

OTTAWA THIS QUARTER

Q1
2021



**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 April 2021



WHO LIVES IN OTTAWA

POPULATION

2015
948,461

Past 5 years

10% increase

ONTARIO ↑ 7%

2020
1,043,130

Next 3 years

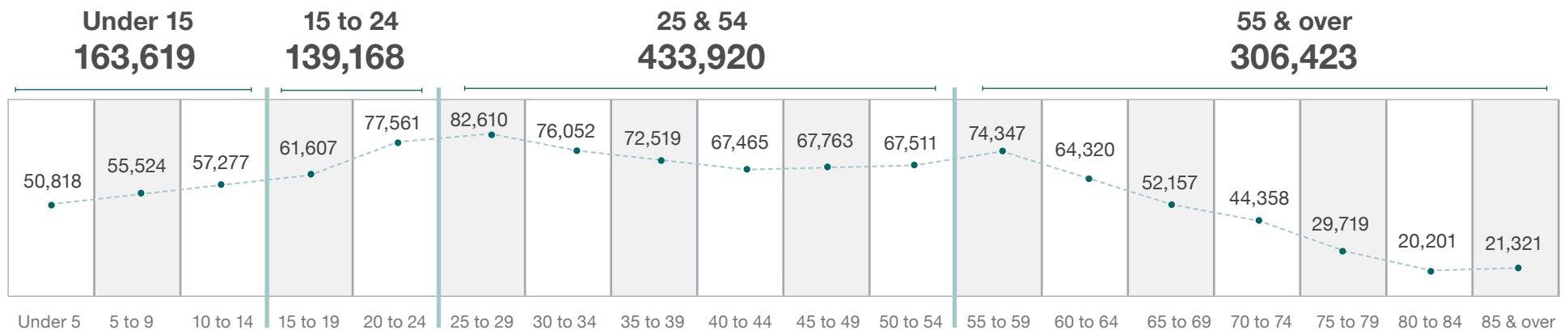
4% increase

ONTARIO ↑ 4%

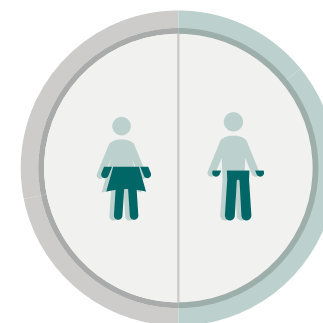
2023
1,082,811*

*2023 data from Emsi Analyst:
Demographic Overview

2020



Female
530,511
51%

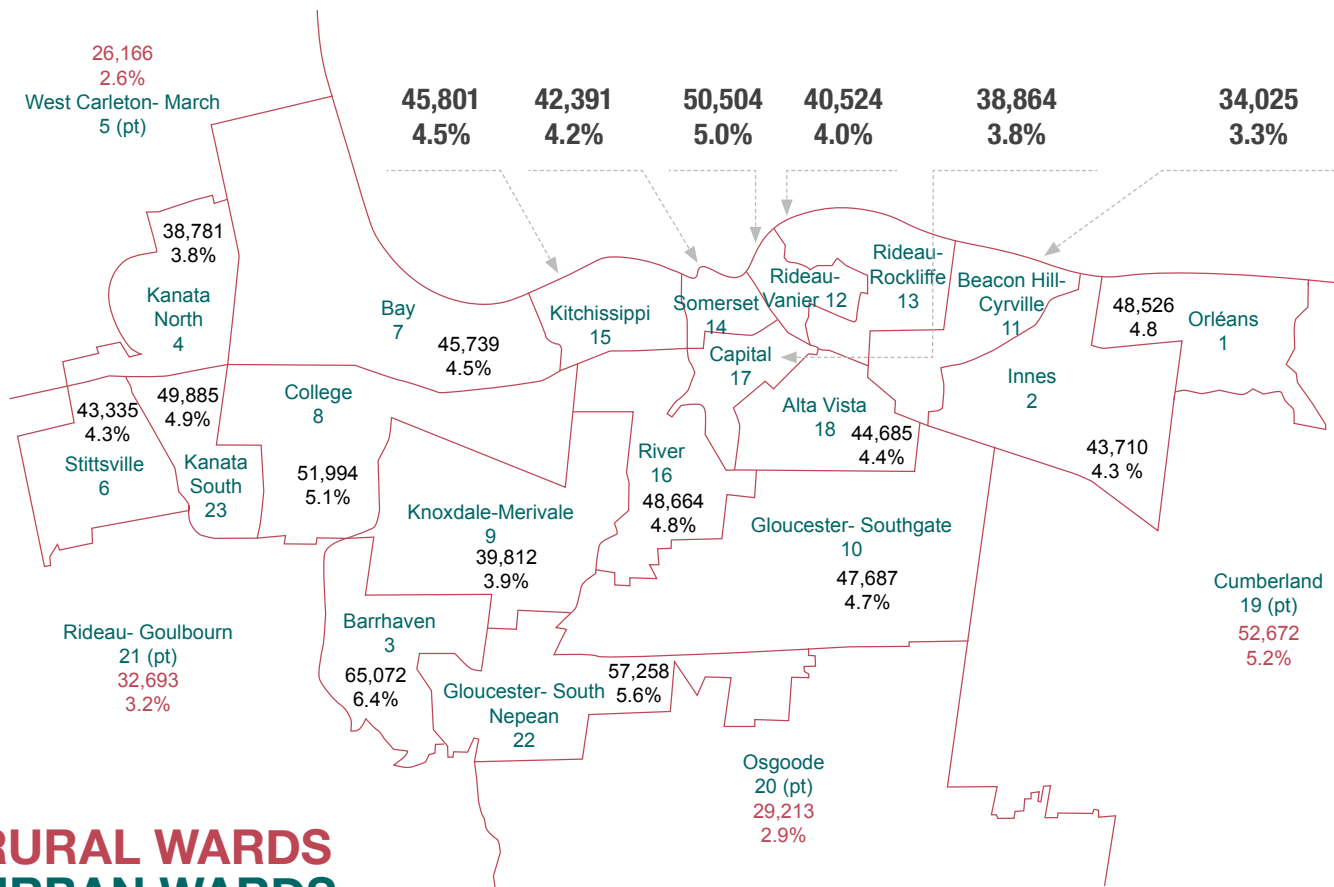


Male
512,619
49%



WHERE THEY LIVE

