



# 2019 SECTOR SPOTLIGHT

## FINANCE AND INSURANCE



This program is funded in part by the Government of Canada and the Government of Ontario.



# Finance and insurance

## Report Contents

### What is this industry sector?

- STATISTICS CANADA DEFINITION

### How does this sector stack up in Ottawa?

- OTTAWA DASHBOARD
- HIGHLIGHTS

### Sector Employment (Jobs)

- REGIONAL TRENDS (5-year Job Growth - Ottawa vs. Ontario vs. Canada)
- 2018 EMPLOYMENT – A SUBSECTOR VIEW
- 2018 EMPLOYMENT SNAPSHOT – INDUSTRY GROUPS
- JOB NUMBERS BY INDUSTRY GROUP (Past 5 years and 3-year outlook)
- KEY OCCUPATIONS IN THE SECTOR

### Sector Self-Employment

- SECTOR AT A GLANCE
- A CLOSER LOOK AT SHARE OF SELF-EMPLOYMENT

### Sector Business & Employer Counts

- SECTOR AT A GLANCE
- BUSINESS COUNTS AT INDUSTRY GROUP LEVEL

### Online Supply & Demand

- ONLINE JOB POSTINGS
- ONLINE JOB SEEKER PROFILES

### In the News

- GAINS
- LOSSES
- TRENDS/PROJECTIONS

### Appendices

- SECTOR STRUCTURE
- SAMPLE REPORT - INDUSTRY SUMMARIES

**Note on geography:** This report looks at data for the Ottawa Census subdivision. Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation).

## What is this industry sector?

### STATISTICS CANADA DEFINITION



**This sector comprises establishments primarily engaged in financial transactions (that is, transactions involving the creation, liquidation, or change in ownership of financial assets) or in facilitating financial transactions.** Included are:

Establishments that are primarily engaged in financial intermediation. They raise funds by taking deposits and/or issuing securities, and, in the process, incur liabilities, which they use to acquire financial assets by making loans and/or purchasing securities. Putting themselves at risk, they channel funds from lenders to borrowers and transform or repackage the funds with respect to maturity, scale and risk.

Establishments that are primarily engaged in the pooling of risk by underwriting annuities and insurance. They collect fees (insurance premiums or annuity considerations), build up reserves, invest those reserves and make contractual payments. Fees are based on the expected incidence of the insured risk and the expected return on investment.

### SECTOR STRUCTURE

Below we show this sector's 5 subsectors (3-digit level), as well as the *4-digit level Industry Groups* that will be explored in this report.

### SUBSECTORS

- 521 - Monetary authorities - central bank
- 522 - Credit intermediation and related activities
- 523 - Securities, commodity contracts, and other financial investment and related activities
- 524 - Insurance carriers and related activities
- 526 - Funds and other financial vehicles

# How does this sector stack up in Ottawa?

## OTTAWA DASHBOARD

The graphic below ranks Ottawa's Top 13 sectors (based on # of jobs in 2018) and shows how *Finance and insurance (NAICS 52)* stacks up against the other sectors on a dashboard highlighting key local labour market information (LMI).

#10	#8	#10	#4	#6	#5	#8	#5	#7	#2	#12
2018 Jobs	5 Year Job Gains	Share of Jobs	Annual Salary*	Self-Employed	Business Count	Employer Count	Job Ads	Job Profiles	Unemployment Rate	Unionization Rate*
121,863	8,368	3.14	\$85,642	30%	18,176	5,912	6,033	5,147	2%	73%
68,509	6,737	1.37	\$83,123	24%	9,220	3,454	4,988	3,577	3%	65%
61,460	5,585	1.09	\$75,581	17%	7,344	3,325	3,409	3,136	3%	47%
60,578	5,220	1.05	<b>\$65,470</b>	16%	6,341	2,735	2,739	1,559	4%	46%
48,754	4,815	1.05	\$64,524	14%	<b>5,798</b>	2,699	<b>2,430</b>	1,296	4%	29%
40,516	3,787	0.93	\$63,435	<b>13%</b>	5,490	2,104	1,923	1,288	4%	19%
35,442	2,898	0.89	\$59,329	13%	3,385	1,338	1,522	<b>947</b>	4%	19%
33,774	<b>2,445</b>	0.87	\$53,502	8%	2,972	<b>966</b>	828	812	5%	13%
29,662	1,658	0.78	\$49,311	7%	2,866	925	590	736	5%	12%
<b>19,992</b>	1,321	<b>0.76</b>	\$48,740	6%	1,644	677	590	514	7%	11%
19,846	38	0.70	\$45,544	5%	1,418	476	502	385	8%	10%
19,338	-86	0.59	\$30,430	4%	1,282	425	397	173	8%	<b>7%</b>
17,613	-572	0.37	\$21,255	0%	166	149	302	132	9%	0%
# of jobs (2018)	Increase in # of jobs over past 5 years (2013-2018)	National Location Quotient (1.00 = national norm)	Average annual salary in 2018 (*not including self-employed)	% of jobs that are self-employed	Incl. business without employees (Dec 2018)	Businesses with at least 1 employee (Dec 2018)	# of online job ads (2018)	# of job seeker profiles added or updated (2018)	% of labour force unemployed (2016)	% of sector jobs unionized in 2018 (*some sectors combined in CANSIM data)

Average annual salary in 2018\* not including self-employed

Unionization Rate % of sector\* jobs unionized in 2018 (\*some sectors combined in CANSIM data)

TOP 10 OCCUPATIONS (# of 2018 jobs)	TOP 10 EMPLOYERS (# of postings in 2018)	TOP 10 EMPLOYERS (number of employees)
1114 Other financial officers (2,999)	1. Scotiabank (454)	1. Bank Of Canada (1,300)
6551 Customer services representatives - financial institutions (2,030)	2. TD Canada Trust (284)	2. Alterna Savings (1,285)
6231 Insurance agents and brokers (1,704)	3. Deloitte Touche Tohmatsu Limited (281)	3. EXPORT Development Canada (1,000)
0122 Banking, credit and other investment managers (1,184)	4. National Bank of Canada (262)	4. MILLENNIUM 1 Solutions (500)
1112 Financial and investment analysts (1,058)	5. RBC (123)	5. Alterna Bank (421)
2171 Information systems analysts and consultants (1,036)	6. BMO Financial Services (120)	6. CAA North & East Ontario (347)
6235 Financial sales representatives (985)	7. Canadian Imperial Bank of Commerce (101)	7. Deloitte LLP (300)
4162 Economists and economic policy researchers and analysts (655)	8. Intact Financial Corporation (56)	8. Intact Insurance Co (300)
1312 Insurance adjusters and claims examiners (472)	9. Cowan Insurance (55)	9. Encon Group Inc (175)
1434 Banking, insurance and other financial clerks (452)	10. The Economical Insurance Group (53)	10. Groupe D'Assurance Economical (150)



