

Eastern Ontario Economic Development Strategy Refresh

Appendix E

Jobs Demand Report





Contents

Executive Summary	1
Introduction	1
Overview – Recent Hiring Trends.....	2
Job Postings Analysis	3
Employers and Industries	4
Occupations	6
Job Quality Indicators.....	8
Appendix 1.....	10



Executive Summary

- Job postings were tracked for Eastern Ontario counties including: Frontenac, Hastings, Lanark, Leeds and Grenville, Lennox and Addington, Prescott and Russell, Prince Edward, Renfrew, Stormont, Dundas and Glengarry, Peterborough, Northumberland, Haliburton and Kawartha Lakes. This includes all separated cities.
 - During the reporting period (January 1st, 2018 to December 31st, 2018), a total of 39,307 jobs were recorded.
 - Hiring demand during this period grew 11% from the same period in 2017. 25% of all job demand has been in Kingston.
- The strongest sector for demand was the Health care and social assistance sector with 22% of the region's job postings classified to a sector.
 - Retail trade was the second strongest sector, accounting for 21.9% of the region's job postings classified to a sector.
- The Sales and Service Occupation category (NOC 6), which accounted for 30% of all job postings (11,787 postings in total) was the strongest occupational category. 21% of all jobs required a College or University education while 25% of job postings require Secondary School and/or occupation-Specific Training.

Introduction

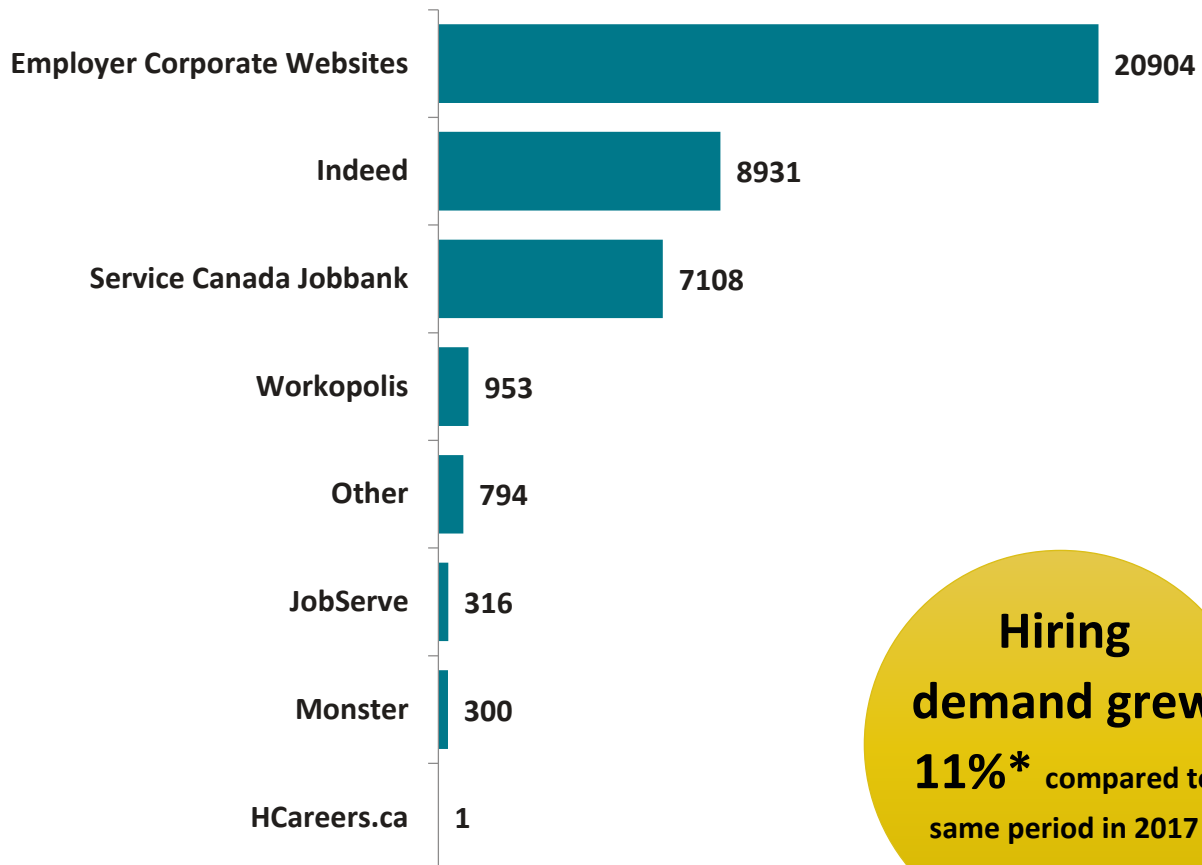
The real-time Jobs Demand Report's intelligence gathering system provides ongoing monitoring of online job postings with extensive quality assurance to analyze and compile each local job demand report. The Data Warehouse and Reporting Engine allows for the monitoring of the on-line local job market within Eastern Ontario. This technology permits the extraction of relevant information about each online job posting, including but not limited to the following metrics:

