

**LABOUR MARKET  
TRENDS  
AND  
EMPLOYERS  
EXPECTATIONS**



# Why Labour Market

Labour market information can be overwhelming and confusing. Learning what it is and how to use it can help one find a suitable job.

Labour market information helps individuals and organizations make decisions about careers, education, training and employment.



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- The **Labour Market**, also known as the **job market**, refers to the supply and demand for labor in which employees provide the supply and employers the demand. It is a major component of any economy and is intricately tied in with **markets** for capital, goods and services.
  - The nominal **market** in which workers find paying work, employers find willing workers, and wage rates are determined.



# The Labour Market

- The market for a factor of production - labour
- Refers to the **demand** for labour – by employers and the **supply** of labour (provided by potential employees)
- Demand for labour is a **derived demand** - not wanted for its own sake but for what it can contribute to production



2018 – Employed person increased to 18808.40 Thousand



1976 – 2018 Employed person averaged: 14210.89 Thousand

1976 : 9636.70 Thousand      RECORD LOW

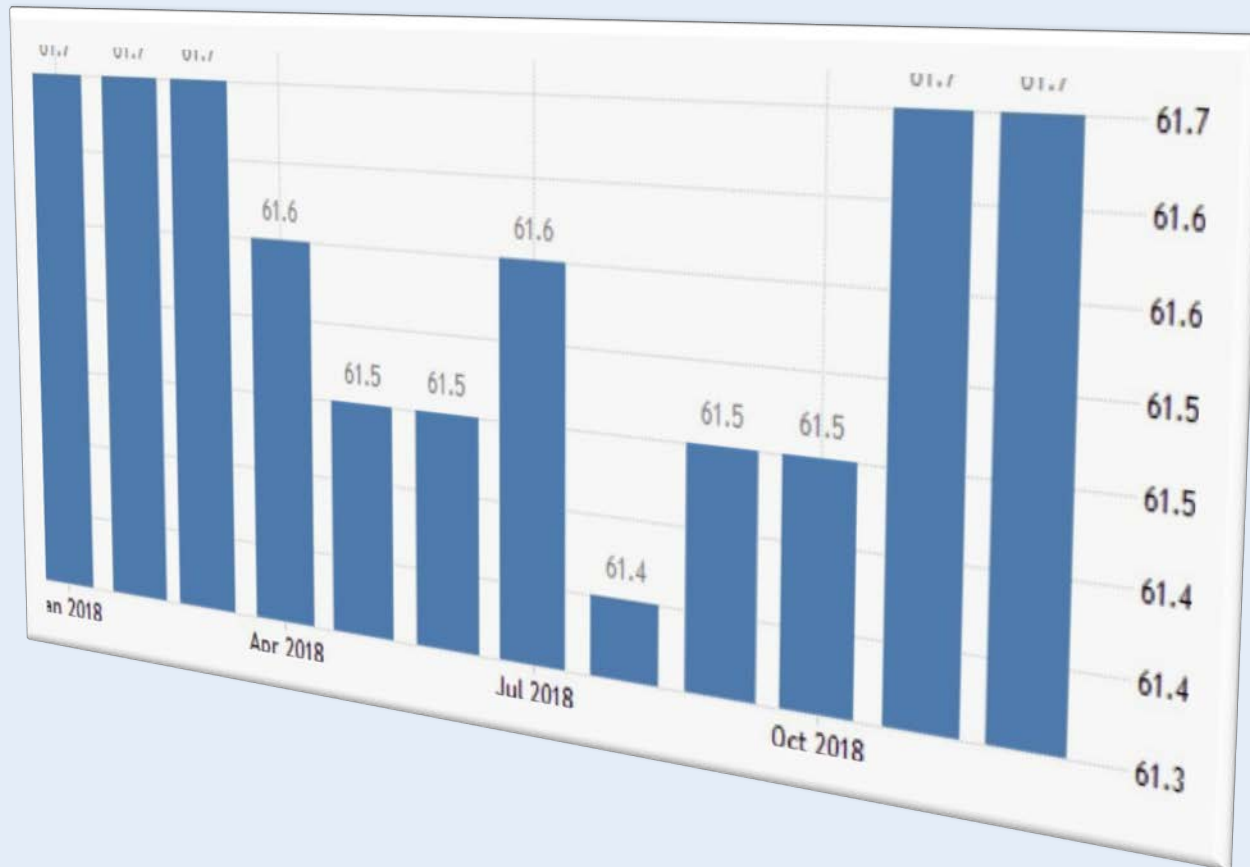


2018 Dec: Employment Rate 61.70 %

↑ 10

1976 – 2018 Averaged Employment Rate: 60.32 %

1982 : 56 %      RECORD LOW



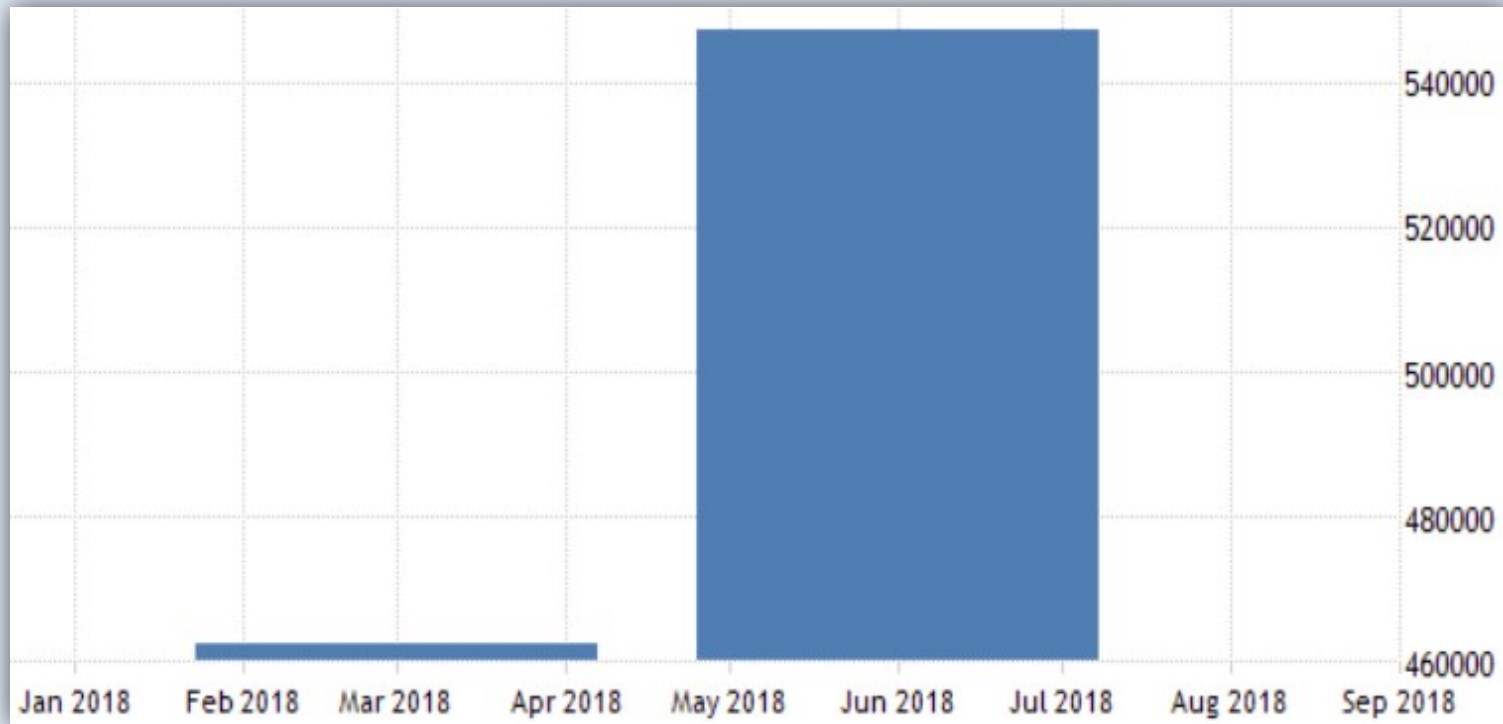
2018 : Job Vacancies 547300 (2Q)



2015 – 2018: Job Vacancies averaged 423502

2016 : 329710

RECORD LOW



Employment in Canada rose by 9.3 thousand in **December 2018**, following a record gain of 94.2 thousand in November.

Part-time work (+28.3 thousand) against cuts in full-time positions (-18.9 thousand). In December, employment increased in Newfoundland and Labrador (+2,700), while it fell in Alberta (-17,000), New Brunswick (-3,100) and Prince Edward Island (-1,200).

Overall, increases in manufacturing (+24,000), transportation and warehousing (+15,000), as well as in health care and social assistance (+11,000).

