



REAL-TIME LABOUR SUPPLY & DEMAND IN OTTAWA



Q4 AT GLANCE (HIGHLIGHTS, NEWS + SOURCES)



WHERE THE JOBS ARE (SECTOR VIEW)



OTTAWA'S ONLINE JOB ADS AND TRENDS



WHAT THE JOBS ARE (OCCUPATION VIEW)



OVERALL ONLINE SUPPLY AND DEMAND



A SPOTLIGHT ON SECTORS (CONSTRUCTION)



A CLOSER LOOK AT OCCUPATIONS (INFORMATION SYSTEMS ANALYSTS AND CONSULTANTS)



Published Mar 2020



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

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





Q4 AT GLANCE (HIGHLIGHTS, NEWS + SOURCES)



OTTAWA'S ONLINE JOB ADS AND TRENDS

16,588 Job Ads

Job ads were down **1.9%** from last quarter

Job ads were up **1.2%** compared to the same quarter in 2018

TOP EMPLOYERS (# of ads)

Farm Boy Inc	279
University of Ottawa	235
Loblaw Companies Limited	215
McDonald's	166
City of Ottawa	161
Walmart	159
CHEO	157
Carleton University	136
Algonquin College	131
Shoppers Drug Mart	122



WHERE THE JOBS ARE (SECTOR VIEW)

TOP Industry Groups (4 digit NAICS)

Job Ads

5415	Computer Systems Design and Related Services	545
6113	Universities	392
5413	Architectural, Engineering and Related Services	374
5221	Depository Credit Intermediation	306
6221	General Medical and Surgical Hospitals	301
4451	Grocery Stores	297
7225	Full-service restaurants and limited-service eating places	247
4521	Department Stores	245
5416	Management, Scientific and Technical Consulting Services	245
4452	Specialty Food Stores	216



WHAT THE JOBS ARE (OCCUPATION VIEW)

TOP 10 Occupations with change from last quarter

Job Ads

6421	Retail salespersons	564	↓ -17
2174	Computer programmers and interactive media developers	523	↓ -17
2173	Software engineers and designers	401	↑ 21
0621	Retail and wholesale trade managers	343	↑ 16
6623	Other sales related occupations	310	↑ 23
6552	Other customer and information services representatives	293	↓ -10
1221	Administrative officers	276	↑ 9
3012	Registered nurses and registered psychiatric nurses	260	↓ -24
1241	Administrative assistants	254	↓ -27
0601	Corporate sales managers	227	↑ 15



OVERALL ONLINE SUPPLY AND DEMAND

13,751 Job Seeker Profiles

Active job seeker profiles were up **25.9%** from last quarter

Active job seeker profiles were down **14.0%** compared to same quarter in 2018

5:4 RATIO

5 ads for every 4 job seeker profiles this quarter

In this quarter last year, job ads exceeded job seeker profiles by **401**



A CLOSER LOOK AT OCCUPATIONS (Information systems analysts and consultants)

167 Job Ads this quarter

(84% of job ads with identified occupations)

JOB-AD RATIO (2018)

1:22

1 job posting for every 22 jobs

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



A SPOTLIGHT ON SECTORS (CONSTRUCTION)

124 Job Ads this quarter

(46% of job ads with identified industry sectors)

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

TOP "LABOUR" NEWS STORIES IN Q4

- [Two new Ottawa outlets included in Farm Boy's Ontario expansion](#) (Dec 11)
- [Difficult decision: Ottawa ad agency McMillan lays off majority of staff](#) (Nov 18)
- [Maximus Canada opens 22,000-sq-ft contact centre in Ottawa](#) (Oct 4)

