

OTTAWA THIS QUARTER

Q4
2020



**WHO LIVES IN
OTTAWA AND WHERE**



**ONLINE JOB ADS AND
TRENDS**



**OTTAWA'S LABOUR
POOL AND EMPLOYMENT**



**WHERE THE JOBS ARE
SECTOR VIEW**



**WHERE PEOPLE WORK
INDUSTRY VIEW**



**WHAT THE JOBS ARE
OCCUPATION VIEW**



**WHAT PEOPLE DO
OCCUPATION VIEW**



Published in February 2021



WHO LIVES IN OTTAWA

POPULATION

2015
948,461

Past 5 years

10% increase

ONTARIO ↑ 7%

2020
1,043,130

Next 3 years

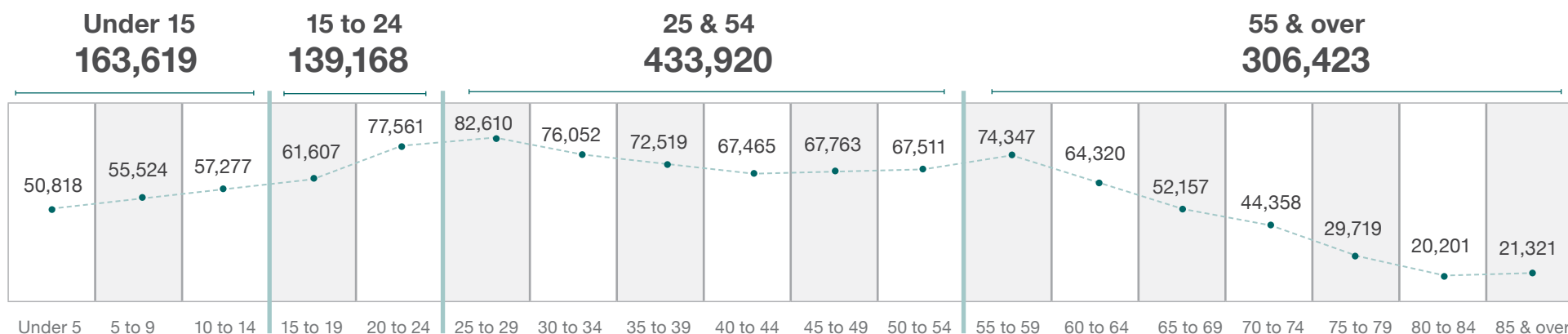
4% increase

ONTARIO ↑ 4%

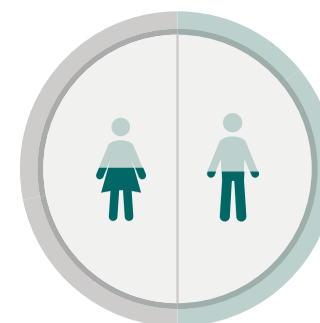
2023
1,082,811*

*2023 data from Emsi Analyst:
Demographic Overview

2020



Female
530,511
51%

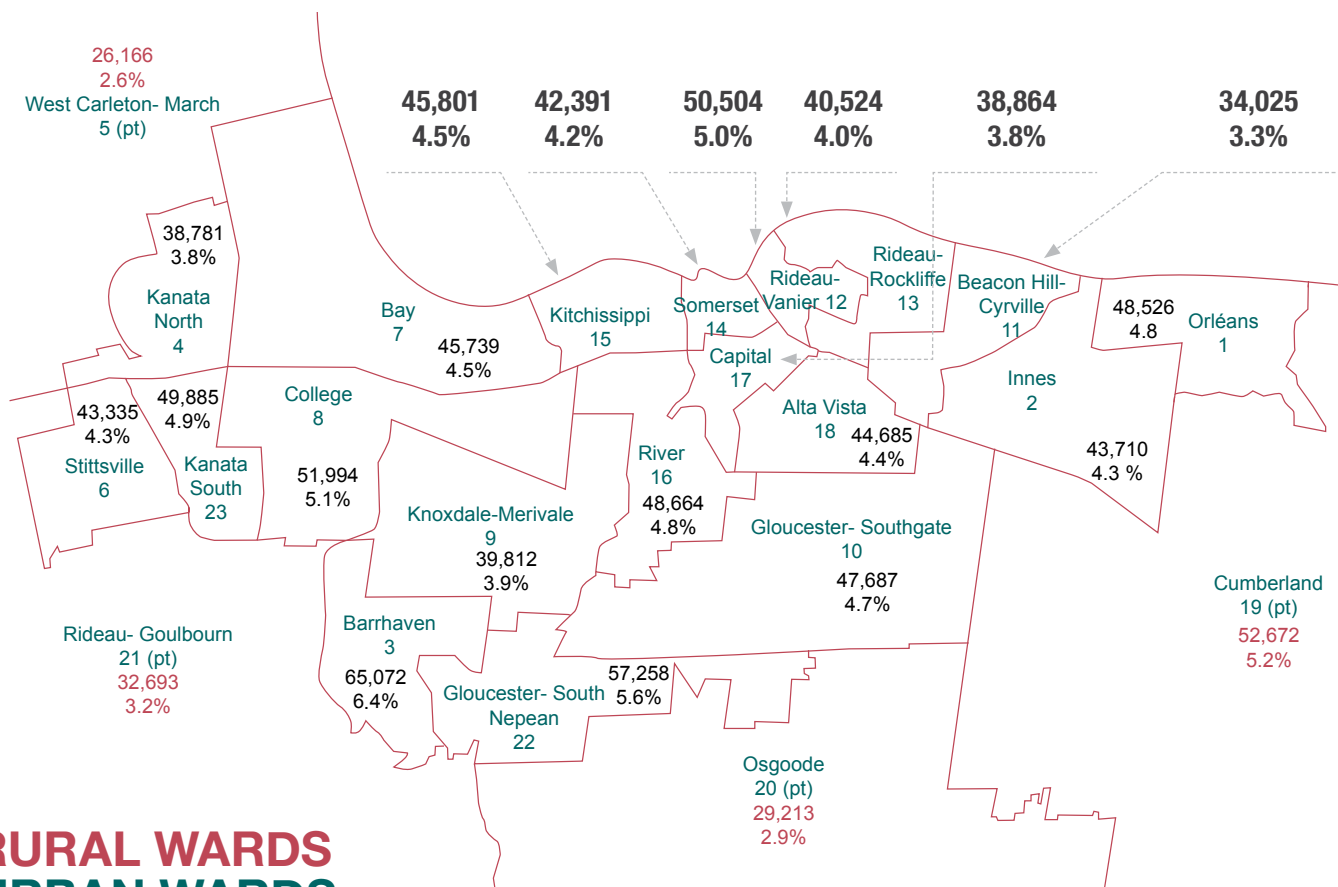


Male
512,619
49%



WHERE THEY LIVE

POPULATION



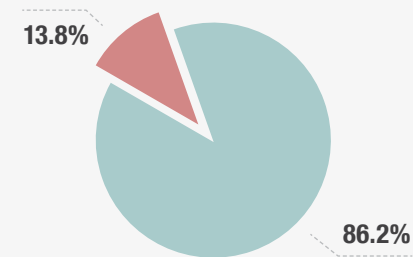
RURAL WARDS
URBAN WARDS

Mid-year 2020



RURAL WARDS

140,744 people



URBAN WARDS

877,257 people

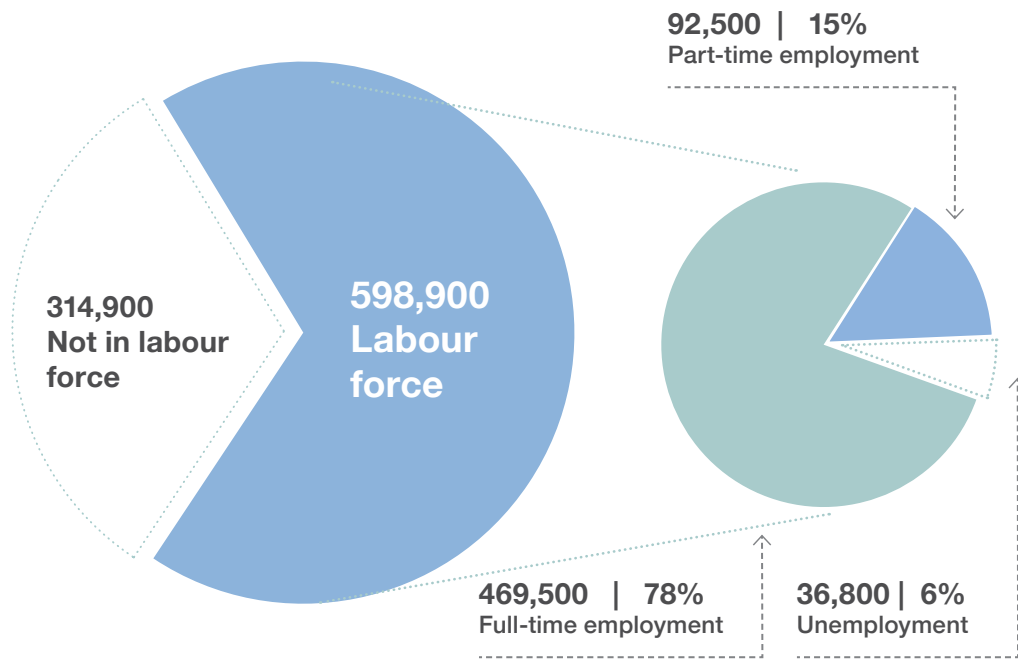


MOST PEOPLE - Barrhaven
MOST HOUSEHOLDS - Rideau-Vanier



OTTAWA'S LABOUR POOL - Q4 2020

LABOUR POOL & EMPLOYMENT



Quarterly RATE WATCH

Unemployment
6.1%
Down from Q3

Participation
65.2%
Down from Q3

Employment
61.5%
Down from Q3



A Closer Look at Ottawa's UNEMPLOYMENT RATE