Declines in wholesale and retail trade (-26,000) and public administration (-17,000).

Self-employment increased.

Employment Change in Canada averaged 17.81 Thousand from 1976 until 2018, reaching an all time high of 94.10 Thousand in November of 2018



# Labour Market – Trends

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- **Types:** neoclassical analysis, the radical analysis and the institutional analysis, the latter two is known as the "segmented labour market" model.
- **Participation:** Only a portion of the potential Labour Force actually participates in the labour market
- **Wages:** In an ideal model of the labour market, wages would adjust to eliminate all unemployment and, over time, labour would move between regions, occupations and industries until real wage rates were equalized when adjusted for differences in skills, education and training, and nonmonetary costs and benefits of individual working environments.

# Labour Market – Information

What jobs and skills employers are looking for

Which industries are hiring and where they are located

Where to find employers who are hiring

What  
working  
conditions  
are like for  
specific  
industries

What  
education  
and  
training is  
needed for  
specific  
jobs

What  
factors are  
obstacles  
from  
getting a  
job

Which job  
areas are  
growing in  
the future  
and other  
statistics

**Canada Population 37,127,192**  
Saturday, January 12, 2019. United Nations estimates.



December 2018 snapshot



are employed



in full-time jobs



are unemployed

# Employment

Alberta	2,338,300	↑
British Columbia	2,516,000	↑
Manitoba	648,000	↑
New Brunswick	355,000	↓
Newfoundland and Labrador	227,000	↑
Nova Scotia	456,000	↓
Ontario	7,261,000	↑
Prince Edward Island	76,000	↑
Québec	4,245,000	↓
Saskatchewan	571,000	↑



## Unemployment Rate

Alberta	7.0%	▲
British Columbia	4.2%	▼
Manitoba	5.8%	▼
New Brunswick	7.9%	▼
Newfoundland and Labrador	13.6%	▼
Nova Scotia	7.8%	▼
Ontario	5.9%	▲
Prince Edward Island	8.7%	▼
Québec	5.3%	▼
Saskatchewan	6.4%	▲

