

Meaning of Labour Market Information (LMI)

Labour market is simply the interaction of demand and supply of labour, and Labour Market Information (LMI) describes the conditions of the labour market. The supply of labour is the number of suitable workers available for employment and the demand for labour describes how many workers employers need to recruit, in return for specific wages and other benefits. Thus, on the supply side, LMI refers to the numbers of potential workers and their characteristics, i.e., their education, age, where they live etc. On the demand side it refers to staffing requirements as well as the conditions of the market, i.e., growth of their industry of interest, rates of employment and unemployment, number of employers etc.

LMI generally takes the form of quantitative or numerical data; for example, a survey of the working-age population can be used to estimate the number of people that are unemployed, and this information can be useful while designing future programs aimed to reduce unemployment. In addition to quantitative data, some qualitative data can also shed light on labour market trends. Semi-structured interviews or case studies may be able to capture the lived experiences of the labour force. For instance, a focus group with small businesses may be useful to identify some of the skills which are in high demand from employers. Thus, LMI can be both quantitative and qualitative, collected at a national level, provincial level or at the regional or municipal level.



Durham Workforce Authority (DWA) uses, produces and publishes quantitative labour market information. DWA collects data either through Statistics Canada or by administering various local level surveys, such as the *Durham Under 25 Survey* and the *Durham Region Employers Survey* and uses the information to guide its projects.

Use of LMI

LMI can be used by anyone who wants to make an informed decision about the labour market. LMI helps individuals or organizations respond to, among other things, market signals such as wage changes and new occupations in a growing industry:

For individuals making career choices, LMI can help form decisions about careers, education, employment and entrepreneurship/self-employment. For a person deciding on career options or even a *second career*, the most relevant LMI can be about type of available occupations, training opportunities, the current labour market conditions, and occupations predicted to be in demand in the future. LMI may be used to determine a career pathway and support long-term career planning.

For job seekers, LMI may be about the top occupations, skills requirement, hours of work, average wage rates, and effective job search strategies such as online job posting and networking. LMI can help job seekers determine the state of their preferred occupation in their preferred geographic location. LMI can also help job seekers get clearer understanding about the credentials they need for their desired job (e.g., what certificate, diploma or degree), and the income they may expect for a position.



Employers may use LMI to gain a better understanding of labour force characteristics, such as the number of residents with a particular set of credentials, if and where are the residents travelling to for their work, average wages etc. Information such as these may help employers develop policies and procedures at their workplace, update their job descriptions and design training plans. Additionally, using labour market information can help employers create more informed business plans that will help them grow and sustain their business.

Educators who provide career advice to high school and university students may use LMI to ensure that the advice is based on evidence about current and future labour force needs and employment trends. Educators may also use LMI to develop new programs, analyse the demand for an existing program and adapt the current programs to the market where necessary; for example, an educator might decide to add more courses on computer programming after identifying a growing demand for programming positions.

Similarly, *employment service providers* can use LMI to provide evidence-based guidance to both employers and job seekers. Employment service providers work with unemployed or underemployed persons, students, professionals and employers. LMI can help them provide informed advice, predict future occupation trends and support the minimisation of skills gap at the community level by training their clients and helping them acquire the skills which the employers demand the most.

Provincial, regional and municipal governments can use LMI to understand labour market conditions at the local level and design and plan more effective employment and economic policies. Governments may utilize LMI to assess the effectiveness of different employment programs, and to develop local employment strategies. For example, local governments can LMI to decide whether a youth-focused program for unemployed persons should be developed. LMI can help local governments study labour market trends such as projected growth in a certain occupation, and thus, plan for the future of the local economy.

Key terms used in LMI¹ (sorted by relevance)

- **Working-age population** refers to persons 15 years of age or over, according to Statistics Canada. In a number of reports², Statistics Canada also referred to working-age population as persons aged 15 to 64, whereas persons over 65 years of age are referred to as seniors.
- **Labour Force (LF)** is the number of civilian, non-institutionalized persons of 15 years of age and over who are employed or unemployed.
- **Not in the Labour Force (NILF)** refers to members of the working age population who are neither employed nor unemployed. Retired individuals and “stay-at-home” moms and dads, or other caregivers may be examples of those not in the labour force.
- **Labour force status** explains whether an individual is employed, unemployed or not in the labour force.
- **Labour force participation rate** is the number of employed and unemployed people as a percentage of the total working age population.
- **Employment** refers to the number of people who are employed in return for wages and other benefits. In addition, there are two broad categories of workers; those who work for themselves (self-employed) and those who work for others (employees).

¹ Note: Detailed information on each of these terms may be found in the Statistics Canada website.

² The 2012 Annual demographic estimates.