## Sector Employment (Jobs)

### REGIONAL TRENDS (5-year Job Growth - Ottawa vs. Ontario vs. Canada)

	Region	2013 Jobs	2018 Jobs	Change	% Change
●	Ottawa	17,547	19,992	2,445	13.9%
●	Ontario	346,823	378,442	31,619	9.1%
●	Canada	775,916	816,643	40,727	5.2%

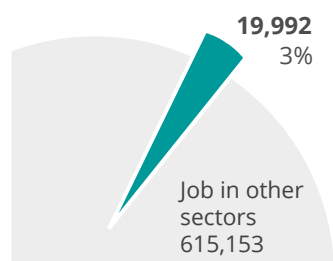
### 2018 EMPLOYMENT – A SUBSECTOR VIEW

**#10**

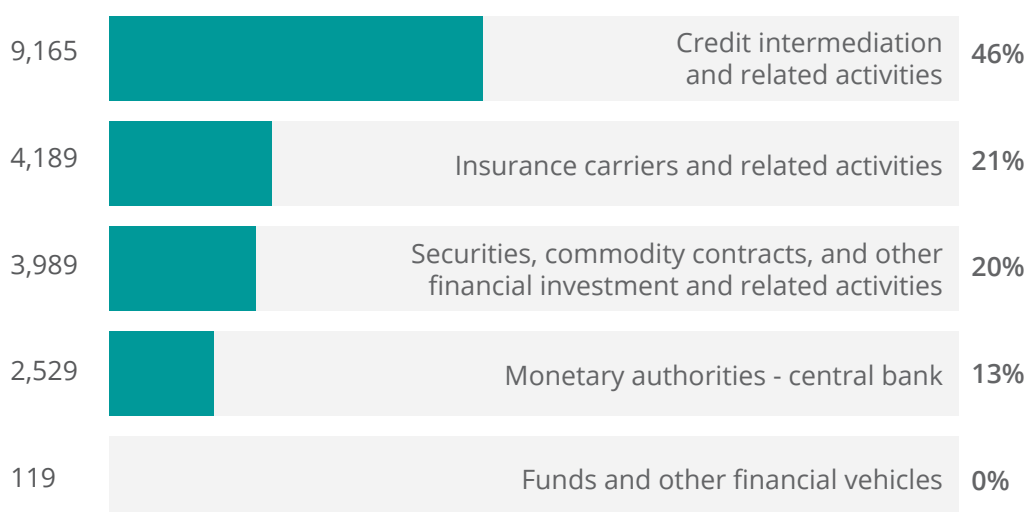
Ranked **tenth** out of 13 on # of jobs

Near half (46%) of sector jobs are in Credit intermediation and related activities

One-fifth (21%) are in Insurance carriers and related activities



### 19,992 Sector Jobs in 2018 (3% of all Ottawa Jobs)



### Job numbers, growth rate and forecast number of new jobs\*

NAICS	Description	2013	2014	2015	2016	2017	2018	% Change (2013-2018)	Forecast change (2018-2021)
522	Credit intermediation and related activities	8,115	7,921	7,860	8,572	9,035	9,165	13%	390
524	Insurance carriers and related activities	4,270	3,901	4,224	4,472	4,099	4,189	-2%	11
523	Securities, commodity contracts, and other financial investment and related activities	3,214	3,156	3,819	3,831	3,540	3,989	24%	215
521	Monetary authorities - central bank	1,828	2,476	2,716	2,663	2,617	2,529	38%	63
526	Funds and other financial vehicles	120	157	144	125	123	119	-1%	-1

Source: EMSI Analyst 2018 (\*EMSI recommends taking occupation data below 500 jobs with "a grain of salt" because of source data sampling sizes; occupation data is not considered reliable where fewer than 100 jobs)

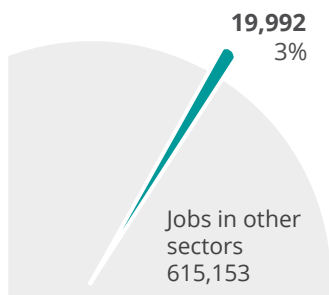
## 2018 EMPLOYMENT SNAPSHOT – INDUSTRY GROUPS

**#10**

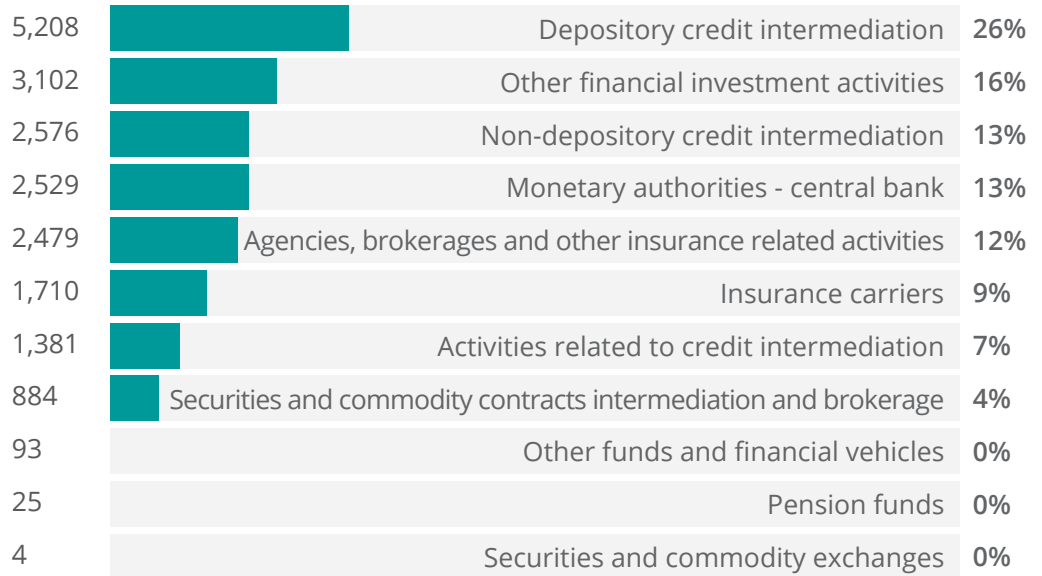
**Ranked tenth out of 13 on specialization**