- Job Location
- Employer and employer industry (NAICS)
- Occupational Category (NOCS)
- Type of job (full-time/part-time, contract/permanent)



Overview – Recent Hiring Trends

Job Postings by Data Source - 2018¹



Hiring demand grew 11%* compared to same period in 2017

39,307

Total jobs posted between January 1st to December 31th, 2018

¹ The figures presented below provide a summary account of the online jobs demand activity within Eastern Ontario for the reporting period beginning January 1, 2018 and ending December 31, 2018. These figures are derived from Vicinity Job’s online reporting portal. The portal allows for an examination of the underlying data used to create the figures within this report.

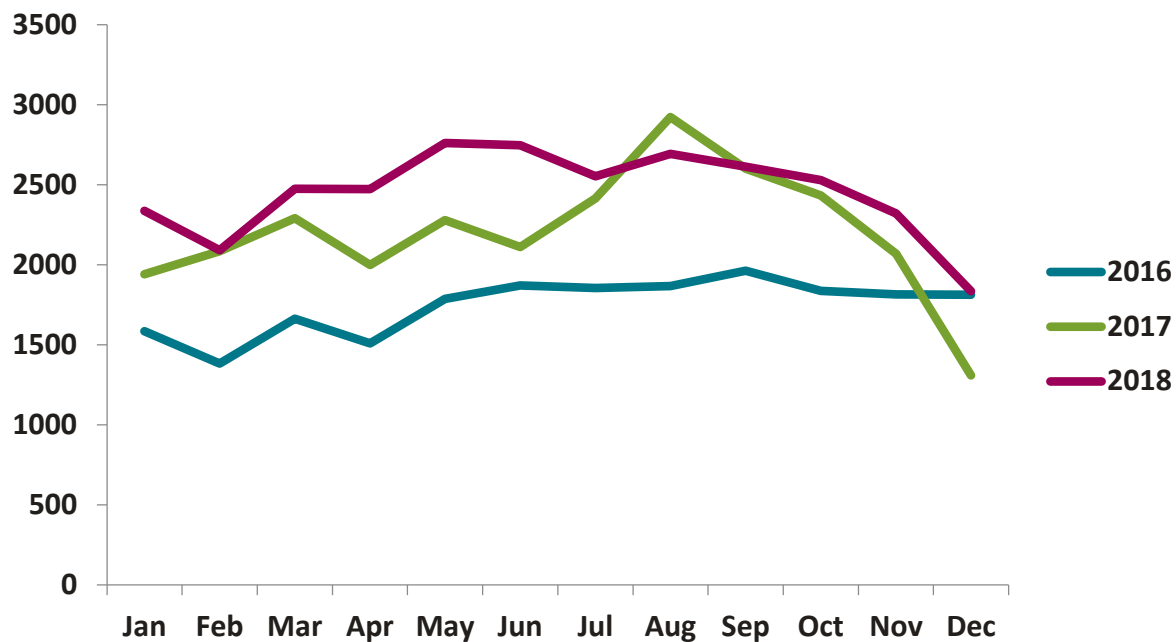
*Please note, for the percentage change calculation, Indeed.ca and Workopolis jobs are excluded to allow consistency in data sources between 2017 and 2018.

*In April 2018, Workopolis merged with Indeed. Therefore, after this date the jobs from this platform are captured by Indeed.



Job Postings Analysis

Job Postings by Month (Eastern Ontario)



- Overall, hiring demand in 2018 performed better than 2017 for most of the year.
 - Allowing for seasonal variances, December was the weakest month of any in 2018
 - Indeed.ca and Workopolis jobs are excluded from the trend lines to allow consistency in the data sources between 2016, 2017 and 2018.

Job Postings by Location - 2018

1. Kingston (9,804 postings)

2. Peterborough (6,466)

3. Belleville (3,233)

4. Cornwall (2,457)

5. Brockville (1,666)

6. Cobourg (1,413)

64%

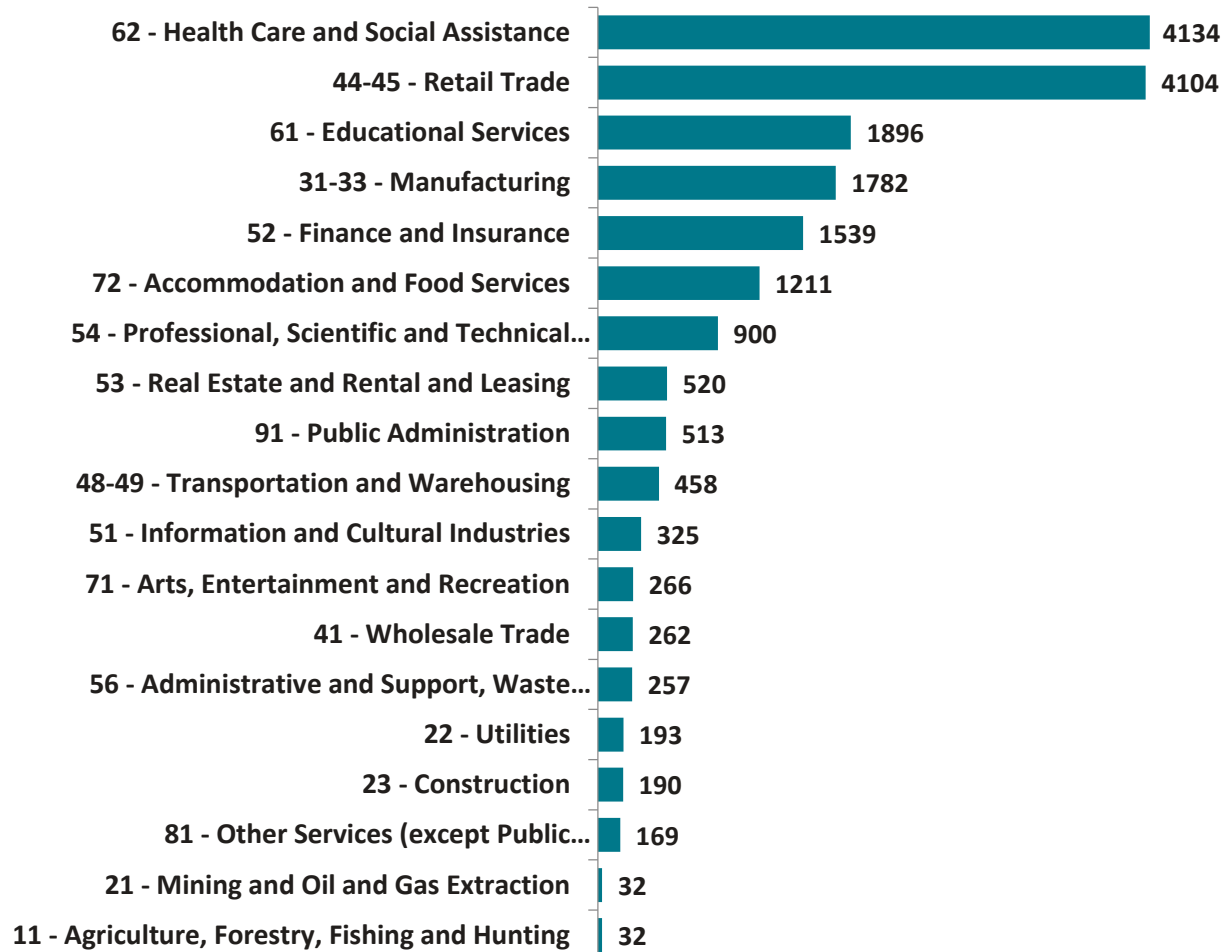
Of job postings
were in these
municipalities





