Labour Market Information (LMI)

What is labour market information?

Labour market information (LMI) is information about the jobs in any location.

LMI includes:

• Jobs that are available in certain locations or sectors • Salaries • Employers that are hiring/laying off • Working conditions • What employers are looking for	• Job areas that likely will grow or shrink • Unemployment rates • The education/training needed for certain jobs or sectors • Information about the people who are working in a location or sector

How is labour market information collected?

- By looking at trends, data, and other things, and by talking with employers, experts can collect labour market information
- Different factors (things) affect labour market information such as geography, population, the economy, technology, etc

Think about this:

- **Scenario 1:** Imagine that a pill was invented that stopped people from having to eat. Nobody would ever die of starvation, and world hunger is solved! What jobs would be created and eliminated? How would this affect the labour market information?
- **Scenario 2:** Imagine that all cars were self-driving. All vehicles would be controlled by computers, there would be fewer accidents, and people could relax as their vehicles drove them around. What jobs would be created as a result of this technology? What jobs would disappear?

Why should I care about labour market information?

Let's look at Jake's example:

Jake lives in Windsor, Ontario. He absolutely loves rock climbing and teaching. He decides that he is going to combine his two passions and be a rock climbing instructor – a super cool job that he knows he will be good at. He does everything right. He gets the right training, the right experiences, and the right references. The only problem is that Jake can't find a job in Windsor-Essex.

1. **Why can't Jake find a job?**

2. **How could Jake's problem have been avoided?**

3. **What are Jake's options? (List them below)**