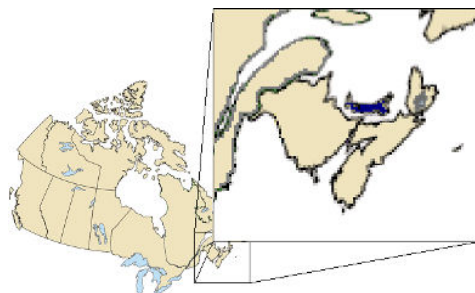




Occupational Outlook

Prince Edward Island



2024-2026

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 (2024-2026). 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 13,085 job opportunities (at an average annual rate of 4.6%) over the next three years – to 2026.

★ Growth has strengthened when compared to the previous year's (2023-25) outlook, when job opportunities attributed to new job growth were projected to grow by 1.2% (versus 3.1% in the current forecast). The Island economy is projected to expand at a respectable pace over

the forecast period which should support overall employment growth. This is based on the expectation that interest rates will continue to fall which will encourage more consumer spending and business investment. Population growth has been, and continues to be, a key economic driver. A potential risk factor, however, comes from the announcement by the federal government in October 2024 to reduce immigration targets over the forecast period. This could mean a slowdown in the number of new consumers and labour force participants that come to the province.

**Table 1: Projected Job Opportunities, 2024-26
Number (top) and Average Annual Rate (bottom)**

Source of Job Opportunities	Prince Edward Island	
	Number	Rate
Due to Job Growth	8,660	3.1%
Due to Attrition	4,425	1.6%
Total Opportunities	13,085	4.6%

Job opportunities attributed to attrition are expected to grow in line with growth in the previous year as the baby-boomer generation continues to transition from the labour market to retirement. In 2019, the youngest of the Baby Boomer generation would have turned 55 years of age and would have fully integrated into the older worker (55+) age grouping.

New job creation is expected to account for just over 6 in 10 job opportunities over the 2024-26 period. The aging phenomenon will continue to accelerate in the province as the baby-boom generation continues to transition to retirement. As a result, just over 4,400 (or 35%) of the job openings will come from attrition (deaths and retirement) over the next three years.

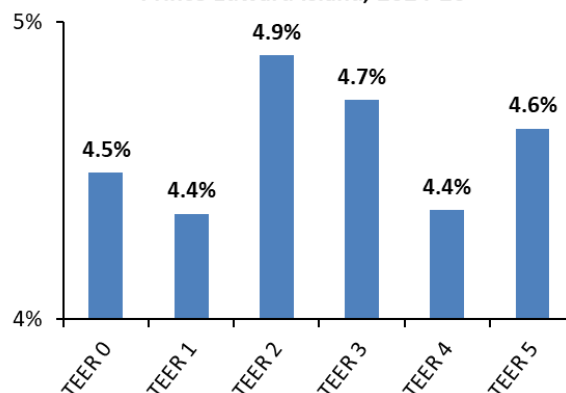
As shown in Chart 1, the TEER 2 (see legend below) and TEER 3 occupations are expected to have the highest average annual rate of job opportunities at nearly 5% over the forecast period, followed next by TEER 5 occupations.

TEER 2 occupations account for the largest share of employment among all TEER levels in P.E.I.. A total of 3,415 job opportunities, arising in part due to attrition, are expected in this group of occupations during the forecast period. This category has the lowest attrition rate among TEER's.

The job opportunity rate for TEER 0 occupations is about average for all categories, at 4.5%. The majority of job opportunities in this TEER group will be driven mostly by attrition. TEER 0 has the highest attrition rate among TEER categories. Altogether, about 1,135 job opportunities are anticipated in category over the 2024-26 forecast period.

TEER 3 occupations have an average job opportunity rate, which is expected to translate into 2,370 opportunities over the forecast period. Nearly four in ten openings in this TEER group are expected to result from attrition.

Chart 1 : Projected Average Annual Rate of Total Job Opportunities*, NOC TEER Levels, Prince Edward Island, 2024-26



* 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>

- TEER 1 occupations (those typically requiring a university education) have a projected annual job opportunity rate of 4.4%. A total of 2,420 job opportunities at this occupational level are projected over the three-year period. About a third of the projected job opportunities will result from attrition, while the remainder will come from new job growth.
- The job opportunity rate for TEER 4 occupations – requiring low education attainment - is 4.4%. Nearly four in ten job opportunities in this category will be driven mostly by attrition. A total of 1,785 job opportunities are expected in this group of occupations during the forecast period. The attrition rate of nearly 37% is above-average compared to all occupational categories.

