



LABOUR MARKET INFORMATION

- **What is LMI?**
- **How LMI Can Help You Find Work and Plan Your Career**
- **Where Do You Find LMI?**
- **Interpretation and Tips**
- **Frequently Asked Questions**
- **Kamloops Labour Force**
- **Job Leads & Potential Employment Opportunities in Kamloops & Area**
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What Is LMI?¹

When you are looking for work or planning on a career change, Labour Market Information or “LMI” is a term you hear often, but what does it really mean?

Labour market information is a term for information about the factors impacting work. This information can be about:

- **The world of work** - what people do in their jobs, what employers want them to do, the number of jobs now and in the future.
- **Existing and potential workers** - people who are working, people who are not working but want to (unemployment rate), or people who will be looking for work in the future.
- **Employers** - companies, organizations and their industries working conditions, wages, as well as qualification requirements.

From this information, you will be able to draw conclusions about the type of work available in different occupations, industries and who is hiring.

How LMI Can Help You Find Work and Plan Your Career²

As well as developing the career planning skills needed to effectively manage your career, you need to know the facts relating to work, and opportunities that you are interested in. LMI can help you understand the changing demands of today's labour market and answer questions such as:

- How can I become more employable?
- Which skills are in demand by employers?
- What are the predicted growth industries and occupations?
- Do I need more education?
- What are the main industries in the area where I live?
- Are there jobs for those with few qualifications?

**Finding labour market
information is easy
because it is
EVERYWHERE!**

¹ Source: Making Career Sense of Labour Market Information, 2nd Edition, by Elaine O'Reilly © 2001.

² Source: LMI Matters! Understanding Labour Market Information, produced by the Department of Education and Skills 2004.

It is important to locate LMI to help you **find** and **keep** work! Whether you are looking for work, researching ways to keep your job, or planning a career change, the following points will get you out of the starting gate and onto the right foot:

- You need to know **where the jobs are**: sectors and occupations where job opportunities exist as well as what skills are needed for them.
- LMI can help you identify the **skills you require** in the future. Job tasks and job titles change and develop as products and technology change. For example, e-commerce has changed the way businesses operate, and subsequently, the way administration and finance workers operate.
- You need to know how hard or easy it will be to **get into your chosen career**. You also benefit from accurate LMI about pay levels, job security and local prospects which you need to take into account if you want to make realistic and informed career decisions.
- LMI can help you **broaden your aspirations** to include similar occupational areas in the event that your first choice is not possible or available.
- LMI can be used to set out the **realities of the job market** and allow you to avoid wasting time in areas where you are unlikely to be successful.
- Unforeseen **events can affect the job market**. For example, the SARS outbreak and forest fires in 2003 had a major impact on tourism. Being aware of external factors that could affect an industry or occupational area can help you ensure that you are prepared.
- The **continued shift** from new technologies, growing international competition and slow economic growth continue to force existing industries to restructure and look for new opportunities. Given the rapid changes occurring in the working world, how can you make sound career decisions? The answer is by carefully researching your options.

"I think there is a world market for maybe five computers."

**Thomas Watson,
Chairman, IBM, 1949**

"There is no reason for any individual to have a computer in his home."

**Ken Olson, President,
Digital Equipment Corp.,
1977**

It's a good thing Bill Gates conducted solid LMI research before starting Microsoft and didn't listen to this advice 😊.

Where Do You Find LMI?

LMI is everywhere! As you turn on the radio in the morning and reach for a cup of coffee you hear about what's going on. As you drive to work you see construction taking place for a new business coming to Kamloops. At the same time you might see "Accepting Applications" signs in office windows. At work you need to attend a training program for a new type of software program being implemented. At lunch you read the local paper about how the unemployment rate in Kamloops is lower than ever. All these examples are a result of labour market trends making an impact in the local economy and ultimately impacting you!

In this section, we have provided a quick list of resources that should help you decide on where you want to begin looking for LMI. Later in the handout, we will talk about how to interpret the information. LMI can be collected from four different levels:

- 1) **What is happening locally within your community**
- 2) **What is happening within your province**
- 3) **What is happening nationally**
- 4) **What is happening globally**

For the purpose of this handout, we will focus on the first **three**.

