**Industry and Labour Market Trends in**

**Canada: Worksheet**

***We are going to follow the four research steps (collect it, organize it, analyze it, and use it) to identify labour market trends for in Canada.***

# Collect It

1. Collect information relating to sector, industry, labour market, and other trends affecting in Canada through government sources.

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| **Website Questions** | | |
| **Identify associated NOC Code:**  *Visit the NOC website:*  [http://www5.hrsdc.gc.ca/NOC/](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/)  **Hint:** Search the title in the search bar in the top left corner of the main page. | **What is the NOC code and official title for your occupation?** | |
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| **Collect Labour Market Information for Occupation**  Visit the Ontario Job Futures section of the Ministry of Training, College, and Universities (MTCU) website.  [http://www.tcu.gov.on.ca/eng/](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/) [labourmarket/ojf/](http://www.tcu.gov.on.ca/eng/labourmarket/ojf/)  Find the “Find an Occupation” section of the website on the left menu.  Search the NOC code in the search bar and click through to the occupation page.  Expand the blue links at the bottom of the occupation page to answer each question. | **What are the current and previous employment prospect rating?**  Current rating: Previous rating:  **What does this tell you about your occupation’s prospects over the next short while?**  **What are the employment requirements of this occupation:**  **How has employment grown for this occupation?**  **How many workers in this job:**  **How many workers in this industry:**  **How many workers in total:**  **What is the percentage of new jobs versus attrition for this job?**  New jobs: Attrition:  **What do these percentages tell you about your occupation?**  **What is the general makeup of the workforce:**  Percentage Male/Female: FT/PT:  Self Employed/Employees: Unemployment Rate: | |

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| **Website Questions** | |
|  | **What industries employ this occupation?**  **What are the top three geographic regions that this occupation is found in Ontario?**  **1.**  **2.**  **3.**  **What licensing bodies or associations are important for your occupation?** |
| **Collect additional Labour Market Information for Occupation**  Visit the occupation section of the Employment and Social Development Canada website  [http://occupations.esdc.gc.ca/sppc-](http://occupations.esdc.gc.ca/sppc-cops/.4cc.5p.1t.3.4n.1lf.4rc.1sts.5mm.1rys.2.1rch%40-eng.jsp) [cops/.4cc.5p.1t.3.4n.1lf.4rc.1sts.5m](http://occupations.esdc.gc.ca/sppc-cops/.4cc.5p.1t.3.4n.1lf.4rc.1sts.5mm.1rys.2.1rch%40-eng.jsp) [m.1rys.2.1rch@-eng.jsp](http://occupations.esdc.gc.ca/sppc-cops/.4cc.5p.1t.3.4n.1lf.4rc.1sts.5mm.1rys.2.1rch%40-eng.jsp)  Search your NOC code in the search bar and read the associated page | **What is the median age for your occupation? What is the average retirement age?**  **What is the projected balance between supply and demand for this occupation in the labor market?**  **What’s the difference between the projected numbers of job openings vs. number of job seekers? Is this a positive or negative number?**  **Where is the largest percentage of demand coming from? Is this retirements, expansion, other?** |
| **Identify Industry and Sector Information**  [Visit the North American Industry Classification System website NAICS](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVDPage1&amp;db=imdb&amp;dis=2&amp;adm=8&amp;TVD=118464)  [http://www23.statcan.gc.ca/](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVDPage1&amp;db=imdb&amp;dis=2&amp;adm=8&amp;TVD=118464) [imdb/p3VD.pl?Function=getVD-](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVDPage1&amp;db=imdb&amp;dis=2&amp;adm=8&amp;TVD=118464) [Page1&db=imdb&dis=2&adm=8&T-](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVDPage1&amp;db=imdb&amp;dis=2&amp;adm=8&amp;TVD=118464) [VD=118464](http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVDPage1&amp;db=imdb&amp;dis=2&amp;adm=8&amp;TVD=118464)  Explore the sector and industry information by following the applicable links. | **What is the two-digit sector number is associated with your occupation? What is the official title?**  **What four-digit industry number is associated with your occupation?** |
| **Collect Local Industry Information** Visit the local Workforce Planning Board website  [http://www.workforceplanning-](http://www.workforceplanningboard.com/) [board.com](http://www.workforceplanningboard.com/)/  Select “LLMP” on left menu and click to open report. Read the Executive Summary section | **Find the unemployment rates for the area. What’s the outlook for your sector?**  **Review the table of contents – scroll to the “Labour Demand” section – what does this section tell you about sectors with local high labour demand?** |

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| **Website Questions** | |
| **Collect National Industrial Projection Information**  Visit the Industry Projections page of the Employment and Social Development Canada website <http://occupations.esdc.gc.ca/sppc-cops/.3nd.5str.3.1ls.5mm.1r.3.2ss.2.1rch@-eng.jsp>  Identify the industry that is related to your chosen occupation by selecting the hyperlink and verifying the number. Read the industrial summary | ***Summarize the industrial projection in 2-3 sentences:***  **What are the employment growth rates for the past 10 years?**  **What is the projected growth in the future?** |

# Analyze It

Assess the information that you have categorized into four groups. Answer the following questions. If you get to a question that you cannot answer, go back to the original sources and review the information until you have found an answer.

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| **Category of Analysis Research Findings** | |
| **NOC Outlook** | What do the National Occupation Classification clusters tell you about the outlook for your chosen occupation?  What’s the overall outlook? Are you in a sector that is expanding, diversifying, or contracting? |
| **Geographic Outlook** | Are jobs in the industry/sector focused around specific regions?  Do you live in one of these regions?  Do you intend to move, and if so, what’s the outlook in your new location?  What is the overall outlook for your current region? |
| **Demographic Outlook** | What is the demographic profile?  Are workers aging?  What’s the gender balance in the work- place? |
| **Popular Outlook** | What’s the popular image of this industry?  How are these jobs portrayed by the media?  What stereotypes to you hold regarding these opportunities? |
| **Cultural Outlook** | Is your industry affected by cultural or social trends?  What is trending right now that could affect demand or production?  Is the trend potentially limited term in duration and may go away? |

Use It

Write a strategy statement regarding your occupation, industry and sector. Assess how you are positioned to succeed in arriving in this occupation and thriving once you have obtained it by answering the following questions:

* What did you learn from looking at these trends and LMI resources that you didn’t know before?
* Should you consider a different occupation?
* Where geographically will you look for jobs?
* What are you going to do differently based on what you learned?

Write in full sentences observing proper grammar and spelling.

Your Personal Strategy Statement: