



# Labour Market Information – Making It Work for You

Tuesday, June 16, 2020

10:30 a.m. – 11:30 a.m.

Go-to-Webinar



# Labour Market Information: Making It Work for You

Thank you to the Ministry of Labour, Training and Skills Development for supporting this webinar.

The Government of Ontario and its agencies are in no way bound by the recommendations contained in this webinar.

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# Webinar Objective

- Today we will share best practices in using Labour Market Information to assist clients as they make decisions about their Literacy and Basic Skills goals of secondary /post secondary education, apprenticeship and employment.





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# Anthony Mantione, Senior Economist, Labour Market Information Council (LMIC)



# Labour Market Information Council



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.

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# Meeting the needs of all Canadians

1

Identifying  
skills in  
demand

2

LMI Best  
Practices

3

Tools and  
resources

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# Skills in demand

**200,000** new, unique online job postings per month

**2,467,709** online job postings in 2019

**Vicinity cleans and structures the data;**

*LMIC further cleans and reclassifies the work requirements*

Category	Variable	Description	Share of job Postings
Employer	Employer's name	The name of the employer responsible for the posting	39%
Location	City or town	City or town where job is located	91%
	Census Division	Census division where job is located	93%
	Economic Region	Economic region where job is located	93%
	Province or Territory	Province where the job is located	100%
Occupation (NOC)	1-digit NOC	Broad occupational classification of posting	87%
	4-digit NOC	Detailed occupational classification of posting	71%
Work Requirements	Tools, skills, knowledge, technology and other descriptors identified by the employer as required for the job	The full set of work requirements categorized into ESDC's Skills and Competencies Taxonomy: 1) Knowledge 2) Skills 3) Tools and Technology 4) Other	90%

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# Insights from Vicinity Jobs data

Rank	Occupation	Code	#of Jobs Observed by Occupation		Total Change
			Feb 2020	March 2020	
1	Security guards and related security service occupations	NOC-6541	882	1343	+461
2	Home support workers, housekeepers and related occupations	NOC-4412	1620	2030	+410
3	Store shelf stockers, clerks and order fillers	NOC-6622	921	1195	+274
4	Retail and wholesale buyers	NOC-6222	547	738	+191
5	Transport truck drivers	NOC-7511	1751	1934	+183



**KNOWLEDGE**  
English Language  
First-Aid



**SKILLS**  
Customer Service  
Teamwork



**TOOLS & TECHNOLOGY**  
Microsoft Office  
CCTV



**OTHER**  
Flexibility  
Attention to Detail

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## Job Postings

Search

### Geography

Province

### Job Priority

☐ Essential occupation (with potential job matches)

### Time Period

Year

Time Period

## Work Requirements

Registered nurses and registered psychiatric nurses

Typical level of education required: University Education

## Similar Jobs based on Work Requirements

☒ All ☐ Similar Education Level

Rank  NOC Code  Job Title  # of online postings  Year Over Year Change (%)

1	3012	Registered nurses and registered psychiatric nurses	340-380	-76%
2	3233	Licensed practical nurses	220-240	-61%

Requirement  Category  %

Communication skills	Skills	57.5
Interpersonal Skills	Skills	40.8
Teamwork	Skills	36.4
Problem Solving	Skills	29.2
Leadership	Skills	25
Decision-Making	Skills	20.8
No job requirements identified	N/A	20.6
Planning	Skills	19.4
Customer Service	Skills	19.2
Critical Thinking	Skills	18.1
CPR	Knowledge	17.5
English language	Knowledge	16.4

NOC Code  Job Title  Source of potential match

3124	Allied primary health practitioners	SI
3217	Cardiology technologists and electrophysiological diagnostic technologists, n.e.c.	O*NET
3132	Dietitians and nutritionists	SI
3233	Licensed practical nurses	SI & O*NET
651	Managers in customer and personal services, n.e.c.	O*NET
3011	Nursing co-ordinators and supervisors	O*NET
3234	Paramedical occupations	SI & O*NET
3142	Physiotherapists	SI
4151	Psychologists	SI
3214	Respiratory therapists, clinical perfusionists and cardiopulmonary technologists	SI & O*NET

Job Postings

Search

nurses

Geography

Province

Ontario

Job Priority

☐ Essential occupation (with potential job matches)

Time Period

Year

2020

Time Period

Month

March

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Typical level of education required: University Education

☒ All

☐ Similar Education Level

Rank

NOC Code

Job Title

# of online postings

Year Over Year Change (%)

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Source of potential match

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Knowledge

16.4

technologists

## Job Postings

Search nurses

Geography

Province

Ontario

Rank

1

2

## Work Requirements

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**Typical level of education required: University Education**

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# LMI Best Practices: WorkWords



## WORKWORDS

LMIC's WorkWords is an online labour market encyclopedia that provides definitions of key labour market terms, data, uses and concepts.

