



Labour Market Information

LEARNER'S GUIDE



TABLE OF CONTENTS

INTRODUCTION	1
Purpose	1
Objective.....	1
Intended Outcomes	1
Content Features/Highlights.....	1
LMI Training Opportunities for Practitioners	2
SECTION 1 – UNDERSTANDING LMI.....	3
The Role of Practitioners in Career Development – LMI is a Primary Need.....	3
Practitioner Expectations	5
What is LMI?	6
Why use LMI?	7
LMI Major Influences	9
LMI Trends in Nova Scotia and Beyond	11
Clarifying LMI Buzz Words	12
SECTION 2 – FINDING & EVALUATING LMI.....	15
Identifying LMI – LMI is Everywhere	15
LMI Structures & Sources.....	16
LMI Sources & Locations	18
Interpreting & Using LMI Statistics	20
Evaluating & Determining Reliable Sources of LMI	21
Finding Local LMI.....	23
Knowing our Labour Market – Nova Scotia	25
Staying Current.....	29
Looking Ahead	30
SECTION 3 – USING LMI	32
Explain LMI & the Career Development Life Cycle	32
Assess Client Needs & LMI Strategies	33
Review General LMI Research Topics.....	35
Reinforce that Workshops Work.....	37
Encourage Information Interviews & Networking	38
Focus on Employability Skills.....	40
Offer Career Guides & Publications for Self-Study.....	42
Consider 6 Lessons for Professional Practice	44
APPENDICES	45
Appendix A: List of Reliable LMI Sources	45
Appendix B: Glossary of LMI Terms.....	50

Introduction

Purpose

Most practitioners who have worked in career guidance roles will quickly acknowledge the importance of using multiple sources of Labour Market Information (LMI) to support individuals in **informed career decision making**. Over the past number of years, practitioners have consistently identified gaps in training and education in the area of Labour Market Information for Career Development Practitioners. This guide and training materials have been created to address some of those gaps.

Objective

This training aims to refresh practitioners’ existing knowledge about LMI, as well as introduce new content, ideas and strategies that will assist you in serving your clients with confidence. This training aims to increase your overall ability to support Nova Scotians in informed career decision making.

Intended Outcomes

- Increase the knowledge base and confidence of practitioners, related to the use of LMI with clients.
- Increase the regular use of LMI by clients and practitioners, supporting career decisions that strongly align with the needs of the individual and the needs of their community’s labour market.
- Increasing career and financial success for the individual clients and positive spinoffs for the local economy, thus serving all Nova Scotians.

Content Features/Highlights

Check your CDP Skill Score

Career Development Practitioners are invited to self-evaluate their knowledge and expertise in skill areas related to effective use of LMI.

Learn More About Web Links

Web links are included throughout to point practitioners towards additional external resources that will allow them to further develop their understanding and expertise in LMI related areas of interest.

LMI Training Opportunities for Practitioners



Deskside Learner's Guide



LMI Course Presentations



NSCDA Conference Training Sessions

Section 1 – Understanding LMI

The Role of Practitioners in Career Development – LMI is a Primary Need

Before we enrol our clients in workshops (unless it’s an LMI workshop) or help them write their resumes, prepare for interviews or apply for program funding, we would be wise to **start the conversation about Labour Market Information**, early.

For most career development activities, introducing the concept and encouraging people to do some preliminary exploration of LMI is often a productive use of time and resources.



Source: <https://blog.mass.gov/jobs/job->

Like many situations in life, **information can be a source of power, confidence and ideas or innovation**. Often a client already has an idea of the role they are interested in obtaining – often it is the same or like one they have left or lost. Many individuals believe that their best bet for securing employment quickly is to do what they have done before, as they already have the skills and confidence needed for the job. And of course, they are partially right. What they may not be considering though, is the **labour market conditions that also play a major part in their employment success**.

Helping individuals to understand, interpret and evaluate their local labour market conditions will not only help them make better career decisions to maximize opportunities for their own future, it could also help our province grow and prosper by addressing skills gaps and unmet employer needs

LEARN MORE ABOUT WHAT PRACTITIONERS IN CANADA ARE DOING WITH LMI:

LMIC Infographic: Career Practitioner Survey:

https://lmic-cimt.ca/wp-content/uploads/2019/11/LMIC-career_practitioner_survey_infographic.pdf

How Practitioners Help with LMI:

- Determine the information needs of clients
- Articulate client questions in LMI terms
- Navigate/curate/evaluate LMI and trends
- Coach others to be savvy LMI finders/users
- Help others make personal sense of info
- Integrate LMI into a career action plan

Top Types of LMI Searched for by Practitioners:

1. Job-Specific Skills
2. Education Requirements
3. Salaries
4. Future Opportunities

Notes

Practitioner Expectations

NSCDA Core Competencies RE: LMI

This description was taken from the NSCDA's publication on the Core Competency Profile for Career Development Practitioners in Nova Scotia and speaks to the specific knowledge and ability expectations related to LMI. Reviewing this document is a great way to quickly assess your own knowledge and competency, while identifying possible areas for further reading or practice:

https://nscda.ca/wp-content/uploads/2019/12/NS_Core_Competency_April_29_2016.pdf

6.5 Be Familiar With Labour Market Information

Importance	Difficulty/Complexity	Time to be Proficient	Criticality/Risk	Frequency
4	4	3 years	3	Monthly
KNOWLEDGE		PERFORMANCE		
Career development practitioners must know:		Career development practitioners must be able to:		
<ul style="list-style-type: none"> • General structure of the labour market, for example: <ul style="list-style-type: none"> — Industry sectors — Wages and labour costs — Labour market matching and long-term unemployment — Demographics — Skills or labour shortages • Types of labour market information, for example: <ul style="list-style-type: none"> — Jobs, wages, benefits, conditions of employment — Employment and unemployment rates, supply-demand data — Trends — Productivity • Labour market trends, for example: <ul style="list-style-type: none"> — Occupations projected to grow — Geographic regions with greatest employment prospects 		<ul style="list-style-type: none"> • Conduct research to obtain labour market information, including: <ul style="list-style-type: none"> — Past and present labour market needs — Future labour market trends — Potential employers • Evaluate and interpret labour market statistics, for example: <ul style="list-style-type: none"> — Look for trends or overall themes — Identify significant content (i.e., that has implications or application to needs) — Determine conclusions or recommendations • Keep current about local labour market information and trends: <ul style="list-style-type: none"> — Available job search resources — Demographic data — Supply and demand statistics — Skills in demand — Placement data — Economic development plans and forecasts 		

6.6 Apply Labour Market Information

Importance	Difficulty/Complexity	Time to be Proficient	Criticality/Risk	Frequency
4	4	3 years	3	Monthly
KNOWLEDGE		PERFORMANCE		
Career development practitioners must know:		Career development practitioners must be able to:		
<ul style="list-style-type: none"> • Job search strategies and tools, for example: <ul style="list-style-type: none"> — Document preparation, e.g., résumés — Job interview skills and practice — Use of recruitment agencies — Affiliations with professional associations 		<ul style="list-style-type: none"> • Ensure labour market information is accurate • Communicate labour market information for specific, applied purpose: <ul style="list-style-type: none"> — Provide accurate and current information — Explain labour market information to help clients understand how it applies to their work search and career objectives • Apply market information to individual career plans or job search strategies: <ol style="list-style-type: none"> 1. Assist clients in identifying marketable skills, knowledge and experience 2. Demonstrate link of client's skills and abilities to those in demand in the labour market 		

What is LMI?

Labour Market Information - What is it?

LMI includes reports, studies, statistics and other information about:



LMI is Everything

When introducing the concept of Labour Market Information (LMI), one of the most simplified explanations that may be effective is the idea that, “**LMI is information about jobs and the people who do them.**”

Another simple description states that, “**LMI is any information that supports the decisions Canadians make in the world of work.**”

Labour Market Information includes both “hard” quantitative and “soft” qualitative information - knowledge, facts, data, and other relevant information on the supply and demand of labour. **Essentially, LMI includes any information that can be used to assist in labour market decisions.** Types of decisions that rely on LMI include everything from policy decisions by governments and other institutions to career, job, education, training and other decisions made by individuals and employers within the labour market. The information generally provides a snapshot for a specific moment in time, recognizing that that picture is **constantly changing, evolving, facing challenges and impacts** by a huge number of influences.

The first thing many of us tend to think of when we hear Labour Market Information or LMI, is **statistics**. There are lots of statistics out there, but are they relevant to the lives of our clients, or even to ourselves as practitioners? Afterall, using statistics without interpretation is like trying to put together a puzzle without knowing what it is supposed to look like. Pairing statistics with **reports, anecdotes, observations and trends** can help create a clearer picture of the environment we are trying to “access” for professional and personal gain. Understanding the environment, or market, is key to facilitating and creating success within

it. Your ability, as a professional in career development, to help someone collect well-rounded and complete information to understand the labour market around them will be a key factor in their career success.



Why use LMI?

LMI helps us make smart decisions:



LMI can answer a lot of questions:

Whether clients come in asking questions, or they need to be prompted to ask questions about career opportunities they are considering, introducing LMI early in the conversation is a great idea. Use every opportunity to reinforce the use of LMI in answering the most important of career questions. By briefly introducing LMI as a key concept (consider using the diagram and information on page 32), we can then segway into the types of LMI clients may want to look for or use to confirm or correct their expectations.

As practitioners, **by reviewing our own knowledge and responses to common questions (like those on the next page)**, we can also determine how informed and prepared we are to support our clients with reliable local and national information.

Labour Market Information – Learner’s Guide

<p>Identify Supply & Demand</p> <ul style="list-style-type: none"> • What roles are currently available locally? • Which careers provide regular opportunities for advancement? • What industries and areas of work are becoming more in demand in Nova Scotia? 	<p>Support Realistic Financial Expectations</p> <ul style="list-style-type: none"> • What careers & employers have the best pay and benefits packages in our area? • Which training programs are the best bet in terms of cost vs. income earning potential in Nova Scotia? • Could I make more, doing _____ in another city?
<p>Profile Current/Local Labour Market Conditions</p> <ul style="list-style-type: none"> • What kind of jobs are available right now? • What jobs have a primarily outdoor work environment? • Where are the _____ jobs located? • What are the challenges associated with being a _____? 	<p>Predict Future Conditions/Outlooks</p> <ul style="list-style-type: none"> • What career options are the most likely to have vacancies at my graduation date? • How will technology impact the _____ industry? • Which training programs are most likely to produce in demand graduates locally?
<p>Understand Trends & their Impacts</p> <ul style="list-style-type: none"> • What are the “hot jobs” and industries in Nova Scotia? • What businesses or niche markets have high self-employment prospects? • What training programs, recognized by employers, can I complete fully through distance education, from my home? 	<p>Help Clients Make Confident Decisions</p> <ul style="list-style-type: none"> • What skills are needed to succeed in _____ career? • What careers require the skills I already have? • Is working in _____ trade safe? Is it physically demanding? • Which employers are recognized for their inclusions and diversity initiatives?

