The National Capital Workforce and the Economic Graph

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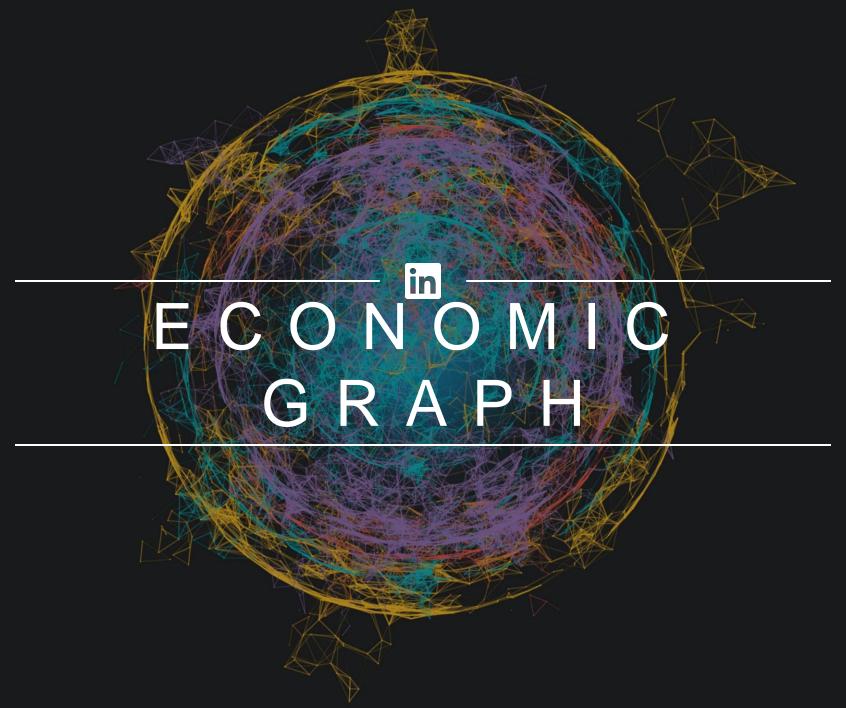
LinkedIn

Our **mission** is to connect the world's professionals to make them more productive and successful.

Our **vision** is to create economic opportunity for every member of the global workforce.

ECONOMIC
GRAPH

450M

members on LinkedIn across the globe

9M
companies

6M
open jobs

50K
standardized skills

29K
schools on member profiles

300K
daily posts

How do leaders use our data?

Ways LinkedIn data can be used

Meet with top employing companies to support their growth

Attract jobs to your region by highlighting unique skills

Invest in labor force training according to meet the demand of employers

Encourage schools to update curriculum to meet employer needs

The Economic Graph

provides insight into the National Capital Region economy

Workforce	Hiring	Education

Members　　Companies　　Jobs　　Skills　　Schools　　Knowledge

Technical and quantitative skills are in high demand across all of the Capital Region's top industries

While the capital region has a strong tech workforce, it can create more early-skilled tech roles

Today's Discussion

Ottawa's workforce is among the most tech and language savvy in all of Canada

Hiring, student retention, and other key metrics are strong, but there's still room for improvement

Workforce

438K

members on LinkedIn in the National Capital Region

Ottawa

45K
companies

4K
open jobs

18K
standardized skills

5K
schools on member profiles

300
daily posts

The capital region has a diverse set of public and private sector employers

Organizations with the Most *New Hires* Last Year

Government of Canada — (1)

University of Ottawa — (2)

City of Ottawa — (3)

Shopify — (4)

The Ottawa Hospital — (5)

TD — (6)