Home > Our Projects > Work Words

### Why we're doing this project

We created WorkWords to improve the clarity surrounding key labour market information terms Canadians can make more informed decisions. Each encyclopedia entry contains three sections:



Definitions and sources



Data access



Applications

*Wages and salaries are estimated from employer surveys, household surveys and extraction of data from administrative databases. In Canada, several institutions collect and disseminate information on wages and salaries. Note that the definitions of wages and salaries vary across data sources.*

### Primary Sources

#### Survey of Employment, Payrolls and Hours

The [Survey of Employment, Payrolls and Hours](#) (SEPH) is a business survey collecting information on taxable payrolls from employers with two or more employees (i.e. excluding self-employed persons with no employees). The SEPH obtains this information through a combination of payroll deduction accounts provided by the Canada Revenue Agency (CRA) and the [Business Payrolls Survey](#) (BPS). The BPS is a representative sample of payroll data from employers. SEPH provides estimates for average weekly earnings calculated as the [gross taxable payroll](#) divided by the total number of weekly paid hours. It is released monthly, two months after the reference period.

### Census

The [Census of Population](#) is a mandatory survey of all households in Canada, conducted every five years. In previous years, income statistics were collected on the long-form questionnaire. In the 2011 Census, the long-form questionnaire was replaced with the voluntary National Household Survey NHS (although it still collected income information), which [was distributed to 33% of households](#). The [2016 Census](#), however, derived income information, including [wages and salaries](#), solely from the CRA administrative data (including T1, T4 and records from other tax files). This was done to reduce response burden and to increase the quality and quantity of income statistics data available. Income data from the census, including wages, can be cross-referenced with many labour and socioeconomic variables.

### Labour Force Survey

The [Labour Force Survey](#) (LFS), a monthly household survey, asks respondents to report their current and usual earnings at their main job each month. Respondents can report their [earnings](#) in the form of their choice (annual salary, biweekly earnings, etc.). All responses are then converted into hourly, weekly and monthly wage rates based on the typical number of hours worked reported (both employed and self-employed). In addition, a subsample of LFS respondents are selected to complete the [Canadian Income Survey](#) (CIS), which combines survey responses with tax data extracted from administrative files.

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# Tools and Resources

Tools and  
Resources



## A. Sources of LMI for Career Practitioners

*DESCRIPTION*

*WHY YOU MIGHT USE IT*

*WHY WE USE IT*

*WHAT WE'RE CAUTIOUS ABOUT*

## B. Training for career practitioners

## C. LMIC's tips and traps when using LMI

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Helen Cranley, Director  
Information Management and Strategy Branch,  
Ministry of Labour, Training and Skills Development



# Ontario's Labour Market Website

## **LABOUR MARKET INFORMATION: MAKING IT WORK FOR YOU**

COMMUNITY LITERACY OF ONTARIO AND CESBA

June 16, 2020

# Overview

- Digital evolution
- Sources of labour market information
- Why NOC?
- Things you can do on the website
- Discussion: experience and supports



# Ontario's Labour Market Website: Digital evolution

1. Building a career quiz and new search engine
2. Adding job profiles to your list
3. Promoting Apprenticeship awareness
4. Incorporating real-time labour market information
5. Linking to employment opportunities on Job Bank
6. Adding new profiles, data and occupational information

# Ontario's sources of labour market information

- Our information comes from a variety of sources including:
- The Ministry of Labour, Training and Skills Development;
- Statistics Canada;
- Other federal and provincial ministries;
- Related associations and licensing bodies;
- The National Occupational Classification (NOC) system; and
- Real-time labour market data subscription services.