POPULATION



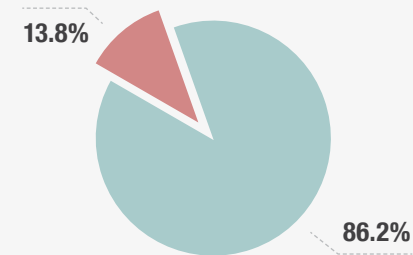
RURAL WARDS
URBAN WARDS

Mid-year 2020



RURAL WARDS

140,744 people



URBAN WARDS

877,257 people

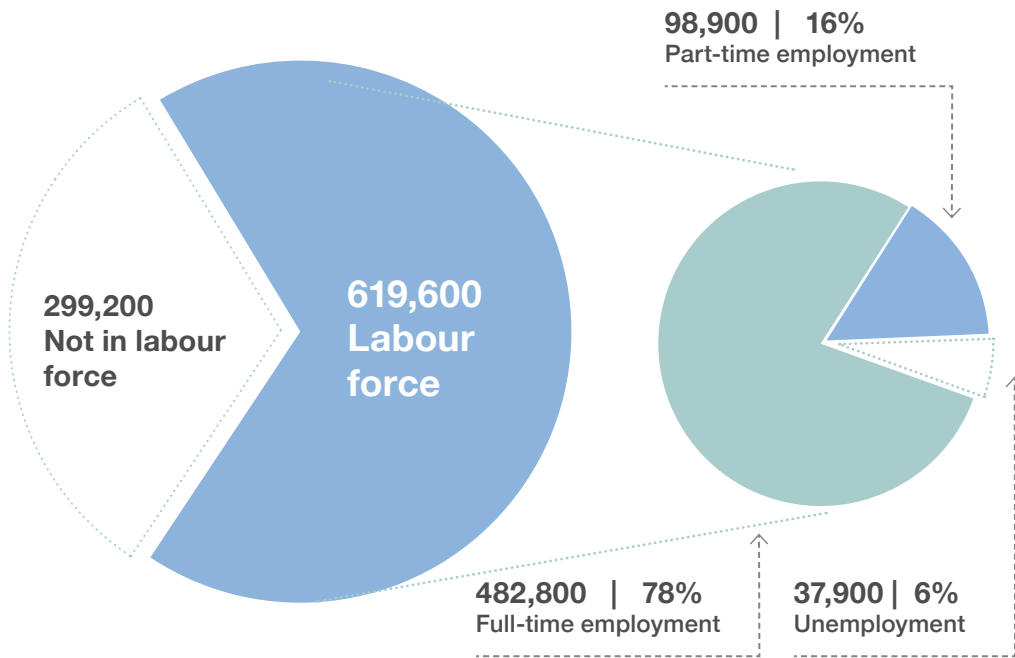


MOST PEOPLE - Barrhaven
MOST HOUSEHOLDS - Rideau-Vanier



OTTAWA'S LABOUR POOL - Q1 2021

LABOUR POOL & EMPLOYMENT



Quarterly RATE WATCH

Unemployment
6.1%
Down from Q4

Participation
67.4%
Up from Q4

Employment
63.3%
Up from Q4





A Closer Look at Ottawa's UNEMPLOYMENT RATE

↑ 1.4
percent points
Year-on-Year

