



# Putting the Pieces Together: Labour Market Intelligence

Ontario East Municipal Conference  
2022



Eastern Ontario's  
**Leadership  
Council** Economic  
Development

# The Quest for Labour Market Intelligence

Even before the COVID-19 crisis, communities were reporting significant misalignment between labour demand and supply:

- Employers were having trouble finding workers
- Many areas were experiencing high unemployment
  - Including but not limited to persistent long-term unemployment
- We were seeing low labour force participation

**SIMULTANEOUSLY!**

*What's going on and what could/should we do about it?*



# The Quest for Labour Market Intelligence

As we emerge from the COVID-19 crisis, labour market challenges have been amplified:

- The pandemic affected sectors differently
- Retirements are shrinking our labour force... and reducing experience levels
- Some employees don't want to go back to their "old jobs"... and are shifting careers
- Some employees want to work from home
- Competition for talent has increased, often from outside the region

AND THIS HAS ALL HAPPENED SIMULTANEOUSLY TOO!

*What's going on and what could/should we do about it?*



# Without Labour Market “Intelligence”... What Happens?

We “miss the mark”....

- Labour shortages persist
- New employer goes elsewhere
- Your efforts to help displaced workers “flop”
- Neither you or your local college knows where to focus training energy
- Your funding application must rely on anecdotal information or limited data



# Is a Data Dashboard Enough?

No. You need:

**Data → Information → Insights → ACTIONS**

... but before all of this, the EOLC asked this key question:

**As EDOs, what labour market problem(s) are  
YOU trying to solve?**



# Is a Data Dashboard Enough?

No. You need:

**Data → Information → Insights → ACTIONS**

... but before all of this, there's the question:

*As EDOs, what labour market problem(s)  
are YOU trying to solve?*

- Business growth constrained by lack of \_\_\_\_\_
- New employer ready to come to town but...\_\_\_\_\_
- Designing a program to help displaced workers... \_\_\_\_\_
- Collaborating with local college to increase supply of \_\_\_\_\_
- Looking for evidence to support a funding application for \_\_\_\_\_.



# LMINT: Going Behind the Scenes

- Building a “minimum viable product” version of an AI-powered analytics tool that will help the economic development community
  - Understand your labour market “today”
  - Understand the gap(s) between labour demand and supply
  - Find workers (employed or not) who have skills that are “close” to what is required for a high-demand occupation
  - Provide sufficiently granular information to help EDOs design a “closest path” that could close at least part of a gap
    - ... and make this available at an affordable price
    - ...usable by people who aren't data or technology experts

## Labour **M**arket **I**ntelligence Tool (LMINT)



# Thanks to the Province of Ontario...

(Ministry of Labour, Immigration, Training and Skills Development)

The EOLC is building a solution...

- **Labour Market Intelligence (LMINT)**
  - Brings together best available labour market data
  - Allows you choose your own geography of interest (“labourshed”)
    - Automatic aggregation of multiple Census Subdivisions
  - Helps you design your labour market strategy, by sector and/or occupations of most interest
  - Produces reports, including most commonly sought charts and graphs, automatically
    - Example: labour force profile, comparative analysis
  - Easy to use if you’re not a stats or analytics wizard!



# What Progress Have We Made? Plenty!

- ✓ Consulted with EDOs, representatives of post-secondary education, agencies and organizations providing labour market services...
  - ✓ Created a “Community of Practice” for ongoing feedback on our work (Wanna join?)
  - ✓ Assembled a development team
  - ✓ Negotiated R&D access of key data sources
- .... And started designing, building, testing, refining...





Explore and analyze your local labour market for enhanced economic development.

Coming in Oct 2022...

### Labour Force Profile



Build a profile of your labour force

### Find Me Workers



Help employers recruit new people

### Talent Attraction



Attract talent to your community

### Address Labour Gaps



Design programs to address labour force gaps

### Entrepreneurship Support



Help entrepreneurs grow their businesses



Explore and analyze your local labour market for enhanced economic development.

The first set of users will start working with a basic version...



