




Implications of New  
Brunswick's Labour Market  
Trends and Forecasts



**NBjobs.ca**

June 2018

# What is Labour Market Information?

- Labour Market Information (LMI) includes all information, data and analysis relating to employment and the labour force.
- LMI can be:
  - formal or informal;
  - qualitative or quantitative;
  - local or global;
  - historical, current, or forecasted

# What is Labour Market Information?

- LMI can take many different forms and cover many different topics including:
  - “Traditional” labour force characteristics (employment, unemployment, etc.)
  - Information on who’s hiring, what occupations/skills/training are in demand, what industries are growing, etc.
  - What working conditions are like in certain jobs, what type of obstacles jobseekers face, etc.
  - Factors that influence the labour market/economy (e.g. automation, government policies, etc.)

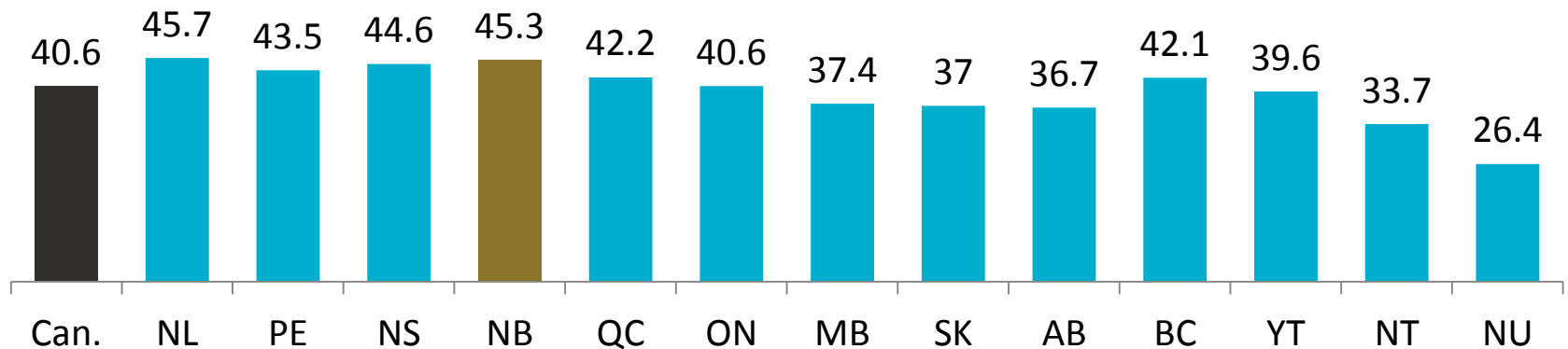
# Our Analysis

- Recent LMI products:
  - Census Reports (Aboriginal Peoples, Journey to Work, etc.)
  - Profile of the New Brunswick Labour Force (coming soon)
  - Minimum Wage Factsheet (coming soon)
- Regular monitoring + reports on Labour Force Survey data, Job Vacancy and Wage Survey data, job ad data, and more.
- Research, forecasting and supporting policy development
- Ad-hoc analysis for internal and external stakeholders

# Profile of the NB Labour Force

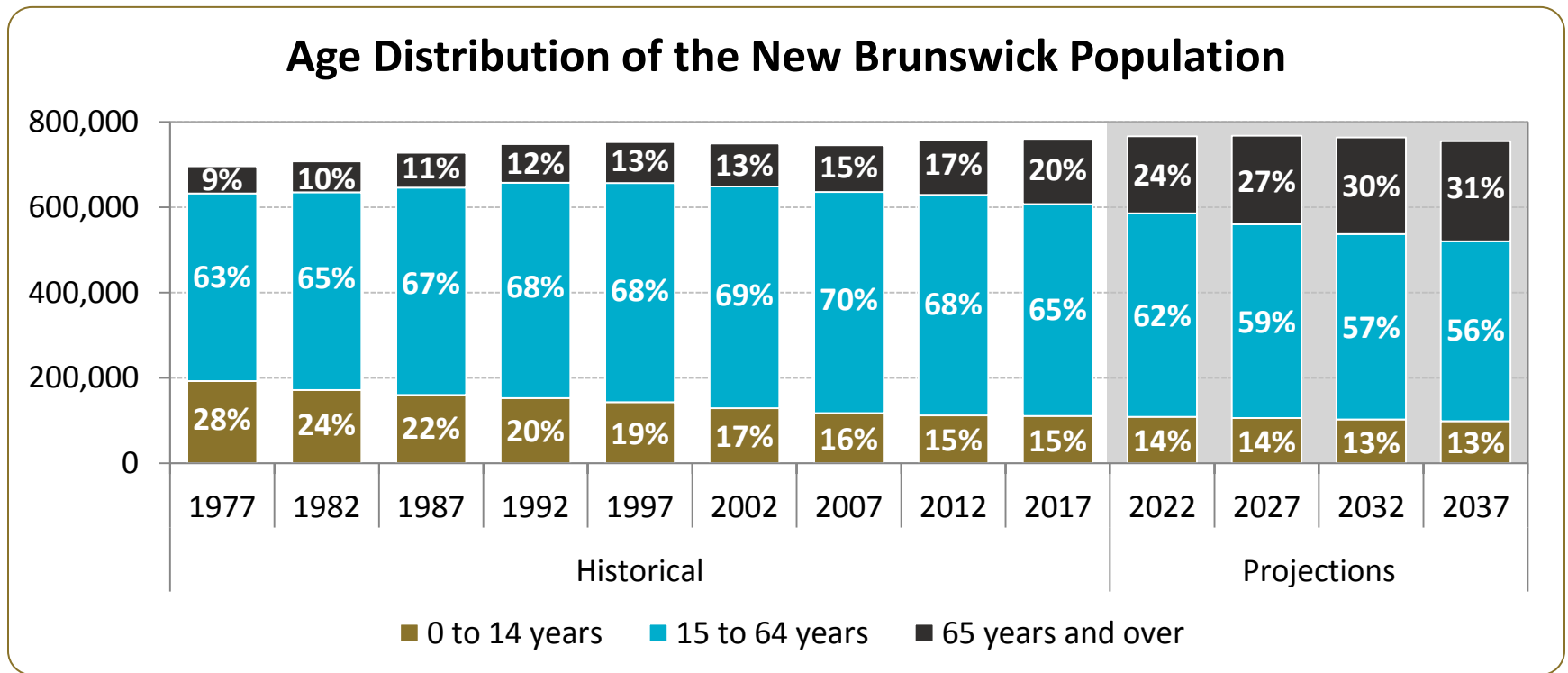
New Brunswick's population is old... and getting older.

