



FLEMING

Muskoka-Kawartha
Employment Services



Labour Market Information User Guide

Make informed decisions about career pathways, employment, education, training, business, and economic development.

Muskoka-Kawarths Employment Services is funded in part by the Government of Canada and the Government of Ontario. Both governments provide free access to reliable labour market information that can guide your decisions about education, training, employment, business, economic development or career growth. Labour market information will steer you — and the community you work and live in — towards success in setting and reaching life-changing goals.

Our governments fund valuable employment services for Canadians. To find out about funded services, contact your local employment service provider. A list of our service providers is available at flemingemploymenthub.ca.



Building a brighter future for our Muskoka-Kawarthas workforce

Together, we have all faced changes to the way we live and work due to the COVID-19 pandemic, and it is working together as a Muskoka-Kawarthas region to recover from this global health crisis that will make our communities prosper in the next years to come. We, at Fleming College, are ready to do our part to lead the way.

As the Service System Manager for all employment services in Haliburton County, City of Kawartha Lakes, District of Muskoka, Northumberland County, and City and County of Peterborough, Fleming College is thrilled to help progress these rural communities and its businesses and job seekers in Ontario. Through a new employment service prototype model, funded in part by the Government of Canada and the Government of Ontario, we will empower people to find and keep the jobs they want, enable employers to find the labour they need, and collaborate with our First Nations communities to create seamless pathways to employment for Indigenous clients. We will also improve job retention for higher barrier clients such as persons with disabilities, youth, older workers, individuals receiving income assistance, and new Canadians.

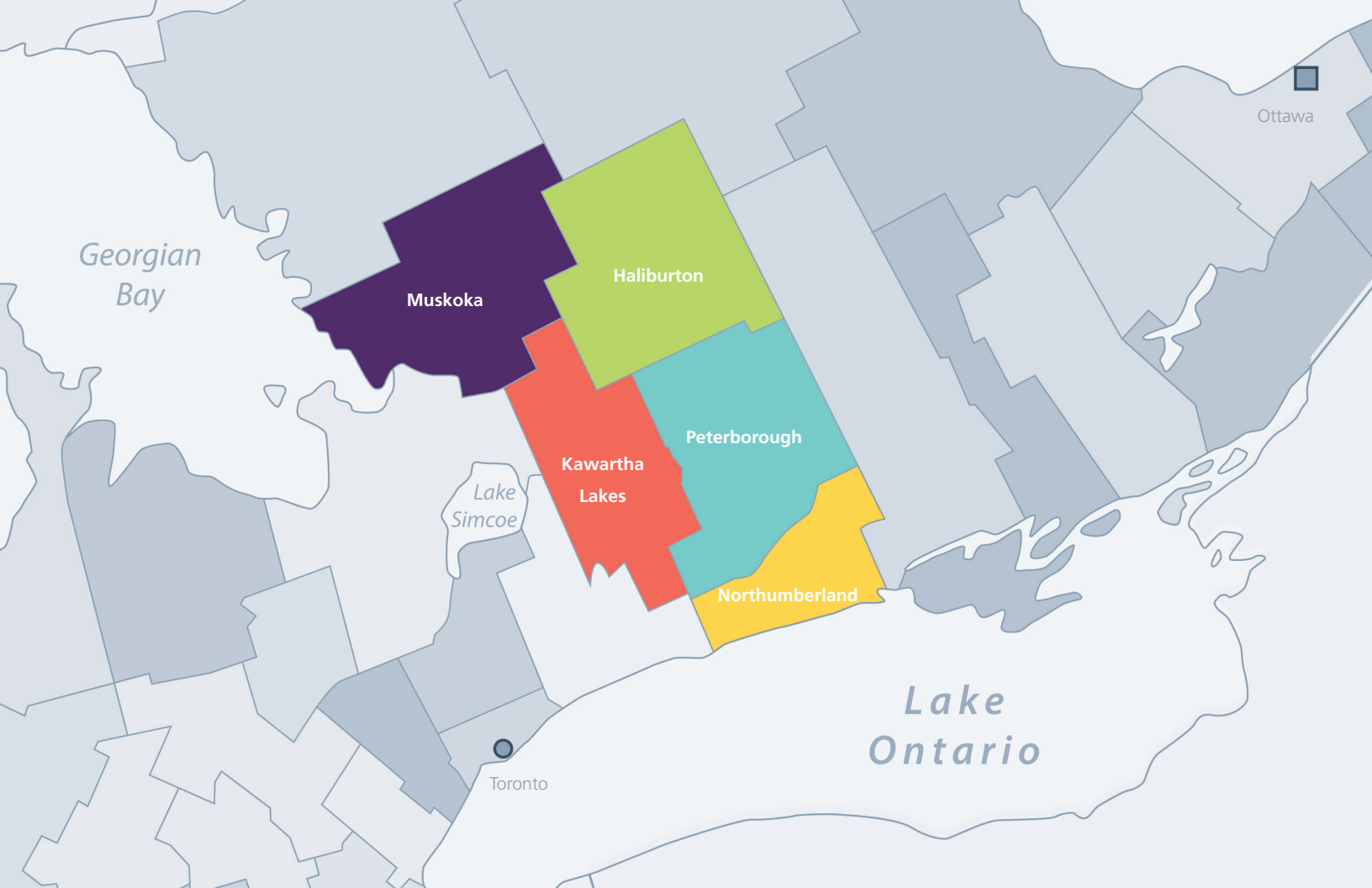
As a springboard to our mission, we partnered with Ryerson University to implement its powerful job matching technology on our Muskoka-Kawarthas Employment Services website. Within this platform, powered by Magnet, job seekers and employers can easily find each other based on skills and experience. It is also an excellent source for live and local labour market information. I encourage everyone to use this LMI user guide to help with the research that is useful in supporting well-informed employment and business decisions.

