

Local Labour Market Information: Planning for Our Future

March 3, 2010

Source	Website/Contact
Environmental Careers Organization	www.eco.ca
Human Resources and Skills Development Canada (HRSDC)	http://www.hrsdc.gc.ca
Human Resources and Skills Development Canada – Workplace Skills	www.hrsdc.gc.ca/eng/workplaceskills/index.shtml
Industry Canada	www.ic.gc.ca
Job Bank of Canada	www.jobbank.gc.ca
Job Futures	www.jobfutures.ca
Labour Market Information	www.labourmarketinformation.ca
Making Career Sense of Labour Market Information	www.makingcareersense.org
National Industry Profiles	www.hrsdc.gc.ca/eng/hip/hrp/sp/research.shtml
National Occupational Classification System	www5.hrsdc.gc.ca/NOC/
North American Industry Classification System	www.statcan.gc.ca/subjects-sujets/standard-norme/naics-scian/2002/naics-scian-02intro-eng.htm
Sector Councils	http://www.hrsdc.gc.ca/eng/workplaceskills/sector_councils/listsectorcouncils.shtml
Service Canada	www.servicecanada.gc.ca
Statistics Canada Business Register	www.statcan.gc.ca
Statistics Canada - Canadian Business Patterns Data	www.statcan.gc.ca
Statistics Canada - Census Data • Tax-filer Data • Labour Force Survey Data	www.statcan.gc.ca
Universities of Ontario	www.ouac.on.ca

PROVINCIAL SOURCES FOR LMI

Canadian Career Information Association	www.ccia-acadop.ca
Canadian Labour and Business Centre	www.clbc.ca
Central Ontario Building Trades	www.cobtrades.com
Community Services	www.mcass.gov.on.ca
Employment Ontario	http://www.edu.gov.on.ca/eng/tcu/etlanding.html
Government of Ontario	www.ontario.ca/en/information_bundle/lmi/ONT04_024892
Job Connect Ontario	www.job-connect.on.ca
Labour Market Information	www.labourmarketinformation.ca
Local Boards of Ontario	www.localboards.on.ca
Ministry of Innovation	www.mri.gov.on.ca
Ministry of Training Colleges and Universities	www.edu.gov.on.ca
Ontario Building and Construction Trades Council	www.ontariobuildingtrades.com
Ontario Chamber of Commerce	www.occ.on.ca
Ontario's College Key Performance Indicator (KPI) Surveys	www.collegekpi.com
Ontario Colleges	www.ontariocolleges.ca
Ontario Construction Secretariat	www.iciconstruction.com
Ontario Immigration	www.ontarioimmigration.ca
Ontario Job Futures	www.ontariojobfutures.ca
Ontario Ministry of Economic Development	www.ontariocanada.com
Ontario Work Info Net	www.onwin.ca
Ontario Youth Apprenticeship Programs	www.oyap.com
Social Planning Network of Ontario	www.spno.ca
Statistics Canada - Canadian Business Patterns Data	www.statcan.gc.ca
Statistics Canada - Census Data	www.statcan.gc.ca



¹ Niagara Workforce Planning Board, *Niagara's Labour Market in Transition*, March, 2009