Notes

LMI Major Influences

What are some major influences on the Labour Market?

Demographics – Changing characteristics of the population

- Aging baby boomer generation means increases in future job openings upon their retirements
- More demand for goods and services related to aging populations and potential related skills shortages
- Example: Growth in senior-focused housing, financial services (retirement savings), tourism, accommodation, food and health care services.

Technological Changes – Growing use of technology, computers and smart phones in automation and everyday roles and tasks

- Many low skills jobs are being replaced or altered by technology
- Most jobs of the future will require some level of skills in computers and technology
- Technological skills are often transferable between jobs and careers
- Example: It is predicted that even highly skilled roles like Pharmacist may become automated in coming years.

Globalization – Increasing ease/affordability of moving goods, information and resources globally

- New opportunities for goods and services in international markets mean new businesses and jobs/careers
- Significant growth in “the gig economy” - virtual/remote, contract/short term and piece work/project-based employment and self-employment opportunities
- Some occupations could experience increased competition from imports and/or offshoring
- Political instability and increasing social division between people, provinces and countries may impact Canada’s labour market in several uncertain ways
- Example: Call/contact centres for many local businesses, big and small, are located anywhere in the world

Environmental Sustainability – Climate change is a global challenge, creating devastating circumstances for people everywhere, including flooding, wildfires and landslides in Canada

- Increase in Climate refugees? United Nations suggests that anywhere from [200 million to 1 billion people](#) will be displaced due to disaster, conflict and climate by 2050.
- Citizens, governments and businesses will all be expected to take on new roles related to managing changes and impacts related to our environment
- Example: According to Indeed.com, the green economy is the only other area or sector seeing job growth as strong as the booming tech sector.

Government Policy – Significantly impacts business growth, which directly impacts employment

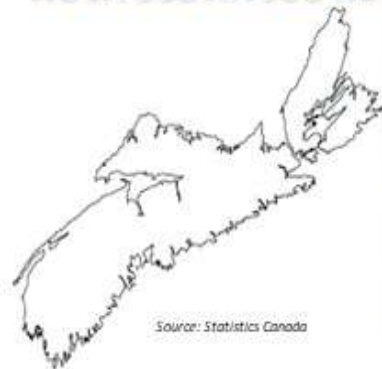
- The competitiveness of Canadian businesses is at the foundation of a robust job market
- Businesses and governments can help build an even more vibrant job market by investing in education and training, encouraging labour mobility, and improving the competitiveness of Canadian companies
- Example: Small and medium size businesses account for significant employment creation, especially in rural areas – lowering barriers to entry into markets promotes business and employment growth.

Notes

LMI Trends in Nova Scotia and Beyond

Additional trends that are impacting Nova Scotia’s labour market specifically include things like **urbanization** (living in cities vs. suburbs vs. rural areas) and **increasing population diversity** (immigration) and **income/social inequality**. To learn more about how these trends are directly impacting our province, there are several sources for local information.

NOVA SCOTIA JOB MARKET TRENDS



Unemployment Rate (Jun 2019) 6.6% ↑

Employment (Jun 2019) 501,300 ↓

Average Weekly Earnings (Apr 2019)
\$ 896.17 ↑

Job Vacancies (Q1, 2019) 9,425 ↓

LEARN MORE ABOUT LMI IN NOVA SCOTIA

<https://www.jobbank.gc.ca/trend-analysis/job-market-reports/nova-scotia>

One of our most reliable sources for determining trends in our NS job market is by visiting the page can be used to help individuals find out more about the labour market in Nova Scotia, at the current point in time. Information about local LMI can be sorted based on a specific **postal code, industry or events** like “all news” or **job creation, investment, construction, layoff** or other. As a practitioner, it is a good idea to **review “all news” regularly** in order to know the latest and greatest LMI impacts within our province. You never know who may walk through your door that may benefit from knowing a bit more about what’s happening in an industry they are interested in. Refer to the **Appendix A** for more information and links/videos related to labour markets. Some **very general trends such as unemployment rate, average weekly earnings and job vacancies** are updated regularly, but are likely more useful for practitioners than for clients. We can still use this information to ensure that career development professionals are informed and anticipating the challenges that their clients may be facing. Knowing more about industries and positions that are growing and in demand in Nova Scotia is more likely to serve your clients in their decision making.

CHECK YOUR CDP
SKILL SCORE



Labour Market Trends +1

☑ Got it!

Hot Jobs in NS (Above Average Outlook)

- Nurse/LPN
- Continuing Care Assistant
- Truck Driver
- Aerospace Engineer
- Industrial Electrician
- Software Designer
- Psychologist
- Heavy Duty Equipment Technician
- Deck Officer (Marine)
- Database & Information Systems Analyst
- Accountants
- Early Childhood Educators
- Computer Network Technician
- Business Consultant

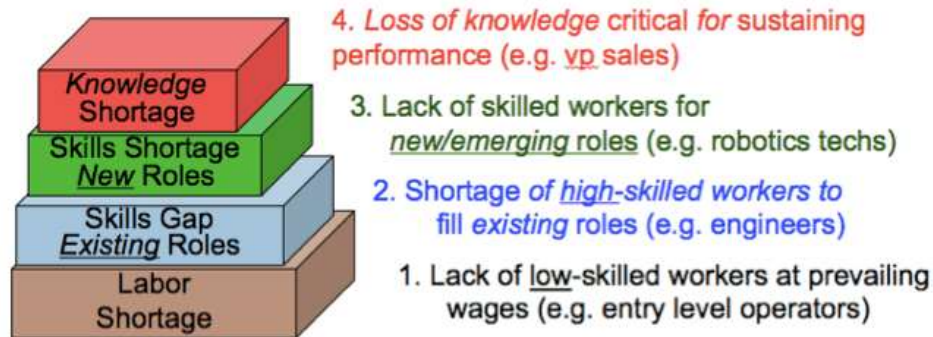
Clarifying LMI Buzz Words

Skills Economy - We are increasingly defined not by our title or the company we work for, but by the skills we possess, who we’ve worked with and what we’ve done. As we enter a period of projected job disruption the labour market will likely shift toward a mobile, skilled workforce, constantly learning, training, and upgrading to meet the demands of a changing world.¹

Skills Gap/Mismatch - A skills mismatch refers to the situation in which an employee’s current skills do not match those needed to perform their current job. In all cases, a skills mismatch is identified at the level of a worker-job pair.

Skills Shortages – A skills shortage occurs when there are enough candidates, but they are not hired because the employer deems them to not have the skills required, such as critical thinking, occupation-specific technical skills or writing. In other words, there are viable applicants, but their specific skills set does not match the needs of the employer for that job.

4 Types of Skill Shortages



¹ RBC. Office of the CEO. *Humans Wanted*. March 2018. rbc.com/humanswanted. P. 5.

Knowledge Economy/The Information Age - Economy based on creating, evaluating, and trading knowledge. In a knowledge economy, labour costs become progressively less important and traditional economic concepts such as scarcity of resources and economies of scale cease to apply.²

The Digital Economy – Digital economy refers to an economy “that functions primarily by means of digital technology, especially electronic transactions made using the Internet”.³

The “Innovation” Age/Economy – “An era that has creativity as its capital and innovation as its product...It's now all about the ability to use all the knowledge that is available for the creation and design of all kinds of solutions to an endless flow of problems, issues, challenges, needs, and wants that constantly change. These require a different combination of tools, methods, and processes every single time they re-emerge into new shapes and forms. Thanks to rapid advances in technology, more and more tools, methods, and processes are becoming increasingly available, accessible, and useful to practically everyone.”⁴ Some experts have also suggested that a new economy based on **networking and/or passions** are relevant to the changes we are seeing in today’s economy and labour market.

The Gig Economy – Refers to the increasing prevalence of jobs that are geographically diffuse, short-term and with little social protections or benefits. The gig economy can be described as one “characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs.”⁵ Mid-life career changes are increasingly common and frequent job hopping is no longer stigmatized—in fact, it’s even considered an asset in some professions and necessary for others. Some experts also predict that the gig economy could be the answer to marginalized, unskilled, and underemployed workers to find part-time productive work. The gig economy may help to lift people out of the underground economy by giving them legitimate, flexible work opportunities with low entry barriers. Vulnerable members of society -- like the disabled, or those with cultural, language, or social barriers to finding employment -- can avoid the traditional burdens of the hiring and employment process through gig economy platforms. After all, the only thing they need is an Internet connection and a willingness to work.


² Business Directory. *Knowledge Economy*. <http://www.businessdictionary.com/definition/knowledge-economy.html>.

³ Lexico. *Digital Economy*. https://www.lexico.com/en/definition/digital_economy

⁴ Doria, Mike. *If You Think We're Still in the Age of Information, Think Again*. LinkedIn. December 23, 2014. <https://www.linkedin.com/pulse/you-think-were-still-age-information-again-mike-doria/>

⁵ Lexico. *Gig Economy*. https://www.lexico.com/en/definition/gig_economy

**CHECK YOUR CDP
SKILL SCORE**



LMI Terms and Buzzwords +1

Got it!

LEARN MORE ABOUT LMI TERMS AND BUZZWORDS

Check out the **LMI Glossary starting on page 50** of this Guide

Notes

Section 2 – Finding & Evaluating LMI

Identifying LMI – LMI is Everywhere

One thing that practitioners and their clients need to keep in mind is that LMI is everywhere! If you take a walk through your own community, you will see and hear LMI all around you – but you need to know what to look and listen for, because it can be easy to miss!