↑ 2.2
percent points
Year-on-Year

4.0 lower
than Toronto

2.4 lower
than Ontario

Population 15 and over (Working age)

	POP. 15+	LABOUR FORCE	EMPLOYMENT		POP. 15+	LABOUR FORCE	EMPLOYMENT
FEMALE	461,200 50%	283,800 47%	270,800 48%	MALE	452,500 50%	315,000 53%	291,300 52%
	Unemployment RATE (%) 4.6	Participation RATE (%) 61.5	Employment RATE (%) 58.7		Unemployment RATE (%) 7.5	Participation RATE (%) 69.6	Employment RATE (%) 64.4



OTTAWA'S EMPLOYMENT

LABOUR POOL & EMPLOYMENT

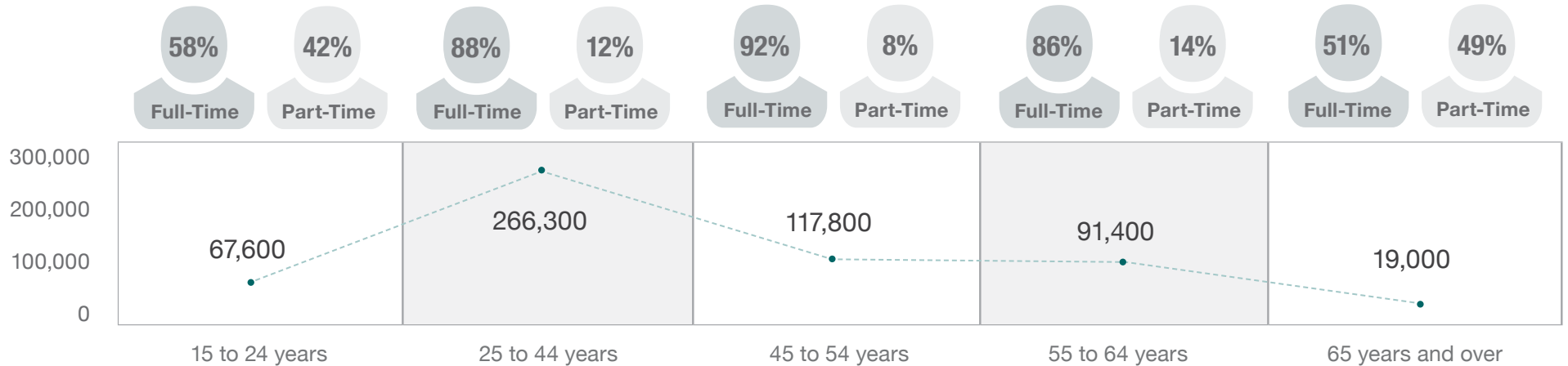
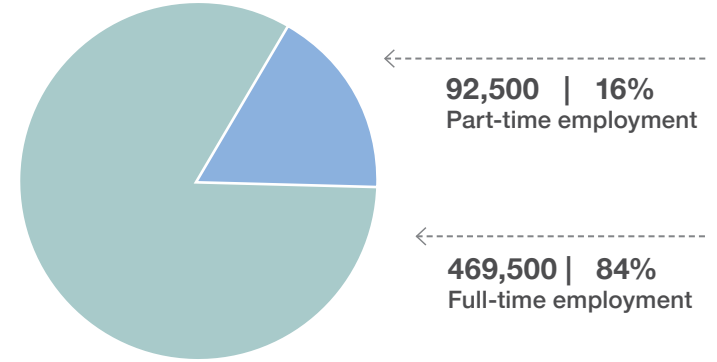
Q4 2019
614,100