Alberta	\$1,168.41	▲
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British Columbia	\$980.62	▲
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Manitoba	\$949.57	▲
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New Brunswick	\$923.43	▲
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Newfoundland and Labrador	\$1,005.89	▼
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Nova Scotia	\$878.46	▲
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Ontario	\$1,021.49	▲
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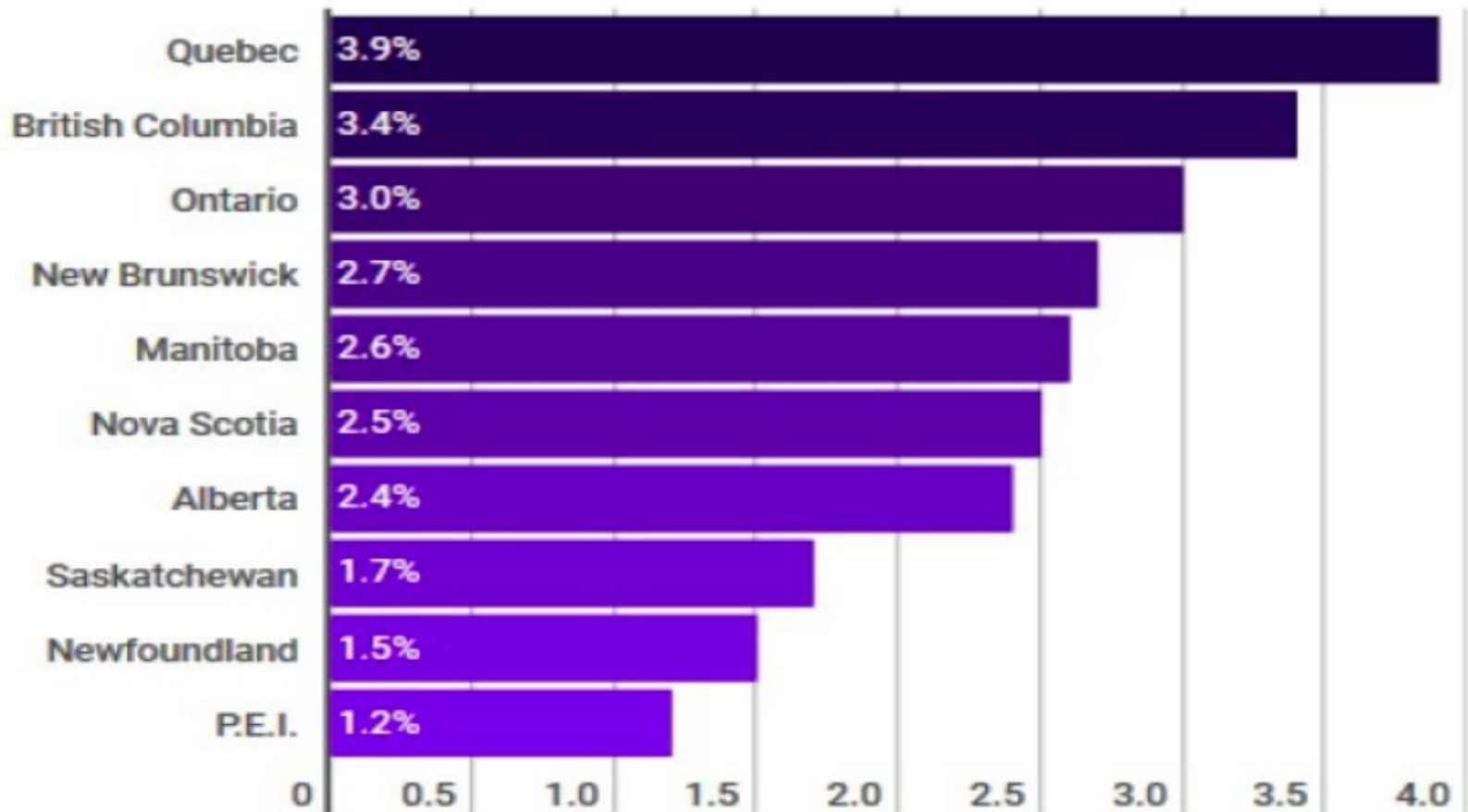
Prince Edward Island	\$847.79	▲
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Québec	\$935.50	▲
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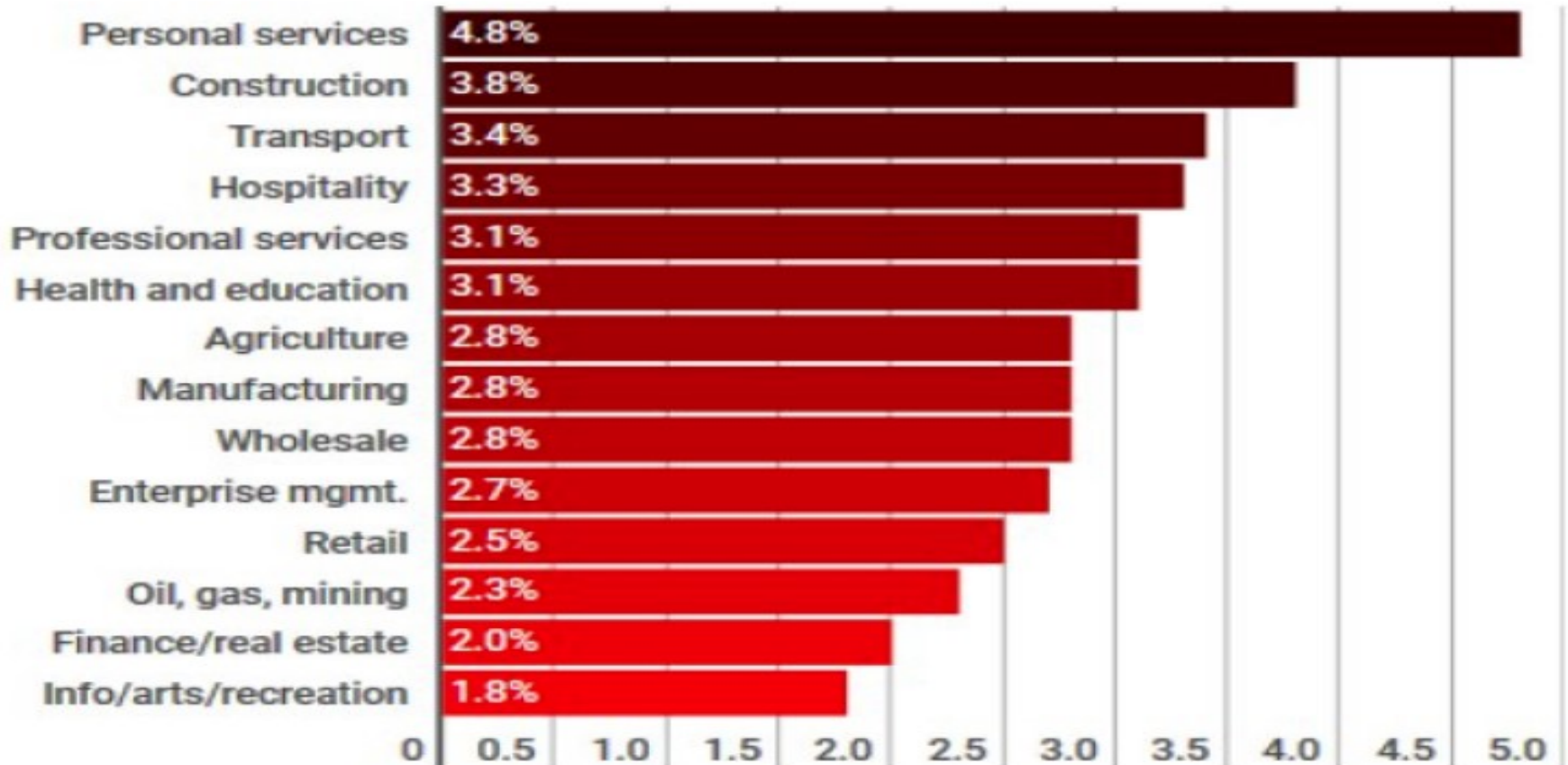
Saskatchewan	\$1,010.56	▼
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- 397,400 jobs remained sitting unfilled for four months or longer during the second quarter of the year 2018.
  - Over 326,000 Jobs concentrated in **3 provinces Ontario, Quebec and British Columbia**  
(about 76 per cent of Canada's population)