24% below the national average for share of workers in this industry

26% of sector jobs in Depository credit intermediation



### 19,992 Sector Jobs in 2018 (3% of all Ottawa jobs)

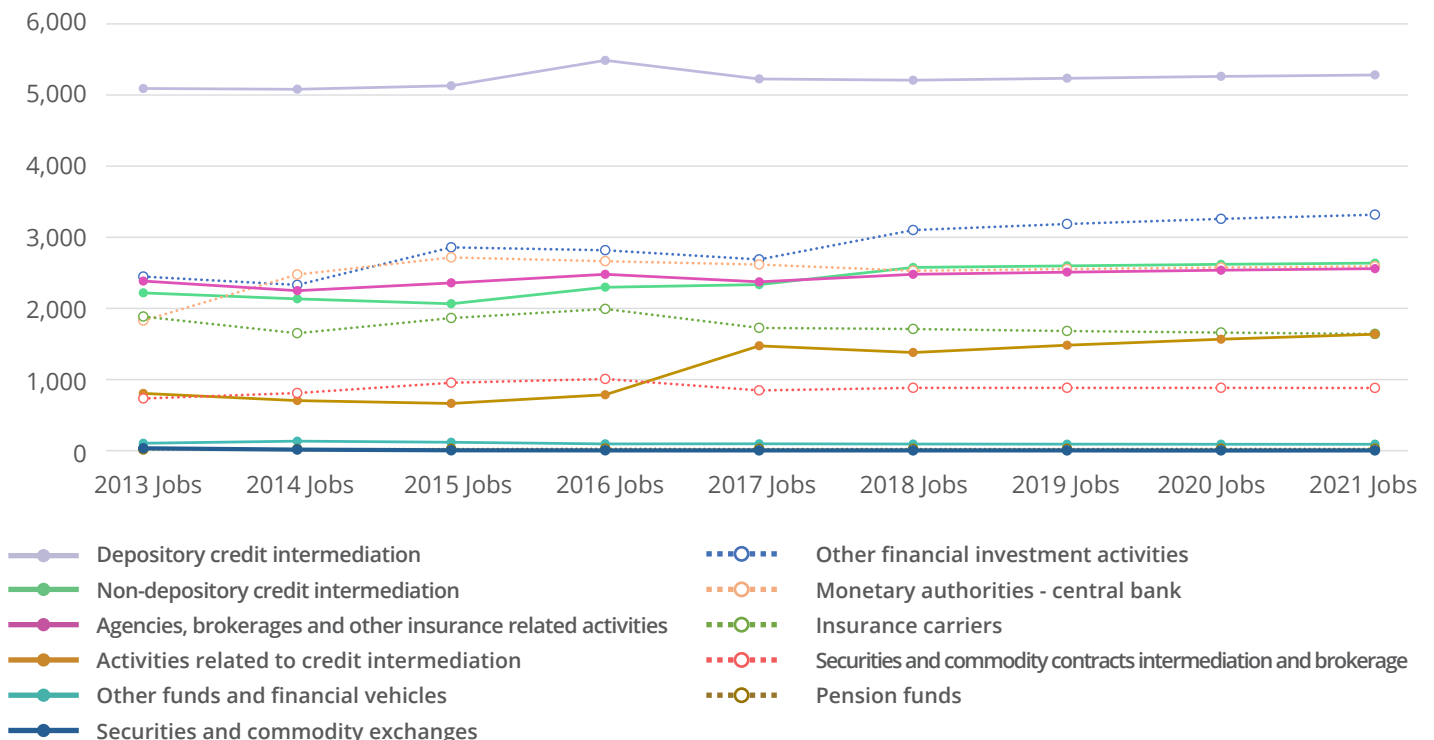


#### A closer look at specialization:

Ottawa has an extremely large share of workers in Monetary authorities - Central Bank compared to the national average (due to it being home to the Head Office of the Bank of Canada); meanwhile, its share of workers in Funds and other financial vehicle is 62% below the national average.

Source: EMSI Analyst 2019

## JOB NUMBERS BY INDUSTRY GROUP (Past 5 years and 3-year outlook)



## Job numbers, growth rate and forecast number of new jobs\*

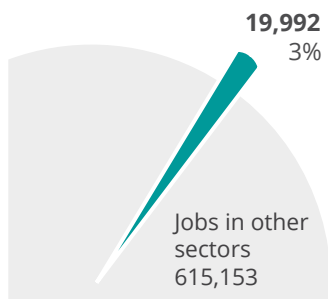
NAICS	Description	2013	2014	2015	2016	2017	2018	% Change (2013-2018)	Forecast change (2018-2021)
5221	Depository credit intermediation	5,091	5,081	5,130	5,487	5,226	5,208	2%	73
5222	Other financial investment activities	2,446	2,330	2,858	2,818	2,688	3,102	27%	217
5239	Non-depository credit intermediation	2,219	2,135	2,066	2,298	2,335	2,576	16%	60
5242	Monetary authorities - central bank	1,828	2,476	2,716	2,663	2,617	2,529	38%	62
5211	Agencies, brokerages and other insurance related activities	2,385	2,250	2,359	2,480	2,373	2,479	4%	80
5241	Insurance carriers	1,885	1,652	1,865	1,992	1,726	1,710	-9%	-69
5223	Activities related to credit intermediation	805	705	664	787	1,474	1,381	72%	257
5231	Securities and commodity contracts intermediation and brokerage	734	811	955	1,008	848	884	20%	-2
5269	Other funds and financial vehicles	104	134	118	96	97	93	-11%	-2
5232	Pension funds	16	22	25	28	26	25	62%	2
5261	Securities and commodity exchanges	33	16	6	5	4	4	-88%	0
<b>SECTOR TOTAL</b>		<b>17,547</b>	<b>17,611</b>	<b>18,763</b>	<b>19,663</b>	<b>19,414</b>	<b>19,992</b>	<b>14%</b>	<b>678</b>

Source: EMSI Analyst 2018 (\*EMSI recommends taking occupation data below 500 jobs with "a grain of salt" because of source data sampling sizes; occupation data is not considered reliable where fewer than 100 jobs)