**Median Age (Years) by Province (2017)**



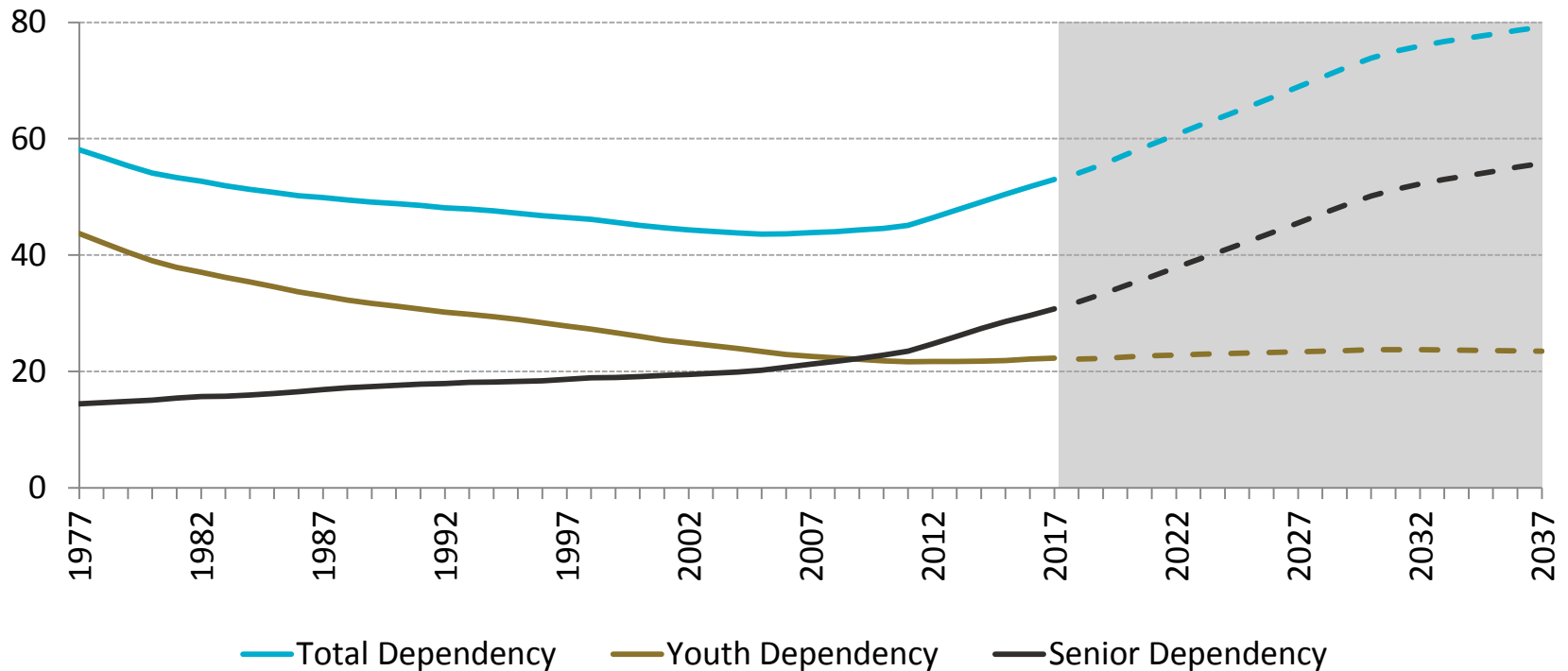
# Profile of the NB Labour Force

As time goes on, we will continue to have fewer and fewer typical working-age NBers to support our growing senior population



