



# REAL-TIME LABOUR SUPPLY & DEMAND IN OTTAWA



**Q2 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**  
(Manufacturing)



**A CLOSER LOOK AT OCCUPATIONS**  
(Food counter attendants, kitchen helpers, and related occupations)



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**A QUARTERLY VIEW OF JOB ADS AND JOB SEEKER PROFILES ONLINE, WITH UP-TO-DATE LOCAL NEWS & INTELLIGENCE (APR - JUN 2020)**





## Q2 AT A GLANCE (HIGHLIGHTS, NEWS + SOURCES)



### OTTAWA'S ONLINE JOB ADS AND TRENDS

**8,832 Job Ads**

Job ads were down **31.5%** from last quarter

Job ads were down **47.5%** compared to the same quarter in 2019

### TOP EMPLOYERS (# of ads)

University of Ottawa	158
Scotiabank	146
City of Ottawa	108
Carleton University	72
Sobeys, Inc	68
The Ottawa Hospital	65
Loblaw Companies Limited	60
Walmart	52
Extendicare	48
Home Depot	42



### WHERE THE JOBS ARE (SECTOR VIEW)

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

#### Job Ads

5415	Computer Systems Design and Related Services	264
6113	Universities	236
5221	Depository Credit Intermediation	221
6233	Community Care Facilities for the Elderly	128
7225	Full-service restaurants and limited-service eating places	126
4451	Grocery Stores	112
9139	Other Local, Municipal and Regional Public Administration	110
5416	Management, Scientific and Technical Consulting Services	108
6221	General Medical and Surgical Hospitals	103
4441	Building Material and Supplies Dealers	77



### WHAT THE JOBS ARE (OCCUPATION VIEW)

#### TOP 10 Occupations with change from last quarter

#### Job Ads

4412	Home support workers, housekeepers and related occupations	219	↑	28
6421	Retail salespersons	185	↓	-119
6552	Other customer and information services representatives	174	↓	-48
6411	Sales and account representatives - wholesale trade (non-technical)	166	↓	-31
7514	Delivery and courier service drivers	146	↑	36
7452	Material handlers	132	↑	24
1241	Administrative assistants	129	↓	-110
6711	Food counter attendants, kitchen helpers and related support occupations	125	↓	-35
6322	Cooks	124	↓	-75
6731	Light duty cleaners	119	↓	-20



### OVERALL ONLINE SUPPLY AND DEMAND

**10,997 Job Seeker Profiles**

Active job seeker profiles were down **43.0%** from last quarter

Active job seeker profiles were down **1.0%** compared to same quarter in 2019

**4:5** RATIO

4 ads for every 5 job seeker profiles this quarter

In this quarter last year, job ads exceeded job seekers **5,928** (Ratio 3:2)



### A CLOSER LOOK AT OCCUPATIONS

(Food counter attendants, kitchen helpers, and related occupations)

**125 Job Ads this quarter**

(79.6% of job ads with identified occupations)

JOB-AD RATIO (2019)

**1:16**

One job posting for every 16 jobs

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



### A SPOTLIGHT ON SECTORS (Manufacturing)

**194 Job Ads this quarter**

(34% of job ads with identified industry sectors)

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

### TOP "LABOUR" NEWS STORIES IN Q2

- [Ottawa offers rent relief for businesses as some provinces prepare to reopen economies](#)
- [Canadian economy adds 953,000 jobs in June, unemployment rate falls](#)
- [Amazon Announces Plans to Build Second Fulfillment Centre in Ottawa](#)