- **Full-time employment**, according to Statistics Canada, is when a worker is employed for a total of 30 hours or more per week at one's main or only job.
- **Part-time employment** is when a worker is employed for a total of less than 30 hours per week at one's main or only job.
- **Self-employment** refers to working owners of an incorporated business, farm or professional practice. Professional practice includes work such as baby sitting and newspaper delivery. Statistics Canada further subdivides self-employed workers by those with or without paid help. Unpaid family workers, such as anyone who work without pay on a farm or in a business or professional practice owned by another family member living in the same dwelling, are also self-employed.
- **Employment rate** is the number of employed people as a percentage of the working age population. The rate for a particular group; for example, youth aged 15 to 24, is the number employed in that group as a percentage of the population for that group.
- **Unemployment** refers to the number of people who are without employment but are actively looking for work.
- **Unemployment rate** is the number of unemployed persons expressed as a percentage of the labour force. The unemployment rate for a particular group is the number of unemployed persons in that group expressed as a percentage of the labour force for that group.
- **Census Division (CD)** is a group of neighbouring municipalities that are joined together for the purposes of regional planning and managing common services (such as police or ambulance services). These groupings are established under laws in effect in certain provinces of Canada. Census division (CD) is the general term for provincially legislated areas (such as county, *municipalité régionale de comté* and regional district) or their equivalents. The Regional Municipality of Durham (Durham Region) is a Census Division.
- **Census Subdivision (CSD)** is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes (e.g., Indian reserves, Indian settlements and unorganized territories). Municipal status is defined by laws in effect in each province and territory in Canada. The seven municipalities in Durham Region, Pickering, Ajax, Whitby, Oshawa, Clarington, Scugog, Brock and Uxbridge are census subdivisions.
- A **Census Metropolitan Area (CMA)** or a **Census Agglomeration (CA)** is a statistical area formed by one or more adjacent municipalities centred on a population centre (known as the core). A CMA must have a total population of at least 100,000 of which 50,000 or more must live in the core. The Oshawa CMA includes the CSDs of Oshawa, Whitby and Clarington. The municipalities of Ajax, Pickering and Uxbridge are considered part of the Toronto CMA due to the number of residents from these areas commuting to Toronto for work. Brock and Scugog are not included in either the Oshawa or Toronto CMAs.
- An **Economic Region (ER)** is a grouping of complete CDs, created as a standard geographic unit for analysis of regional economic activity. An ER is smaller than a province, except in case of Prince Edward Island and the Territories. Durham Region falls into the Toronto Economic Region.
- **National Occupation Classification (NOC)** provides a national organizational framework for classifying occupations in the Canadian labour market. The basic principle for classification of the occupations is the nature of the work. Occupational groups are determined according to the tasks performed, duties and responsibilities in the job description. It has a four-level hierarchical arrangement. The NOCs contains broad occupational categories (one-digit), major (two-digit), minor (three-digit) and unit groups (four-digit).



Durham Region LMI FAQs

- An example of the NOC break-down is:
 - 0- Management occupations
 - 00 – Senior management occupations
 - 001 – Legislators and senior management
 - 0011 – Legislators

DWA can provide occupational information on Durham Region residents and workers, broken down to four-digits NOCs. The complete list of board occupational categories (one-digit NOCs) is as follows:

Code	Broad occupational category
0	Management occupations
1	Business, finance and administration occupations
2	Natural and applied sciences and related occupations
3	Health occupations
4	Occupations in education, law and social, community and government services
5	Occupations in art, culture, recreation and sport
6	Sales and service occupations
7	Trades, transport and equipment operators and related occupations
8	Natural resources, agriculture and related production occupations
9	Occupations in manufacturing and utilities

- **North American Industry Classification System (NAICS)** is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. NAICS is a comprehensive system encompassing all economic activities in Canada and is important to the study of the labour market. NAICS also has a hierarchical structure. At the highest level, NAICS divides the economy into 20 sectors. At lower levels, it further distinguishes the different economic activities in which businesses are engaged. The NAICS numbering system has adopted a six-digit code. The first two digits designate the sector, the third digit designates the subsector, the fourth digit designates the industry group and the fifth digit designates the industry. The sixth digit is used to designate national industries. A zero as the sixth digit indicates that there is no further national detail. An example of the NAICS broken down from two-digits to six-digits is:
 - 44-45 – Retail trade
 - 445 – Food and beverage stores
 - 4452 – Specialty food stores
 - 44529 – Other specialty food store
 - 445291 – Baked goods stores

Similar to NOCs, DWA is able to provide information on Durham Region industries by four-digit NAICS. A complete list of broad industrial classifications (two-digit NAICSs) is as follows:

Code	Industry
11	Agriculture, forestry, fishing and hunting
21	Mining, quarrying, and oil and gas extraction
22	Utilities
23	Construction