Employers and Industries

Job Postings by Industry Sector - 2018²

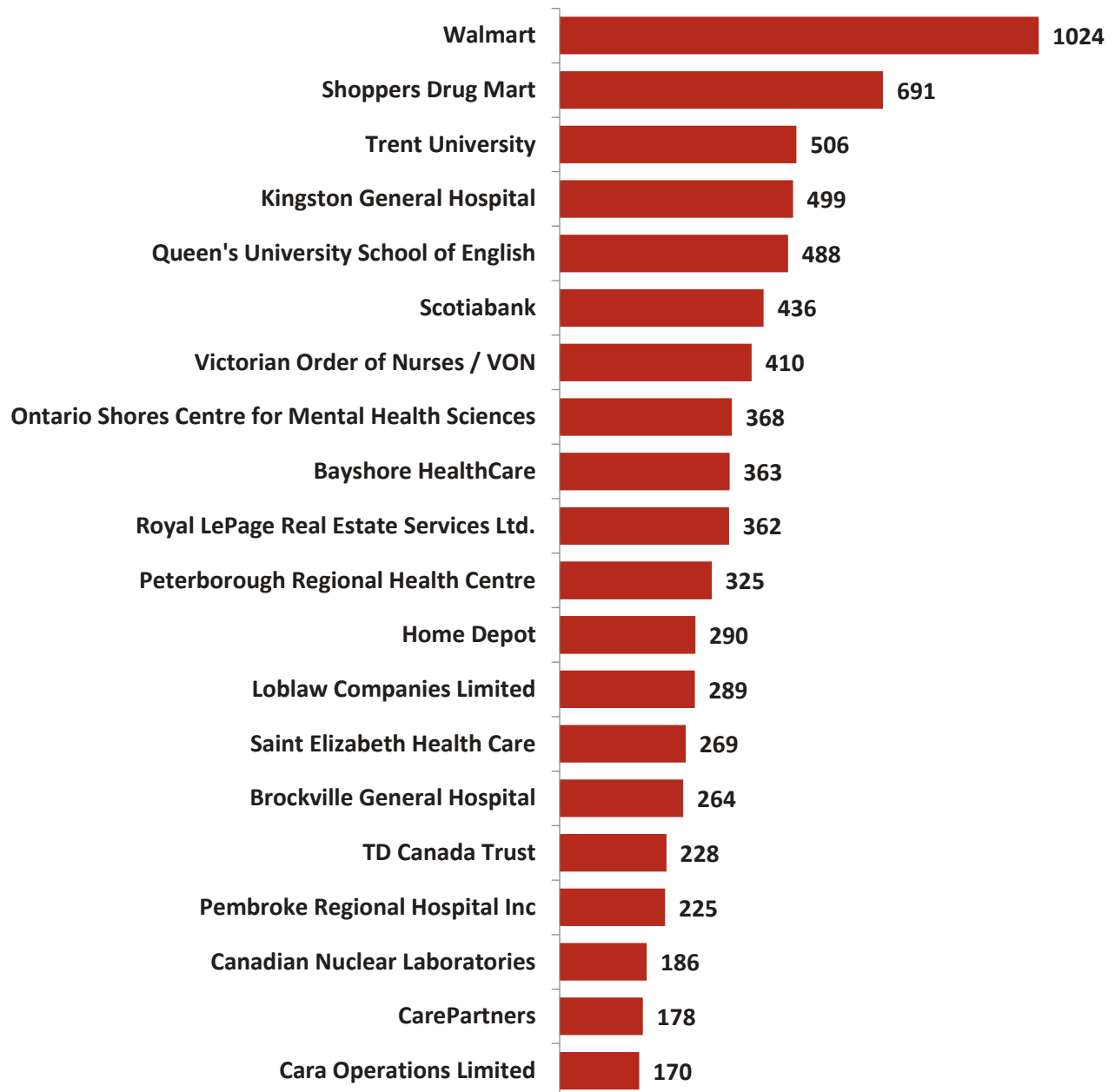


- The figure above illustrates the number of job postings that could be matched to a specific sector, as defined by the North American Industrial Classification System (NAICS). This identifies sector in the Eastern Ontario's economy that have the greatest online hiring demand. It also acts as an indicator of where there may be weaker online hiring demand.
- The Health Care and Social Assistance sector generated the highest portion of Eastern Ontario's hiring demand, with 22% of the region's job postings classified to a sector

² Number of Postings applicable to the reporting period but excluded from this report's grand total due to lack of reliable and relevant information: 13818