### DATA SOURCE: VICINITY JOBS INSIGHT TOOLS

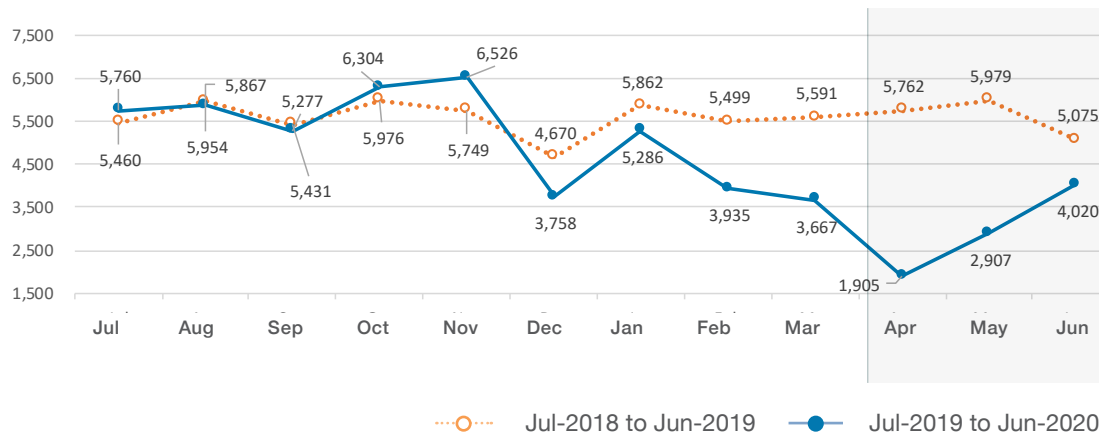
Vicinity Jobs provides web scraping and analysis for online job postings and job seeker profiles.

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

## 8,832 Job Ads this Quarter



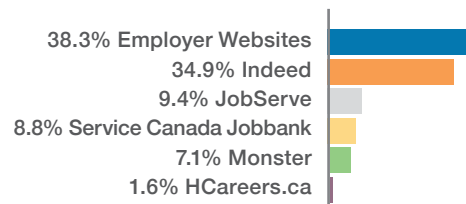
Job ads were down **31.5%** from last quarter

Job ads were down **47.5%** compared to the same quarter in 2019

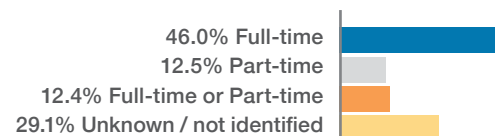
## WHO'S POSTING ADS THIS QUARTER (# of ads)

University of Ottawa	158
Scotiabank	146
City of Ottawa	108
Carleton University	72
Sobeys, Inc	68
The Ottawa Hospital	65
Loblaw Companies Limited	60
Walmart	52
Extencicare	48
Home Depot	42
Sienna Senior Living Inc	42
BGIS	39
Farm Boy Inc	39
IBM Canada Ltd.	37
Revera Inc	38
Starbucks Coffee Ltd.	37
Acosys Consulting Services	34
Procom	34
Chartwell Retirement Residences	32
McDonald's	32

## 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 (3,381 this quarter versus 11,088 in 2019). This source also saw the biggest decrease in share of ads (from 66% to 38% of all ads). JobServe's share of ads increased from 0.1% to 9% year on year.

46% of Q2 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 2% in the same quarter last year to 29% of ads this quarter.

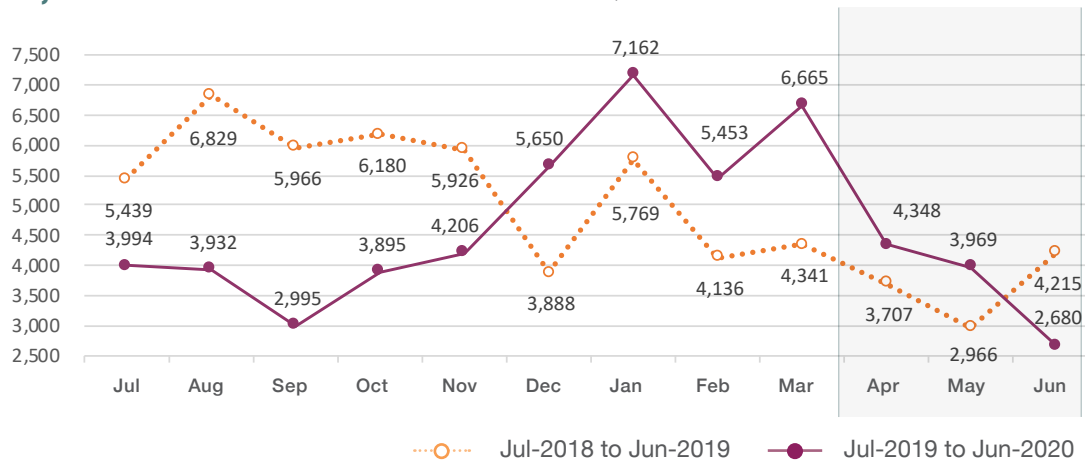
## TOP 5 employers in past year (Jul 2019 to Jun 2020)

