**Importance of Labour Market Research**

Your research results will help you to determine where you want to live in Canada, and what type of work you can pursue. Taking time to fully understand the Canadian labour market as it pertains to your sector and your preferred area of relocation will help you make more informed decisions. As a result, the career plan you develop will ensure that your talent will be in demand and valued.

Exploring the labour market within your sector will also determine how your experience, education, and skills compare with those of professionals currently in your field in Canada. This insight will help you to find your place and value in the sector.

Through your research, you may discover alternative job titles that may be more lucrative. Conducting labour market research will reveal many more options for your career in Canada.

**Research Considerations**

There are a number of ways to research the Canadian labour market. First, ask yourself: What are your information gaps regarding your profession in Canada?

Start with a meaningful question and then find a tool that will provide you with the most relevant and accurate information.

The great research tools discussed below can help you explore your profession and gather information regarding the following:

* Common job titles
* Alternative career paths
* Wages and compensation
* Required education
* Regulation
* Emerging trends

**Research Tools**

**Step 1: go to the NOC website (link below) and search for your career’s NOC code.**

The [**National Occupation Classification**](https://noc.esdc.gc.ca/Home/Welcome/dce8dbdbf4644ab08abcf02d5e0aaa2e?GoCTemplateCulture=en-CA)  (NOC) codes provide a framework for labour market information. According to its website, NOC “gathers more than 30,000 occupational titles into 500 unit groups, organized according to skill levels and skill types.” Using the site’s quick search function, you can find the NOC code for your profession. The same NOC codes are used on other Government of Canada labour market sites. This code can be useful for verifying that a role is within your skill set and level.

Each occupation has assigned codes and provides the following information:

* Main duties and tasks
* Sample job titles
* Education/training requirements
* Experience needed

The NOC system is a valuable starting point for your labour market research. Here you will become familiar with your profession’s common job titles. You will also be able to compare your previous experience with the functions of your desired role in Canada.

***Your task: Discover the job(s) and its NOC code(s) that are of interest to you – and write them down.***

**Step 2:** Go to the [jobbank](https://www.jobbank.gc.ca/home) website and do the following tasks:

**Task 1:** Under the Career Planning tab select the **Choose a career** link and search (by occupation) the website for your career in at least 3 areas (here and 1 other province) to discover if there are prospects for the future. If the prospects are Fair – look for another location or career (hopefully related career).

**As you are doing this research answer the following questions:**

* What occupation and NOC code are you searching for?
* Will you have to relocate to find employment?
* If so where will you go?
* If you are **unwilling to relocate**, do another search for another career that does have some good prospects in your area.

**Task 2:** Click on the Requirements tab, or job requirements link and ensure you are familiar with **all** the job requirements. Also look at the **skills** tab to see all the skills a job applicant is required to know how to do.

**As you are doing this research answer the following questions:**

* Are you aware of the educational requirements for the career? What are they?
* Where can you receive this training and how will you pay for it (search for at least 2 schools)?
* What are the skills required to gain entry to the career? How will you learn them?
* What are the mobility requirements of the job/career (how do you get qualified to work in other parts of the country)?
* Are you interested in related careers that require similar training?
* If so what are they?

**Task 3:** click on the wage tab. As you look at the wages be mindful that you will start at the low end of the scale (and that is only if you have all the qualifications required for the job). Are the earnings enough to support a relocation (and your student debt etc.)

**As you are doing this research answer the following questions:**

* Are the earnings enough to support you in your own space (a relocation & student debt)?
* If they are not, what will you do? (change jobs, get more education…)

**Optional**

**Step 3:** ***go to*** [***https://www.jobbank.gc.ca/trend-analysis***](https://www.jobbank.gc.ca/trend-analysis) ***and research your chosen career(s) for outlook – look at the rating for each province and region. Decide if there are opportunities in the career field and where they are:***

1. To discover **if** there will be work when you finish your education & training.
2. To discover areas **where** there will be work when you finish your training
3. To discover what your starting wage will be

***Additional Labour Market Resources***

Canada LMI: [LMI Explore | Home (clmi-explore-icmt.ca)](https://clmi-explore-icmt.ca/viz?page=home&lang=en)

<https://www.jobbank.gc.ca/home>

Explore careers: <https://www.jobbank.gc.ca/content_pieces-eng.do?cid=5223>

(by occupation, wages & outlook, education program, skills&knowledge)

Canada LMI: <https://clmi-explore-icmt.ca/viz?page=home&lang=en>

<https://www.jobbank.gc.ca/home>

Stats Can: <https://www.statcan.gc.ca/eng/start>

NOC: <https://www.canada.ca/en/immigration-refugees-citizenship/services/immigrate-canada/express-entry/eligibility/find-national-occupation-code.html>

NB LMI: <https://www2.gnb.ca/content/gnb/en/departments/post-secondary_education_training_and_labour/People/content/LabourMarketInfo.html>

NS LMI: <https://explorecareers.novascotia.ca/labourmarketinformation>

ONT LMI : <https://www.ontario.ca/page/labour-market>

AB LMI : <https://www.alberta.ca/labour-market-information.aspx>

BC LMI: <https://www.workbc.ca/labour-market-industry.aspx>

<https://www.theworkingcentre.org/labour-market-research/221>

<https://settlement.org/ontario/employment/find-a-job/labour-market-information/where-can-i-find-labour-market-information-on-the-internet/>

<https://lmic-cimt.ca/>

<https://careerwise.ceric.ca/2019/01/24/visit-these-websites-for-the-latest-in-canadian-labour-market-information/#.X_3UNehKgdU>

<https://www.georgebrown.ca/sites/default/files/careerservices/resources/exploration-labour-market-research.pdf>

Reports:

<https://thebusinesscouncil.ca/report/labour-market-information-an-essential-part-of-canadas-skills-agenda/>