Job Postings by Employer (Top 20) - 2018

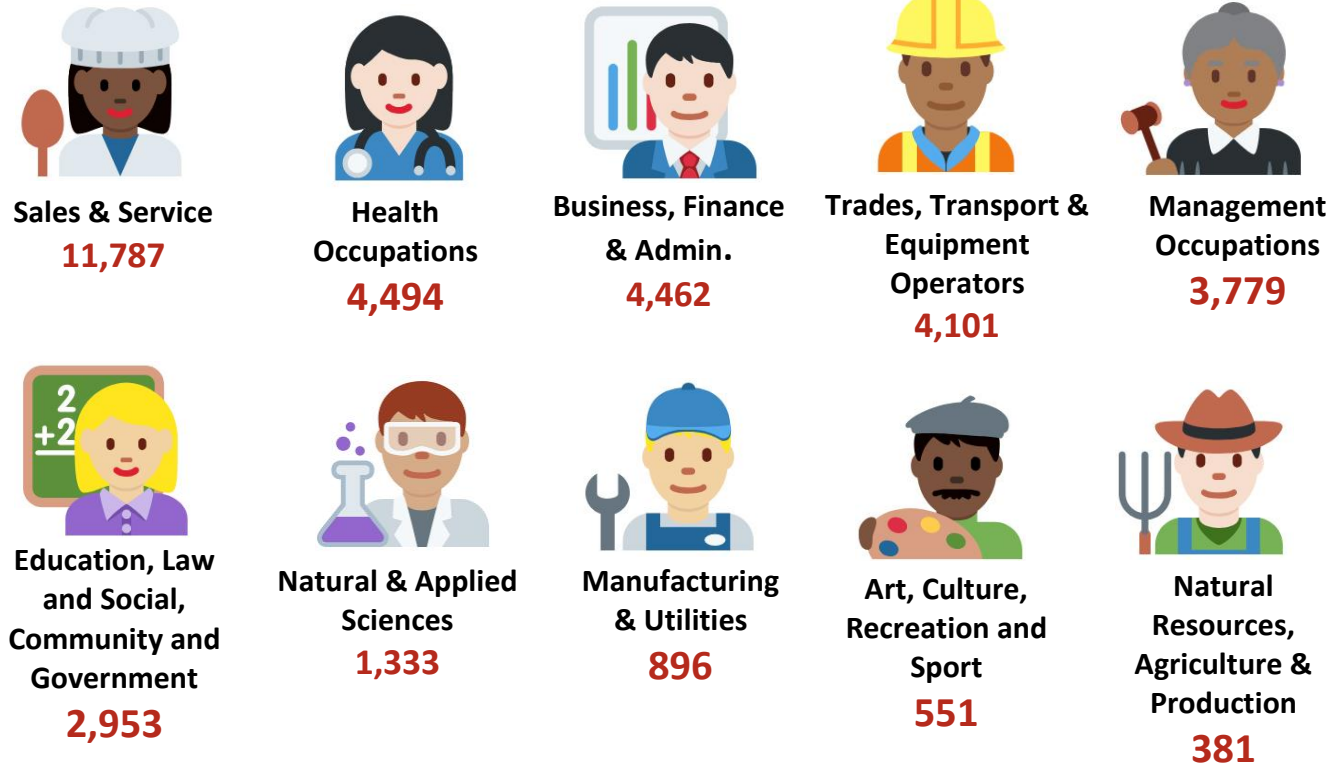


- A total of 16,972 postings were matched to an employer (43% of the total)
- The top five known employers during the reporting period were responsible for almost 18.9% of all postings matched to an employer.
 - The top employer was Walmart Canada and accounted for 6% of the identified online job postings.



Occupations

Job Postings by Occupation Category (1-Digit NOC) - 2018



The figure above illustrates the number of job postings that could be matched to a specific Occupation Group, as defined by the National Occupational Classification (NOC). This identifies occupational groups in the Eastern Ontario's economy that have the greatest online hiring demand. It also acts as an indicator of where there may be weaker online hiring demand. There were 4,570 unidentified occupations.

- Demand is strongest in the Sales and service occupation category (NOC 6), which accounted for 30% of all job postings.
- Hiring demand in the health occupations (NOC 3) had the second highest level of job demand with 4,494 job postings.
- 88.4% of all job postings found in the reporting period could be matched to a specific occupational category, as defined by the National Occupational Classification (NOC) for Human Resources Development Canada (at a single-digit NOC code level). The remaining 11.6% were valid job postings; however the job titles listed were not specific enough to allow allocation to NOC occupational categories.