Farm Boy Inc	890
University of Ottawa	823
City of Ottawa	580
Loblaw Companies Limited	513
Scotiabank	498



# OVERALL ONLINE SUPPLY AND DEMAND

## 10,997 Job Seeker Profiles this Quarter



Active job seeker profiles were down 43.0% from last quarter

Active job seeker profiles were up 1.0% compared to same quarter in 2019

## Top Skills

### Job Seeker Profiles

#### General/soft skills

Customer Service 456  
Leadership 90  
Bilingual 32

#### Specialized skills

Quality Assurance 41  
Business Analysis 30  
Technical Support 30

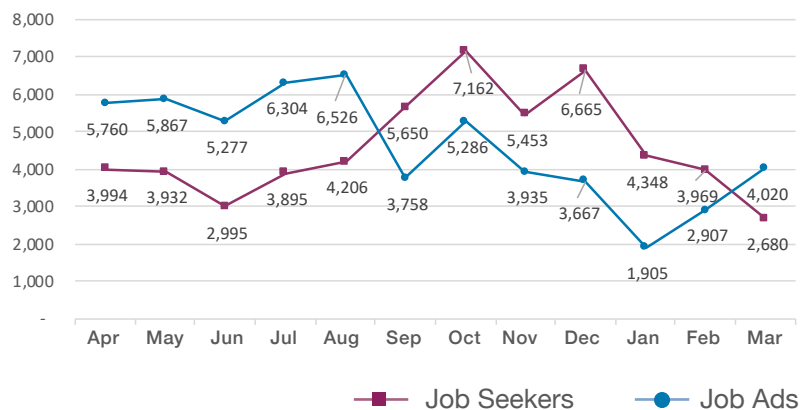
#### Technologies

Java 14  
SAP 12  
HVAC 7

#### Tools & Equipment

Forklifts 25  
Magnetic resonance imaging MRI systems 2  
Mobile cone penetrometer MCP systems 1

## Job Seeker Profiles and Job Ads by Month



## EDUCATION

Education Level	Job Seeker Profiles	Job Ads
College Diploma or Certification	3,567	1,232
Graduate Degree - Masters	837	44
High School	1,728	649
Post-Graduate Degree - Doctorate	107	32
Some Post-Secondary Courses (Level Unknown)	2,145	0
Undergraduate Degree (Bachelors)	2,431	603
No Education Required	0	7
Education Level	182	6265
<b>Grand total</b>	<b>10,997</b>	<b>8,832</b>

In this quarter last year, job ads exceeded job seeker profiles by 5,928 (Ratio 5:4)

## Job Ads

#### General/soft skills

Communication skills 3,563  
Teamwork 2,911  
Customer Service 2,660

#### Specialized skills

Project Management 750  
Occupational Health & Safety 646  
Analytical Skills 613

#### Technologies

Microsoft Office + 3,269  
Customer relationship management CRM software 279  
Cloud Computing 161