### Labour Force Profile



Build a profile of your labour force

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# ‘Click’ to Select Your Geographic Area of Interest (“Labour Shed”)

LMINT: Labour Market INtelligence for Economic Developers

Labour Profile Find Me Workers Talent Attraction Labour Gap Business Support About Us

Build a Labour Force Profile for your community's labourshed or other relevant area of interest. Tutorial

Define Labourshed Area Clear Filters

Define by Commute Distance: Within (km)

100 100

Driving Time from City, Town or Municipality: Belleville

Or Select 1 or More Specific Census Subdivisions:

Search for a CSD

- Addington Highlands
- Alderville First Nation
- Alnwick/Haldimand
- Asphodel-Norwood
- Bancroft
- Belleville
- Brighton
- Cavan Monaghan
- Central Frontenac
- Centre Hastings
- Cobourg
- Cramahe
- Curve Lake First Nation 35
- Deseronto
- Douro-Dummer
- Faraday
- Frontenac Islands
- Gananoque
- Greater Napanee
- Hamilton
- Havelock-Belmont-Methuen
- Hiawatha First Nation
- Kingston
- Limerick
- Loyalist
- Madoc
- Marmora and Lake
- North Frontenac
- North Kawartha
- Otonabee-South Monaghan
- Peterborough
- Port Hope
- Prince Edward County
- Quinte West
- Selwyn
- South Frontenac
- Stirling-Rawdon
- Stone Mills
- Trent Hills
- Trent Lakes
- Tudor and Cashel
- Tweed
- Tyendinaga

Click To Select Census Subdivisions

Labour Force Profile:

Key Employment Data Other Labour Market Data

Labour Force Size  
276417

Employment by Broad Occupation Categories for Selected CSD(s)

CATEGORIES	WORKERS
Sales and service occupations	69821
Trades, transport and equipment operators and related occupations	41117

Employment by Industrial Sector in the Selected CSD(s)

INDUSTRIAL SECTOR	WORKERS
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# Analyze by Selecting Census Subdivisions Or Commute Distance/Drive Time

LMINT: Labour Market Intelligence for Economic Developers

Labour Profile Find Me Workers Talent Attraction Labour Gap Business Support About Us

Build a Labour Force Profile for your community's labourshed or other relevant area of interest.

Define Labourshed Area

Define by Commute Distance: Within (km)

100

Driving Time from City, Town or Municipality:

Belleville

Or Select 1 or More Specific Census Subdivisions:

Search for a CSD

Addington Highlands

Alderville First Nation Alnwick/Haldimand

Asphodel-Norwood Bancroft

Belleville Brighton Cavan Monaghan

Central Frontenac Centre Hastings

Cobourg Cramahe

Curve Lake First Nation 35 Deseronto

Douro-Dummer Faraday

Frontenac Islands Gananoque

Greater Napanee Hamilton

Havelock-Belmont-Methuen

Hiawatha First Nation Kingston

Limerick Loyalist Madoc

Marmora and Lake North Frontenac

North Kawartha

Otonabee-South Monaghan Peterborough

Port Hope Prince Edward County

Quinte West Selwyn South Frontenac

Stirling-Rawdon Stone Mills

Trent Hills Trent Lakes

Tudor and Cashel Tweed Tyendinaga

Click To Select Census Subdivisions

Labour Force Profile:

Key Employment Data Other Labour Market Data

Labour Force Size

276417

Employment by Broad Occupation Categories for Selected CSD(s)

CATEGORIES	WORKERS
Sales and service occupations	69821
Trades, transport and equipment operators and related occupations	41117

INDUSTRIAL SECTOR WORKERS

# 'Click' to Select Sector(s) of Interest



Build a Labour Force Profile for your community's labourshed or other relevant area of interest. ?

Tutorial

## Define Labourshed Area

Clear Filters

Define by Commute Distance: Within (km)

100  100

Driving Time from City, Town or Municipality:

Search Location

Or Select 1 or More Specific Census Subdivisions:

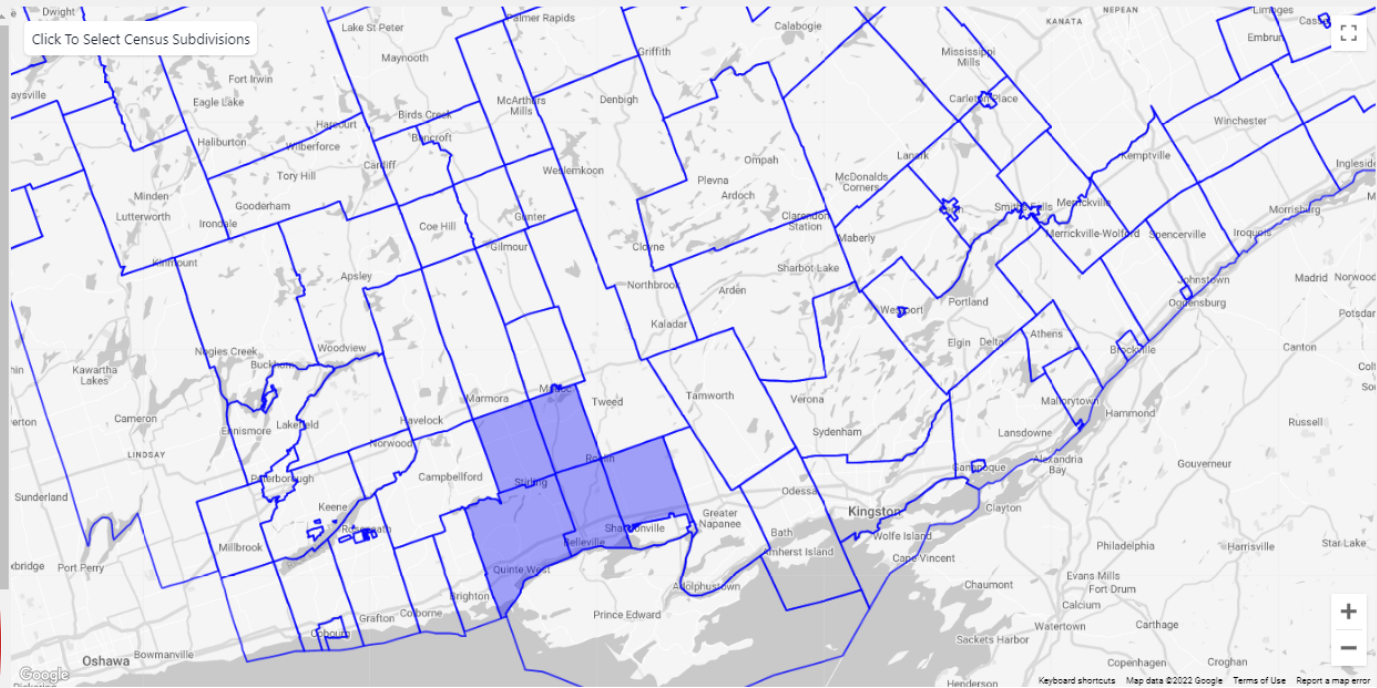
Search for a CSD

Belleville  Centre Hastings  Quinte West

Stirling-Rawdon  Tyendinaga

## Industries

- Select All
- Accommodation and food services
- Administrative and support, waste management and remediation services
- Agriculture, forestry, fishing and hunting
- Arts, entertainment and recreation
- Construction
- Educational services
- Finance and insurance
- Health care and social assistance
- Information and cultural industries
- Management of companies and enterprises
- Manufacturing
- Mining, quarrying, and oil and gas extraction
- Other services (except public administration)
- Professional, scientific and technical services
- Public administration
- Real estate and rental and leasing
- Retail trade
- Transportation and warehousing
- Utilities
- Wholesale trade



## Labour Force Profile:

Key Employment Data  Other Labour Market Data

Labour Force Size  
**57146**

### Employment by Industrial Sector in the Selected CSD(s)

INDUSTRIAL SECTOR	WORKERS
Health care and social assistance	8780

### Employment by Broad Occupation Categories for Selected CSD(s)

CATEGORIES	WORKERS
Sales and service occupations	14558
Trades, transport and equipment operators and related occupations	8631
Business, finance and administration occupations	8091
Occupations in education, law and social, community and	5804



# Generate Reports With Key Indicators

and remediation services

Agriculture, forestry, fishing and hunting

Arts, entertainment and recreation

Construction

Educational services

Finance and insurance

Health care and social assistance

Information and cultural industries

Management of companies and enterprises

Manufacturing

Mining, quarrying, and oil and gas extraction

Other services (except public administration)

