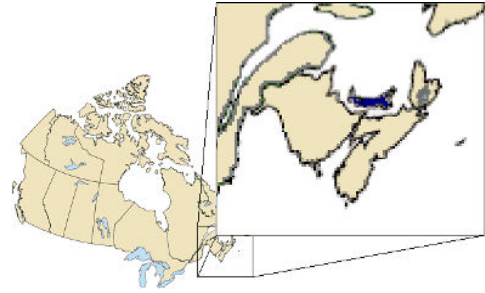




Occupational Outlook

Prince Edward Island



2023-2025

About this Report:

Each year, Service Canada develops 3-year occupational employment prospects at the provincial and sub-provincial level. This analysis is based on a forecast model that captures macroeconomic, demographic and industry employment conditions, in addition to occupation-specific factors that influence job opportunities.

This report provides a summary of Prince Edward Island's results from the latest occupational scenario (2023-2025). It addresses the sources of labour demand, job growth and attrition, as well as highlights those occupations identified as having *Good* and *Limited* employment prospects. More information on the methodology and results can be made available on request or by visiting www.jobbank.gc.ca.

EMPLOYMENT OUTLOOK

✿ The Prince Edward Island (P.E.I.) labour market is expected to generate a total of 8,490 job opportunities (at an average annual rate of 3.3%) over the next three years – to 2025.

✿ Growth has softened when compared to the previous year's (2022-24) outlook, when job opportunities attributed to new job growth were projected to grow by 2.8% (versus 1.2% in the current forecast). A softened economic outlook- attributed to elevated prices and high interest rates (which continue to work through the economy)-are key factors owing to the tempered forecast. Job opportunities attributed to attrition, however, are expected to grow at the same pace projected in the previous year as the baby-boomer generation continues to transition from the labour market to retirement.

✿ New job creation is expected to account for about 4 in 10 job opportunities over this period. The aging phenomenon will continue to accelerate in the province as the baby-boom generation continues to transition

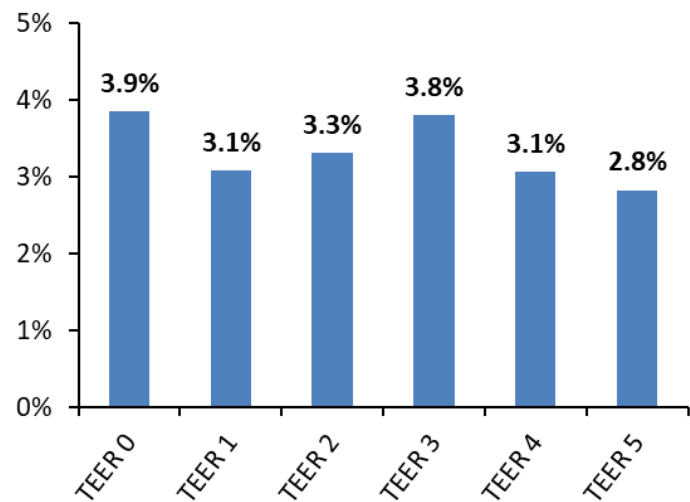
Table 1: Projected Job Opportunities, 2023-25
Number (top) and Average Annual Rate (bottom)

Source of Job Opportunities	Prince Edward Island	
	Number	Rate
Due to Job Growth	3,200	1.2%
Due to Attrition	5,290	2.0%
Total Opportunities	8,490	3.3%

to retirement. As a result, nearly 5,300 (or 62%) of the job openings will come from attrition (deaths and retirement) over the next three years.