#### Tools & Equipment

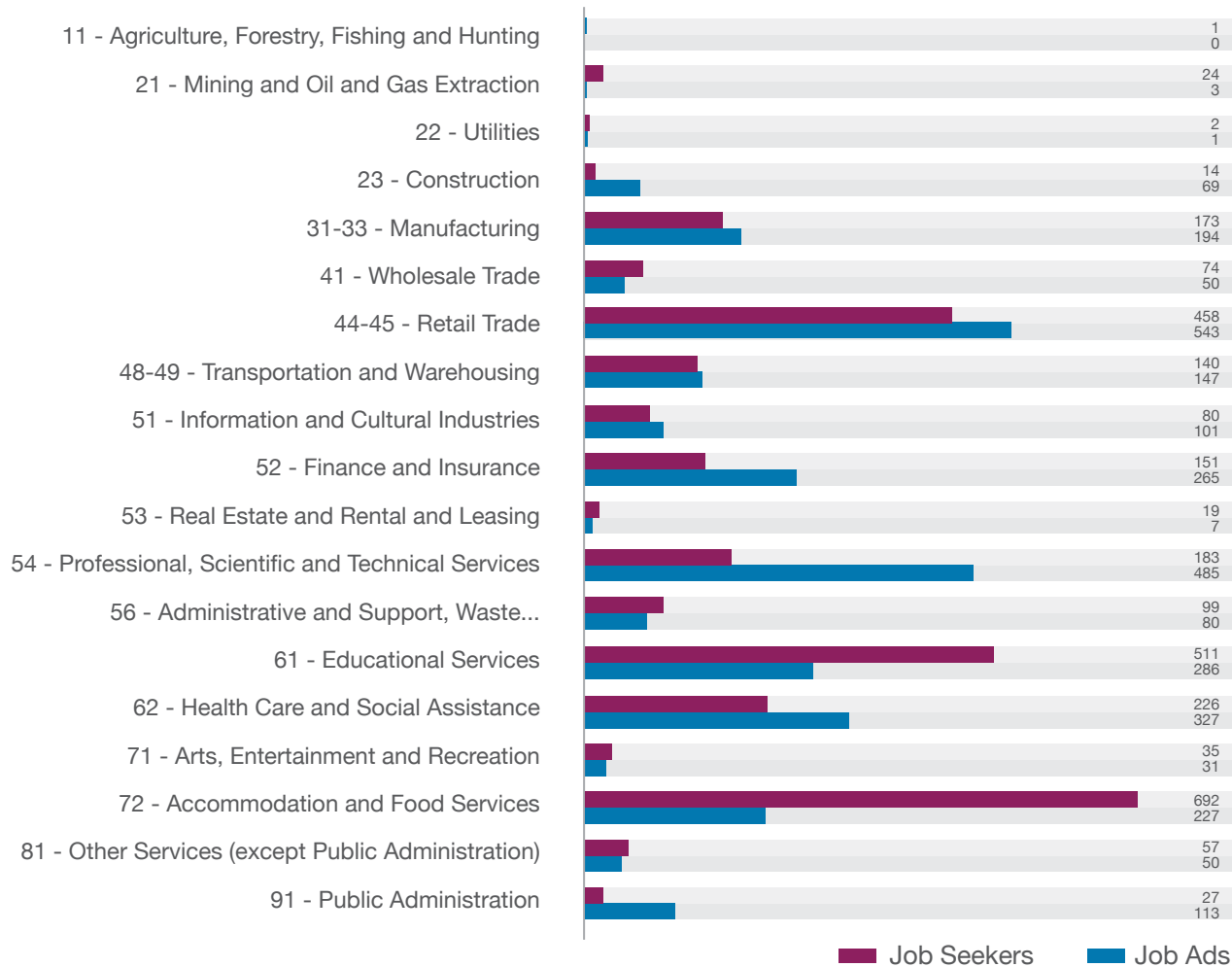
Forklifts 226  
Hand trucks 131  
Power Tools 112

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



# WHERE THE JOBS ARE (SECTOR VIEW)

**2,966** Job Seeker Profiles and **2,979** Job Ads had identified Industries representing 27% of all profiles and 39% of all ads



**23%** of this quarter's job seeker profiles in Accommodation and Food Services

**18%** of this quarter's job ads in Retail Trade, and **16%** of job ads in Professional, Scientific and Technical Services

