

# LOOKING TO THE FUTURE, OTTAWA BUSINESSES RECOGNIZE IMMIGRANT TALENT AS VITAL TO OUR ECONOMY

## 2020 Ottawa Business Growth Survey Insight #1

**The COVID-19 pandemic has shaken the economy and shifted business priorities.**

Business confidence is down in Ottawa based on responses to the 2020 Ottawa Business Growth Survey.

50% of businesses reported they felt that the market for their business sector would worsen over the next year. This is up from only 10% reported in 2019.

Access to talent is no longer top of mind. Only 25% of businesses say they plan to recruit new employees in the next 12 months.

This is down considerably from 49% in 2019. It is also the lowest ever since the Ottawa Business Growth Survey launched in 2015.

*More insights ...*



**20** Ottawa Business  
**20** Growth Survey Insights

Report produced in partnership  
with the Ottawa Board of Trade  
Subcommittee on Immigration

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## 2020 Ottawa Business Growth Survey

### Insight #2

**Immigrants remain an important source of talent and Ottawa employers know it.**

Despite the pandemic and its negative impact on many businesses, Ottawa employers continue to recognize immigrants as an important source of talent.

- Over the past three years, the proportion of Ottawa businesses reporting that immigrants are an important source of labour for the local economy has remained steady at about 80%.
- Approximately half of Ottawa businesses reported that immigrants are an important source of labour and skills for their own company.
- Consistently over the past three years, approximately 50% of businesses reported hiring an immigrant within the last year.

## 2020 Ottawa Business Growth Survey

### Insight #3

**Access to talent and diverse skills will be essential as businesses look to the future.**

Ottawa continues to attract highly skilled and talented immigrants. A greater percentage of highly educated immigrants live in Ottawa, compared to any other Canadian city (Census 2016). Immigrants in Ottawa hail from more than 160 countries around the globe, making our city, communities and workplaces more vibrant, innovative and productive.



As businesses look to the future and begin to rebuild and grow, leveraging the skills and contributions of Ottawa's diverse immigrant communities will be essential to building back better.

Contact us to find out about tools and services available to help businesses leverage this talent.

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immigrants ottawa

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*Have you heard about #OttawaNEXT? Check out the latest in a succession of Ottawa Board of Trade (OBoT) initiatives designed to remove barriers for all local businesses: <https://ottawanext.ca/>*