- As shown in Chart 1 below, the TEER 0 (see legend below) and TEER 3 occupations are expected to have the highest average annual rate of job opportunities at nearly 4% over the forecast period, followed next by TEER 2 occupations.
- TEER 2 occupations account for the largest share of employment among all skill levels in P.E.I.. A total of 2,115 job opportunities, arising in part due to attrition, are expected in this skill level during the forecast period. This category has the lowest attrition rate among skill levels.
- The job opportunity rate for TEER 0 occupations is above-average for all skill levels, at 3.9%. The majority of job opportunities in this skill level will be driven mostly by attrition which is the highest among skill levels. Altogether, a total of 875 job opportunities are anticipated in this skill category over the 2023-25 forecast period.
- TEER 3 occupations have an above-average job opportunity rate, which is expected to translate into 1,580 opportunities over the forecast period. Almost two-thirds of all openings in this skill level are expected to result from attrition.
- TEER 1 occupations (those typically requiring a university education) have a projected annual job opportunity rate of 3.1%. A total of 1,640 job opportunities at this occupational level are projected over the three-year period. Over half of the projected job opportunities will result from attrition, while the remainder will come from new job growth.

Chart 1 : Projected Average Annual Rate of Total Job Opportunities*, NOC TEER Levels, Prince Edward Island, 2023-25



* Equivalent to the sum of the average annual rate of employment growth and the average annual rate of attrition.

Training, Education, Experience and Responsibility (TEER) Categories:

0 – Management occupations

1 – Occupations usually require a university degree

2 – Occupations usually require a college diploma or apprenticeship training of two or more years; or supervisory occupations.

3 – Occupations usually require a college diploma or apprenticeship training of less than two years; or more than six months of on-the-job training

4 – Occupations usually require a secondary school diploma; or several weeks of on-the-job training

5 – Occupations usually require short-term work demonstration and no formal education

More details on the TEER levels can be found at:

<https://noc.esdc.gc.ca/Training/TeerCategory>

Table 2: Projected Job Opportunities, Prince Edward Island, 2023-25

Occupation Category	Job Growth	Attrition	Total Job Opportunities	Attrition as a % of Total Job Opportunities*
TEER 0	220	655	875	75.1%
TEER 1	685	955	1,640	58.2%
TEER 2	930	1,185	2,115	56.0%
TEER 3	555	1,025	1,580	64.9%
TEER 4	430	765	1,200	63.9%
TEER 5	385	705	1,090	64.9%
Total, All Skill Levels	3,200	5,290	8,495	62.3%

* Values capped at 100%

- 🍁 The job opportunity rate for TEER 4 occupations – requiring low education attainment - is 3.1%. The majority of job opportunities in this skill level will be driven mostly by attrition. A total of 1,200 job opportunities are expected in this skill level during the forecast period. The attrition rate of nearly 64% is above-average compared to all occupational categories.
- 🍁 TEER 5 occupations (those typically requiring no formal education) have the lowest job opportunity rate among all skill levels, at 2.8%. This should translate into 1,090 job opportunities over the forecast period. The majority of which (65%) will be due to attrition.

Table 3: Largest Number of Job Opportunities, P.E.I., 2023-25

Occupation Groups, 4-Digit NOC	Number	Average Annual Rate
33102 Nurse aides, orderlies and patient service associates	175	3.8%
64100 Retail salespersons and visual merchandisers	170	2.5%
42202 Early childhood educators and assistants	165	4.5%
73300 Transport truck drivers	165	5.1%
83121 Fishermen/women	165	3.6%
31301 Registered nurses and registered psychiatric nurses	155	3.2%
60020 Retail and wholesale trade managers	140	4.0%
13110 Administrative assistants	140	3.8%
63200 Cooks	135	4.1%
12200 Accounting technicians and bookkeepers	125	4.1%

- ✿ As can be observed in Table 3, the occupational group providing the largest number of opportunities over the forecast period is Nurse aides, orderlies and patient service associates. Population growth and a steadily aging demographic are the primary drivers supporting new job opportunities for this occupation over the next few years. This occupation is identified in the provincial government's Occupations in Demand immigration stream – a program introduced in 2022 to help employers fill vacant positions that they are unable to fill locally. Most work in nursing and residential care facilities and in hospitals. This is a large occupational group on P.E.I. characterized by physically demanding working conditions with an above-average share of retirement-aged workers, so a significant number of job opportunities should be generated by attrition.
- ✿ Retail salespersons and visual merchandisers is the largest occupational group in P.E.I. by employment level, and there are a large number of employers. The relatively younger age profile of workers, lower skill requirements, and prevalence of part-time work associated with this occupation generally creates ongoing replacement needs for new employees, as workers leave for other opportunities. The prospect for finding work in this occupation is favourable as many employers in the industry continue to experience challenges finding workers given tight labour market conditions.
- ✿ With respect to Transport truck drivers, Island employers continue to rely on the Temporary Foreign Worker (TFW) Program to fill vacancies due to shortages of experienced truck drivers in the province. Furthermore, this occupation is identified in the provincial government's Occupations in Demand immigration stream – a program introduced in 2022 to help employers fill vacant positions that they are unable to fill locally. New job opportunities are largely for long-haul truck drivers which are in short supply and this has perpetuated the supply-chain challenges from the pandemic. Further, opportunities will arise from attrition given this occupation contains an above-average number of retirement-aged workers.
- ✿ Fishermen/women are identified as occupations with significant job opportunities over the forecast period. However, the majority of the potential jobs will come from attrition as this is a large occupation in the province, with an above-average number of workers nearing retirement. The outlook for this occupation is supported by expectations about economic conditions, both nationally and internationally.
- ✿ Although recent recruitment efforts for registered nurses have been successful, there continues to be shortages which has affected health care services across the province – such as emergency spaces and mental health services. Nursing shortages have limited the ability of some long-term care facilities in the province to operate at full capacity, particularly in rural areas. Job opportunities will be further supported by a higher than average rate of retirement for registered nurses.
- ✿ Among the top ten listing, job opportunities for early childhood educators and assistants will be supported by the Canada-wide Early Learning and Child Care Agreement. The P.E.I. government is planning to add up to 300 new childcare spaces across the Island over the forecast period, through the funding agreement. In an effort to retain and attract workers, educators and staff received wage increases in October 2023; and the provincial government offers the Early Childhood Education Grant which covers 100% tuition to support and expand the province's early childhood education workforce. Industry reports of labour shortages with respect to cooks will support new job opportunities over the forecast horizon. Island employers have relied

on the TFW program in recent years to fill vacancies for cooks due to shortages of available workers – which is most pronounced during peak tourism months.

EMPLOYMENT PROSPECT ANALYSIS

- 🍁 In the 2023-2025 forecast scenario, employment prospect calls (EPC) were produced for 216 occupations which represents 42% of all 5-digit NOC occupations. Nonetheless, they account for 91% of total employment in the province.
- 🍁 A total of 98 occupations were assigned a *Good or Very Good* call, indicating that a job seeker has a relatively high likelihood of finding work.
- 🍁 Another 112 occupations received a *Moderate* assessment, indicating an average level of labour demand. These occupations account for 45% of total employment in the province.
- 🍁 A *Limited or Very Limited* call was assigned to just 6 occupations. It should be noted that a relatively large number of occupations were not assessed due to low employment thresholds which may result in the number of *Limited or Very Limited* employment prospect calls being understated.
- 🍁 An *Undetermined* rating was assigned to 300 occupations, representing 9% of employment. Insufficient data, most often due to low employment, is the primary reason prohibiting an assessment for these occupations.