Table 2: Projected Job Opportunities, Prince Edward Island, 2024-26

TEER Categories	Job Growth	Attrition	Total Job Opportunities	Attrition as a % of Total Job Opportunities
TEER 0	590	545	1,135	48.2%
TEER 1	1,635	785	2,420	32.4%
TEER 2	2,425	990	3,415	29.0%
TEER 3	1,495	880	2,370	37.0%
TEER 4	1,130	655	1,785	36.7%
TEER 5	1,390	570	1,960	29.0%
Total, All TEER Categories	8,660	4,425	13,085	33.8%

- The job opportunity rate for TEER 5 occupations (those typically requiring no formal education) is about average for all categories. This should translate into 1,960 job opportunities over the forecast period. Nearly a third of which will be due to attrition.

Table 3: Largest Number of Job Opportunities, P.E.I., 2024-26

Occupation Groups, 5-Digit NOC	Number	Average Annual Rate
33102 Nurse aides, orderlies and patient service associates	340	5.3%
31301 Registered nurses and registered psychiatric nurses	310	4.6%
64100 Retail salespersons and visual merchandisers	290	4.0%
73300 Transport truck drivers	280	5.7%
72310 Carpenters	275	7.5%
65201 Food counter attendants, kitchen helpers and related support occupations	245	3.5%
65310 Light duty cleaners	240	6.6%
60020 Retail and wholesale trade managers	235	5.1%
42202 Early childhood educators and assistants	215	5.3%
41221 Elementary school and kindergarten teachers	200	4.4%

- ✳ 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 are employed 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.
- ✳ 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. In an effort to provide better access to health care, the province is aiming to increase the scope of practice for nursing professionals (i.e. such as prescribing and administering certain medications). Job opportunities will be supported by a higher than average rate of retirement for registered nurses.
- ✳ 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. Population growth is expected to be positive over the next few years which will continue to support growth in domestic demand for goods and services. The Island economy is projected to expand at a respectable pace over the forecast period, based on the expectation that interest rates will continue to fall encouraging more consumer spending. However, it should be noted that job vacancies in sales and service occupations have declined in recent months and are on average below 2019 pre-pandemic levels which suggests some weakening in the labour market for related occupations. Another factor that may limit demand for workers in this occupation is increased reliance on e-commerce as shoppers and retailers continue to redefine their in-store shopping experiences.
- ✳ 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. Manufacturing activity remains robust in the province and the value of exports to international destinations continues to grow resulting in strong demand for long-haul truck drivers. Further, opportunities will arise from attrition given this occupation contains an above-average number of retirement-aged workers.
- ✳ Housing shortages and investments in new and affordable housing are expected to sustain demand for carpenters and other construction occupations over the forecast period. As interest rates continue to fall, residential investment should strengthen, resulting in increased housing starts in the province over the next few years. Population growth has been, and continues to be, a key economic driver supporting residential building activity in the province. The announcement by the federal government to reduce immigration

targets will mean a slowdown in population growth over the forecast period which should in turn help alleviate some pressure on the Island's housing market. The prospect for employment in this occupation is very good as there continues to be a shortage of workers and unfilled vacancies in the province due to strong gains in both residential and non-residential investment. Opportunities are expected to arise as there will be a need to replace workers who retire.

- 🍁 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 will continue to increase the number of childcare spaces across the Island over the forecast period through the funding agreement. In an effort to retain and attract workers, educators will see a considerable increase in pay over the next three years. The provincial government offers the Early Childhood Education Grant which covers 100% tuition to support and expand the province's early childhood education workforce.
- 🍁 Light duty cleaners have favorable employment prospects as there continues to be a shortage of workers and unfilled vacancies in the province. This occupation falls under the provincial Occupations in Demand immigration stream, and furthermore, Island employers continue to rely on the TFW Program to fill vacancies. Enhanced sanitization and hygiene measures across industries due to the pandemic has resulted in increased demand for light duty cleaners in the province in recent years. Employment growth is expected to be supported by positive population growth and on-going construction of residential and commercial buildings.
- 🍁 Job opportunities for Food counter attendants, kitchen helpers and related support occupations is good as there continues to be a shortage of workers and unfilled vacancies in the province. Employers rely on the TFW Program to fill temporary jobs/vacancies in this occupation. Employment opportunities are expected primarily from a high labour turnover rate, which can be explained by difficult working conditions and a young and mobile labour force. While it is relatively easy to enter this occupation, a fair number of workers leave it as soon as they find a job that offers better working conditions and wages.
- 🍁 For Elementary school and kindergarten teachers, employment prospects are favorable over the forecast period. The K-12 student population in the province has been increasing in recent years due to strong population growth which has contributed to a growing demand for new teachers. The province has earmarked considerable investment over the next five-years towards the construction of new schools, renovations and other major projects.

