

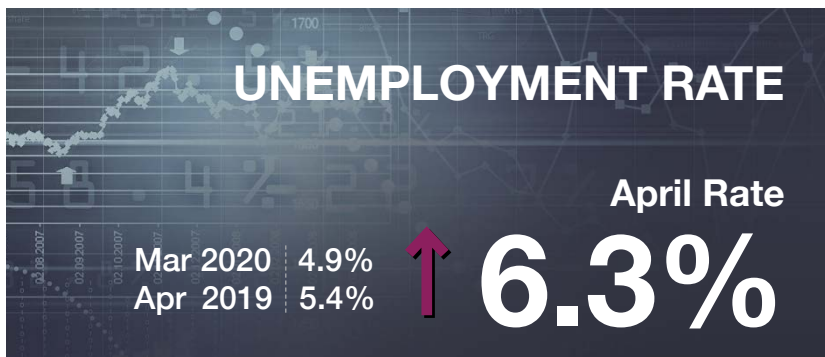


# LABOUR MARKET NAVIGATOR

OttawaEmploymentHub.ca

## OTTAWA LABOUR MARKET BULLETIN

A monthly view of the changing local labour market | April 2020

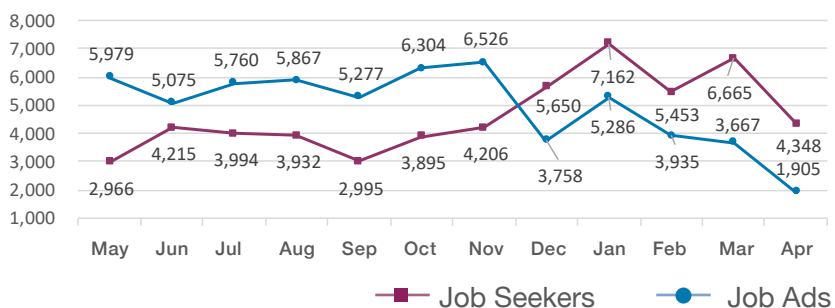


### Latest local unemployment numbers

**6.3%** unemployment rate in Ottawa in April, up **1.4 points** from March (seasonally adjusted three-month moving average). Comparable **Ontario** and **national** rates were **8.0%** (up 1.9 points) and **8.7%** (up 2.4 points) respectively. News reports typically look at monthly data, showing **11.3%** (up 3.7 points) for **Ontario** and **13.0%** (up 5.2 points) **nationally** in April. Comparable data is not available at the local level.

Source: Statistics Canada tables 14-10-0294-01 and 14-10-0287-03

### Job Seeker Profiles and Job Ads by Month



### Real-time online supply and demand



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

**1,905 Job Ads**

Job ads were down **48%** from March

Job ads were down **67%** compared to April 2019



#### OVERALL ONLINE SUPPLY AND DEMAND

**4,348 Job Seeker Profiles**

Active job seeker profiles were down **35%** from last month

Active job seeker profiles were up **17%** compared to April 2019

#### TOP EMPLOYERS (# of ads)

Scotiabank	46
University of Ottawa	28
City of Ottawa	23
Sienna Senior Livin Inc	19
Extencicare	18
Qualicare	16
Sobeys, Inc	15
Home Depot	14
IBM Canada Ltd.	14
SNC-Lavalin Inc.	13

**4:9** RATIO

4 ads for every 9 job seeker profiles this month

In this month last year, job ads exceeded job seekers by **2,055 jobs** (Ratio 8:5)

Ottawa Employment Hub has resources to help you navigate the COVID-19 situation. Explore our [Employer](#) and [Service Provider](#) bulletins, Want more LMI? Email our LMI Help Desk at [LMI@ottawaemploymenthub.ca](mailto:LMI@ottawaemploymenthub.ca)