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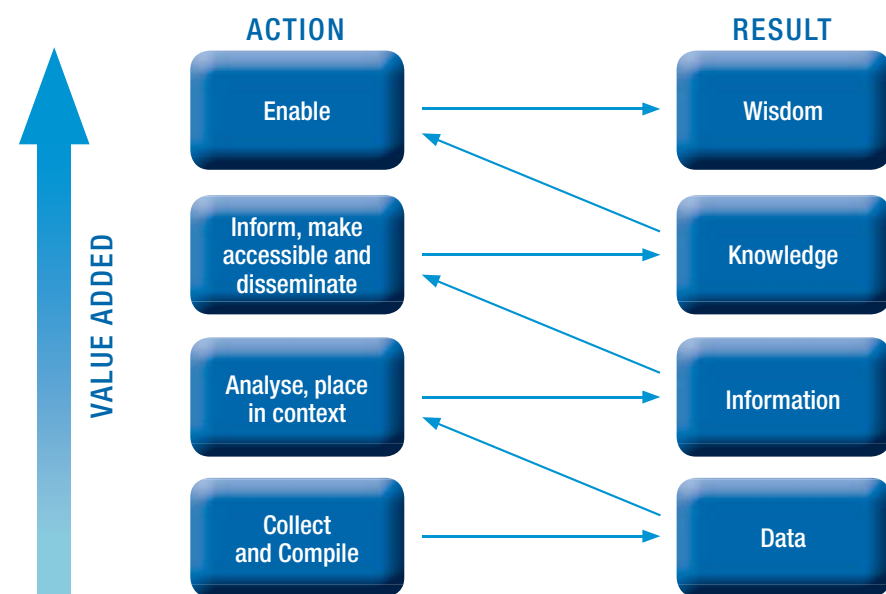
An effective local labour market information (LMI) framework focuses upon the compilation of provincial and national level data and information, collection and processing of local data and information, and the synthesis and dissemination of this data and information. Its content should include both quantitative and qualitative data/information about the past, present and future composition and characteristics of the local economy and labour force.¹

Is the development of a local labour market information resource a viable venture?

With the aim of strengthening the local labour market within our regions, the Hamilton Training Advisory Board, the Niagara Workforce Planning Board and the Workforce Development Board of Grand Erie have carried out research to create an inventory of current LMI producers, products and distribution channels, including national, provincial and local sources.

This is the first phase of a multi-phase process that will explore in depth the key elements and requirements of a regionally-focused LMI model that meets the needs of our communities. It will also examine the alternative ways in which we can make LMI, especially local LMI, accessible in our communities. We will consider what is available, where is it available, how can we keep it updated, and what format is required. A recent report by the Niagara Workforce Planning Board, *Labour Market in Transition*, also notes the potential utility of social networking as an effective means of sharing LMI and building individual capacity. As a special feature of this research we will be exploring the utility of a social networking communication channel to better connect people to LMI. The illustration below provides a framework for understanding LMI in all of its formats.

The Value Adding Stages of Labour Market Information

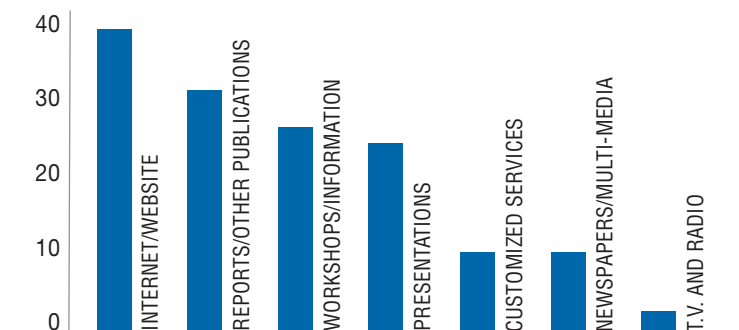


MEDIUM USED FOR LABOUR MARKET INFORMATION RELEASE:

TABLE 9: Medium used for labour market information release

Medium	#	%
Internet/Website	38	73.1
Reports/Other Publications	30	57.7
Workshops/Information	27	51.9
Presentations	26	50.0
Customized Services	9	17.3
Newspapers/Multi-media	9	17.3
T.V and Radio	2	3.8

CHART 8: Medium used for labour market information release



Based on survey respondents the most widely used medium for labour market information release is the internet/websites – used by 73.1% of respondents. Additionally, over 50% of respondents utilized reports and other publications, workshops/information sessions and presentations.