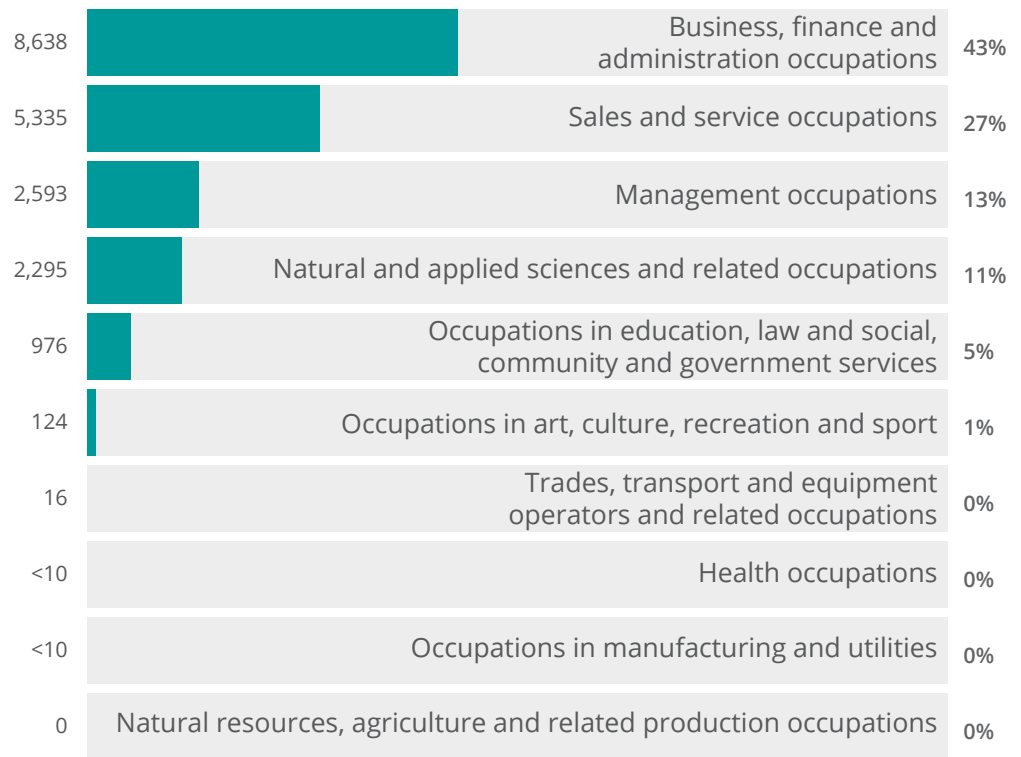
## KEY OCCUPATIONS IN THE SECTOR

The job data shown thus far has focused on **number** of workers in your sector and its industry groups. Now we take a look at what these workers are doing by focusing on the **key occupations** in your sector.

**Almost half (43%)** of sector jobs are **Business, finance and administration occupations**



### Sector Jobs in 2018 by Occupation Group



## Top Ten Occupations (Sector job numbers and growth over past five years)

NAICS	Description	Employed in Industry (2013)	Employed in Industry (2018)	Change (2013 - 2018)	% Change (2013 - 2018)	% of Total Industry Jobs (2018)
1114	Other financial officers	2,342	2,999	657	28%	15%
6551	Customer services representatives - financial institutions	2,177	2,030	-147	-7%	10%
6231	Insurance agents and brokers	1,564	1,704	140	9%	9%
0122	Banking, credit and other investment managers	1,230	1,184	-46	-4%	6%
1112	Financial and investment analysts	917	1,058	141	15%	5%
2171	Information systems analysts and consultants	643	1,036	393	61%	5%
6235	Financial sales representatives	888	985	97	11%	5%
4162	Economists and economic policy researchers and analysts	490	655	165	34%	3%
1312	Insurance adjusters and claims examiners	497	472	-25	-5%	2%
1434	Banking, insurance and other financial clerks	456	452	-4	-1%	2%

Source: EMSI Analyst 2018 (\*EMSI recommends taking occupation data below 500 jobs with "a grain of salt" because of source data sampling sizes; occupation data is not considered reliable where fewer than 100 jobs)



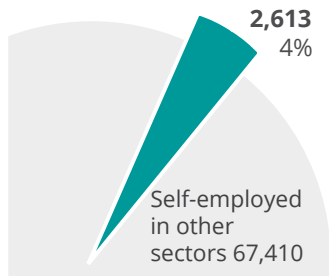
# Sector Self-Employment (2018)

## SECTOR AT A GLANCE

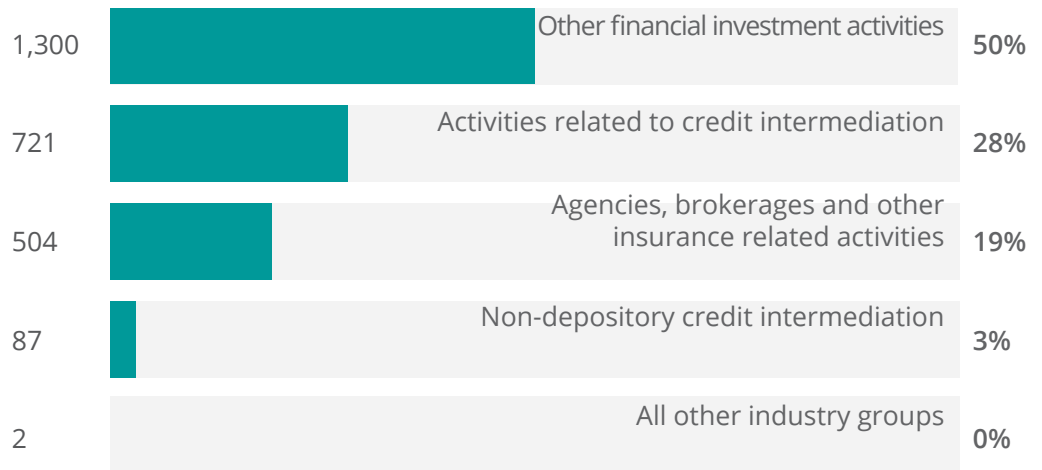
**#9**

Ranked **ninth** out of **13** on share of self-employed workers

Half (50%) of sector's self-employed workers are in **Other financial investment activities**



### 2,613 self-employed (4% of Ottawa's self-employed)



#### A closer look at share of self-employment:

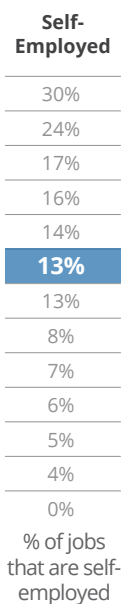
While only 13% of those working in this sector are self-employed, more than half (52%) of workers in Activities related to credit intermediation are self-employed (see graph below).

