About This Guide

This guide was created to help you to understand Labour Market Information (LMI). You will learn how to find and use LMI to make good decisions about your education, your career, your workplace, your community, and your life. There is a myriad of information to draw from. With the tips and suggestions in this guide you can use this information to make better choices for yourself.

This guide will answer the following questions about LMI...

✓ What is it?
✓ Why is it important?
✓ How and when should you use it?
✓ Where does it come from?
✓ Where do you find it?
✓ What are some common pitfalls when using LMI and how do you avoid them?

This guide includes a glossary of terms to serve as a reference.

This guide IS NOT … a source of Labour Market Information – rather, it will show you how to access the information you need and how to use it once you find it.

Visit careers.novascotia.ca/labourmarketinformation to learn more about Labour Market Information.

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Introduction

Information can be a powerful tool. Knowing the latest Labour Market Information gives you a snapshot of your job, your province, your business, your employees, your education, and your income prospects. You can use this information to make choices, to make changes, and to create the future you are looking for.

**Labour Market Information can tell you:**

- Where the jobs are now;
- Where the jobs are likely going to be in the future;
- What skills are in demand; and
- Which occupations may present more, or fewer, opportunities for work in the future.

This information is important for people looking for work and for people that do the hiring. The more you understand it, the better equipped you will be to make decisions.

**Here is an example:**

In the 1980s, the “baby boom” generation dominated the labour force and unemployment was fairly high. Back then the focus was on finding jobs for people and getting them back to work. Now, these baby boomers are getting older, and some are getting ready to retire. Labour Market Information tells us that Nova Scotia actually has the oldest population in the country. That means we will see more retirements in our workforce than other places in Canada. On top of that, there are fewer young people coming up through the school system.

This means that when these “baby boomers” retire, businesses will have to find enough people to fill their jobs. This can be viewed as an upcoming challenge for employers and at the same time, an opportunity for individuals looking for work. By learning more about Nova Scotia’s Labour Market Information, you can make the current trends and predictions work for you.
What is LMI?

Basically, Labour Market Information is information about jobs and the people who do those jobs. This includes people who are available for work, training for work, hiring people, or otherwise involved in training or employment.

Like other markets, the “labour market” involves both supply and demand:

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<th>Demand-side LMI</th>
<th>Supply-side LMI</th>
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<tr>
<td>Businesses, organizations and employers need people to work for them in order to run their operations.</td>
<td>People who work for these employers, or who are training or available to work, supply their skills, talent, and labour.</td>
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Employers create a demand for labour based on economic activity, consumer demand for their products and other factors. The labour market also evolves over time. Labour Market Information can tell us what has happened in the past, what is happening now, and what is likely to happen in the years ahead.

Visit [careers.novascotia.ca/searchlmi](http://careers.novascotia.ca/searchlmi) to search the LMI Database for available labour market information.

Here are some specific examples of Labour Market Information:

- Information on the workforce such as age, education levels, skill, and location.
- Information on employment including: job openings, the skills and education needed for jobs, salaries and compensation packages, and working conditions.
- The training, education, and skills-upgrading that are available, and how they may affect your job prospects and future income.
- Analysis of available information to forecast and project of how all the above information will likely change in the future.
Using LMI to Make Decisions

We all face some pretty big decisions in our lives. At some point you may have to decide which school to go to, what career you want to pursue, or where you want to set up your new business. You may need to make decisions as a policy developer, an educator, an employer, or an employee.

Whether you are planning your career, writing a business plan, making policy decisions, looking for advice, or advising others, you will be in a far better position to make decisions after exploring the available labour market information.

This next section will focus on how LMI can help you depending on your specific situation.

Are you: Looking for work? Concerned about layoffs? Considering a career change?

It is important to understand what is going on in the business world and in the career you have chosen, and to understand what that means to you. Armed with your best information possible, you can move forward confidently toward the career of your dreams!

LMI can:
✓ Help you focus or refocus your career;
✓ Show you where the jobs are and where they are going to be;
✓ Tell you what training you will need now and in the future; and
✓ Outline salary ranges for careers which you may be interested in.

There are websites, employment service providers and community organizations ready to help you make decisions. Ask a job or career related question and see how Labour Market Information can help you to make good decisions for your future.

Visit careers.novascotia.ca for information and advice on finding a new job, career planning and training options for furthering your career. Find a Career Resource Centre near you. There is plenty of information to help you to get started, stay informed, and make sure you are heading in the right direction.
Are you a student?

Your decisions about education, training, and career choices are some of the most important decisions you will ever make. They will have a huge impact on your quality of life for many years. It is important to consider what you are good at and what you are interested in, but you also need to know how that can help you find a fulfilling career that matches your goals.

LMI can:

✔ Help you choose a career that fits your interests and natural abilities;
✔ Show you what careers are out there, how much they pay, and what the working conditions are;
✔ Predict which careers will have the best job prospects in the future; and
✔ Help you choose the right school or training program.

The labour market picture is bright for those who have taken care to do their career homework. Learn the facts, find work that interests and excites you, then follow through with the right training and education.

Visit careers.novascotia.ca for information on career planning and college or university programs.

Are you a recent Immigrant or considering moving to Nova Scotia?

LMI can:

✔ Help you choose a career or find a job by showing you which industries are growing and which industries are in decline;
✔ Help you find out what training and education you may need for your career path.

There are many employers anxious to attract you to their company, and many great communities who would love to have you settle with them. It is up to you to learn as much as you can about the prospects, and to prepare yourself with the training or education that may be required. Having the necessary information will help you settle in to your new home and enjoy your new life to the fullest.


You can also visit careers.novascotia.ca for Job Profiles and helpful provincial Labour Market Information.
Are you an entrepreneur, a business leader, or a manager?

LMI can:
- Predict changes to the workforce and the population to help you plan for your business and human resource needs;
- Show you how your company compares to the rest of your industry;
- Show you what you need to know to keep your company competitive for years to come.

Relevant labour market information can help you make decisions about where and when to open or expand a business or how to attract and develop a skilled and talented workforce. Without an understanding of the latest Labour Market Information, you may be making important decisions in a vacuum.

The right LMI can help you make the right decisions, at the right time, and for the right reasons.

Visit careers.novascotia.ca/labourmarketinformation for the latest Labour Market Information or to download the latest edition of the Nova Scotia Labour Market Review.

Are you an employer or human resources professional?

LMI can:
- Predict changes to the workforce and the population to help you plan for your human resource needs;
- Help you attract good employees by showing you how your company compares to the rest of your industry;
- Show you what training your employees may need to keep you competitive for years to come.

No matter what business you are in, it is always in the best interest of your organization to know the facts. The right Labour Market Information will make your decisions easier and will help to make sure your HR decisions are “on target,” now, and into the future.

Visit careers.novascotia.ca/ns-labourmarket to learn labour market facts about your industry.

Visit careers.novascotia.ca/searchjobprofiles for information on specific job occupations, including wage information.
Are you a community based decision-maker or planner?

LMI can:

✔ Tell you which industries are growing and which are declining.
✔ Show you what type of training will best support individuals.
✔ Help you decide which direction to take your community in terms of immigration, investments and long-term planning.

As a decision-maker in Nova Scotia, you likely want to attract new families to your region or find new ways to support those already living in your area. Knowing where your community stands today and which factors you may be able to influence in order to accelerate growth is critical. Labour Market Information is available to help paint an accurate picture of “how things are,” and to suggest how they may evolve over time.

Visit careers.novascotia.ca/regional-lmi for more resource information.

Visit careers.novascotia.ca/ns-labourmarket for the latest LMI that can inform your decision making and policy development.

Are you a public sector leader, decision-maker or policy developer?

LMI can:

✔ Provide the data you need to make informed decisions about where to invest public funds;
✔ Explain the changing trends in age demographics, regional differences, and employment; and
✔ Show you what training and education will be most valuable in the future.

If you are working in the public sector, you may be faced with decisions about which programs your government organization should invest in, to help Nova Scotians find work and prosper. Up-to-date and accurate information will help inform the tough choices that have to be made. Labour Market Information is available with facts about today, and projections for the future.
Visit careers.novascotia.ca for a wealth of career planning and job search information available for you and your clients or students. You can also download resources, such as High Opportunity Careers Nova Scotia, which profiles occupations with the best opportunities in Nova Scotia.

