

# OTTAWA LABOUR MARKET BULLETIN

A monthly view of the changing local labour market | April 2021



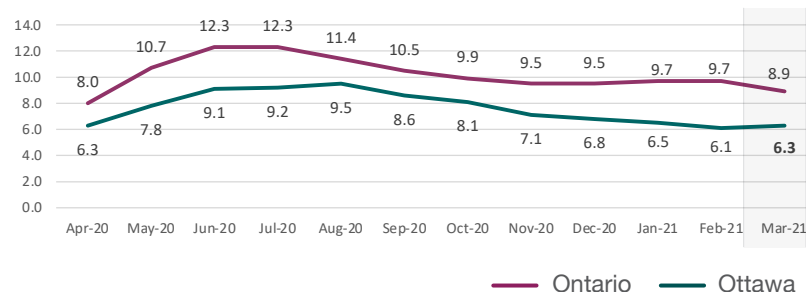
## Latest local unemployment numbers



**6.3%** unemployment rate in Ottawa in March, up 0.2 points from February, based on seasonally adjusted three-month moving average. Comparable Ontario and national rates were 8.9% (down 0.8 points) and 8.4% (down 0.4 points) respectively. News reports typically look at monthly data, however, showing 7.5% (down 1.7 points) for Ontario and 7.5% (down 0.7 points) nationally in March. Comparable data is not available at the local level.

Source: Statistics Canada tables 14-10-0380-01 and 14-10-0287-03

## Unemployment Rate in the past 12 months



## Ottawa's online job Ads and Trends

**5,459** Job ads in March 2021

Job ads were up **26.7%** from last month

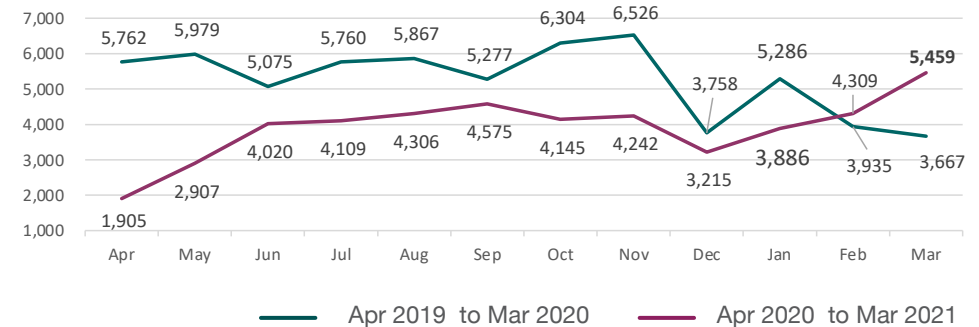
Job ads were up **48.9%** compared to the same month in 2020

## TOP EMPLOYERS (number of ads)

University of Ottawa	144
City of Ottawa	142
Home Depot	58
Farm Boy Inc	55
Canadian Tire	42
IBM Canada Ltd.	39
Loblaw Companies LTD	39
Bell Canada	37
Scotiabank	36
McDonald's	34