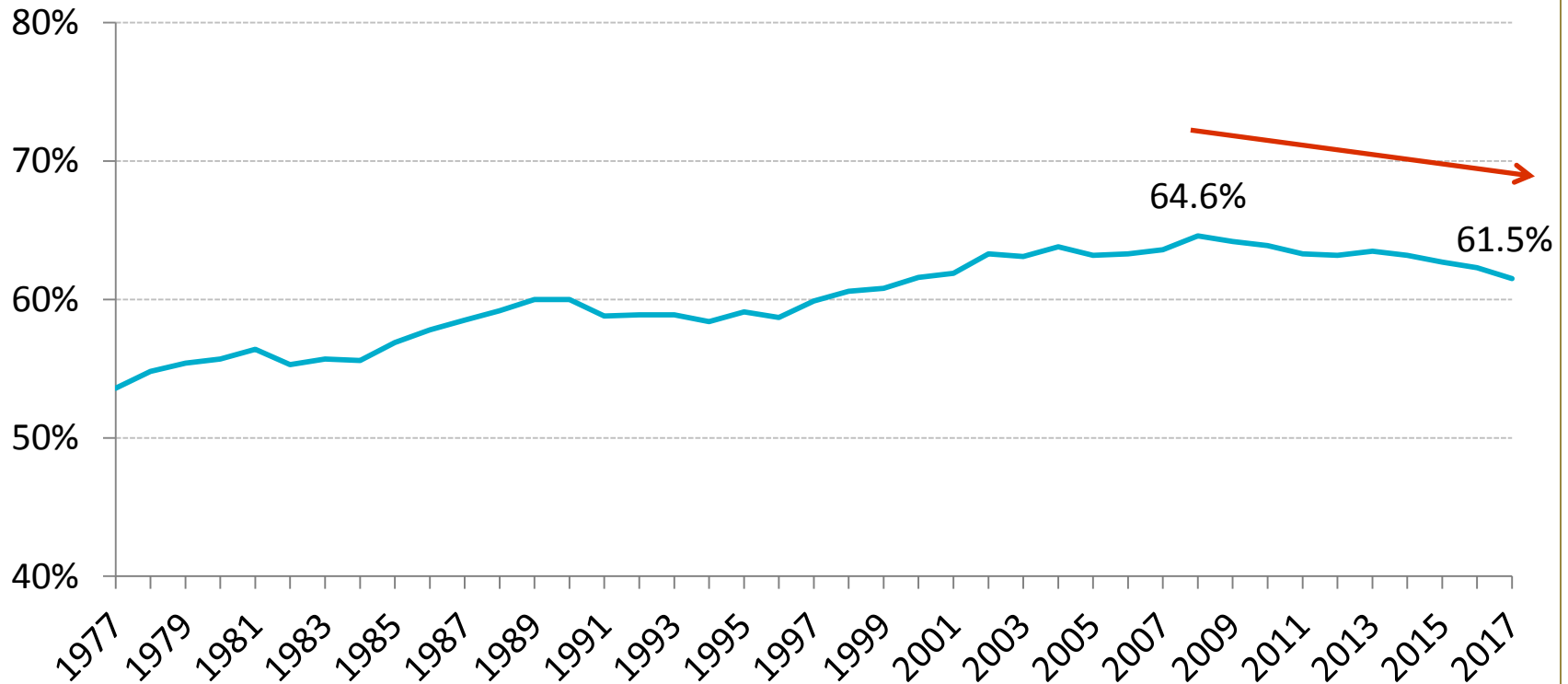
# Profile of the NB Labour Force

**New Brunswick Dependency Ratios  
(1977 to 2017 Historical, 2018 to 2037 Projections)**



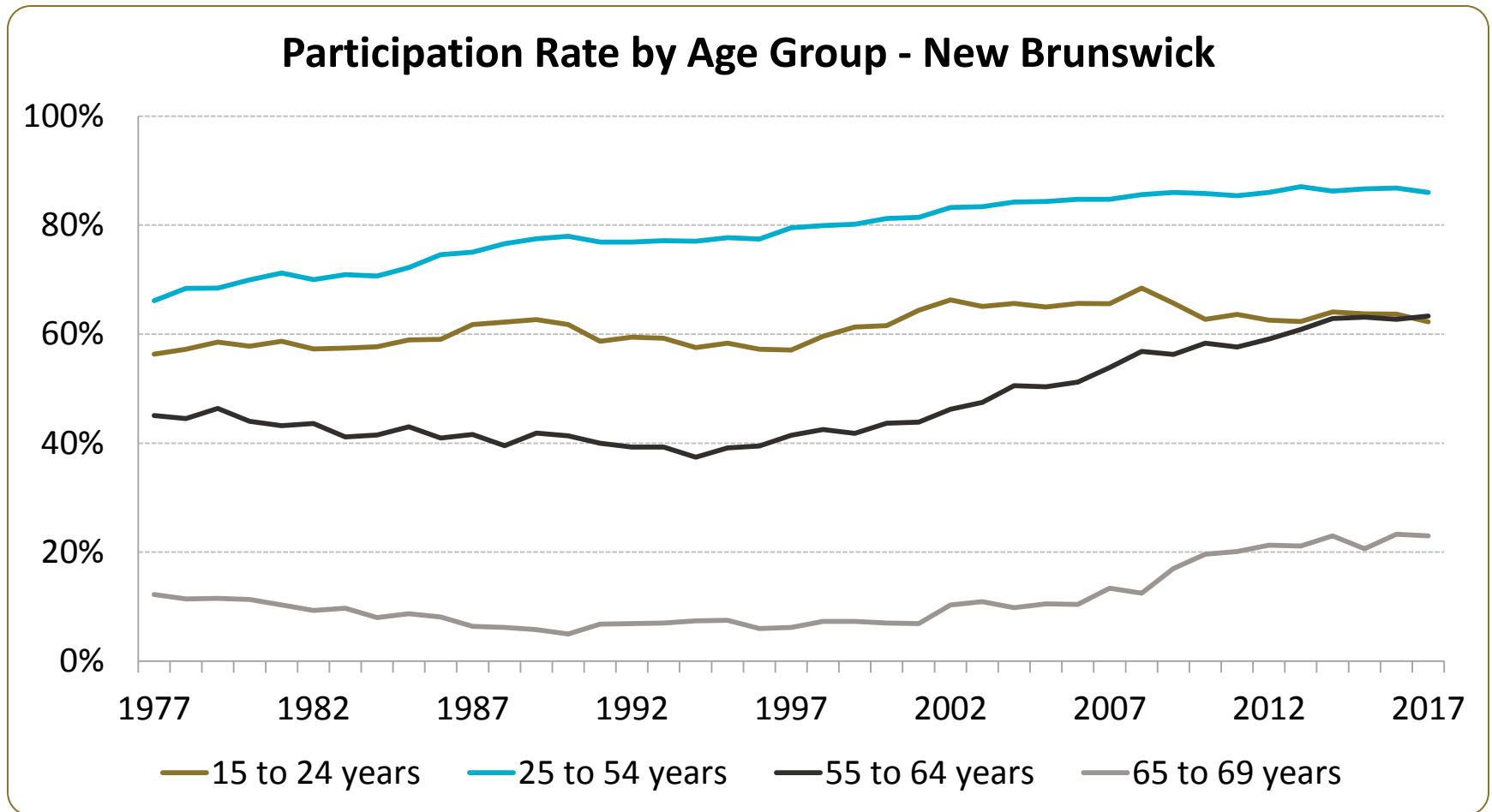
# Profile of the NB Labour Force

## Participation Rate - New Brunswick



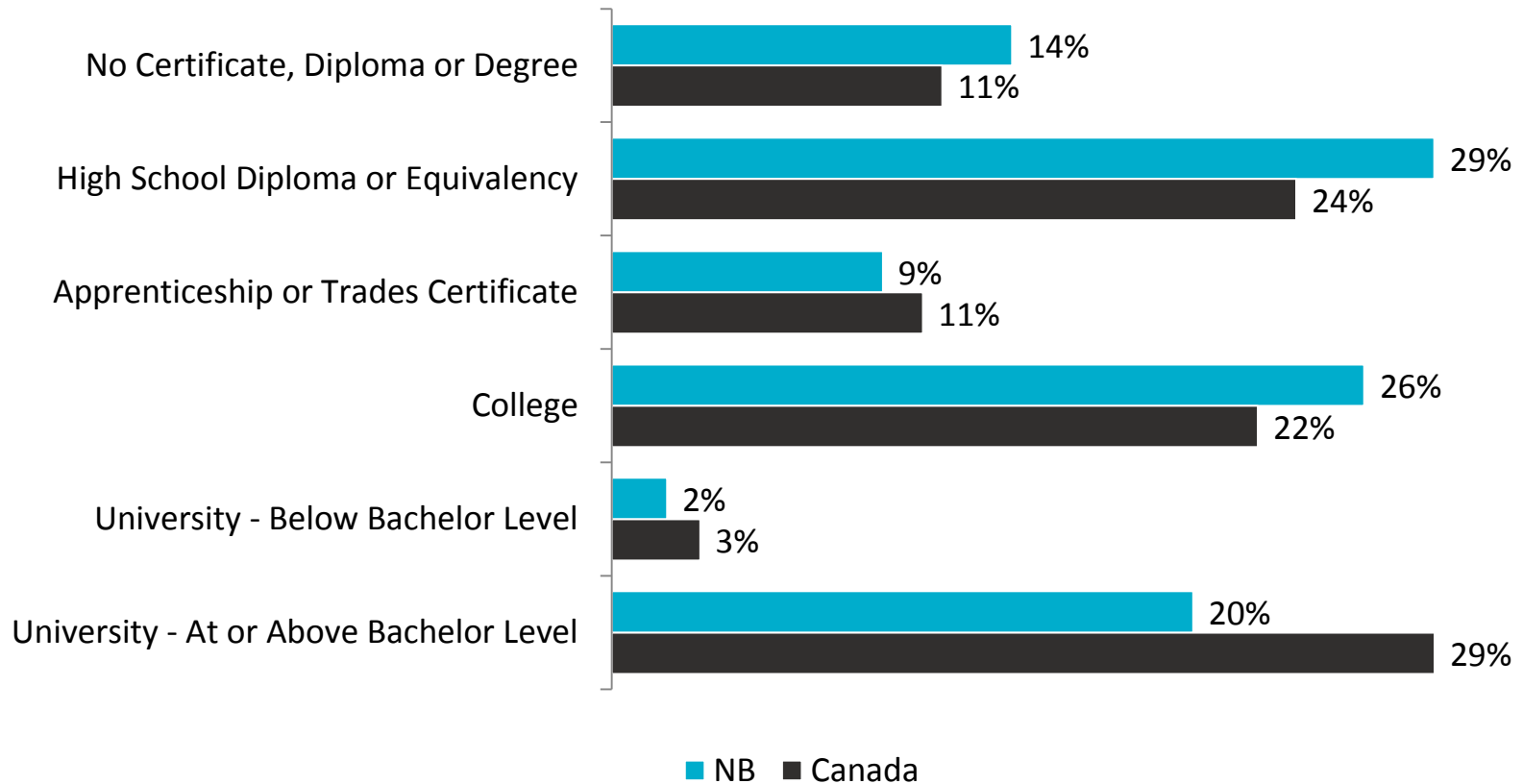


# Profile of the NB Labour Force



# Profile of the NB Labour Force

**Distribution