EMPLOYMENT PROSPECT ANALYSIS

- 🍁 In the 2024-2026 forecast scenario, employment prospect calls (EPC) were produced for 246 occupations which represents 48% of all 5-digit NOC occupations. Nonetheless, they account for 92% of total employment in the province.
- 🍁 A total of 117 occupations were assigned a *Good or Very Good* call, indicating that a job seeker has a relatively high likelihood of finding work.

- Another 119 occupations received a *Moderate* assessment, indicating an average level of labour demand. These occupations account for 48% of total employment in the province.
- A *Limited or Very Limited* call was assigned to 10 occupations. However, 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 270 occupations, representing 7% of employment. Insufficient data, most often due to low employment, is the primarily reason prohibiting an assessment for these occupations.

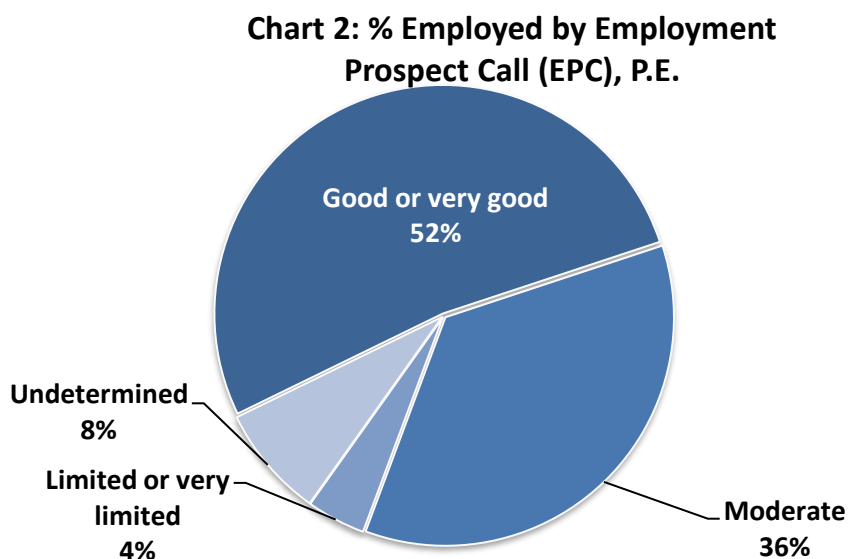
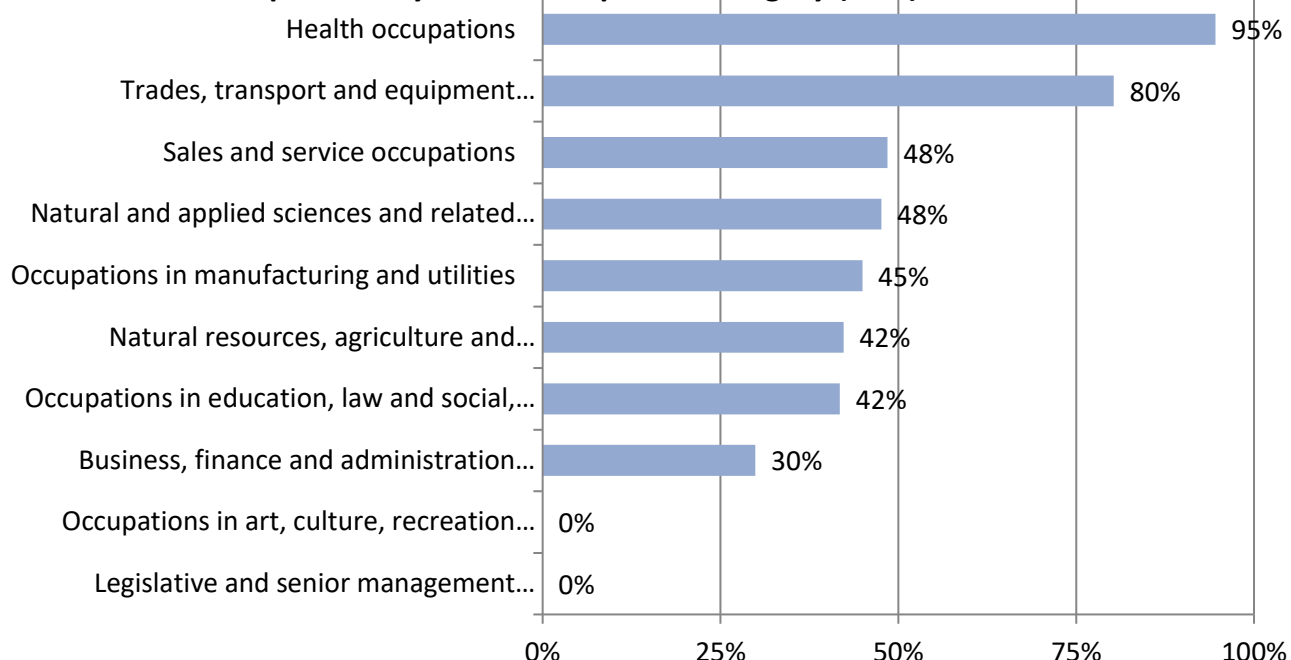