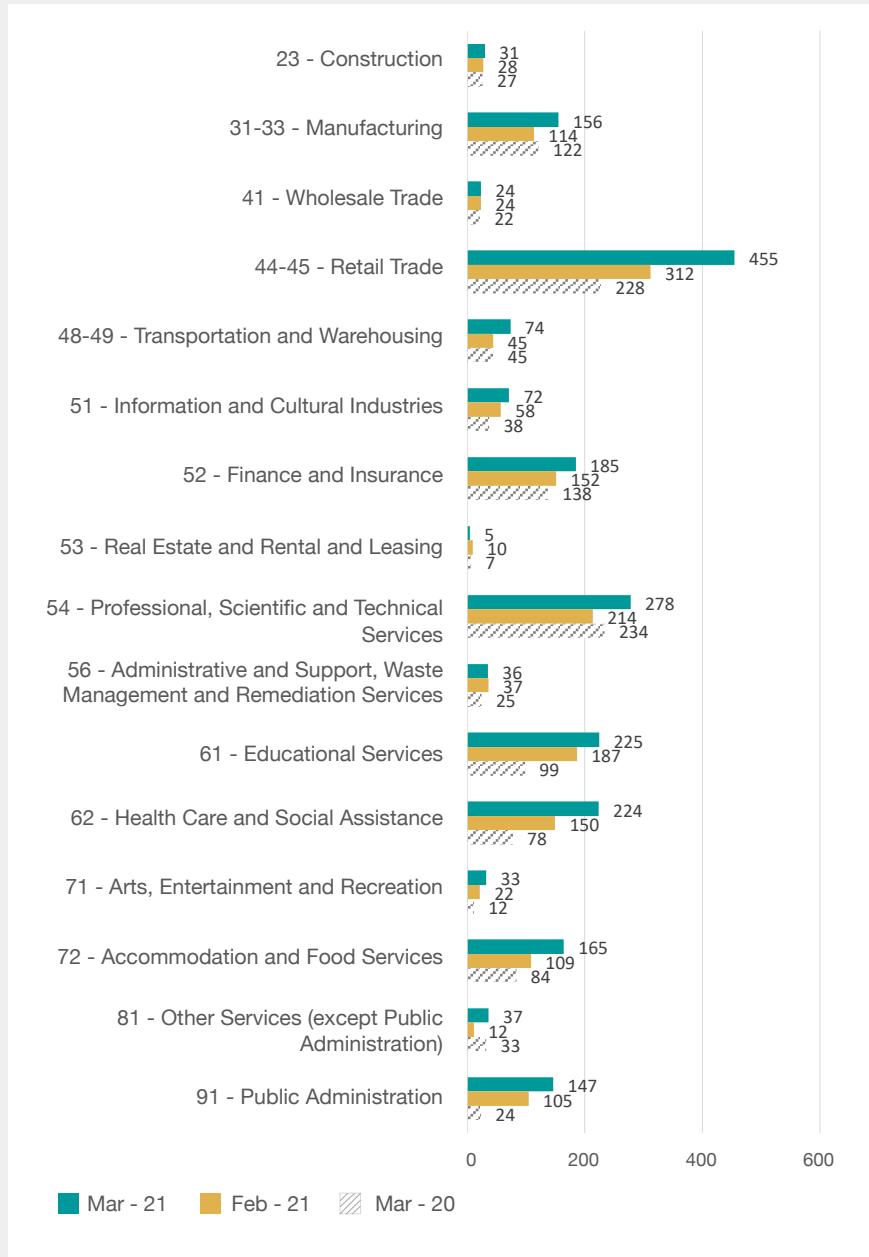
## Job Ads by Month





# 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)



Most sectors showed **increase** in job ads from February 2021. **Retail Trade** showed the biggest **increase** in job ads with 143 more ads (up 46%).

At industry group level, **Building Material and Supplies Dealers** saw the biggest **increase** in job ads. **Clothing Stores** saw the biggest **decline** in number of job ads.

**39%** of job ads have an identified industry sector and groups (NAICS)

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

#### Job Ads

6113	Universities	169
9139	Other Local, Municipal and Regional Public Administration	144
4441	Building Material and Supplies Dealers	107
5415	Computer Systems Design and Related Services	100
5221	Depository Credit Intermediation	95
5416	Management, Scientific and Technical Consulting Services	79
6221	General Medical and Surgical Hospitals	66
7225	Full-service restaurants and limited-service eating places	64
4451	Grocery Stores	62
5413	Architectural, Engineering and Related Services	53

### Most growth in number of job ads

	2021 Mar	From Feb 2021	From Mar 2020	
4441	Building Material and Supplies Dealers	107	69	75
9139	Other Local, Municipal and Regional Public Administration	144	47	121
7211	Traveller Accommodation	50	38	26
6113	Universities	169	29	103
4421	Furniture Stores	42	29	29