Think About/look for things like:

- Help Wanted Signs
- Community Bulletin Boards
- Business opening and closing
- People doing their jobs
- People talking about their jobs or job search
- Organizations helping people with government and community-based services (benefits, programs, business start-ups)
- Events
- Crowds, line-ups, and so much more!

Most of these sources of LMI can be divided into three main categories – in-person, print or electronic. Of course, there is likely to be an overlap of information being available from multiple types of sources – this sometimes helps to reinforce the currency and importance of certain information.

Reviewing the lists below for LMI structures and sources, along with a list of their possible locations, may help keep your eyes and ears open to gather as much information as possible about your local area. One name for this activity is “**environmental scanning,**” which is a great tool and skill for gathering information that you can discuss and pass on to your clients and colleagues.

**CHECK YOUR CDP
SKILL SCORE!**



**Environmental
Scanning +1**

 *Got it!*

LMI Structures & Sources

Classification Systems

Labour market data on occupations and industries are often reported within a classification system, or framework. The framework serves to both standardize and organize data to make it consistent, comprehensive, and comparable. As a practitioner, understanding the structures and feeling comfortable navigating information within them, explaining the basics to clients and keeping up with any changes, will allow you to offer the best possible career decision making support.

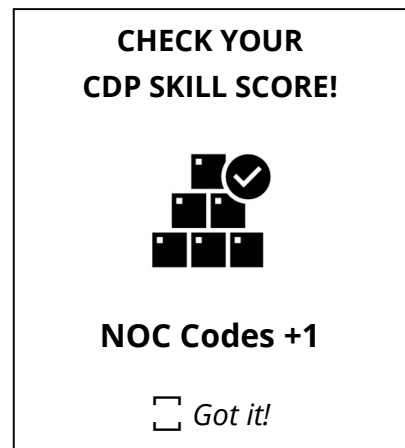
NOC Codes

Canadian occupational information is organized within the **National Occupational Classification (NOC)**. This system is used in a range of contexts to compile, analyze, and communicate information about occupations. The basic principle of the NOC is the kind of work performed. Occupations are identified and grouped primarily in terms of the work usually performed, this being determined by the tasks, duties, and responsibilities of the occupation. The Career Handbook aspect of the NOC details worker characteristics and other occupation indicators. For more information on the NOC and the Career Handbook visit:

<https://www.canada.ca/en/employment-social-development/services/noc.html>

An online tutorial for using the NOC can be found at:

<https://noc.esdc.gc.ca/Training/TutorialHome/a1186f193ca64441b0189ed2e9a79392>



LEARN MORE ABOUT NOC CODES

Do You Know Your Own Noc Code? **4156**

Career Practitioners (Employment Counsellors) in All Education, Law, Government, Social and Community Services

Employment counsellors and career development practitioners provide information and help to job seeker clients on all aspects of employment search and career planning. They also provide advice and information to employer clients regarding employment issues and human resources. Employment counsellors and career development practitioners are employed by human resource departments of establishments, employment service organizations, consulting firms, correctional facilities and by federal and provincial governments. Supervisors of employment counsellors are included in this group. *Source:* <https://explorecareers.novascotia.ca/occupation/188>

NAICS Industry information is organized based on the **North American Industry Classification System (NAICS)**. This system was created against the background of the North American Free Trade Agreement. It provides common definitions of the industrial structure of Canada, the United States, and Mexico, and facilitates comparative analysis of the three economies. For more information visit:

<https://www150.statcan.gc.ca/n1/en/catalogue/12-501-X>

Survey Data

The use of surveys is common in capturing LMI in Canada. Surveying provides the ability to customize and target information to specific needs. The main challenges in developing and administering a statistically reliable survey are high costs, required expertise, and representative participation.

- The **Labour Force Survey** is the most well-known and reputable labour market statistics survey in Canada. LFS data are used to produce the unemployment rate and other indicators such as the employment rate and participation rate. The LFS provides employment estimates by industry, occupation, public and private sector, and more. Data on wage rates, union status, job permanency, and establishment size are also produced. The survey is conducted monthly and data is published 10 days after collection.
- The **Census Program** provides a statistical portrait of the country every five years. Participation is mandatory and the information can be presented for smaller geographic areas and population groups. This is helpful in demonstrating historical trends and placing today’s information into a broader context to help understand what the labour market may be like in the next few years.
- The **Job Vacancy and Wage Survey (JVWS)** is a quarterly survey that aims to provide information on labour market demand. The purpose of this survey is to collect information about job vacancies by occupation at the national, provincial, territorial, and economic region levels.

Notes

Administrative Data


Administrative data sources are data sets where the source of data is administrative records, rather than direct contact with a survey respondent. Some examples of administrative data sources are a university registrar database that captures information on gender, date of birth, program of enrollment, and so on, or the T1 Family file and T4 files that provide anonymized tax data on all Canadian tax filers.

The main strengths of administrative data are the ease of access and cost efficiency. Limitations include poor timeliness, limited scope of data variables, lack of comparability, and entry errors.

**CHECK YOUR
CDP SKILL SCORE!**



LMI Research +1

 *Got it!*

LMI Sources & Locations

Formal LMI Products

Information produced by governments, sector councils, research bodies and other reputable sources can be among the most useful, accessible and comprehensive sources of LMI available to practitioners. Examples of formal products of this nature include:

- **Report:** *Apprentice Demand in the Top Ten Red Seal Trades: A 2019 National Labour Market Information Report*
Source: Canadian Apprenticeship Forum
<https://caf-fca.org/wp-content/uploads/2019/05/2019-National-LMI-Report.pdf>
- **Report:** *High Opportunity Career Options in Nova Scotia: 2016-2017*
Source: Government of Nova Scotia
<https://explorecareers.novascotia.ca/publications>
- **Report:** *Career Work in Action: Discussions and Activities for Professionals*
Source: CERIC – Advancing Career Development in Canada
<https://ceric.ca/guiding-principles-of-career-development/>

Notes

Informal/Regional and Local Labour Market Information

Local labour market information is consistently identified as a gap for practitioners and clients. The challenge is that in most cases data that has a large enough sample size to report local information, such as the census, is not collected often. In practice, much local labour market information is sourced through local networking. This is where monitoring local news and job vacancies, and networking with employers, community groups, and industry bodies comes into the research process. More to come about this...

Finding & Locating LMI Sources

In Person/Networking	Print	Electronic/Online
<p>What?</p> <ul style="list-style-type: none"> • Conversations with experts (career professionals/ industry experts) • Conversations with employers • Conversations with employees • Conversations with family/friends/ acquaintances 	<p>What?</p> <ul style="list-style-type: none"> • Reports by Government • Industry Publications • Newspapers • Magazines • Flyers • Bulletin Boards • Ads • Books • Signs/Billboards 	<p>What?</p> <ul style="list-style-type: none"> • Radio ads, news stories and reports • Television ads, stories and media • Internet <ul style="list-style-type: none"> -Videos -Podcasts -Articles and reports -News stories -Social Media posts -Documentaries
<p>Where?</p> <ul style="list-style-type: none"> • Conferences/Seminars • Informational Interviews • Your Community organizations • Casual/social gatherings • Online forums and groups • Job fairs/career events 	<p>Where?</p> <ul style="list-style-type: none"> • Communications Staff • Libraries • Universities • Unions/Professional Organizations • Sector Councils and Industry Stakeholders • Government Offices • Online Documents 	<p>Where?</p> <ul style="list-style-type: none"> • Government websites • Industry, union and association websites • Internet Search Engines • Local/Community Television and Radio stations • Podcast apps and sites • Blogs, personal websites • Business websites

Interpreting & Using LMI Statistics

An understanding of basic statistics and principles of statistical analysis is not something we all have in our back pockets, ready to use with confidence, but by reviewing the information below and considering a bit of additional reading on the topic, you will be feeling more confident about interpreting statistics and supporting your clients career decisions using hard facts and “the numbers”.

Examples of commonly used LMI Statistics/Sources:

- Canadian Occupational Projection System (COPS) – expected vacancies and opportunities
- Jobbank Occupational Profiles and Wage Information – wage ranges, numbers of employed etc.
- Statistics Canada – employment and unemployment trends by industry, occupation, location, etc.
- Labour Market Report - <https://novascotia.ca/finance/statistics/topic.asp?fto=20t>

Step 1: Ask Critical Questions about What you See/Read

Most simply, ask WHO, WHAT, and HOW/WHY?

- Who produced this information?
- Is it out of date?
- Could there be a bias in the production of this information?
- What time frame is it referencing?
- What exactly is the information telling me? Is it job creation or total job openings? In occupations or industries?
- Can I find out about job openings that will come from attrition? (A portion will be required in the retirement rate)
- For what level of geography is this information; country, province, region, municipality?
- What is the projected growth for the work I am qualified for or interested in?
- If we don’t know how many workers there are in the industry, what does the percentage growth mean to me, looking for work in one of the industries? For example, if there are 500 workers and the growth rate is 50%, 250 new positions are projected. But if the number of workers is 5000 and the growth rate is 25%, the projection is about 1250 new positions.
- Who will be the competition and how many of them will there be?
- In what areas are the openings? Wholesale and Retail Trade includes work from unpacking new stock for a store, to salesclerks, to marketing, to managing several outlets.

Step 2: Find Multiple Sources that Agree

While not always possible – if a trend is statistically significant and from a reliable source, you will often find spinoff news or reports related to the statistical finding. Looking for these types of publications or news articles can confirm the relevance of the trend/statistic and help in making logical connections and career related assumptions based on the information.


Evaluating & Determining Reliable Sources of LMI

It is often hard to know if the LMI you find is clear, relevant, and reliable enough to use for making confident career decisions. To assess the efficacy and quality of LMI, practitioners should ask themselves the following questions:¹

1. Who has produced the LMI?
2. How was the LMI collected?
3. How is the LMI data classified?
4. Is the LMI up to date?
5. Is the LMI fir for purpose?

LMI may not always appear current as major source research is not always conducted regularly, but quite often the information is still useful and should be considered as part of the bigger picture. The same can be said for qualitative/anecdotal LMI received from speaking with an individual – it should not be discounted because it includes one person’s experience or opinion, but it also should not be the sole basis for career decisions.

**CHECK YOUR
CDP SKILL SCORE!**



LMI Data Analysis +1





Got it!

Notes

Labour Market Information – Learner’s Guide

Statistics Canada and the Labour Market Information Council is currently working on ways to improve the availability and usefulness of LMI by addressing 4 main criteria:

Four Comparison Criteria of LMI

1	Localness: 	The smallest geographic level
2	Granularity: 	The number categories by which to group the data (e.g., NOC, age, education level, immigration status, etc.)
3	Frequency: 	How often the data are available, e.g. monthly or annually
4	Timeliness: 	The lag or delay between the data reference period and data availability

In determining ways to improve access and reliability of information, experts remind us that it is important to note the inherent trade-offs among the criteria.

For instance, more granular (local) LMI might be possible, but only by compromising timeliness. Organizations like Stats Can, the LMIC and others are working to make LMI more useful to professionals and individuals in Canada.

LEARN MORE ABOUT LMI DATA:

Increase your expertise by reading: <https://lmic-cimt.ca/local-granular-data-for-beginners/>

Finding Local LMI

One concern that has been voiced by many career development practitioners, when asked about their needs for LMI and related training, is the **availability of reliable local LMI, including employer lists**. Because we know that current local sources (especially in rural areas) are not always available, we often have no choice but to be innovative, proactive and creative about collecting and presenting the information that will support our clients career decision making.

The following list of sources are considered reliable in terms of their general use, but still require critical thinking and consideration with regards to their usefulness and the above criteria for evaluation.

Short-list of reliable sources: *(Find a complete list of sources in Appendix A)*

Provincial

- Explore Careers Nova Scotia
- Nova Scotia Careers in Demand
- Centre for Employment Innovation
- My Blueprint (for Students/Parents)
- Association of Industry Sector Councils
- Nova Scotia Government’s Open Data Portal
- Immigrant Services Association of NS
- Employment Nova Scotia
- Job Bank – Nova Scotia Trends
- Career Beacon

National

- Job Bank – LMI Explore
- Statistics Canada
- Labour Market Information Council (LMIC)
- National Occupation Classification (NOC)
- Canadian Industry Statistics (GOC)
- Canadian Chamber of Commerce
- Indeed
- Workopolis
- LinkedIn

Notes

LMI Topics and Headings from ExploreCareers.NovaScotia

<https://explorecareers.novascotia.ca/labourmarketinformation>

<p>Nova Scotia Labour Force Survey Details on the latest Labour Force Survey statistics for Nova Scotia.</p>	<p>LFS Impact of Covid-19 Labour Force Survey data on the impact of Covid-19 on Nova Scotia’s labour market.</p>	<p>Job Vacancy & Wage Survey Details on the latest Job Vacancy and Wage Survey statistics for Nova Scotia.</p>
<p>Median Income Data on the top 5 highest and lowest occupations by median income and by industry in Nova Scotia.</p>	<p>Skills in Demand Information on the top 10 hard skills, soft skills, and credentials in demand by industry.</p>	<p>Employment Statistics on overall employment including breakdowns by age, gender, and employment type.</p>
<p>Unemployment Information on the unemployment rate with breakdowns by age, location of study, and number of employment assistance recipients.</p>	<p>Regions Details on regional populations, employment, and unemployment.</p>	<p>Industries/Occupations Information on industry and occupation employment and unemployment rates and overall sector trends.</p>
<p>Labour Force Statistics covering the age distribution of the labour force and associated participation rates.</p>	<p>Hiring Demand Data on total job postings and job postings by occupation.</p>	<p>Diversity Groups Statistics covering visible minority and immigrant diversity groups.</p>
<p>Persons with Disabilities Employment data specific to persons with disabilities.</p>	<p>Wages and Benefits Wage data by sector, gender, province, and union status.</p>	<p>Education and Training Information on the impact of education level on employment and wages.</p>
<p>Labour Market Outlook Short-term and long-term labour market outlook.</p>	<p>Labour Productivity Data measuring how efficiently goods and services are produced.</p>	<p>Literacy & Numeracy Information on the impact of literacy and numeracy skills on employment and wages.</p>

Notes

Knowing our Labour Market – Nova Scotia

The People



The Places



The Industry

The Occupations

As a career practitioner, we are naturally expected to be or become **experts in our local and provincial labour markets**. This is no easy task, considering the information is constantly changing. However, if someone new to the area and the province were to ask you to tell them about the local opportunities in terms of jobs, industries, education/training opportunities and trends, how would you reply? Where would you start? Having a clear picture of Nova Scotia’s labour market will greatly assist you in providing important context and background information to support client decision making and overall understanding of labour market impacts.

The People – AKA Labour Force

Population: 971,395 (2019), **Labour Force:** 450,000

Income: As of 2018, the median family income in Nova Scotia was \$53,010, below the national average of \$59,890; in Halifax the figure rises to \$61,020. (Stats Canada)

Ethnicity: The largest ethnic group in Nova Scotia is European at 68.4%, followed by Aboriginal (8.2%), Asian (4.7%), Acadian (2.6%), African (1.9%), Caribbean (0.6%), Latin, Central and South American (0.3%). Just over 42% of the population identifies their ethnicity as Canadian.

Rural - Nova Scotia is among Canada’s most rural provinces. Rural communities can be found throughout the province, both along the coast and inland. Although Nova Scotia has a high proportion of residents in rural communities, recent demographic shifts are changing rural populations.

Moving to Cities - A shift of population from rural communities to urban communities. Traditionally, the further the distance away from the provincial capital and central region of the province, the greater the population loss. The demographic shift phenomenon taking place in rural Nova Scotia is not new, having been documented since the early 1990s.

Aging – In addition to the rural to urban migration trend, the province is witnessing an increase in the proportion of the population exceeding 65 years of age. The outmigration of youth and younger workers has contributed substantially to this trend in the past, however, has slowed significantly in recent years, in correlation with economic downturns in other areas of Canada.

In 2019, older workers (age 55 years and older) made up 23.3%⁶ of the labour force- the lowest proportion in Atlantic Canada. As more people retire and proportionally fewer people enter the labour force, NS will have to rely more and more on automation and increased labour force participation of older worker and underrepresented groups in order to maintain GDP growth and increasing standards of living.

LEARN MORE ABOUT OUR LABOUR FORCE

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1710000501>

Notes

⁶ Statistics Canada. Table 14-10-0327-01 Labour force characteristics by sex and detailed age group, annual

The Places – AKA Economic Regions

Knowing your local geography - regions, counties, larger centres/towns and Nova Scotia Works locations across the province - will help you make confident referrals and support clients who are travelling/in transition.

Halifax

Halifax is Nova Scotia’s capital city and largest urban metropolis as part of the Halifax Regional Municipality. The HRM houses approximately 45% of the province’s population. Major sector opportunities include ICT, digital media, aerospace and defence, ocean tech, and health care. Main employers: Canadian Military, Irving Oil, Emera, Dalhousie University, Jazz Aviation

Annapolis Valley

The Annapolis Valley is experiencing a rise in population and full-time job opportunities — a positive indicator of growth in the area. This region is dominated by agriculturally driven sectors and construction. Main employers: Wineries/Food & Beverage Michelin, Loblaws, Nova Scotia Health Authority.

North Shore Nova Scotia

Northern Nova Scotia employment is mainly in the service-producing industries. The goods industry accounts for one quarter of employment. Main Employers: Empire Company, Micheline Tire, Advocate Printing, Oxford Frozen Foods, STFX University.

South Shore Nova Scotia

Strong sectors of this region, such as the goods sector, are experiencing employment increases. Construction, forestry, fishing, mining, and oil and gas continue to be opportunity sectors for this area. Main employers: Micheline Tire, Stelia Aerospace, HB Studios, Fishing, and tourism/hospitality.

Cape Breton

Cape Breton Island is experiencing gains in both full and part time employment. Much of Cape Breton’s economic history is tied to the coal industry, in recent years the economy has begun to diversify with tourism developments, call centres and manufacturing. Main employers: Stantec, Cabot Gypsum, CBCL, Clearwater Seafoods, PolyTech Windows, Cape Breton University, Shannex.

Where can you send people who live or are travelling to other areas of Nova Scotia and seeking support or LMI? NOVA SCOTIA Works Locations: [Contact Us](#) | [Nova Scotia Works](#) | [novascotiaworks.ca](#)

The Economy – AKA Industries & Occupations

Nova Scotia is the world's largest exporter of seafood, tires, wood pulp, rubber and frozen fruit and nuts⁷. However, Nova Scotia still imports around double what it exports. Nova Scotia's traditionally resource-based economy has diversified in recent decades, from mining, pulp and paper, fishing and textiles, into tourism, agriculture, wine and spirit production, information and communications technology, defense and aerospace sectors and more! Check out the employment and hourly rates based on industry and occupation group:

Industry Group	Employment (x 1,000)			Unemployment Rate (%)
	2018	2019	% Change	2019
Goods-producing sector	82.7	86.6	4.7	8.7
Agriculture	5.2	5.9	13.5	x
Forestry, fishing, mining, quarrying, oil and gas	9	10.9	21.1	20.4
Utilities	3.7	3.6	-2.7	x
Construction	33.1	34.3	3.6	8.8
Manufacturing	31.7	31.9	0.6	4.8
Services-producing sector	373.2	379.5	1.7	4.4
Wholesale and retail trade	79	81.6	3.3	3.9
Transportation and warehousing	19.4	19.6	1.0	4.4
Finance, insurance, real estate, rental and leasing	22.1	21.5	-2.7	2.7
Professional, scientific and technical services	27.5	27.9	1.5	2.4
Business, building and other support services	17.7	17.4	-1.7	11.7
Educational services	37.8	37.2	-1.6	4.6
Health care and social assistance	68.4	73.7	7.7	1.9
Information, culture and recreation	18.3	18.8	2.7	7.8
Accommodation and food services	35.3	35.8	1.4	7.5
Other services	18.7	16.9	-9.6	5.6
Public administration	29.1	29.3	0.7	3

Statistics Canada. Table 14-10-0023-01 Labour force characteristics by industry, annual Accessed March 2020.

Occupational Group Ages 15 years and over	Employment (x 1,000)			Unemployment Rate (%)	Median Hourly Wage
	2018	2019	% Change	2019	2019
Total, all occupations	455.9	466.1	2.2	7.2	\$20.00
Management occupations	37.4	34	-9.1	x	\$38.46
Business, finance and administration occupations	68	67.5	-0.7	3.8	\$22.12
Natural and applied sciences and related occupations	28.9	29.6	2.4	3	\$32.52
Health occupations	41.1	45.8	11.4	1.1	\$25.23
Occupations in education, law and social, community and government services	53	53.8	1.5	3.1	\$28.00
Occupations in art, culture, recreation and sport	13	10.9	-16.2	9.2	\$18.00
Sales and service occupations	122	130.3	6.8	5.8	\$13.33
Trades, transport and equipment operators and related occupations	64.6	64	-0.9	8.3	\$22.00
Natural resources, agriculture and related production occupations	11.5	14.2	23.5	19.7	\$17.23
Occupations in manufacturing and utilities	16.4	15.9	-3.0	6.5	\$21.00

Statistics Canada. Table 14-10-0335-01 Labour force characteristics by occupation, annual Accessed March 2020 and
Statistics Canada. Table 14-10-0340-01 Employee wages by occupation, annual Accessed March 2020.

**CHECK YOUR
CDP SKILL SCORE!**



**General Labour
Market Structure +1**

 *Got it!*

⁷<https://www.ic.gc.ca/app/scr/tdst/tdo/crtr.html?timePeriod=%7CCustom+Years&reportType=TE&searchType=Top25&customYears=2019&productType=HS6¤cy=CDN&countryList=ALL&runReport=true&grouped=GROUPED&toFromCountry=CDN&naArea=P12>

Staying Current

Once you collect valuable tidbits or anecdotes of local LMI that **could be useful for a client’s career exploration**, what should you do with that info? It is quite easy to forget or undervalue the small tip you received about the local business struggling to keep employees, or the organization seeking volunteers for an upcoming community event. How can you ensure this information is not missed or lost, and that it reaches your clients and wider community members who may be able to refer or act on it?

- **Consider talking to your team.** Simple strategies such as colourful “post-it note” type additions to your job board, for all to see, including other staff, can be effective and easy.
- **Consider setting-up a regular time (weekly-monthly) to meet with your team to share any LMI information you have gathered throughout the week.** You may be surprised by how much information you take in and hold on to, as a practitioner! Friday can be a good day to meet and share, before our memories fade, over the weekend.
- **Consider having an LMI “expert” or point person**, like your employer engagement specialist, job developer or information specialist, may be a good plan, so that any tips can be passed on to them, with the expectation of the information being shared within an agreed upon process or location.
- Take advantage of **online learning opportunities** via the NSCDA member hub and the Skills Online Nova Scotia website
- **Attend career professional conferences** (NSCDA/Cannexus) and take in development sessions with a focus on LMI related topics like trends and changing client needs



Looking Ahead

Progress requires **connection and collaboration** among provincial and local peers and stakeholders in all areas of business, government, and social services. One way we can facilitate more and better connection, in order to maintain current local labour market information, is by formally or informally **creating or providing opportunities for stakeholders** in economic development, business, community/non-profit, government, justice and education **to connect, share, exchange information (information interviews) and discuss local labour market trends and information needs.** This type of activity enables practitioners to improve the currency and availability of information, and better supports the matching of client and employer needs within the local community. Because systems are not currently in place to have this information formally collected on a regular basis, **the onus may fall on the individual practitioner or work teams to seek and request information and updates from community stakeholders.**



If you have an opportunity to reach out to community stakeholders who may have additional labour market insight and access to information that you don’t, speak with your team about the logistics of connecting the information to clients who need it. You may also want to consider the following questions and sources for local LMI, which may be worth reaching out to.

Examples of discussion topics and questions:

- Can you give us an update of key trends, activities and needs identified within your organization or programs?
- What information should we share with Nova Scotians currently looking for work, interested in training/education or seeking professional or personal growth opportunities?
- How can NSW Centres and staff better support Nova Scotia’s growth and development?

Examples of Community Stakeholders to Contact for LMI:

- Tourism Nova Scotia Representative – Research
- NSW Middle and High School Career Development Representative
- Nova Scotia Economic Development Representative
- Sector Council/Industry Representatives
- NSCC Career Centre Representative
- University Association Representative
- Nova Scotia LAE Representative
- NSCDA Representatives
- Local employers – big and small
- Volunteer NS Representative
- Acadia Entrepreneurship Centre
- Halifax Partnership – Connector Program
- Older worker program representative
- LaMPSS/ESS Representative (Community Services)
- Phoenix Youth Representatives
- ISANS Representative
- NSHA Representative
- Family Resources Centre staff
- Local media/newspaper/reporter contacts

Notes

Section 3 – Using LMI

Explain LMI & the Career Development Life Cycle

Understanding why LMI is imperative to make smart decisions will naturally lead individuals to consider more information and make better choices about their future careers and employment. This section focuses on ways you can directly support individuals/clients to make informed career and education decisions, using the LMI they have collected and evaluated, ideally with support, interpretation, and discussion with practitioner.

Consider a basic career development model such as the one below; this one is from Career Professionals of Canada and has been annotated with some examples of how LMI might relate to each stage of the process, from a client’s perspective. You may want to use this image as an aid when working with clients, explaining the purpose and value of LMI in career exploration.

Career Development Model




Assess Client Needs & LMI Strategies


By Client

Client:	Potential LMI Needs:
Job Seekers	Collect LMI about a desired role/sector/industry: <ul style="list-style-type: none"> • Current labour demand • Training programs and skill development • Employer research • Job ads • Pay and benefits • Industry trends
Career Changes /Choices (including youth)	Collect LMI about multiple potential roles/sectors/industries: <ul style="list-style-type: none"> • Training programs • Current labour demand • Future demand and trends • Transferable skills required • Employment/training expenses • Employer research • Industry/sector research
Employers	Collect information about employee supply and demand and relevant skills/training programs: <ul style="list-style-type: none"> • Availability of individuals with specific skillsets • Training programs that graduate potential candidates • Training and industry contacts and networking opportunities • Rates and ranges of pay for similar work in the area and beyond

**CHECK YOUR
CDP SKILL SCORE!**



Communicate LMI to others +1

 *Got It!*

By Practitioner

Practitioner:	Potential LMI Areas of Expertise:
Information/Resource Specialist	<ul style="list-style-type: none"> • Publications/Handouts – highlighting key points • Workshops/Networking Events – highlighting and signing up participants • Current local labour market conditions - job ads/availability • Knowledge of how other practitioners use LMI
General Practitioner/ Case Manager/ Workshop Facilitator	<ul style="list-style-type: none"> • Current labour market conditions and trends • Community partner organizations and service providers • Common experiences, challenges and solutions faced by locals • Reporting, tracking and documenting client interactions and activities
Employer Engagement Specialist	<ul style="list-style-type: none"> • Current pay rates and ranges of locals • Employer challenges and successes re: hiring locally • LinkedIn Networking for employers and employees • Complete lists, notes and up to date contacts for local employers
Counsellor/Specialist	<ul style="list-style-type: none"> • Extensive knowledge of local labour market, trends and outlooks • Decision making strategies and tools, using LMI • Relationship/rapport and networking with training institutions and program funding partners

Notes

Review General LMI Research Topics

In order to help provide a clear picture of opportunities and challenges within a specific career, you may want to ask your client to search for and collect the following information about the jobs or fields of study they determine to be of interest. You could also have them enrol in a Labour Market Information workshop within a Nova Scotia Works centre.

Note: These workshops may not currently be available at all centres.

- Job prospects in preferred location of work
- Physical work conditions
- Wages and benefits
- List of potential employers
- List of job openings
- Education/Training/Certification requirements
- Education/Training/Certification providers, costs and program details
- Programs and funding for training and skill development (Skills Development)
- Skill requirements
- Job risks and challenges (safety/mental health)
- Advancement opportunities
- Local news articles related to the career/employer
- Industry Associations and Sector Councils
- Personal experiences of employees in the role
- Personal experiences of employers in the field
- Online reviews/anecdotes of the role or employer (Glassdoor)



LMI Research for Youth:

You may want to simplify your research topics when working with young clients. Consider using a worksheet like the one available below:

MyHomeWorks
Bringing Labour Market Information to Your Home Area

Name: _____
Date: _____

(1) Explore an occupation from each world and complete the following table:
Remember, if there are 0 educational requirements under an occupation, this means the employer did not specify this requirement in the online job posting. Try searching on the internet to determine if secondary school, college or university is a requirement

	What is the name and NOC code of the occupation you explored?	Where do you want to work?	# of job postings (in your preferred area)	What is the average hourly wage? (in your preferred area)	What are the educational requirements? (in your preferred area)
 Sales & Service					
 Trades, Agriculture, Processing & Manufacturing					

Labour Market Information – Learner’s Guide

Examples of client question and answers (with related LMI sources)

<p>“Which career quizzes should I do to figure out a career that is right for me?”</p>	<ul style="list-style-type: none"> • MyBlueprint.ca – Who Am I? • Jobbank.gc.ca – Career Planning Quizzes • CareerCruising.com – via NS Works • https://www.iaccess.gov.on.ca/labourmarket/careerQuiz/careerQuiz.xhtml • https://alis.alberta.ca/careerinsite/know-yourself/ • 16personalities.com
<p>“How do I find someone to talk to about what it’s like being an Electrician?”</p>	<ul style="list-style-type: none"> • Construction Sector Council Trades Exhibition Hall - http://nscsc.ca/teh.html • LinkedIn.ca – Search Electrician • Labour Union – http://energize625.ca/ • Job Ads/Job Fairs – Indeed – Search your area for Electricians • NSCC.ca – Career in Gear • Social Media – ask your friends who they know
<p>“Which jobs am I pretty much guaranteed to get hired if I do the required training?”</p>	<ul style="list-style-type: none"> • High Opportunity Occupations in NS https://explorecareers.novascotia.ca/sites/default/files/2018-06/LAE_High%20Opportunities_ENG-web%20FINAL-s.pdf • Search occupations for “good” outlooks – advanced search on explorecareers.novascotia.ca • Speak with local Nova Scotia Works practitioners for their experience • NSCC.ca – Career in Gear • Jobbank.gc.ca – Trends in Nova Scotia
<p>“What is a good job to get into, if I’m not tech-savvy or physically fit?” (Older worker)</p>	<ul style="list-style-type: none"> • Career Tests (see above) • Indeed.ca • Older Worker Program – Nova Scotia Works • https://alis.alberta.ca/media/3004/resources-for-mature-workers-2019.pdf
<p>“What is the highest paying local job that only requires a two-year training program?”</p>	<ul style="list-style-type: none"> • Explore Careers Nova Scotia • Jobbank.gc.ca • NCSS – Career In Gear • https://www.trade-schools.net/ca/articles/highest-paying-jobs-without-degree.asp
<p>“What’s the best way to connect with employers in my field?”</p>	<ul style="list-style-type: none"> • LinkedIn.ca • Sector Council/Association/Labour Union • Networking Events (Local Chamber of Commerce) • Company Website Research • Direct Communication (Sending targeted resume and cover letter)
<p>“How can I convince my boss that I deserve a raise?”</p>	<ul style="list-style-type: none"> • Glassdoor.com • Explore Careers Nova Scotia • Jobbank.gc.ca • Indeed.ca
<p>“What skills do I need to switch from being a Plumber to be a Construction Project Manager?”</p>	<ul style="list-style-type: none"> • NCSS – Career In Gear • Skills Online Nova Scotia - https://www.coursepark.com/ • NOC: 0711 Research https://www.jobbank.gc.ca/marketreport/summary-occupation/24325/NS • https://explorecareers.novascotia.ca/