# Job Vacancy Rate by Regions (2Q)



## Job Vacancy Rate by Industries (2Q)

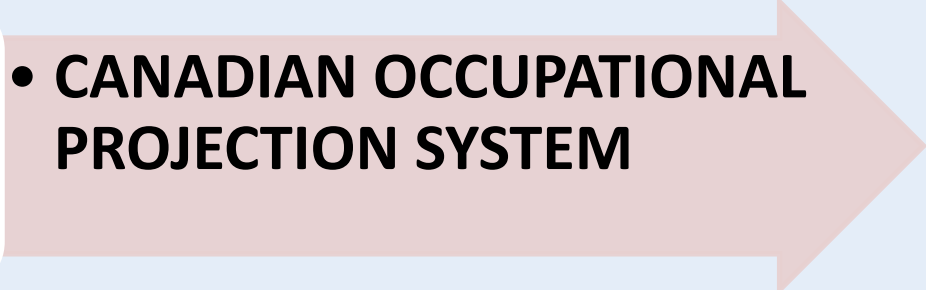




# JOB TRENDS : 2017-2026



COPS

- 
- CANADIAN OCCUPATIONAL PROJECTION SYSTEM

Employment and Social Development Canada (ESDC) uses the models of the Canadian Occupational Projection System (COPS) and the National Occupational Classification (NOC, 2016 version) to develop projections of future trends in the numbers of job openings and job seekers for **292 occupational groupings** at the national level, covering the entire workforce. The projections allow for identifying those occupations that may face labour shortage or labour surplus conditions.