Professional, scientific and technical services

Public administration

Real estate and rental and leasing

Retail trade

Transportation and warehousing

Utilities

Wholesale trade

**Industries with Above Average Location Quotient for Selected CSD(s)**

INDUSTRY	LOCATION QUOTIENT
Public administration	2.1
Educational services	1.8
Health care and social assistance	1.5
Accommodation and food services	1.3

occupations

Inspectors and graders, textile, fabric, fur and leather products manufacturing

Page 1

### Long-term Employment Trajectory

Employment Change for selected Industries over the period (2001-2022)

**Report Header Information (Optional)**

Your Name:

Your Organization:

Name of Labourshed Area:

Report Date:

# Get Strategic Employment Data... Leading Sectors and Occupations

Accommodation and food services ×

Administrative and support, waste management and remediation services ×

Agriculture, forestry, fishing and hunting ×

Arts, entertainment and recreation ×

Construction × Educational services ×

Finance and insurance ×

Health care and social assistance ×

Information and cultural industries ×

Management of companies and enterprises ×

Manufacturing ×

Mining, quarrying, and oil and gas extraction ×

Other services (except public administration) ×

Professional, scientific and technical services ×

Public administration ×

Real estate and rental and leasing ×

Retail trade ×

Transportation and warehousing × Utilities ×

Wholesale trade ×

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**Report Header Information (Optional)**

**Your Name**

**Your Organization**

**Name of Labourshed Area**

**Report Date**

[Add Graphs to Report](#)

[Generate PDF Report](#)

## Labour Force Profile:

Key Employment Data    Other Labour Market Data

Labour Force Size  
**81175**

**Employment by Industrial Sector in the Selected CSD(s)**

INDUSTRIAL SECTOR	WORKERS
Health care and social assistance	14054
Educational services	10732
Public administration	10621
Retail trade	8391
Accommodation and food services	5636
Construction	5245
Administrative and support, waste management and remediation services	4901
Professional, scientific and technical services	3997
Manufacturing	3475
Other services (except public administration)	2779
Wholesale trade	2395
Finance and insurance	2188
Real estate and rental and leasing	1953
Transportation and warehousing	1842
Information and cultural industries	1092
Arts, entertainment and recreation	1072
Utilities	387
Agriculture, forestry, fishing and hunting	248
Mining, quarrying, and oil and gas extraction	103
Management of companies and enterprises	64

**Employment by Broad Occupation Categories for Selected CSD(s)**

CATEGORIES	WORKERS
Sales and service occupations	21097
Business, finance and administration occupations	12159
Occupations in education, law and social, community and government services	12036
Trades, transport and equipment operators and related occupations	9742
Health occupations	8969
Management occupations	5006
Natural and applied sciences and related occupations	4740
Occupations in manufacturing and utilities	2448
Occupations in art, culture, recreation and sport	2035
Natural resources, agriculture and related production occupations	988

**Occupations with Above Average Location Quotient for Selected CSD(s) Page 1 of 25**

OCCUPATION	LOCATION QUOTIENT
Correctional service officers	9.8
Fishing vessel deckhands	5.3
University professors and lecturers	5.1
Oil and gas well drilling and related workers and services operators	4.4
Post-secondary teaching and research assistants	3.8
Textile fibre and yarn, hide and pelt processing machine operators and workers	3.6
Sheriffs and bailiffs	3.5
By-law enforcement and other regulatory officers, nec	3.3
Probation and parole officers and related occupations	3.3
Inspectors and graders, textile, fabric, fur and leather products manufacturing	3.3

**Industries with Above Average Location Quotient for Selected CSD(s)**

INDUSTRY	LOCATION QUOTIENT
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# Keep Your Finger on the Pulse of Labour Demand (Job Postings)

and remediation services x

Agriculture, forestry, fishing and hunting x

Arts, entertainment and recreation x

Construction x Educational services x

Finance and insurance x

Health care and social assistance x

Information and cultural industries x

Management of companies and enterprises x

Manufacturing x

Mining, quarrying, and oil and gas extraction x

Other services (except public administration) x

Professional, scientific and technical services x

Public administration x

Real estate and rental and leasing x

Retail trade x

Transportation and warehousing x Utilities x

Wholesale trade x

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**Report Header Information (Optional)**