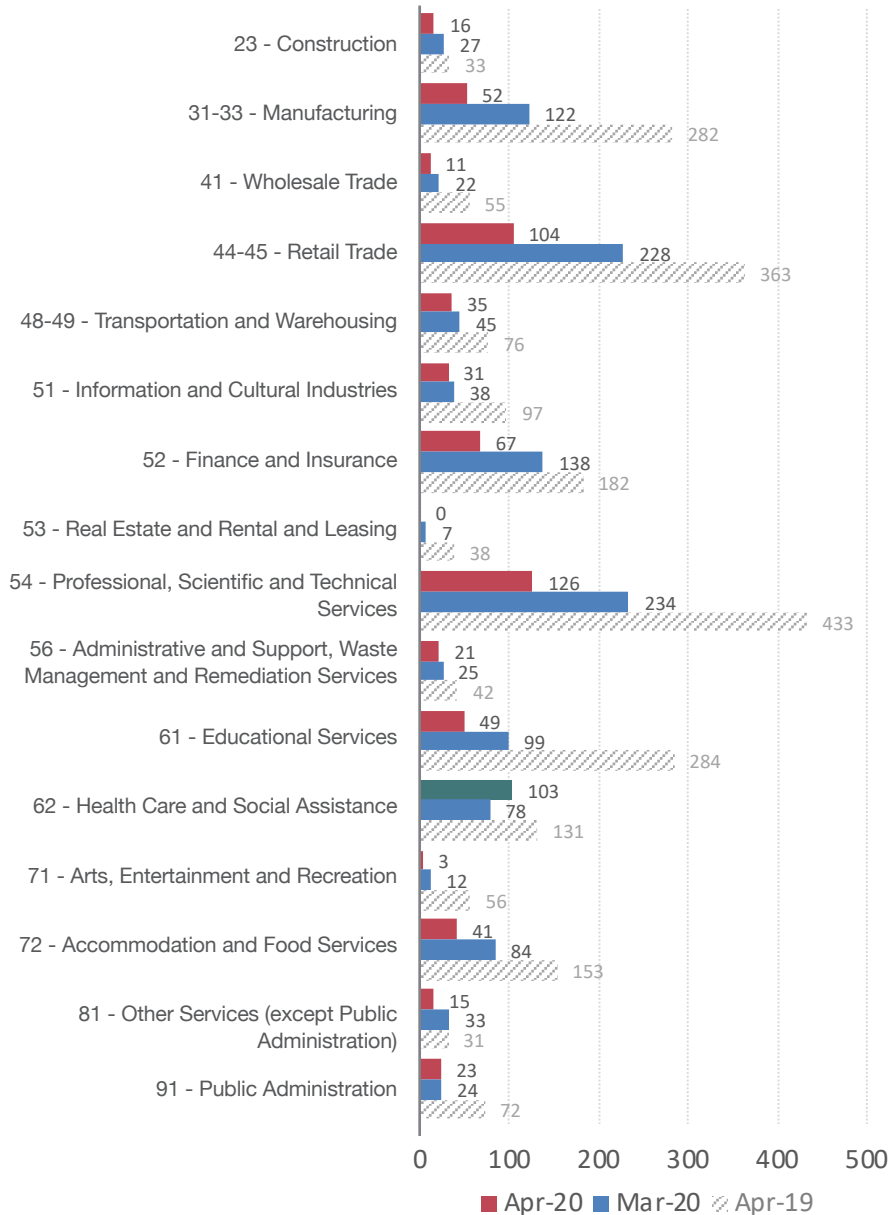
This program is funded in part by the Government of Canada and the Government of Ontario



# WHERE THE JOBS ARE (SECTOR VIEW)

## Impact on industry, who's hiring and what's changed

### Impact of COVID-19 on Industry Sectors (Change in number of job ads)



**Health Care and Social Assistance** was the only sector to show an **increase** in job ads from March 2020. **Community Care Facilities for the Elderly** saw the biggest increase in job ads.

While **Computer Systems Design and Related Service** saw the biggest **decline** in number of job ads it remained the top Industry Group with **68 job ads** in April.