Are you a guidance or employment counsellor?

LMI can:

✓ Point out hot careers for the future and the training required;
✓ Show how training and education can help increase someone’s career prospects; and
✓ Predict future salaries in potential job markets.

As a guidance counsellor helping students make education and career decisions, or an employment counsellor helping people look for work, you are aware that Labour Market Information is essential. Careers and training expectations are ever-changing, and it helps to be up-to-date on the latest Labour Market Information in the field. A variety of publications that present the latest Labour Market Information on occupations are available.

Are you a parent or guardian?

Children are faced with an ever increasing amount of information when planning their future. You should know though, that children point to their parents as the number one influencer in their decision-making about education and career. It pays to become informed.

LMI can:

✓ Help you help identify a career choice that matches your child’s interests and natural abilities;
✓ Identify the skills and training required for careers; and
✓ Identify which jobs will be in high demand in the years to come and how much they will pay.

Labour Market Information can help you help your son or daughter make decisions and plan for the future. There are courses and publications to assist you with this.

Decisions about education and career will have a huge impact on quality of life for your child in years to come. You DO have an impact on your child’s choices, so it makes sense to become as informed as possible about how the world of work is changing, and to learn more about the career possibilities that are out there today.

Visit parentsascareercoaches.ca to learn more about the Parents as Career Coaches program.

Visit careers.novascotia.ca for information on career planning, career quizzes, and occupational profiles.
Visit careers.novascotia.ca/lmi-resources for resources, such as the Nova Scotia Labour Market Review or the latest Canadian Occupational Projection System (COPS) scenarios for Nova Scotia, to learn about today’s labour market.

Do you represent an industry or profession in Nova Scotia?

LMI can:

✓ Help you help your membership better prepare for the future;
✓ Show you where potential skills shortages will occur; and
✓ Predict trends in economics and the workforce that could affect your stakeholders.

If you are working on ways to make the road smoother for your industry or profession, you are likely grappling with human resource challenges in one form or another. You can help your membership by being aware of the latest statistics and trends in the labour market.

A wealth of Labour Market Information and relevant resources for a variety of professions, industries and careers is available. This information can help explain the significance of new and emerging trends.

How to get Started

If you know that you need LMI but you are not sure exactly what information to use, or how to use it, there are resources that can help. In the “Where can I Find the Information I Need” section of this publication we have included a list of resources to help you get the information, advice, and guidance you need.

Visit careers.novascotia.ca/ns-labourmarket for the latest information on your industry.

Are you a decision maker or planner in post-secondary education?

LMI can:

✓ Help you make smart investments to prepare students for jobs that are in increasing demand;
✓ Give you information on demographics to help you understand the needs of prospective students; and
✓ Show you how your student population will change over to coming years.

If you work in a college, university or training institution, it pays to stay ahead of the curve. Labour Market Information can provide clues about what to expect, and can help you plan and prepare students for the future.
Where Does LMI Come From?

So where does this information come from? Who gathers it? Who analyzes it? Who organizes it?

Labour Market Information comes from many sources, and is organized in different ways for different audiences.

Government of Canada agencies such as Service Canada, Statistics Canada, Employment and Social Development Canada, Citizenship and Immigration Canada, and Industry Canada are primary sources of Labour Market Information. Provincial economists and analysts work with federal counterparts in these organizations to ensure we have access to relevant provincial Labour Market Information.

Information is everywhere!

In addition to formal Labour Market Information, which you will find in official labour market and career related web sites and publications, you also have a wealth of informal information at your fingertips that can be every bit as important.

Media reports about which industries are expanding or downsizing and which companies are hiring or laying-off are good sources of LMI. An article on companies with environmentally friendly products may provide clues to which occupations and industries are likely to be growing and which ones may be in decline. Valuable information can also be found by looking into local industry associations and reading job ads.