4.2 lower
than Toronto

3.0 lower
than Ontario

Population 15 and over (Working age)

	POP. 15+	LABOUR FORCE	EMPLOYMENT		POP. 15+	LABOUR FORCE	EMPLOYMENT
	468,900	298,300	281,600		449,900	321,300	300,100
FEMALE	51%	48%	48%	MALE	49%	52%	52%
Unemployment RATE (%)	5.6	Participation RATE (%)	63.6	Employment RATE (%)	6.6	Participation RATE (%)	71.4
			60.1				66.7



OTTAWA'S EMPLOYMENT

LABOUR POOL & EMPLOYMENT

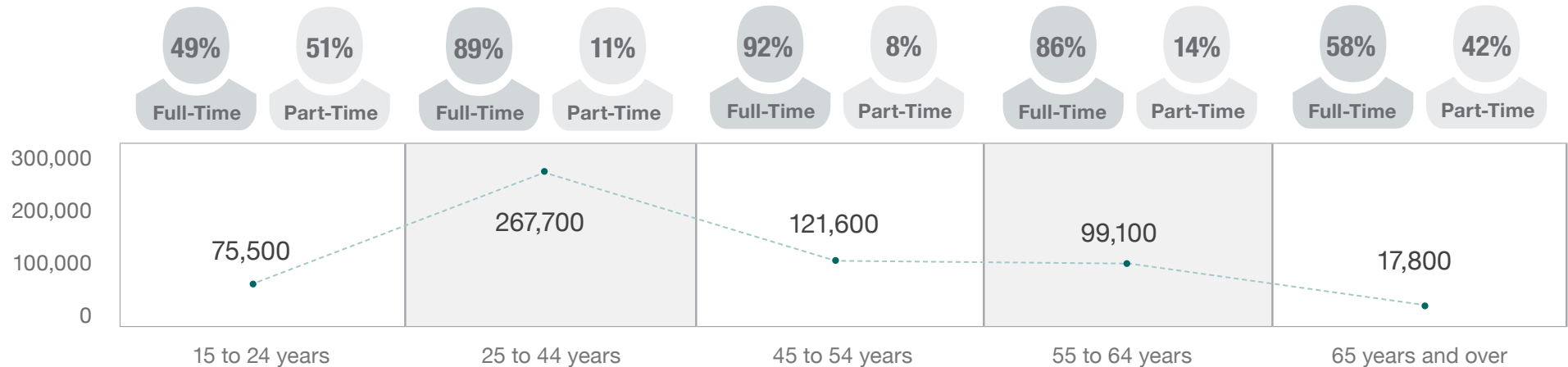
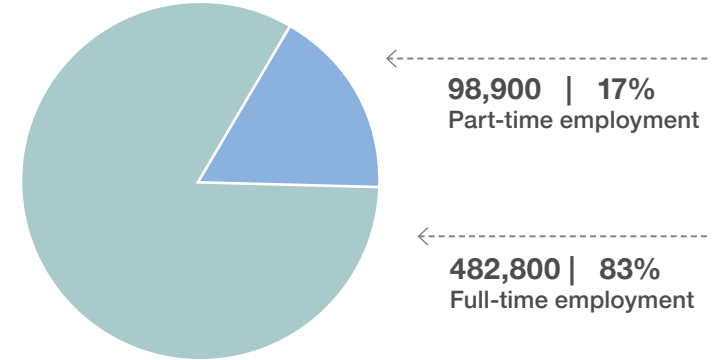
Q1 2020
571,400