**37% of Job Ads have an identified Industry sector and group (NAICS).**

### TOP Industry Groups (4 digit NAICS)

#### Job Ads

5415	Computer Systems Design and Related Services	68
5221	Depository Credit Intermediation	57
6233	Community Care Facilities for the Elderly	49
6113	Universities	36
5413	Architectural, Engineering and Related Services	30
7225	Full-service restaurants and limited-service eating places	30
6216	Home Health Care Services	28
4441	Building Material and Supplies Dealers	25
5416	Management, Scientific and Technical Consulting Services	23
9139	Other Local, Municipal and Regional Public Administration	23

#### Most growth in number of job ads

#### Change

		Apr 2020	From Mar 2020	From Apr 2019
6233	Community Care Facilities for the Elderly	49	30	19
6216	Home Health Care Services	28	14	-8
7225	Full-service restaurants and limited-service eating places	30	9	-5
4163	Lumber, Millwork, Hardware and Other Building Supplies Wholesaler-Distributors	8	8	7
6241	Individual and Family Services	10	6	10

#### Most decline in number of job ads

#### Change

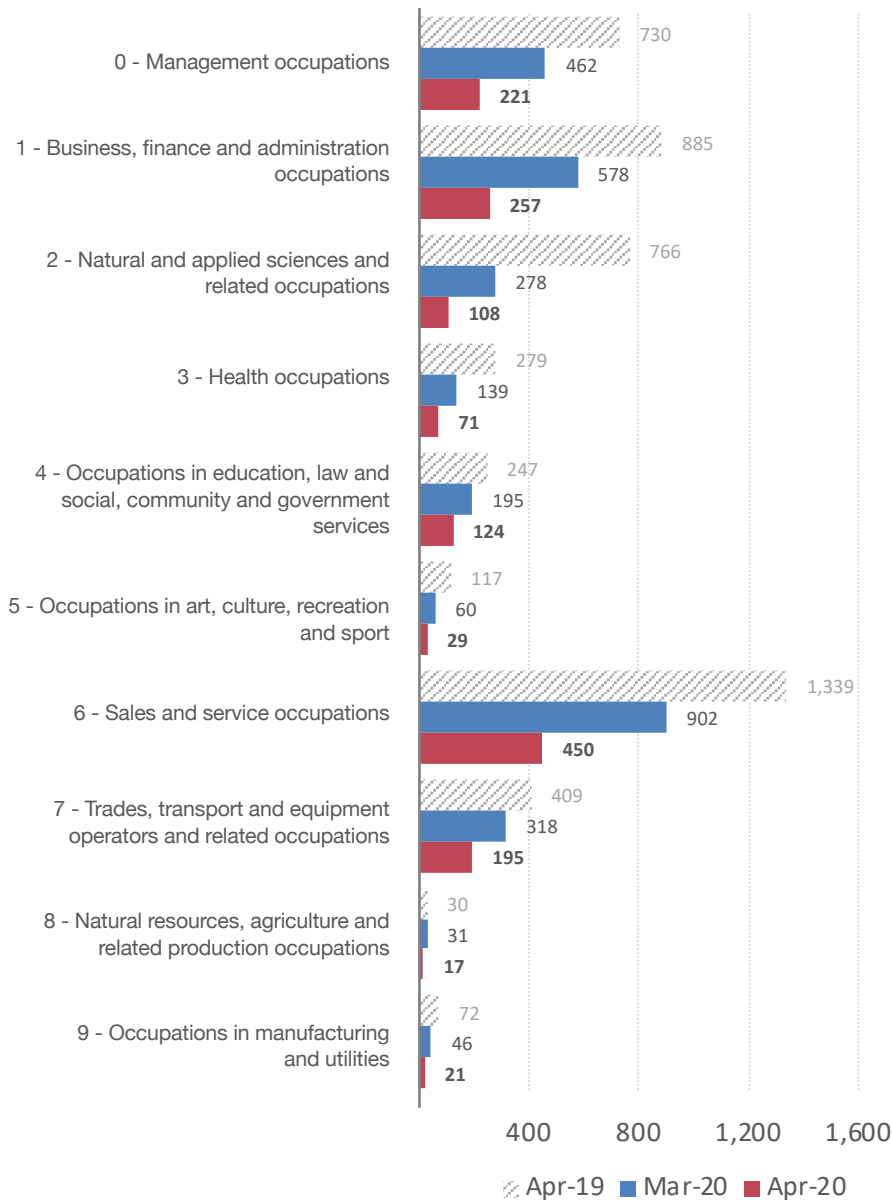
5415	Computer Systems Design and Related Services	68	-64	-153
4451	Grocery Stores	15	-57	-96
5221	Depository Credit Intermediation	57	-37	-48
6113	Universities	36	-30	-68
6221	General Medical and Surgical Hospitals	13	-26	-46



