



**FINDINGS ON TALENT AND IMMIGRANTS**  
OTTAWA BUSINESS GROWTH SURVEY

## SKILLED LABOUR IS A TOP CONCERN FOR LOCAL BUSINESSES

The 2017 *Ottawa Business Growth Survey* reveals that Ottawa businesses<sup>1</sup> have increased growth and confidence in the economy.

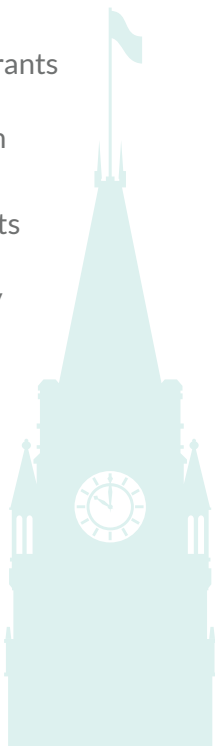
- **51%** of businesses believe that their markets will grow in the next 12 months
- **52%** plan to hire new employees over the next year (up from 39% in 2016)

Access to skilled labour is the second most pressing concern for Ottawa businesses. In the last two years, one quarter of Ottawa businesses felt that access to skilled workers had worsened.

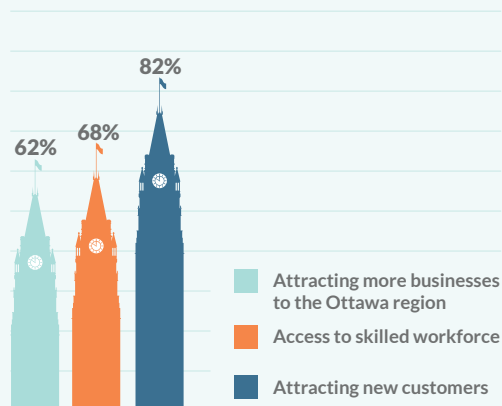
## YET, OTTAWA'S GOT TOP TALENT

Every year, Ottawa welcomes **6,000** new immigrants, who make up a considerable proportion of the highly educated and skilled workforce in the city.<sup>2,3</sup>

- **94%** of immigrants are of working age and immigrants make up nearly **23%** of Ottawa's overall population
- A greater percentage of highly educated immigrants live in Ottawa, compared to any other Canadian city

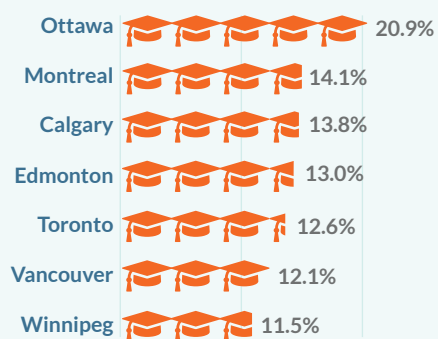


### TOP THREE CONCERNS FOR OTTAWA BUSINESS



**68%** of Ottawa businesses reported access to skilled labour as a top issue, up from **47%** in 2016.

### PERCENTAGE OF IMMIGRANTS WHO HAVE A GRADUATE DEGREE BY CITY



Immigrants account for **37%** of the population with a graduate degree and **57%** of the population with an earned doctorate.<sup>4</sup>

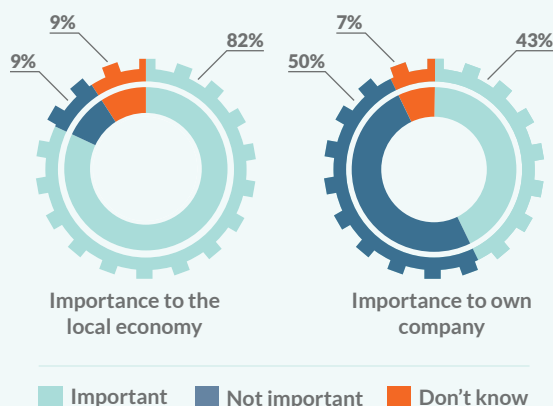
1. All references to businesses refer to 1000+ employer respondents of the 2017 *Ottawa Business Growth Survey*.

2. Immigration, Refugees and Citizenship Canada. 2015. Facts and Figures.

3. In this report, we use "immigrants" to refer to permanent residents. In addition, 6,000 temporary residents come to Ottawa every year; including international students, refugee claimants and temporary foreign workers. Some of those who arrive temporarily are able to work and many will become permanent residents and remain in Ottawa.

4. Statistics Canada. 2011. National Household Survey.

### BUSINESS PERCEPTIONS ON THE IMPORTANCE OF IMMIGRANTS AS A SOURCE OF SKILLED LABOUR



**82%** of businesses think that immigrants are an important source of skilled labour to Ottawa's economy.

### BUSINESSES WHO SEE IMMIGRANTS AS AN IMPORTANT SOURCE OF SKILLED LABOUR, BY SIZE OF COMPANY



**65%** of companies with 150 or more employees view immigrants as an important source of skilled labour for the company.

## OTTAWA BUSINESSES VIEW IMMIGRANTS AS VALUABLE TO LOCAL ECONOMY, BUT NOT NECESSARILY TO THEIR OWN BUSINESS

Many Ottawa businesses are not harnessing the skills of immigrant talent for the benefit of their companies.<sup>5</sup>

- Only **43%** of businesses felt immigrants were an important source of skilled labour **for their own company**

## PERCEPTIONS ABOUT IMMIGRANTS VARY BASED ON BUSINESS SIZE AND EXPERIENCE HIRING IMMIGRANTS

Large firms appear to view immigrants as an important source of skilled labour, compared to smaller firms.

However, when Ottawa businesses have experience hiring immigrants, their perception differs markedly from those who haven't.

- Of the employers **who hired** at least one immigrant in the past year, **61%** were more likely to say immigrants are an important source of talent for their business
- Of the employers **who had not hired** any immigrants in the past year, **24%** said immigrants are an important source of talent for their business
- **11%** of employers used a local immigrant-serving agency to find potential employees

## TAPPING INTO IMMIGRANT TALENT REPRESENTS A TREMENDOUS ECONOMIC ADVANTAGE FOR OTTAWA BUSINESSES

These new findings highlight how skilled immigrants are often overlooked as a valuable source of labour for Ottawa businesses. Even of employers citing access to skilled labour as a top concern, **42%** do not view immigrants as a source of talent for their businesses.

However, employers who have experience hiring immigrants, see the economic benefits and advantages for their companies. There is a key opportunity for Ottawa businesses to hire overlooked immigrant talent in order to address their skilled labour needs.

5. For the first time, the 2017 Ottawa Business Growth Survey included an additional three questions about immigrant skills and labour and hiring practices and perceptions related to immigrants.

This document is presented  
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Contact us to learn more about the benefits of hiring immigrants and  
how to effectively recruit from this growing talent pool in Ottawa.

**BUILD YOUR CAPACITY  
TO HIRE IMMIGRANTS:**

**Hire Immigrants Ottawa**

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**CONNECT WITH YOUR LOCAL  
EMPLOYMENT PLANNING COUNCIL:**

**Ottawa Employment Hub**

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**ACCESS LOCAL IMMIGRANT  
TALENT:**

**World Skills Employment Services**

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The annual *Ottawa Business Growth Survey* is conducted by