Top 20 In-demand Occupations (4 NOC) - 2018

Occupation	Total Postings	%
6421 - Retail salespersons	1807	4.60%
3012 - Registered nurses and registered psychiatric nurses	1479	3.80%
4412 - Home support workers, housekeepers and related occupations	1151	2.90%
6552 - Other customer and information services representatives	1081	2.80%
0621 - Retail and wholesale trade managers	933	2.40%
3233 - Licensed practical nurses	765	1.90%
6322 - Cooks	632	1.60%
6411 - Sales and account representatives - wholesale trade (non-technical)	560	1.40%
7511 - Transport truck drivers	541	1.40%
6235 - Financial sales representatives	522	1.30%
1241 - Administrative assistants	482	1.20%
7452 - Material handlers	476	1.20%
6623 - Other sales related occupations	471	1.20%
6611 - Cashiers	451	1.10%
6731 - Light duty cleaners	447	1.10%
6711 - Food counter attendants, kitchen helpers and related support occupations	419	1.10%
6222 - Retail and wholesale buyers	413	1.10%
7514 - Delivery and courier service drivers	407	1.00%
1411 - General office support workers	399	1.00%
3414 - Other assisting occupations in support of health services	355	0.90%

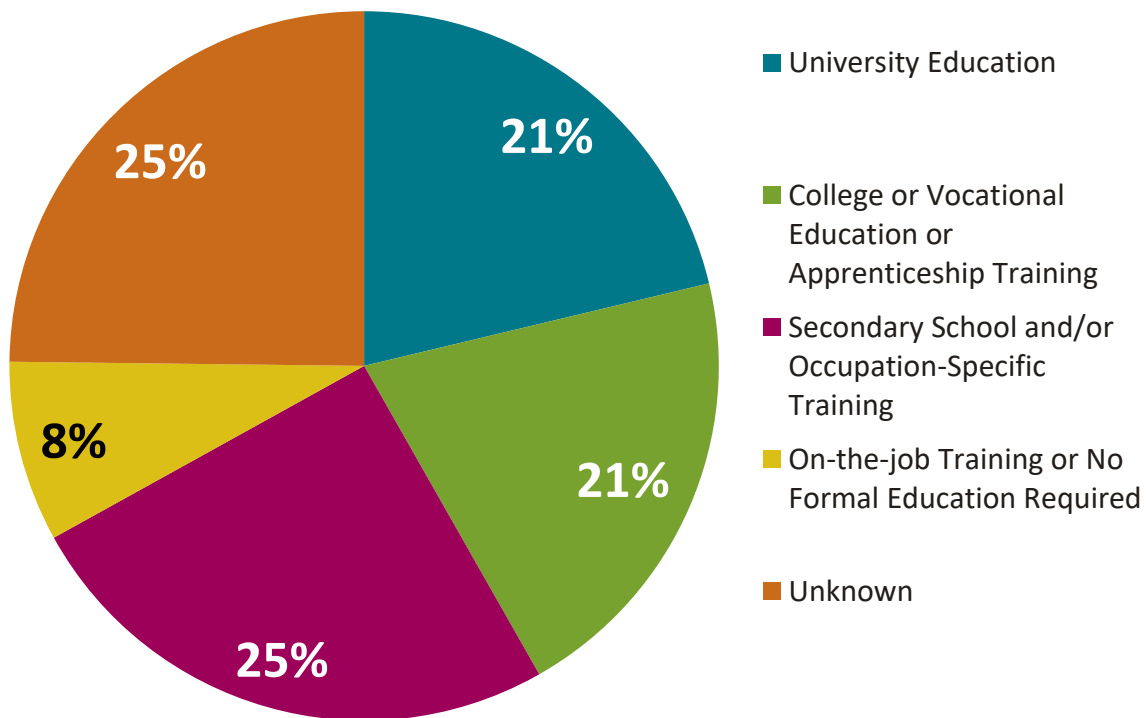
The table above illustrates the hiring demand for the 20 occupations at the 4-digit NOC level that accounted the largest number of job postings.