Year-on-year

-8% decrease

ONTARIO ↓ - 3%

Q4 2020
562,100

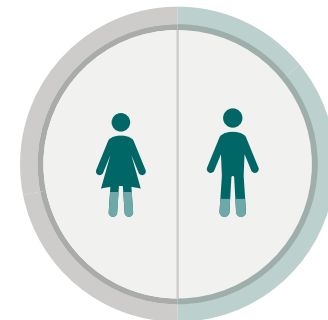


Focus on those employed

Female

Full-time
81%

Part-time
19%



Male

Full-time
86%

Part-time
14%



WHERE PEOPLE WORK

INDUSTRY SECTORS

Share of Jobs

25%	Public administration
12%	Health care and social assistance
12%	Wholesale and retail trade
10%	Professional, scientific and technical services
8%	Educational services
5%	Finance, insurance, real estate, rental and leasing
5%	Accommodation and food services
4%	Construction
4%	Business, building and other support services
4%	Manufacturing
3%	Other services (except public administration)
3%	Information, culture and recreation
3%	Transportation and warehousing

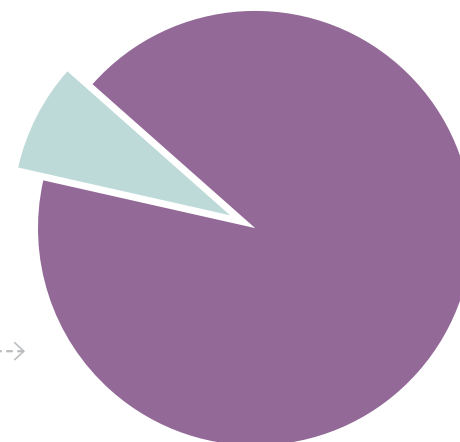
Q4 2020 → **562,100**



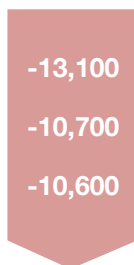
47,600 | 8%
GOODS-PRODUCING



514,500 | 92%
SERVICE-PRODUCING



JOB LOSSES & GAINS (Year-on-Year)



Wholesale and retail trade
Accommodation and food services
Professional, scientific and technical services



Public administration
Manufacturing
Finance, insurance, real estate, rental and leasing



WHAT PEOPLE DO

OCCUPATIONS & OCCUPATION GROUPS

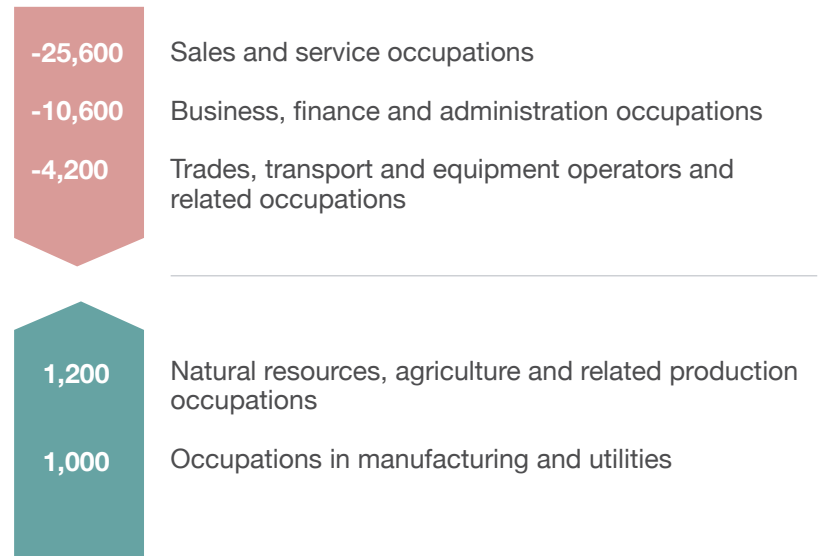
TOP 10 OCCUPATIONS (2019)

17,819	Information systems analysts and consultants
17,372	Retail salespersons
12,988	Computer programmers and interactive media developers
11,235	Cashiers
10,800	Food counter attendants, kitchen helpers and related support occupations
10,342	General office support workers
10,261	Registered nurses and registered psychiatric nurses
10,048	Social policy researchers, consultants and program officers
9,258	Administrative officers
8,817	Early childhood educators and assistants

SHARE OF JOBS (Q4 2020)

19%	Business, finance and administration occupations
18%	Sales and service occupations
18%	Occupations in education, law and social, community and government services
16%	Natural and applied sciences and related occupations
11%	Management occupations
7%	Health occupations
7%	Trades, transport and equipment operators and related occupations
2%	Occupations in art, culture, recreation and sport
1%	Occupations in manufacturing and utilities
1%	Natural resources, agriculture and related production occupations