Basic LMI and Resources

- **The Media** – Look for articles or features on LMI in newspapers, futurist magazine/books, TV specials and employment forecasting books.
- **www.kamloopschamber.bc.ca** – Membership is not required to access local business and tourism program information and business directories.
- **Major Employers** – Major employers, especially in single industry towns, often produce information (such as reports, brochures and informative websites).
- **Associations** - Business, union, professional and trade associations have information to offer.
- **Science Councils** – These will have information on science-related occupations.
- **Contacts/Networking** - People working in a field of interest to you, for instance, employees, employers, neighbours, friends, old schoolmates and relatives are all good sources of information.

Local LMI and Resources

- www.venturekamloops.com - For local economic information and opportunities try the Venture Kamloops site.
- www.tnrd.bc.ca - The Thompson Nicola Regional District provides information on different communities near Kamloops. Topics covered include economic development and business services.
- www.city.kamloops.bc.ca – The City of Kamloops website provides community news releases, business statistics and directories, and other downloadable reports.
- www.labourmarketinformation.ca – Answers your questions about jobs, skills and the availability of workers in local areas across Canada.
- www.statcan.ca - Search by province, city or town on the Stats Canada site. When you get there click on “Community Profiles” under “Census” which will take you to census information.

Provincial LMI and Resources

Much of what happens in a community is impacted by what is happening overall in the province. Be aware of provincial events and LMI.

- www.bcstats.gov.bc.ca - The BC Stats site provides regional and community facts about BC.
- **BC Labour Market Report** - A monthly subscription available in the Kamloops Work Search Centre’s resource library. It outlines employment and career opportunities, changes and positive impacts in the Labour Market, and a directory of new business licences for different communities across BC (Kamloops is one community featured).
- www.workfutures.bc.ca - Work Futures provides a comprehensive description of close to 200 occupations as they relate directly to the BC labour market.
- www.jobfutures.ca - Job Futures is a career tool that provides useful information about 226 occupational groups.
- www.strategis.ic.gc.ca - Industry Canada’s comprehensive Strategis site serves business in Canada. Go to “Site Map” and click on “Provincial and Territorial Information” to find relevant provincial and regional information.
- www.cbasc.org - The Canadian Business Service Centres are great places for business information. Click on the flag of the province of your choice to get provincial and regional business information.
- www.whatskey.org - A resource designed to steer BC career practitioners, young people and adult job-seekers to other labour market information sources and tools.
- **BC Labour Market Report** – As outlined on previous page.

National LMI and Resources

- www.workdestinations.org - The Destinations site deals with conditions affecting the Canadian labour market. This may include facts about employers, wage rates, working conditions, changing skill requirements, influential business openings and closings, labour surpluses and shortages, and profiles of communities, industries, and occupations.
- <http://www.prospects.skillnet.ca> - Industry Canada provides daily prospects on the Canadian labour market.
- <http://makingcareersense.org> - The Canadian Career Development Foundation has information on shaping labour market trends, working in the new economy, LMI for career decision making, and links to training options. Also available in print in the resource library at both Kamloops Work Search Centres.



Interpretation and Tips³

You need to interpret LMI research so you can convert it into information you can use. There is no doubt that many people feel put off when confronted with LMI, but don't be disheartened. Here are a few tips for using LMI effectively.

Ask questions

Asking one question will often lead to other questions and move your research ahead. Here are some examples.

- Where will I find the most opportunities for work?
- If I choose a trade or post-secondary program of study, will I be able to find work in my field?
- If I continue my studies, are my chances of finding work better?
- What are the salary expectations?
- What skills do I need to keep up with global trends?
- How will global labour market trends change the way we do business and the way we do our work?

If an author is making a prediction, ask yourself:

- What are they basing their prediction on?
- Have they missed important information that would have changed their prediction?
- Are their predictions believable?

Information changes fast

Keep looking for facts and choose your sources carefully for up-to-date answers. Check the date of the information to see if it is current.

Consult many labour market information sources

You may need to consult many sources of information to clarify how it relates to your local area or your particular situation.

Know the difference between occupation and industry information

Occupations involve skills and abilities needed for a particular type of work. Occupations such as sales representatives and labourers are found in many industries. Industry information refers to companies, products and services.