DATA SOURCE: VICINITY JOBS INSIGHT TOOLS

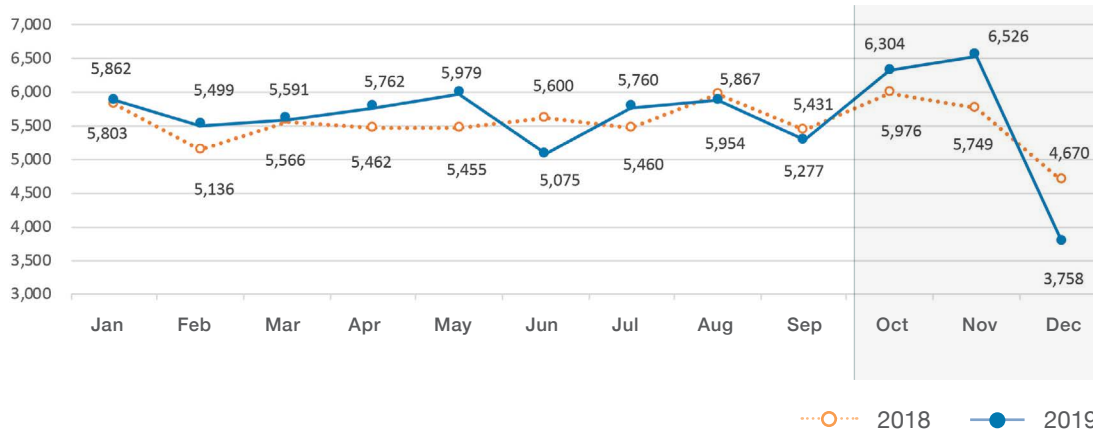
Vicinity Jobs provides web scraping and analysis for online job postings and job seeker profiles.

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

16,588 Job Ads this Quarter



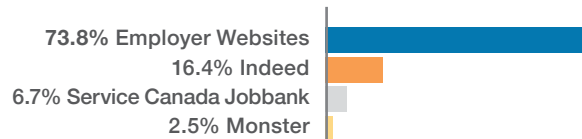
Job ads were down 1.9% from last quarter

Job ads were down 2.0% compared to the same quarter in 2018

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

Farm Boy Inc	279
University of Ottawa	235
Loblaw Companies Limited	215
McDonald's	166
City of Ottawa	161
Walmart	159
CHEO / Children's Hospital	157
Carleton University	136
Algonquin College	131
Shoppers Drug Mart	122
GoodLife Fitness Centres Inc	113
Scotiabank	102
Deloitte Touche Tohmatsu Ltd.	96
The Bay	85
Canada Post Corporation	76
IBM Canada Ltd.	75
APS Aviation Inc.	72
Revera Inc	72
BDO Dunwoody LLP	67
CGI, Information And Management Consulting Inc	63

Data Source



Job Type



TRENDS (A look back at the past year)

More ads were posted on the Employer websites than in the same quarter in 2018 (12,243 this quarter versus 10,788 in 2018). This source also saw the biggest increase in share of ads (from 66% to 74% of all ads). Service Canada Job Bank's share of ads decreased from 11% to 7% year on year.

74% of Q4 ads were for full-time positions, compared to 75% of ads with known job type in the same quarter last year. There was a decrease in ads with unknown job type, from 3% in the same quarter last year to 1% of ads this quarter.

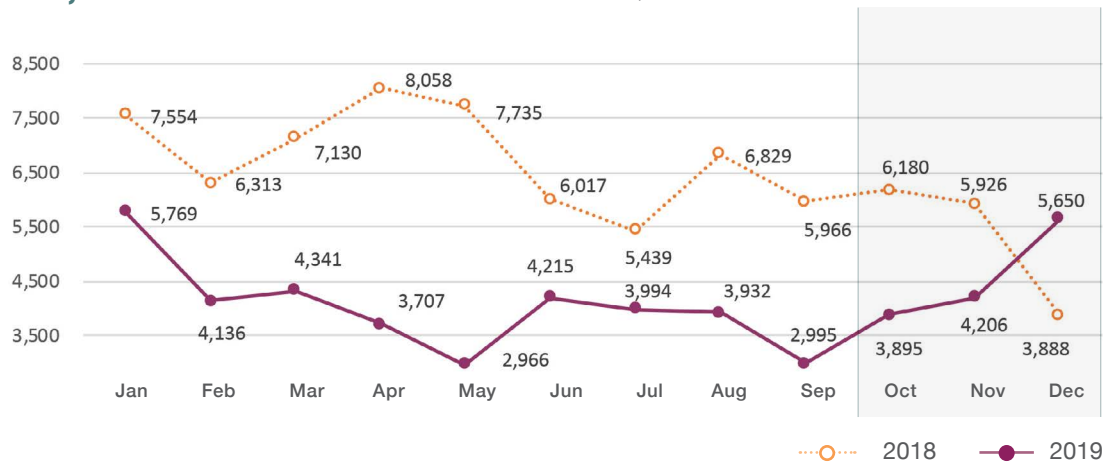
TOP 5 employers in past year (Jan 2019 to Dec 2019)