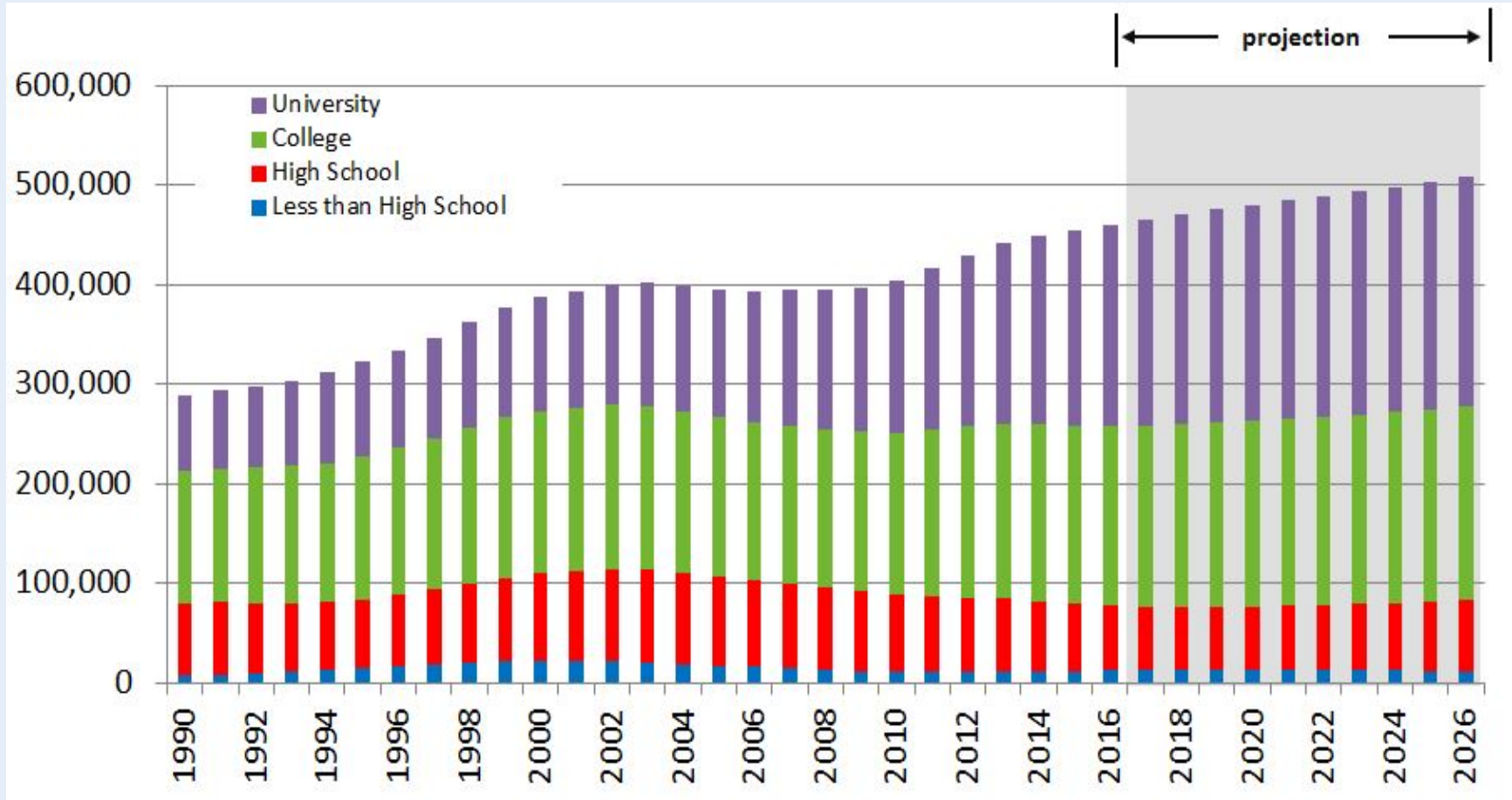
# Canadian Job Seekers



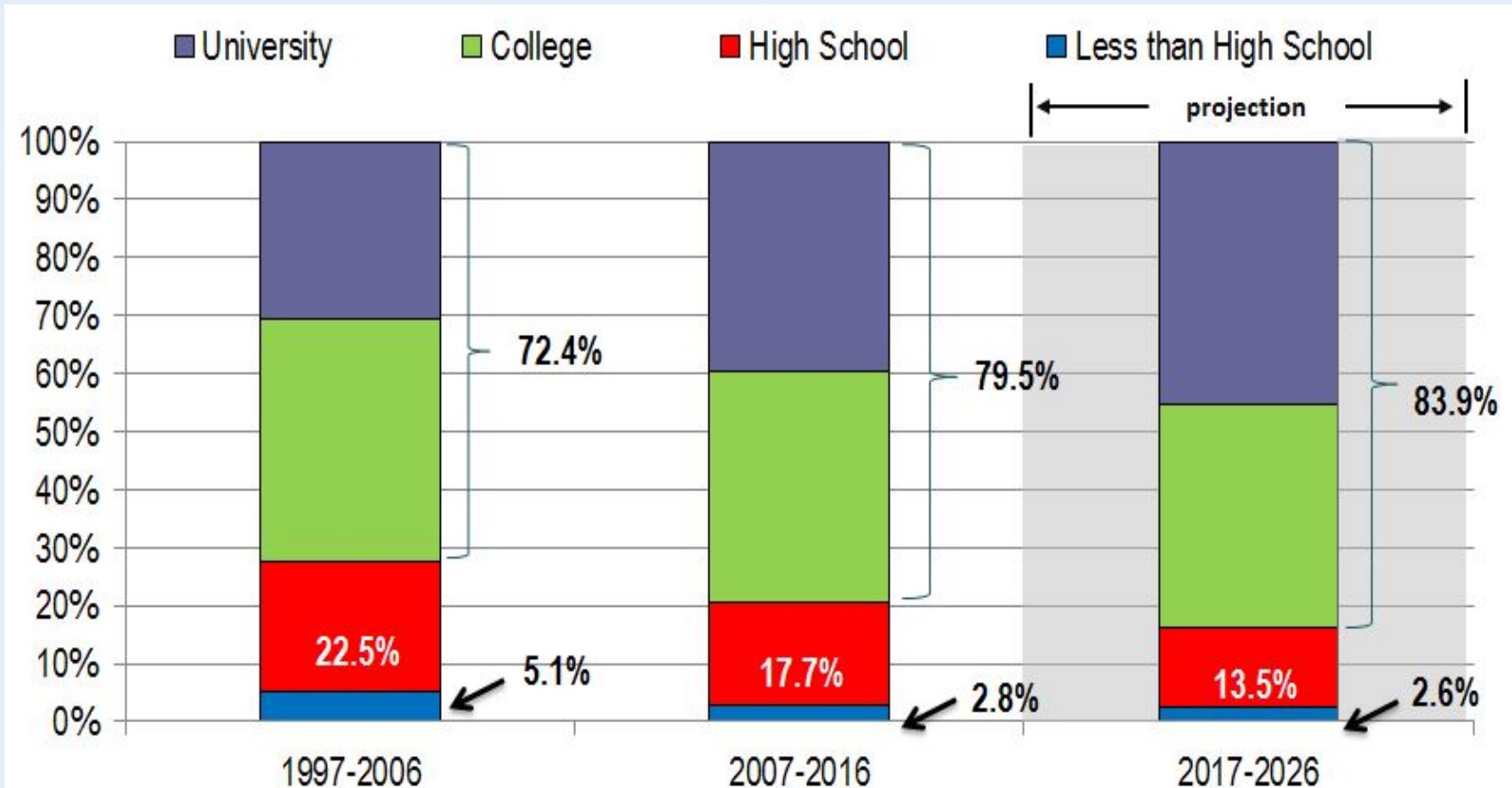
## SCHOOL LEAVERS VS. IMMIGRANTS

- Although immigration is becoming the primary source of *net growth* in the labour force, it is not expected to be the main source of new labour market entrants in Canada.
- **School leavers will remain the main source of new job seekers.**
  - Over the projection period (2017-2026), an average of approximately 143,000 new immigrants are expected to enter the labour market every year, compared with approximately 487,000 new seekers coming from the education system.