# Why Noc?

- NOC is a resource that is used to classify occupations according to their Skill Level and Skill Type. It provides a standardized way of describing and understanding the nature of work.
- A four-digit code, called the "NOC code", identifies the occupation i.e. NOC 4031 – Secondary school teachers.
- Each digit of this code reflects an important trait of the occupation it represents.
- **Skill Type:** Skill Type is the broadest occupational category and is based on the type of work performed.
- **Skill Level:** Skill Level corresponds to the type and/or amount of training or education typically required to work in an occupation.

Ontario's Labour Market Website contains 500 occupational groups identified as "unit groups", each with a unique code

# Things you can do on ONTARIO'S Labour market website

1. Take a quiz
2. Search job profiles by key words or filters
3. Filter profiles by income, education pathways etc.
4. Browse job profile information
5. Explore real jobs on Job Bank
6. How has COVID-19 affected this information?



# Key Feature highlight:


## Apprenticeship awareness

The LM website includes features and functionality aimed at promoting apprenticeship awareness among users:

1. The 'Search job profiles' page includes a filter that enables users to selectively view job profiles that include related apprenticeship programs.
2. The job profile page include a banner, highlighting the apprenticeship pathways available and linking to that section of the job profile.
  - An 'Apprenticeship pathway' link is also included in the job profile's table of contents.
3. The 'Apprenticeship pathway' section includes a table that lists the apprenticeship programs related to the job profile with links to relevant Ontario College of Trades resources. This section also links to Ontario's Apprenticeship landing page ([Ontario.ca/apprenticeship](https://ontario.ca/apprenticeship)).



# Apprenticeship awareness

**Ontario**  français

This page will be improved using your feedback. [Please tell us what you think.](#)

Ontario's labour market → Search job profiles


## Search job profiles






Explore 500 job profiles to find the one that's right for you. As you explore, add job profiles to your list to view and compare highlights.

**Quick search:**

Filter results by:

Total occupations found: 500

Your list: 

Occupation 	Annual income 	Growth rate* 	Total openings* 	Add to your list 
<a href="#">Accommodation service managers</a>	\$46,288	4.1% - 5%	4,001 - 5,000	<input type="checkbox"/>
<a href="#">Accommodation, travel, tourism and related services supervisors</a>	\$49,663	3.1% - 4%	901 - 1,000	<input type="checkbox"/>
<a href="#">Accounting and related clerks</a>	\$45,650	<=0%	6,001 - 7,000	<input type="checkbox"/>
<a href="#">Accounting technicians and bookkeepers</a>	\$45,226	2.1% - 3%	8,001 - 9,000	<input type="checkbox"/>


Apprenticeships can lead to jobs included in this profile. [Learn more about the apprenticeship pathways available.](#)

Ontario's labour market → Search job profiles → [NOC 7271](#)

## Carpenters

### [NOC 7271](#)

See job postings for this occupation on







### On this page


[1. Overview](#)  
[2. Quick facts](#)  
[3. Job outlook rating](#)  
[4. Projected job openings](#)  
[5. Annual number of job postings](#)  
[6. Job growth](#)  
[7. Pay](#)  
[8. Employment requirements](#)

[9. Relevant organizations](#)  
[10. In-demand skills and knowledge](#)  
[11. Apprenticeship pathways](#)  
[12. Where workers and jobs are located in Ontario](#)  
[13. Industries where these jobs are found](#)  
[14. Employment characteristics](#)  
[15. Download data](#)

### Apprenticeship pathways

Apprenticeships  can lead to the following trades included in this occupation group.

Trade name	Trade code	Classification	Red Seal* 
<a href="#">General Carpenter </a>	403A	Voluntary	
<a href="#">Wooden Boat Rebuilder</a>	211W	Voluntary	

 \* Red Seal refers to trades where certification is recognized across Canada. In Ontario, there are some trades that have different names in comparison to the Red Seal names. [Learn more about the Red Seal program.](#)

# Key Feature Highlight: Real-time labour market information

Real-time labour market information, also known as job posting analytics, is a type of information that is collected and analyzed based on online job posting data.

