

Red Deer County Labour Force Snapshot 2018

Education and Skills Summary of the Resident Population

POPULATION AGED 24-65 BY EDUCATIONAL ATTAINMENT LEVEL

Highest certificate, diploma or degree:	Red Deer County Total	% in Red Deer County	% in Alberta	% in Division No. 8
Total population 25 to 64 years	11,583	100%	2,498,568	124,972
No certificate, diploma or degree	1,660	14%	11%	13%
Secondary diploma or equivalency certificate	3,409	29%	25%	29%
Postsecondary certificate, diploma or degree	6,513	56%	64%	58%
Apprenticeship or trades certificate or diploma	1,879	16%	11%	14%
College, or another certificate below bachelor	3,280	28%	25%	27%
University at bachelor level or above	1,354	12%	28%	16%
Bachelor's degree	1,066	9%	20%	12%
University above bachelor level	67	1%	1%	1%
Degree in medicine, dentistry, veterinary medicine or optometry	52	0%	1%	1%
Master's degree	139	1%	5%	2%
Earned doctorate	31	0%	1%	0%

Source: Manifold SuperDemographics 2018

TOP FIELDS OF STUDY IN RED DEER COUNTY (BY 2 DIGIT CIP CODE)

Major field of study - Classification of Instructional Programs (CIP) 2016	Total	Male	Female
Total population aged 15 years and over in private households	17,232	8,844	8,389
No post secondary certificate, diploma or degree	8,479	4,295	4,185
With post secondary education	8,753	4,549	4,204
Business, management, marketing and related support services	1,347	304	1,043
Health professions and related programs	1,332	192	1,139
Mechanic and repair technologies/technicians	1,057	1,037	20
Agriculture, agriculture operations and related sciences	740	536	204
Construction trades	657	651	6
Education	641	152	489
Precision production	424	406	18
Engineering technologies and engineering-related fields	421	411	9
Personal and culinary services	370	124	246
Legal professions and studies	207	56	151
Visual and performing arts	172	43	130
Engineering	159	136	23
Parks, recreation, leisure and fitness studies	117	36	80
Computer and information sciences and support services	112	54	58

Source: Manifold SuperDemographics 2018

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OCCUPATIONS HELD RESIDENTS (1-DIGIT NOCS)

Occupations by Place Residence	Red Deer County	% Red Deer County	% Division No. 8	% Alberta
Total labour force 15 years and over, with an employment occupation	12,545	100%	130,819	2,559,960
All occupations	12,362	99%	98%	98%
Trades, transport and equipment operators and related	2,641	21%	20%	17%
Management	2,350	19%	11%	11%
Sales and service	1,826	15%	20%	21%
Business, finance and administration	1,623	13%	13%	15%
Natural resources, agriculture and related production occupations	1,132	9%	6%	3%
Education, law and social, community and government	914	7%	9%	10%
Health	709	6%	7%	7%
Manufacturing and utilities	468	4%	4%	3%
Natural and applied sciences and related occupations	432	3%	5%	8%
Art, culture, recreation and sport	266	2%	2%	2%
Occupation - Not applicable	183	1%	2%	2%

Source: Manifold SuperDemographics 2018

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Highest Ranked Occupations

LARGEST OCCUPATIONS BY NUMBER OF JOBS BY LOCATION (4 DIGIT NOCS)

Description	2013 Jobs	2018 Jobs	2013 - 2018 Change	2013 - 2018 % Change
Total Jobs in Red Deer County	11,518	13,319	1,801	16%
Managers in agriculture	1,342	987	(355)	(26%)
Oil and gas well drillers, servicers, testers and related workers	391	567	176	45%
Contractors and supervisors, oil and gas drilling and services	252	483	231	92%
Transport truck drivers	420	419	(1)	(0%)
Retail salespersons	316	302	(14)	(4%)
General farm workers	310	287	(23)	(7%)
Welders and related machine operators	203	285	82	40%
Accounting technicians and bookkeepers	248	281	33	13%
Oil and gas well drilling and related workers and services operators	227	265	38	17%
Retail and wholesale trade managers	204	245	41	20%
Food counter attendants, kitchen helpers and related support occupations	103	242	139	135%
Home building and renovation managers	104	203	99	95%
Heavy-duty equipment mechanics	185	201	16	9%
Cashiers	180	186	6	3%
Heavy equipment operators (except crane)	185	175	(10)	(5%)

Source: EMSI 2018. Please note that the total jobs figure includes two distinct job types: **Employees and Self-Employed**. Geographically, payroll jobs are always reported by the place of work rather than the worker's place of residence. Conversely, self-employed are always reported by their place of residence.