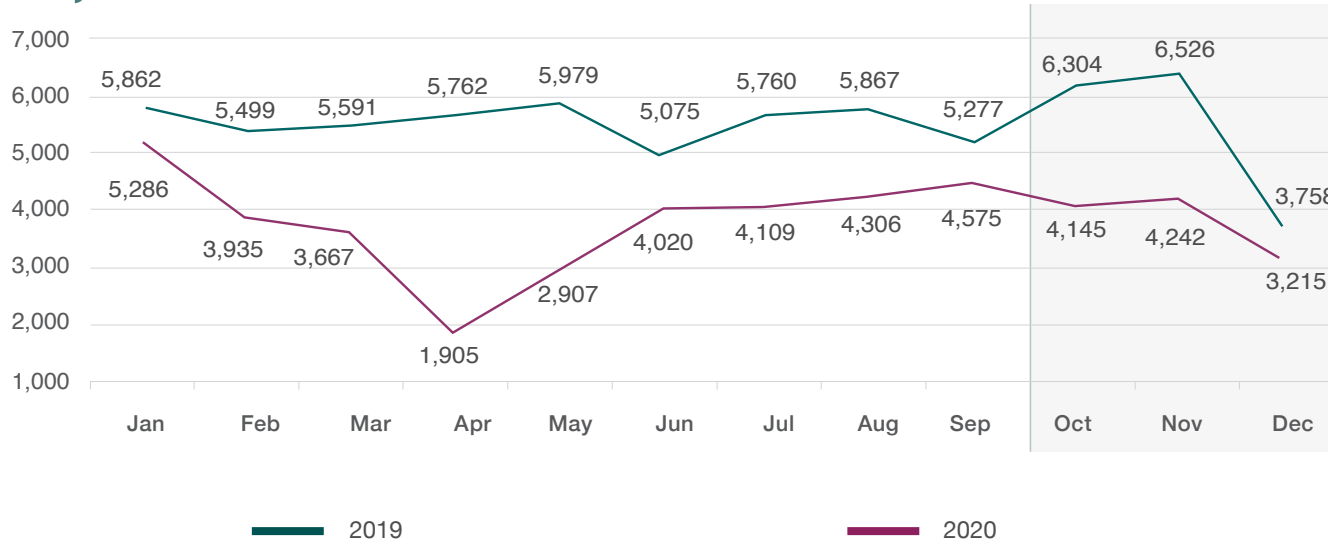
JOB LOSSES & GAINS (YEAR-ON-YEAR)





OTTAWA'S ONLINE JOB ADS AND TRENDS

11,602 Job Ads this Quarter



Job ads were down 30.1% compared to the same quarter in 2019

Job ads were down 10.7% from last quarter

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

University of Ottawa	306
City of Ottawa	224
Farm Boy Inc	179
Carleton University	98
McDonald's	79
Loblaw Companies Limited	78
Shoppers Drug Mart	77
Bell Canada	64
Algonquin College of Applied Arts and Technology	62
Procom	60
Home Depot	55
BGIS	54
IBM Canada Ltd.	54
The Ottawa Hospital	52
Canada Post Corporation	49
Bayshore HealthCare	47
Desjardins Group	46
Tim Horton's	44
Queensway Carleton Hospital	40
Pinecrest-Queensway Community Health Centre / PQCHC	35

TOP SKILLS IN JOB ADS

General/soft skills	
Communication skills	5,026
Teamwork	4,480
Customer Service	4,136
Specialized skills	
Project Management	1,007
Occupational Health and Safety	951
Analytical Skills	811
Technologies	
Microsoft Office +	5,211
JavaScript	407
CRM software	297
Tools & Equipment	
Forklifts	175
Power Tools	135
Scaffolding	44

Data Source

Employer Corporate Websites	51.7%
Indeed	34.2%
Service Canada Jobbank	8.5%
Monster	5.1%
JobServe	0.2%
HCareers.ca	0.2%
Other	0.1%