of Population by Highest Level of Education  
(Ages 25 to 64, 2016)**

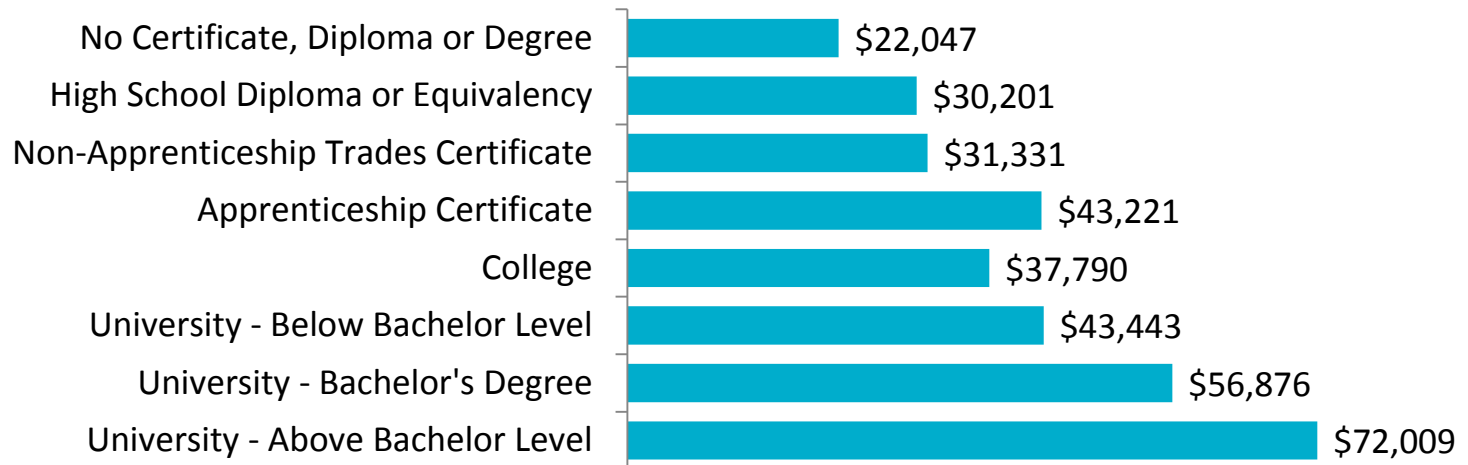


# Profile of the NB Labour Force

## Labour Force Statistics by Highest Level of Education (Ages 25 to 64, 2016)

Characteristic	No Certificate, Diploma or Degree	High School Diploma or Equivalency	Post-Secondary
Participation Rate	59.7%	75.3%	84.6%
Unemployment Rate	22.3%	11.2%	7.0%

