



REAL-TIME LABOUR SUPPLY & DEMAND IN OTTAWA

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Q1 AT A 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
(HEALTH CARE AND SOCIAL ASSISTANCE)



A CLOSER LOOK AT OCCUPATIONS
(REGISTERED NURSES AND REGISTERED PSYCHIATRIC NURSES)



Published April 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 (JAN - MAR 2020)





Q1 AT A GLANCE (HIGHLIGHTS, NEWS + SOURCES)



OTTAWA'S ONLINE JOB ADS AND TRENDS

12,888 Job Ads

Job ads were down **22.3%** from last quarter

Job ads were down **24.0%** compared to the same quarter in 2019

TOP EMPLOYERS (# of ads)

Farm Boy Inc	241
University of Ottawa	217
Scotiabank	138
City of Ottawa	124
CHEO / Children's Hospital	102
Loblaw Companies Limited	96
Walmart	75
GoodLife Fitness Centres Inc	67
Algonquin College	66
Carleton University	63



WHERE THE JOBS ARE (SECTOR VIEW)

TOP Industry Groups (4 digit NAICS)

Job Ads

5415	Computer Systems Design and Related Services	365
5221	Depository Credit Intermediation	303
6113	Universities	294
4451	Grocery Stores	261
6221	General Medical and Surgical Hospitals	206
5413	Architectural, Engineering and Related Services	185
5416	Management, Scientific and Technical Consulting Services	171
9139	Other Local, Municipal and Regional Public Administration	131
4521	Department Stores	103
4452	Specialty Food Stores	101



WHAT THE JOBS ARE (OCCUPATION VIEW)

TOP 10 Occupations with change from last quarter

Job Ads

6421	Retail salespersons	304 ↓ -260
2174	Computer programmers and interactive media developers	253 ↓ -270
1241	Administrative assistants	239 ↓ -15
0621	Retail and wholesale trade managers	227 ↓ -116
6552	Other customer and information services representatives	222 ↓ -71
1221	Administrative officers	207 ↓ -69
6322	Cooks	199 ↓ -27
6411	Sales and account representatives - wholesale trade (non-technical)	197 ↓ -3
2173	Software engineers and designers	193 ↓ -208
4412	Home support workers, housekeepers and related occupations	191 ↑ 77



OVERALL ONLINE SUPPLY AND DEMAND

19,280 Job Seeker Profiles

Active job seeker profiles were up **40.2%** from last quarter

Active job seeker profiles were up **35.3%** compared to same quarter in 2019

2:3 RATIO

2 ads for every 3 job seeker profiles this quarter

In this quarter last year, job ads exceeded job seeker profiles by 2,706 (Ratio 5:4)



A CLOSER LOOK AT OCCUPATIONS (Registered nurses and registered psychiatric nurses)

186 Job Ads this quarter

(83.3% of job ads with identified occupations)

JOB-AD RATIO (2018)

1:11

1 job posting for every 11 jobs

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



A SPOTLIGHT ON SECTORS (Health Care and Social Assistance)

402 Job Ads this quarter

(38.9% of job ads with identified industry sectors)

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

TOP "LABOUR" NEWS STORIES IN Q1

- Ottawa receives 500,000 new applications for Employment Insurance as coronavirus-related layoffs increase
- Thousands of healthcare workers answer call to help with COVID-19 effort
- Prime Minister announces more support for workers and businesses through Canada's COVID-19 Economic Response Plan

