

Updated resource to help Ontarians make career decisions

In July 2017, Ontario redesigned its labour market information (LMI) website to improve user experience and access to information for a range of users. The first release of this multi-phase project included redesigning the 180 job profiles on the website with a refreshed look-and-feel, improved navigation and enhanced user experience.

Subsequent updates to the website in October 2017 and January 2018 included:

- Increasing the number of job profiles available, bringing the total to 500
- Promoting awareness of apprenticeship training opportunities
- Adding an option to filter profiles by job outlook
- Enabling users to sort all 500 job profiles by highest annual income, fastest growing, and most job openings
- Making it easier to download the data available in all job profiles

In February, Ontario also released another update to its LMI website with the addition of a career quiz, which allows individuals to identify their strengths and abilities; in 10 minutes an individual can see 10 jobs that may be a good fit for them.

Together, these updates have made it easier for Ontarians to access and explore the information they need to make decisions about education, training, and employment.



For example, Yasmine, a Second Career applicant, can use Ontario's LMI website to:

- Identify projected future demand for electricians

- Determine the trade certification required
- Research available apprenticeship training opportunities, and
- See where the most electricians are working in Ontario



Similarly, Luis, a college student studying graphic design, can use Ontario's LMI website to:

- Find out how much he can expect to earn after he graduates,
- See which industries graphic designers work in,
- Identify how many graphic designers are self-employed, and
- Build his resume and portfolio based on employer requirements

More local, granular and real-time labour market content and functionality will be added to the website beginning in spring 2018, and subsequent development will continue to be supported by stakeholder feedback and user engagement.

Ontario's labour market website can be found at ontario.ca/labourmarket.