## Median Employment Income by Highest Level of Education (Ages 25 to 64, New Brunswick, 2015)



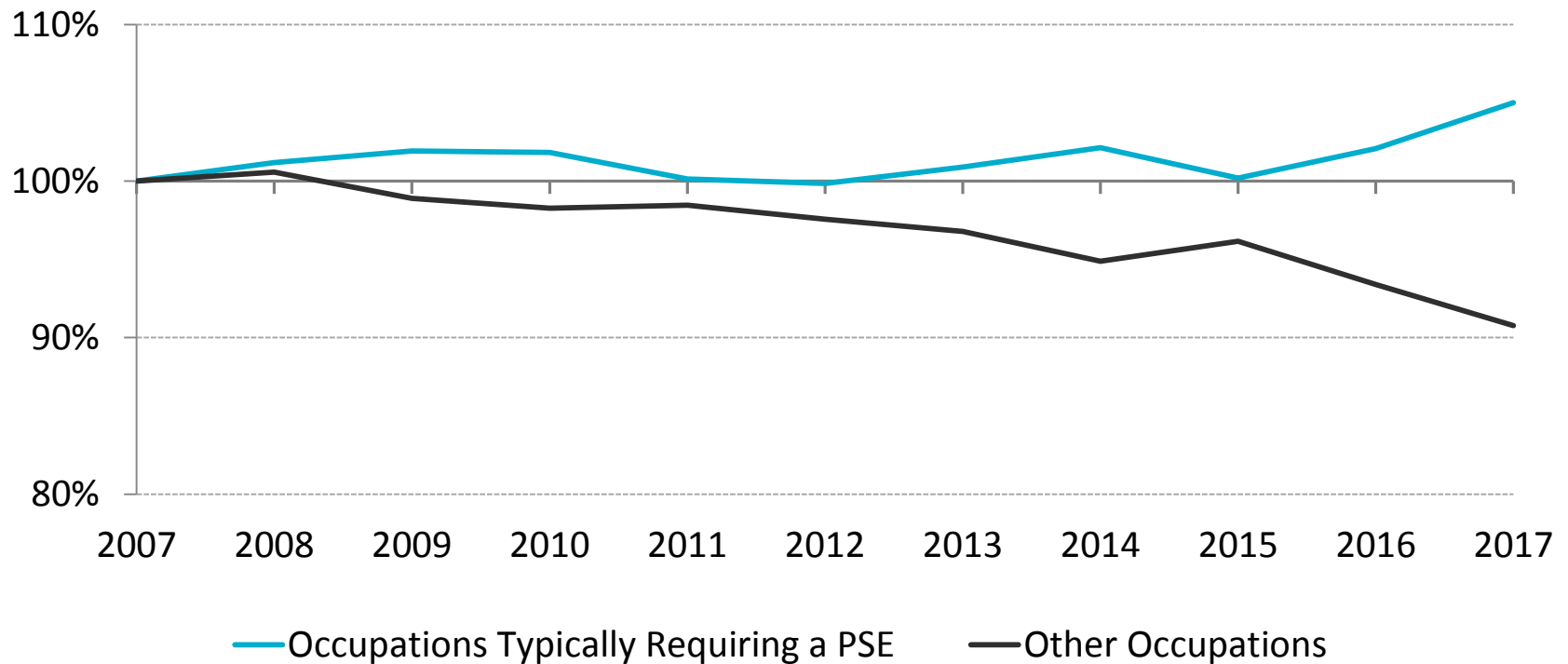
# Profile of the NB Labour Force

**Employment in the Goods-Producing and Service-Producing Sectors, Relative to 2007 (New Brunswick, 2017)**



# Profile of the NB Labour Force

**Employment for Occupations Typically Requiring a Post-Secondary Education, Relative to 2007 (New Brunswick, 2017)**



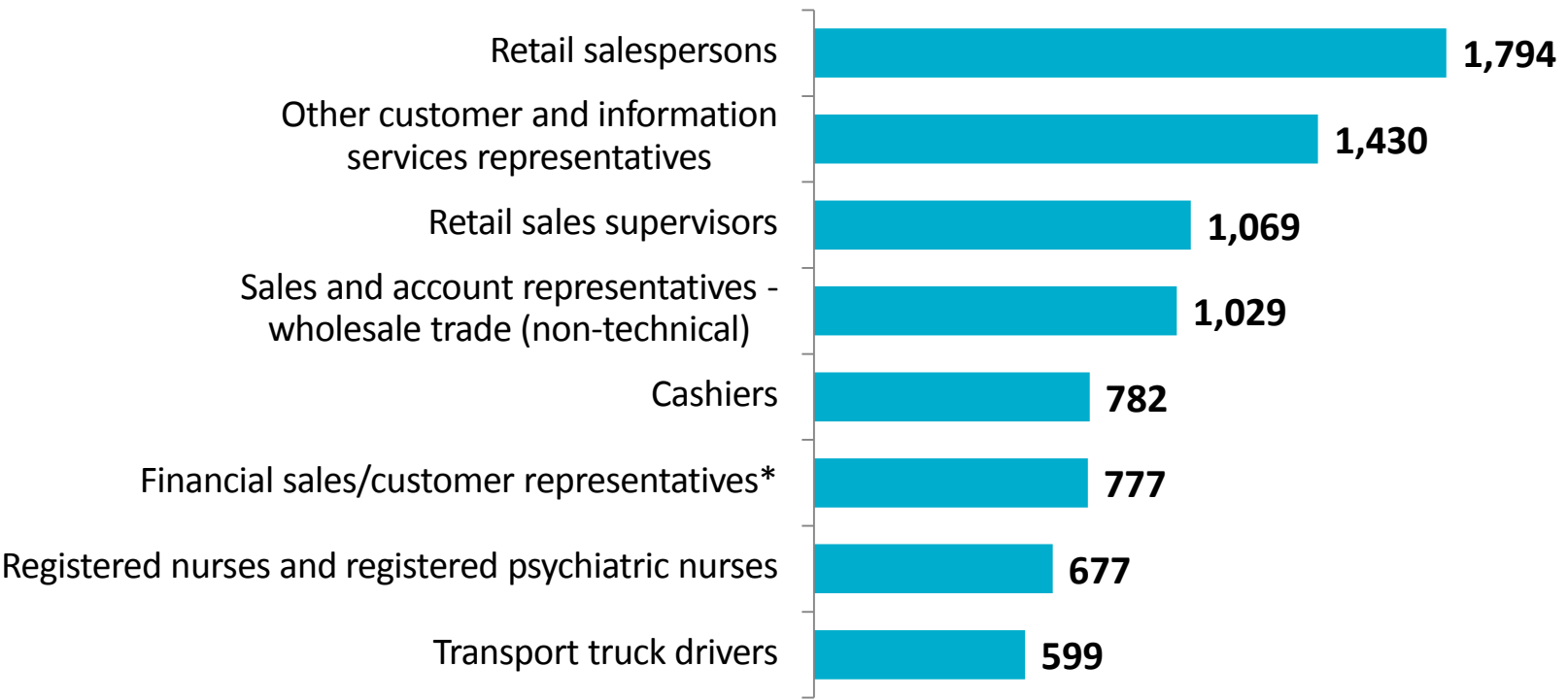
# Profile of the NB Labour Force

- In order to create a healthy labour market, there will need to be an increased priority on:
  - Education and training
  - Attracting and retaining skilled workers
  - Taking steps to encourage labour force participation among under-represented groups (women, youth, older workers, persons with disabilities, Aboriginal peoples, non-economic immigrants, etc.)

# NBjobs.ca

- Meeting the province's labour market needs will be an ongoing challenge...
- In 2017, there were 29,733 new online job ads on NBjobs.ca. Some of the companies posting the most ads were:
  - Horizon Health Network
  - J.D. Irving, Limited
  - Loblaw Companies Limited
  - Réseau de Santé Vitalité
  - GNB
  - Walmart
  - Scotiabank
  - Sobeys Inc.

## Occupations (NOC4) with Highest Number of Job Ads in New Brunswick (2017)





## Top Skills Sought in Job Ads (2017):

### Hard Skills:

- Microsoft Office
- Bilingual
- Network management
- Quality assurance
- Technical support