DATA SOURCE: VICINITY JOBS INSIGHT TOOLS

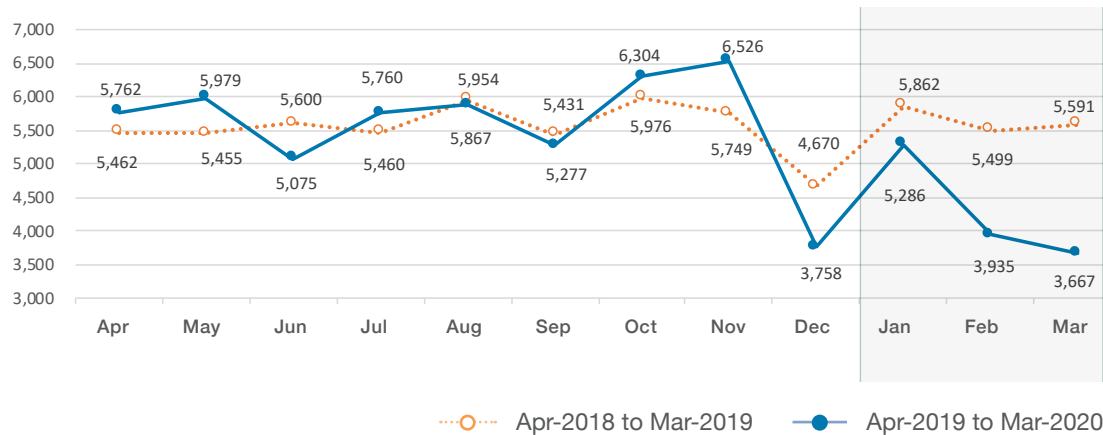
Vicinity Jobs provides web scraping and analysis for online job postings and job seeker profiles.

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

12,888 Job Ads this Quarter



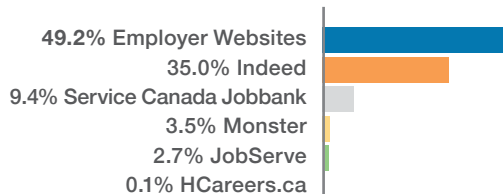
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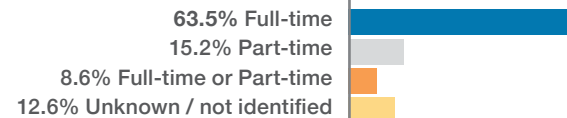
WHO'S POSTING ADS THIS QUARTER (# of ads)

Farm Boy Inc	241
University of Ottawa	217
Scotiabank	138
City of Ottawa	124
CHEO / Children's Hospital	102
Loblaw Companies Limited	96
Walmart	75
GoodLife Fitness Centres Inc	67
Algonquin College	66
Carleton University	63
Shoppers Drug Mart	59
Lowe's Canada	54
Bayshore HealthCare	51
TD Canada Trust	51
IBM Canada Ltd.	50
Canada Post Corporation	49
Home Depot	49
Revera Inc	47
Bell Canada	40
Rogers Communications	40

Data Source



Job Type



TRENDS (A look back at the past year)

Fewer ads were posted on Employer websites than in the same quarter in 2019 (6,337 this quarter versus 10,565 in 2019). This source also saw the biggest decrease in share of ads (from 62% to 49% of all ads). Indeed's share of ads increased from 20% to 35% year on year.

64% of Q1 ads were for full-time positions, compared to 76% of ads with known job type in the same quarter last year. There was an increase in ads with unknown job type, from 3% in the same quarter last year to 13% of ads this quarter.

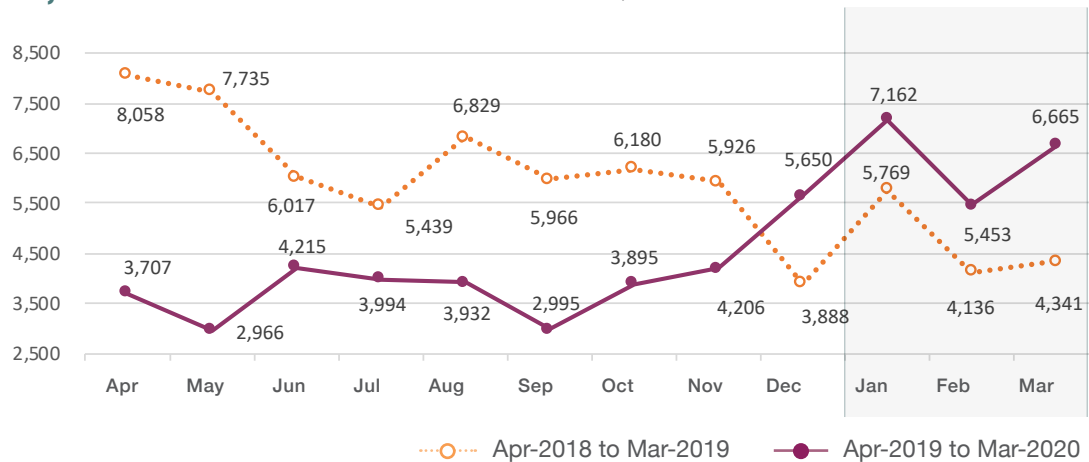
TOP 5 employers in past year (Apr 2019 to Mar 2020)