Bear in mind however, that one newspaper story, or a couple of television reports, does not necessarily indicate a trend, so it is important to check out more sources to get the full picture.
Labour Force Activity

Much of the Labour Market Information you hear about is based on “labour force activity.” For example, when you hear that the unemployment rate has fallen or risen, this is a key labour force indicator, helping to paint a picture of the level of labour force activity at any given time.

So where does the labour force activity information come from?

The Labour Force Survey

Each month Statistics Canada employees interview approximately 54,000 households (2,900 in Nova Scotia). This results in information being gathered on about 100,000 people (about 5400 in Nova Scotia) each month. This survey is known as the Labour Force Survey.

Basic demographic information such as age, gender and education, as well as a wide variety of information about labour market activities is collected about each household resident 15 years of age and over. This information is used to determine the “labour force status” of each individual; that is, whether a person is to be counted as “employed”, “unemployed”, or “not in the labour force”. Participation, unemployment, and employment rates are also recorded by the Labour Force Survey.

There are several points to keep in mind about the labour force information you read. It is important to understand that there are different reasons for people to be “not in the labour force,” including those discouraged workers who have given up looking for work because they believe there is no work available. It is also important to understand that unemployment is more than just a numeric fact. It has important social and economic consequences. It is about people’s lives, businesses and communities.


The Statistics Canada Census and National Household Survey

The Statistics Canada National Household Survey (NHS) was introduced as the replacement to the long census questionnaire. The NHS collects social and economic information of small geographic areas and population groups in Canada. This is helpful in demonstrating historical trends and placing today’s information into a broader context to help understand what the labour market will be like in the next few years.

Other Sources of LMI

Labour Market Information is also generated by government, colleges, industries, and individuals, who agree to share information about jobs, training, salaries, working conditions, and more.

Please see the Glossary for more detailed explanations of these terms, as they are based on very specific definitions developed by Statistics Canada. As an example, people who are neither working, nor looking for work are not considered “unemployed”, rather, they are counted as “not in the labour force.”
Making sense of it all

Economists, analysts and other experts work with information from the Labour Force Survey, the National Household Survey, and other sources to make sense of the numbers for the rest of us. They group information in user-friendly formats and draw conclusions to help us see the importance and relevance of the information that has been gathered. They make projections such as job prospects and pending skills-shortages. They tell us what the numbers say about today’s population and what to expect for tomorrow, and they report issues to employers and governments while they are still manageable.

Organizing the information

With so many facts and figures about labour market activity, and the thousands of possible jobs, and countless training and education options, how do you begin to make sense of it all? How do you narrow down all this information to something you can work with?

Luckily, both industries and occupations have systems to help organize this information.

Industry information is organized based on the North American Industry Classification System (NAICS) which 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 it facilitates comparative analysis of the three economies.

Occupational information is organized using the National Occupational Classification, or NOC. The NOC, which was developed by Employment and Social Development Canada, allows for the collection of occupational and administrative data and provides a framework for organizing and describing thousands of occupations.

Tracking down the information

There are a number of places that you can find data to help you understand Labour Market Information. We have included a list of resources organized according to the type of information in the “Where Can I Find the Information I Need?” section of this guide.

The Province also hosts Careers Nova Scotia (careers.novascotia.ca), a website devoted to helping people at all ages and stages of life make career decisions. Information on working conditions, salary expectations, training and education requirements, and more are available on this site. This site also tells you the demand for specific jobs, which will help you to understand the likelihood of finding work in Nova Scotia in the years ahead.

Visit careers.novascotia.ca/understanding-lmi for additional information on understanding LMI and available resources.
Where Can I Find the Information I Need?

The purpose of this section is to build awareness and provide easy access to key LMI resources.