I look forward to building a brighter future for our Muskoka-Kawarthas communities, together.

Shanthi Rajaratnam

Shanthi Rajaratnam

Director, Workforce Development
Muskoka-Kawarthas Employment Services
Fleming College



Muskoka-Kawarthas Employment Services

Helping job seekers, employers, and community partners remove barriers to a better workforce.

flemingemploymenthub.ca

| ssm@flemingcollege.ca

Land Acknowledgement

Muskoka-Kawarthas Employment Services respectfully acknowledges that we are situated on Michi Saagiig lands and the traditional territory covered by the Williams Treaties. Our services extend to those north as far as Moose Deer Point First Nation and the Wahta Mohawks territory. G'chi Miigwech, Nyawen'ko:wa, Thank you, to the Michi Saagiig, Potawatomi, and Mohawks for allowing us to continue our work in your territory. We recognize that the Muskoka-Kawarthas area continues to be home to many diverse First Nations, Inuit, and Métis.

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Acknowledgement

Muskoka-Kawarthas Employment Services would like to thank the Workforce Development Board for providing valuable content to this Labour Market Information User Guide. www.wdb.ca

Do you have a question about Labour Market Information?
Contact the LMI Help Desk for assistance: helpdesk@wdb.ca



Workforce Development Board

What is a labour market?

The labour market relates to the exchange of work between a group of employers and a group of workers. Employers represent **job demand** (number of jobs available). Workers represent **job supply** (number of individuals available to work).

Like markets for other goods and services, fluctuations in demand and supply rates effect price and quantity. In the labour market, the demand and supply of work impacts wages, benefits, and opportunities.

Changes in labour market supply and demand can be influenced in many ways

- Economic activity (how much we consume goods and how much is distributed)
- Demographics (gender, education, income, marital status, working age populations, etc.)
- Globalization (how much a local business is buying or selling products internationally)
- Migration (the number of people moving into or out of a location within Canada)
- Levels of education and skill required by employers
- Technology (the use of robotic equipment and computer software)
- Health and other social factors (i.e. COVID-19 impacts on the activities of employers and workers)
- Other factors such as employment rates, labour force participation, work-life choices, work hours, and policy

In Canada, Labour market data collection and reporting standards exist as a method to manage information in a comprehensive way. Labour market information is divided into three groups: occupation, industry, and geography.

- 1 Occupation**
Defined in a hierarchical structure called the National Occupation Classification (NOC).
- 2 Industry**
Defined in a hierarchical structure called the North American Industry Classification System (NAICS).
- 3 Geography**
Determined by Statistics Canada.

What is Labour Market Research?

Labour Market Research (LMR) is the process of collecting data about the labour market for the purpose of analyzing workforce trends and preparing both workers and employers for future success. Data is collected from sources such as labour market surveys, federal and provincial ministries, industry and employer associations, and occupational and industry classification systems.

For example, Statistics Canada issues its Labour Force Survey on a monthly basis to measure the current state of the labour market in Canada. Survey results drive decisions about education, training, and job creation.

Statistics Canada Labour Force Survey
www.statcan.gc.ca

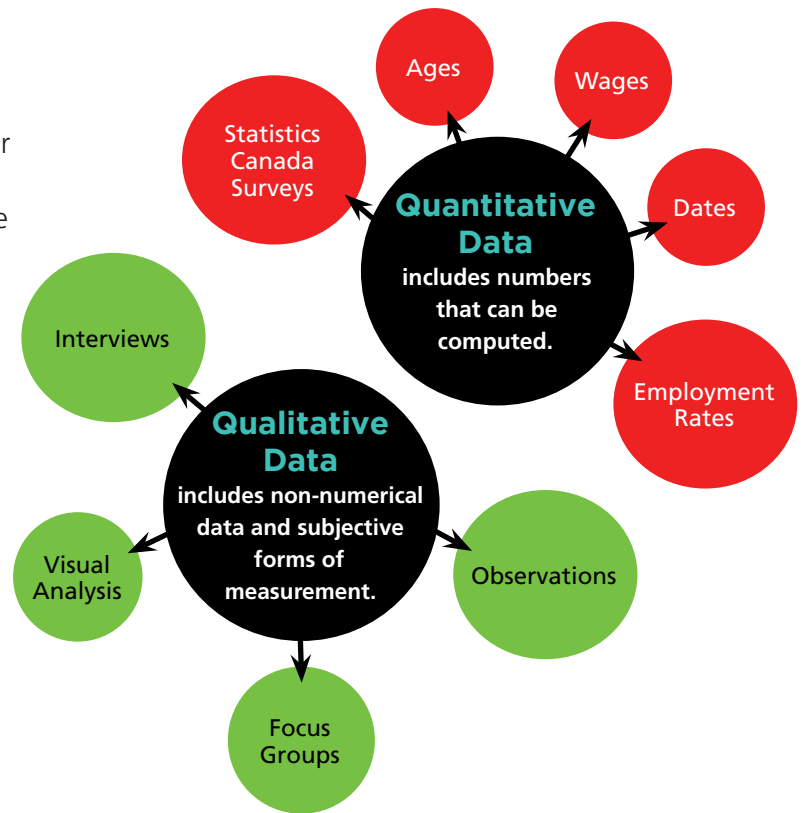
Questions?