Farm Boy Inc	1,118
University of Ottawa	845
City of Ottawa	624
Algonquin College	549
Loblaw Companies Limited	466



OVERALL ONLINE SUPPLY AND DEMAND

19,280 Job Seeker Profiles this Quarter



Active job seeker profiles were up **40.2%** from last quarter

Active job seeker profiles were up **35.3%** compared to same quarter in 2019

Top Skills

Job Seeker Profiles

General/soft skills

Customer Service 5,442
Communication skills 3,221
Time Management 2,200

Specialized skills

Sales 1,694
Office Administration 1,209
Project Management 667

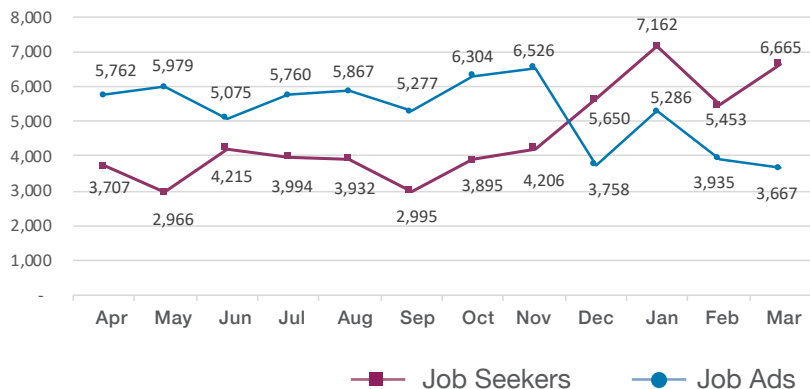
Technologies

Microsoft Office + 13,222
Python 642
Adobe Systems Adobe-Photoshop 632

Tools & Equipment

Forklifts 244
Power Tools 93
PCB / PCBA 24

Job Seeker Profiles and Job Ads by Month



EDUCATION

	Job Seeker Profiles	Job Ads
College Diploma or Certification	9,469	1,334
Graduate Degree - Masters	3,256	54
High School	464	838
Post-Graduate Degree - Doctorate	611	10
Some Post-Secondary Courses (Level Unknown)	41	0
Undergraduate Degree (Bachelors)	5,393	347
Unknown / Unidentified Education Level	46	10,305
Grand total	1,9280	1,2888

Job Ads

General/soft skills

Communication skills 5,106
Teamwork 4,414
Customer Service 3,837

Specialized skills

Project Management 1,236
Analytical Skills 1,031
Budgeting 775

Technologies

Microsoft Office + 5,232
Cloud Computing 385
Python 328

Tools & Equipment

Forklifts 131
Power Tools 97
Routers 41

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

In this quarter last year, job ads exceeded job seeker profiles by **2,706** (Ratio 5:4)

