

**Labour Market Research Package**

<b>Participant Name:</b>	
<b>Occupation of Interest:</b>	<b>Program of Interest:</b>

**Instructions for completing guide:**

Please read through the following information before beginning. Then work through each section and either use the space provided to write in your answers or use this as a template for creating your own document.

**SECTION 1: GETTING READY**

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**What is Labour Market Research?**

Labour market information tells you:

- What skills employers are looking for
- What industries are hiring
- Where to find employers who are hiring
- What working conditions are like for specific industries
- What education and training you need for specific jobs
- What is the cost of obtaining training for specific jobs
- What factors can stop you from getting a job
- Which job areas are growing in the future

By knowing as much as you can about your occupation of interest, you can make better, more informed career and education decisions.

**SECTION 2: INTERNET RESEARCH**

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**Internet Sites**

[www.careercruising.com](http://www.careercruising.com)

**username:**

**password:** Will be provided by your Case Manager

This site has job descriptions, average earnings, links to education/training, and video interviews with people working in the profiled occupations.

[www.jobbank.gc.ca](http://www.jobbank.gc.ca)

This site allows you to produce a detailed report based on an occupation of your choice specific to each province in Canada.

**Using these internet sites (and any others you find) fill in the following information and/or print out information from the sites.**

### Primary Job Duties:

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### Wage/Salary Estimates

Source (ex. Career Cruising)	Wage/Salary
	\$
	\$
	\$

Based on the information gathered what do you believe will be the average starting wage/salary for this occupation?

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Is this occupation in demand in Newfoundland (unemployment rate, skills shortage)?

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**Employment Outlook**

Source (ex. Career Cruising)	Employment Outlook (ex. good, fair, poor, etc)
	Province/Geographic area:  Outlook:
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What type of employers hire for this occupation?

Are you willing/able to move to find work if necessary?

Based on your research so far, list any potential drawbacks with respect to working in this occupation:

**Training Institutions (Source – Career Cruising)**

<b>Program</b>	<b>Training Institution/Campus</b>	<b>Length of Program</b>	<b>Cost Per Semester (tuition only)</b>	<b>Cost Per Semester (books and fees)</b>

Based on the information gathered which training institution would you attend?

**SECTION 3: FIRST HAND DATA – INFORMATION INTERVIEWS**

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Information interviewing involves speaking to people who work in the field you want to learn more about. It is not interviewing for a job. Use it as a way to gather more information about the field you are interested in, so that you can make informed career and education choices. You can also use the information you gather in your future job search – to write effective cover letters and resumes, and be better prepared for job interviews.

To ensure you're making a good choice in an occupation and school program, please conduct some information interviews and record what you find out either in the space provided on the following pages, or in your own document.

## How to approach someone for an Information Interview

- Start with anyone you already know or have a connection with (friends of your parents, teachers, extended family) that works in the field you're interested in
- Prepare for the interview by planning what you want to ask and reading up on the occupation as much as possible
- Call or email your contact to request a meeting, phone call or if they can answer questions by email
- Explain that you are doing career research to help you decide on an occupation and what program to do at school and that you value their input and opinions
- Anytime someone takes time to help you it's a good idea to send a thank you card or an email telling them you appreciate their time – you never know when you might connect with them again. First impressions count!

## Part A: Interviewing 2 EMPLOYEES who work in your Occupation of Choice

For this part of your research, please interview 2 employees who are currently working in your chosen occupation. Please see the suggested questions below but feel free to add your own. Please record your answers in the space provided or in your own document.

### Suggested Questions

- Tell me about your job?
- What is a typical day like in your job?
- What do you enjoy most about your job?
- What do you enjoy least?
- How did you get into this field?
- Are there advancement opportunities in this occupation?
- Do you have any advice for a person entering this field?
- Is there anything else that you think I should be aware of while considering this occupation?
- Is there anyone else who I should speak with regarding this occupation?

**Employee #1**

Name: \_\_\_\_\_ Phone or Email: \_\_\_\_\_

Place of Work: \_\_\_\_\_

**Employee #2**

Name: \_\_\_\_\_ Phone or Email: \_\_\_\_\_

Place of Work: \_\_\_\_\_

**Part B: Interview two EMPLOYERS in your Occupation of Choice**

For this part of the interview, interview two EMPLOYERS who actually hire workers in your chosen field.

**Suggested Questions:**

- Do you anticipate hiring any additional \_\_\_\_\_?
- If you do anticipate hiring in the near future, when would this be and how many workers would you need in this field?
- What is the range of pay for someone in this field? (Starting/Experienced)
- Do you recognize training from \_\_\_\_\_?
- Do you have any advice for a person entering this field?