Contact the LMI Help Desk: helpdesk@wdb.ca

What is labour market information?

Labour market information (LMI), also known as labour market intelligence, is the data collected from labour market research. LMI refers to all workforce related information such as the number of people currently employed, how many people are looking for work, the number of jobs available and projections on future job availability, top industries, top occupations, top employers, wages, education, training, and more.

LMI comes in two forms: **QUANTITATIVE** and **QUALITATIVE** data. Quantitative information is in the form of units and numbers. Qualitative data describes, approximates, and characterizes information.



What is LMI used for?

Decision makers — job seekers, students, parents, guidance and employment counsellors, educators, employment service providers, entrepreneurs, employers, community leaders, government planners, and policy makers — rely on LMI to make informed choices about careers, education pathways, staffing, workplace advancements, community development, and strengthening our local economy.

When it comes to employment, we are ALL decision makers.

Decision makers use LMI to:

- monitor and forecast employment trends including occupation projections,
- explore occupations with a sustainable future,
- discover industries hiring or growing,
- create education and training programs to support employer needs for skilled workers,
- monitor wage and other demographic characteristics,
- observe trends in recruitment and job seeking methods,
- plan for future workforce needs, and
- measure labour market performance in the local region.



Understand Canada’s Classification Systems

Valuable LMI can be discovered using two of Canada’s classification systems: the **National Occupational Classification (NOC)** for describing occupations and the **North American Industry Classification System (NAICS)** for describing industries. It is important to explore both classification systems, and understand what information can be sourced, when making decisions related to education, business, economic development, and careers.

NOC Codes

Explore career possibilities, plan your career, develop recruiting or training plans, and understand the nature of work within occupations when you search National Occupational Classification (NOC) codes. The Government of Canada provides a searchable NOC directory containing more than 30,000 job titles that include a list job duties and education requirements within 500 occupational groups. Each occupation profile is numbered using a four-digit tiered system. The first digit represents one of ten occupational categories, the second digit represents one of 40 major occupational groups, the third digit represents one of 140 minor groups, and the fourth digit refers to one of 500-unit groups. To determine a NOC code or explore job profiles, start by choosing the first digit from the list of major categories; then, continue to do the same within each group. Search NOC codes: www.noc.esdc.gc.ca

How to determine a NOC code, discover occupations of interest or find job descriptions

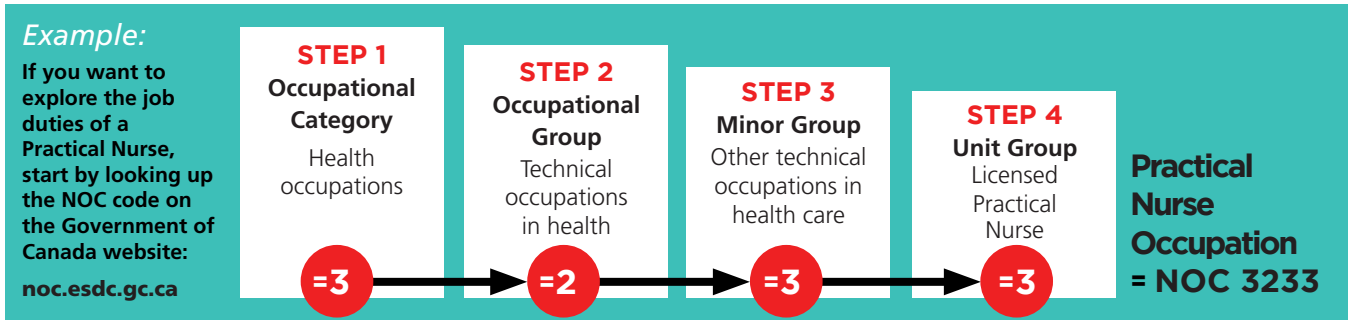
STEP 1: Start by choosing a major category of interest and click the link to view the Occupational Groups.

STEP 2: Select an occupational group to view the minor groups.

STEP 3: Select a minor group to view the unit groups.

STEP 4: Select a unit group to view job duties and education requirements.

NOC Major Categories	
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 & 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



NAICS Code

Consider employment trends within various industries, or determine the amount of competition you may have, when you search North American Industry Classification System (NAICS) codes. A NAICS code is defined in a hierarchical structure. The first two digits define one of 20 sectors, the third digit defines one of 102 sub-sectors, the fourth digit refers to one of 232 industry groups, the fifth digit refers to one of 711 global industries and 922 Canadian industries, and the sixth digit defines national industries. If the sixth digit is a zero, it implies a Canadian-only industry. Find NAICS codes, with industry descriptions, at www.naics.com or www23.statcan.gc.ca

How to determine a NAICS code, discover top employers by industry, or find the description of an occupation

STEP 1: Start by selecting a 2-digit major category of interest and click on the link to view the Sub-Sector.

STEP 2: Select one of the sub-sectors of interest to view the industry groups.