## A CLOSER LOOK AT SHARE OF SELF-EMPLOYMENT

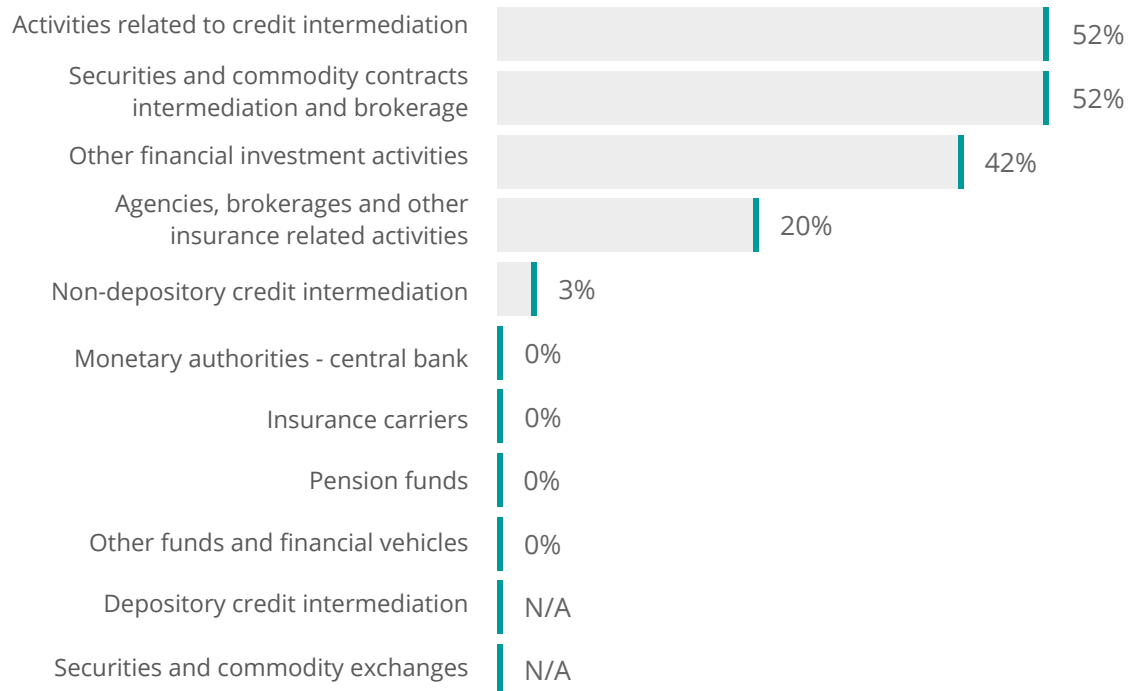
The chart below shows share of self-employment for the overall sector and for each industry group.

### Sector Ranking

**#6**



### Share of workers self-employed in each industry group



Source: EMSI Analyst 2019

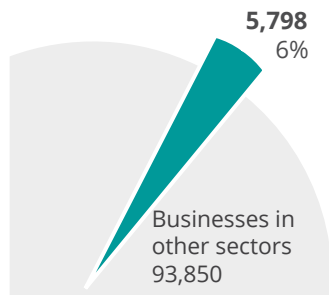
# Sector Business & Employer Counts (2018)

## SECTOR AT A GLANCE

**#5** **#8**

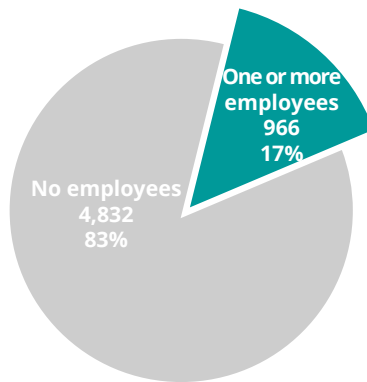
Ranked **fifth** out of 13 on number of businesses and **eighth** on number of employers

17% of sector locations have employees currently on payroll

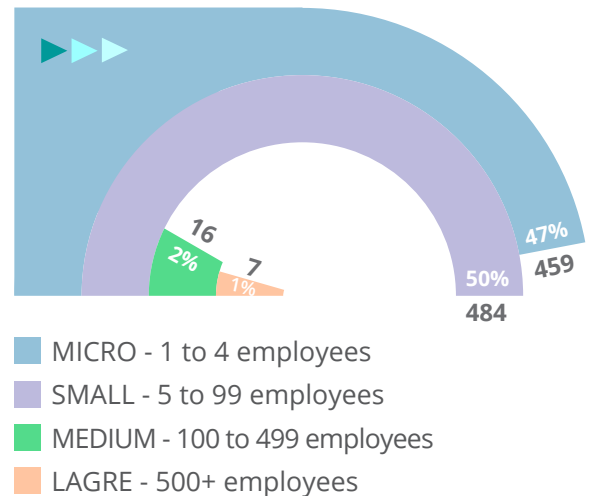


### 5,798 Ottawa Businesses (6% of all businesses)

#### SECTOR BUSINESSES



#### SECTOR EMPLOYERS



#### A closer look at employers:

Business counts include locations with no employees on payroll; employer counts only include locations with employees.