# School Leavers by Education Level, 1990-2026

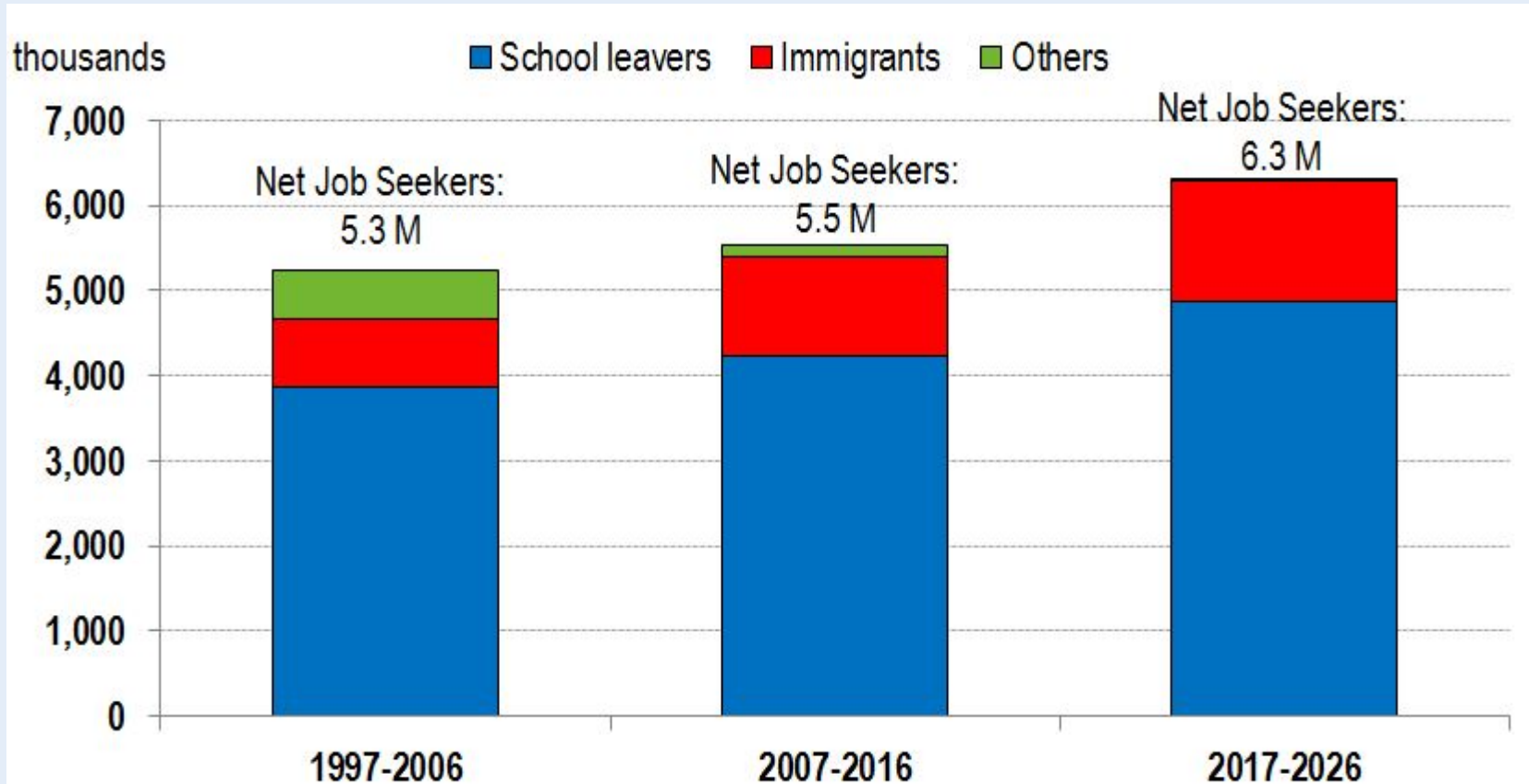


# Projected Distribution of School Leavers by Education Level





# Sources of New Job Seekers



# Occupations - New Immigrants are Expected to Look for Work

Occupations	New Immigrants	% of 2016 Employment
Retail salespersons	51,400	9.5%
Food counter attendants, kitchen helpers and related support occupations	45,300	12.5%
Light duty cleaners	41,800	17.6%
Cashiers	32,200	9.1%
Cooks	26,000	12.7%
Nurse aides, orderlies and patient service associates & Other assisting occupations in support of health services	25,200	8.5%
Retail and wholesale trade managers	24,300	7.6%
Home child care providers	23,300	55.1%
Information systems analysts and consultants	22,100	11.3%
Longshore workers & Material handlers	21,000	11.4%

(Projection Period 2017-2026)

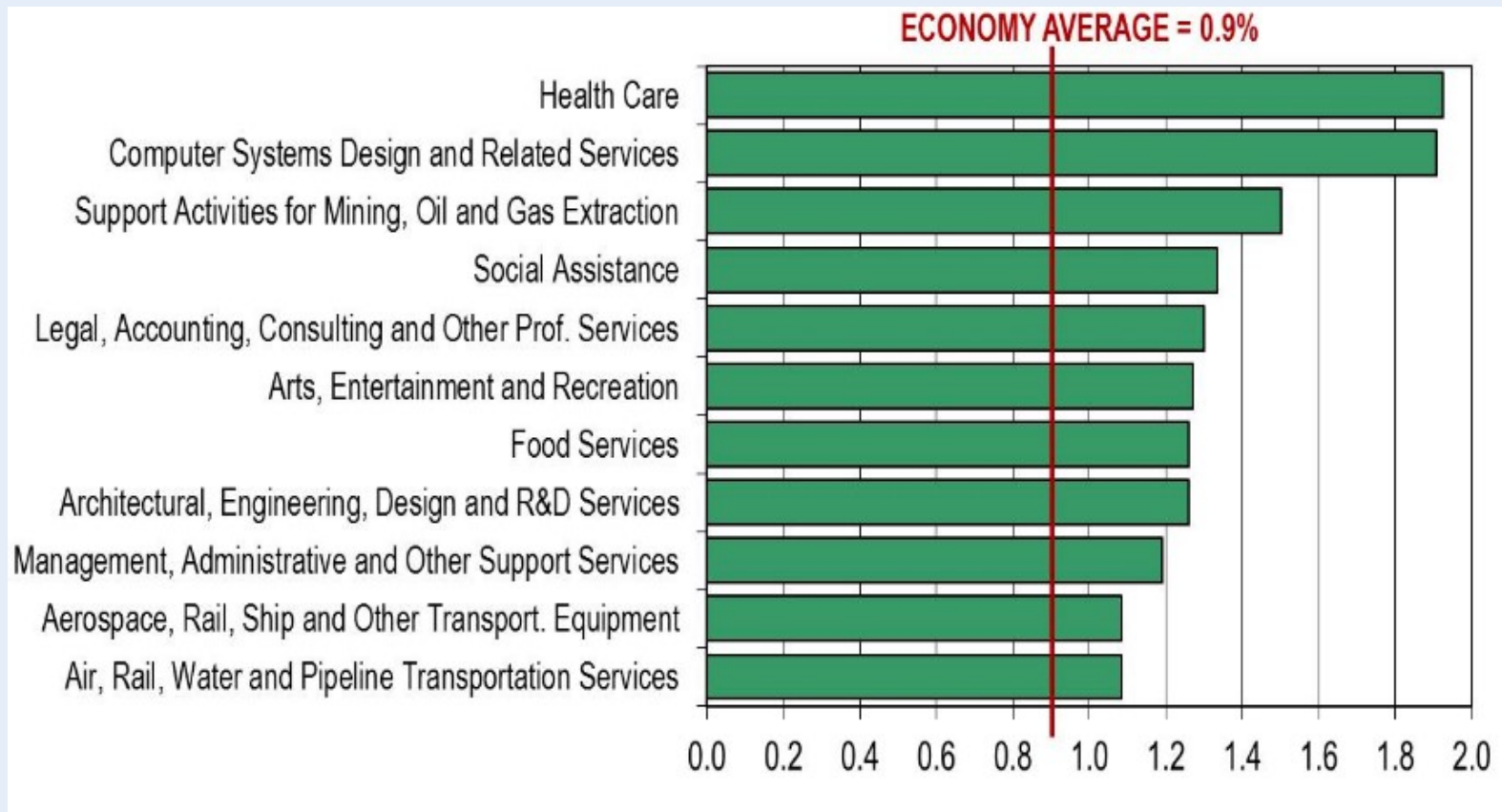
## Occupations - New Immigrants are Expected to Seek Work

Occupations	New Immigrants	% of 2016 Employment
Home child care providers	23,300	55.2%
Labourers in textile processing & Other labourers in processing, manufacturing and utilities	18,900	54.0%
Labourers in food and beverage processing & Labourers in fish and seafood processing	18,600	34.8%
Cabinetmakers	2,300	28.4%
Industrial butchers and meat cutters, poultry preparers and related workers	5,100	27.8%
Electronics assemblers, fabricators, inspectors and testers	4,300	26.9%
Harvesting labourers; Aquaculture and marine harvest labourers & Logging and forestry labourers	3200	25.0%
Computer engineers (except software engineers and designers)	5,600	22.8%
Textile machine operators and workers and related occupations	1,600	21.7%
Electrical and electronics engineers	7200	21.3%