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HIGHEST PAYING OCCUPATIONS

Description	2017 Avg. Hourly Wages	2017 Median Hourly Wages	2018 Jobs	2023 Jobs
Utilities managers	\$57.61	\$57.30	5	16
Advertising, marketing and public relations managers	\$57.89	\$54.51	5	10
Mechanical engineers	\$51.63	\$54.40	17	20
Air traffic controllers and related occupations	\$54.92	\$54.16	20	22
Financial managers	\$53.63	\$53.23	22	30
Senior managers - financial, communications and other business services	\$51.84	\$51.44	5	11
Petroleum engineers	\$54.12	\$51.39	17	31
Engineering managers	\$55.18	\$50.72	5	13
Electrical power line and cable workers	\$47.82	\$50.34	19	17
Managers in natural resources production and fishing	\$55.34	\$50.05	43	68
Human resources managers	\$46.91	\$47.65	5	12
Construction managers	\$50.24	\$45.74	42	44
Manufacturing managers	\$44.68	\$44.40	14	14
Central control and process operators, petroleum, gas and chemical processing	\$45.03	\$44.25	45	51
Power engineers and power systems operators	\$43.37	\$43.95	22	34

Source: EMSI 2018. Wages represent employee compensation only and do not include employee benefits or proprietor income.

FASTEST GROWING OCCUPATIONS (% JOB GROWTH)

Description	2013 Jobs	2018 Jobs	2013 - 2018 Change	2013 - 2018 % Change
Underground production and development miners	5	40	35	699%
Supervisors, motor transport and other ground transit operators	30	95	66	219%
Supervisors, other mechanical and metal products manufacturing	15	45	30	195%
Maîtres d'hôtel and hosts/hostesses	13	38	25	193%
Food counter attendants, kitchen helpers and related support occupations	103	242	139	134%
Contractors and supervisors, machining, metal forming, shaping and erecting trades and related occupations	29	60	31	107%
Home building and renovation managers	104	203	99	96%
Contractors and supervisors, oil and gas drilling and services	252	483	231	91%
Light duty cleaners	65	110	45	70%
Cooks	72	121	49	68%
Bus drivers, subway operators and other transit operators	45	74	29	64%
Automotive service technicians, truck and bus mechanics and mechanical repairers	91	149	58	63%
Food and beverage servers	80	129	49	61%

Source: EMSI 2018. Please note that the total jobs figure includes two distinct job types: **Employees and Self-Employed**.

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LARGEST PROJECTED GROWTH OCCUPATIONS (ABSOLUTE NUMBER OF JOBS)

Description	2018 Jobs	2023 Jobs	2018 - 2023 Change	2018 - 2023 % Change
Contractors and supervisors, oil and gas drilling and services	483	611	128	27%
Oil and gas well drillers, servicers, testers and related workers	567	646	79	14%
Food counter attendants, kitchen helpers and related support occupations	242	298	56	23%
Oil and gas well drilling and related workers and services operators	265	292	27	10%
Home building and renovation managers	203	228	25	12%
Welders and related machine operators	285	305	20	7%
Underground production and development miners	40	60	20	50%
Cooks	121	138	17	14%
Supervisors, motor transport and other ground transit operators	95	109	14	15%
Food and beverage servers	129	142	13	10%
Automotive service technicians, truck and bus mechanics and mechanical repairers	149	162	13	9%
Sales and account representatives - wholesale trade (non-technical)	128	140	12	9%
Maîtres d'hôtel and hosts/hostesses	38	50	12	32%
Contractors and supervisors, mechanic trades	94	105	11	12%

Source: EMSI 2018. Please note that the total jobs figure includes two distinct job types: **Employees and Self-Employed**. Geographically, payroll jobs are always reported by the place of work rather than the worker's place of residence. Conversely, self-employed are always reported by their place of residence.