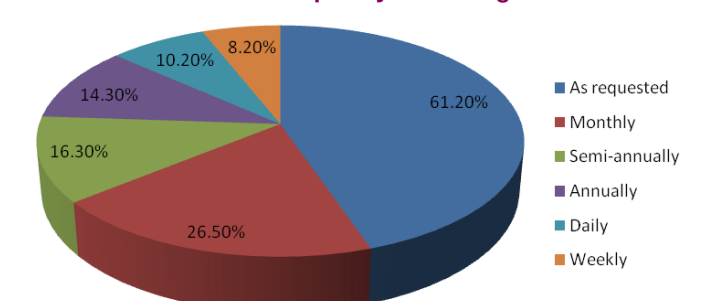
Other mediums utilized by survey respondents included a community mapping service, mail-outs, newsletters, one-on-one discussions with clients and various forms of meetings, school newsletters.

FREQUENCY OF SHARING:

TABLE 10: Frequency of sharing

	#	%
As Requested	30	61.2
Monthly	13	26.5
Semi-annually	8	16.3
Annually	7	14.3
Daily	5	10.2
Weekly	4	8.2

CHART 9: Frequency of sharing



The majority of survey respondents release their labour market information on an “as requested” basis. 26.5% release on a monthly basis and only 8.2% release on a weekly basis. Other respondents stated they release bi-monthly, quarterly, on an on-going basis or whenever the information is available.

NATIONAL SOURCES FOR LMI

Source	Website/Contact
Canada’s Building Trades Union	www.buildingtrades.ca
Canada Mortgage and Housing Corporation (CMHC)	www.cmhc-schl.gc.ca
Canadian Tourism Human Resource Council	www.cthrc.ca
CanLearn	www.canlearn.ca
Citizenship and Immigration Canada	www.cic.gc.ca
Conference Board of Canada	www.conferenceboard.ca

Of all respondents to the Labour Market information survey, 61.3% stated that they share the labour market information they collect outside of their organization. The remaining 38.7% do not share outside their organization.

Additional comments from survey respondents showed the reasons that labour market information is not shared:

- Information they have would be very similar to that which is already available
- Information is very rudimentary and based on trends/clients
- Information/knowledge is not in a central database making it difficult for sharing outside of their organization
- Difficulty sharing due to client confidentiality/requirements

Most survey respondents stated that if they currently share, or if they began to share their labour market information they would mostly share it with any interested parties.

Based on survey respondents, some restrictions noted that may prevent the sharing of collected information are:

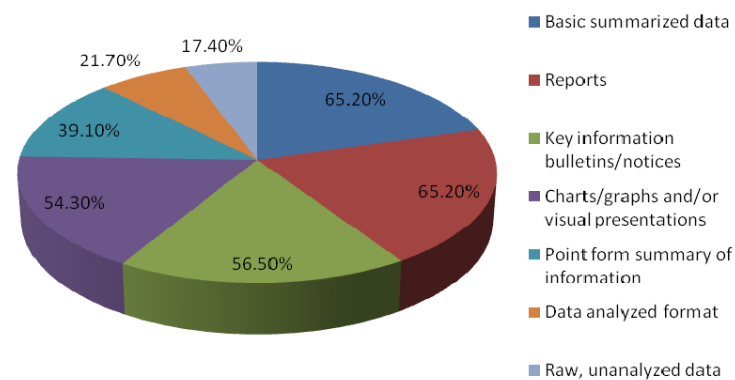
- Confidentiality rules
- Client requirements
- Competition
- Copyright laws
- Cost of data collection & validity of the statistics
- Cost/time to create aggregate totals
- Freedom of Information legislation
- Government/College/Department protocols
- Cost/time associated with creating a usable format to be used externally
- License Issues

FORMAT OF SHARED LABOUR MARKET INFORMATION:

TABLE 8: Format of shared labour market information

Format	#	%
Basic Summarized Data	30	65.2
Reports	30	65.2
Key Information Bulletins/Notices	26	56.5
Charts/Graphs and/or Visual Presentations	25	54.3
Point form Summary of Information	18	39.1
Data Analyzed Format	10	21.7
Raw, Unanalyzed Data	8	17.4

CHART 7: Format of shared labour market information



Based on survey respondents, the most widely used format for released labour market information is basic summarized data and reports. From chart 7 we can see that all formats noted above are widely used.