Reinforce that Workshops Work

Consider helping your clients narrow down their LMI research topics by **first completing some independent self-reflection and self-assessments, in conjunction with career discussions** with a counsellor or career development professional. Improved career clarity can often be accomplished through completion of, or participation in, workshops at a Nova Scotia Works Centre.

WORKSHOPS: Available via in-person facilitated (pre-register) or NEW self-study, on-demand sessions (voice-over PowerPoint presentations and handouts).



TIP: Try recommending at least one specific workshop to each client you speak with, based on your discussions and understanding of their needs. Most people need to hear important messages more than once to get used to an idea, so be consistent in pointing people towards these resources.

Effective Job Search Strategies	How to Succeed in the Workplace
Career Planning	Coping with Job Loss
Social Media & Job Search	Ace the Interview
Resumes	Cover Letters

SKILL BUILDING ONLINE COURSES: Are your clients ready to **build their confidence with new skills** (for their resume) or address specific needs or gaps in knowledge, for free?

TIP: Recommend these online courses at **Skills Online NS** – to be completed at home or in the centre. Offer follow-up meetings to discuss the results or outcomes.



Career Planning Process	Computer Skills for Job Seekers
Employment Readiness and Retention	Understanding Unconscious Bias
Job Search Methods and Process	Skills Assessment Bundle
7 Essentials – Tier I & II	Older Adult Job Seeker – Bundle 1 & 2
Learning About Workplace Safety – Rights, Responsibilities and Hazards	Workplace Harassment Prevention for Employees
Working with Difficult People	Managing Your Productivity
Polishing Your Professional Edge	Bullying and Violence in the Workplace
Parents as Career Coaches	Optimizing your Work/Life Balance

Encourage Information Interviews & Networking

In-Person Research for Clients & Practitioners

Seeking LMI directly from source individuals who hold knowledge and experience related to the occupation of interest is invaluable and should be not only encouraged by all practitioners, but also conducted by all practitioners, whenever possible. While this type of research is often met with resistance or fear, it is often required as part of the application process for skills development or other program funding. Information interviews and one on one networking activities often see high rates of success and productive experiences often result. Many seasoned practitioners believe that we could and should be more often utilizing information interviews when working with youth, newcomers, or individuals with little experience in their field of interest. Using your network as a practitioner, as well as your community organizations and your clients’ connections, it is often ideal to conduct your own “soft” information interviews prior to your clients’ efforts. You will then be able to provide realistic expectations and coaching when asking your clients to do the same, and potentially facing push back. You will also be gathering and “creating” local LMI that can be vital and shared for greater impact.



Types of Information Collected:

- Type of position (labour, administrative, customer service, management etc.)
- Main duties/responsibilities & likes/dislikes
- Requirements for employment (vehicle, safety training, criminal record check)
- Frequency of new hires.
- Salary range
- Expected future needs for new hires increasing/decreasing
- Work structure/schedule – part-time, full-time, temporary, seasonal, or casual
- Education requirements and preferences
- Opportunities for advancement
- Personal qualities, key skills or job assets

Notes

LMI Research Template

To be completed by person being interviewed:

Name/Title of Contact/Company: _____

1. Type of Position, as related to client career goal: _____

2. Main Duties: _____

3. Are any of the following required for employment in this industry?
Criminal Record Check ___ Driver’s Abstract ___ Access to a vehicle ___ Bondable ___ Vulnerable Sector Check ___

4. Would you hire a person with either a Criminal Record or negative Vulnerable Sector check for this position?
Yes ___ No ___ Depends ___ (explain) _____

5. What are the job opportunities for this occupation, now and in the future? _____

6. Do employees generally start out permanent, casual, term, seasonal or part time? _____

7. Is high school necessary (or GED)? What post-secondary, if any, is necessary to gain employment in this occupation? _____

8. Do you feel that the training (and the training institution) I am considering will qualify me for this occupation? _____

9. Are there any other training institutions or programs you would suggest? _____

10. What are the working conditions for this position, including hours of work? _____

11. What is the salary range for this position? Starting \$ _____ Max \$ _____

12. What opportunities for advancement are there in this occupation? _____

13. What personal qualities are important to being successful in this job? _____

14. Do you have any additional information / comments you would like to include? _____

LINK TO FORM

https://novascotia.ca/employmentnovascotia/forms-resources/documents/LMI_Research_Template.pdf

Notes

Focus on Employability Skills

As per the previous references to the skills economy, skills shortages and skills development, more and more in today’s labour market, **employers are struggling to find the right fundamental skills to match the technical training or education** of their employees. Employers are identifying that it is becoming more common for individuals to lack basic transferable/soft skills that are imperative for a job well done. While many employers are willing to train for technical or job-specific skills, this is not usually the case for essential or employability skills, thus employees must come prepared to demonstrate and discuss their ability with regards to many skills, including the following:

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity

Source: Future of Jobs Report - World Economic Forum


http://www3.weforum.org/docs/WEF_Future_of_Jobs.pdf

Cataloging Skills:

Through LMI research, specific skillsets may be identified, and should be carefully cataloged, noted, and/or highlighted by clients (within their resume, portfolio, LinkedIn etc.), if they are interested in working towards employment or advancement in a particular role or career. However, sometimes employability skills are not listed or overtly mentioned in LMI or job ads, as they are often assumed by employers. This is another reason why use of LMI can sometimes be ineffective or incomplete if multiple sources and consultation with a professional are not utilized. **Determining which employability skills are most relevant to the desired role, as well as how to develop**

those skills in order to become more employable, is a valuable piece of the LMI puzzle, and rests on the shoulders of both the individual and the practitioner.

**CHECK YOUR
CDP SKILL SCORE!**



Focus on skills +1

☑ *Got it!*

LEARN MORE ABOUT SKILLS

- LEARN MORE ABOUT THE ESAT TOOL AND EMPLOYABILITY SKILLS:**
<https://futureworx.ca/employability-skills-assessment-tool/>
- LEARN MORE ABOUT THE ESDC SKILLS AND COMPETENCIES TAXONOMY:**
<https://noc.esdc.gc.ca/SkillsTaxonomy/SkillsTaxonomyWelcome/7b6fa8847fff4b0890da0a45cdbc935d>
- LEARN MORE ABOUT GLOBAL RESKILLING:**
<https://www.weforum.org/events/world-economic-forum-annual-meeting-2020/sessions/social-mobility-a->

Notes

Offer Career Guides & Publications for Self-Study

Reinforcing ideas at home - do not let clients leave empty-handed!

The province’s Department of Labour and Advanced Education has supported the creation and updating of several print and electronic form career guides that integrate the use of Labour Market Information and best practice encouragement for career development activities.

View these guides online at: explorecareers.novascotia.ca/publications and be sure to have some print copies available within your centre to support career exploration or to provide to clients that are not able to stay and receive additional support.

Nova Scotia’s High Opportunity Occupations	Guide to Successful Job Search
Guide to Career Planning with Your Teenager	Guide to Managing and Growing your Career
Guide to Planning for Post-Secondary Study	Guide to Understanding Labour Market Information

TIP: Research shows that Nova Scotians of all ages still appreciate paper handouts for reading, review and reference, on their own time, as online resources can quickly become overwhelming when so much of our time is spent in front of screens.

Updated Career Guides Coming in 2020:

Career Success in NS: Planning with a Young Adult

This guide targets parents or adults and the youth they are supporting through career exploration and decision making. This step by step guide is great for providing direction on how to get involved, understand the process and how to find and use LMI, as well as locating supportive resources and people, having important conversations, goal setting and resume writing, as well as providing general support. This could be a great add on resource for any adult trying to support a youth in career development, even if they are not seeking that specific type of support, as most adults don’t even think to ask for this. Also consider telling them about the Parents as Career Coaches program (old name), and how to register.

Career Success in NS: Training & Education

This guide targets anyone looking at further education and training for the purpose of career development and employment. Use it with clients thinking about education, to help them consider all the possible options, have reference material for finding LMI, resources to help with decision making and taking steps towards successfully using training to accomplish career goals and sustainable employment.

Career Success in NS: Getting Hired

This guide is the most general of the four and can be used as reference or take-home material for pretty much anyone in job search mode. Starting with building confidence, this guide focuses on using LMI to provide direction on cover letter and resume writing, networking, interviewing and success at work. Consider providing this guide to any client interested in making the most of their job search, or for those who could use a bit more reinforcement with some key concepts that you may or may not have had time to discuss in person.

Career Success in NS: Change & Growth

This guide targets those looking to make a change, either by necessity or by choice. It focuses on getting recognized at work, using LMI to support networking, career planning, lifelong learning and a healthy work-life balance. It would be most appropriate for people who have been part of the labour market already and have possibly struggled with conflict or other workplace challenges. It addresses using social media, specifically the value of LinkedIn and the many ways we learn and build new skills, while also needing to succeed within increasingly diverse and inclusive workplaces.