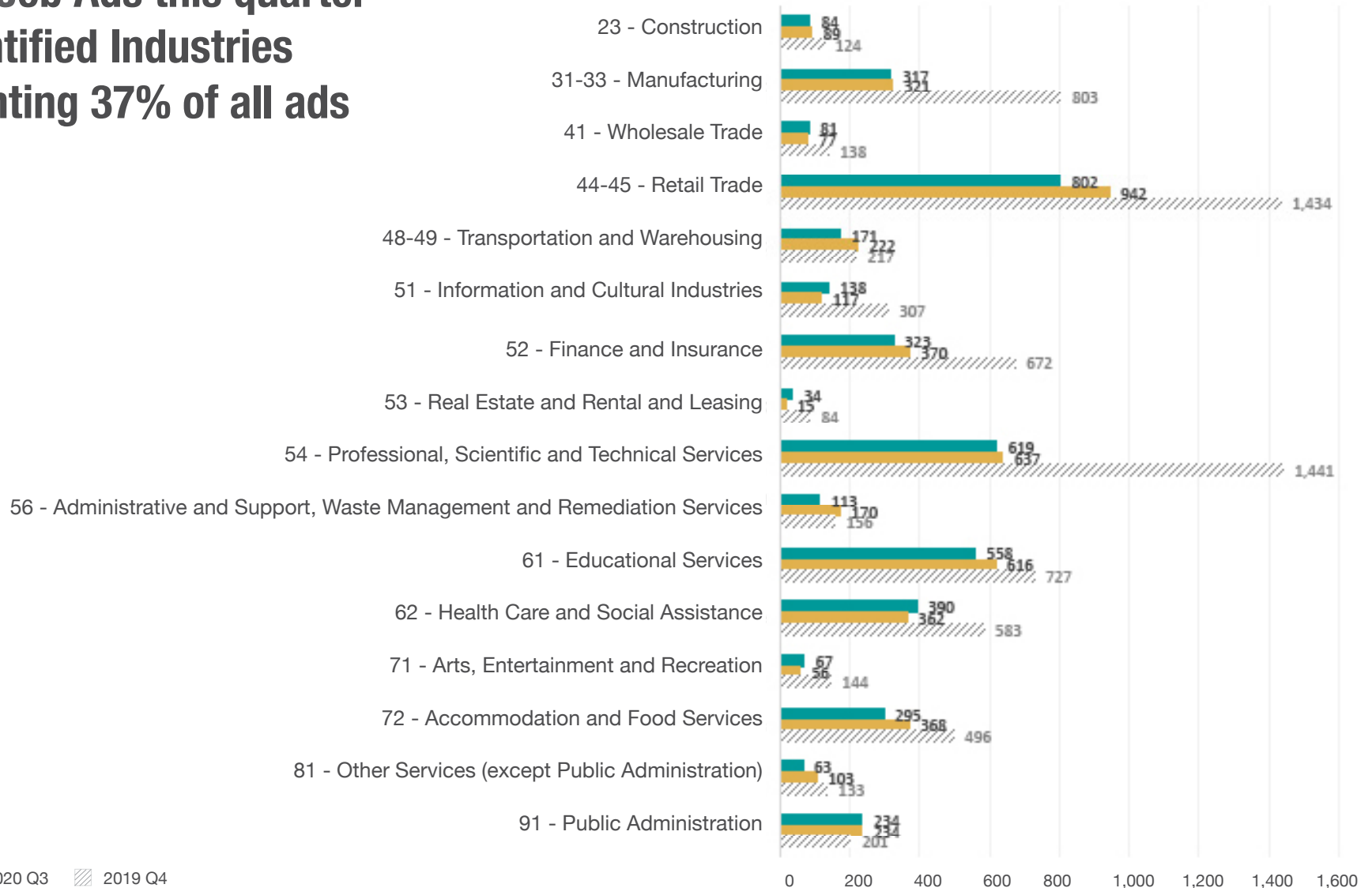
Job Type

Full-time	43.3%
Full-time or Part-time	11.1%
Part-time	14.9%
Unknown / Not identified	30.8%



WHERE THE JOBS ARE (SECTOR VIEW)

4,296 Job Ads this quarter
had identified Industries
representing 37% of all ads



■ 2020 Q4 ■ 2020 Q3 ▨ 2019 Q4



WHERE THE JOBS ARE (SECTOR VIEW)

Most change by industry sector

Health Care and Social Assistance sector showed the biggest **increase** in job ads from Q3 2020 with 28 more job ads. **Retail Trade** sector showed the biggest **decrease** with 140 less job ads compared to Q3.

At industry group level, (4-digit NAICS), **Home Health Care Services** saw the biggest **increase** in job ads. **Specialty Food Stores** saw the biggest **decline** in number of job ads.

