



LABOUR MARKET INSIGHTS

April 2022 - March 2023

THE ESSENTIAL SKILLS OF LABOUR MARKET INFORMATION



What is Labour Market Information?

Labour Market Information (LMI) for Toronto is gathered through various data sources related to employment including job posting data, Statistics Canada, and the City of Toronto. A learner or instructor can use LMI to help inform employment or educational goals. Good LMI can also tell us about what type of occupations are currently in demand, how much money could be earned in a particular job, where the local job vacancies can be found, and what the 'hot jobs' might be when they leave education. More specifically, LMI can assist learners to get answers to the following questions:

- What jobs and skills employers in Toronto are looking for?
- Which industries (e.g., manufacturing) are hiring?
- What education, credentials and certificates have value with employers?
- What jobs are employers having challenges in filling?
- Which occupations and industries are likely to grow in the foreseeable future?

In summary, LMI provides support to learners and instructors when thinking about what current and future employment opportunities might hold. However, it should be noted that LMI by itself, can only help learners to make decisions. First, a learner should always consider what types of work activities they like to do. For example – if a learner doesn't like working outside, then a job or career in Landscaping or Residential Construction might not be ideal. Also, if a particular job or career is appealing, it might not be realistic if the qualification(s) are challenging and/or require significant financial and time commitments. Finally, labour market forecasts (job opportunities in the future) are not always reliable and should be taken with a grain of salt. A decade ago, many "experts" suggested that truck drivers would be now obsolete. Interestingly, truck drivers are currently in very high demand in Toronto and are likely to remain so for the foreseeable future.

Exploring the Labour Market

The labour market is the relationship between supply (workers) and demand (jobs). There is LMI available for Canada, Ontario and many regions. This is important because what may be a thriving industry in one region may be faltering in another. Toronto is unique in the Canadian labor market in that it hosts almost every major industry and often has thousands of jobs remain unfilled. Having said that, many smaller communities in Ontario are desperate for new workers.

Of course, the learner's lived experience is critical in setting employment and educational goals considering their mobility, education, skills, and experience. For newcomers and second language learners, exploring LMI can also help determine how the learner's experience, education, and skills compare with those who currently work in these occupations. Instructors and literacy practitioners can also use LMI for setting learner goals and developing lesson plans.

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



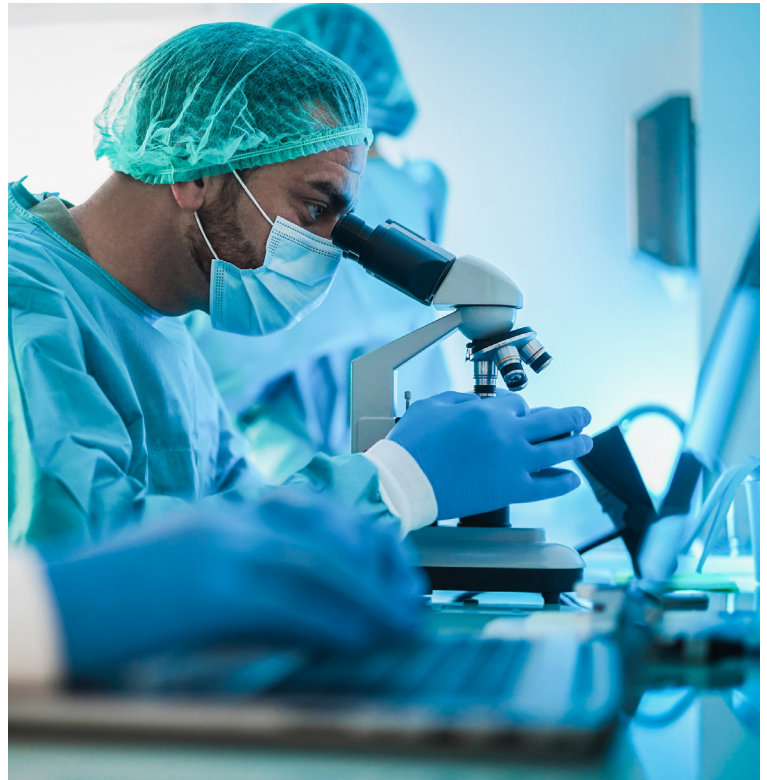
Good Sources of LMI

Aside from our Quarterly Labour Market Insights Report, there are other valuable resources to consider.