Notes

Consider 6 Lessons for Professional Practice

A recent study has identified some lessons for professional practice in using LMI in career services:⁸

1. Recognize that LMI should underpin all forms of career service delivery – it is not a standalone resource; the user of LMI should inform all parts of service delivery.
2. Personalize LMI to meet individual needs – in presenting LMI to clients it is essential that personal information needs are well understood, and information is provided in a way that is relevant to clients.
3. Conceptualize LMI as a process, not a product – LMI is assistance for a learning journey rather than an end.
4. Integrate the use of LMI into a range of reflective opportunities – LMI should be embedded across service delivery including education, one-to-one guidance, mentoring, work experience, work shadowing, and employer engagement.
5. Empower service users to find and interpret LMI for themselves – facilitating client access to and interpretation of LMI helps build skills and competence in information handling.
6. Ensure that effective use of LMI as a professional development priority requires a specific skill set and ongoing PD – professionals working with LMI need skills related to accessing information, the ability to assess client needs, challenge ideas, and recognize and critically reflect on ethical dilemmas. Professionals need to recognize the ongoing importance of PD related to LMI.



⁸ Education Development Trust. Careers and labour market information: an international review of the evidence. P. 12.

Appendices

Appendix A: List of Reliable LMI Sources

Provincial - Nova Scotia	
<p>Explorecareers.novascotia.ca</p> <ul style="list-style-type: none"> • Nova Scotia occupational profiles • Education and training programs • Nova Scotia labour market statistics • LMI resource database • Career guides <p>Open Data Portal ⇒ Making government data easier to access for individuals, businesses, and researchers.</p> <p>MyNSFuture ⇒ Nova Scotia’s higher education gateway.</p> <p>Nova Scotia’s Top Employers ⇒ An annual competition organized by editors of Canada’s Top 100 Employers.</p> <p>Education and Early Childhood Development ⇒ Statistical overview of public education system.</p> <p>Nova Scotia Apprenticeship Agency ⇒ Trade information and sector outlooks.</p>	<p>Jobbank.gc.ca ⇒ Trends and events in Nova Scotia’s labour market.</p> <p>Department of Finance and Treasury Board ⇒ Analysis of economic and demographic conditions in Nova Scotia. ⇒ Subscribe to Daily Stats.</p> <p>Nova Scotia Business Inc. ⇒ Some sectoral and regional information.</p> <p>Immigrant Services Association of Nova Scotia ⇒ They help immigrants be independent and effective in their job search.</p> <p>Nova Scotia Community College (NSCC) Graduate Follow-up Survey</p> <p>Workers Compensation Board ⇒ Statistics on work injury rates.</p>
Regional – Your Community	Atlantic/Maritime
<ul style="list-style-type: none"> • Consult a Nova Scotia Works location or practitioner. • Regional Enterprise Networks • Halifax Partnership • Local Chamber of Commerce • Community/Town/Municipality website • Local news, employment ads and community events • Local library 	<p>Maritime Provinces Higher Education Commission (MPHEC) ⇒ Graduate follow-up surveys and other higher education statistics.</p> <p>Atlantic Provinces Economic Council (APEC) ⇒ Major projects inventory and various research/reports.</p>

National	
<p>Statistics Canada Labour Force Survey (LFS) ⇒ Monthly survey measuring the current state of the Canadian labour market.</p> <p>Census of Canada ⇒ Survey of all Canadians conducted every 5 yrs.</p> <p>North American Industry Classification System (NAICS) ⇒ Industry classification system developed by Canada, USA, and Mexico.</p> <p>Job Vacancy and Wage Survey (JVWS) ⇒ Quarterly survey of collecting information on job vacancies by occupation.</p> <p>The Daily ⇒ Statistics Canada’s official release bulletin</p> <ul style="list-style-type: none"> • Business Performance and Ownership • Canadian Productivity Review • Canadian Survey on Disability (CSD) • CANSIM • Demographic Estimates • Economic Insights • Employment Insurance Statistics (EIS) • Longitudinal Administrative Data (LAD) • Longitudinal Immigrant Database (IMDB) • National Apprenticeship Survey (NAS) • National Graduates Survey (NGS) • Pan-Canadian Education Indicators Program • Post-secondary Student Information System (PSIS) • Programme for the International Assessment of Adult Competencies (PIAAC) • Registered Apprenticeship Information System (RAIS) • Survey of Employment, Payroll and Hours (SEPH) • Youth in Transition Survey (YITS) <p>Bank of Canada Business Outlook Survey (BOS) ⇒ Yearly summary of interviews of senior management from 100 Canadian businesses.</p>	<p>Employment and Social Development Canada (ESDC)</p> <ul style="list-style-type: none"> • National Occupational Classification (NOC) ⇒ Canada’s national system for describing occupations. The Career Handbook is the counselling component of the NOC. • Canadian Job Bank ⇒ Labour supply, job postings, labour market trends, labour market insights. • Skills and Competencies Taxonomy ⇒ Explore skills and competencies within an organized structure. • Canadian Occupation Projection System (COPS) • Temporary Foreign Worker LMIA Statistics <p>Innovation, Science and Economic Development Canada ⇒ Industry sector data, financial benchmarks, labour trends, and business statistics.</p> <p>Canada Open Data ⇒ Open data relevant to Canadians.</p> <p>Immigration, Refugees and Citizenship Canada ⇒ Jobs and working information for job seekers.</p> <p>Labour Market Information Council (LMIC) ⇒ LMIC aims to improve the timeliness, reliability and accessibility of labour market information to facilitate decision-making by employers, workers, job seekers, academics, policy makers, educators, career practitioners, students, parents and under-represented populations.</p> <p>Conference Board of Canada ⇒ Providing research on focus areas such as the Canadian economy, education and skills.</p> <p>Council of Ministers of Education, Canada (CMEC) ⇒ Research on impact of education in Canada.</p>

Industry Sector Councils	
Provincial	National
<ul style="list-style-type: none"> • Atlantic Home Building & Renovation Sector Council • Automotive Sector Council • Canadian Manufacturers & Exporters • Community Sector Council • Digital Nova Scotia • Health Care Human Resource Sector Council • Nova Scotia Boatbuilders Association • Nova Scotia Construction Sector Council • Nova Scotia Fisheries Sector Council • Nova Scotia Tourism Human Resource Sector Council • Ocean Technology Council of Nova Scotia • Trucking Human Resource Sector Council 	<ul style="list-style-type: none"> • BioTalent Canada • BuildForce Canada • Canadian Agricultural Human Resource Council • Canadian Apprenticeship Forum • Canadian Council for Aviation & Aerospace • Canadian Council of Professional Fish Harvesters • Canadian Council of Technicians & Technologists • Canadian Skills Training & Employment Coalition • Child Care Human Resources Sector Council • Contact Centre Canada • Council of Forest Industries • Cultural Human Resources Council • ECO Canada • Electricity Human Resources Canada • Food Processing Skills Canada • Forum for International Trade Training • Indigenous Works • Information and Communications Technology Council • Mining Industry Human Resource Council • Motor Carrier Passenger Council of Canada • PetroLMI • Police Sector Council • Retail Council of Canada • Supply Chain Canada • Tourism HR Canada • Trucking HR • Wood Manufacturing Council

Industry Associations	
<p>Automotive</p> <ul style="list-style-type: none"> • Atlantic Recreation Vehicle Dealers Association • Nova Scotia Automobile Dealers Association <p>Construction</p> <ul style="list-style-type: none"> • Atlantic Concrete Association • Canadian Home Builders Association-NS • Cement Association of Canada • Construction Association of Nova Scotia • Merit Nova Scotia • Nova Scotia Road Builders Association <p>Career Development/Employment</p> <ul style="list-style-type: none"> • Canadian Association for Supported Employment • Centre for Employment Innovation • CERIC • Nova Scotia Career Development Association • Nova Scotia Works <p>Engineering and Architecture</p> <ul style="list-style-type: none"> • Association of Nova Scotia Land Surveyors • Consulting Engineers of Nova Scotia • Engineers Canada • Engineers Nova Scotia • Geoscientists Nova Scotia • Nova Scotia Association of Architects • TechNova 	<p>Business</p> <ul style="list-style-type: none"> • Association of Industry Sector Councils • BOMA Nova Scotia • Canadian Federation of Independent Business • Canadian Supply Chain Research Foundation • Chartered Professionals in Human Resources Nova Scotia • Environmental Services Association of Nova Scotia • Investment Property Owners Association of Nova Scotia • NovaKnowledge • Nova Scotia Regional Enterprise Networks <p>Education</p> <ul style="list-style-type: none"> • Association of Early Childhood Educators Nova Scotia • Colleges and Institutes Canada • Nova Scotia Registered Music Teachers’ Association • Nova Scotia Teacher Professional Associations <p>Finance and Accounting</p> <ul style="list-style-type: none"> • Canadian Bankers Association • Canadian Payroll Association • Canadian Pension & Benefits Institute • Chartered Professional Accountants Nova Scotia • Insurance Brokers Association of Nova Scotia • Nova Scotia Association of Realtors • Nova Scotia Real Estate Appraisers Association • Nova Scotia Real Estate Commission

Industry Associations	
<p>Health</p> <ul style="list-style-type: none"> • Association of Psychologists of Nova Scotia • Canadian Nurses Association • Chiropractic Nova Scotia • College of Dental Hygienists of Nova Scotia • College of Occupational Therapists of Nova Scotia • College of Physicians & Surgeons of Nova Scotia • Continuing Care Assistant Program • Doctors Nova Scotia • Massage Therapists Association of Nova Scotia • Midwifery Coalition of Nova Scotia • Nova Scotia Association of Medical Radiation Technologists • Nova Scotia Association of Naturopathic Doctors • Nova Scotia Association of Optometrists • Nova Scotia Association of Osteopaths • Nova Scotia College of Audiologists and Speech-Language Pathologists • Nova Scotia College of Counselling Therapists • Nova Scotia College of Dispensing Opticians • Nova Scotia College of Medical Laboratory Technologists • Nova Scotia College of Nursing • Nova Scotia College of Optometrists • Nova Scotia College of Pharmacists • Nova Scotia College of Physiotherapists • Nova Scotia College of Respiratory Therapists • Nova Scotia College of Social Workers • Nova Scotia Dietetic Association • Nova Scotia Dental Association • Nova Scotia Dental Technicians Association 	<p>Manufacturing Trades and Technology</p> <ul style="list-style-type: none"> • Atlantic Canada Aerospace and Defence Association • Canadian Institute of Plumbing and Heating • Canadian Manufacturers and Exporters • Digital Nova Scotia • Heating, Refrigeration and Air Conditioning Institute • Nova Scotia Boatbuilders Association • Skills Canada-Nova Scotia <p>Resources</p> <ul style="list-style-type: none"> • Atlantic Canada Water & Wastewater Association • Atlantic Dairy Council • Canadian Association of Petroleum Producers • Canadian Fuels Association • Canadian Plastics Industry Association • Eastern Fishermen’s Federation • Fishermen & Scientists Research Society • Maritimes Energy Association • Nova Scotia Ground Water Association • Nova Scotia Institute of Agrologists • Registered Professional Foresters Association of Nova Scotia <p>Other</p> <ul style="list-style-type: none"> • Association of Translators and Interpreters of Nova Scotia • Atlantic Provinces Trucking Association • Atlantic Publishers Marketing Association • Canadian Printing Industries Association