## TOP Industry Groups (4 digit NAICS)

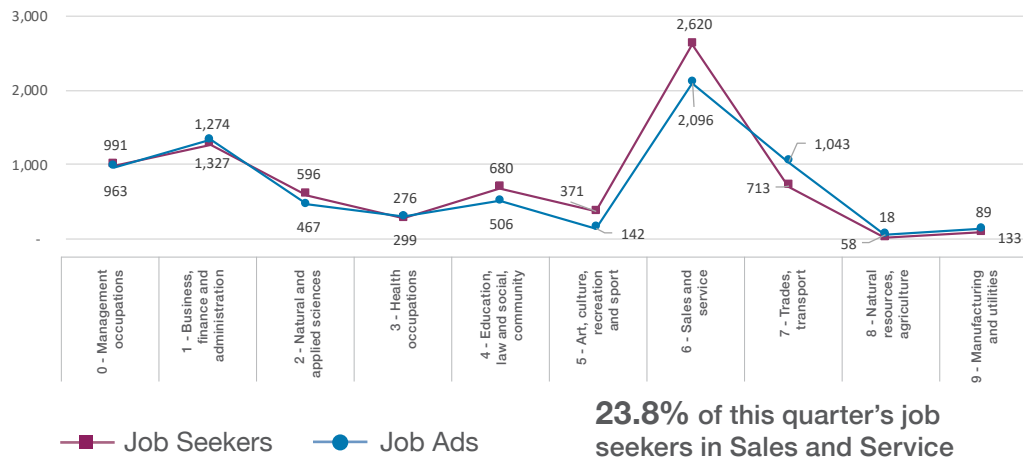
### Job Ads

5415	Computer Systems Design and Related Services	264
6113	Universities	236
5221	Depository Credit Intermediation	221
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4451	Grocery Stores	112
9139	Other Local, Municipal and Regional Public Administration	110
5416	Management, Scientific and Technical Consulting Services	108
6221	General Medical and Surgical Hospitals	103
4441	Building Material and Supplies Dealers	77
5413	Architectural, Engineering and Related Services	73
4452	Specialty Food Stores	70
5616	Investigation and Security Services	69
4461	Health and Personal Care Stores	60
4521	Department Stores	55
4529	Other General Merchandise Stores	43
6216	Home Health Care Services	43
3341	Computer and Peripheral Equipment Manufacturing	39
4921	Couriers	34
6241	Individual and Family Services	32



# WHAT THE JOBS ARE (OCCUPATION VIEW)

**7,628** Job Seekers this Quarter had identified Occupation Groups representing 69.4% of all job seeker profiles

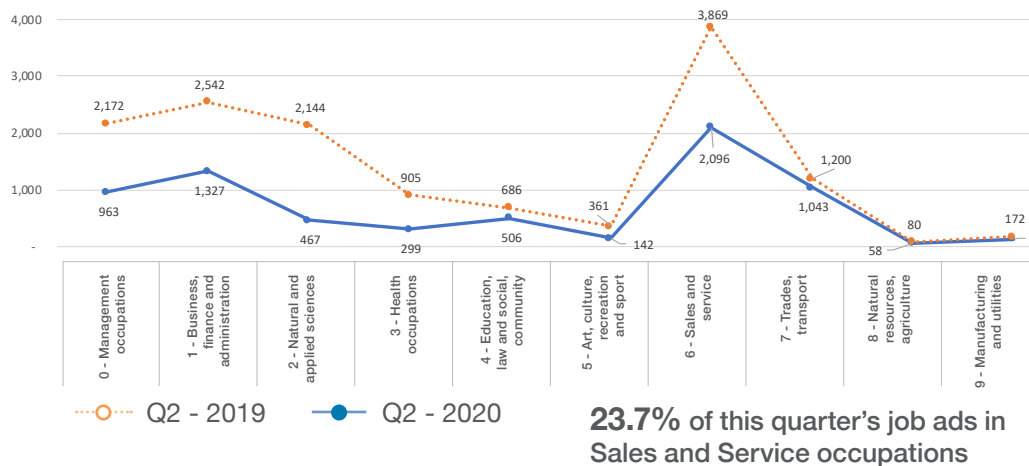


## TOP 10 Occupations with change from last quarter

### Job Seeker Profiles

6611	Cashiers	445 ↓ -329
6552	Other customer and information services representatives	373 ↓ -243
6421	Retail salespersons	278 ↓ -349
6623	Other sales related occupations	226 ↓ -197
0621	Retail and wholesale trade managers	174 ↓ -146
6322	Cooks	171 ↓ -197
1414	Receptionists	160 ↓ -92
1241	Administrative assistants	153 ↓ -75
7514	Delivery and courier service drivers	149 ↓ -81
6513	Food and beverage servers	145 ↓ -133