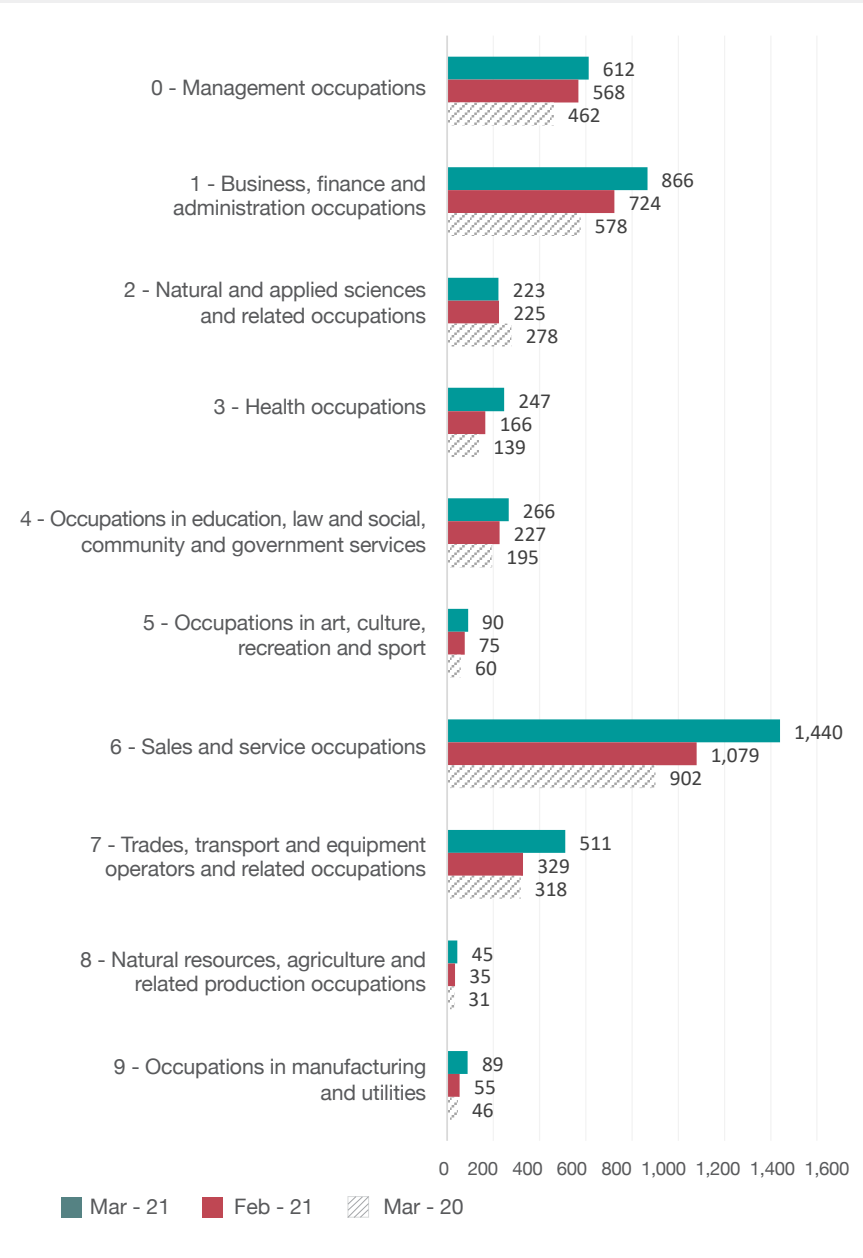
### Most decline in number of job ads

4481	Clothing Stores	19	-23	6
3342	Communications Equipment Manufacturing	6	-6	-6
5191	Other Information Services	3	-6	2
9129	Other Provincial and Territorial Public Administration	1	-6	1
4452	Specialty Food Stores	48	-5	34



# 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)

Most of occupation groups showed **increase** in job ads from February 2021. **Sales and service occupations** had the biggest **increase** with 361 more ads compared to last month (up 33%).

For occupations, **Retail salespersons** **increased** most from last month, while **Corporate sales managers** saw a **decrease** in terms of job ads.

*80% of job ads have an identified occupation (NOC)*

### TOP 10 Occupations (4-digit NOC)

#### Job Ads

6421	Retail salespersons	178
1241	Administrative assistants	116
6552	Other customer and information services representatives	109
6623	Other sales related occupations	100
6322	Cooks	96
6411	Sales and account representatives - wholesale trade (non-technical)	91
7514	Delivery and courier service drivers	91
1414	Receptionists	90
0621	Retail and wholesale trade managers	87
7452	Material handlers	81

### Most growth in number of job ads

	2021 Mar	From Feb 2021	From Mar 2020
6421 Retail salespersons	178	64	95
7514 Delivery and courier service drivers	91	52	49
6623 Other sales related occupations	100	47	55
7452 Material handlers	81	43	41
1414 Receptionists	90	33	44