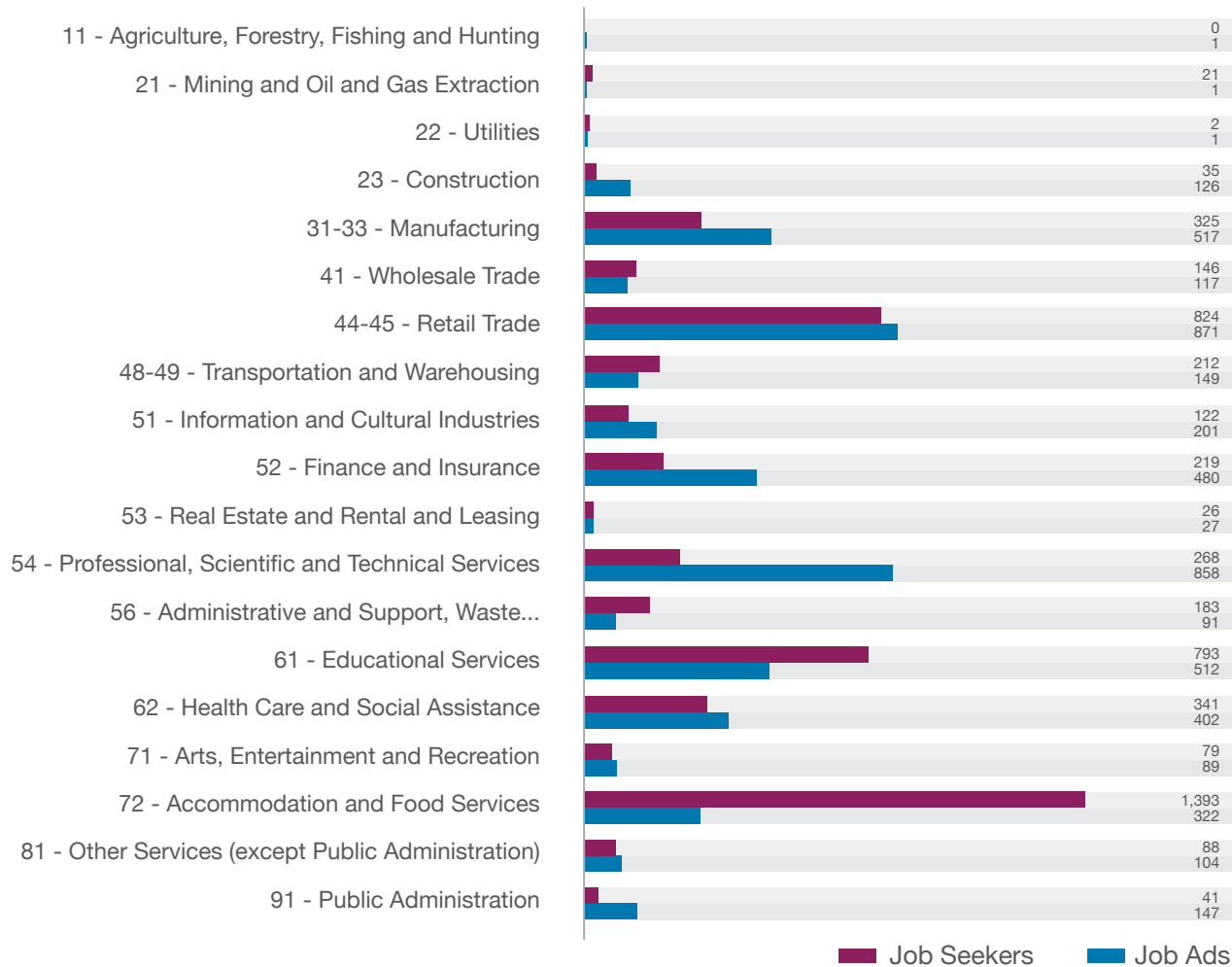


WHERE THE JOBS ARE (SECTOR VIEW)

5,118 Job Seeker Profiles and **5,016** Job Ads had identified Industries representing 27% of all profiles and 39% of all ads

TOP Industry Groups (4 digit NAICS)

Job Ads



5415	Computer Systems Design and Related Services	365
5221	Depository Credit Intermediation	303
6113	Universities	294
4451	Grocery Stores	261
6221	General Medical and Surgical Hospitals	206
5413	Architectural, Engineering and Related Services	185
5416	Management, Scientific and Technical Consulting Services	171
9139	Other Local, Municipal and Regional Public Administration	131
4521	Department Stores	103
4452	Specialty Food Stores	101
6216	Home Health Care Services	97
7211	Traveller Accommodation	92
7139	Other Amusement and Recreation Industries	89
4421	Furniture Stores	88
6233	Community Care Facilities for the Elderly	82
7225	Full-service restaurants and limited-service eating places	82
6112	Community Colleges and C.E.G.E.P.s	81
5616	Investigation and Security Services	71
4461	Health and Personal Care Stores	70
4481	Clothing Stores	69