Farm Boy Inc	1,141
University of Ottawa	818
City of Ottawa	756
Algonquin College	561
Carleton University	473



OVERALL ONLINE SUPPLY AND DEMAND

13,751 Job Seeker Profiles this Quarter



Active job seeker profiles were up **26%** from last quarter

Active job seeker profiles were down **14%** compared to same quarter in 2018

Top Skills

Job Seeker Profiles

General/soft skills

Customer Service 3,194
Communication skills 2,017
Time Management 1,407

Specialized skills

Sales 1,096
Office Administration 831
Project Management 436

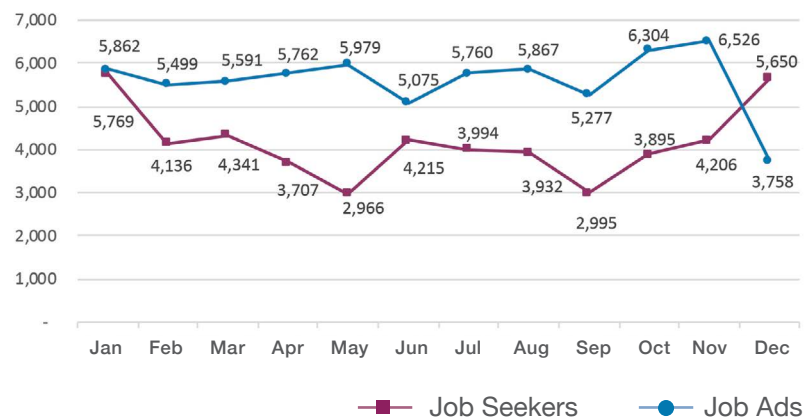
Technologies

Microsoft Office + 7,029
Adobe Photoshop 421
Java 294

Tools & Equipment

Forklifts 167
Power Tools 35
PCB / PCBA (Printed Circuit Board / Assembly) 19

Job Seeker Profiles and Job Ads by Month



EDUCATION

	Job Seeker Profiles	Job Ads
College Diploma or Certification	7,219	1,977
Graduate Degree - Masters	2,183	147
High School	336	1,107
Post-Graduate Degree - Doctorate	413	44
Some Post-Secondary Courses (Level Unknown)	4	n/a
Undergraduate Degree (Bachelors)	3,559	869
Unknown / Unidentified Education Level	37	12,444
Grand total	13,751	16,588