The information is presented within three categories:

- ✔ Career Planning Information and Resources
- ✔ Job Posting Sites and Job Search Tools
- ✔ LMI by Provider

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| Nova Scotia Department of Health and Wellness | [healthteamnovascotia.ca](https://healthteamnovascotia.ca) |
| Health Team Nova Scotia provides information to encourage people working in healthcare to live and work in Nova Scotia. |

| Service Canada/Employment and Social Development Canada | [jobbank.gc.ca](https://jobbank.gc.ca) |
| Job Bank can help you find a job, with the skills you need and how much you can earn. |
### Job Postings Sites & Job Search Tools

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<td>Business Statistics (bi-annual)</td>
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<td>National Household Survey</td>
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<td>Nova Scotia Department of Labour and Advanced</td>
<td>careers.novascotia.ca</td>
<td>Various Others</td>
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<td>Education</td>
<td>Career Planning/LMI Resources</td>
<td>Maritime Provinces Higher Education Commission (MPHEC)</td>
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<td>• Quizzes / tools</td>
<td>- Graduate Follow-up Surveys</td>
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<td>• Over 300 occupational profiles (NOC groupings)</td>
<td>- University Enrolment/Graduate Statistics</td>
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<td>Household Survey-based) cross-sectional statistics</td>
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<td>• Industry/occupational forecast reports</td>
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How Can I Better Understand LMI?

A FEW TIPS:

• **Stay in touch** – conditions in the labour market are always changing. To stay current you might consider joining mailing lists, scanning monthly labour market reports, following news events and attending LMI presentations and training sessions. You may also find it beneficial to occasionally check in on your favourite LMI websites for updates or look in on areas you have not yet explored.

• **Share insights** – you may know of a new resource or website that a colleague is not aware of. Sharing insights should be part of your routine.

• **Read graphs and statistics carefully** – pay attention to the scales of the axes of graphs, which often include a time period, and other restrictions such as age, gender, or geography. Changing these parameters often produces results that may tell a different story.

• **Avoid relying on anecdotes** – LMI attempts to capture and reflect the whole picture; anecdotal information may itself be true, but should not be relied upon to draw a general conclusion. Spending some time to thoroughly research the issue will pay off in the long run.

• **Make it routine to check the facts** – whether at a policy level or career planning level, when making important decisions such as these, you should routinely check the facts first.

• **Avoid temptation** – known as confirmation bias, decision-makers often have the tendency to seek information that supports a pre-existing view. It is important for your perspective to be objective and well rounded.

• **Take the time to understand trends** – graphs and statistics often present a limited amount of information. There may be a variety of unapparent explanations as to why a trend is occurring. Taking the time to understand the information will help you avoid two common pitfalls: believing that because two events have occurred together, one event must have caused the other; and the tendency to infer a meaningful trend or relationship based on limited information.

• **LMI is a great starting point** – the range of LMI resources available will provide you with a solid basis for your perspective, but it will not always provide you with all the information that you are seeking. Further research and consultations may be required before you can feel confident in your decision.
What You Should Know About...

Employment Prospects

Both Employment and Social Development Canada’s Job Bank website and the Careers Nova Scotia website report employment prospect calls within their occupational profiles section. These “calls” rank employment opportunities in each occupation in Nova Scotia, as “Good”, “Fair”, or “Limited”. The call itself is just an indicator, while the employment prospect descriptions, which also appear in this section, provide valuable context. Service Canada provides regional-level information pertaining to current labour market conditions, while Careers Nova Scotia reports provincial-level information reflecting future conditions (within the next five years).

- A Fair call reflects generally balanced conditions in the labour market. The majority of occupations (2 out of 3) have a Fair call.
- Good call occupations offer better employment prospects than Fair calls. However, individuals should not be discouraged from pursuing Fair call occupations.
- A Limited call is the result of either an oversupply of workers relative to demand, or due to low number of employment opportunities in the occupation within the province. Individuals should be cautious about pursuing a career in a Limited call occupation, as while opportunities will still likely be present, they may be infrequent and competitive. Qualified individuals with extensive experience and good references are most likely to be successful in a Limited call occupation.

Occupational Wages

LMI sources such as Careers Nova Scotia report minimum, average and maximum hourly wages for each given occupational group. The average hourly wage should not be interpreted as the “going” wage, or current offered wage. The average reflects the wages of all workers, from new entrants to experienced employees. Wages being offered in current job postings will vary from the average depending on the level of experience and skill employers are seeking.