The [Job Bank](https://jobbank.gc.ca) (jobbank.gc.ca) is published and updated by the Federal Government and is a credible source for job seekers, exploring fields of studies, and determining how well graduates of these programs are doing in the current job market. The site also provides job prospects for a given occupation or location in Canada. The site also allows for wage comparisons between occupations and different parts of the country.

[Ontario's labour market website](https://ontario.ca/page/labour-market) (ontario.ca/page/labour-market) is a user-friendly site that serves as a one-stop location for connecting users to tools, data, and analysis for career exploration. The website features 500 job profiles to help learners and job seekers explore their first or next career, and identify opportunities for relevant education, training and re-skilling.

Launched in March of 2023, the Toronto Workforce Innovation Group's (TWIG) [LMI Report](https://workforceinnovation.ca/lmi-report) (https://workforceinnovation.ca/lmi-report) contains monthly snapshots on Toronto workforce trends, in-demand occupations, wages & benefits being offered, industry sectors requiring workers, employment locations in Toronto, and language skills employers are looking for. TWIG will also, soon be offering information on remote or hybrid employment.



Tips

Aside from LMI data, there are some other things to consider when looking at Toronto's labour market. This includes:

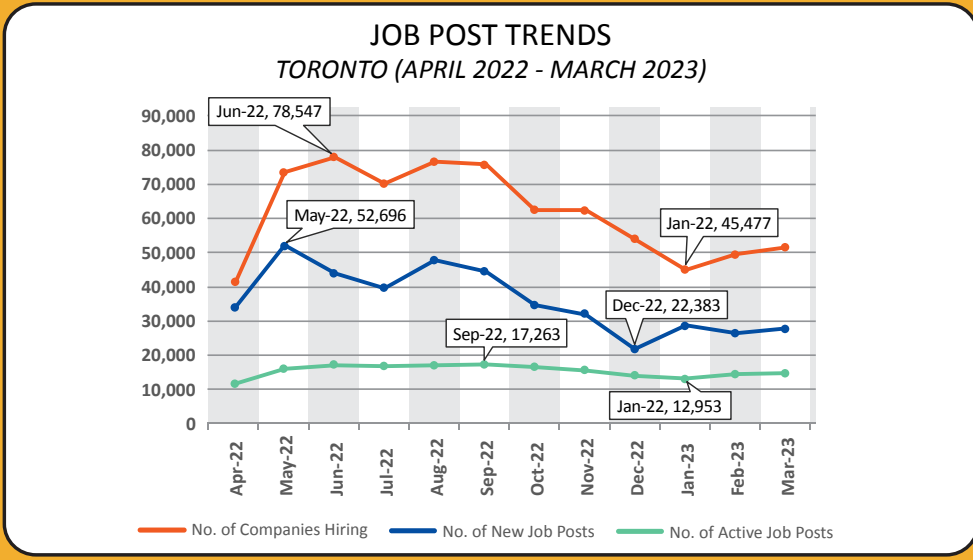
- Seasonal fluctuations: Is this work more in demand at certain times of year? Some jobs do not last all year round.
- Are there things that are going on in an industry that could affect its future employment opportunities?
- Technological advances: Has the field been impacted by changes in technology (e.g. online shopping)?
- Do you speak a language other than English? This can be a real asset, as employers are increasingly looking for employees who can communicate in more than one language (see Labour Market Insights tab).
- Not all labour market information sources are reliable. Some industries 'over inflate' demand for workers. Other times, the information is out of date. Always check the date of publication.