Job Ads

General/soft skills

Communication skills 7,572
Teamwork 6,196
Customer Service 5,441

Specialized skills

Project Management 1,762
Analytical Skills 1,580
Budgeting 1,139

Technologies

Microsoft Office + 6,936
Cloud Computing 681
Linux 608

Tools & Equipment

Forklifts 118
Power Tools 105
Routers 75

5:4 5 job ads for every 4 job seeker profiles this quarter

In this quarter last year, job ads exceeded job seeker profiles by **401**



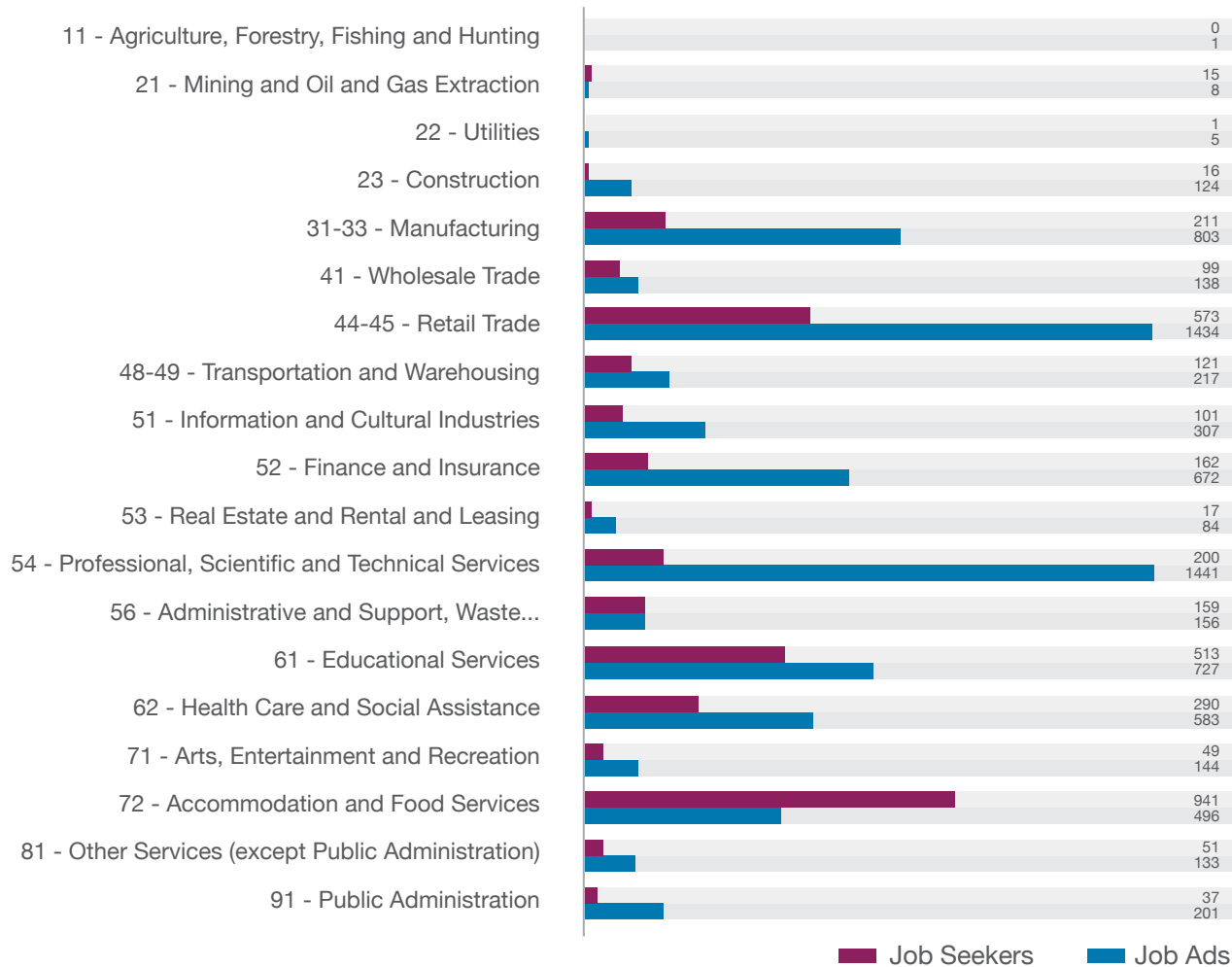
WHERE THE JOBS ARE (SECTOR VIEW)

3,556 Job Seeker Profiles and **7,674** Job Ads had identified Industries representing 26% of all profiles and 46% of all ads

TOP Industry Groups (4 digit NAICS)

Job Ads

5415	Computer Systems Design and Related Services	545
6113	Universities	392
5413	Architectural, Engineering and Related Services	374
5221	Depository Credit Intermediation	306
6221	General Medical and Surgical Hospitals	301
4451	Grocery Stores	297
7225	Full-service restaurants and limited-service eating places	247
4521	Department Stores	245
5416	Management, Scientific and Technical Consulting Services	245
4452	Specialty Food Stores	216
9139	Other Local, Municipal and Regional Public Administration	169
6112	Community Colleges and C.E.G.E.P.s	167
6216	Home Health Care Services	149
7139	Other Amusement and Recreation Industries	137
4481	Clothing Stores	133
4461	Health and Personal Care Stores	130
5616	Investigation and Security Services	125
7211	Traveller Accommodation	118
5412	Accounting, Tax Preparation, Bookkeeping and Payroll Services	110
6233	Community Care Facilities for the Elderly	106