Year-on-year

2% increase

ONTARIO ↓ 2%

Q1 2021
581,700

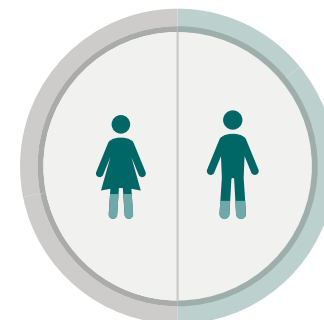


Focus on those employed

Female

Full-time
80%

Part-time
20%



Male

Full-time
86%

Part-time
14%



WHERE PEOPLE WORK

INDUSTRY SECTORS

Share of Jobs

23%	Public administration
12%	Wholesale and retail trade
12%	Professional, scientific and technical services
11%	Health care and social assistance
9%	Educational services
5%	Other services (except public administration)
5%	Construction
5%	Finance, insurance, real estate, rental and leasing
5%	Accommodation and food services
4%	Business, building and other support services
3%	Manufacturing
3%	Information, culture and recreation
2%	Transportation and warehousing

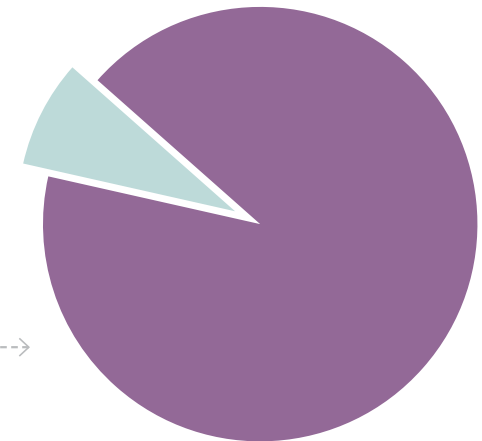
Q1 2021 → **581,700**



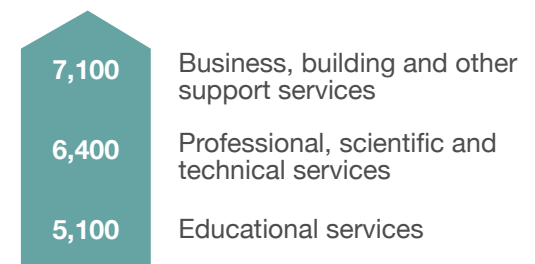
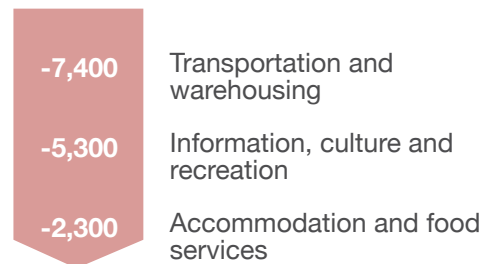
48,400 | 8%
GOODS-PRODUCING



533,300 | 92%
SERVICE-PRODUCING



JOB LOSSES & GAINS (Year-on-Year)





WHAT PEOPLE DO

OCCUPATIONS & OCCUPATION GROUPS

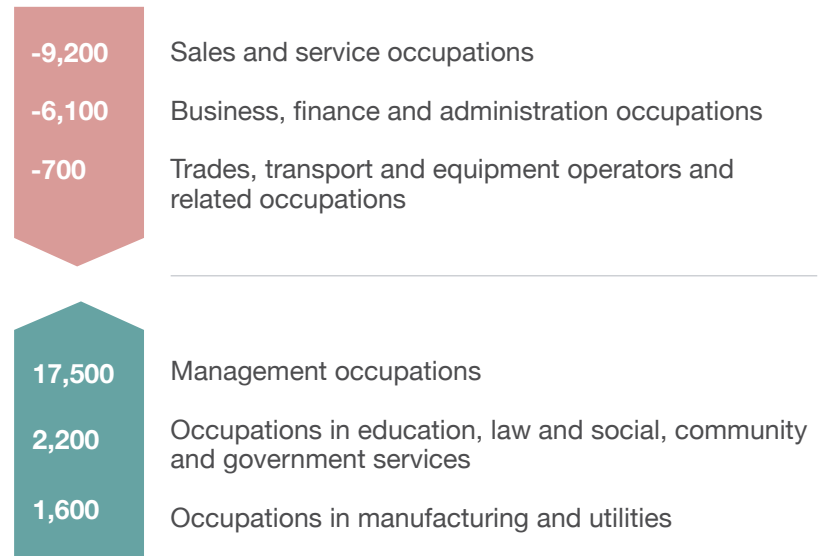
TOP 10 OCCUPATIONS (2020)

