What is Labour Market Information (LMI)?
LMI is information and analysis about an economy’s workforce and employment conditions. Knowing more about the labour market can help you make informed decisions affecting your career, job search or training goals.

LMI can include:
- Forecasts of job trends and hiring opportunities in specific industries
- Hiring qualifications required for specific jobs (e.g., experience, skill requirements and training)
- Salary information for specific jobs
- Breaking news about an industry or company which may present new opportunities and employment niches or indicate some opportunities are becoming less abundant
- Information on trends in industries and jobs related to technological and legislative changes

How can LMI help you?

Exploring Careers
You can use LMI to watch for employment trends in occupations you’re interested in, in your preferred geographic areas and elsewhere.

Example: If you are thinking about becoming a teacher these questions could be useful to answer using LMI:
- Has the employment rate for teachers gone up or down in Peel Region over the last few years?
- What is the forecast for the next few years? What is the prediction for when I would graduate?
- How does this information compare to more rural or remote areas in Ontario?
- Are there some subjects or levels of teaching more in demand than others?

The answers may influence your decision to pursue this career, what training to seek and where to search for work after graduating.

TIP: Explore, research and be open to a variety of career and industry possibilities that fit you

Finding Employment
Prior to starting your job search, consider researching specific organizations and companies to learn about the types of positions they hire for and the requirements and qualifications they look for. Knowing about potential employers and their needs will help you:
- Better conduct an effective job search when you can target specific companies and address their hiring needs in your resume and cover letter
- Have a better sense of how competitive you are for specific positions and understand the kinds of skills you might need to build to becoming a successful candidate
- Know what to say when asked your wage expectations for the job you are interviewing for

Example: If you are exploring lab technician positions in the chemical manufacturing companies in Mississauga, you can use employer directories or on-line searches to target related businesses. Review company websites for descriptions of their goods and services, and advertised job openings.

Pursuing Further Education
If you’re considering furthering your education (masters degree, post-graduate diploma or specific courses through continuing education) it may helpful to first research requirements for further training and type of training that will be most effective for your career goal.

Example: You may have heard an MBA is needed to advance in your career. LMI can help you answer these kinds of questions:
- What is the employment rate of MBA students in Ontario? In other provinces?
- Which industries and organizations are hiring new MBA grads?
- What kind of positions and salaries can I expect as a result of an MBA?

General LMI Questions to Guide Your Career Planning:
- Which industries, relating to your career interests, are experiencing growth?
- What jobs in your field of interest are in demand? Where are they located? (region & industry)
- What trends might impact the future of the type of work that interests you? What work opportunities will exist (in light of these trends)?
- Is your career goal or interest likely to grow, decline, or shift (projected changes)?
- Based on your job goals, what skills, education, and experience are employers seeking?

Where can you find this Information? See the back of this tipsheet to get started!
Print Sources (available at the Career Centre Library):

- Professional Association and industry directories (Environmental, Pharma, Biotech)
- Newspapers & magazines (The Economist, Maclean's, Harvard Business)
- Career Centre binders (contains career-specific LMI - e.g. Public Policy or Biology)
- The LMI binder – has outlooks and forecasts for various industry sectors (e.g. Chemical Manufacturing)

Online Sources: (Canada)

UTM Career Centre Website
www.utm.utoronto.ca/careers → Jobs → Resources-Links

Career Cruising. This is a valuable Canadian resource with extensive information about careers and related resources (working conditions, earnings, education and related careers). You can access Career Cruising using the Resources Link on the Career Learning Network.

City of Mississauga: www.mississauga.ca/portal/business/keysectors. Provides an overview on the major sectors operating in Mississauga including links to other helpful resources such as educational programs and job prospects.

Professional Associations and Sector Councils:
List industry and professional associations by sector: http://www.canadiancareers.com/sector.html

Local GTA Labour Market: Includes studies, reports and articles from the Toronto Workforce Innovation Group: www.workforceinnovation.ca

Government of Ontario: Ministry of Advanced Education & Skills Development
This website provides current trends and future outlook for various types of jobs, as well as current labour market reports for Ontario. https://www.ontario.ca/page/job-trends-and-outlook

Job Bank: Department of Employment & Social Development Canada
This is a national site that allows users to job search and explore labour market information.

https://www.jobbank.gc.ca/home-eng.do?lang=eng Select the drop down menu for search options → Explore Careers → Labour Market Information

Canadian Occupational Projection System (COPS)
This Government of Canada site includes projections of future hiring trends for nearly 300 occupational groups across the workforce. The latest projections cover the 2015 to 2024 period. occupations.esdc.gc.ca/sppc-cops/w.2lc.4m.2@-eng.jsp

IBIS World: US Industry Market Research
Detailed industry reports for US, Canada and globally by industry sector or company. ibisworld.com

Salary Information (Canadian)


PayScale – Salary & Career Information
www.payscale.com – click on “Get a free salary report”
- The tool generates a personalized pay snapshot, based on years of relevant work experience, primary responsibilities, education, city, type of employer, and more.

PayScale Career Research: access at www.payscale.com/research/CA/Country=Canada/Salary
- Salary data for existing jobs (select from a list)

Glassdoor - Search salaries and compensation at thousands of companies. www.glassdoor.ca → Salaries

Indeed Salary Guide · www.indeed.ca/salaries

Non Canadian Resources:

VAULT Guides (US): This online library provides information on employers, educational programs and industries, salary information, employer surveys and job search advice. Access this site through the CLN (Resources)


GoinGlobal (international): check out the Career Guides for specific countries’ hiring trends, industry overviews and top recruiting companies. Access through the CLN (under the Resources Tab).

*Please note that this information is subject to change. It is best to refer to the original sources for the most up to date information. (Updated June 2018) *