How reliable is the source?

Information can be presented in such a way as to benefit an organization, political cause, or some other agenda. Consider the reasons behind how the information is presented. Is it to sell seats in a training program? Is it to benefit one particular organization that may have high employment turnover?

³ Source: Making Sense of Labour Market Information, Government of Alberta, Human Resources and Employment.

How credible is the source?

Consider who this information is coming from. Are they experts in their field? Information on a Human Resources and Employment website is likely to be more credible than an advertisement urging you to apply today because, “100 new jobs have just become available.”

Interpret statistics carefully

Say you were presented with statistical information indicating an increase in job availability for each of these occupations. At first glance, which occupations do you think has more job openings?

- Physiotherapists – increase of 150 per cent
- Plumbers – increase of 10 per cent

Let’s consider the size of each occupation. If there are only 30 physiotherapists in your community, then a 150 per cent increase means that 45 new jobs will be available. If there are 2000 plumbers in your community, then a 10 per cent increase means 200 more jobs. Which occupation actually offered more potential jobs?

Learn to read tables, graphs and charts

The key to understanding graphs is to read all of the information on them. Rather than going straight to the body of the table or looking at the shape of the curve, you should first:

- Read the headings – What does the table say that it is about?
- Is the information distorted? – Does the graph start from 0?
- If not, how does this distort the information? Make sure you scan the whole table or chart.

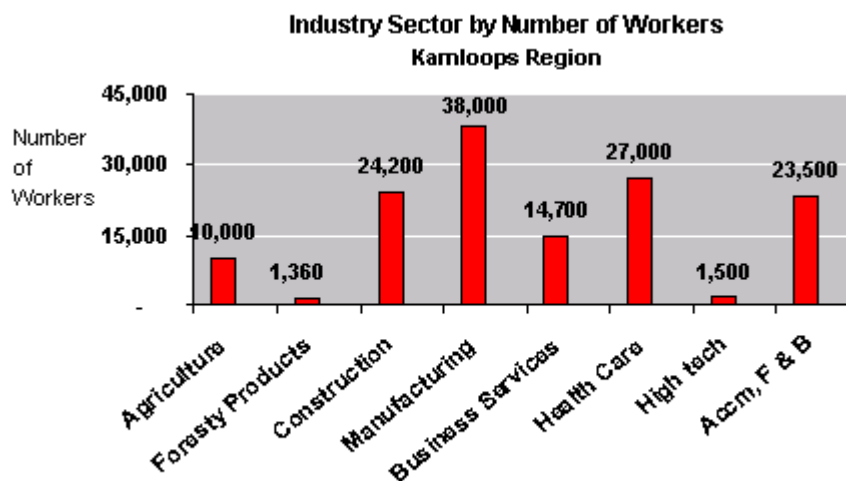
Always check how a list was produced

Top 100 lists or lists of industry by size are often based on revenue rather than employment. For example, publicly funded organizations such as government and education are considered not-for-profit and would not make a Top 100 list based on revenue. Yet they can be the largest employers in some communities.

Kamloops Labour Force⁴

The industrial base of the Thompson Shuswap is well diversified and has enjoyed job growth in most sectors, especially the service industries. The area is comprised of a very diverse economy and is not dependent on any one industry. According to the Human Resources Skills Development Canada Thompson Shuswap Environmental Scan 2005/2006, Kamloops has a well-educated diverse labour force of more than 49,000 workers (15+) who support a wide range of economic sectors.

The largest portion of the working population in the Kamloops area is employed in the retail trade industry and service sectors. The top four industry sectors by number of workers in the Thompson Shuswap Area are manufacturing (38,000 people working), health care (27,000 people working), construction (24,200 people working) and accommodation, food and beverage (23,500 people working).



Source: Thompson Shuswap Environmental Scan, HRSDC 2005/2006

Employment

More than 47,000 people are working in Kamloops. The average 2005 unemployment rate is 6.2% compared to 10.2 % in 2003. The number of people on employment insurance claims has been declining due in part to a slowly improving local economy.