17,967	Information systems analysts and consultants
17,426	Retail salespersons
12,837	Computer programmers and interactive media developers
11,388	Cashiers
10,893	Food counter attendants, kitchen helpers and related support occupations
10,526	Registered nurses and registered psychiatric nurses
10,226	Social policy researchers, consultants and program officers
10,161	General office support workers
9,190	Administrative officers
8,896	Early childhood educators and assistants

SHARE OF JOBS (Q1 2021)

19%	Sales and service occupations
19%	Business, finance and administration occupations
17%	Occupations in education, law and social, community and government services
15%	Natural and applied sciences and related occupations
13%	Management occupations
7%	Health occupations
6%	Trades, transport and equipment operators and related occupations
2%	Occupations in art, culture, recreation and sport
1%	Natural resources, agriculture and related production occupations
1%	Occupations in manufacturing and utilities

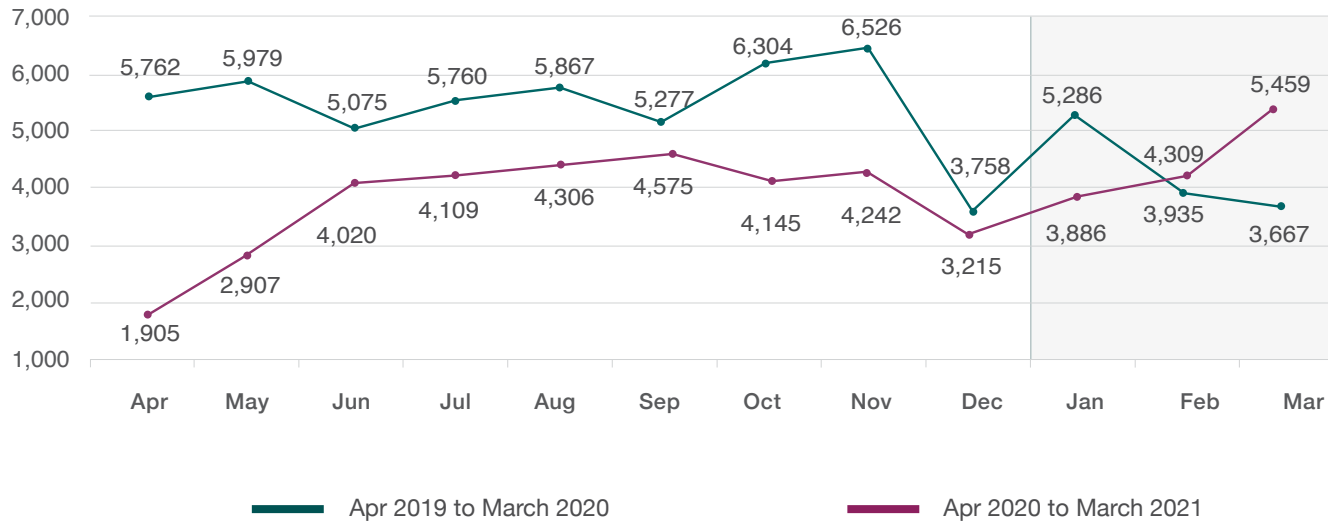
JOB LOSSES & GAINS (YEAR-ON-YEAR)





OTTAWA'S ONLINE JOB ADS AND TRENDS

13,654 Job Ads this Quarter



Job ads were up **17.7%** from last quarter

Job ads were up **5.9%** compared to the same quarter in 2020

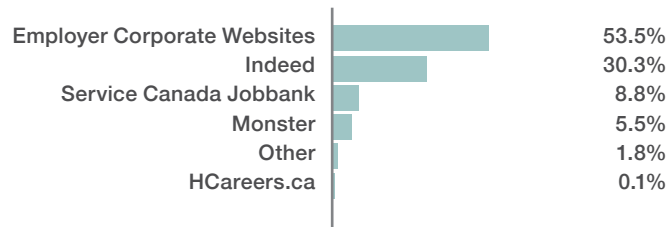
WHO'S POSTING ADS THIS QUARTER (Number of ads)

University of Ottawa	413
City of Ottawa	319
Farm Boy Inc	167
Loblaw Companies Limited	147
Home Depot	93
Scotiabank	86
IBM Canada Ltd.	85
Bell Canada	81
McDonald's	75
Canada Post Corporation	73
BGIS	72
Carleton University	69
Shoppers Drug Mart	66
The Ottawa Hospital	66
Lowe's Canada	65
Procom	65
Revera Inc	65
Algonquin College of Applied Arts and Technology	55
Canadian Tire	53
Lifemark Health Group	51