Projections/Forecasts

Every labour market decision-maker is faced with the uncertainty of the future. Forecasters use statistical models to estimate future economic and labour market conditions to help provide greater certainty and understanding. The Canadian Occupational Projection System (COPS) is an example relevant to Nova Scotia. However, these models can never fully capture reality; there are always unforeseen events. Also, forecasting requires assumptions about the future and these assumptions are often subject to change. Other points of consideration include the credibility of the forecaster, the timeliness of the forecasts, the quality of their data, and the margins of error (if reported).

As an LMI user, it is important that you understand these limitations, but should not be discouraged from using future-oriented LMI to guide your advice or decisions.
For detailed information on the North American Industrial Classification System (NAICS) visit: [statcan.gc.ca/concepts/industry-industrie-eng.htm](http://statcan.gc.ca/concepts/industry-industrie-eng.htm)

For detailed information on the National Occupation Classification (NOC) visit: [esdc.gc.ca/NOC](http://esdc.gc.ca/NOC)

**Classification Systems**

Labour market data on industries and occupations 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. The most common industry classification is the North American Industrial Classification System, or NAICS. The most common occupational classification is the National Occupation Classification, or NOC. Data captured by Statistics Canada rely on the NAICS and NOC.

**Data Sources**

Labour market data is commonly captured through two mechanisms: surveys and administrative sources. An example of an administrative source is a university registrar database that captures student information on gender, date of birth, program enrolment and so on. Administrative data sources are commonly used for research purposes, to evaluate programs and policies, and to report on trends. The main strengths of administrative data include comprehensiveness, ease of access and cost efficiency. The main limitations of administrative data may include poor timeliness, limited scope of data variables, lack of comparability, and possible entry errors.

The use of surveys is very common in capturing LMI. Statistics Canada’s Labour Force Survey (LFS) is the most well known and reputable labour statistics survey in Canada (see the section Where Does LMI Come From? for an overview of the Labour Force Survey). The unemployment rate is an example of a statistic captured in the LFS.

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. As such, not all surveys are equal in terms of the quality of the data captured. A census is a unique type of survey where all individuals in a population are selected to participate. In most cases, however, a survey is only administered to a fraction of the population. Even the most well designed survey with a 100 per cent response rate is subject to sampling and non-sampling errors; for instance, participants may misinterpret and incorrectly respond to a question.

**Percentages**

Percentages are a useful way of reporting trends and statistics in a standardized manner, which permits comparability across groups/units. For instance, if employment in two occupations both increased by 10, it might seem reasonable to conclude their growth was similar in significance. But if one occupation is large (employing 1,000) and another is small (employing 10), a growth of 10 clearly differs in significance. In percentage terms, the large occupation grew by only 1 per cent whereas the small occupation doubled in size (100 per cent growth).

At the same time, the use of percentages can also exaggerate the magnitude of trend. Consider again a small occupation employing only 10 individuals in the province. If the occupation grows by 100 per cent that might seem quite incredible compared to a large occupation (employing 1,000) that grows by just 10 per cent. But in terms of providing opportunities for employment, the smaller occupation only created 10 jobs whereas the larger occupation created 100. In other words, it is not uncommon to see high percentage growth in small occupations, but this does not necessarily translate into a high number of employment opportunities.
Glossary of Labour Market Information 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).

Baby Boom/Baby Boomers: A sharp increase in the fertility rate and in the number of births following World War II, from 1946 to 1965, caused a population boom, which is referred to as the Baby Boom period. Individuals born during this period are often referred to as “baby boomers” or “boomers.”

Canadian Occupational Projection System (COPS): A set of economic models, assumptions, data and analysis used to produce five-year labour market projections for 33 industries and 520 occupations, including estimates of employment growth and retirements. Within Nova Scotia, COPS is a Federal-Provincial partnership between Service Canada and the Department of Labour and Advanced Education.

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.

Compounded Annual Growth Rate (CAGR): The annual rate of growth of an investment if the investment had grown at a constant rate over the investment period.

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.

Derived Demand: The demand for an input that depends on the demand for the products or products it is used to make.

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 particular 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.

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 a number of 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.

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.

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.

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 a particular 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.

Skills Gap: Occurs when there are jobs available in a particular firm or region, but there is a mismatch between the skills required for those jobs and the skills available in the given firm or region.

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.

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.