Introduction

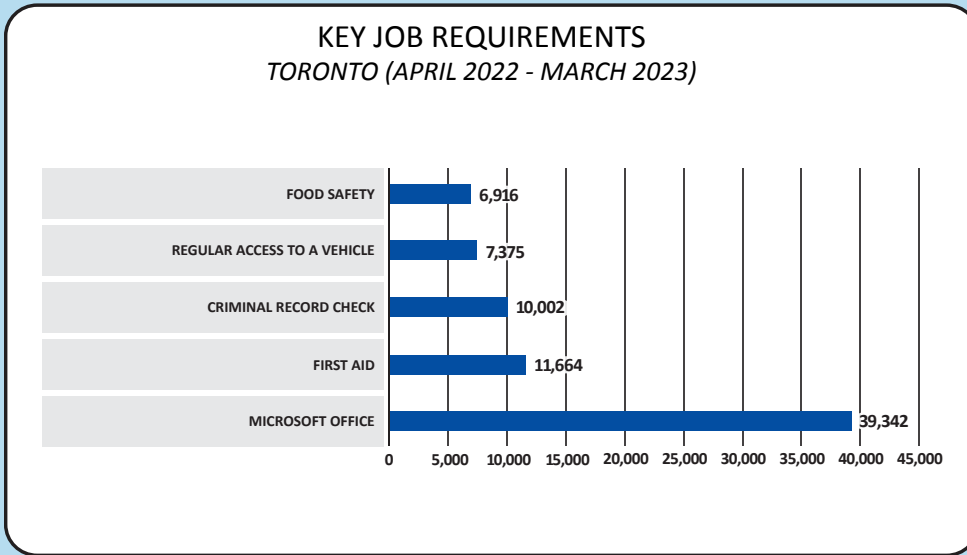
The following Labour Market Snapshot is the first in a series of quarterly reports on employment Trends in the City of Toronto. Unless noted, all data is based on the Toronto Workforce Innovation Groups Toronto Jobs Data. For more detailed information see: [Job Demand Report - Toronto Workforce Innovation Group](#).

www.workforceinnovation.ca/job-demand



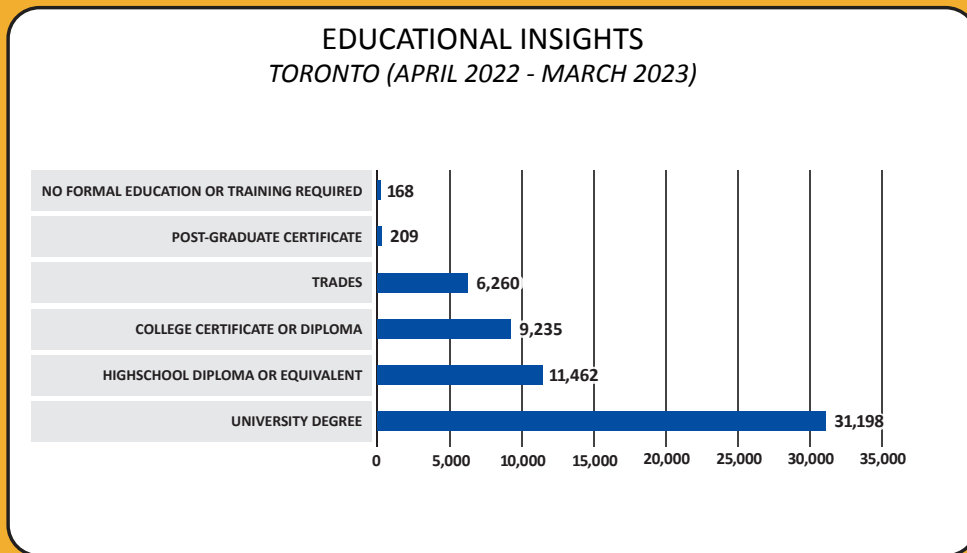
Educational insights

This chart indicates that the total number of job postings has decreased since the end of the pandemic. However, the number of postings has been constantly climbing since early January. Toronto’s unemployment rate remains at a historic low. In short, as of March 2023, there are many job vacancies in Toronto, and we expect this trend to continue for the foreseeable future.