## BUSINESS COUNTS AT INDUSTRY GROUP LEVEL

Code	Description	1-4	5-9	10-19	20-49	50-99	100-199	200-499	500+	None	Total
5239	Other financial investment activities	207	33	20	21	7	2	2	2	3,902	4,196
5242	Agencies, brokerages and other insurance related activities	103	54	23	15	4	3	0	0	423	625
5223	Activities related to credit intermediation	54	17	2	4	0	0	1	0	177	255
5221	Depository credit intermediation	6	39	95	46	8	2	0	0	6	202
5231	Securities and commodity contracts intermediation and brokerage	29	9	24	15	6	0	1	0	96	180
5222	Non-depository credit intermediation	28	16	5	1	0	0	0	2	121	173
5269	Other funds and financial vehicles	10	1	1	0	0	0	0	1	75	88
5241	Insurance carriers	19	5	3	5	4	3	2	1	19	61
5232	Securities and commodity exchanges	3	0	0	0	0	0	0	0	5	8
5261	Pension funds	0	0	1	0	0	0	0	0	7	8
5211	Monetary authorities - central bank	0	0	0	0	0	0	0	1	1	2

Source: EMSI Analyst 2019

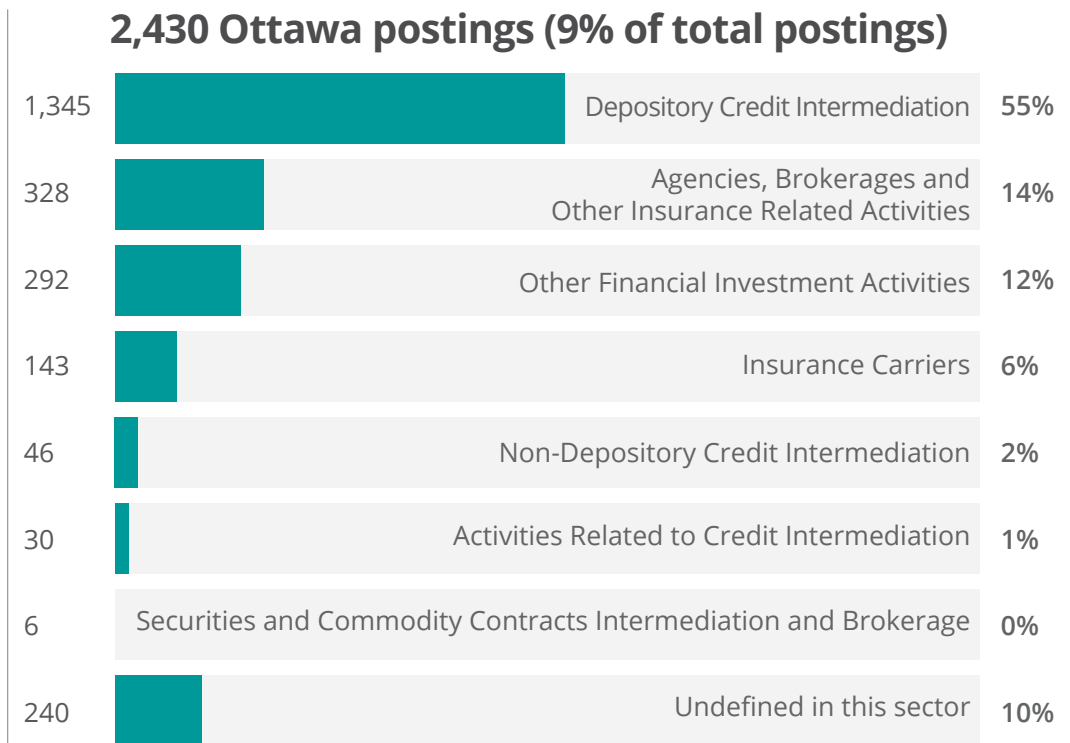
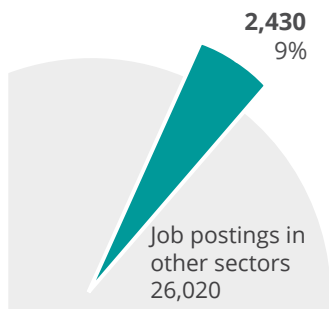
# Online Supply & Demand (2018)

## ONLINE JOB POSTINGS

**#5**

Ranked **fifth** out of **13** on # of online job postings

Most ads posted by companies in **Depository credit intermediation (55%)** and **Agencies, Brokerages and Other Insurance Related Activities (14%)**

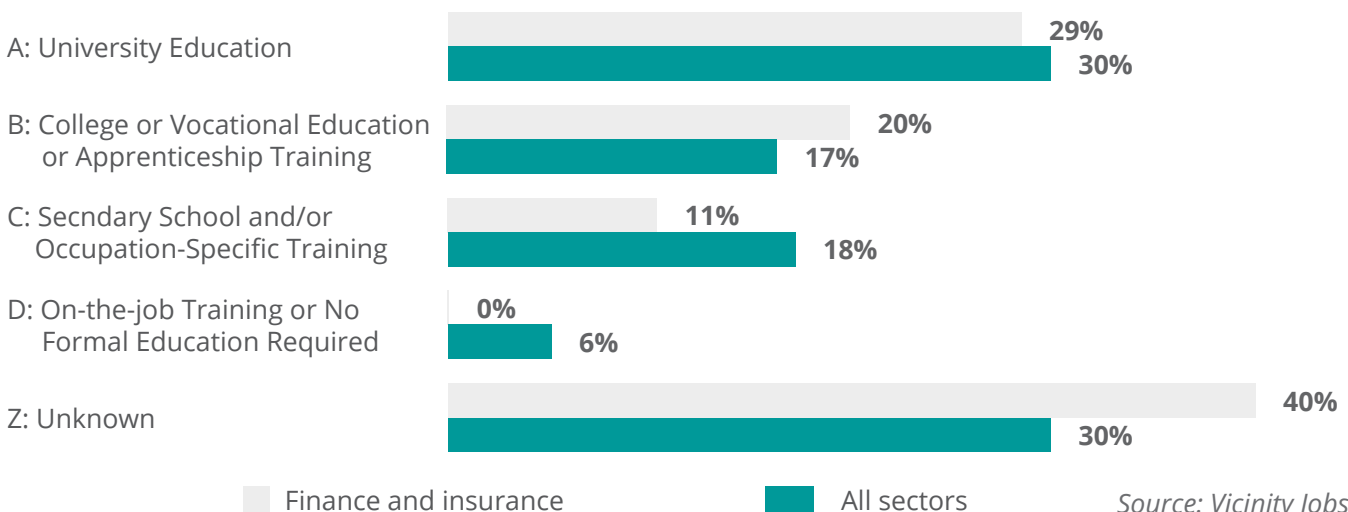


### A closer look at skill level requirements:

Looking at the level of education required for jobs posted, we see a positive correlation between education level required and number of job postings (see graph below).

## A Closer Look at Skill Level Required in Job Postings (Sector vs. Ottawa overall)

The chart below shows skill level requirements for jobs posted in this sector versus those posted for all Ottawa sectors.