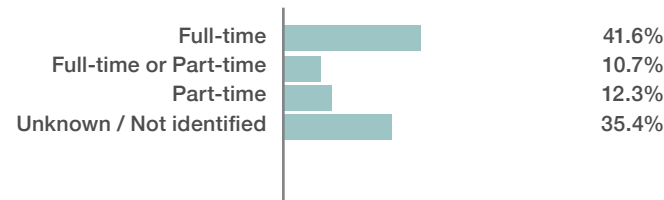
TOP SKILLS IN JOB ADS

General/soft skills	
Communication skills	5,467
Teamwork	4,989
Customer Service	4,248
Specialized skills	
Project Management	1,145
Occupational Health and Safety	1,108
Analytical Skills	930
Technologies	
Microsoft Office +	5,697
JavaScript	495
CRM software	351
Tools & Equipment	
Forklifts	195
Power Tools	135
Computer terminals	52

Data Source



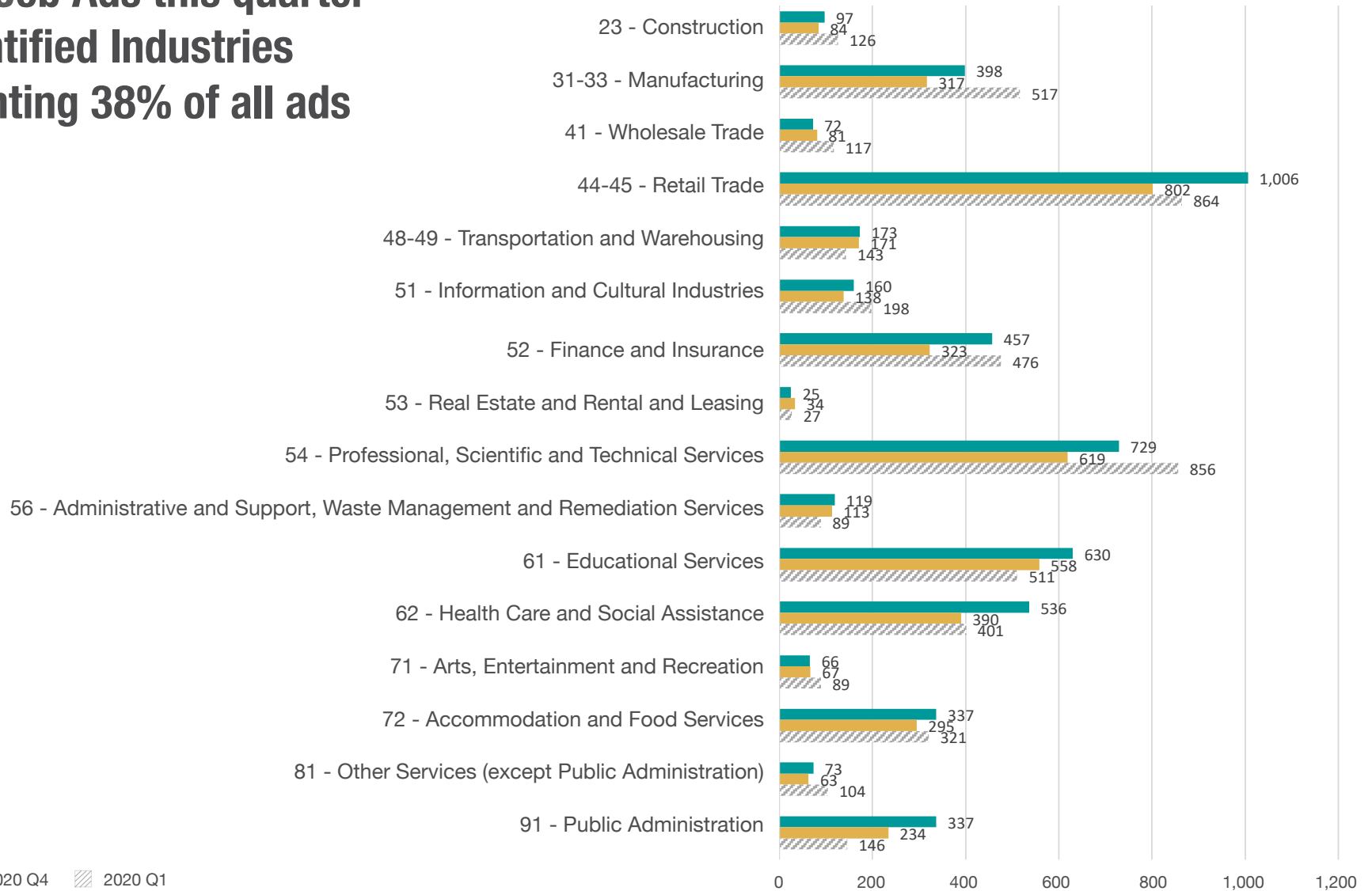
Job Type





WHERE THE JOBS ARE (SECTOR VIEW)