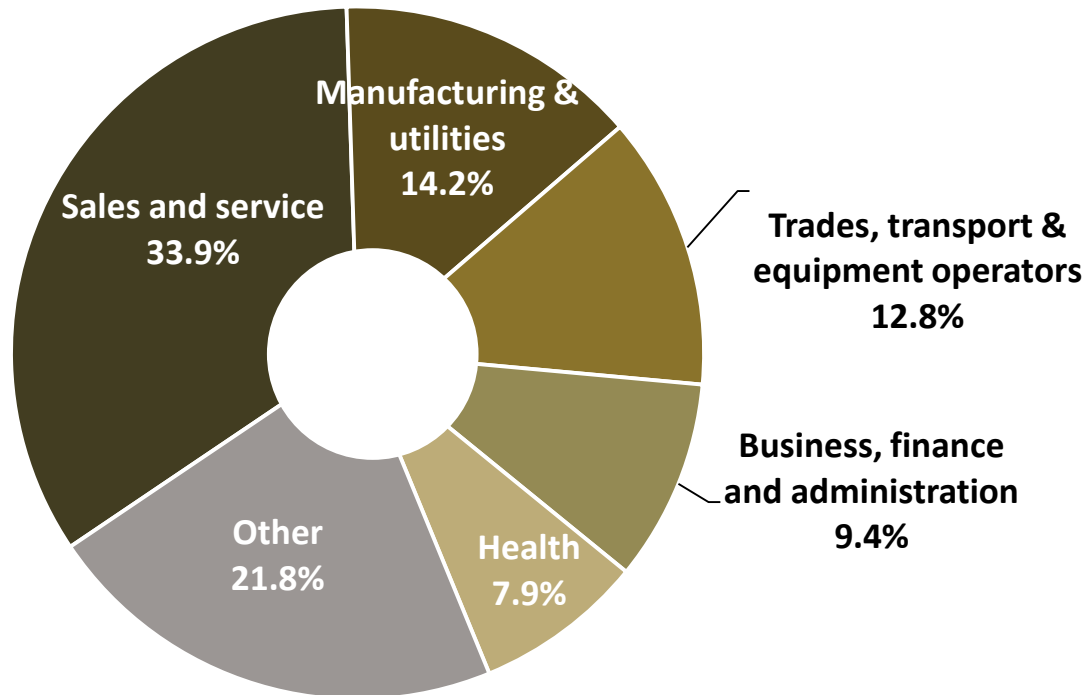
### Soft Skills:

- Detail oriented
- Oral and written communication
- Team player
- Dependability
- Work independently

# Job Vacancy and Wage Survey

- Average of 7,311 job vacancies per quarter in 2017

**Job Vacancies by Occupational Group (2017)**



# Job Vacancy and Wage Survey

## Top 3 Occupations by Number of Vacancies by Quarter (Last Four Quarters)

<p><b>October-December, 2017 (Q4)</b></p>	<p>Food counter attendants, kitchen helpers and related support occupations Retail salespersons Other customer and information services representatives</p>
<p><b>July-September, 2017 (Q3)</b></p>	<p>Other customer and information services representatives Food counter attendants, kitchen helpers and related support occupations Labourers in fish and seafood processing</p>
<p><b>April-June 2017 (Q2)</b></p>	<p>Labourers in fish and seafood processing Transport truck drivers Retail salespersons</p>
<p><b>January-March, 2017 (Q1)</b></p>	<p>Retail salespersons Fish and seafood plant workers Transport truck drivers</p>

# Looking forward...

- Small-Area Population Forecasts for New Brunswick
  - Paul Peters
- New Brunswick Labour Market Outlook 2017-2026
  - InPro Solutions