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31-33	Manufacturing
41	Wholesale trade
44-45	Retail Trade
48-49	Transportation and warehousing
51	Information and cultural industries
52	Finance and insurance
53	Real estate and rental and leasing
54	Professional, scientific and technical services
55	Management of companies and enterprises
56	Administrative and support, waste management and remediation services
61	Educational services
62	Health care and social assistance
71	Arts, entertainment and recreation
72	Accommodation and food services
81	Other services (except public administration)
91	Public administration

- **Place of Work (PoW)** refers to whether a person worked at home, worked outside Canada, had no fixed workplace address, or worked at a specific address (usual place of work).
- **Place of Residence (PoR)** refers to the dwelling in which a person usually lives. While PoW provides an indication of how many people are employed in a particular geographic area, PoR identifies how many people reside in that geographic area. Employees identified by place of residence may or may not be employed in that specific geographic area.
- **Job Vacancy** occurs when a specific position exists, work could start within 30 days and the employers is actively seeking workers from outside the organisation to fill the position.
- **Skill Gaps** refer to situations where existing or potential employees do not have the required skills and experience to meet the employers' skills needs. At the micro-level skills gap may refer to the lack of a particular skill within a candidate pool, for example, a business owner/employer may be looking to recruit an employee with good communication skills, but the available candidates are not adequately skilled in communicating effectively. Skills gaps may also refer to a macro-level gap in the skills of available workforce in the broader economy, in very simple terms, when there is an abundance of engineers, but the economy requires more doctors, there is a skills gap in the economy.
- **Union status** describes the classification of employees according to whether they are: a) union members; b) not a member but covered by a union contract or collective agreement; or c) non-unionized.

Where to find LMI

LMI is available through many avenues, such as academic papers, reports by public and private organisations. An important source of the latest information on labour market indicators is the data

provided by Statistics Canada. A primary source of data is the basic Census data. The mandatory census exercise collects a wide range of data on Canadian residents, including data on employment, income and demographics.

In addition to the census, Statistics Canada uses five surveys to present a more complete view of the current labour market. These surveys are: Labour Force Survey (LFS), Survey of Employment, Payrolls and Hours (SEPH), Employment Insurance Statistics (EIS), Job Vacancy Statistics (JVS), and the Job Vacancy and Wage Survey (JVWS).



GM South Plant, Oshawa, Ontario

Data from these surveys are available through the Statistics Canada website or can be purchased if more customised information is required.

1. [Labour Force Survey \(LFS\)](#)

Labour Force Survey (LFS) is a monthly sampling survey that provides data on standard labour force characteristics such as unemployment rate, employment rate, participation rate and not in labour force; separated out by age and gender. The LFS also provides employment estimates by industry, occupation, public and private sector and hours worked, which are all cross-classifiable by age and gender. The estimates are published for Canada, the provinces, the territories and a large number of sub-provincial regions. In addition, employee data on wage rates, union status and size of businesses are also produced. One of the primary advantages of the LFS data is that it is published at the CMA level, and thus provides some opportunity for LMI analysis at the CMA level in between the census periods.

Some examples of Statistics Canada tables created with LFS data are:

- [Employment by census metropolitan areas and occupation, annual](#)
- [Labour force characteristics by census metropolitan area, annual](#)

2. [Survey of Employment, Payrolls and Hours \(SEPH\)](#)

SEPH is a monthly survey that uses another survey called the Business Payroll Survey (BPS) to measure the month-to-month trends of payroll employment, paid hours and earnings. The BPS is complemented with data on [payroll deduction remittances](#) from the Canada Revenue Agency (CRA), and together they provide the base data for SEPH.

Some examples of Statistics Canada tables created with SEPH data are:

- [Average weekly earnings in the provinces by industry, monthly, unadjusted for seasonality](#)
- [Employment in the provinces by industry, monthly, unadjusted for seasonality](#)

3. [Job Vacancy and Wage Survey \(JVWS\)](#)

The JVWS is a monthly survey detailing information from employers on job vacancies and wages. This survey is done by collecting data on the number of job vacancies by occupation and economic region, on a quarterly basis. Additional information such as the proportion of job vacancies in full- and part-time

positions, the distribution of vacancies by level of education and experience, the average hourly wage offered for the vacancies, and the duration of job vacancies, are also collected. The aim of this survey is to identify potential labour market shortages at the occupation level and to get an overall understanding of the vacancies that exist and the requirements for filling them.

Some examples of Statistics Canada tables created with JWVS data are:

- [Job vacancies, labour demand and job vacancy rate](#)
- [Job vacancies, proportion of job vacancies and average offered hourly wage by occupation and duration of job vacancy, quarterly, unadjusted for seasonality](#)

4. [Job Vacancy Statistics \(JVS\)](#)

The Job Vacancy Statistics (JVS) program provides a monthly snapshot of the level of unoccupied positions, job vacancy rates and unemployment-to-job vacancy ratios. Statistics Canada publishes this data at the provincial and territorial level and at the two-digit NAICS level. This data is used to assess the presence and degree of labour shortages in the labour market, for instance, whether there are adequate number of teachers in a province etc. This data also helps to identify the areas at risk for human resources shortages. Federal departments such as Employment and Social Development Canada as well as provincial and territorial agencies, educational organizations and the private sector may be interested in this kind of information. Regional level government and agencies may also use this information for economic planning and programming, given that there are similarities between the provincial and regional labour markets.