<ul style="list-style-type: none">• Nova Scotia Physiotherapy Association• Nova Scotia Veterinary Medical Association• Pharmacy Association of Nova Scotia• Provincial Dental Board of Nova Scotia	<ul style="list-style-type: none">• Cosmetology Association of Nova Scotia• Music Nova Scotia• Nova Scotia Barristers Society• Nova Scotia Building Officials Association• Nova Scotia Child and Youth Care Workers’ Association• Restaurant Association of Nova Scotia• Restaurants Canada• Tourism Industry Association of Nova Scotia
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Appendix B: Glossary of LMI Terms

Activity Prior to Unemployment: A person’s primary activity before they start looking for work. Distinguishes between those who were in labour force (e.g. job leavers, job losers) and those who were not in the labour force (e.g. keeping house, going to school).

Canadian Occupational Projection System (COPS): A set of economic models, assumptions, data and analysis used to produce 10-year labour market projections for 293 occupational groupings.

Canadian Socio-Economic Information Management System (CANSIM): Statistics Canada’s key socioeconomic database. The database contains information on a wide variety of topics, including but not limited to agriculture, culture, demographics, economic accounts, education, energy, finance, health, international trade, justice, labour, natural resources, prices, and transportation.

Census Metropolitan Area (CMA): A very large urban area, with a population of at least 100,000, together with adjacent urban and rural areas that have a high degree of economic and social integration with that urban area.

Correlation: Refers to a statistical measure of the closeness of the changes between the values of two variables. At a correlation of 1 (-1) there is perfect positive (negative) correspondence between the variables.

Cyclical Unemployment: Occurs when the demand for labour is low, with more job seekers than job vacancies, as a result of a downturn in the business cycle.

Demographics: Refers to selected population characteristics such as age or sex.

Digital Economy: Digital economy refers to an economy that functions primarily by means of digital technology; especially electronic transactions made using the Internet.

Discouraged Worker: Persons who do not have a job and after looking for employment give up because they believe there is no work available.

Economic Region: Defined by Statistics Canada as a grouping of complete census divisions, created as a standard geographic unit for analysis of regional economic activity. There are five Economic Regions in Nova Scotia (Annapolis Valley, Cape Breton, Halifax, North Shore, and Southern).

Educational Attainment: The share of persons holding a level of education as their highest. For example, if 20 people out of a population of 200 hold a high school diploma as their highest level of education, then the educational attainment rate for a high school diploma would be 10 per cent.

Employed: Those who worked for pay or profit, or had a job and were absent from work, as determined during the Labour Force Survey reference week.

Employment Rate: The number of employed persons expressed as a percentage of the working age population (the population 15 years of age and over).

Frictional Unemployment: Occurs in the normal process of a job search by individuals who have voluntarily quit their jobs, are entering the labour force for the first time, or are re-entering the labour force.

Future Starts: Persons who did not have a job or search for work during the previous four weeks but had a job that started within the next four weeks.

Gig Economy: Refers to the increasing prevalence of jobs that are geographically diffuse, short-term and with little social protections or benefits. The gig economy can be described as one characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs.

Goods-Producing Sector: The industries that are primarily involved in the extraction and manufacturing of goods that tend to be raw and/or unfinished in nature. These industries include agriculture, forestry, fishing, hunting, mining, oil and gas extraction, utilities, manufacturing, and construction.

Gross Domestic Product (GDP): A measure of economic activity within the boundaries of a country or province. GDP can be calculated in several ways: by determining the income of individuals and firms; by determining the output of the sectors in the economy; or by determining the total spending on goods and services by residents.

Innovation Age/Economy: An era that has creativity as its capital and innovation as its product.

Involuntary Part-Time Employment: Persons who are working less than 30 hours per week, and who looked for, but could not find, full-time work. The involuntary part-time employment rate is calculated by dividing the number of involuntary part-time persons by the total number of persons working part-time.

Job Leavers: Persons who are not employed and left their previous job voluntarily and within the previous year.

Job Vacancy Rate: A measure of the number of job vacancies as a proportion of the total number of jobs, both filled and vacant.

Knowledge Economy/Information Age: Economy based on creating, evaluating, and trading knowledge. In a knowledge economy, labour costs become progressively less important and traditional economic concepts such as scarcity of resources and economies of scale cease to apply.

Knowledge Worker: A person employed to produce or analyze ideas and information.

Labour Force: The civilian non-institutional population 15 years of age and over who, during the Labour Force Survey reference week, were employed or unemployed.

Labour Force Participation Rate: The total labour force expressed as a percentage of the population aged 15 years and over.

Labour Force Status: A descriptor that indicates an individual’s status in the labour market. An individual is either employed; unemployed and looking for work; or not in the labour force.

Labour Force Survey: A monthly survey administered by Statistics Canada capturing information on employment, unemployment, industry, unionization, wages, etc. It includes the civilian, non-institutionalized population 15 years of age and over. Excluded from the survey’s coverage are residents of the Yukon, Northwest Territories, and Nunavut; persons living on reserves and other Aboriginal settlements within the provinces; full-time members

of the Canadian Armed Forces; and inmates of institutions—a sample representing approximately 2 per cent of the population.

Labour Force Survey Reference Week: The week containing the 15th of the month when the Labour Force Survey is conducted.

Labour Market Information (LMI): Knowledge, facts, data, and other relevant information on the supply and demand of labour. Essentially, LMI includes any information that can be used to assist in labour market decisions. Types of decisions that rely on LMI include policy decisions by governments and other institutions; and career, job, education, training, and other decisions made by individuals in the labour market.

Labour Productivity: The amount of output (measured by real GDP) per hour of work.

Labour Shortage: Labour shortages occur when there is a lack of candidates for a job. An insufficient supply of job candidates is typically thought of as a lack of any applicants. More common is the lack of applicants possessing the minimum qualifications to be considered viable, including whether the person is eligible to work in the region and in the occupation.

Median: The middle term of a sequence of numbers arranged in ascending order.

National Occupational Classification (NOC): The nationally accepted reference on occupations in Canada. It organizes over 30,000 job titles into 520 occupational group descriptions.

Not in the Labour Force: Individuals who are unable or unwilling to offer or supply labour services in the labour market. Examples include stay-at-home parents, full-time students, and retired individuals. Discouraged workers who have given up looking because they believe there is no work available also fall into this category.

Projected Job Openings: The Canadian Occupational Projection System (COPS) produces estimates of job openings. The numbers reflect the combination of expansion demand (net employment growth) and replacement demand (deaths plus retirements). General turnover in the labour market as individuals change jobs is not captured in the estimation approach. As such, the job opening estimates have limited interpretation.

Recession: A period of slow or negative economic growth, evidenced by two consecutive quarters of falling GDP.

Seasonal Unemployment: Occurs when people in an occupation or industry have regular periods of unemployment during the same period each year.

Services-Producing Sector: The industries that are primarily concerned with the delivery and exchange of goods and services in the marketplace. This includes industries such as retail and wholesale trade; business, building, and other support services; finance, insurance, real estate, and leasing; accommodation and food services; health care and social assistance; educational services; information, culture, and recreation; and transportation and warehousing.

Skill: A measure of the amount of workers’ expertise, specialization, wages, and supervisory capacity.

Skilled Worker: An individual that is has specialized know-how, training, and experience to carry out more complex physical or mental tasks than routine job functions. Skilled labour is generally characterized by higher education or expertise levels attained through training and experience.

Skills Economy: A mobile, skilled workforce, constantly learning, training, and upgrading to meet the demands of a changing world.

Skills Gap/Mismatch: A skills mismatch refers to the situation in which an employee’s current skills do not match those needed to perform their current job. In all cases, a skills mismatch is identified at the level of a worker-job pair

Skills Shortages: A skills shortage occurs when there are enough candidates, but they are not hired because the employer deems them to not have the skills required, such as critical thinking, occupation-specific technical skills or writing. In other words, there are viable applicants, but their specific skills set does not match the needs of the employer for that job.

Structural Shortages: Often happen when we see major developments in technology, rapid growth in industries, and shifts in demographics. In all economies, the available workforce is determined by immigration and demographics. When the imbalance between supply and demand exists in multiple sectors and regions, it is usually an indicator of a labour market mismatch.

Structural Unemployment: Unemployment due to a mismatch between the skills or location of the labour force and the skills or location required by employers.

Temporary Layoff: Persons who have been temporarily released by their employer but have a definite date to return to work or an indication from their employer that they will be recalled in the future.

Underemployment: Underutilization of human resources. There are two types of underemployment: people who work on a part-time basis but want to work full-time and are unable to find full-time employment, and people who work in full-time positions that do not use their full range of skills, experience and education.

Unemployed: Those who were available for work and were either on temporary layoff, had looked for work in the past four weeks, or had a job to start within the next four weeks (as determined during the Labour Force Survey reference week).

Unemployment Rate: The number of unemployed persons expressed as a percentage of the labour force.

Unskilled Labour: A segment of the workforce with a limited skill set or minimal economic value for the work performed. Work that requires no specific education level or specialized experience is often available to the unskilled worker.

Working Age Population: The working age population as defined by the Labour Force Survey is those aged 15 and older. Core working age population is often referred to as those aged 25–64.