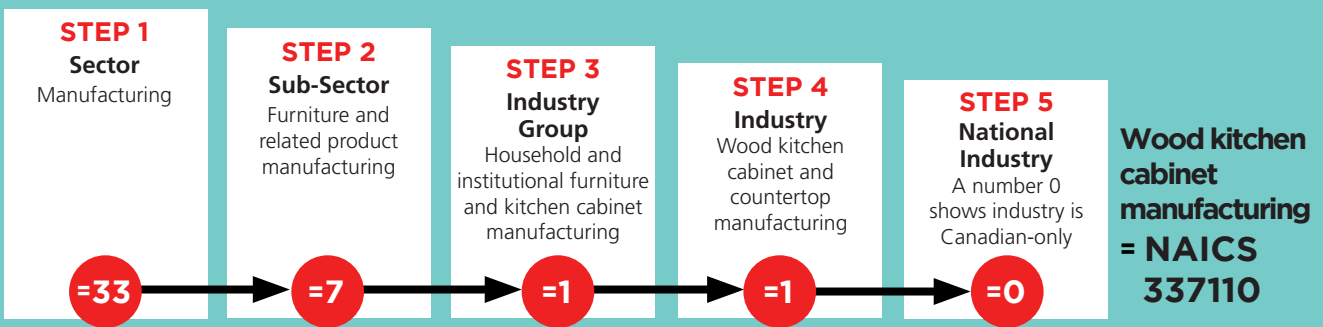
STEP 3: Select one of the industry groups of interest to view the industries.

STEP 4: Select an industry to find valuable information.

STEP 5: This number implies a national industry.

NAICS 2-Digit Major Categories	
11	Agriculture, forestry, fishing and hunting
21	Mining, quarrying, and oil and gas extraction
22	Utilities
23	Construction
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 & support, waste management, 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

Example: If you are considering post-secondary education in carpentry and you want to see long-term industry trends in cabinet making, start by looking up the NAICS code on the Government of Canada website: www23.statcan.gc.ca or visit www.naics.com/search





How LMI can help you make **IMPORTANT** employment decisions

Exploring LMI that is current, relevant, and reliable is valuable when making important decisions that will impact your future as an employee, an employer, a business owner, or a community leader in the Muskoka-Kawarthas region. Gain insight into where the workforce opportunities may be in the years ahead to properly plan for the future.

Who benefits from LMI?

Anyone who wants to discover opportunities, and determine how to align yourself with them, can benefit from researching LMI.

- Job seekers and career-changers
- New Canadians
- Students and parents
- Educators and trainers
- Guidance and career counsellors
- Employment service providers
- Employee professional development
- Entrepreneurs and business owners
- Business managers
- Economic forecasters and developers
- Policy makers



Job Seekers, New Canadians and Career-Changers

LMI helps you to make decisions that will lead you to meaningful work

If you are looking for work within the Muskoka-Kawarthas region, local LMI can help you understand what is happening in the job market today. It can also help you plan a pathway towards future workforce demands.

- Explore career pathways by reviewing the forecasted list of occupations and industries that have a good employment outlook in the Muskoka-Kawarthas regions — find out what jobs are growing or declining
- Review local wages to make sure your salary expectations are realistic
- Determine the value of your skills in the current economy to help you make decisions about future education or training you may need to remain competitive
- Discover organizations that have a high number of job postings and research the types of jobs and skills that you may need to be hired by those companies
- Learn about specific jobs and companies that pique your curiosity to help you decide if your level of interest will fulfill long-term employment
- Identify training, education, and funding programs that may start you on a path towards career success



People who are currently working

Use LMI to help you choose the right skill development pathway

As an employee, you may want to develop your skills, set goals to advance your career, or consider a career change. Understanding your local labour force can help you stay current and competitive in the job market.

- Consider where your occupation is on the list of trending occupations
- Consider where your experience and current skills are on the list of trending industries
- Look at NOC and NAICS codes to provide insight into jobs and industries that suit your skills, talents, and interests
- Review local wages to make sure your salary expectations are realistic



Students and Parents

LMI helps you to discover careers and provides a reliable source to explore occupations and industries with projected high demand

Choosing a career can be overwhelming for anyone, and even more so for teens and young adults. First, consider your interests, talents, and skills. Then, explore LMI to discover professions that align with your personal interests and are projected to have a prosperous future.

- Chart a course for a stable career by reviewing job demand and supply projections for different occupations and industries
- Find out what training and education programs are offered to support your career development
- Consider the potential return on your training investment by comparing expected wages
- Consider where your career could take you by reviewing careers that are in high demand
- Explore career information and job descriptions to discover jobs you did not know existed
- Consider job descriptions to help you decide if a job is the right fit for you



Educators and Trainers

Use LMI to create skill development programs for tomorrow's workforce

LMI is used to help educators, trainers, and academic leaders to make decisions about education and training programs that meet employer needs today, and in the future.

- Review occupational projections and hiring patterns to gain insight on workforce supply and demand to guide the development of new programs and courses
- Consider occupational and industry trends to frame training delivery methods
- Develop and strengthen new and existing student placement opportunities to help empower students to take charge of their future
- Help students to see opportunities and trends in uncertain times



Guidance, Career and Employment Counsellors

Use LMI to help you provide your clients with data-informed career advice

In these uncertain times, students and clients are looking to you for advice about their future. By using valid and reliable LMI, you are guiding them in the important life skills of researching careers, identifying job trends, and aligning themselves to a successful and meaningful career.

- Review occupation and industry projections to help your clients choose careers to explore
- Chart education and training pathways that will achieve client goals
- Explore and gain knowledge about occupations to provide your clients with the best possible advice
- Share this LMI User Guide with your clients to help them identify valid data sources so that they can use LMI independently
- Inform your clients of NOC codes to provide insight into jobs that suit an individual's skills, talents, and interests



Business and Economic Development

Use LMI to help you strengthen and influence the local economy

Analysis of LMI can reveal patterns and trends that will help you create effective strategic actions related to business investment, expansion, and attraction.