**Your Name**

**Your Organization**

**Name of Labourshed Area**

**Report Date**

Add Graphs to Report

Generate PDF Report

## Labour Force Profile: ↙

Key Employment Data Other Labour Market Data

Total Job Postings

7701

### Top 10 Occupations in Demand for Selected CSD(s) (Default Kingston)

By Job Posting
By Posting Intensity

JOB TITLE	POSTINGS
Retail salespersons	402
Other customer and information services representatives	301
Sales and account representatives - wholesale trade (non-technical)	255
Material handlers	224
Janitors, caretakers and building superintendents	223
Retail sales supervisors	185
Administrative assistants	183
Cooks	177
Food and beverage servers	155
Other business services managers	150

Ranking of Top 10 Occupations by Job Posting

### Industrial Sectors by Demand for Selected CSDs

CATEGORIES	POSTINGS
Educational services	702
Health care and social assistance	664
Accommodation and food services	497
Administrative and support, waste management and remediation services	385
Professional, scientific and technical services	278
Finance and insurance	272
Construction	192
Information and cultural industries	178
Utilities	149
Other services (except public administration)	132
Arts, entertainment and recreation	73
Real estate and rental and leasing	60
Agriculture, forestry, fishing and hunting	22
Management of companies and enterprises	7
Mining, quarrying, and oil and gas extraction	2
Manufacturing	0
Public administration	0
Retail trade	0
Transportation and warehousing	0
Wholesale trade	0

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# Help Employers “Find Workers”

Assist a current or potential local employer to assess the relevant talent pool and find the workers they need. [i](#)