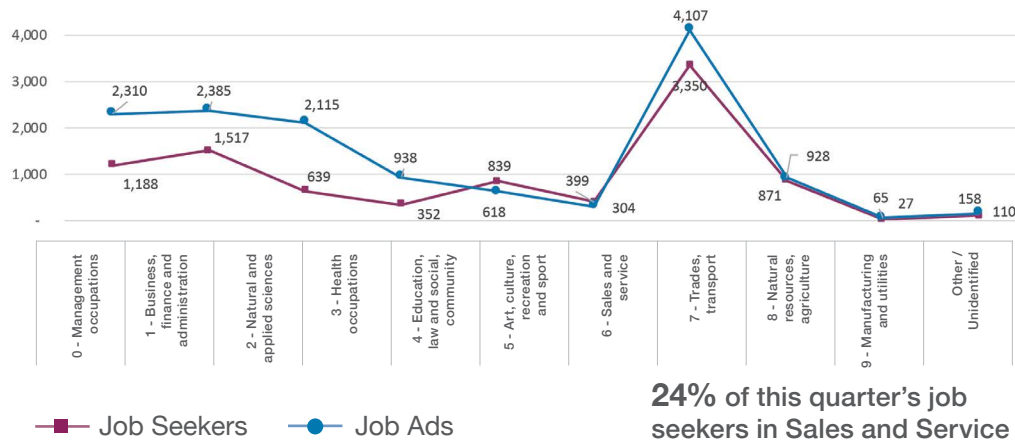
26% of this quarter's job seeker profiles in Accommodation and Food Services

19% of this quarter's job ads in Retail Trade, and Professional, Scientific and Technical Services



WHAT THE JOBS ARE (OCCUPATION VIEW)

9,292 Job Seekers this Quarter had identified Occupation Groups representing 68% of all job seeker profiles

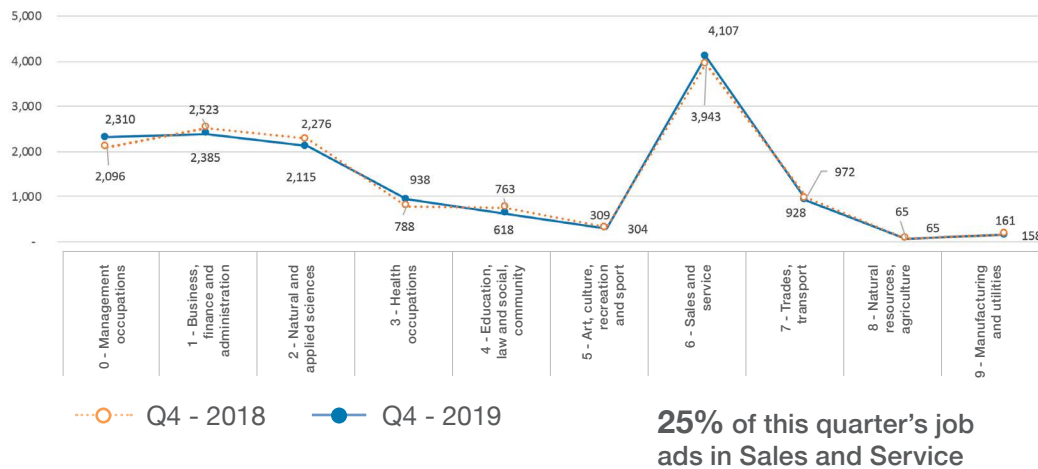


TOP 10 Occupations with change from last quarter

Job Seeker Profiles

6611	Cashiers	615	↑	100
6552	Other customer and information services representatives	399	↑	65
6421	Retail salespersons	349	↑	54
6623	Other sales related occupations	289	↑	80
6322	Cooks	266	↑	94
0621	Retail and wholesale trade managers	211	↑	17
6711	Food counter attendants, kitchen helpers and related support occupations	183	↑	44
1241	Administrative assistants	174	↑	32
4030	Teachers	174	↓	-9
4412	Home support workers, housekeepers and related occupations	169	↑	53

13,928 Job Ads this Quarter had identified Occupation Groups representing 83% of all job ads