Some examples for Statistics Canada tables created with JVS data are:

- [Job vacancies, unemployed and unemployment-to-job vacancies ratio, annual](#)
- [Job vacancies, unemployed and unemployment-to-job vacancies ratio, three-month moving average, unadjusted for seasonality](#)

5. [Employment Insurance Statistics](#)

This survey is conducted monthly to release the official statistics on the operation of the Service Canada Employment Insurance (EI) Program and to provide additional labour market statistics at the national, provincial and sub-provincial areas. The statistics released includes the number of beneficiaries, types of benefits, benefit payments, the number of claims, as well as the number of disqualifications and disentitlements. Estimates are also produced by detailed age and for 140 occupation groups. In contrast, the annual Employment Insurance Coverage Survey (EICS) collects information access to EI benefits, including maternity and paternity benefits, among the jobless and those in a situation of underemployment, and studies trends and characteristics of EI recipients.

Examples of Statistics Canada tables created with employment insurance statistics are:

- [Employment insurance disqualifications and disentitlements, monthly, unadjusted for seasonality](#)
- [Employment insurance beneficiaries by census division, monthly, unadjusted for seasonality](#)

LMI available from Durham Workforce Authority (DWA)

DWA uses data from publicly available survey results published by Statistics Canada, and also uses data specially customized for DWA and other local training boards. Durham Region residents and other



interested parties can access the DWA data portal for basic Durham Region employment data. Durham Region residents can also request for more detailed and customised Durham Region data by completing and data request from.

A. Data on request

To request customised Durham Region LMI, please use the [data request form](#). Detailed Durham Region data on the following indicators may be made available upon request:

1. Durham Region census data

The census is a countrywide data collection initiative which takes place once every five years. The most recent census was conducted in 2016. Data on National Household Survey 2011 and Census 2006 are also available. The following labour market variables are generally included in the DWA custom purchased data:

- Labour force status such as unemployed rate, employed persons etc.;
- Population group, for example, total population of Durham Region;
- Age group (in single years or age-groups), such as number of persons aged 15 to 24 years;
- Class of workers, i.e., self-employed, full-time, part-time, unpaid family workers;
- Commuting patterns such as distance and duration of travel to workplace;
- Mode of transportation for travel to workplace, i.e., private car, carpool, public transit etc.;
- Employment income (average, median and count);
- Level of education (certificate, diploma or degree obtained);
- Industry (NAICS up to four-digits) by PoR. *(PoW to be made available at a later time)*
- Occupation (NOCs) by PoR. *(PoW to be made available at a later time)*
- Major field of study by Classification of Instructional Programs (CIP)
- Place of work status, for example, worked at home, worked outside of Canada etc.;
- Period of immigration, for instance, duration of residency in Canada; and
- School attendance, for example, number of days attended.

2. Employment Ontario programs:

Information about the following Employment Ontario programs are available:

- Canada Ontario Job Grant (COJG);
- Employment Services (ES);
- Literacy and Basic Skills (LBS);
- Ontario Employment Assistance Service (OEAS) Second Career (SC);
- Youth Job Connection (YJC); and
- Apprenticeship (APPR).

Data is collected on a yearly basis and for each of the above-mentioned programs, DWA may provide data which includes the number of clients served, educational attainment of clients, source of income of clients, and gender.

3. Local labour market indicators or the Canadian business patterns

Local labour market indicators provide bi-annual information on the number of employers in Durham Region by industry, broken down to three-digit NAICS codes. Employers are categorized by size according to the number of employees, for example, the total number of retail businesses in Durham Region with 5-10 employees.

B. Data available through the DWA data portal for immediate use

1. Durham Region municipality profiles from Census 2016

Census data for Durham Region and each of the Durham Region municipalities, i.e. Pickering, Ajax, Whitby, Oshawa, Clarington, Scugog, Brock and Uxbridge are available.



Waterfront, Ajax, Ontario

Municipal profiles include information on:

- Demographics (age-groups, household income, ethnic origin, gender)
- Labour force status
- Industry (NAICSs) by PoR. *(PoW to be made available at a later time)*
- Occupation (NOCs) by PoR. *(PoW to be made available at a later time)*

2. Reports prepared by DWA

In addition to the data provided by Statistics Canada, DWA conducts its own surveys to collect information relevant to Durham Region. Reports prepared by DWA are available for download [here](#) and are free of cost.