- Find critical information about operating a business in the area such as wages for a specific occupation, expected labour costs, and job supply
- Look at the labour force that supports area businesses
- Consider the types of businesses that attract people to the region to support the current and future needs of our local economy

Policy Makers

Use LMI to help you make critical governance decisions

Metrics such as unemployment rates can have a large impact on policy statements and directions. It is important for policy makers and influencers to have access to LMI.

- Explore both top and low occupations to determine where to invest money in programming
- Use demographic trends for infrastructure planning
- Use local LMI to make data-informed decisions that meet community needs



Entrepreneurs, Managers and Business Owners

■ LMI helps you to build a successful business

Employers and business leaders use LMI to develop strategies that align with workforce projections to attract workers with the right skill set.

- Evaluate the labour market to ensure worker compensation is at a level that will help you to retain staff
- Use occupational wage information to forecast your budget priorities for best-fit employees
- Find viable sources to look for talent for vacant or upcoming positions.
- Recruit the right skilled workers from the best pools of talent to maximize your recruitment process
- Review demographic trends to help you prepare for demographic change
- Explore areas and markets to locate your business, make investments or plan for expansions
- Build a successful future by analyzing workforce trends, determining skills-training needs, and finding resources to remain competitive in your industry

Labour Market Information Sources

■ Government of Canada

With three levels of government — federal, provincial, and municipal — the Government of Canada collects, analyzes, and reports labour market information to make responsible and significant decisions for our nation. The Government of Canada provides this workforce data on its website to help individuals, businesses, community leaders, and councils to make effective choices that have long-standing impact on the future.

www.canada.ca

■ Statistics Canada

Statistics Canada is a division of the Canadian Federal Government. It provides free access to detailed information about the Nation's economy, environment, and society to ensure our citizens have the right information to make data-informed decisions about education, careers, and economic development. Through its monthly Labour Force Survey, Statistics Canada measures demographics, household income and employment, labour force characteristics by Indigenous group, and much more. Statistics Canada is one of the best sources for LMI.

www150.statcan.gc.ca

■ Government of Ontario

The provincial government collects and distributes LMI through its ministries such as the Ministry of Training, Colleges, and Universities and the Ministry of Agriculture, Food, and Rural Affairs. The Government of Ontario publishes monthly labour market reports to offer a way to look at current job trends. The reports include provincial unemployment rates, cities in Ontario with highest and lowest unemployment rates, and job change by occupation.

www.ontario.ca

■ First Nations Governance

In Canada, band councils (similar to municipal governments) make decisions for First Nations communities. Together, they form an Assembly of First Nations (AFN) to represent First Nations citizens in Canada. In communicating and fostering relationships with the Government of Canada, the AFN advocates for skill development, employment training, and its labour market strategies that support resolutions on human resources development matters. AFN strategies address personal and systemic barriers to labour market opportunities. Researching information on the AFN website can positively influence decisions that support Indigenous peoples.

www.afn.ca

■ Municipal and Local Sources

Valuable LMI also comes from the local economy, especially for those who choose to live and work in the area. Staying informed of local news provided by radio, newspapers, television, and trusted online news sources can help you learn about current labour market conditions. As well, City Council meetings and reports may provide details about infrastructure projects, employment rates, and other economic related plans and challenges; information may include current labour market needs and trends. Common local organizations such as Muskoka-Kawartha's SSM Employment Service Providers, the Chamber of Commerce, Community Futures Development Corporation, economic development organizations, business associations, and social services can provide LMI. If you are seeking LMI, consider having conversations with community contacts and workforce employees to help you identify occupations of interest and gain knowledge about industry trends, hiring demands, and other qualitative data.

[Check your local listings for contact information.](#)

Use reliable LMI sources to ensure your decisions are based on accurate and current data

■ Job Boards

Online job boards provide insight into occupations, skills, and industries in demand. Canada's Job Bank is an employment service delivered by Employment and Social Development Canada that regularly updates its LMI. Fleming College's Muskoka-Kawarthas SSM job board, powered by Magnet and funded in part by the Government of Canada and the Government of Ontario, features current LMI to help guide employment related decisions. Other job boards available to our local workforce include the LinkedIn, Workopolis, Monster, Indeed, and Workforce Development Board's Jobs Hub.

[Canada's Job Bank | www.jobbank.gc.ca](http://www.jobbank.gc.ca)

[Muskoka-Kawarthas SSM | flemingemploymenthub.ca](http://flemingemploymenthub.ca)

[Workforce Development Board | www.wdb.ca/jobs](http://www.wdb.ca/jobs)

■ Muskoka-Kawarthas Service System Manager

Fleming College is the Service System Manager (SSM) for all employment service providers in the Muskoka-Kawarthas region. Its mandate is to implement a prototype model of employment services for rural areas that will remove barriers to employment and improve job retention by creating more opportunities for sustainable employment. LMI available on the Muskoka-Kawartha SSM platform can influence important career decisions. It also offers free training modules and an effective job seeker and employer job matching tool.

www.flemingemploymenthub.ca

■ Research Agencies

Research groups, like Workforce Planning Boards, can be found in communities across Ontario. Workforce Planning Boards help people to understand LMI and coordinate community responses to local labour market issues and needs through knowledge, resources, and partnerships. In Haliburton, Kawartha Lakes, Northumberland, and Peterborough areas, the Workforce Development Board (WDB) offers an interactive Labour Market Gateway that provides local, current, and relevant LMI and hiring outlooks by employers, a Local Jobs Hub, a labour market newsletter, and a Help Desk for on-demand LMI service. In the District of Muskoka, the Simcoe Muskoka Workforce Development Board (SMWDB) offers career events, workforce webisodes, and LMI reports that contain trends, opportunities, and priorities. Both WDB and SMWDB use quantitative and qualitative data to provide Local Labour Market Planning (LLMP) Reports that focus on the demographic and industry composition of the regions, as well as key workforce challenges and opportunities.