Government of Ontario — (7)
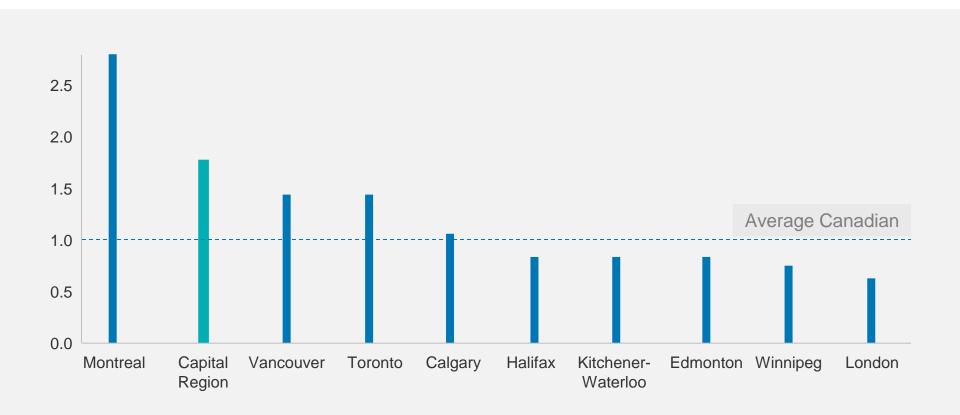
Nokia — (8)

Bell — (9)

Carleton University — (10)

(11) — Canadian Medical Association

(12) — Ottawa-Carleton School Board (OCDSB)

(13) — General Dynamics

(14) — George Weston Limited

(15) — Cisco

(16) — IBM

(17) — Rogers Communications

(18) — Privy Council Office

(19) — Scotiabank

(20) — Algonquin College

Capital Region members are nearly twice as likely as the average Canadian to list multiple languages on their profile
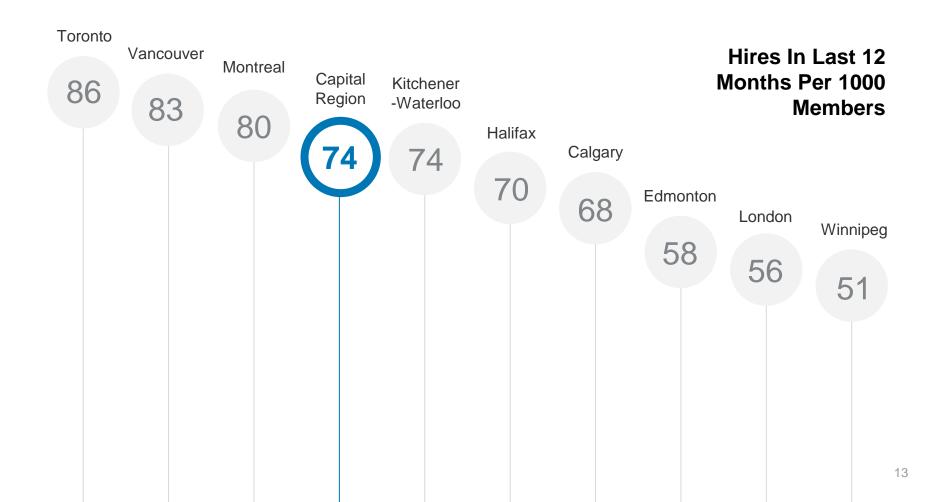
Likelihood of Listing at Least Two Languages on LinkedIn Profile

Hiring

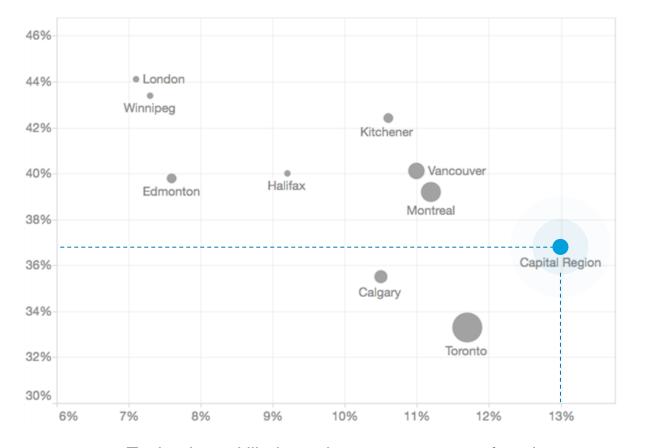# Hiring is strong in the capital region, but still has room for growth

Hires In Last 12 Months Per 1000 Members

Toronto
86

Vancouver
83

Montreal
80

Capital Region
74

Kitchener -Waterloo
74

Halifax
70

Calgary
68

Edmonton
58

London
56

Winnipeg
51

Technical and quantitative skills are in high demand across the capital region's top three industries