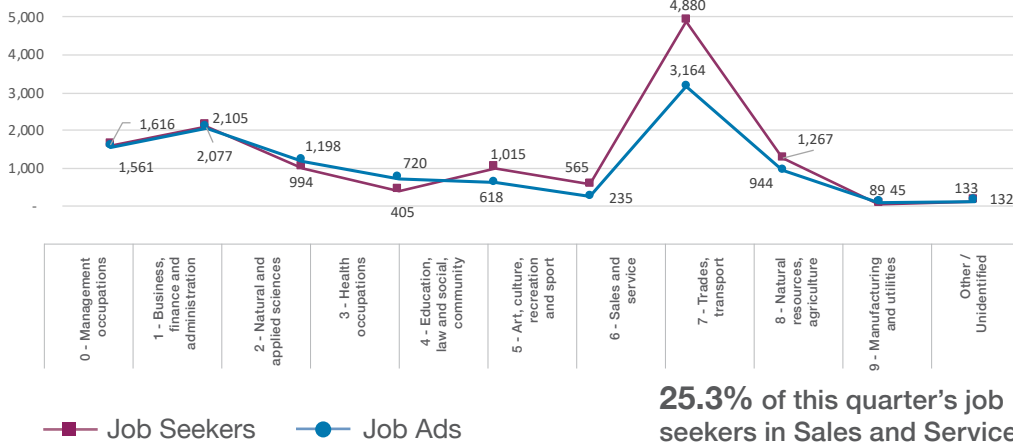
27% of this quarter's job seeker profiles in Accommodation and Food Services

17% of this quarter's job ads in Retail Trade, and Professional, Scientific and Technical Services



WHAT THE JOBS ARE (OCCUPATION VIEW)

13,024 Job Seekers this Quarter had identified Occupation Groups representing 67.6% of all job seeker profiles

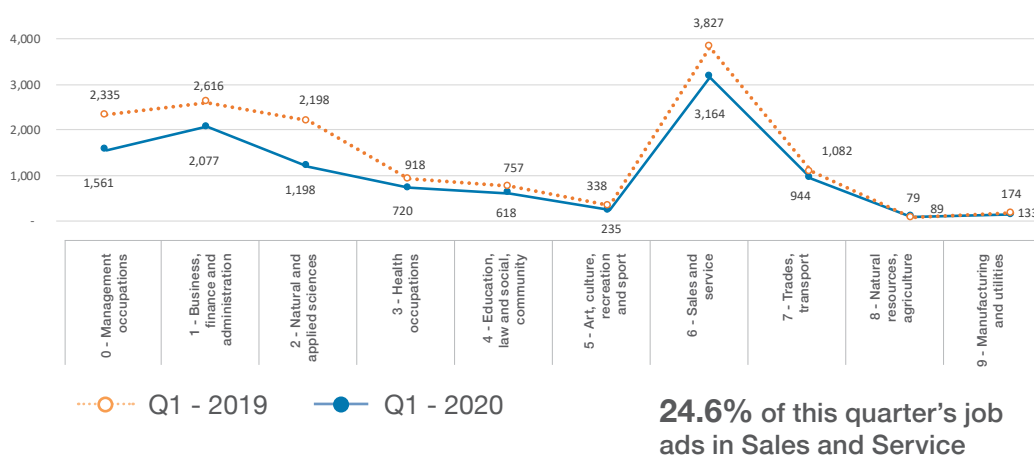


TOP 10 Occupations with change from last quarter

Job Seeker Profiles

6611	Cashiers	774	↑	159
6421	Retail salespersons	627	↑	278
6552	Other customer and information services representatives	616	↑	217
6623	Other sales related occupations	423	↑	134
6322	Cooks	368	↑	102
0621	Retail and wholesale trade managers	320	↑	109
6513	Food and beverage servers	278	↑	113
1414	Receptionists	252	↑	98
6711	Food counter attendants, kitchen helpers and related support occupations	249	↑	66
4030	Teachers	236	↑	62

10,739 Job Ads this Quarter had identified Occupation Groups representing 83.3% of all job ads