### Most decline in number of job ads

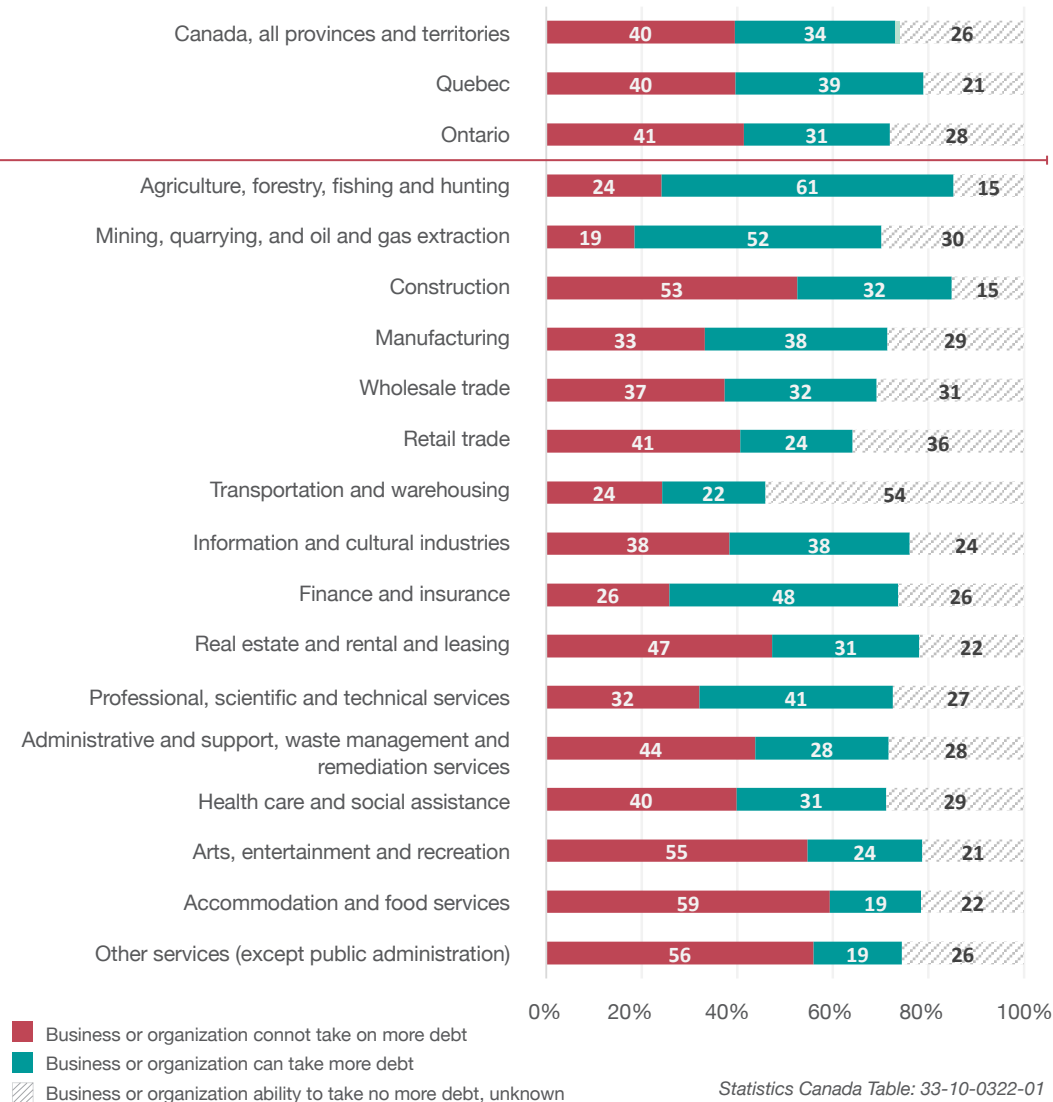
0601 Corporate sales managers	44	-23	6
1123 Professional occupations in advertising, marketing and public relations	29	-14	4
0114 Other administrative services managers	14	-11	-1
8431 General farm workers	4	-6	-4
2175 Web designers and developers	0	-6	-7



# OTHER INSIGHTS & INTELLIGENCE

## Impact on businesses and what is happening

### Canadian Survey on Business Conditions (Ability for the business or organization to take on more debt, by business characteristics, first quarter of 2021)



Statistics Canada and the Canadian Chamber of Commerce launched the Canadian Survey on Business Conditions. This second data collection was conducted from January 11 to February 11, 2021. Note that the sector breakdown is for Ontario.

### Job Ads

#### Ottawa

↑ 27% from February 2021  
↑ 49% from March 2020

#### Ontario

↑ 33%  
↑ 64%

In Ottawa, online job ads increased significantly in March, by 27%, 1,150 more postings compared to February. This number also increased by 49 % compared to the same month in 2020 when the pandemic just started.

### A look ahead – Canada forecast

**The Conference Board of Canada published in the Canadian Economics** - “Canada adds 303,100 jobs in March, but dark clouds are on the horizon” on April 9th. Here’s an insight:

“The labour force survey brings news of employment growth across Canada, pushing the unemployment rate to a new low since the onset of the pandemic. Notable employment gains in the retail sector and in Ontario fueled the jobs recovery in March. However, since the survey results were obtained, lockdown measures have been tightened in several provinces to counter the number of COVID-19 cases. We expect that this will be reflected in the LFS release next month.”