# WHAT THE JOBS ARE (OCCUPATION VIEW)

## Impact on jobs, what's in demand and what's changed

### Impact of COVID-19 on Occupation Groups (Change in number of job ads)



Job ads for **all occupation groups declined** from March 2020. **Sales and service occupations** had the biggest decrease with 452 fewer ads (down 50%). **Natural and applied science occupations** showed the biggest % decrease, down 61% (170 fewer ads).

For occupations, **Other assisting occupations in support of health services** increased most from last month. The hardest hit was **Retail and wholesale trade managers**

**62% of Job Ads have an identified occupation (NOC).**

### TOP Occupations (4 digit NOC)

#### Job Ads

4412	Home support workers, housekeepers and related occupations	72
6421	Retail salespersons	45
6552	Other customer and information services representatives	38
6411	Sales and account representatives - wholesale trade (non-technical)	37
6541	Security guards and related security service occupations	35
6711	Food counter attendants, kitchen helpers and related support occupations	31
0601	Corporate sales managers	27
1221	Administrative officers	27
6322	Cooks	27
7514	Delivery and courier service drivers	26

#### Most growth in number of job ads

#### Change

		Apr 2020	From Mar 2020	From Apr 2019
3414	Other assisting occupations in support of health services	22	11	3
6541	Security guards and related security service	35	7	-9
4155	Probation and parole officers and related	7	5	4
3233	Licensed practical nurses	11	4	-18
4212	Social and community service workers	9	4	5

#### Most decline in number of job ads

#### Change

0621	Retail and wholesale trade managers	17	-52	-85
1241	Administrative assistants	20	-49	-73
1221	Administrative officers	27	-41	-62
6421	Retail salespersons	45	-38	-137
6552	Other customer and information services representatives	38	-38	-47