Tutorial

Clear Filters

### Find Workers

Required # of workers

### In Occupations

### In City or Community [i](#)

### Within a Distance of (km)

### Report Header Information (Optional)

#### Your Name

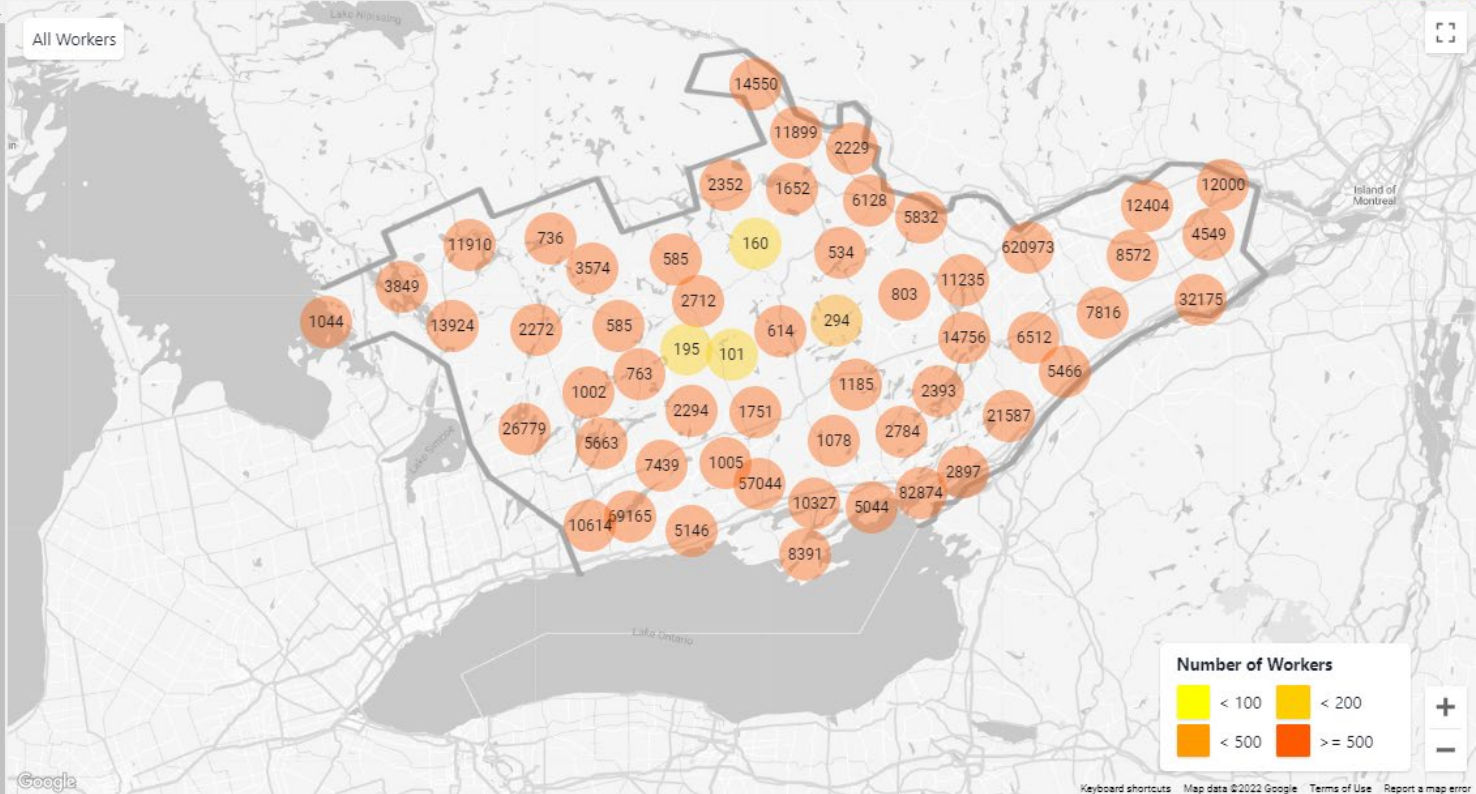
#### Your Organization

#### Client Organization

#### To Work in Industry

#### By Deadline

#### Report Date



Your Search Results

Keyboard shortcuts Map data ©2022 Google Terms of Use Report a map error

Match Type:

# Use Skills Comparisons to Find the “Shortest Path” Between Occupations

Clear Filters

**Find Workers**

Required # of workers:

**In Occupations**

Chemical technologists and technicians

**In City or Community**

Belleville

**Within a Distance of (km)**

**Report Header Information (Optional)**

Your Name: Karen Fischer

Your Organization: Ontario Ministry of Ag

Client Organization: SME

**To Work in Industry**

Agriculture, forestry, fishing and hunting

Animal production and aquaculture

**By Deadline**

10/31/2022

**Report Date**

1 2 **3** 4 5 > 19

Matched Occupations: Any Occupations Any Location Top Matches: 10

Occupation	Match Type	Count	Location	Distance	Action
2211 - Chemical technologists and technicians	Exact Match	7	Cavan Monaghan	87km away	▼
2211 - Chemical technologists and technicians	Exact Match	1	Gananoque	96km away	▼
2211 - Chemical technologists and technicians	Exact Match	1	Trent Lakes	98km away	▼
2112 - Chemists (Origin Job) -> 2211 - Chemical technologists and technicians (Destination Job)	Close Match	23	Belleville		▼
2121 - Biologists and related scientists (Origin Job) -> 2211 - Chemical technologists and technicians (Destination Job)	Close Match	15	Belleville		▲

**Description**

Biologists and related scientists conduct basic and applied research to extend knowledge of living organisms, to manage natural resources, and to develop new practices and products related to medicine and agriculture. They are employed in both laboratory and field settings by governments, environmental consulting companies, resource and utilities companies, chemical, pharmaceutical and biotechnical companies and health and educational institutions.

**Matched Skills**

Chemistry	Microbiology
Good Manufacturing Practices	Regulatory Requirements
Food Safety	Ingredient Functionality
Ingredient Testing	Food Science
Sanitary Design and Controls	Dietary Supplements
Sustainable Agriculture	Food Industry Knowledge
Sensory Analysis	Food Microbiology
Food Safety	Pasteurization
Nutraceutical	Baking Industry Knowledge
Dairy Industry Knowledge	New Product Commercialization
Dietetics Industry Knowledge	Commodity Market Knowledge
Tech Transfer	Good Agricultural Practices (GAP)
Food Manufacturing Industry Knowledge	Agronomy
Good Handling Practices (GHP)	Beverage Industry knowledge

**Typically Additional Skills Needed for Chemical technologists and technicians**

Sanitation	Reagent
Biochemistry	Calculations
Analytical Chemistry	Chemical Engineering
Instrumentation	

# LMINT....

Will be released in the fall of 2022...

- With basic functionality (a “Minimum Viable Product”)
- Through Creative Commons licensing for the tool itself
- Using an initial dataset protected under an R&D-focused ‘limited use’ agreement with Lightcast
- With feedback to the EOLC through the Community of Practice





Thank you for  
spending time with us today.

Would you like to help us  
test and improve LMINT?

Please feel free to contact us.

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[www.EOLC.info](http://www.EOLC.info)

Or for more information on our Working Group....

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(Chair, EOLC Workforce Development and Deployment Working Group)