**7,034** Job Ads this Quarter had identified Occupation Groups representing 79.6% of all job ads



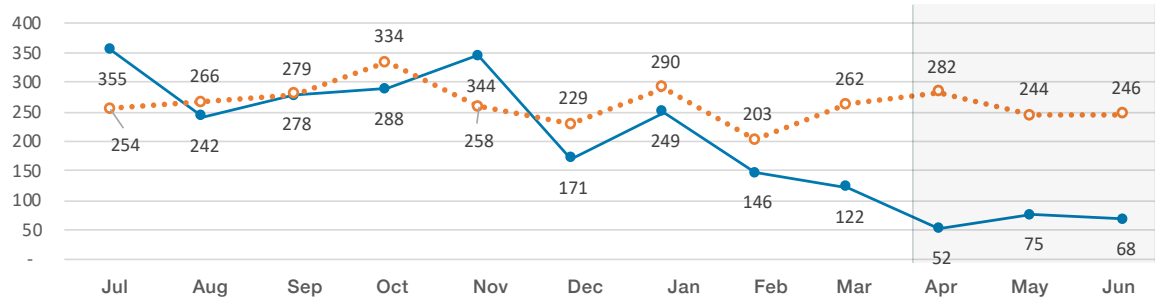
### Job Ads

4412	Home support workers, housekeepers and related occupations	219 ↑ 28
6421	Retail salespersons	185 ↓ -119
6552	Other customer and information services representatives	174 ↓ -48
6411	Sales and account representatives - wholesale trade (non-technical)	166 ↓ -31
7514	Delivery and courier service drivers	146 ↑ 36
7452	Material handlers	132 ↑ 24
1241	Administrative assistants	129 ↓ -110
6711	Food counter attendants, kitchen helpers and related support occupations	125 ↓ -35
6322	Cooks	124 ↓ -75
6731	Light duty cleaners	119 ↓ -20



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

## 194 Job Ads this quarter (33.7% of job ads with identified industry sectors)



Job ads were down  
62.5% from last quarter

Job ads were down  
74.9% compared to the  
same quarter in 2019

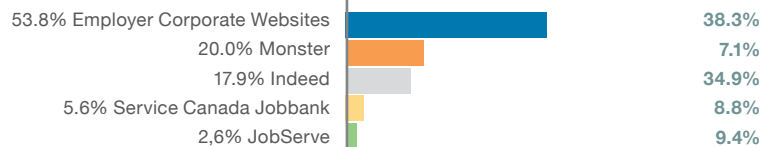
○ Jul-2019 to Jun-2019  
● Jul-2018 to Jun-2020

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

IBM Canada Ltd.	37
Baffin Inc.	19
Thermo Ramsey	18
Siemens Transformers Canada Inc.	17
Sico Inc.	12
McCain Foods Canada Div. of McCain Foods Limited	6
Manoir Inc.	5
Ross Video Limited	5
EADS Secure Networks Canada	4
Abbott Laboratories Ltd.	3

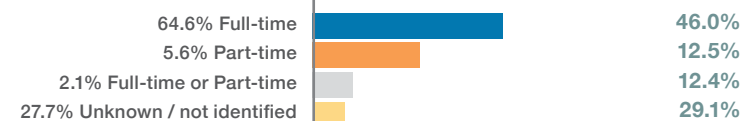
### Data Source

#### All Sectors



### Job Type

#### All Sectors



### TOP 10 Occupations (Job Ads) with change from Q4

4412	Home support workers, housekeepers and related occupations	9	↑	8
2174	Computer programmers and interactive media developers	7	↓	-32
6411	Sales and account representatives - wholesale trade (non-technical)	7	↓	-9
6552	Other customer and information services representatives	5	↓	-3
7514	Delivery and courier service drivers	5	↔	0
0124	Advertising, marketing and public relations managers	4	↑	2
2173	Software engineers and designers	4	↓	-15
0125	Other business services managers	3	↑	2
0911	Manufacturing managers	3	↓	-3
1112	Financial and investment analysts	3	↓	-1

### Top 5 skills by category (Job Ads)

#### General/soft skills

Communication skills 88  
Teamwork 71  
Customer Service 60  
Problem Solving 56  
Leadership 54

#### Specialized skills

Analytical Skills 26  
Project Management 20  
Public Relations 19  
Occupational Health and Safety 13  
Sales 13

#### Technologies

Microsoft Office +97  
SAP 19  
Enterprise resource planning  
ERP software 10  
Adobe Systems Adobe  
Photoshop 7  
Customer relationship management CRM software 7