[Workforce Development Board | www.wdb.ca](http://www.wdb.ca)

[Simcoe Muskoka Workforce Development Board | www.smwdb.com](http://www.smwdb.com)

Need help with LMI?

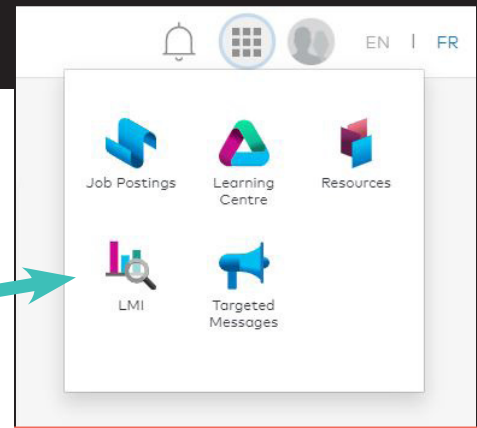
E-mail helpdesk@wdb.ca



TOP 10 LMI features the Muskoka-Kawarths SSM tool offers employers and job seekers

1 User-Friendly Naming

The same tool that is called 'LMI' in the employer or counsellor view is renamed to 'Career Info' in the job seeker view for better client engagement. Career Info is less intimidating and more connected to the job seeker's use of the information.



2 Live Recent Data

The LMI on the platform is actual data from the past 12 months. Employers, counsellors and self-directed job seekers can use this actual data to add value to LMI from other sources that use projected data and salary ranges. While both real-time and projected data sets are useful for recruitment, career planning and job search, this recent live data is grounded to real demand-driven vacancies.



3 Comprehensive, Nationally-Scraped Data

The data available is comprehensive and nationally-scraped, showing all jobs that were advertised online in Canada in the past 12 months. Employers, counsellors and self-directed job seekers can use this information to determine potential opportunities beyond their current communities, thereby broadening their recruitment and job search horizons. This wider view will serve to address the national 'people-without-jobs' and 'jobs-without-people' supply-demand dilemma. In addition, when Counsellors do not see jobs they expected to appear on this list, it can provide insight into employers or sectors that do not tend to use online recruitment methods, which can then allow them to recommend alternative job search techniques to their clients.

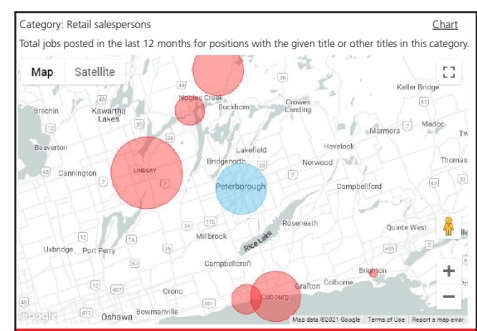
*Based on 12 months of data, provided by Statistics Canada and Vicinity Jobs Inc.

*Your results may include data for several job titles within the same category.

*These certifications and skills are sometimes requested by employers for posting jobs across Canada in this occupational category. Please note, it is rare for successful applicants to possess all of the certifications listed.

4 GIS Enabled Data

The live recent data represented in a graph format can also be viewed in a GIS map format. Employers, counsellors and self-directed job seekers can use the map-view to illuminate patterns and relationships of job density by occupation and community. This helps to identify occupational and career 'hot-spots' that can further inform clients in their career planning and job hunting decision-making and inform employers about recruitment.



5

Wage Rates

Hourly and annualized information is provided based on all online jobs that are included in the data-scraping, narrowed by the location searched. Having access to wage information is useful in goal setting, career planning, and cost-to-benefit analysis for training investments.

6

Top 10 Employer List

For every occupational search, the system will auto-generate the top ten employers who have posted jobs online. This list can be used to conduct company research that can further potential match-making. In addition, counsellors can use this list as one of the tools for identifying where demand is strong, and where supply is weak, to filter options for job-carving for the benefit of job seekers with barriers to employment.

7

Related Job Titles

Search results include 'Other Job Titles' based on the match of the same job categorization in NAICS. The counsellor can use this information to help the job seeker understand the transferability of current skills into similar occupations. This same information can be helpful in encouraging the job seeker to go beyond rigid job titles and uncover more potential jobs possibilities.

8

General/Soft Skills

This list provides insight into the employability, essential, and soft-skills needed within the target occupation. When the job seeker has a skill profile that meets or exceeds those on the list, it can be used to mine for job seeker assets and assist with language and content for job search related marketing tools. This can also support a gap analysis and a personal development plan, when areas are lacking in the job seeker skills-match.

Job Details for other assisting occupations in support of health services

Average Advertised Wages

Location	Annually	Annualized
Peterborough, ON	\$19.29	\$40,120.12

Top 10 Employers		Other Job Titles	General / Soft Skills	Certifications	
Employer Name	Postings			Name	Postings
Victorian Order of Nurses	12	Autopsy Assistant	Ability to Learn	Driver's license	1062
Shoppers Drug Mart	7	Blood Clinic Assistant	Advocacy Skills	First Aid	469
Loblaw Companies	3	Cast Room Technician	Attention to Detail	CPR	413
Rexall Pharmacy	3	Chiropractic Assistant	Bilingual	Registered Nurse	290
Sobeys, Inc	3	Clinical Laboratory Helper	Cantonese language	Pharmacy Practice	152
Walmart	3	Morgue Attendant	Chinese language	Food Safety	104
PRHC	2	Ophthalmic Lens Grinder	Communication skills	Health Care Aide	78
Revera Inc	2	Optical Lab Assistant	Critical Thinking	WHMIS	75
Sienna Senior Living	2	Optometrist Assistant	Customer Service	Smart Serve	68
Extencicare	1		Decision-Making		
			English language		

9

Occupation-Related Certification Listings

Certifications are named and listed in order of the popularity of the request within scraped job postings. This information can be used to make decisions about training for micro-credentials that may be needed to become competitive in that particular job opportunity.