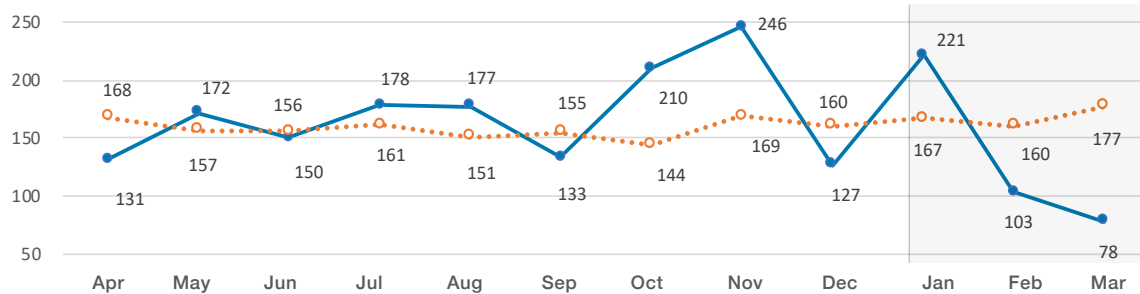
Job Ads

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6552	Other customer and information services representatives	222	↓	-71
1221	Administrative officers	207	↓	-69
6322	Cooks	199	↓	-27
6411	Sales and account representatives - wholesale trade (non-technical)	197	↓	-3
2173	Software engineers and designers	193	↓	-208
4412	Home support workers, housekeepers and related occupations	191	↑	77



A SPOTLIGHT ON SECTORS (HEALTH CARE AND SOCIAL ASSISTANCE - NAICS 62)

402 Job Ads this quarter
(38.9% of job ads with identified industry sectors)



Job ads were down
31.0% from last quarter

Job ads were down
20.2% compared to the
same quarter in 2019

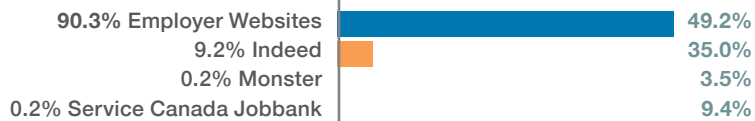
○ Apr-2018 to Mar-2019
● Apr-2019 to Mar-2020

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

CHEO / Children's Hospital	102
Bayshore HealthCare	51
Revera Inc	47
Queensway Carleton Hospital	30
Extencicare	21
Ottawa Health Research Institute / OHRI	20
Pinecrest-Queensway Community Health Centre	20
Saint Elizabeth Health Care	19
Sienna Senior Living Inc	12
International Youth Experience	10

Data Source

All Sectors



Job Type

All Sectors



TOP 10 Occupations (Job Ads) with change from Q4

3012	Registered nurses and registered psychiatric nurses	61	↓	-47
4412	Home support workers, housekeepers and related occupations	42	↓	-8
3233	Licensed practical nurses	28	↓	-16
3414	Other assisting occupations in support of health services	10	↓	-5
1411	General office support workers	9	↓	-4
1254	Statistical officers and related research support occupations	8	↑	2
1414	Receptionists	8	→	0
3143	Occupational therapists	8	↓	-7
3111	Specialist physicians	7	↓	-9
6711	Food counter attendants, kitchen helpers and related support occupations	7	↓	-5

Top 5 skills by category (Job Ads)

General/soft skills

Communication skills 213
Interpersonal Skills 169
English language 167
Bilingual 160
French language 147

Specialized skills

Occupational Health and Safety 37
Budgeting 28
Project Management 23
Quality Assurance 23
Continuous Improvement 22

Technologies

Microsoft Office +163
Scheduling software 6
HyperSpace 4
Microsoft operating system 4
Oracle 4

Tools & Equipment

Desktop computers 4
Hand grips 3
Alarm systems 2
Autoclaves 1
Burs 1

TOP Industry Groups Job Ads (4 digit NAICS)

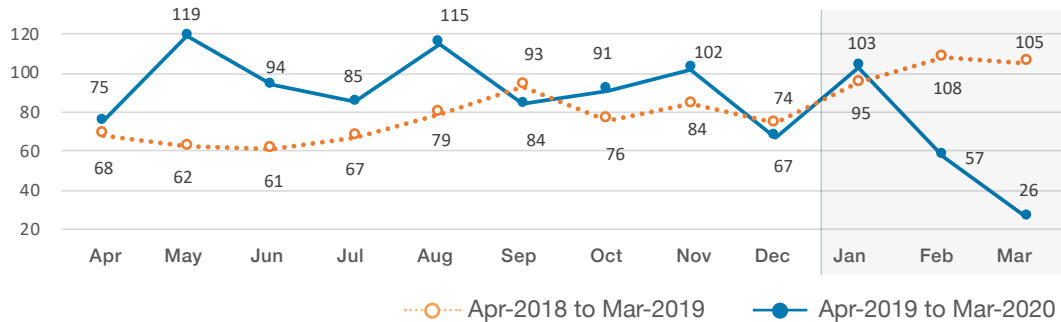
6221 - General Medical and Surgical Hospitals	206
6216 - Home Health Care Services	97
6233 - Community Care Facilities for the Elderly	82
6241 - Individual and Family Services	12
6222 - Psychiatric and Substance Abuse Hospitals	3
6213 - Offices of Other Health Practitioners	2