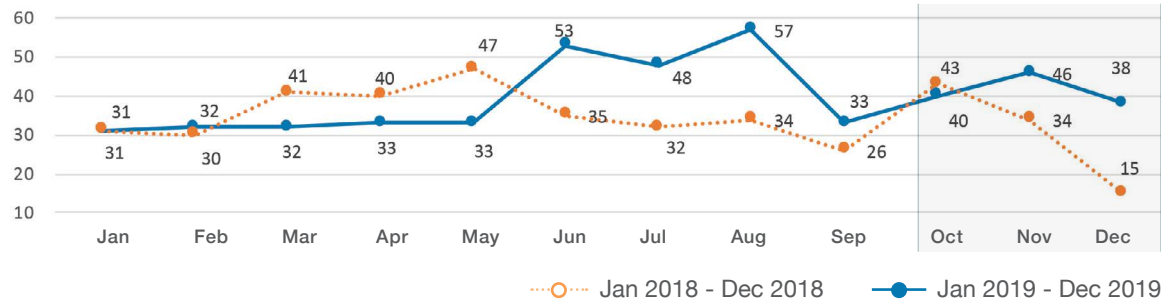
Job Ads

6421	Retail salespersons	564	↓	-17
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1221	Administrative officers	276	↑	9
3012	Registered nurses and registered psychiatric nurses	260	↓	-24
1241	Administrative assistants	254	↓	-27
0601	Corporate sales managers	227	↑	15



A SPOTLIGHT ON SECTORS (CONSTRUCTION - NAICS 23)

124 Job Ads this quarter (46% of job ads with identified industry sectors)



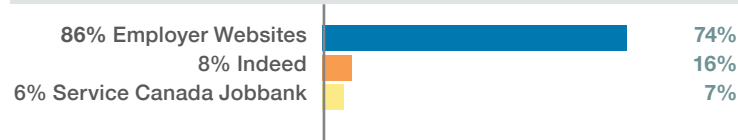
Job ads were down
10.1% from last quarter

Job ads were up **34.8%**
compared to the same
quarter in 2018

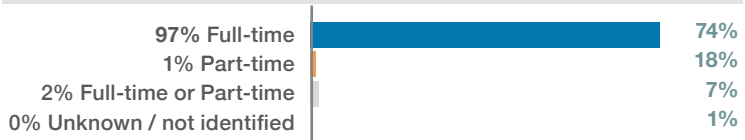
WHO'S POSTING ADS THIS QUARTER (# of ads)

EllisDon Construction Ltd.	41
ESAC	26
PCL family of companies	13
Ledcor Group	7
Black & McDonald Limited	5
Morley Construction Inc.	3
Aecon Concessions	2
Concrete Forming (1980)	2
Doran Contractors Limited	2
Harris Rebar Division	2

Data Source



Job Type



TOP Industry Groups Job Ads (4 digit NAICS)

2362 - Non-residential Building Construction	67
2382 - Building Equipment Contractors	38
2381 - Foundation, Structure, and Building Exterior Contractors	8
2379 - Other Heavy and Civil Engineering Construction	5
2361 - Residential Building Construction	4
2373 - Highway, Street and Bridge Construction	2

TOP 10 Occupations (Job Ads)

1241	Administrative assistants	8	↓	-5
1221	Administrative officers	6	↑	2
2173	Software engineers and designers	4	↑	4
2234	Construction estimators	3	↑	1
7251	Plumbers	3	↓	-3
1223	Human resources and recruitment officers	2	↑	2
1411	General office support workers	2	↑	0
1526	Transportation route and crew schedulers	2	↑	0
5121	Authors and writers	2	↑	2
6221	Technical sales specialists - wholesale trade	2	↑	2

Top 5 skills by category (Job Ads)

General/soft skills

Communication skills 56
Teamwork 43
Scheduling 32
Customer Service 24
Leadership 23

Specialized skills

Project Management 27
Budgeting 12
Occupational Health and Safety 10
Estimating 9
Office Administration 8

Technologies

Microsoft Office + 83
HVAC 8
Project management software 7
Scheduling software 5
Spreadsheet applications 5