10

Coming Soon! Customized LMI Reports

This new feature will provide a more customized data experience for employers, counsellors, and job seekers to use in recruitment, job search, and career planning.

Quick Reference: LMI Providers

It is important to access LMI from trusted resources. The following national, provincial, and local organizations provide accurate data you can rely on to make well-informed decisions.

National LMI Providers	
Canada's Job Bank www.jobbank.gc.ca	Career tests and quizzes, career planning, job postings, occupation trends, labour market insights, and Federal Government employment services.
Canada's Career Planning Tool www.jobbank.gc.ca/career-planning/search-field-of-study	Information by field of study, jobs that recent graduates have, number of people employed, and where to find field specific education and training.
Statistics Canada - Labour Force Survey www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410038701	Labour force characteristics based on recent census data.
Statistics Canada – LMI Dashboard www150.statcan.gc.ca/n1/pub/71-607-x/71-607-x2017001-eng.htm	Key LMIs on a map and a chart showing labour force characteristics at the national, provincial or census metropolitan area level. Monthly figures on employment, unemployment, and labour force participation.
Statistics Canada – Labour Market Indicators www.statcan.gc.ca/eng/start	Labour Market Indicators by province, territory, and economic region, unadjusted for seasonality, and view analysis by month.
Labour Market Information Council lmic-cimt.ca/	Reports and LMI information, environmental scans, and online interactive dashboard.
EMSI Analyst (Subscription License) www.economicmodeling.com	LMI data and services to support higher education, economic development, workforce development, employers and staffing, and real estate.

Provincial LMI Providers

Ministry of Colleges and Universities www.tcu.gov.on.ca/eng/eopg	Ontario Job Futures, employment services LMI, Ontario Youth Apprenticeship Program (OYAP) and resources, and Literacy and Basic Skills.
Ontario Government – Job Profiles www.services.labour.gov.on.ca/labourmarket/search.xhtml?lang=en	Search more than 500 job profiles, find education requirements, projected job openings, industries an occupation can be found in, and salary expectations.
Ontario Government – Employment www.ontario.ca/page/jobs-and-employment	Search job postings, find resources such as training and advice, apprenticeships, and training acquired in another country, monthly figures on employment, unemployment, and the labour force participation rate.
Magnet www.magnet.today	A trusted source for live recent labour market information from the last 12 months and trend patterns across Canadian regions and industries.

Local LMI Providers

Muskoka-Kawarthas SSM www.flemingemploymenthub.ca	Top employers, occupations and education requirements, wage rates, a job matching platform that uses a skills-based approach to hiring and job searching, one-to-one client service, employability skills training, and LMI reports.
Workforce Development Board www.wdb.ca	Local LMI for Haliburton County, City of Kawartha Lakes, District of Muskoka, Northumberland County, and City and County of Peterborough.
Simcoe Muskoka Workforce Development Board www.smwdb.com/ www.smwdbcomresearch	Local LMI for District of Muskoka, Huntsville, Bracebridge, Gravenhurst, Orillia, Barrie, Midland, Penetanguishene, Collingwood, Alliston, Bradford West Gwillimbury, and Innisfil.

LMI Definitions and Abbreviations

Census Agglomerate (CA)	An area situated around an urban core containing 10,000 or more people.
Census Division (CD)	A geographic region that has statistical data available for analysis purposes. The SSM geographic region includes Haliburton County, City of Kawartha Lakes, District of Muskoka, Northumberland County, and City and County of Peterborough.
Census Metropolitan Area (CMA)	An area of at least 100,000 people residing around an urban core containing 50,000 or more people.
Census Subdivision (CSD)	The municipal level of geography.
Demand	The number of jobs or amount of work available or required.
Demographics	Information about population including age, gender, level of education, marital status, income, and citizenship.
Economic Region (ER)	A group of Census Divisions (geographic regions with statistical data). The Economic Region for Muskoka-Kawarthas includes Haliburton County, City of Kawartha Lakes, District of Muskoka, Northumberland County, and City and County of Peterborough.
Employability	The capability to obtain a job and have the skills, attitudes, understanding, and behaviours to retain meaningful work.
Employment Rate	A calculation determined by dividing the number of people working by the number of people over the age of 15.
Employment Service Provider	An organization that helps individuals find work, counsels job seekers, and helps employers with their training and staffing needs.
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.
Immigration	Individuals who take action to live and work in a foreign country.
Industry	A group that produces similar goods and services. <i>Example: Agriculture or Technology</i>
Job Supply	The number of people who are available to work.
Job Vacancy	A paid job that is unoccupied or about to become vacant, where employers are actively seeking a candidate from outside their organization to fill the position immediately or within a specific time frame.
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 number of people over the age of 15 who are available to work (either currently employed or currently seeking work).
Labour Force Survey	In Canada, it is a monthly survey which measures the current state of the Canadian labour market and is used, among other things, to calculate the national, provincial, territorial, and regional employment and unemployment rates.
Labour Market / Job Market	Employment availability in terms of supply and demand (the number of workers available vs the number of jobs available).