Source: Vicinity Jobs 2018

## Job Postings by Employer – Top TEN (identified Employers only)

Employers	Postings	Percentage
Scotiabank	454	22%
TD Canada Trust	284	14%
Deloitte Touche Tohmatsu Limited	281	14%
National Bank of Canada	262	13%
RBC	123	6%
BMO Financial Services	120	6%
Canadian Imperial Bank of Commerce	101	5%
Intact Financial Corporation	56	3%
Cowan Insurance	55	3%
The Economical Insurance Group	53	3%
<i>Grand Total</i> *	<b>2,050</b>	-

\* Number of Postings applicable to the reporting period but excluded from this report's grand total due to lack of reliable and relevant information: 380

Source: Vicinity Jobs 2018

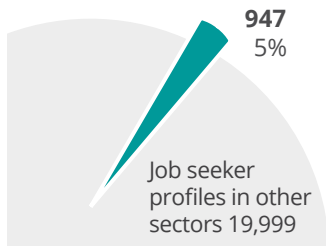
## ONLINE JOB SEEKER PROFILES

The numbers shown reflect Job Profiles that were either added or updated within a 30-day span by job seekers living in Ottawa between January and December 2018.

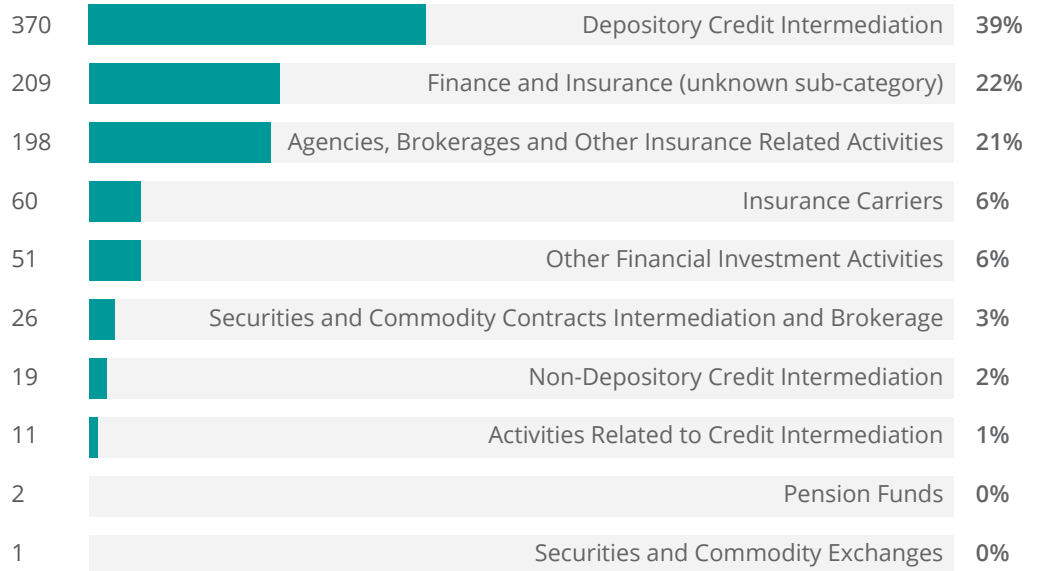
#7

Ranked **seventh** out of 13 on # of online job seeker profiles

Over one-third of all profiles posted by job seekers with most recent experience in **Depository credit information**, near a **quarter** of all profiles in **Finance and Insurance (unknown sub-category)**



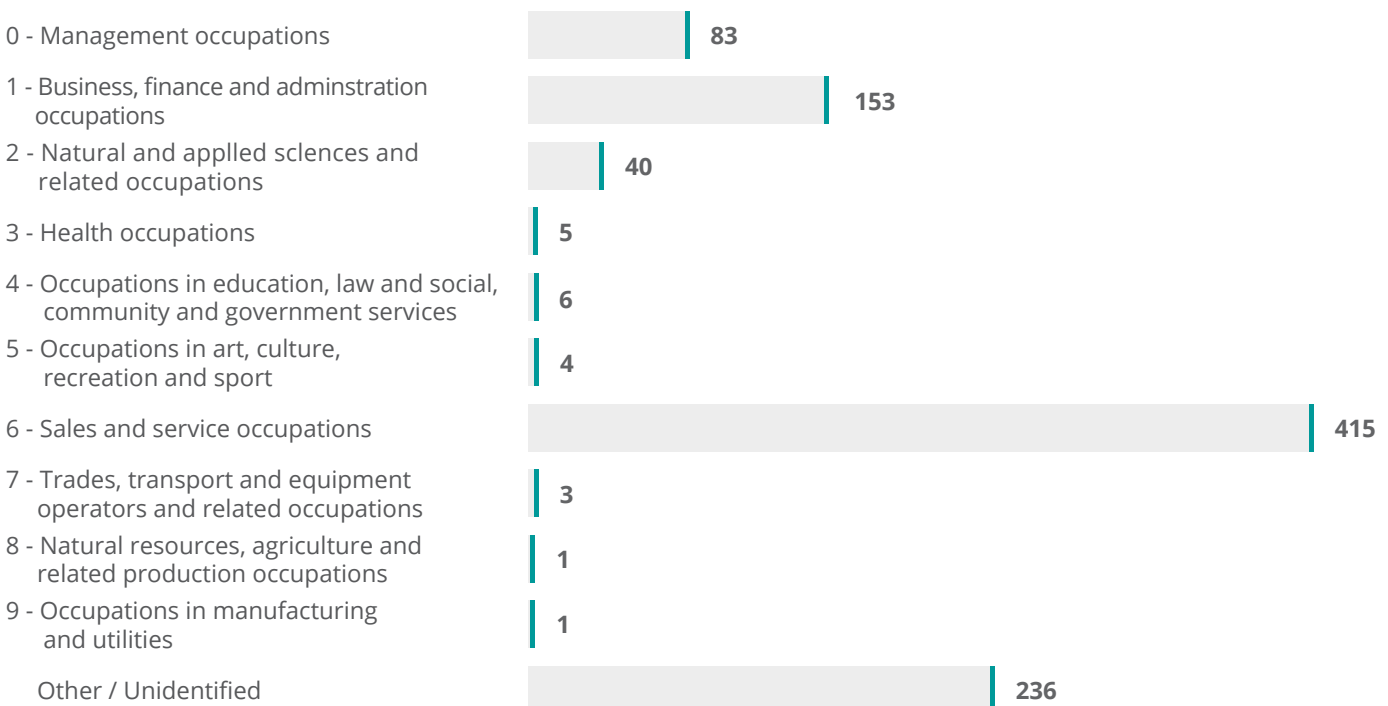
### 947 Ottawa profiles in 2018 (5% of total profiles)



**A closer look at occupations for active job profiles:**  
Of those job profiles where occupation group could be identified, the most (415) were in Sales and service occupations (see graph below).

