managers	17	↑	10
2141	Industrial and manufacturing engineers	15	↑	9
6552	Other customer and information services representatives	14	↑	7
2283	Information systems testing technicians	13	↑	10
1221	Administrative officers	10	↓	-5

## Top 5 skills by category

### General/soft skills

Communication skill 386  
Leadership 347  
Teamwork 342  
Customer Service 237  
Interpersonal Skills 211

### Specialized skills

Analytical Skills 109  
Project Management 107  
Agile Software Developmen 97  
Sales 58  
Continuous Improvement 53

### Technologies

Microsoft Office + 287  
Linux 84  
Java 82  
Cloud Computing 74  
Python 71

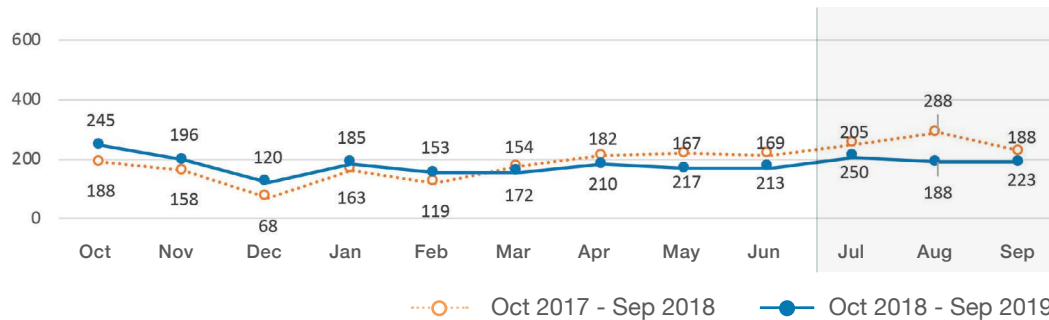
### Tools & Equipment

Routers 22  
PCB / PCBA (Printed Circuit Board / Assembly) 13  
Power Tool 9  
Communications computers 8  
Lathes 7



# A CLOSER LOOK AT OCCUPATIONS RETAIL SALESPERSON (NOC 6411)

**581 Job Ads this quarter**  
(15% of job ads with identified occupations)



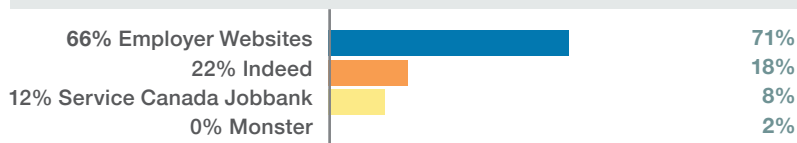
Job ads were up **12.2%** from last quarter

Job ads were down **23.7%** compared to the same quarter in 2018

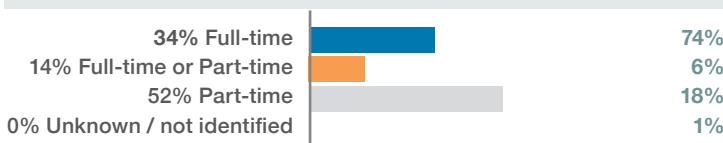
## WHO'S POSTING ADS THIS QUARTER (# of ads)

Farm Boy Inc	49
The Bay	35
The Source	21
Rogers Communications	13
Bell Canada	12
Glentel Inc.	11
Carter's, Inc	10
Sport Chek	10
American Eagle Outfitters	8
IKEA Canada Ltd. Partnership	8

## Data Source



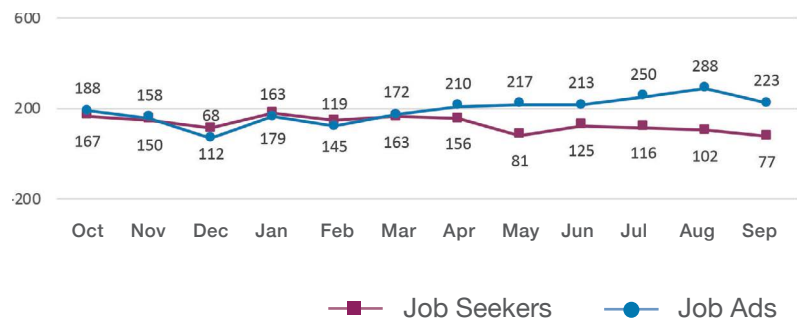
## Job Type



## WAGES

Average wage		
Q3 2018	Q3 2019	Increase
\$16.49	\$18.44	24%

## Job Seeker Profiles and Job Ads by Month



## TOP SKILLS- Job Seeker & Job Ads

### Job Seekers

**General/soft skills**  
Customer Service 100  
Communication skills 72  
Teamwork 43  
**Specialized skills**  
Sales 67  
Office Administration 29  
Analytical Skills 8  
**Technologies**  
Microsoft Office + 122  
Adobe Systems Adobe Photoshop 15  
Autodesk AutoCAD 7

### Job Ads

**General / Soft Skills**  
Customer Service 343  
Teamwork 288  
Fast-paced Setting 205  
**Specialized Skills**  
Sales 294  
Continuous Improvement 15  
Budgeting 13  
**Technologies**  
Microsoft Office + 76  
Point of sale POS software 41  
Point of sale POS systems 28

## EDUCATION

Postings		
High School Completion	110	19%
College Diploma or Certification	64	11%
Undergraduate Degree (Bachelors)	1	0%
Not Identified	406	70%

## JOB-AD RATIO (2018)

17,576 jobs | 2416 ads

**1:7** 1 job ad for every 7 jobs