Labour Market Information (LMI)	LMI can stand for labour market information or labour market intelligence. LMI is information about labour demand (jobs available) and supply (workers available). LMI information helps individuals and organizations to make informed education, employment, or career related decisions.
Labour Market Research (LMR)	A process of collecting data about the labour market for the purpose of analyzing trends and facilitating decisions.
Labour Shortage	Companies affected by a shortage of workers to fill the positions they require.
Median Wage	The middle point between the lowest wage and highest wage that can be earned in a specific occupation.
Migration	The movement of people from one city, or region, to another.
National Occupation Classification (NOC) Code	A 4-digit number used to classify occupations or a 1-, 2-, or 3-digit number used to classify groups. NOC codes are searchable by job title or by code.
North American Industry Classification System (NAICS)	A 2- to 6-digit number used to classify industries.
Occupation	A job or profession.
Outcomes	The end result of a task, project, lesson, or program that is connected to a goal.
Participation Rate	A calculation determined by dividing the number of people in the labour force by the number of people over the age of 15.
Qualitative	Non-numerical data that describes qualities, approximate information, feelings, or characteristics. It can be information gathered from interviews, focus groups, and observations.
Quantitative	Data values or counts that are expressed as numbers. It can be information gathered from surveys.
Salary	The amount of money an individual earns in a year of work.
Sector	Describes a large segment of the economy that is distinct from others. Each sector has different industries.
Service System Manager (SSM)	An organization that plays a central role in the planning, funding, administration, and operation of a service in Ontario. Muskoka-Kawarthas Employment Service is the service system manager for all employment service providers within the Muskoka-Kawarthas economic region.
Supply (Supply of Workers or Labour Supply)	The number of workers and the number of hours those workers are willing and able to supply labour at a particular skill level and wage rate.
Unemployment	The labour supply who are unable to find work or who are temporarily laid off.
Unemployment Rate	A calculation determined by dividing the number of people who are looking for work by the number of people in the labour force.
Wage	The amount of money an individual earns in an hour of work.
Wage Percentile	Wages within a wage band that are selected based on an employee's level of experience, education, or specific job duties. Example: A worker who is new to a position may be in the 25th percentile, while a worker with 10 years of experience in the same position may earn a wage in the 75th percentile.

Need help?

**The Muskoka-Kawarthas SSM team
is ready to support your success.**

- Reach out to one of our live virtual employment advisors at www.flemingemploymenthub.ca
- Contact one of our Employment Service Providers
- E-mail us at ssm@flemingcollege.ca
- Call us at 1-866-353-3536

Muskoka-Kawarthas SSM Employment Service Providers

Haliburton County

Fleming CREW

49 Maple Avenue
Haliburton, ON K0M 1S0
705-457-2020 | flemingcrew@flemingcollege.ca
www.flemingcrew.ca

City of Kawartha Lakes

VCCS

Whitney Town Centre, 370 Kent Street W.
Lindsay, ON K9V 6G8
705-328-0180 | info@vccs.work
www.vccs.work

City and County of Peterborough

Employment Planning & Counselling

418 Sheridan Street
Peterborough, ON K9H 3J9
705-748-9110 | info@epcjobs.ca
www.epcjobs.ca

Fleming CREW

1550 Lansdowne Street West
Peterborough, ON K9J 2A2
705-775-2739 | flemingcrew@flemingcollege.ca
www.flemingcrew.ca

Peterborough Agilec Office

Brookdale Plaza, 863 Chemong Road, Unit 20-A
Peterborough, ON K9H 5Z5
705-740-2577 | peterborough@agilec.ca
www.agilec.ca

YMCA (Peterborough)

123 Aylmer Street South
Peterborough, ON K9J 3H8
705-748-9622 | findwork@ceo.ymca.ca
www.ymcaofceo.ca

District of Muskoka

Bracebridge Agilec Office

95 Wellington Street #1
Bracebridge, ON P1L 1C2
705-646-0475 | bracebridge@agilec.ca
www.agilec.ca

Employment North

104 Main Street, P.O. Box 9
Sundridge, ON P0A 1Z0
1-800-461-5541 | info@employmentnorth.com
www.employmentnorth.com

YMCA Employment & Learning Services

60 King William Street
Huntsville, ON P1H 1G3
705-787-0349 | huntsvilleerc@sm.ymca.ca
www.ymcaofsimcoemuskoka.ca

Northumberland County

Career Edge

65 Bridge Street East, P.O. Box 359
Campbellford, ON K0L 1L0
705-632-0218 | info@careeredge.ca
www.careeredge.ca

Durham College Community

Employment Services

105 Peter Street
Port Hope, ON L1A 1C5
905-259-9690 | porthope@employmenthelp.ca
www.employmenthelp.ca

Watton Employment Services

9 Elgin Street East, Unit 7
Cobourg, ON K9A 0A1
905-372-1901 ext. 201 | info@watton.ca
www.watton.ca

Muskoka-Kawarthas SSMs specialized service providers are experienced in helping persons with disabilities. Ask our LIVE Virtual Employment Advisor for details at www.flemingemploymenthub.ca or e-mail ssm@flemingcollege.ca



FLEMING

Muskoka-Kawarthas
Employment Services

360 George Street North, Unit 58
Peterborough, ON K9H 7E7

1-866-353-3536
ssm@flemingcollege.ca

@MKEmploymentHub
flemingemploymenthub.ca

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Ontario 


WDB
Workforce Development Board