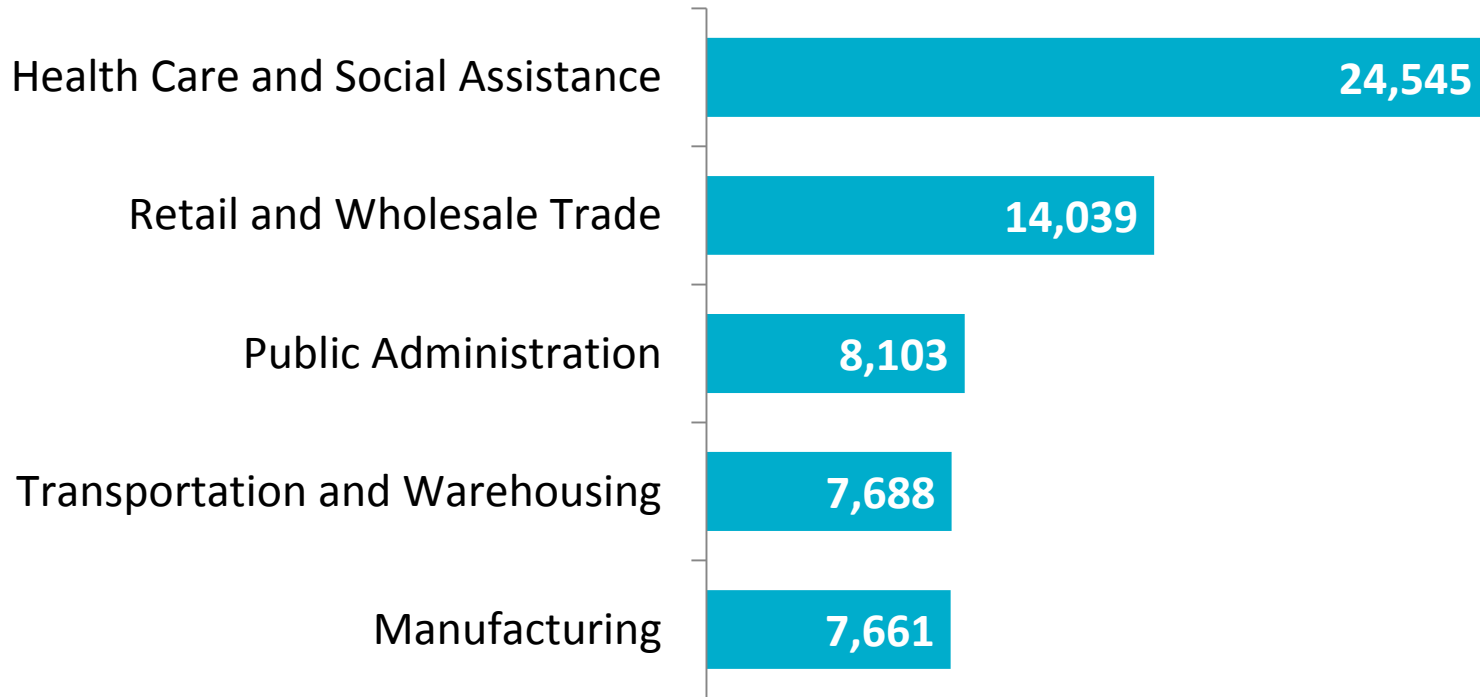


# Labour Market Forecasts

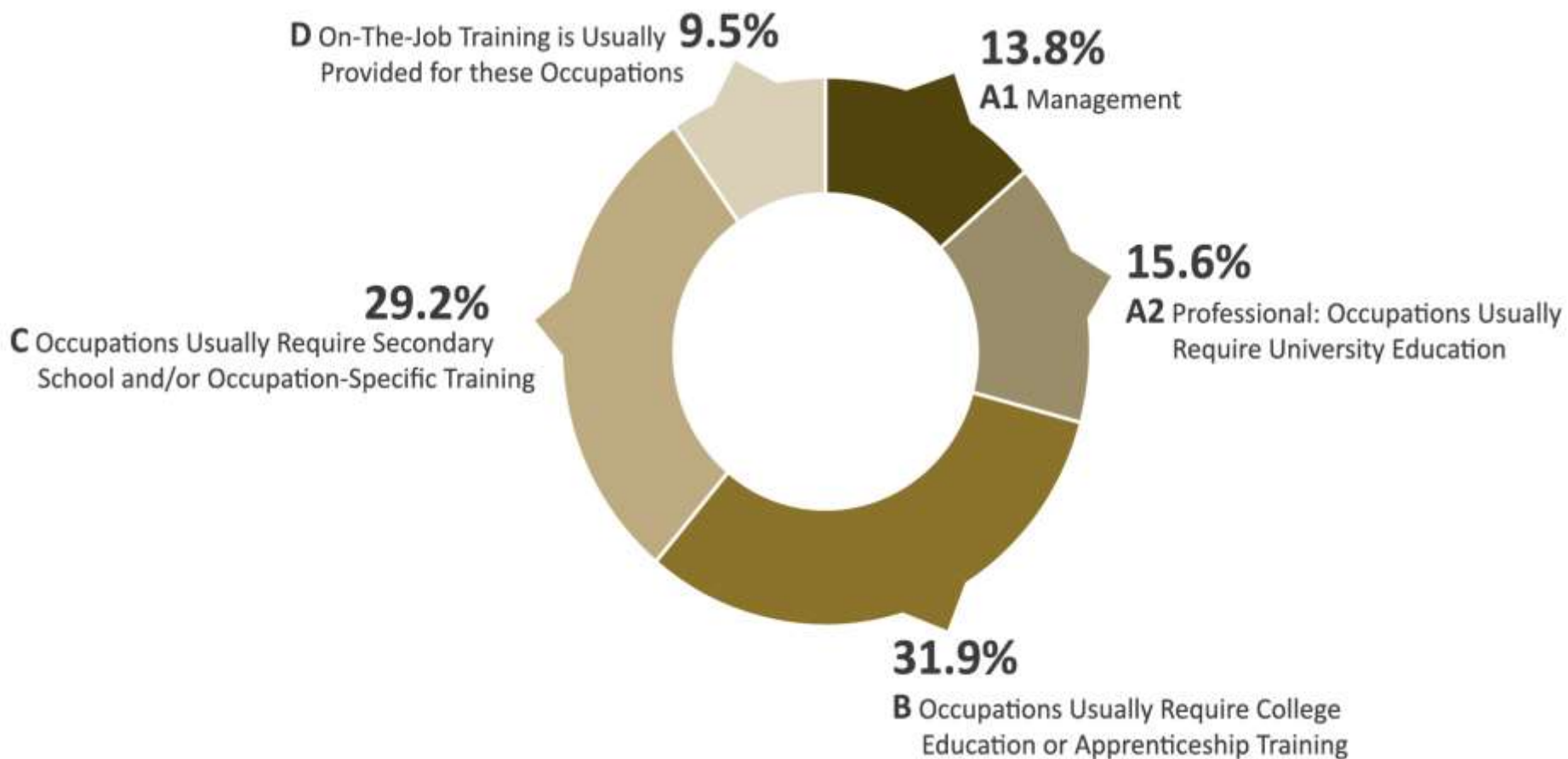
- 110,000 job openings forecasted over the next 10 years (2017-2026), most of which come from replacement demand (i.e., retirements and deaths)
  - Approximately 87% of openings are expected to be filled from the labour supply in New Brunswick (e.g., high school graduates, post-secondary graduates, changes in occupations)
  - The remaining 13% of openings are expected to be filled from sources of supply external to New Brunswick, from international migration and interprovincial migration

# Labour Market Forecasts

## Sectors with Most Forecasted Job Openings (2017 to 2026)



## Forecast - Job Openings by Skill Level (2017 to 2026)



# Population and Labour Market Forecasts

- The population forecasts:
  - Are easy to update with new data
  - Are available by several sub-provincial regions, including:
    - 15 Counties
    - 7 Health Regions
    - 33 Health Council Community Districts
    - 49 Provincial Electoral Districts
    - 12 Regional Service Commission Areas
    - 7 Census Metropolitan Areas/Census Agglomerations
    - 39 PETL Employment Sub-Regions
  - Can be updated with more sub-provincial regions