(Projection Period 2017-2026)

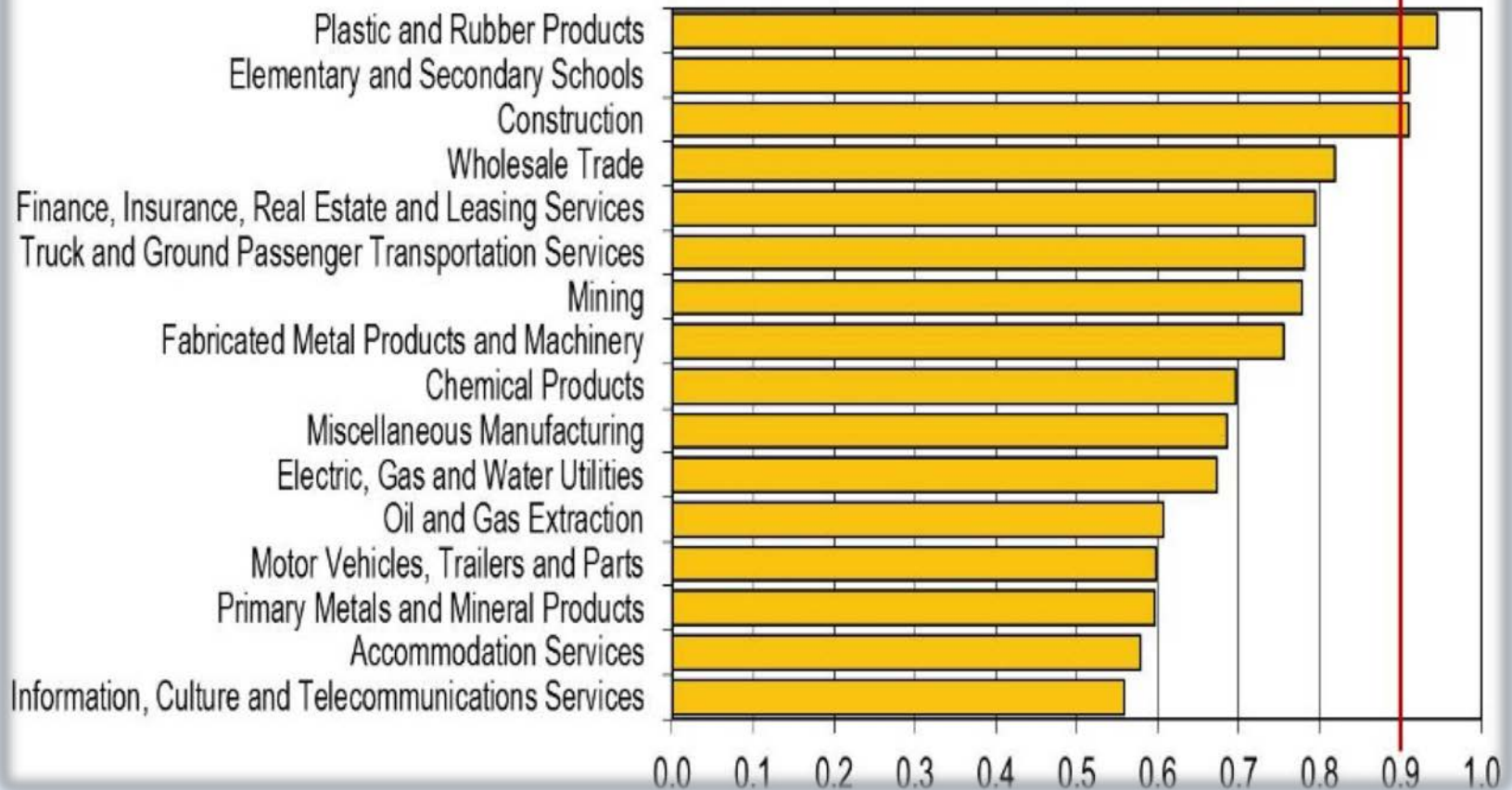
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- Over the projection years, economic growth is expected to generate about **1.6 million new jobs** (160,000 on average every year), which represent an **annual average growth rate of 0.9%**.
  - **Expansion demand** corresponds to the job creation generated by economic growth. It can be understood as "required employment" - that is, the number of people required to reach a certain level of production, given a specific level of productivity.
  - **Replacement demand** corresponds to any existing jobs which have been vacated due to retirements, deaths and emigration.