The Thompson Rivers University and a large number of private educational institutions give residents of Kamloops easy access to post-secondary education and training opportunities. Each year more than 1500 students are graduating from academic and vocational studies earning certificates, diplomas, bachelors degrees and soon, and current offering some masters degrees. Many employers find Kamloops an attractive place to do business due to the large pool of well educated and skilled labour.

The number of self-employed people in Kamloops continues to grow, as does the number of small businesses. According to the business licence department for the City of Kamloops, during the previous 5 years the number of new business licenses issued

⁴ Source: Information taken directly from Venture Kamloops, www.venturekamloops.com, accessed September 2008

in Kamloops has increased by 1.09 %. An increase from 4,283 licences issued in 2000 to 4,633 issued in 2004. From May 2004 to May 2005 business licences have increased 70%. In 2005 to date, new business licenses have risen 32 per cent overall.

Industry Analysis

Labour Force by Industry, Kamloops and Remainder of TNRD 1996, 2001

	1996		2001	
	Kamloops	Remainder of TNRD	Kamloops	Remainder of TNRD
Goods Producing				
Agriculture	645	1,805	955	3,105
Fishing and Trapping	15	55		
Logging	340	985		
Forestry Industries	330	485		
Mining	865	845	770	650
Manufacturing Wood Industries	870	1,520	3,020	2,230
Manufacturing Pulp and Paper	800	180		
Manufacturing Other Industries	1,430	475		
Construction	3,075	1,575	2,495	1,405
Total Goods Producing	8,370	7,925	7,240	7,390
Service Producing				
Transportation & Storage	2,100	1,030	2,495	1,260
Wholesale Trade	1,835	345	1,605	415
Retail Trade	5,950	2,140	6,080	1,900
Finance, Insurance, Real Estate	1,520	525	1,850	420
Education	2,885	1,460	2,670	1,330
Business, Personal, Other Services	5,320	1,755	14,905	5,775
Communications & Other Services	1,015	440		
Health Care	4,465	1,350		
Public Administration	2,260	1,215		
Accommodation & Food Services	4,125	2,040	3,660	2,165
Total Services Producing	31,475	12,300	33,265	13,265
Other	1,585	730	1,060	670
Total Labour Force	41,430	20,955	41,565	21,325

Source: Statistics Canada

Top Ten Major Employers in Kamloops

Company	Industry	Employees
Royal Inland Hospital	Health Services	2117
School District #73 - Kamloops Employees	Education	1784
Thompson Rivers University	Education	1200
Convergys	Call Centre	1200
Highland Valley Copper Mine - Kamloops Employees	Mining	900
Weyerhaeuser Canada	Pulp and Saw Mill	800
City of Kamloops	Government Agency	630
Overlander Extended Care Hospital	Health Services	420
Walmart	Department Store	322
Pollard Banknote Ltd.	Manufacturing	320

Number of Firms by Employment Size (First Quarter 2003) - TNRD

Industry Sector based on NAICS Canada (North American Industrial Classification System)	Firms with no employees	Firms with Employees					
		Less than 20	20 to 49	50 to 199	200+	All Sizes With Emps	% of total
Agric., Forestry, Fishing & Hunt	470	364	25	7	0	396	8.3%
Mining & Oil & Gas Extract.	21	10	2	1	1	14	0.3%
Utilities	5	8	1	1	0	10	0.2%
Construction	703	519	32	18	0	569	12.0%
Manufacturing	134	164	25	16	4	209	4.4%
Wholesale trade	150	181	24	7	0	212	4.5%
Retail trade	296	526	60	22	2	610	12.8%
Transp. & Warehousing	285	251	25	8	1	285	6.0%
Information & Cultural Indust.	33	26	6	3	0	35	0.7%
Finance & Insurance	209	129	9	2	0	140	2.9%
Real Estate & Rental & Leasing	552	194	8	9	1	212	4.5%
Profes'n'l, Scientif. & Tech. Srv	468	341	17	3	0	361	7.6%
Mgmt. of Companies & Enter.	277	54	8	2	0	64	1.3%
Admin. & Sup'rt, Waste Mgmt.	201	207	14	1	0	222	4.7%
Educational Services	43	44	3	2	5	54	1.1%
Health Care & Social Assistance	62	339	41	17	2	399	8.4%
Arts, Entertainment & Recreation	59	68	15	3	2	88	1.9%
Accom. & Food Services	180	322	74	22	0	418	8.8%
Other Serv's (ex. Public Admin.)	296	384	17	2	0	403	8.5%
Public Administration	-	35	8	3	1	47	1.0%
Total Kamloops & District	4,444	4,166	414	149	19	4,748	100.0%