5,221 Job Ads this quarter
had identified Industries
representing **38%** of all ads



■ 2021 Q1 ■ 2020 Q4 ▨ 2020 Q1



WHERE THE JOBS ARE (SECTOR VIEW)

Most change by industry sector

In Q1 2021, most sectors showed **increase** in job ads compare to Q4 2020. **Retail Trade** sector showed the biggest **increase** with 204 more job ads (up 25%).

At industry group level, (4-digit NAICS), **Other Local, Municipal and Regional Public Administration** saw the biggest **increase** in job ads. **Department Stores** saw the biggest **decline** in number of job ads.

Most growth in number of job ads		2021 Q1	Change from 2020 Q4	from 2020 Q1
9139	Other Local, Municipal and Regional Public Administration	324	96	194
5416	Management, Scientific and Technical Consulting Services	248	78	77
5221	Depository Credit Intermediation	262	75	-37
4452	Specialty Food Stores	176	73	75
6113	Universities	488	68	195

Most decline in number of job ads		2021 Q1	Change from 2020 Q4	from 2020 Q1
4521	Department Stores	34	-26	-69
7222	Limited-Service Eating Places	8	-24	8
4451	Grocery Stores	183	-19	-78
4921	Couriers	10	-17	5
5415	Computer Systems Design and Related Services	262	-14	-101

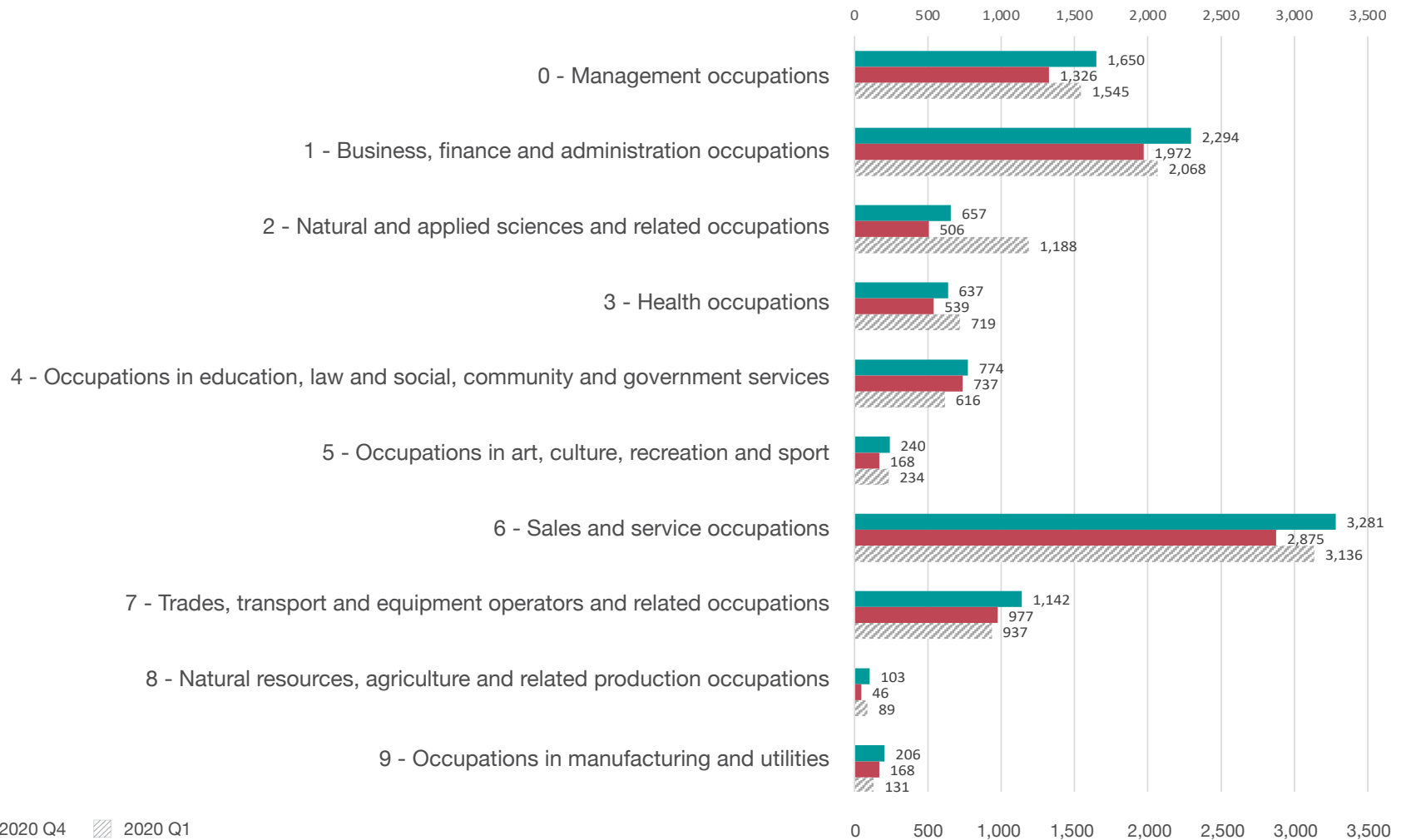
TOP 10 Industry groups (4-digit NAICS)

