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Keeping Up With the Labour Market

How Career Development Professionals Use Labour Market Information

November 2026



LMIC LABOUR MARKET INFORMATION COUNCIL

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ccdf Canadian Career Development Foundation

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Authors

Laura Adkins-Hackett, senior economic advisor, LMIC

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For more information about this report, please contact research@lmic-cimt.ca.

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Key findings

- CDPs play a key role in the labour market by helping clients access and use LMI to make informed career decisions.
- The types of LMI most commonly used by CDPs in their work concern job vacancies, labour market outcomes, and training and skills development.
- Our survey found that CDPs value reliability most of all when choosing an LMI source, with 82% of respondents rating it as very important. Timeliness and ease of access followed.
- CDPs are concerned about how LMI represents individuals, particularly around timeliness and granularity: If clients can't see themselves in the data, it can be hard to translate it to their personal experiences.
- CDPs use both formal sources (such as Statistics Canada) and informal sources (such as social media) to access LMI. Those who use informal sources check these frequently and find them quite useful.
- CDPs want simpler access to LMI, including more streamlined resources and clearer communication and presentation. Improving access to and communication of LMI helps more Canadians make informed career decisions.
- Job availability and AI are the top concerns for CDPs' clients in the current labour market. Although most CDPs do not think AI will significantly affect their clients, the technology is creating uncertainty.



Executive summary

CDPs play a critical role in Canada's LMI ecosystem, helping people to interpret labour market trends, understand education and training pathways, prepare for job search activities, and make informed career decisions. Because CDPs work directly with job seekers, students, workers, and under-represented groups, their experiences provide valuable insights into how LMI is used in practice and how the current system could better meet user needs.

To understand how CDPs view and use LMI in Canada, LMIC partnered with the Canadian Career Development Foundation to survey CDPs across the country. The survey ran from June 17 to July 22, 2026, and received 238 responses. Respondents represented every province and worked in a range of government, private, and non-profit organizations focused on providing career services. They worked with a diverse range of clients, including under-employed or unemployed people, working adults, under-represented groups, and youth in and out of school.

The findings show that CDPs regularly use LMI to provide practical guidance for clients. Most incorporate LMI into their service delivery, often using it to help clients identify job opportunities, understand skills and training options, prepare applications, and navigate the interview process. CDPs use several types of LMI in their work, especially information on job vacancies and labour market outcomes. To access this information, they draw from multiple formal and informal sources, such as government websites, third-party reports, AI, and social media.

Reliability, timeliness, and ease of access stood out as the most important factors for CDPs when choosing an LMI source. CDPs said they found informal sources of LMI useful and consult them regularly, at least once a month. There was less agreement on the value of formal sources, though most still considered them useful. While the majority of CDPs check formal sources, they do so less often than informal sources, sometimes only quarterly or annually.

Although Canada has a robust LMI ecosystem, CDPs identified persistent gaps that can limit how effectively they are able to use the available information. Some singled out timeliness and lack of granularity in Canadian LMI as key concerns. When CDPs lack access to data that are current, local, occupation-specific, forward-looking, and broken down by demographic characteristics, it can be harder to translate LMI into meaningful guidance for individual clients. This challenge is behind a desire for more intersectional data, which could help CDPs set more realistic expectations for labour market outcomes.

Overall, our survey found that CDPs have an appetite for timelier, more granular data that would enable more focused labour market insights. They also want better communication about the information already available, with streamlined sourcing, simplified presentation, and reliable reporting.

Introduction

Navigating the labour market can feel overwhelming: not only are there unspoken rules and expectations, but these also seem to change frequently. Fortunately, people do not need to navigate the labour market on their own—they can turn to CDPs, who provide expert advice on the labour market and support career planning.

CDPs offer guidance on education and training, career decisions, job readiness, and how to navigate the labour market. LMI is an important resource for CDPs, who use it to interpret information about jobs, skills, training, and labour market outcomes to help clients make informed decisions.

CDPs work in a variety of roles and organizations. They may be workforce development officers, career coaches, or career counsellors (Employment and Social Development Canada [ESDC], 2026b). Some CDPs specialize in specific functions or populations and focus on the unique complexities their clients may face. For example, educational practitioners may focus on advising current and prospective students with respect to education and career planning (ESDC, 2026a).

CDPs sit between complex LMI and people who are making decisions about employment, education, and training. Their experience using LMI and helping clients interpret it provides a valuable perspective on how well the LMI ecosystem meets users' needs. Therefore, by looking at how CDPs access, interpret, and apply LMI in their work, we can identify both strengths in the current ecosystem and opportunities to improve the system.

This work examines how CDPs view and use LMI, including the information and sources they rely on, the challenges they encounter, and the emerging labour market issues that affect their work with clients.



Methodology

LMIC partnered with the Canadian Career Development Foundation to survey CDPs about using LMI to support clients. LMIC worked with the foundation and Canadian CDP networks to disseminate the survey to eligible respondents across the country. The survey ran from June 17, 2026, to July 22, 2026, and received 233 eligible responses.[1] The final results only include responses from CDPs who provide services within Canada.

The survey focused on how CDPs and their clients work with LMI. This included exploring the different types of LMI and LMI sources that CDPs regularly consult in their work. The survey also probed labour market trends, including AI adoption by CDPs and their clients.

The survey received responses from a sample of CDPs across the country. The results do not perfectly represent any individual's perspective or experience; instead, they provide an aggregate view of trends based on the mix of CDP respondents and their experiences and opinions.

Continuing the conversation with CDPs

LMIC has undertaken similar studies in the past, each based on similar but unique surveys of CDPs across the country. Each iteration of the analysis allows for an updated understanding of the CDP experience in the face of a changing labour market. The two previous studies are:

- From Data to Information: What LMI do career development practitioners need?
- Navigating labour market information: Challenges faced by career development professionals

Who we heard from

CDPs in every province responded to the survey, enabling us to collect coast-to-coast insights. While most provide services in their own region, 8% provide services across multiple regions, including internationally. No respondents were located in the territories. However, because some CDPs in other parts of the country also provide services in the territories, the results do include some representation of CDP services available in the territories.

[1] The survey received a total of 238 responses, 233 of which were from eligible participants who completed the full survey.

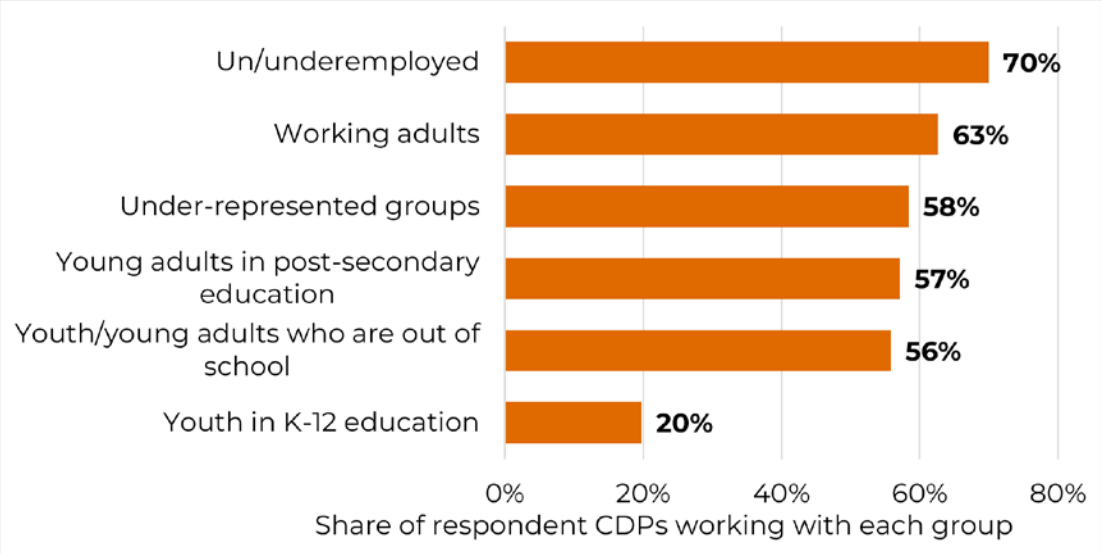
Seventy-seven per cent of survey respondents work for organizations that provide employment and career services to different populations, either on behalf of the government or as third-party providers. Another 20% work in the education system, including 17% in post-secondary institutions and 3% in the K-12 system. The remaining 3% work for private companies, Indigenous Skills and Employment Training Program agreement holders, other training organizations, and other organizations related to career development.

All survey respondents provide services in English, French, or both. English is the most commonly used national language, with almost 60% of respondents reporting that they provide services in English only. A further 11% provide services in French only. Finally, 29% of respondents provide bilingual services.

While French and English are the two national languages, some CDPs also offer services in other languages to support people from different language backgrounds. These include Indigenous languages, Spanish, Mandarin, Portuguese, Bengali, and Tamil.

Many CDPs focus their services on specific population groups, with only 13% reporting that they serve all referenced populations. Figure 1 shows the share of respondents who work with each listed population group. CDPs are most likely to work with under-employed or unemployed people (70% of respondents) and working adults (63%). More than half provide services to under-represented groups (58%), post-secondary students (57%), and youth who are out of school (56%). Only 20% of respondents work with youth in K-12 education.

Figure 1: Population groups with whom CDPs reported working



Source: *LMIC 2026 CDP Survey; n = 233.*

CDPs who work with under-represented populations typically work with multiple groups; of these CDPs, 93% provide services to immigrants, including newcomers. The next most commonly supported under-represented groups were girls and women (87% of CDPs who work with under-represented groups), persons with disabilities (84%), LGBTQAI2S+ persons (84%), and older workers (80%). Of the referenced populations, refugees (65%) and First Nations, Métis, and/or Inuit (72%) were the least commonly supported. These results are based on services targeted to specific populations; individuals may also access services from more generalized providers.