Most growth in number of job ads		2020 Q4	Change from 2020	from 2019 Q4
6216	Home Health Care Services	88	59	-61
4541	Electronic Shopping and Mail-Order Houses	33	31	2
5179	Other Telecommunications	64	23	25
3345	Navigational, Measuring, Medical and Control Instruments Manufacturing	42	22	-49
4931	Warehousing and Storage	28	22	20

Most decline in number of job ads		2020 Q4	Change from 2020	from 2019 Q4
4452	Specialty Food Stores	103	-66	-113
5221	Depository Credit Intermediation	187	-61	-119
6113	Universities	420	-50	28
4431	Electronics and Appliance Stores	20	-42	-45
4481	Clothing Stores	40	-37	-93

TOP 10 Industry groups (4-digit NAICS)

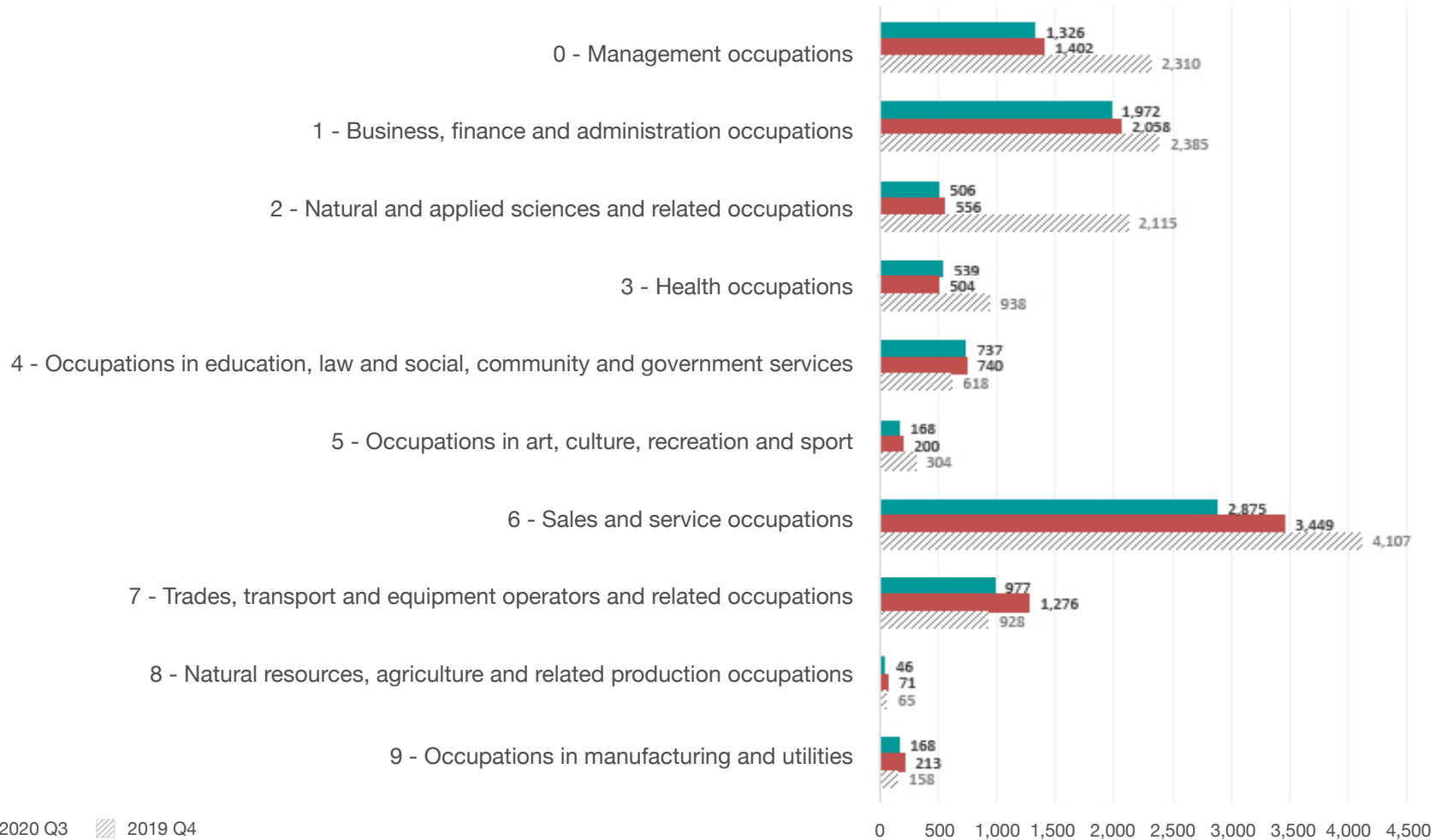
Job Ads

6113	Universities	420
5415	Computer Systems Design and Related Services	276
9139	Other Local, Municipal and Regional Public Administration	228
4451	Grocery Stores	202
5221	Depository Credit Intermediation	187
5416	Management, Scientific and Technical Consulting Services	170
7225	Full-service restaurants and limited-service eating places	152
6221	General Medical and Surgical Hospitals	150
4452	Specialty Food Stores	103
4461	Health and Personal Care Stores	98