Government

1. Public Policy & IR
2. Foreign Language Translation
3. Economics
4. PR & Communications
5. GIS

Tech/Telecom

1. Perl/Python/Ruby
2. Java Development
3. Shell Scripting Languages
4. C/C++
5. Algorithm Design

Professional Services

1. Database Marketing
2. Travel
3. Social Media Marketing
4. Dispute Resolution Law
5. Restaurants and Catering

While the capital region already has a strong tech workforce, it can create more early-skilled tech roles

Percent of technology skilled members in early career roles

Technology skilled members, as a percent of total
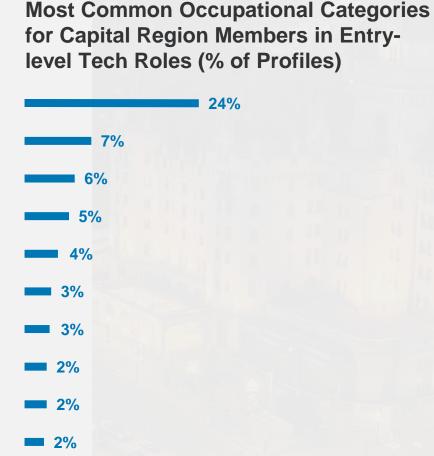
# of Tech Members

- 11,800
- 100,000
- 200,000
- 288,124

Tech skills are cutting across occupations

Most Common Occupational Categories for Capital Region Members in Entry-level Tech Roles (% of Profiles)

Occupation	%
Software Developer	24%
IT Support Specialist	7%
IT Consultant	6%
IT System Administrator	5%
Engineer	4%
Research Fellow	3%
Software Tester	3%
Creative Designer	2%
Customer Service Specialist	2%
Administrative Employee	2%
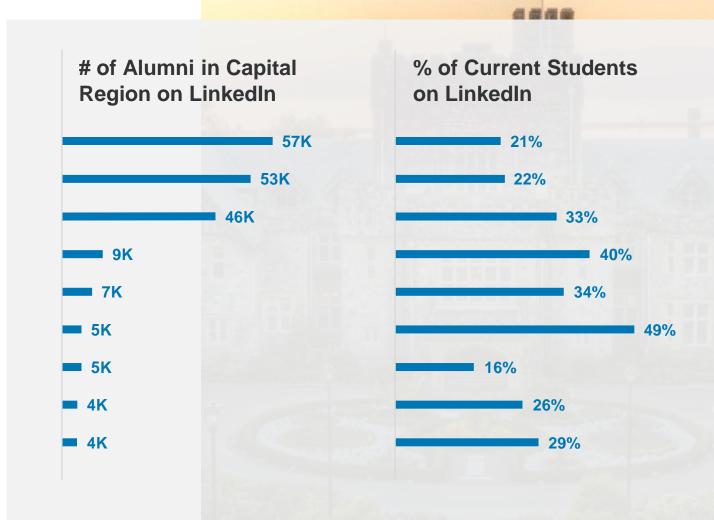
Education

Canadian schools have a strong presence on LinkedIn

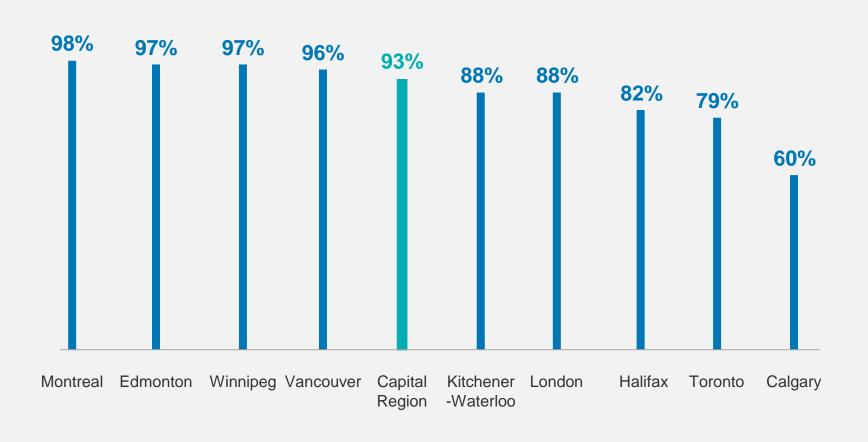|	**# of Alumni in Capital Region on LinkedIn**	**% of Current Students on LinkedIn**
University of Ottawa	57K	21%
Algonquin College	53K	22%
Carleton University	46K	33%
Queen's University	9K	40%
McGill University	7K	34%
University of Waterloo	5K	49%
Université du Québec	5K	16%
Concordia University	4K	26%
University of Toronto	4K	29%