Looking at the typical caseload for responding CDPs, we find that most (62%) support fewer than 50 clients per month, 18% typically see 50 to 100 clients per month, and 20% regularly support more than 100 clients per month.

Some organization types are more likely to work with higher caseloads. For example, CDPs who work in employment and career services, whether directly provided by the government or through government-funded third-party organizations, are most likely to report caseloads of more than 100 clients per month.

Not all services are provided in one-to-one settings. That is, CDPs who work with 100 or more clients per month do not necessarily have 100 unique client interactions. Instead, they provide group services, which allows them to reach more clients at a time. They often provide both group and individual services, with only 35% focusing solely on individual clients and 5% focusing only on groups.

CDPs reported that they typically offer a range of services to both their group and individual clients. The services they most commonly offer to individual clients are support with career decision-making (provided by 93% of respondents who work with individuals), work search (89%), interview preparation (87%), and resumé development (87%). Similarly, for those who work with groups, the services most commonly provided relate to work search (76% of all respondents who work with groups), job readiness (76%), and interview preparation (74%).

Together, these respondents work with clients at different stages of their careers and with a range of labour market needs. Their work provides insights into how LMI supports career decisions in practice.



CDPs turn LMI into practical guidance

CDPs use LMI to build their own understanding of the labour market and translate that information into practical guidance for clients making career and employment decisions. Their experiences provide insights into how LMI is used in practice and the challenges that can arise when applying it to individual decisions.

CDPs translate LMI for their clients, many of whom struggle to access and interpret the information on their own

Clients have varying levels of familiarity with the labour market and LMI. CDPs can help bridge these knowledge gaps by interpreting LMI and applying it to clients' individual career and employment decisions.

Overall, CDPs find that many of their clients are not comfortable navigating the LMI ecosystem on their own; this view was reported by 61% of CDPs. Further, even clients who are comfortable accessing LMI independently often find it challenging to navigate and act on the information: 57% of CDPs reported that their clients are rarely or never able to make sense of LMI without support. Still, CDPs' clients appear to understand the importance of LMI: 81% of CDPs reported that their clients come to them with requests for specific LMI.

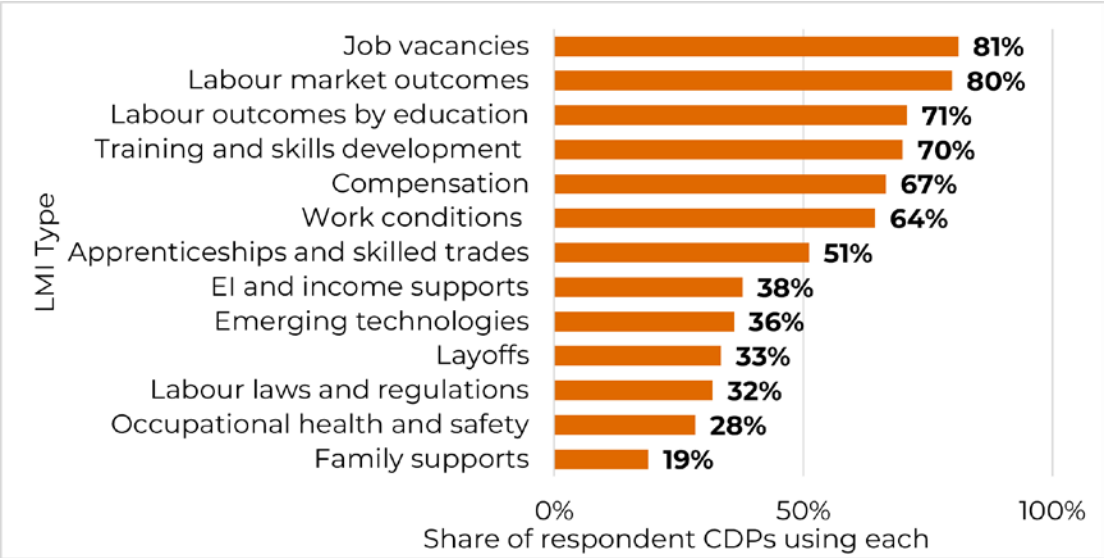
To bridge the LMI gap for clients, most CDPs (93%) incorporate LMI directly into their service delivery frequently. The most common ways in which CDPs use LMI involve finding suitable jobs (reported by 87% of respondents who use LMI in service delivery) and identifying skills and training opportunities (86%).

Most CDPs who use LMI in their service delivery incorporate it in multiple ways, showing the broad benefits of LMI. CDPs also incorporate LMI into their service delivery when they help clients draft applications (65%), prepare for interviews (63%), and negotiate job offers (51%). Some CDPs reported using LMI for administrative parts of their work, including proposal writing, training, identifying gaps in service delivery, and career development research.

CDPs use multiple types of LMI to inform their work

On average, CDPs reported using six or seven different types of LMI in their work. Data on job vacancies (81%) and labour market outcomes (80%) were the most commonly used, followed by data on labour market outcomes by education (71%) and training and skills development (70%) (Figure 2). These popular types of LMI are broader topics that help explain labour demand and set labour market expectations.

Figure 2: Types of LMI commonly used by CDPs in their work



Source: *LMIC 2026 CDP Survey; n = 230.*
EI: employment insurance

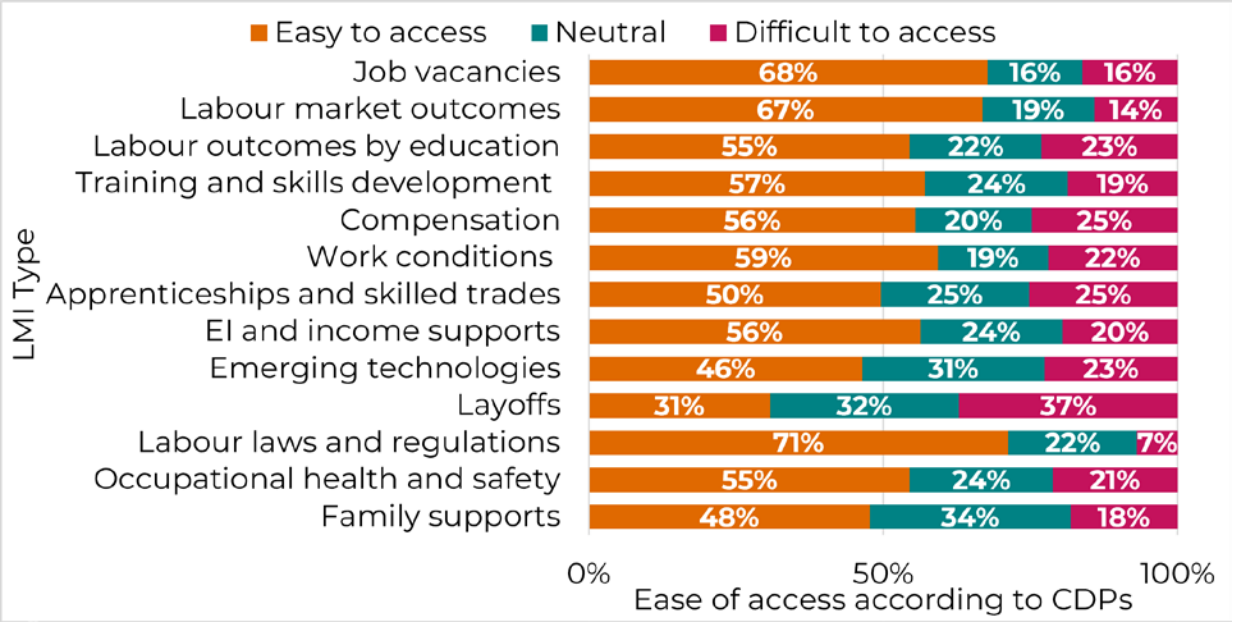
The LMI types used by the fewest respondents concern more specialized topics, such as family support (used by 19% of CDPs), occupational health and safety (28%), and labour laws and regulations (32%). These topics are less relevant to services like finding and identifying job openings or helping with resumé development. Still, these topics are important for helping clients navigate the labour market because they provide insight into employer expectations and workplace requirements.

CDPs' experiences accessing LMI may vary by type of information

Overall, CDPs were split on how easy it is to access LMI in Canada, with 46% saying it is not very difficult and 43% saying it can be somewhat difficult. Only a small portion of CDPs said it was very difficult (3%) or not difficult at all (8%).

Ease of access also varies by LMI type. Respondents who use each type of LMI were asked how easy or difficult it is to access (Figure 3).

Figure 3: Overall, how easy do CDPs find it to access different types of LMI in Canada?



Source: *LMIC 2026 CDP Survey; n1 = 186, n2 = 184, n3 = 165, n4 = 161, n5 = 153, n6 = 150, n7 = 119, n8 = 87, n9 = 84, n10 = 78, n11 = 73, n12 = 66, n13 = 44.*
EI: employment insurance

Data on job vacancies and labour market outcomes, the two most frequently used types of LMI, are also among the easiest to access, with 68% and 67% of respondents, respectively, rating them as at least somewhat easy to access. Labour laws and regulations received the highest ease-of-access rating, at 71%. Data on layoffs were the only types of LMI that more respondents rated as difficult to access (37%) rather than easy to access (31%).

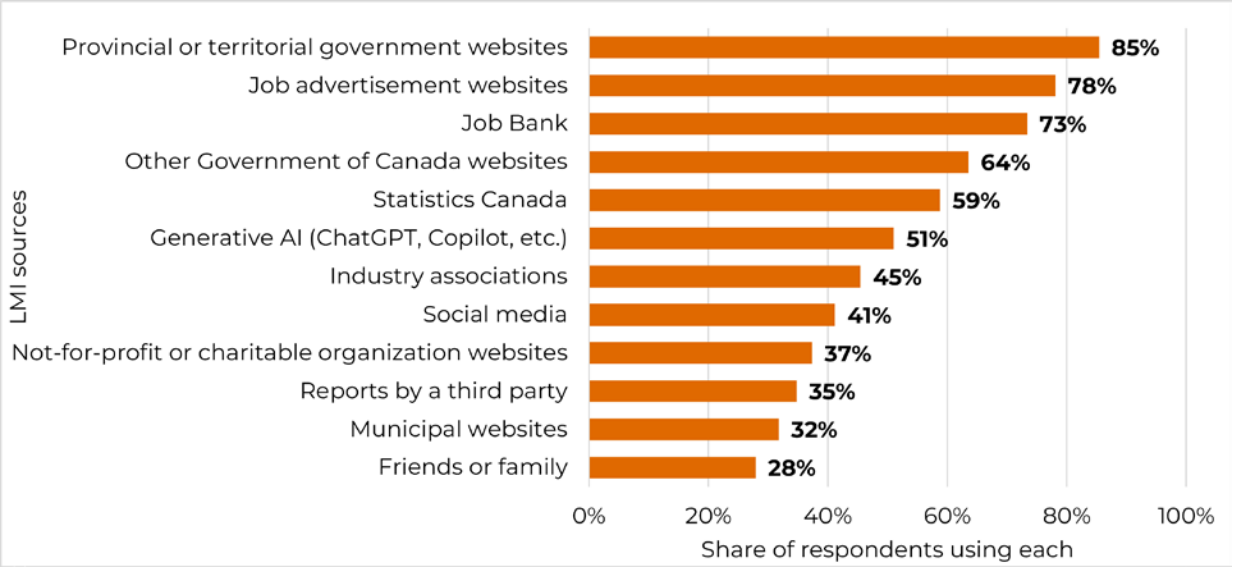
CDPs typically use four to eight different LMI sources in their work

LMI comes from a wide variety of sources, including government agencies, third-party organizations, and informal channels, such as social media or friends and family. CDPs generally use multiple LMI sources to inform their work. Only 3% of CDPs reported using only one LMI source in the last year, while 61% reported using four to eight unique sources.

Many factors matter when choosing an LMI source. When we asked CDPs about the importance of different factors, we learned that reliability appears to be a top consideration, with 96% of respondents ranking it as important. Timeliness and ease of access

are other highly important factors, reported by 94% and 91% of CDPs, respectively. LMI providers should consider the reliability, timeliness, and accessibility of their information to ensure it appeals to users.

Figure 4: CDPs reported using a variety of LMI sources in the past year to support clients



Source: *LMIC 2026 CDP Survey; n = 233.*

Just as there are many types of LMI, there are many LMI sources in Canada. Understanding which sources CDPs use gives us insight into how information is accessed in the LMI ecosystem. Figure 4 shows which sources respondents used to collect LMI in the last year.

The majority of CDPs used formal sources to access LMI in the past year—mainly government websites and the Government of Canada's Job Bank (although, as explained in the next section, CDPs tended to consult these on a less frequent basis than other sources). Job advertisement websites were the most frequently accessed non-governmental source of LMI because job postings provide a granular view of labour market demand. The one exception to government sources of LMI was municipal websites: only one-third of CDPs used these in the past year.

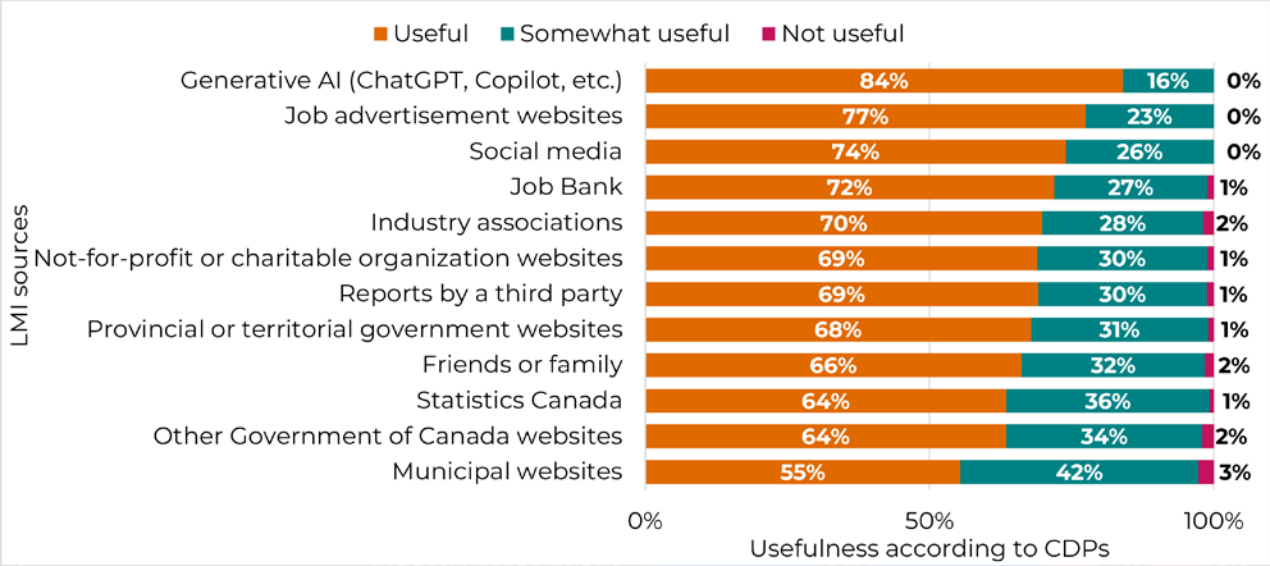
Some CDPs reported that they looked beyond formal sources and included informal sources—such as social media (41%) and friends or family (28%)—to collect LMI. Informal sources can provide different perspectives on the labour market, often drawing from people's lived experiences.

CDPs also used generative AI to access LMI, with 51% of respondents reporting that they had used tools such as ChatGPT or Copilot to find LMI in the previous year.

Many CDPs find informal sources of LMI useful

While the majority of CDPs reported using formal sources of LMI in their work, those who used informal sources were more likely to report that these were useful for accessing LMI. Figure 5 shows how CDPs ranked the usefulness of the different sources they used to access LMI.

Figure 5: CDPs report on the usefulness of the sources they use

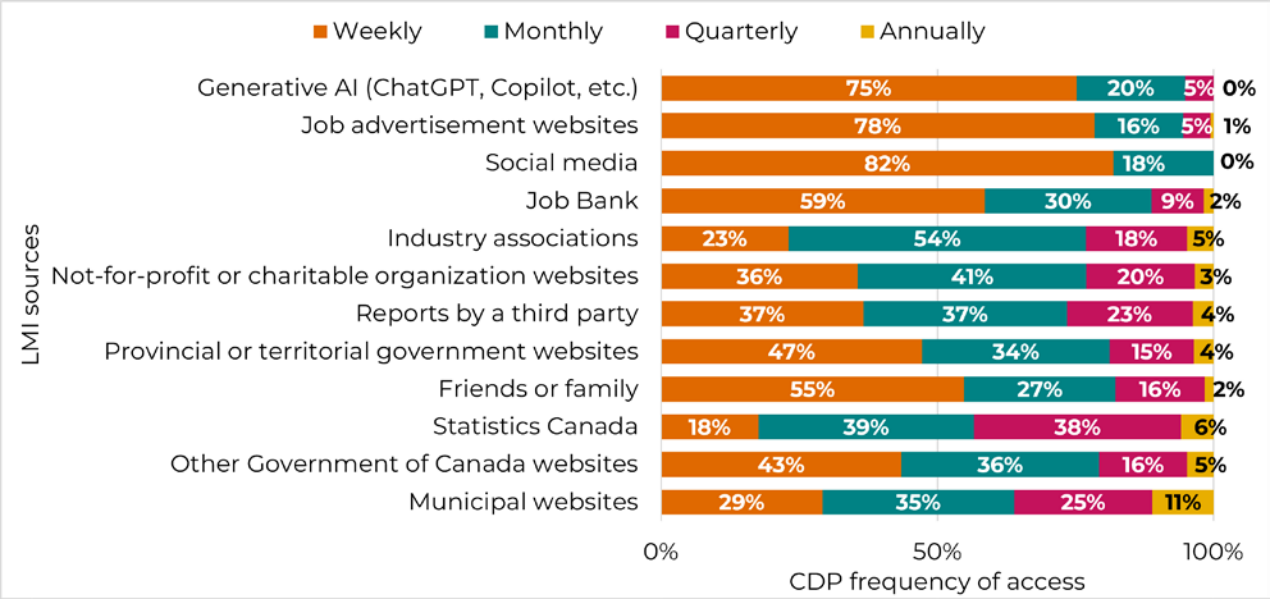


Source: *LMIC 2026 CDP Survey; n1 = 119, n2 = 182, n3 = 96, n4 = 171, n5 = 106, n6 = 87, n7 = 81, n8 = 199, n9 = 65, n10 = 137, n11 = 148, n12 = 74.*

The most useful source of LMI, as reported by surveyed CDPs, is AI (used by 85%), despite the fact that it is relatively new. Job advertisement websites and social media are the next most useful sources, used by 77% and 74%, respectively. Informal sources of LMI were consistently rated as useful to access; formal sources received a more mixed reaction. Opinion was divided on the usefulness of some of the formal sources (with most respondents finding them useful or somewhat useful), such as municipal websites, other Government of Canada websites, and Statistics Canada.

Because CDPs need to stay on top of labour market trends, they typically access LMI sources frequently. Figure 6 shows how often CDPs access various LMI sources.

Figure 6: How often CDPs typically check each LMI source



Source: *LMIC 2026 CDP Survey; n1 = 117, n2 = 181, n3 = 94, n4 = 169, n5 = 104, n6 = 87, n7 = 79, n8 = 197, n9 = 62, n10 = 136, n11 = 145, n12 = 72.*

CDPs reported checking their preferred LMI sources frequently—that is, weekly or monthly. Informal or unstructured sources (like job advertisement websites) were most likely to be checked weekly, specifically social media (checked weekly by 82% of users), job advertisement websites (78%), and AI (75%).

Although formal sources are widely used, some of these are consulted relatively infrequently. Most CDPs said they check certain formal sources at least once a month, but 44% check Statistics Canada only once per quarter or year; similarly, 36% check municipal websites less frequently.

Looking at the usefulness and frequency of use, we see that the more informal sources of LMI stand out in two ways: they are checked more frequently and considered more useful. Understanding what draws users to informal sources could allow governments and other organizations to optimize how they communicate information, making it more accessible to CDPs (and, likely, their clients).

Available data are not always useful

Not all LMI that can be found will be appropriate for the decision that needs to be made. CDPs report facing challenges with respect to accessing information that is sufficiently current and detailed to apply to specific client needs, occupations, and local labour markets. These challenges can make it difficult to translate broader LMI into practical guidance.

Timeliness and granularity are the most common data challenges reported by CDPs

Even CDPs who regularly work with LMI cannot always access the information they need—and when the information available is not suitable, it is usually because it is not timely enough or not granular enough.

Timeliness refers to how old the information is and whether it is recent enough to confidently reflect the current state of the labour market. Timeliness was the number one issue for CDPs, reported by 55% of respondents.

Granularity refers to how detailed and representative the available data are. There are two main types of granularity: local and vocational. Local granularity refers to regional breakdowns, such as national, provincial/territorial, or municipal. Local granularity was a concern for 50% of respondents.

Vocational granularity refers to whether data are available for different industries or occupations. This matters because industries and occupations face their own trends and challenges. Vocational granularity was a concern for 41% of respondents.

Another common concern was the lack of future-looking data: 42% of respondents are concerned about their ability to extract future insights from available data, which matters for career and education planning.

The bigger challenge is often fit, not a complete absence of LMI

About one-third of CDPs reported that they could not find certain types of data. The LMI that CDPs are least likely to find is that related to layoffs. Even CDPs who work with layoff data frequently—meaning they know where to access it—reported that it is difficult to find.

Other types of LMI that some CDPs said they could not find pertain to emerging technologies (22%), compensation (19%), family supports (18%), and work conditions (17%).

Why some CDPs rarely incorporate LMI into their work

As stated earlier, most CDPs incorporate LMI into their service delivery (93%), but 7% report doing so rarely or never. Among this small group, the lack of granular data was the most frequently reported barrier.

Respondents also identified the technical complexity of the available information, difficulty translating it into a useful format, and the time required to gather LMI from multiple sources.

CDPs reflect on the current LMI ecosystem

By hearing from CDPs, we can learn about LMI use from professional users who regularly leverage this information on behalf of the public. This is an invaluable source of information about the needs and challenges in the current ecosystem. So far, we have discussed some of the broad categories of LMI and how these resonate with CDPs.

The top concerns highlighted by CDPs in the current survey are about the timeliness and granularity of LMI in Canada. Beyond the already-reported concern that data are not sufficiently timely or granular, there were also worries about the demographic breakdowns available. In particular, CDPs noted that inconsistencies across data sources make it difficult to translate the information for specific populations. Further, the types of data collected and published are inconsistent from one region to another, meaning people in different parts of the country have better access to the LMI they need to help clients make informed career decisions.

CDPs also emphasized the importance of how LMI is obtained and communicated, highlighting the need to ensure it is approachable, accessible, and affordable. CDPs discussed several ways in which LMI communication could be improved, including through accessible and engaging presentation, centralized information sources, more detailed research, and simplified explanations to reach broader audiences.

CDPs also expressed interest in improving the knowledge and training needed to access and work with LMI. This suggests there is an opportunity for more specialized training or other supports to help professionals navigate the wide-ranging data. Additional information about how data are collected could also help users better understand how to interpret and work with the results. This could, in turn, make data more accessible and support more reliable interpretations.

BOX 1: Learning more about CDPs and LMI

There are many ways to learn more about career development and LMI in Canada, including guidelines, webinars, and courses. Some examples of where to look for more information and training include:

- LMIC upcoming webinars and previous webinars
- LMIC informational videos
- CERIC webinars
- Canadian Career Development Foundation training resources
- Career Development Professional Centre

Adapting to a changing labour market

Changes in the labour market create new questions and challenges for CDPs and their clients, increasing the importance of current and reliable information. The survey revealed a pattern of concerns about the changing labour market and how important it is to have the right information to manage uncertainty.