Source: BC Stats - Quarterly Regional Statistics TNRD First Quarter 2005

Labour Force Participation Rates for Kamloops

	1999	2000	2001	2002	2003	2004	2005
	(Thousands)						
Population 15 years +	65.0	65.6	66.4	67.1	73.8	74.2	75.0
Labour Force							
Total	42.7	46.6	42.4	40.7	48.1	52.4	40.7
Employed	38.4	41.2	36.6	37.3	43.7	48.5	47.1
Unemployed	4.3	5.4	5.8	3.4	4.4	3.9	2.3
Not in Labour Force	22.3	19.0	24.0	26.5	25.6	21.8	25.6
	(Percentage)						
Unemployment Rate	10.1	11.6	13.7	8.4	8.7	7.4	4.7
Participation Rate	65.7	71.0	63.9	63.9	65.2	70.6	65.9
Employment Rate	59.1	62.8	55.1	55.6	59.2	65.4	62.8

Source: BC Stats; Labour Force Activity by Selected BC Cities and Stats Canada

Job Leads & Potential Employment Opportunities in Kamloops & Area

TRU business students conducted a survey across all industries in Kamloops in fall 2006. The report, which cross-referenced survey findings with data from past labour studies, came to strong conclusions: **Kamloops will face a major labour shortage.**

It found that almost all industries are facing huge demands for employees within the next five years, and identified trends affecting the Kamloops workforce, such as change in unemployment, the aging workforce and population growth.

The Kamloops economy has been experiencing steady growth in recent years, resulting in a dramatic increase in the number of full-time jobs as well as a declining unemployment rate.

The report shows increase across all sectors, with new positions forecasted for

Mining	Accommodations and Food
Retail	Services
Education	Communications
Construction	Forestry
Transportation	Health Care
Professionals	Manufacturing
Finance	Crown Operations

Source: Thompson Rivers University, www.tru.ca

*** For more information, updated Kamloops Labour Market news as well as the Kamloops Manufacturers Overview please visit Venture Kamloops at www.venturekamloops.com.**

Major Employers in Kamloops & Area

Below is a list of some of the larger employers in the Kamloops area. Most of them post job opportunities on their websites. All cover a broad scope of positions in various industries.

British Columbia Lottery Corporation	www.bclc.com
City of Kamloops	www.kamloops.ca
Convergys	www.convergys.com
Domtar Pulp and Paper Products	www.domtar.com
Finning	www.finning.ca
Highland Valley Copper Mine	www.teckcominco.com
KAL Tire	www.kaltire.com
New Gold	www.newgoldinc.com
Northern Trailer	www.northerntrailer.com
NRI Distribution	www.nri-distribution.com
Pollard Banknote	www.pollardbanknote.com
Rocky Mountaineer Vacations	www.RockyMountaineer.com
RCMP	www.rcmp-grc.gc.ca
Royal Inland Hospital	www.interiorhealth.ca
School District #73,	www.sd73.bc.ca
Thompson Rivers University	www.tru.ca
Urban Systems	www.urban-systems.com

Closing Thoughts

People listen to and evaluate labour market information everyday without fully realizing it. When people need to research information in a more formal way, they often get stuck. Whether trying to find a job or planning a career change or looking at investing in further training and/or education, the more information you are able to collect, the more likely it is that you will make the right decisions about your future.

Key points to remember:

- There is no crystal ball answer to finding the information you are looking for and no one location to look. Use as many different types of resources as possible and then always follow-up with talking to people that work directly in your area of interest. (*See the Informational Interviews Handout available at both Kamloops Work Search Centres*)
- It is very difficult to predict, with absolute certainty, what jobs will remain and what new jobs will emerge. Each day brings new developments and changes to the labour market requiring you to always be aware and plan.
- Collecting LMI takes time as it comes from all different sources.
- This makes it anything but an overnight project. Take one step at a time and do not get overwhelmed.