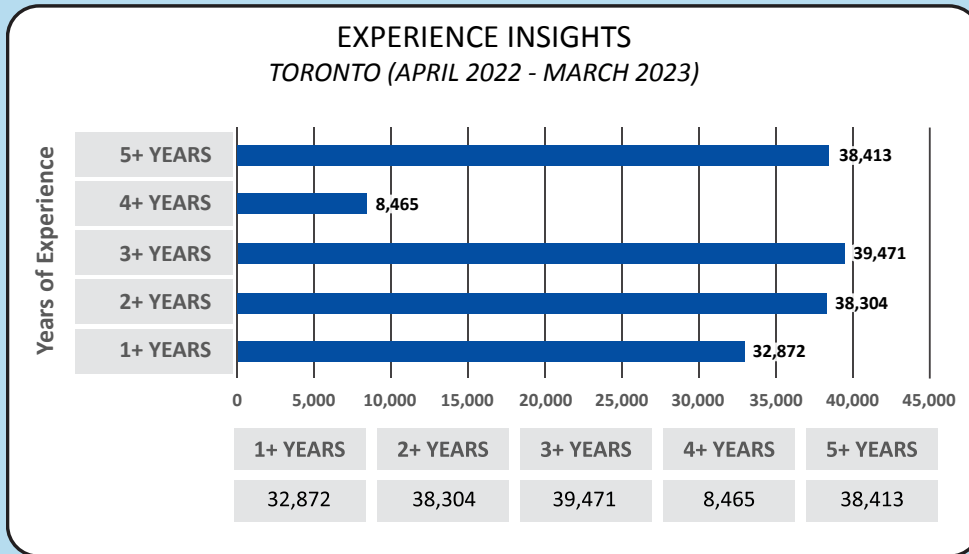
Key Job Requirements

There is significant value in knowing Microsoft Office, having a food handler certificate or a first-aid certificate.



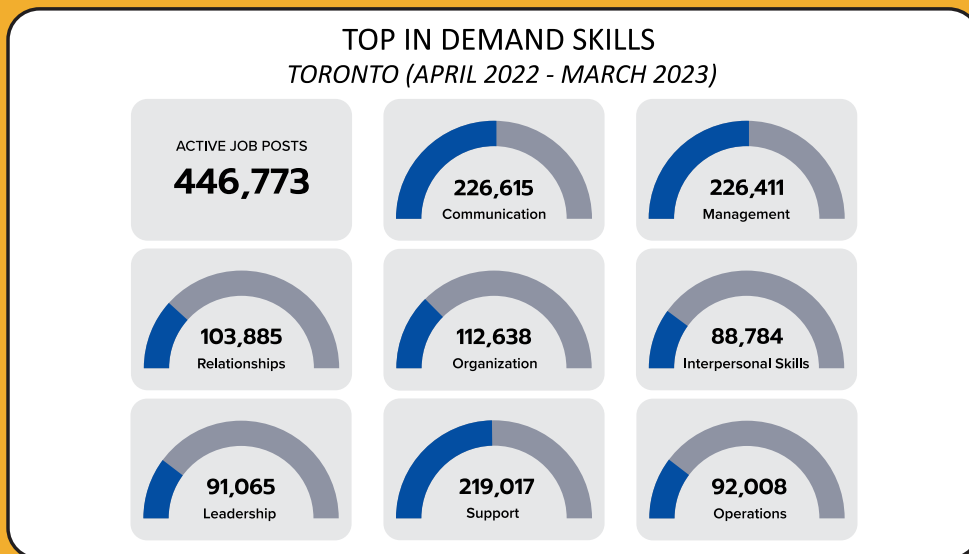
Educational insights

As seen in this chart, the highest level of education plays an important role in hiring decisions. Well over half of all jobs in Toronto require a University Degree. Most other jobs require at least a high school diploma. It should be noted however that slightly less than half of all job postings do not include any information on educational requirements. We suspect that many of these jobs do not require a high school diploma.



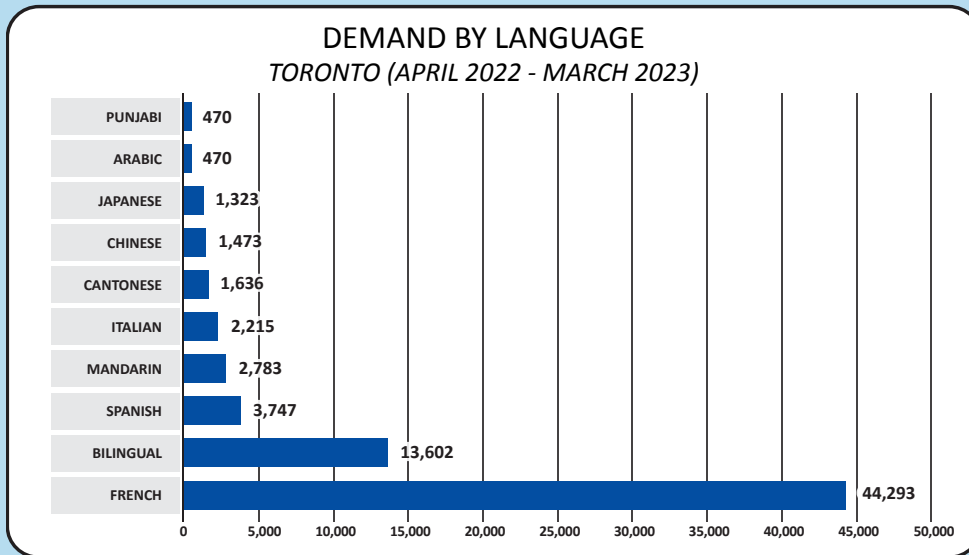
Experience Insights

This chart demonstrates that previous work experience in either the job or industry is important to employers. While we have no data from previous years, there is some indication (drawn from other regions that had data for the previous years) that the requirement for experience is declining.