# Industries Projected to Have the Strongest Employment Growth, 2017-2026



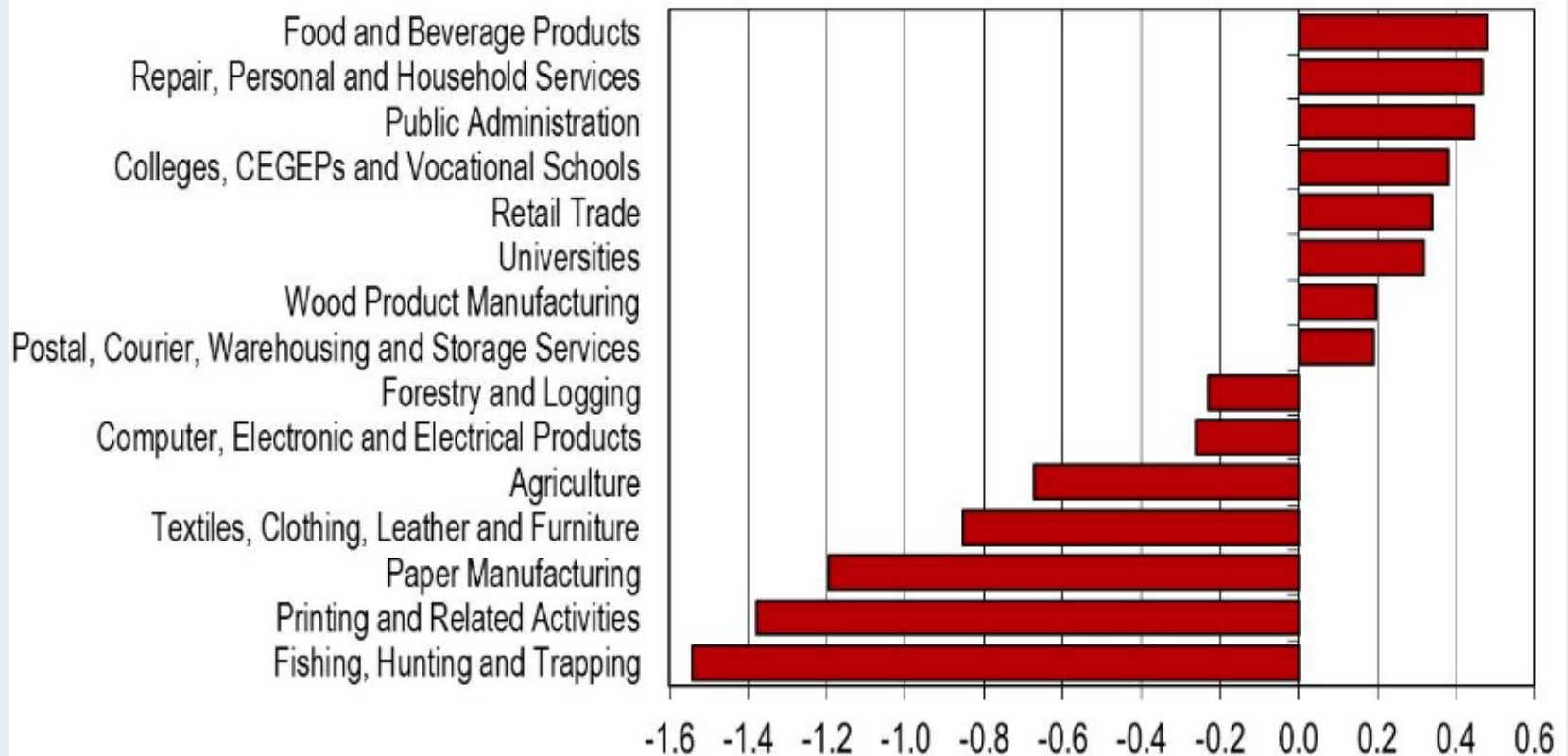
# Industries Projected to Have Average or Moderate Employment Growth, 2017-2026

ECONOMY AVERAGE = 0.9%





# Industries Projected to Have the Weakest Growth or Declines in Employment, 2017-2026

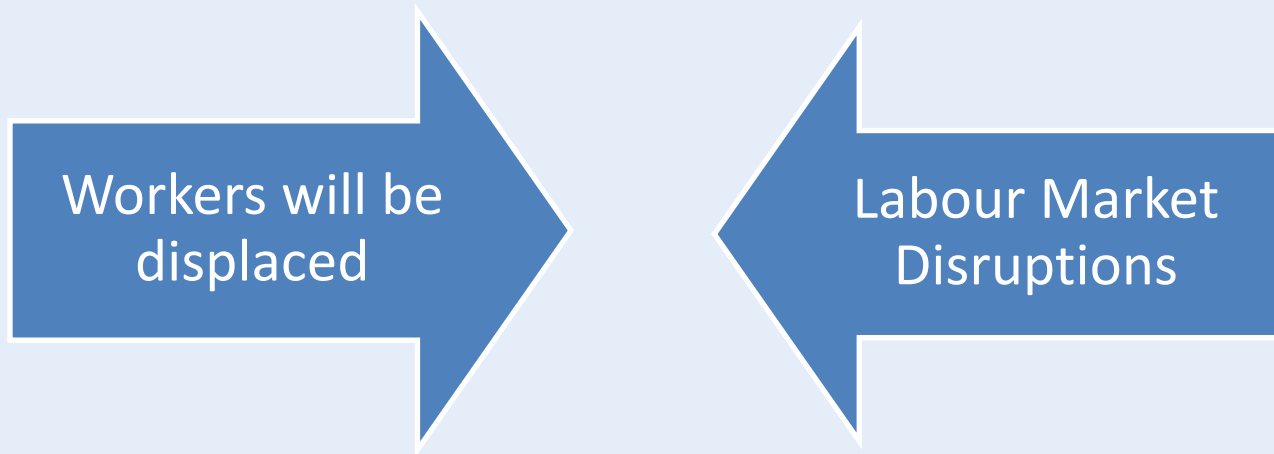


# Top 10 Occupations with the Largest Number of Job Openings

Occupations	Employment (2016)	Job Openings (2017-2026)
Registered nurses and registered psychiatric nurses	312,800	157,100
Nurse aides, orderlies and patient service associates; Other assisting occupations in support of health services	297,300	155,400
Retail salespersons	543,700	120,500
Administrative officers	228,900	118,100
Transport truck drivers	304,000	114,700
Retail and wholesale trade managers	318,100	101,900
Light duty cleaners	237,400	101,800
Sales and account representatives - wholesale trade (non-technical)	273,300	101,300
Elementary school and kindergarten teachers	299,000	100,300
Information systems analysts and consultants	196,200	100,100

(Projection Period 2017-2026)

# Will technology impact the labour market?



Historical evidence suggests that technology ended up creating more jobs than it destroyed

## Employability skills

- **Academic:** it provides the foundation for good communication skills; a capacity to analyze, evaluate and solve problems; and learn new assignments and new ways of doing the job when technology changes.
- **Personal management skills:** positive attitude; ability to take responsibility and be accountable; ability to deal with changes in the workplace and be innovative; and respect for others.
- **Teamwork skills:** the skills needed to work with others on a job and to achieve the best results.

## Employers are looking that an Employee:

1

- will look and act professional on the job

2

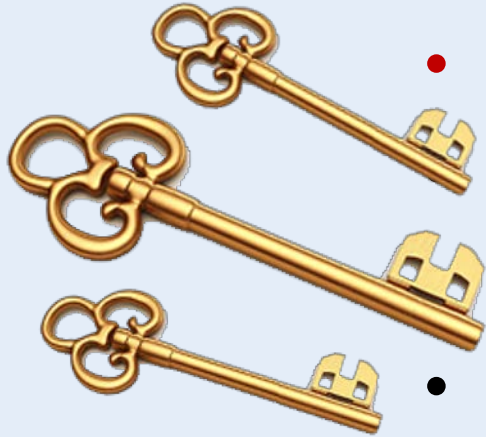
- can be counted on to show up and do his work

3

- get along well with coworkers

4

- can immediately make a positive contribution to the organization



- 3 key expectations:  
first impressions  
soft skills, and
- job-related skills and training

### **REMEMBER**

Job seekers don't have to be the most qualified candidate on paper, provided they can convince an employer that they are the **best workers** and the **best investment**.