### A Closer Look at Occupations of those with Active Job Profiles

The chart below shows number of job seeker profiles by occupation group most recently worked in.



Source: Vicinity Jobs 2018



## In the News Highlights

### GAINS

*Sept 8, 2017 Ottawa Business Journal*

#### [Where machines could replace humans—and where they can't \(yet\)](#)

With automation replacing many technical jobs that were once considered “safe and well paid”, jobs in sectors that require uniquely human interaction, creativity, and judgement are thriving. A McKinsey report (July 2016) identifies that any occupation that has tasks which are repetitive and predictable has a high capacity to be automated. *“About 50 percent of the overall time of the workforce in finance and insurance is devoted to collecting and processing data, where the technical potential for automation is high... As a result, the financial sector has the technical potential to automate activities taking up 43 percent of its workers’ time.”*

*Feb 21, 2017 Daily Commercial News*

#### [National labour market unexpectedly adds 48,300 jobs last month: StatsCan](#)

The vast majority of the new jobs - 42,600 positions - were created in the services sector, with the bulk of those concentrated in areas such as finance, insurance, real estate, business management, transportation and warehousing.

### LOSSES

*June, 2018 Ottawa Sun*

#### [Manulife restructuring, cutting 700 jobs in the process](#)

Manulife Financial Corp. will cut about 700 jobs as it becomes the latest financial services company to streamline and digitize customer service operations. The cuts will largely target customer service positions that are no longer necessary as the company automates customer transactions. Manulife plans to focus personal client services on the 20% of services dealing with major life events like a death in the family, while automating the 80% of client interactions that cover submitting claims, asking questions and other routine tasks.

## APPENDIX A - SECTOR STRUCTURE

Below we show this sector's 5 subsectors (3-digit level), as well as the 4-digit level Industry Groups that will be explored in this report.

### SUBSECTOR NAICS 521 - Monetary authorities - central bank

<u>Code</u>	<u>Industry group</u>
5211	Monetary authorities - central bank

### SUBSECTOR NAICS 522 - Credit intermediation and related activities

<u>Code</u>	<u>Industry group</u>
5221	Depository credit intermediation
5222	Non-depository credit intermediation
5223	Activities related to credit intermediation

### SUBSECTOR NAICS 523 - Securities, commodity contracts, and other financial investment and related activities

<u>Code</u>	<u>Industry group</u>
5231	Securities and commodity contracts intermediation and brokerage
5232	Securities and commodity exchanges
5239	Other financial investment activities

### SUBSECTOR NAICS 524 - Insurance carriers and related activities

<u>Code</u>	<u>Industry group</u>
5241	Insurance carriers
5242	Agencies, brokerages and other insurance related activities

### SUBSECTOR NAICS 526 - Funds and other financial vehicles

<u>Code</u>	<u>Industry group</u>
5261	Pension funds
5269	Other funds and financial vehicles

## Emsi Sample Report – Industry Summaries

Below is a sample report that can be requested for any industry at the 3- or 4-digit (subsector or industry group) level. Some of these may also be available on the Labour Market Ottawa web portal.

### Industry Summary for Depository credit intermediation (NAICS 5221)

**5,208**

Jobs (2018)

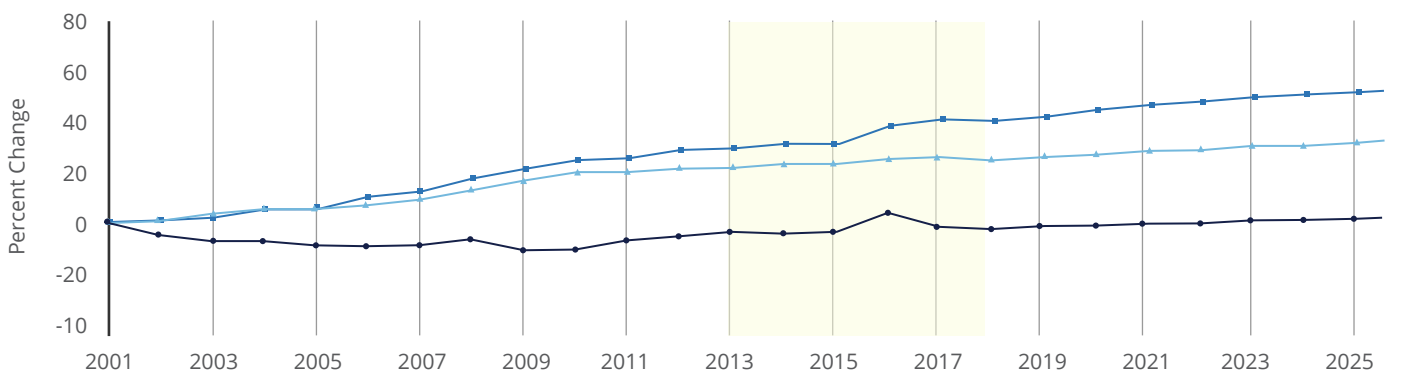
48% below National average

**2.3%**

% Change (2013-2018)

Nation: 2.4%

### Regional Trends



Region	2013 Jobs	2018 Jobs	Change	% Change
● Ottawa	5,091	5,208	117	2.3%
● Ontario	133,246	145,185	11,939	9.0%
● Canada	302,757	309,927	7,170	2.4%

### Top Occupations Employed by this Industry\*

Description	Employed in Industry (2018)	% of Total Jobs in Industry (2018)
Customer services representatives - financial institutions	1,621	31.1%
Banking, credit and other investment managers	656	12.6%
Other financial officers	537	10.3%
Financial sales representatives	433	8.3%
Information systems analysts and consultants	260	5.0%

Source: EMSI Analyst 2018 (\*EMSI recommends taking occupation data below 500 jobs with “a grain of salt” because of source data sampling sizes; occupation data is not considered reliable where fewer than 100 jobs)



Local Employment Planning Council  
**2019 SECTOR SPOTLIGHT**  

---

**FINANCE AND INSURANCE**