**Employer #1**

Employer Name: \_\_\_\_\_



**Employer #2**

Employer Name: \_\_\_\_\_

**SECTION 4: GRADUATE STATISTICS FROM TRAINING INSTITUTION**

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Ask the school to provide you with any details they may have on graduates from this program.

**Suggested Questions:**

- What is the percentage of graduates from this program who are finding work in this field?
- How long is it taking them to secure a position in this field?
- Are they working inside or outside of the province?
- What is the salary range these graduates are earning?
- Name some employers who have hired your graduates.
- Is this program recognized outside of Newfoundland and Labrador?

**Graduate Statistics**

**SECTION 5: SUMMARIZING AND EVALUATING YOUR DATA**

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Evaluate the information you have collected from the internet and from connecting to people in your occupation of interest.

Consider the following questions and use the space following to express why this is occupation and program is the best option for you. (If your research is causing you to reconsider, don't worry – your Case Manager can assist you with adjusting your plans!)

- Does this occupation have good employment prospects?
- Will this program allow me to be competitive in the job market?
- How do my strengths, abilities and personality fit with this occupation?
- Will I earn enough money in this occupation?
- Do employers have a preference for the school program I'm choosing?
- After reviewing all of this data, is this program and occupation the best choice for me considering my life goals, personality and natural abilities?

## Sources of Labour Market Information

### **CAREER SEARCH SITES:**

- Job Bank – <http://www.jobbank.gc.ca>
- Indeed Job Bank – <http://www.indeed.ca> (Canadian Jobs)  
– <http://www.indeed.com> (United States Jobs)
- CareerBeacon – <http://www.careerbeacon.com>
- Workopolis – <http://www.workopolis.com>
- The Balance Careers – <https://www.thebalancecareers.com>
- Eluta Job Search – <http://www.eluta.ca>
- Monster – <http://www.monster.ca>
- Career Owl – <http://www.careerowl.ca>
- Canada Jobs – <http://www.canadajobs.com>
- Careers in Constructions – <https://www.careersinconstruction.ca/en>

### **EMPLOYERS:**

- Public Service Commission NL – <https://www.hiring.gov.nl.ca/Home.aspx>
- Public Service Commission of Canada –  
<https://www.canada.ca/en/public-service-commission/jobs/services/gc-jobs.html>
- Canadian Armed Forces Jobs – <http://www.forces.ca>
- Alberta Job Centre – <http://www.albertajobcentre.ca>
- RigZone: Oil and Gas Jobs – <http://www.rigzone.com/jobs/?wwkr-t>
- Council of Marine Professional Associations – <http://www.compasscanada.info>
- PIHRC (Petroleum Industry Human Resource Council) – <http://www.oilandgascareerinfo.ca>
- National Association of Women in Construction – <http://www.nawic.org>
- Vale – <http://www.vale.com>
- Hebron Project – <http://www.hebronproject.com>
- Nalcor Energy – <http://www.nalcorenergy.com>
- YM/YWCA – <http://ymcanl.com/>

## **LABOUR MARKET RESOURCES:**

Career Cruising – <http://www.careercruising.com>

Service Canada – <http://www.servicecanada.gc.ca>

Immigration, Population Growth and Skills Apprenticeship and Certification –  
<http://www.gov.nl.ca/ipgs/app/>

Dept of Finance Occupations Projections –  
<https://www.gov.nl.ca/fin/economics/occ-default/>

NOC – <http://noc.esdc.gc.ca/>

Alberta Learning Information Service (ALIS) – <http://alis.alberta.ca>

Outlook 2025 –  
<https://www.gov.nl.ca/ipgs/files/publications-pdf-labour-market-outlook2025.pdf>

Provincial Post Secondary Offerings – <http://www.lmiworks.nl.ca/PPSOL>

LinkedIn – <http://www.linkedin.com>

Salary Wizard Canada –  
[https://swz.salary.com/CanadaSalaryWizard/LayoutScripts/Swzl\\_NewSearch.aspx](https://swz.salary.com/CanadaSalaryWizard/LayoutScripts/Swzl_NewSearch.aspx)

Career Planner – <http://www.careerplanner.com>

Career Information Hotline – 1-800-563-6600

## **NEWSPAPERS/MEDIA:**

VOCM – <http://www.vocm.com>

CBC – <http://www.cbc.ca/nl>

The Telegram – <http://www.thetelegram.com>

### **Tips:**

- Newspapers can be a valuable source of labour market information. Clip job ads and articles, which include employment potential. The business section is a useful source of information
- Graduate employment statistics from schools; remember to confirm if graduates are employed in their area of training