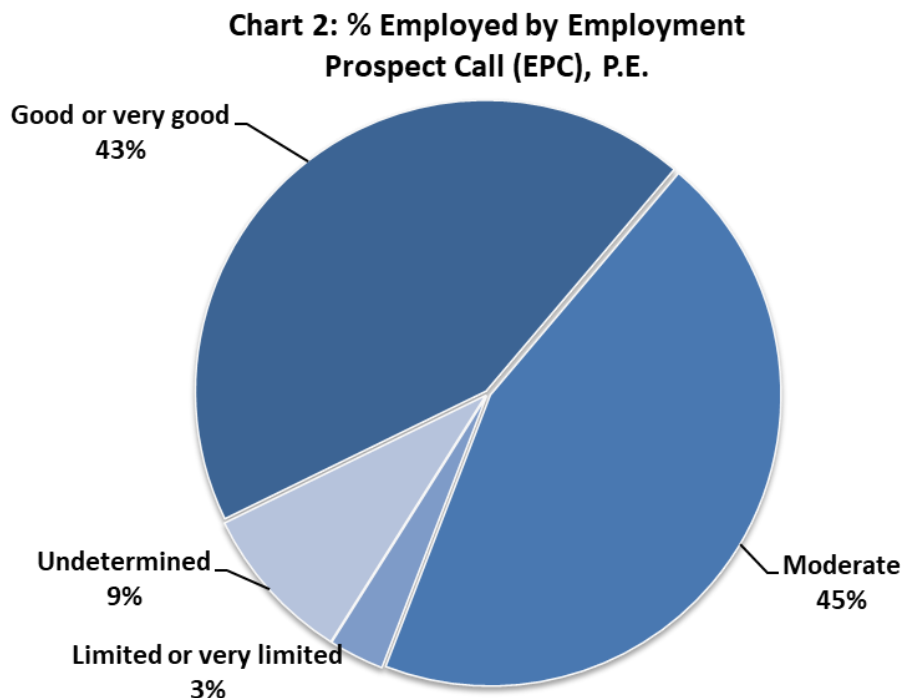
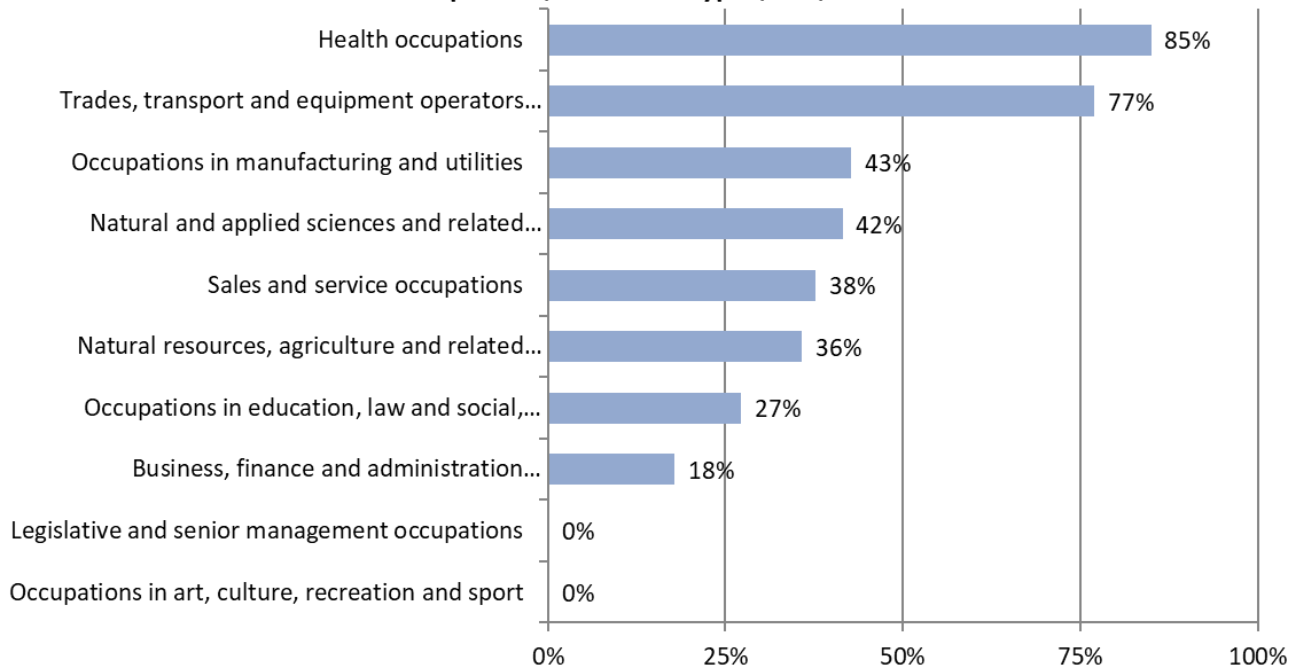