SURVEY RESULTS:

Recognizing that LMI resides in many places we have surveyed our communities to discover the sources, formats and availability of local LMI. The following represents the results of our survey conducted in January 2010.

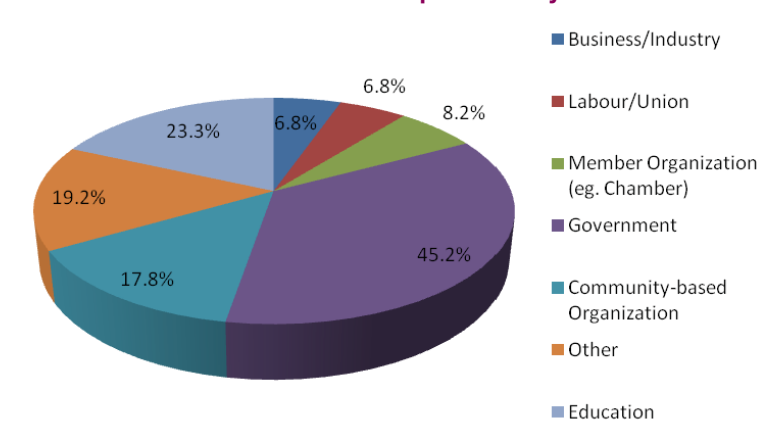
SECTORS REPRESENTED BY RESPONDENTS:

Of all of the respondents to the Labour Market Information survey the sector most represented was Government at 45.2%.

TABLE 1: Number of respondents by sector

Sector	#	%
Government	33	45.2
Education	17	23.3
Other	14	19.2
Community-based Organization	13	17.8
Member Organization (eg. Chamber)	6	8.2
Business/Industry	5	6.9
Labour/Union	5	6.9

CHART 1: Number of respondents by sector



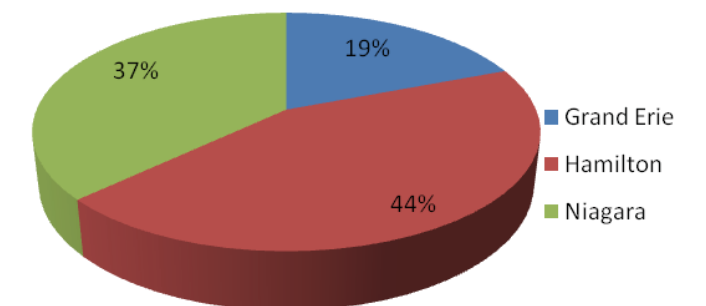
Collectively, over 68% of the respondents fell within the Government or Education sectors. The sector with the least representation was Business/Industry and Labour/Union each at 6.9%. Some respondents fall into more than one category causing results to combine to more than 100%.

GEOGRAPHIC AREA REPRESENTED BY RESPONDENTS:

TABLE 2: Geographic area of respondents

Location	#	%
Hamilton	32	43.8
Niagara	27	37.0
Grand Erie	14	19.2

CHART 2: Geographic region of respondents



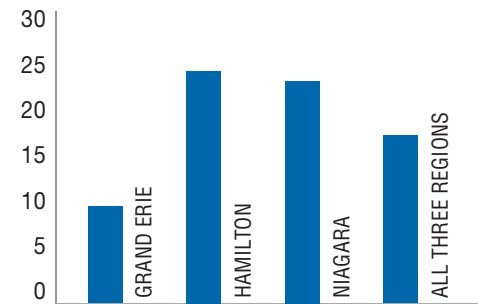
Of all survey respondents 43.8% are located in Hamilton region, 37.0 in Niagara region and 19.2% in Grand Erie region.