A CLOSER LOOK AT OCCUPATIONS

(REGISTERED NURSES AND REGISTERED PSYCHIATRIC NURSES - NOC 3012)

186 Job Ads this quarter
(83.3% of job ads with identified occupations)



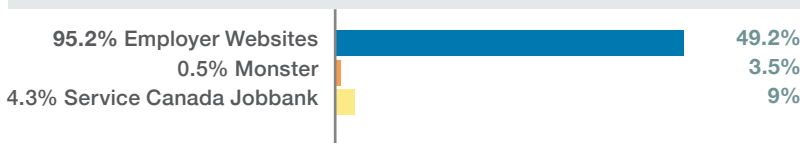
Job ads were down **28.5%** from last quarter

Job ads were down **39.6%** compared to the same quarter in 2019

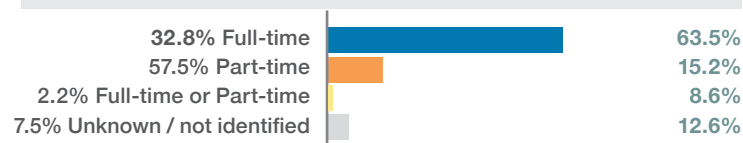
WHO'S POSTING ADS THIS QUARTER (# of ads)

CHEO / Children's Hospital	39
Bayshore HealthCare	6
Queensway Carleton Hospital	6
Extendicare	4
Saint Elizabeth Health Care	4
City of Ottawa	2
Cambridge Memorial Hospital / CMH	1
Innomar Strategies Inc.	1
ParaMed Home Health Care	1
Thales Canada	3

Data Source



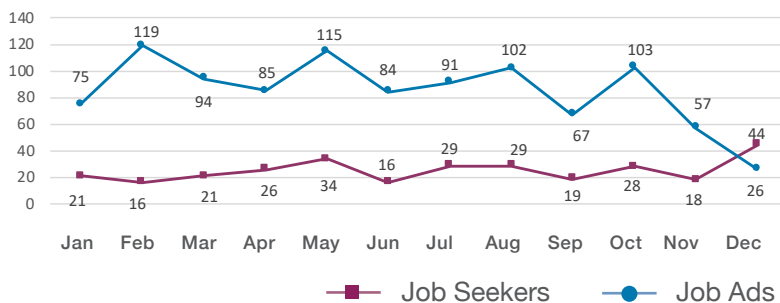
Job Type



WAGES

Average wage		
Q1 2020	Q1 2019	Increase
\$46.22	\$40.35	14.5%

Job Seeker Profiles and Job Ads by Month



TOP SKILLS- Job Seekers & Job Ads

Job Seekers

General/soft skills
 Communication skills 11
 Organizational Skills 11
 Teamwork 10
Specialized skills
 Office Administration 2
 Accounting 1
 Digital Marketing 1
Technologies
 Microsoft Office + 39
 Adobe Systems Adobe Photoshop 1
 Microsoft Windows 1

Job Ads

General / Soft Skills
 English language 124
 Bilingual 118
 French language 117
Specialized Skills
 Physical Demands Analysis (PDA) 16
 Continuous Improvement 6
 Quality Assurance 6
Technologies
 Microsoft Office + 26
 Complete Clinic 1
 Database software 1

EDUCATION

Postings		
College Diploma or Certification	8	4.3%
Undergraduate Degree (Bachelors)	5	2.7%
Not Identified	173	93.0%
Grand Total	186	

JOB-AD RATIO (2018)

9,897 jobs | 923 ads

1:11 1 job ad for every 11 jobs