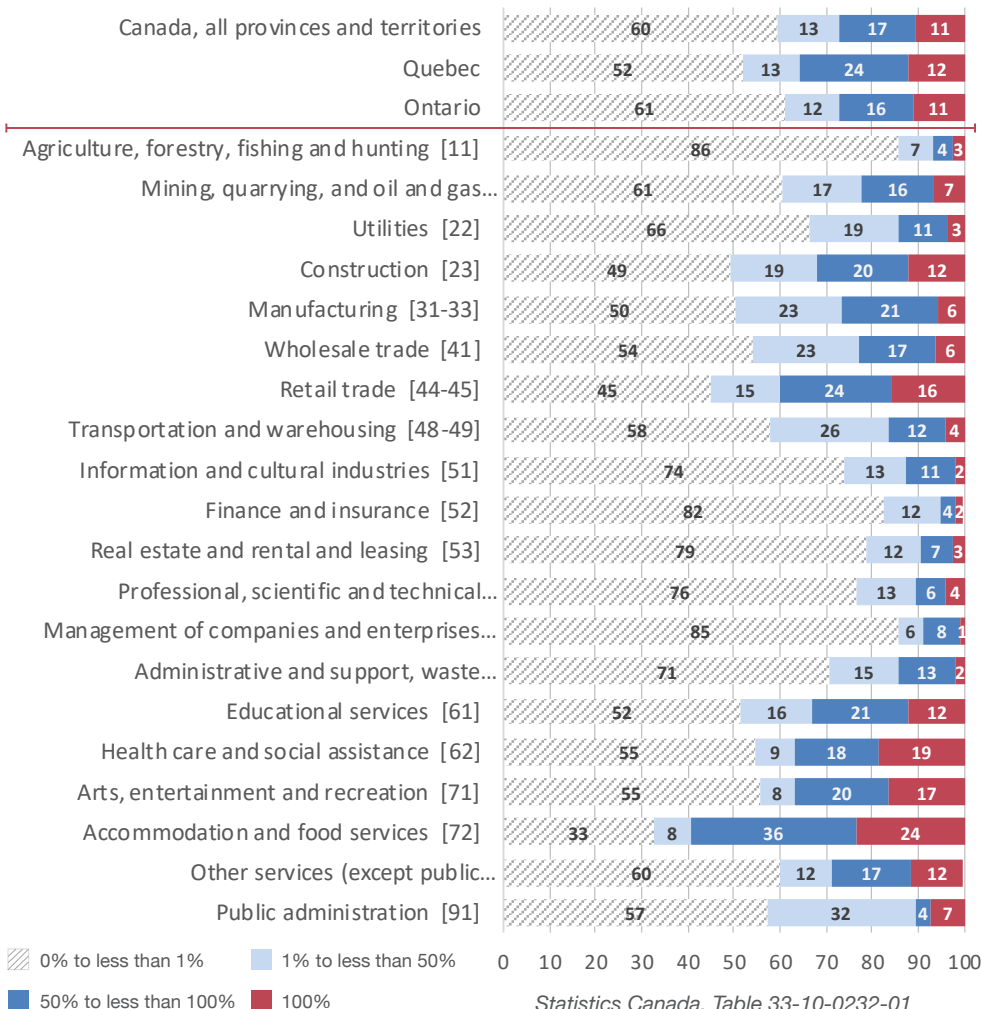
# OTHER INSIGHTS & INTELLIGENCE

## Impact on businesses and what is happening in Ottawa

### Canadian Survey on Business Conditions

(Percentage of workforce laid off because of COVID-19 with breakdown by province and by sector)

Statistics Canada and the Canadian Chamber of Commerce launched the Canadian Survey on Business Conditions. Data was collected from April 3 to 24, 2020 from a total of 12,630 businesses. Note that the sector breakdown is only available at the national level.



	Ottawa	Ontario
Job Ads	↓ 48% from March ↓ 67% from Apr 2019	↓ 43% ↓ 61%
Job Seeker Profiles	↓ 35% from March ↑ 17% from Apr 2019	↓ 30% ↑ 28%

### Beyond the numbers – what we are hearing

Online job ads dropped more than online job profiles from last month. Job seeker profiles were higher than this month last year. We checked in with community and business partners for further insights:

- In April, post-secondary students hit the job market to look for summer work (many may not be returning to past jobs)
- Laid-off workers may be taking this down-time to update online profiles without “actively” looking for work
- Data does not capture the hidden job market and “word of mouth” hiring is common (jobs may also be posted online)
- Employers will turn to online recruitment during social isolation
- Some job seekers are not actively looking due to perceived health risks associated with front-line work. Many lay-offs are still considered temporary and many workers are faced with childcare challenges. The Canada Emergency Response Benefit makes the “wait” a viable option.
- Employment agencies report more opportunities in manufacturing and logistics/warehousing.



### A look ahead – Ottawa forecast

The **Conference Board of Canada**, in [Major City Insights Ottawa](#) published May 12th, indicated that Ottawa may fare better than most major cities in Canada due to *public administration* being by far its biggest industry with 1 in 5 workers in the sector.