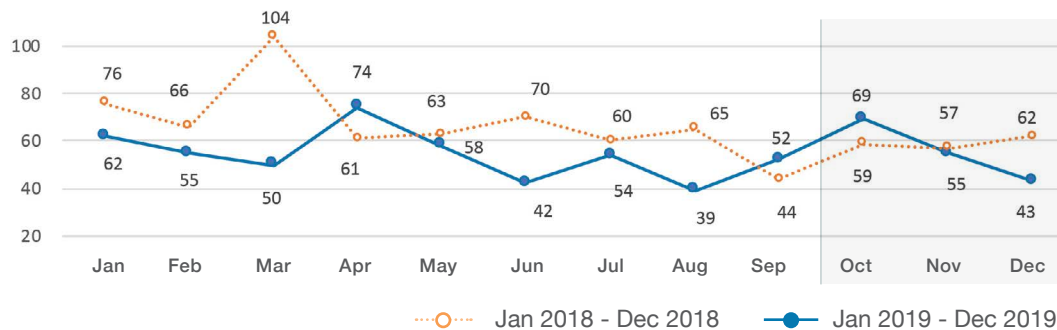
Tools & Equipment

Boilers 4
Cooling towers 4
Power Tools 3
Water treatment equipment 2
Alarm systems 1



A CLOSER LOOK AT OCCUPATIONS INFORMATION SYSTEMS ANALYSTS AND CONSULTANTS (NOC 2171)

167 Job Ads this quarter
(84% of job ads with identified occupations)



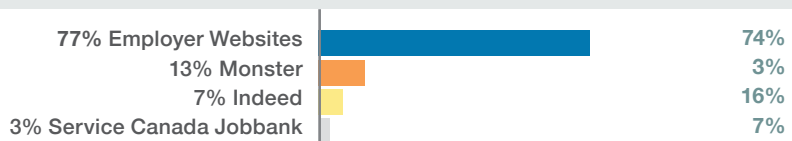
Job ads were up 15%
from last quarter

Job ads were down 6%
compared to the same
quarter in 2018

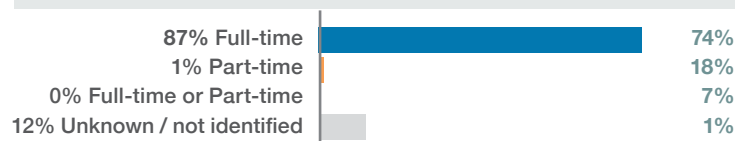
WHO'S POSTING ADS THIS QUARTER (# of ads)

National Bank of Canada	9
BDO Dunwoody LLP	8
APS Aviation Inc.	6
Fujitsu Canada, Inc.	6
Bell Canada	4
CGI, Information And Management Consulting Inc	4
Donna Cona Inc.	3
Lixar	3
Ross Video Limited	3
Thales Canada	3

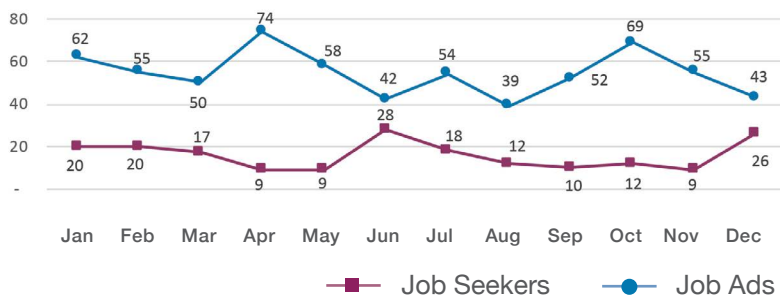
Data Source



Job Type



Job Seeker Profiles and Job Ads by Month



TOP SKILLS- Job Seeker & Job Ads

Job Seekers

General/soft skills

Problem Solving 6
Communication skills 5
Teamwork 4

Specialized skills

Business Analysis 30
Agile Software Development 10
Project Management 10

Technologies

Microsoft Office + 28
SQL (Structured query language) 10
Python 5

Job Ads

General / Soft Skills

Communication skills 66
Planning 52
Leadership 48

Specialized Skills

Business Analysis 83
Project Management 70
Agile Software Development 47

Technologies

Microsoft Office + 48
Cloud Computing 39
Enterprise resource planning
ERP software 18

WAGES

Average wage

Q4 2018	Q4 2019	Increase
\$39.75	\$45.90	15.47%

EDUCATION

Postings

College Diploma or Certification	23	14%
Not Identified	120	72%
Undergraduate Degree (Bachelors)	24	14%
Grand Total	167	

JOB-AD RATIO (2018)

17,604 jobs | 787 ads

1:22 1 job ad for every 22 jobs