TOP CONCENTRATED OCCUPATIONS (BY LOCATION QUOTIENT)

Description	2018 Jobs	2013 - 2018 Change	2013 - 2018 % Change	2018 Location Quotient
Oil and gas well drilling and related workers and services operators	265	38	17%	35.47
Contractors and supervisors, oil and gas drilling and services	483	231	91%	31.41
Oil and gas well drillers, servicers, testers and related workers	567	176	45%	28.15
Oil and gas drilling, servicing and related labourers	110	1	1%	18.22
Managers in agriculture	987	(354)	-26%	9.39
Managers in natural resources production and fishing	84	25	42%	8.16
Agricultural service contractors, farm supervisors and specialized livestock workers	62	10	20%	7.37
Underground mine service and support workers	22	17	331%	7.08
Non-destructive testers and inspection technicians	39	18	83%	6.85
Silviculture and forestry workers	15	(1)	-6%	6.51
Air traffic controllers and related occupations	22	2	11%	6.30

Source: EMSI 2018. Please note that the total jobs figure includes two distinct job types: **Employees and Self-Employed**. Geographically, payroll jobs are always reported by the place of work rather than the worker's place of residence. Conversely, self-employed are always reported by their place of residence.

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Job Posting Analytics

There were 230 total job postings from November 2017 to January 2019, of which 132 were unique. These numbers give us a Posting Intensity of 2-to-1, meaning that for every 2 postings there is 1 unique job posting. This is close to the Posting Intensity for all other occupations and companies in the region (2-to-1), indicating an average effort toward hiring positions.

Top Companies Posting	Total Postings (Nov 2017 - Jan 2019)	Unique Postings (Nov 2017 - Jan 2019)	Median Posting Duration
Cara, Incorporated	19	16	5 days
University of Alberta	19	13	13 days
Cara Operations Limited	19	8	117 days
Montana's Cookhouse	11	6	34 days
Canadian Consumer Supply Corp	37	4	10 days
Recrutement Maxeor Inc	6	4	13 days
Montanas, Inc.	8	3	102 days
Suncor Energy Inc	10	2	17 days
Synergie Hunt International Inc	2	2	7 days
Mca Merchandising Consultants Associates	2	2	62 days
Federated Co-Operatives Limited	2	2	30 days
PVH Canada, Inc	3	2	6 days

Source: EMSI 2019.Q1

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Top Posted Occupations (NOC)	Total Postings (Nov 2017 - Jan 2019)	Unique Postings (Nov 2017 - Jan 2019)	Median Posting Duration
Restaurant and food service managers	34	25	6 days
Other products assemblers, finishers and inspectors	43	8	13 days
Retail salespersons	14	7	10 days
Food service supervisors	11	5	44 days
Other administrative services managers	10	4	31 days
Statistical officers and related research support occupations	6	4	9 days
Transport truck drivers	7	4	2 days
Corporate sales managers	3	3	9 days
Administrative officers	7	3	17 days
General office support workers	3	3	13 days
Human resources managers	2	2	7 days
Retail and wholesale trade managers	3	2	4 days
Managers in customer and personal services, n.e.c.	2	2	4 days
Managers in transportation	2	2	19 days

Source: EMSI 2019.Q1

Top Job Title Posted	Total Postings (Nov 2017 - Jan 2019)	Unique Postings (Nov 2017 - Jan 2019)	Median Posting Duration
Restaurant Manager	33	24	5 days
Quality Control Employee	43	8	13 days
Head of Kitchen	11	5	44 days
Sales Associate	10	4	24 days
Truck Driver	7	4	2 days
Scientific Researcher	5	3	9 days
Customer Service Representative	2	2	5 days
Sales Engineer	2	2	5 days
Kitchen Assistant	2	2	9 days
Account Manager	2	2	32 days
Coach	5	2	20 days
Sales Manager	3	2	4 days
Operations Manager	8	2	117 days
Restaurant Manager	33	24	5 days
Quality Control Employee	43	8	13 days

Source: EMSI 2019.Q1

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Top Hard Skill	Postings with Skill
Restaurant Operation	33
Agile Software Development	25
Demos	24
Food Services	20
Cooking	18
Secondary Education	15
Merchandising	12
Budgeting	10
Warehousing	10
Learning Development	9
Market Research	8
Marketing Management	8

Source: EMSI 2019.Q1

Top Soft Skill	Postings with Skill
Management	63
Hospitality	34
Sales	27
Communications	26
Customer Service	25
Operations	25
Presentations	18
Training And Development	17
Research	16
Leadership	13
Innovation	13
Data Entry	10

Source: EMSI 2019.Q1