Chart 3: % Employed in Good or Very Good Employment Prospect Call Occupations, NOC Skill Types, P.E., 2023-25



OCCUPATIONAL TRENDS

Business, Finance & Administration Occupations

- 🍁 The majority of workers in this occupational group are employed in public administration, health care, educational services and finance and insurance industries. The rate of attrition ranges across occupations: above-average for executive assistants and below-average for professional occupations, like financial auditors and accountants.
- 🍁 The prospect for employment in this category is influenced by economic conditions and business activity. The Island economy is projected to moderate over the forecast period which may affect job opportunities to some degree.
- 🍁 Examples of occupations with a *Good or Very Good* call in this category include: accounting technicians and bookkeepers; property administrators; and professional occupations in business management consulting.



Natural and Applied Sciences and Related Occupations



- ✦ The majority of workers in this occupational group are concentrated in professional, scientific and technical services; public administration; and chemical manufacturing industries.
- ✦ This occupational group is comprised of both professional and technical-level occupations, both of which have favorable employment prospects to 2025. Growth prospects remain favourable for IT, however, an ongoing challenge for employers is finding qualified workers. Continued growth in bioscience will support job openings in related occupations.
- ✦ Examples of occupations with a *Good or Very Good* call in this category include: software developers and programmers; biological technologists and technicians; and information systems specialists.

Health Occupations



- ✦ Increasing demand for healthcare services, due in large part to an ageing and growing population, will continue to drive the need for more healthcare workers. The provincial health care system faces shortages in many occupations.
- ✦ The province must also contend with physicians retiring or leaving the province, as well as plans by some to downsize their practices. This, coupled with shortages in registered nurses, has resulted in more aggressive recruitment and retention incentives by the province.
- ✦ Examples of occupations with a *Good or Very Good* call in this category include: registered nurses and registered psychiatric nurses; nurse aides, orderlies and patient service associates; and licensed practical nurses.

Occupations in education, law and social, community and government services

- ✦ Some areas of services, such as education, mental health and social supports are expected to experience employment growth over the forecast horizon, influenced in part by a growing and ageing population. Secondary school enrolment in the province should continue to grow over the forecast period, attributed largely to immigration, which should result in increased demand for a variety of occupations in this category.
- ✦ The federal-provincial Early Learning and Child Care Agreement will be implemented over the forecast period which will result in the creation of new child-care spaces and early childhood educator positions in the province. The P.E.I. government plans to add up to 300 new childcare spaces across the Island over the forecast period.



- Examples of occupations with a *Good or Very Good* call in this category include: early childhood educators and assistants; home support workers, caregivers and related occupations; and social workers.

Occupations in art, culture, recreation and sport



- Information, culture, arts, entertainment and recreation services represents over half of the employment for this group. Key occupations include: program leaders and instructors in recreation, sport and fitness; graphic designers and illustrators; and authors and writers. Collectively, these occupations represent more than a third of those employed in this group.
- The outlook for employment in this group is generally positive as continued population growth will boost demand for recreation programs; and tourism activity is expected to be favourable over the forecast period, which should bode well for related events such as music festivals. However, risk factors such as elevated prices and high interest rates may temper growth. The attrition rate for this occupational group is below the provincial average.
- Most occupations in this category have a moderate call, such as: program leaders and instructors in recreation, sport and fitness; and graphic designers and illustrators.

Sales and Service Occupations



- Job growth is expected in various occupations in this category as employers continue to experience difficulty filling vacancies. The prospect for employment in this category is influenced by economic conditions and business activity. The Island economy is projected to moderate over the forecast period which may affect job opportunities to some degree.
- Although the retail sector continues to contend with certain challenges, such as on-line shopping, continued population growth (by way of immigration), should serve to support this sector over the forecast period - by boosting domestic demand. This should bode well for keeping consumer demand healthy and also, increasing available labour.
- Some employment opportunities will arise due to retirements although the rate of attrition for this occupational group is below average.
- Examples of occupations with a *Good or Very Good* call in this category include: cooks; light duty cleaners; and insurance agents and brokers.