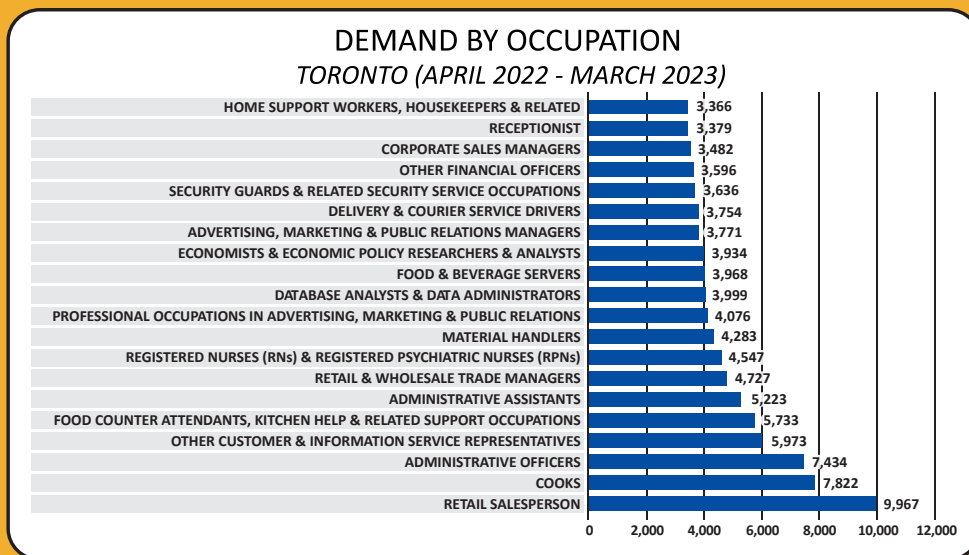
Top In Demand Skills

This chart highlights what skills are in-demand for various job postings. Communications (verbal and written) along with interpersonal skills are very important to employers.



Demand by Language

Increasingly, employers are looking for individuals who speak another language aside from English. If you speak another language, make sure it is highlighted in your resume.



Demand by Occupation

This chart indicates that despite recent setbacks, retailers and restaurants are having difficulties recruiting. Part of this is attributable to the pandemic slowdowns and the subsequent recovery. However, it is also due to the lower wages available for these occupations. With low unemployment, job seekers are more likely to hold out for occupations offering higher wages.



Top Hiring Companies

Canada's banks and financial institutions are Toronto's biggest employers, followed by Post Secondary Schools & Hospitals.



Top Hiring Sectors

Retail and Administrative and Support for Waste Management (such things as cleaners and landscaping) are the two biggest sectors in terms of job postings. While data for 2021 is not available, evidence from other areas of the province indicate that the number of retailers looking for workers has increased significantly over the past three years.

Thank You!

For more information about the Labour Market Insight Report and more detailed labour market information updated in real time see: [Job Demand Report - Toronto Workforce Innovation Group](https://workforceinnovation.ca/job-demand).

<https://workforceinnovation.ca/job-demand>



Metro Toronto Movement for Literacy

Thank you to our institutional partner on this iteration of the LMI Report – the Metro Toronto Movement for Literacy. Also known as MTML, the Metro Toronto Movement for Literacy is a network of organizations and individuals supporting adult literacy in Toronto and York Region.

Learn more about MTML at: www.mtml.ca



Toronto Workforce Innovation Group

Toronto Workforce Innovation Group (TWIG) is a non-profit and independent research organization devoted to finding and promoting solutions to employment-related problems in the Toronto Region. Our Board of Directors is comprised of passionate leaders from Toronto's business, industry, and non-profit communities. Our staff are committed to action-based research and data analysis that can be used by the workforce development system to support Toronto's vibrant and diverse economy.

Learn more about TWIG at: www.workforceinnovation.ca

The Essential Skills of Labour Market Information Report was co-authored by John MacLaughlin of Toronto Workforce Innovation Group and Ambreen Ahmad of Metro Toronto Movement for Literacy.

*Cover Photograph: Toronto city skyline by Roberto Nickson
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