Ontario's LM website currently includes three data sets sourced from real-time labour market information (LMI), shown in each of the 500 job profiles. These data sets are:

- The number of job postings by year since 2014
- The number of job postings by province, Economic Region, and Census Metropolitan Area (CMA) and Census Agglomeration (CA)
- The specific skills that employers frequently request when posting job opportunities

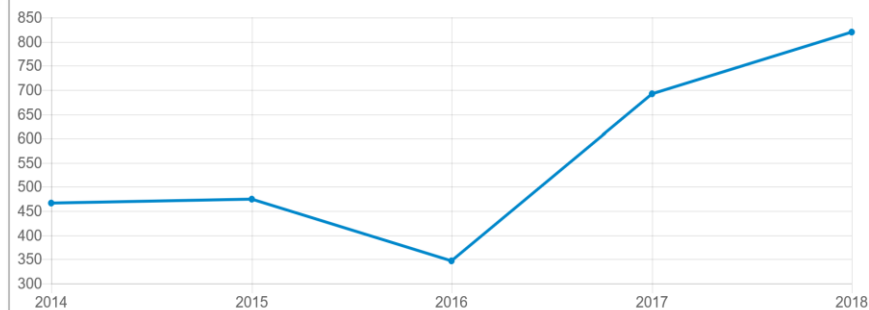
Together, this information provides more local, timely, and specific information – compared to traditional sources of LMI – to help individuals make decisions about education, training, and employment.

# Real-time labour market information on job profiles

## Annual number of job postings

Chart 2 shows the total number of online job postings from 2014-2018.

Looking for a job? Search for full-time or part-time jobs anywhere in Ontario – or across Canada – on [Job Bank](#).



	2014	2015	2016	2017	2018
Annual number of job postings	466	474	347	691	820

## In-demand skills and knowledge

Employers frequently request the following skills when posting job opportunities in this occupational group.

### Foundational

- Communication Skills
- Detail-Oriented
- Organizational Skills
- Customer Service
- Problem Solving
- Computer Literacy
- Meeting Deadlines
- Teamwork / Collaboration
- Multi-Tasking
- Time Management

### Specialized

- Billing
- Accounting
- Data Entry
- Invoicing
- Invoice Processing
- Tax Preparation
- Invoice Preparation
- Scheduling
- Budgeting
- Customer Contact

### Software

- Microsoft Excel
- Microsoft Word
- Enterprise Resource Planning (ERP)
- SAP
- Accounting Software
- Microsoft Outlook
- Microsoft Powerpoint
- Microsoft Windows
- Quickbooks
- Pivot Tables

Source: Burning Glass Technologies, Labour Insight™. Time frame is January 1, 2018 to December 31, 2018.

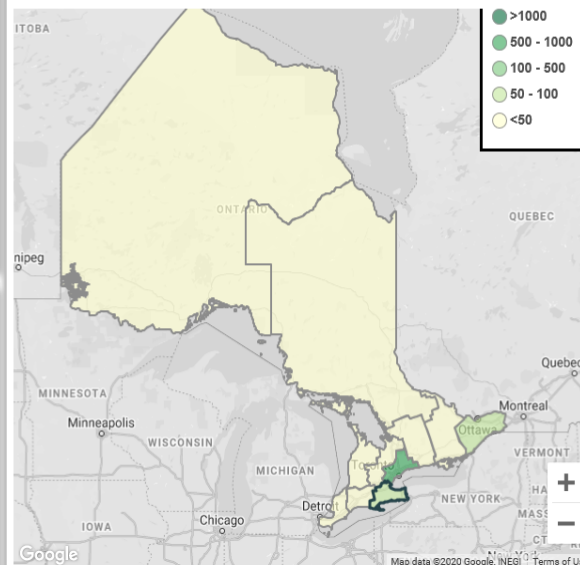
## Where jobs are located in Ontario

Use the map below to see the total number of job postings and other information by Province, [Economic Region](#), [Census Division](#), or [Census metropolitan area \(CMA\) and census agglomeration \(CA\)](#).

Looking for a job? Search for full-time or part-time jobs anywhere in Ontario – or across Canada – on [Job Bank](#).

## View number of job postings by:

☐ Province
 ☒ Economic region
 ☐ Census divisions
 ☐ Metro area



### Region

Hamilton - Niagara Peninsula

### Employment share

8%

### Employment share - all occupations

9%

### Number of job postings

58

### Number of job vacancies

There are no data available for this selection.

# Discussion: Experience and Supports

1. What has your experience been with labour market information?
2. What tools and/or information did you use to support your clients?
3. What barriers did you face in accessing tools and resources?



THANK  
YOU