WHAT THE JOBS ARE (OCCUPATION VIEW)

9,314 Job Ads this Quarter had identified
Occupation Groups representing 80% of all job ads



■ 2020 Q4 ■ 2020 Q3 ▨ 2019 Q4



WHAT THE JOBS ARE (OCCUPATION VIEW)

Most change by Occupations

All occupation groups saw a **decrease** in job ads from Q3 2020 except **Health occupations**. Health occupations **increased** with 35 job ads (up 7%). **Sales and service occupations** had the biggest **decrease** with 574 less ads (down 17%).

For occupations, **Elementary and secondary school teacher assistants** **increased** most from last quarter, while **Food counter attendants, kitchen helpers and related support occupations** saw a biggest **decrease** in terms of job ads.

Most growth in number of job ads		2020 Q4	Change from 2020	from 2019 Q4
4413	Elementary and secondary school teacher assistants	53	45	52
0125	Other business services managers	92	27	-25
2171	Information systems analysts and consultants	111	24	-56
0213	Computer and information systems managers	29	21	-15
1311	Accounting technicians and bookkeepers	59	18	19
Most decline in number of job ads				
6711	Food counter attendants, kitchen helpers and related support occupations	102	-71	-52
6622	Store shelf stockers, clerks and order fillers	89	-69	-90
6541	Security guards and related security service occupations	119	-65	-34
7611	Construction trades helpers and labourers	74	-64	43
0621	Retail and wholesale trade managers	178	-55	-165

TOP 10 Occupations (4-digit NOC)

Job Ads

6421	Retail salespersons	376
4412	Home support workers, housekeepers and related occupations	242
6552	Other customer and information services representatives	241
1241	Administrative assistants	206
1414	Receptionists	205
7514	Delivery and courier service drivers	200
1221	Administrative officers	189
6322	Cooks	183
6411	Sales and account representatives - wholesale trade (non-technical)	180
0621	Retail and wholesale trade managers	178

SOURCES AND GEOGRAPHY

WHO LIVES IN OTTAWA

- Statistics Canada Table: 17-10-0139-01 and EMSI Analyst 2020 Ottawa CSD

WHERE THEY LIVE

- City of Ottawa Current Population and Household Estimates Ottawa CSD

OTTAWA'S LABOUR POOL

- Statistics Canada Table: 14-10-0294-01 Ontario
- Statistics Canada Table: 14-10-0095-01 Ottawa-Gatineau (Ontario only) CMA

OTTAWA'S EMPLOYMENT

- Statistics Canada Table: 14-10-0294-01 Ontario
- Statistics Canada Table: 14-10-0095-01 Ottawa-Gatineau (Ontario only) CMA

WHERE PEOPLE WORK

- Statistics Canada Table: 14-10-0097-01 Ottawa-Gatineau (Ontario only) CMA
- EMSI Analyst 2020 Ottawa CSD

WHAT PEOPLE DO

- Statistics Canada Table: 14-10-0313-01 Ottawa-Gatineau (Ontario only) CMA

WHAT'S IN DEMAND & WHERE

- Vicinity Jobs 2019 Ottawa CSD

Definitions

Working age population: Total population 15 years and over

Labour force: The number of civilian, non-institutionalized persons 15 years of age and over who were employed or unemployed. *Excludes military personnel, retired persons, students, those taking care of children or other family members, and others who are neither working nor seeking work.*

Employment: The number of persons who worked for pay or profit, or performed unpaid family work or had a job but were not at work due to a specific reason. Full-time employment = 30 hours or more per week at their main or only job.

Unemployment: The number of persons who were without work, had looked for work in the past four weeks, and were available for work.

Participation rate:

$$\frac{\# \text{ of employed} + \# \text{ of unemployed}}{\text{working-age population}}$$

Unemployment rate:

$$\frac{\# \text{ of unemployed}}{\text{labour force}}$$

Employment rate:

$$\frac{\# \text{ of employed}}{\text{working-age population}}$$

Note on geography

Due to the data collection methods of the different sources, this report looks at data for both the Ottawa Census Subdivision (CSD) and the Ottawa-Gatineau (Ontario part only) Census Metropolitan Area (CMA); these geographies are very similar, with the only difference being the inclusion of the Clarence-Rockland and Russell Census Subdivisions in the Ottawa-Gatineau (Ontario part only) CMA.