Trades, transport and equipment operators and related occupations

- ✿ The prospect for employment for most occupations in this category is favorable as there continues to be shortages and unfilled vacancies in the construction industry, due to strong gains in both residential and non-residential investment, as well as in truck transportation.
- ✿ The demand for workers is driven by continued housing development to support population growth, as well as maintenance, renovation, and repair work. Significant employment opportunities are expected to become available through attrition.
- ✿ Examples of occupations with a *Good or Very Good* call in this category include: transport truck drivers; carpenters; plumbers; and construction trades helpers and labourers.

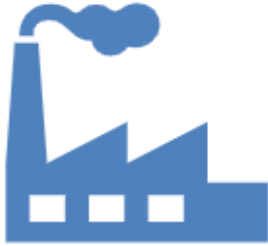


Natural resources, agriculture and related production occupations

- ✿ Fishing and agriculture make up the vast majority of employment in this category. Attrition is the primary driver of job opportunities for fishermen/women over the forecast horizon.
- ✿ It's been two years since The Canadian Food Inspection Agency confirmed the detection of potato wart at two Island farms resulting in an export ban of both fresh and seed potatoes. Market conditions for potato farmers did improve to some degree following the end of the export ban of fresh potatoes in April 2022, however, at the time of writing, the seed potato ban still remains in effect. By production, seed potatoes make up about 15% of the Island's potato market, followed by table potatoes (25%) and processing (60%). Farmers do continue to struggle with recruiting labourers, evidenced by ongoing demand for foreign workers. This has been a limiting factor affecting the industry's growth and productivity.
- ✿ Examples of occupations with a *Good or Very Good* call in this category include: specialized livestock workers and farm machinery operators; landscaping and grounds maintenance labourers; and harvesting labourers.



Occupations in manufacturing and utilities



- ✦ Employment prospects are favorable for this occupational group, particularly related to food processing and chemical manufacturing. International exports from the Island reached a record level in 2022, and manufacturers are on track for an even stronger year in 2023. On-going growth in the Island’s bioscience sector from major investment initiatives and expansions is expected to create more jobs related to processing in this category.
 - ✦ A prevailing challenge for this group is the availability of fish plant workers. Seafood processing plants are primarily located in rural areas and characterized by harsh working conditions and relatively low wage rates. As a result, employers continue to depend on temporary foreign workers to fill vacancies.
 - ✦ Examples of occupations with a *Good or Very Good* call in this category include: fish and seafood plant workers; labourers in food and beverage processing; and labourers in chemical products processing and utilities.
-

Definitions

Opportunities Due to Job Growth is the amount of employment created (or eliminated) due to economic and industry growth (or decline) over the forecast period. It also attempts to capture any impact on occupational opportunities due to factors such as technological adoption and changing work environments.

Opportunities Due to Attrition represents the amount of employment that will need to be replaced due to retirements and deaths over the forecast period. **Total Employment Opportunities** is the sum of the two former components, growth and attrition.

Within ESDC/Service Canada's 3-year Employment Outlook model, each occupation is assigned a rating of either **Very Limited, Limited, Moderate, Good** or **Very Good**. These ratings indicate the likelihood of a jobseeker finding employment in the occupation over the 3-year outlook period. An **Undetermined** rating is assigned primarily when the number of people working in the occupation is too low, or there are no data available. More details on the methodology can be found on Job Bank: <https://www.jobbank.gc.ca/trend-analysis/search-job-outlooks/outlooks-methodology>

More information on the 2021 National Occupational Classification (NOC) can be found at: <https://noc.esdc.gc.ca/Structure/Hierarchy>

Note: Numbers in the tables/charts may not add due to rounding.