REGIONS FOR WHICH RESPONDENTS COLLECT DATA:

TABLE 3: Geographic area for data collection

Region	#	%
Hamilton	24	32.9
Niagara	23	31.5
All three regions	17	23.2
Grand Erie	9	12.3

CHART 3: Geographic area for data collection



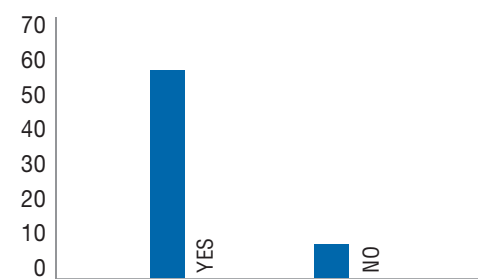
Of all survey respondents, 32.9% collect data for Hamilton region while 31.5% collect data for Niagara region, and 12.3% for Grand Erie region. In total 23.3% of respondents collect labour market information data for all three regions.

COLLECTION OF LABOUR MARKET INFORMATION BY RESPONDENTS:

TABLE 4: Collection of labour market information

	#	%
Respondent does collect	58	86.6
Respondent does not collect	9	13.4

CHART 4: Collection of labour market information



Of all respondents, 86.6% collect labour market information within their organizations while 13.4% do not.

MAIN TYPES OF LABOUR MARKET INFORMATION COLLECTED:

TABLE 5: Specific type of labour market information collected

Type	#	%
Career/Employment Statistics/Data	46	68.7
Education and Training Information (program enrolment, development, etc.)	43	64.2
Employment Trends by Industry (number of employees, occupations, etc.)	42	62.7
Economic Activity by Industry (growth, decline by industry, etc.)	40	59.7
Labour Force Demand Trends	40	59.7
Job Description Information/Occupational and Skills Profiles	37	55.2
Occupational Shortages and Surpluses	37	55.2
Wage Rates by Industry/Occupation	37	55.2
Adjustment and Layoff (opening, closures, layoffs, etc.)	35	52.2
Industry Profiles (occupations, wages, number of companies, etc.)	35	52.2
Job Vacancies/Employment Opportunities	35	52.2

OTHER SOURCES USED TO COLLECT LABOUR MARKET INFORMATION:

- Employers
- Human Resources and Skills Development Canada/Service Canada
- Economic Development Offices
- Industry Canada
- Local Boards of Ontario
- Statistics Canada – Census Community Profiles
- Conference Board of Canada
- Statistics Canada – Labour Force Survey data

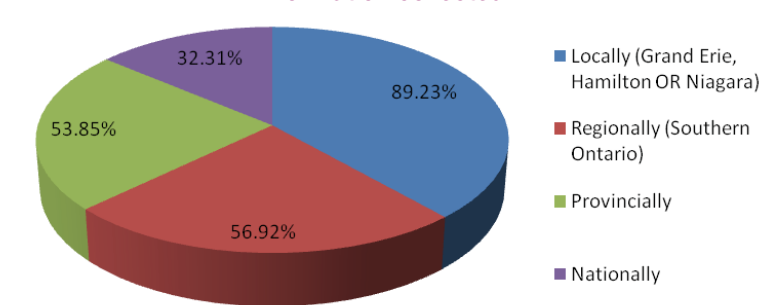
Local employers are the most widely used source for labour market information, according to survey respondents. Additionally, Human Resources and Skills Development Canada/Service Canada, Economic Development Offices, Industry Canada, Local Boards of Ontario, Statistics Canada – Census Community Profiles, Conference Board of Canada and Statistics Canada - Labour Force Survey data were all sources used by over 50% of respondents.

GEOGRAPHICAL FOCUS OF LABOUR MARKET INFORMATION COLLECTED:

TABLE 6: Geographic focus of labour market information collected

	#	%
Locally	58	89.2
Regionally (Southern Ontario)	37	56.9
Provincially	35	53.9
Nationally	21	32.3

CHART 5: Geographic focus of labour market information collected



Of all respondents that collect labour market information – the majority (89.2%) collect labour market information locally. Additionally, 56.9% collect regionally, 53.9% provincially and 32.3% nationally.

SHARING OF COLLECTED LABOUR MARKET INFORMATION:

TABLE 7: Sharing of labour market information

	#	%
Respondent does share	38	61.3
Respondent does not share	24	38.7

CHART 6: Sharing of labour market information