The capital region's graduate retention compares favorably to other cities in Canada
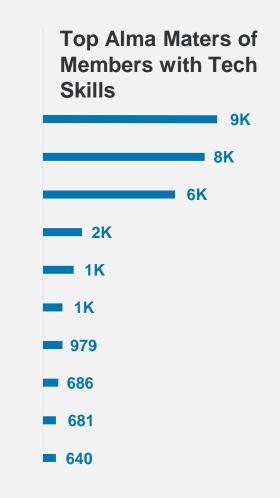
Percent of Recent Graduates (2015–2016) that Stayed in City of Studies

City	Percent
Montreal	98%
Edmonton	97%
Winnipeg	97%
Vancouver	96%
Capital Region	93%
Kitchener-Waterloo	88%
London	88%
Halifax	82%
Toronto	79%
Calgary	60%

Tech-skilled workers in the National Capital Region come from a variety of schools

Top Alma Maters of Members with Tech Skills

School	Members
Algonquin College	9K
Carleton University	8K
University of Ottawa	6K
University of Waterloo	2K
Queen's University	1K
McGill University	1K
Concordia University	979
Université du Québec	686
University of Toronto	681
Western University	640

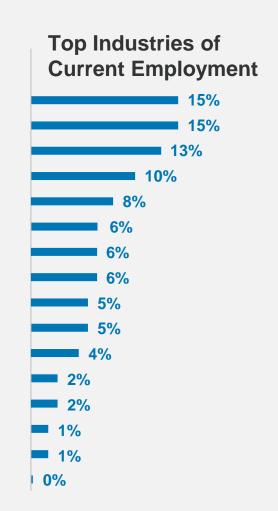## Most Prevalent Tech Skills among Members in Your Region

1. Algorithm Design
2. Computer Graphics and Animation
3. User Interface Design
4. Java Development
5. Perl/Python/Ruby
6. Web Programming
7. Web Architecture and Dev Frame
8. C/C++
9. Mac, Linux and Unix Systems
10. Shell Scripting Languages

Outcomes for Algonquin College graduates

Top Industries of Current Employment

Industry	Percentage
Retail & Consumer Products	15%
Professional Service	15%
Government	13%
Technology – Software	10%
Architecture & Engineering	8%
Education	6%
Media & Entertainment	6%
Financial Services & Insurance	6%
Healthcare & Pharmaceutical	5%
Aero/Auto/Transport	5%
Telecommunication	4%
Manufacturing/Industrial	2%
Non-Profit	2%
Oil & Energy	1%
Technology – Hardware	1%
Staffing	0%

Top Skills on Profiles of Alumni (Who Graduated in Last 5 Years)

1. Graphical Design
2. IT Infrastructure & System Management
3. Web Programming
4. Marketing Event Management
5. Management & Leadership
6. Healthcare Management
7. Architectural Design
8. C/C++
9. Logistics & Supply Chain
10. Accounting

Technical and quantitative skills are in high demand across all of the Capital Region's top industries

While the capital region has a strong tech workforce, it can create more early-skilled tech roles

What we've learned

Ottawa's workforce is among the most tech and language savvy in all of Canada

Hiring, student retention, and other key metrics are strong, but there's still room for improvement

Recognize that technical and quantitative skills are increasingly cutting across sectors and occupations

What we can do about it

Foster more cross-sector partnerships to coordinate trainings for the most in-demand skills

Show recent graduates that they don't have to go to bigger cities to start a compelling career

Jobs

Knowledge

Members

Skills

Companies

Schools