*The occupational analysis presented within this report was finalized in **October 2023**.*

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APPENDIX

Table 4: Employment Outlook, 2-Digit NOC Occupations, P.E., 2023-25

2 Digit NOC Occupation Groups	Historical	Projected	AAR*	
	LFS Employ. 2022	Total Openings, 2023-25	Employ. Growth, 2023-25	AAR* Attrition, 2023-25
00 Legislative and senior managers	<200	15	1.2%	4.5%
10 Specialized middle management occupations in administrative services, financial and insurance	900	90	1.2%	2.2%
11 Professional occupations in finance and business	3,300	285	1.0%	1.8%
12 Administrative and financial supervisors and specialized administrative occupations	4,000	380	0.9%	2.2%
13 Administrative occupations and transportation logistics occupations	3,100	375	1.2%	2.7%
14 Administrative and financial support and supply chain logistics occupations	3,000	325	1.1%	2.4%
20 Specialized middle management occupations in engineering, architecture, science and technology	600	100	3.1%	2.4%
21 Professional occupations in natural and applied sciences	3,200	305	2.0%	1.0%
22 Technical occupations related to natural and applied sciences	2,400	210	1.5%	1.4%
30 Specialized middle management occupations in health care	<200	10	1.6%	2.5%
31 Professional occupations in health	3,600	360	1.5%	1.7%
32 Technical occupations in health	1,900	175	1.4%	1.6%
33 Assisting occupations in support of health services	2,000	225	1.7%	1.9%
40 Managers in public administration, in education and social and community services	800	50	0.6%	1.5%
41 Professional occupations in law, education, social, community and government services	6,300	605	1.0%	2.2%
42 Front-line public protection services and paraprofessional occupations in legal, social and community services	2,200	250	2.1%	1.6%
43 Assisting occupations in education and in legal and public protection	1,000	90	0.6%	2.3%
44 Care providers and legal and public protection support occupations	<200	25	1.1%	3.6%
45 Student monitors, crossing guards and related occupations	<200	5	0.1%	3.0%
50 Specialized middle management occupations in art, culture, recreation and sport	<200	5	0.9%	1.6%
51 Professional occupations in art and culture	800	85	1.3%	2.1%
52 Technical occupations in art, culture and sport	400	30	1.2%	1.3%
53 Occupations in art, culture and sport	400	40	1.4%	1.8%
54 Support occupations in sport	400	35	1.7%	1.1%
55 Support occupations in art and culture	<200	5	2.3%	2.0%
60 Middle management occupations in retail and wholesale trade and customer services	1,900	270	1.0%	3.6%
62 Retail sales and service supervisors and specialized occupations in sales and services	2,400	220	1.2%	1.8%
63 Occupations in sales and services	2,400	275	1.6%	2.1%
64 Sales and service representatives and other customer and personal services occupations	5,200	445	1.0%	1.8%
65 Sales and service support occupations	7,700	620	0.9%	1.8%
70 Middle management occupations in trades and transportation	1,300	165	1.5%	2.6%
72 Technical trades and transportation officers and controllers	6,800	770	1.7%	2.0%
73 General trades	2,900	405	1.8%	2.7%
74 Mail and message distribution, other transport equipment operators and related occupations	600	70	1.0%	2.6%
75 Helpers and labourers and other transport drivers, operators and labourers	2,000	215	1.4%	2.2%
80 Middle management occupations in production and agriculture	1,300	100	-1.2%	3.9%
82 Supervisors in natural resources, agriculture and related production	200	15	-0.4%	2.4%
83 Occupations in natural resources and related production	1,600	170	0.2%	3.3%
84 Workers in natural resources, agriculture and related production	700	50	-0.2%	2.7%
85 Harvesting, landscaping and natural resources labourers	1,900	135	0.6%	1.8%
90 Middle management occupations in manufacturing and utilities	500	65	2.0%	2.5%
92 Processing, manufacturing and utilities supervisors and utilities operators and controllers	500	65	1.9%	2.3%
93 Central control and process operators and aircraft assembly assemblers and inspectors	<200	5	0.8%	0.0%
94 Machine operators, assemblers and inspectors in processing, manufacturing and utilities	2,600	245	1.5%	1.5%
95 Labourers in processing, manufacturing and utilities	1,000	115	1.8%	1.8%
Total, All Occupations	84,200	8,495	1.2%	2.0%

* AAR - Average Annual Rate