		Job Ads
6113	Universities	488
9139	Other Local, Municipal and Regional Public Administration	324
5221	Depository Credit Intermediation	262
5415	Computer Systems Design and Related Services	262
5416	Management, Scientific and Technical Consulting Services	248
4451	Grocery Stores	183
4452	Specialty Food Stores	176
4441	Building Material and Supplies Dealers	161
6221	General Medical and Surgical Hospitals	158
7225	Full-service restaurants and limited service eating places	157



WHAT THE JOBS ARE (OCCUPATION VIEW)

10,984 Job Ads this Quarter had identified Occupation Groups representing 80% of all job ads



■ 2021 Q1 ■ 2020 Q4 ▨ 2020 Q1



WHAT THE JOBS ARE (OCCUPATION VIEW)

Most change by Occupations

All occupation groups saw a **increase** in job ads from Q4 2020. **Sales and service occupations** showed the biggest **increase** with 406 more job ads (up 14%).

For occupations, **Administrative assistants** **increased** most from last quarter, while **Retail salespersons** saw a biggest **decrease** in terms of job ads.

Most growth in number of job ads		2021 Q1	Change from 2020 Q4	from 2020 Q1
1241	Administrative assistants	311	105	74
6411	Sales and account representatives - wholesale trade (non-technical)	231	51	37
0621	Retail and wholesale trade managers	224	46	-3
3233	Licensed practical nurses	85	45	16
6623	Other sales related occupations	203	43	33
Most decline in number of job ads				
6421	Retail salespersons	335	-41	32
7514	Delivery and courier service drivers	165	-35	55
4413	Elementary and secondary school teacher assistants	25	-28	23
3411	Dental assistants	50	-27	-7
1432	Payroll clerks	8	-17	-18

TOP 10 Occupations (4-digit NOC)

		Job Ads
6421	Retail salespersons	335
1241	Administrative assistants	311
6552	Other customer and information services representatives	247
4412	Home support workers, housekeepers and related occupations	238
6411	Sales and account representatives - wholesale trade (non-technical)	231
0621	Retail and wholesale trade managers	224
1221	Administrative officers	222
1414	Receptionists	217
6322	Cooks	217
6623	Other sales related occupations	203

SOURCES AND GEOGRAPHY

WHO LIVES IN OTTAWA

- Statistics Canada Table: 17-10-0139-01 Ottawa CSD 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: 14-10-0380-01 Ontario
- Statistics Canada Table: 14-10-0378-01 Ottawa-Gatineau (Ontario only) CMA

OTTAWA'S EMPLOYMENT

- Statistics Canada Table: 14-10-0380-01 Ontario
- Statistics Canada Table: 14-10-0378-01 Ottawa-Gatineau (Ontario only) CMA

WHERE PEOPLE WORK

- Statistics Canada Table: 14-10-0379-01 Ottawa-Gatineau (Ontario only) CMA

WHAT PEOPLE DO

- Statistics Canada Table: 14-10-0381-01 Ottawa-Gatineau (Ontario only) CMA
- EMSI Analyst 2020 Ottawa CSD

WHAT'S IN DEMAND & WHERE

- Vicinity Jobs 2021 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.