#### Tools & Equipment

Forklifts 3  
Disposal units 2  
Alarm systems 1  
Bucket trucks 1  
Chippers 1

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

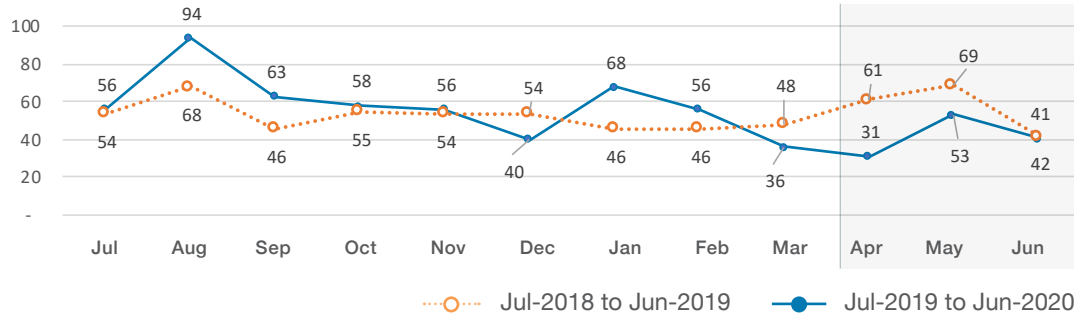
3341 - Computer and Peripheral Equipment Manufacturing	39
3345 - Navigational, Measuring, Medical and Control Instruments Manufacturing	25
3162 - Footwear Manufacturing	19
3353 - Electrical Equipment Manufacturing	19
3255 - Paint, Coating and Adhesive Manufacturing	15
3342 - Communications Equipment Manufacturing	13
3114 - Fruit and Vegetable Preserving and Specialty Food Manufacturing	6
3273 - Cement and Concrete Product Manufacturing	6
3132 - Fabric Mills	5
3254 - Pharmaceutical and Medicine Manufacturing	5



# A CLOSER LOOK AT OCCUPATIONS

(Food counter attendants, kitchen helpers and related support occupations - NOC 6711)

**125 Job Ads this quarter**  
(79.6% of job ads with identified occupations)



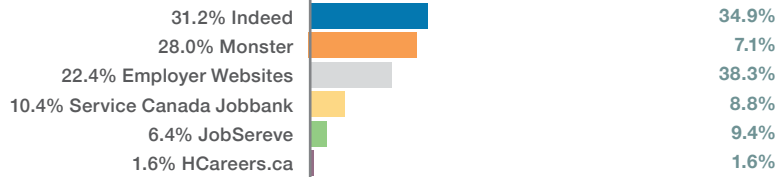
Job ads were down  
**21.9%** from last quarter

Job ads were down  
**27.3%** compared to the same quarter in 2019

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

Starbucks Coffee Ltd.	35
Extendicare	9
Revera Inc	7
Subway	4
Chartwell Retirement Residences	3
Baffin Inc.	2
COMPAS Inc.	2
Sienna Senior Living Inc	2
City of Ottawa	1
EllisDon Construction Ltd.	1

## Data Source



## All Occupations

## Job Type

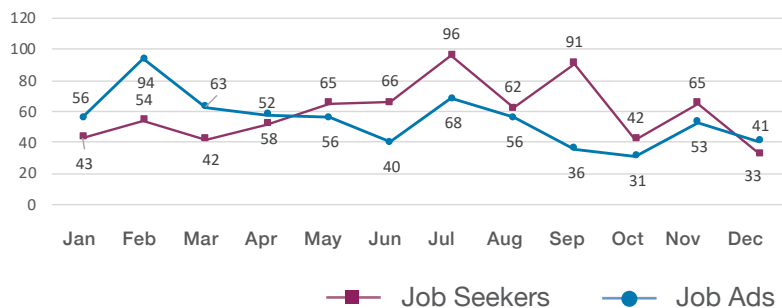


## All Occupations

## WAGES

Average wage		
Q1 2020	Q1 2019	Increase
\$16.07	\$14.40	11.6%

## Job Seeker Profiles and Job Ads by Month



## TOP SKILLS - Job Ads

### Job Ads

**General/soft skills**  
Customer Service 62  
Flexibility 50  
Ability to Learn 40  
English language 34  
Teamwork 31  
**Specialized skills**  
Occupational Health and Safety 6  
Quality Assurance 6  
Sales 2  
Business Intelligence 1  
Technical Support 1

### Technologies

Point of sale POS software 5  
Point of sale POS systems 5  
Software asset management SAM software 3  
IBM AS400 2  
Customer relationship management CRM software 1  
**Tools and Equipment**  
Disposal units 9  
Material Safety Data Sheets 4  
Cutting boards 1  
Dishwashing machines 1  
Industrial washing machines 1

## EDUCATION

Postings		
College Diploma or Certification	20	16.0%
High School Completion	14	11.2%
Not Identified	91	72.8%
Grand Total	125	

## JOB-AD RATIO (2019)

10,627 jobs | 679 ads

**1:16** 1 job ad for every 16 jobs