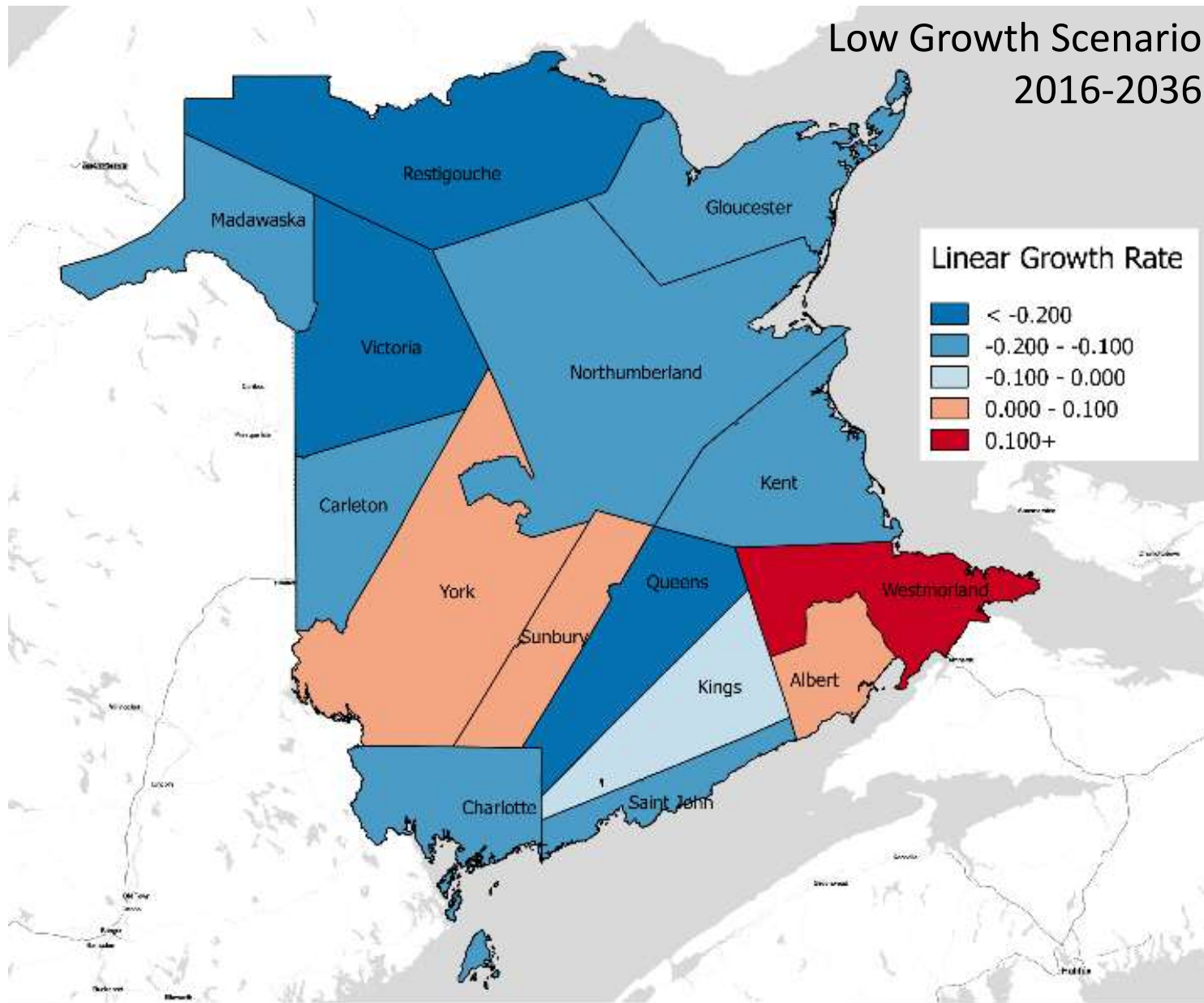
# Key Findings

- Relatively poor economic and workforce growth is expected at a provincial level
- Relying on a few major project investments to turn around the economy is an insufficient long-term solution
- Aging population with fewer youth
- Low or negative population growth is expected across most areas of the province
- Urbanization is expected to continue

# Key Findings

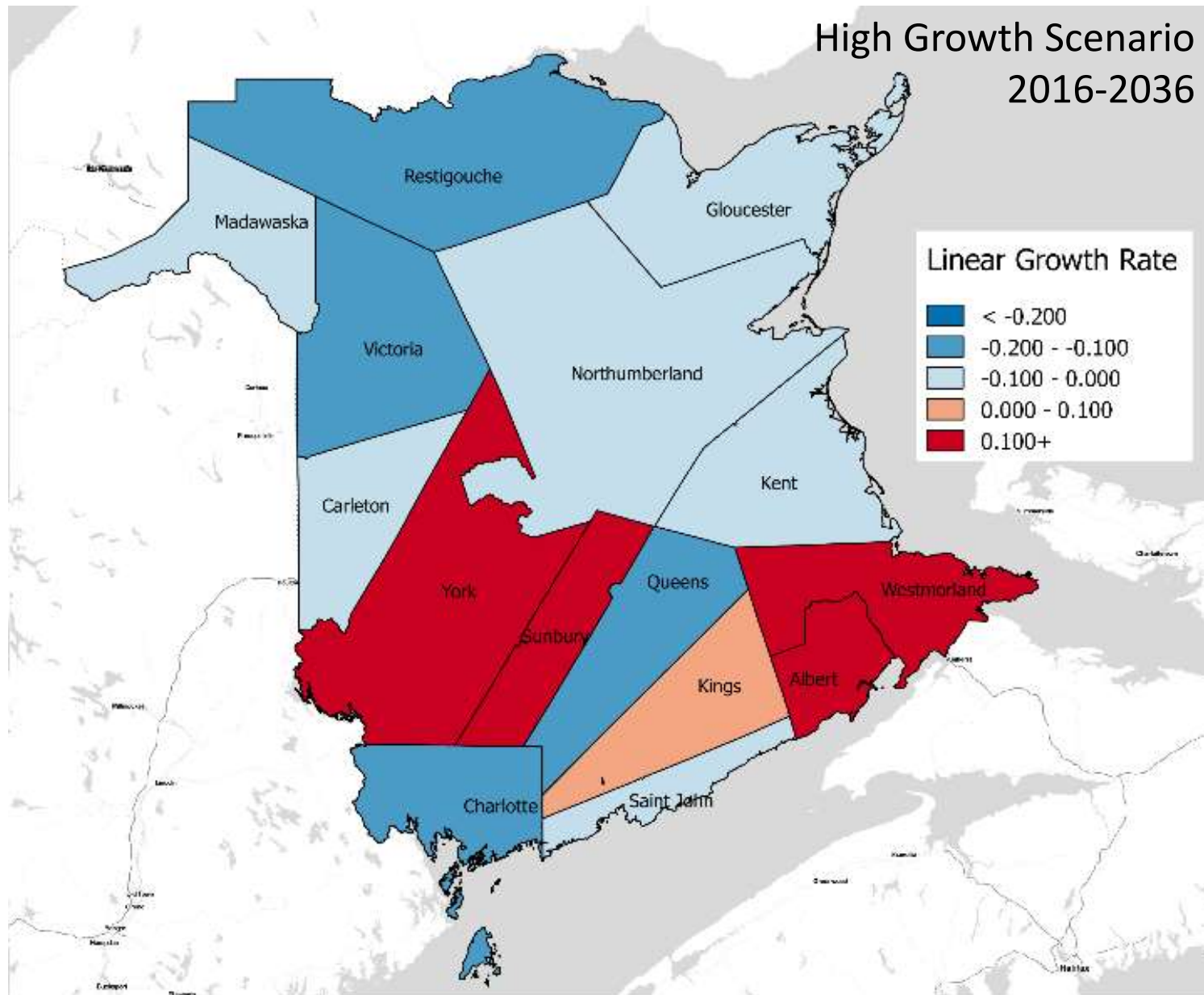
- Interprovincial out-migration is unstable and is primarily responsible for low or negative population growth rates
  - Particularly in rural areas
- Interprovincial out-migration is closely tied to unemployment in New Brunswick and the economic circumstances of other provinces
  - Especially Alberta

# Low Growth Scenario 2016-2036



Prepared by the Policy, Research  
and Labour Market Analysis Branch,  
Department of Post-Secondary  
Education, Training and Labour (PETL)

# High Growth Scenario 2016-2036



Prepared by the Policy, Research  
and Labour Market Analysis Branch,  
Department of Post-Secondary  
Education, Training and Labour (PETL)

# ...So What?

- Think about the potential implications regarding:
  - Health care costs
    - In 2015, \$6,228 for those age 65 to 69; \$8,386 for those 70 to 74; \$11,737 for those 75 to 79; and the trend continues to increase
    - 1 senior per 2.4 working-age people by 2026, compared to 1 senior per 5 working-age people in 2005
  - Growth strategies
    - Long-term estimates have been provided, but provincial growth strategies focus on short-term
  - Industries and occupations
    - Impact of demographics on resource-based industries in rural areas?
    - How might this impact rural development?
  - How to cope with the reality of a declining population

## 2015 New Brunswick Total Health Expenditures by Age Groups (\$ per capita)