Chart 3: % Employed in Good or Very Good Employment Prospect Call Occupations, by Broad Occupation Category (BOC), P.E., 2024-26



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 expand at a respectable pace over the forecast period which should support employment growth in this occupation.

🍁 Examples of occupations with a *Good or Very Good* call in this category include: Accounting technicians and bookkeepers; Financial auditors and accountants; Property administrators; and Medical administrative assistants.



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 2026. Growth prospects remain favourable for information technology; and ongoing development of the Island's bioscience industry should help support job openings in related occupations.
- ✳ Examples of occupations with a *Good or Very Good* call in this category include: Chemical technologists and technicians; Biologists and related scientists; Software developers and programmers; 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 health-related 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, and other health care professionals, 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. However, population growth is expected to slow over the forecast period due to the reduction in federal immigration targets which may result in some softening in demand over the next few years.



- ✳ The federal-provincial Early Learning and Child Care Agreement will continue to 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.
- ✳ 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. 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; Graphic designers and illustrators; and Journalists.

Sales and Service Occupations



- ✳ Job growth is expected in various occupations in this category as employers continue to experience difficulty filling vacancies. The Island economy is projected to expand at a respectable pace over the forecast period which should support employment growth in this occupation. However, population growth is expected to slow in the province due to the reduction in federal immigration targets which may result in some softening in demand over the forecast period.
- ✳ Although the retail sector continues to contend with certain challenges, such as on-line shopping, positive population growth should serve to support this sector over the forecast period. Furthermore, interest rates are expected to continue to fall which should encourage more consumer spending and business investment in the province. This should bode well for keeping consumer demand healthy. 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; Food counter attendants, kitchen helpers and related support occupations; 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.



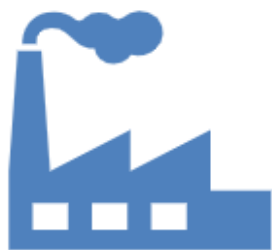
- Examples of occupations with a *Good or Very Good* call in this category include: Transport truck drivers; Carpenters; Plumbers; and Construction trades helpers and labourers.

Natural resources, agriculture and related production occupations



- Agriculture and fishing make up the vast majority of employment in this category. Overall growth prospects in these primary industries will remain flat over the forecast period given ongoing reduction in farmland due to residential and non-residential development; and a heavily regulated fishing industry.
- However, demand will continue to be very good for certain farm labourers given the industry's strong dependence on the TFW Program to fill vacancies. Furthermore, other occupations within this group linked to the province's strong construction activity will offer favorable job opportunities.
- 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. The value of international exports from the Island reached a record level in 2023, and manufacturers are on track for an even stronger year in 2024.
- ✳ 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 within this group is the local shortage 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 the TFW Program 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 2024**.