**Occupations
in Sales and
Service have
the highest
demand**



Job Quality Indicators

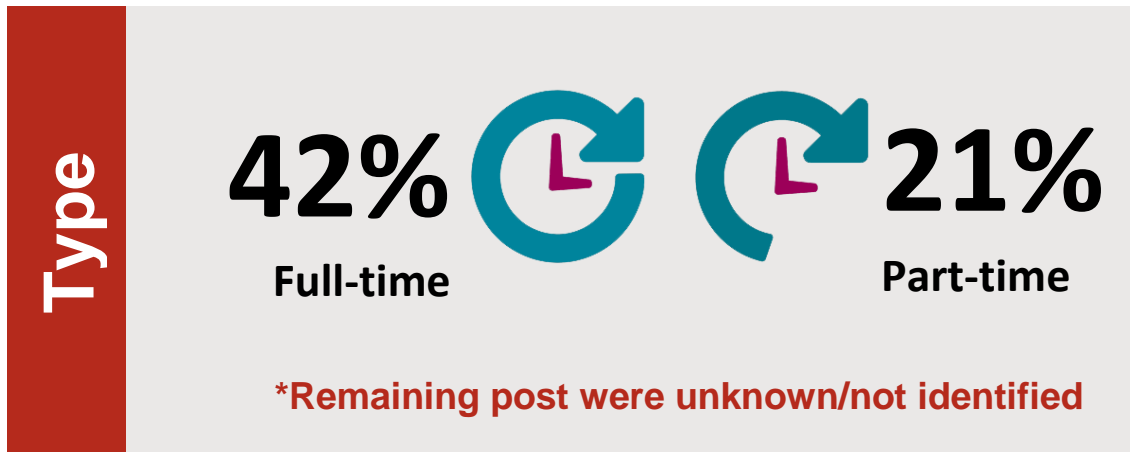
Job Postings by NOC Skill Level - 2018



- 25% of job postings require Secondary School and/or occupation-Specific Training.
- 21% of all jobs require a College or University education
- Jobs requiring no formal education represented the lowest percentage of jobs at 8%.



Job Postings by Job Characteristics - 2018





Appendix 1

“Real-time” labour market information (LMI) is generated by extracting information from publicly available online job postings. Since the Web has evolved as the primary media through which employers connect with job applicants, it houses information about a significant portion of the job openings that employers are looking to fill. By using continuously improved text-scraping and artificial intelligence technologies to extract intelligence from the content of those web postings, real-time LMI can gather, organize, categorize, and analyze the vast quantities of data in a very short period of time. Real-time LMI data include a vast volume of unstructured background information that employers provide to potential jobseekers through their current employment advertisements. These advertisements tell workers that employers plan to hire in the near future to meet business needs, and they also describe the knowledge, skills, and abilities that a firm will require to succeed in the near-term future.

Organized and aggregated, this information provides a powerful tool that can help policymakers understand companies’ short-term hiring plans and the factors influencing those plans. Current computing and data management technologies allow for quick data mining and processing, transforming raw job posting data into information that can be used for analysis. Data aggregated from job postings is cross-referenced against databases containing information about local employers and communities, to produce meaningful hiring demand reports by community, employer, and industry. In contrast to reports based on traditional reporting methodologies, which can take months or years to produce, real-time LMI reports are available within a few weeks. They enable analysts to monitor ongoing short-term job market trends as they unravel, whereas traditional public survey data usually only becomes available months or years after decisions have been made.

As with any other statistical analytic methodologies, it is very important to ensure the credibility of the analyzed data. For this reason, Vicinity Jobs / MDB have chosen to only process job postings advertised on websites that have deployed effective control processes to ensure the authenticity of job openings and credibility of advertisers.

- Postings from free job boards that do not validate the authenticity of job openings (such as Kijiji and Craigslist) are not included in the Vicinity Jobs reporting service
- Postings from the Service Canada Job Bank are included because Service Canada verifies the employer’s identity before accepting job postings (by requiring them to provide a valid CRA payroll ID).
- Significant sources of job postings are not added without prior notifications to users of the reporting system, accompanied by analysis of the impact that the change is expected to have on overall numbers. Similar analysis and notifications are provided when a data source becomes unavailable.



However, real-time LMI is not produced by public data agencies, so it does not have the same quality standards as Federal statistical sources. Furthermore, because it is still experimental and likely biased in ways that are not clear, Federal data agencies have been slow to adopt the technology. The data focuses narrowly on the hiring outlook of those companies that advertise job opportunities on the web (rather than all employers). Private data providers, however, are experimenting extensively with real-time LMI. Despite these limitations, as businesses become increasingly comfortable with using the Internet as a worker recruitment tool and as analysts better understand the inherent biases of the data, real-time LMI can help to revolutionize the way data is collected and analyzed, including the speed at which insightful information is available to understand economic turning points and the characteristics of emerging trends.



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