Prepared by: Business Intelligence and Labour Market Analysis Directorate, Service Canada - Atlantic Region

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APPENDIX

Table 4: Employment Outlook, 2-Digit NOC Occupations, P.E., 2024-26

	Historical LFS Employ. 2023	Projected Total Openings, 2024-26	AAR* Employ. Growth, 2024-26	AAR* Attrition, 2024-26
2 Digit NOC Occupation Groups				
00 Legislative and senior managers	200	30	2.5%	2.0%
10 Specialized middle management occupations in administrative services, financial and business	1,000	95	1.5%	1.6%
11 Professional occupations in finance and business	2,700	350	2.8%	1.4%
12 Administrative and financial supervisors and specialized administrative occupations	3,500	385	1.8%	1.8%
13 Administrative occupations and transportation logistics occupations	3,200	470	2.7%	1.9%
14 Administrative and financial support and supply chain logistics occupations	3,400	360	1.7%	1.8%
20 Specialized middle management occupations in engineering, architecture, science and information	300	45	3.0%	1.4%
21 Professional occupations in natural and applied sciences	3,500	550	3.5%	1.4%
22 Technical occupations related to natural and applied sciences	2,200	295	2.8%	1.4%
30 Specialized middle management occupations in health care	<200	5	2.7%	1.5%
31 Professional occupations in health	4,000	590	3.4%	1.2%
32 Technical occupations in health	2,200	345	3.7%	1.2%
33 Assisting occupations in support of health services	2,600	425	3.6%	1.5%
40 Managers in public administration, in education and social and community services and	1,000	80	0.8%	1.8%
41 Professional occupations in law, education, social, community and government services	6,500	835	2.6%	1.5%
42 Front-line public protection services and paraprofessional occupations in legal, social, and	3,200	435	3.1%	1.1%
43 Assisting occupations in education and in legal and public protection	1,100	140	2.4%	1.5%
44 Care providers and legal and public protection support occupations	<200	35	4.2%	1.8%
45 Student monitors, crossing guards and related occupations	<200	10	3.1%	2.3%
50 Specialized middle management occupations in art, culture, recreation and sport	<200	10	1.7%	2.1%
51 Professional occupations in art and culture	800	100	2.2%	2.0%
52 Technical occupations in art, culture and sport	400	65	3.2%	1.2%
53 Occupations in art, culture and sport	700	90	3.0%	1.4%
54 Support occupations in sport	500	60	2.9%	0.7%
55 Support occupations in art and culture	<200	0	-	-
60 Middle management occupations in retail and wholesale trade and customer services	2,400	385	2.6%	2.4%
62 Retail sales and service supervisors and specialized occupations in sales and services	2,500	370	3.3%	1.4%
63 Occupations in sales and services	2,500	345	3.0%	1.4%
64 Sales and service representatives and other customer and personal services occupations	5,300	695	2.8%	1.3%
65 Sales and service support occupations	7,900	1,080	3.0%	1.3%
70 Middle management occupations in trades and transportation	1,400	255	4.0%	1.9%
72 Technical trades and transportation officers and controllers	6,700	1,395	4.8%	1.5%
73 General trades	3,900	745	4.0%	1.9%
74 Mail and message distribution, other transport equipment operators and related maintenance	800	125	3.0%	2.0%
75 Helpers and labourers and other transport drivers, operators and labourers	2,000	365	4.4%	1.2%
80 Middle management occupations in production and agriculture	1,100	145	1.0%	3.4%
82 Supervisors in natural resources, agriculture and related production	300	35	1.9%	1.2%
83 Occupations in natural resources and related production	1,600	120	0.2%	2.3%
84 Workers in natural resources, agriculture and related production	900	95	1.7%	1.4%
85 Harvesting, landscaping and natural resources labourers	2,200	300	2.9%	1.5%
90 Middle management occupations in manufacturing and utilities	500	80	3.2%	1.9%
92 Processing, manufacturing and utilities supervisors and utilities operators and controllers	600	90	2.6%	1.9%
93 Central control and process operators and aircraft assembly assemblers and inspectors	300	30	2.3%	1.6%
94 Machine operators, assemblers and inspectors in processing, manufacturing and printing	1,800	420	4.9%	2.1%
95 Labourers in processing, manufacturing and utilities	1,000	205	4.4%	1.7%
Total, All Occupations	89,000	13,085	3.1%	1.6%

* AAR - Average Annual Rate