AI as a tool to find new information

One of the biggest changes in the labour market (and beyond) is the advancement and increased adoption of AI technologies. AI is changing not only labour market needs, but how businesses and workers communicate and access information. Many CDPs have already incorporated AI into their work, with four out of five now using AI in their service delivery either occasionally or more frequently and half using AI specifically to access LMI.

The most common ways in which CDPs use AI for service delivery include drafting resumés and cover letters, identifying skills and training opportunities, and supporting interview preparation. CDPs also mentioned using AI to support the administrative side of their services and for market research.

CDPs are not the only ones using AI to learn about the labour market. Most CDPs reported that their clients use AI to supplement career development services, either occasionally (58%) or regularly (26%). However, AI adoption by clients does not appear to be reducing the demand for CDP services. Most CDPs report no change in demand as clients supplement their services with AI; some (24%) even report increased demand.

Because AI is a new way to access and process information, it may shift client needs. So far, few CDPs report a significant change in the difficulty of their work due to AI, with only 3% reporting that it is much more difficult and 3% reporting that it is much easier. The remaining CDPs are almost equally split between feeling that AI makes their work slightly easier (29%), makes it slightly more difficult (30%), or has no effect (35%).

Like the broader societal conversation, CDPs are divided on how much risk AI creates for their clients. Just under half of CDPs expect AI to be a significant benefit (16%) or a small benefit (30%) for their clients, while another half expect the technology to pose a significant risk (15%) or a small risk (35%).

This diversity in opinions about how AI will affect demand for CDP services and the risks it poses for clients in the labour market highlight the uncertainty this new technology brings. Recent advancements in AI are still new and carry known and unknown risks, leading many to be cautious in how they interact with these tools.

Job availability and AI are leading concerns for CDPs' clients

We asked CDPs about the labour market issues they believe are creating the greatest challenges for their clients. Job availability and AI emerged as the most frequently mentioned concerns.

CDPs most frequently mentioned job availability as a concern for clients. As the labour market has tightened in recent years, fewer jobs are available for job seekers. Adding to this frustration, CDPs mentioned concerns about misleading or fake job postings. These increase uncertainty because clients question the accuracy and credibility of the postings they find. Worries about the availability of jobs are amplified for specific populations, including entry-level workers and those who face bias in the workplace due to disability, race, age, or gender.

Technologies—specifically, AI and applicant tracking systems—are CDPs' next most discussed concern. Respondents said they are concerned about how these tools will affect both sides of the hiring process, singling out misinformation, over-reliance on technology, and uncertainty about the skills and training required for the future.

On the employer side, CDPs worry that screening tools might inappropriately disqualify strong candidates. They worry this creates uncertainty for job seekers with respect to how to approach applications and have a chance at an interview. Concerns that AI will reduce the demand for human labour, cutting the number of available jobs, adds to this worry.

CDPs also reported concerns about the availability of LMI and their clients' understanding of LMI and the labour market. They worry that clients who do not engage with LMI are missing important information about labour demand, such as what skills are required by the market. Even when clients do use LMI, there is concern that they may misinterpret the information, leading to skewed perceptions of the labour market and misinformed expectations. Conflicting data and misinformation exacerbate this issue.

CDPs shared multiple concerns about misalignments in expectations between job seekers and employers. Some of these misalignments may arise from cultural differences, such as those that can occur when newcomers are still learning Canadian cultural norms. Cultural differences can also cause misaligned expectations about the hiring process and workplace.

Misalignment also exists in wage expectations, where it can make it harder for job seekers to find roles that meet their expectations and for employers to find suitable workers. CDPs also feel that compensation data need improvement, given that the current information is not always sufficient to build realistic expectations for industry-, occupation-, and region-specific wages.

Beyond misaligned expectations, there are also concerns about poor communication from employers, including false or misleading information in job postings, limited or absent wage information, and a lack of response to applications. Clear communication during the hiring process helps reduce misalignment in both the process and the eventual job. Poor communication adds to workers' uncertainty and frustration.

What CDPs need from the LMI ecosystem

The labour market is large and can be confusing to navigate unsupported. Expectations vary across occupations and industries, and finding and interpreting relevant LMI can be challenging. Against this backdrop, CDPs provide important services and insights that help individuals make informed career decisions for the labour markets of today and tomorrow. As regular LMI users, they have an intimate knowledge of the labour market and LMI ecosystem. Their work with clients also gives them insights into the challenges people can face when finding, interpreting, and applying LMI.

The findings suggest that Canada has a robust and useful LMI ecosystem, but that gaps remain. Available LMI supports CDPs in their work with clients, but improvements in how LMI is accessed and presented, in addition to its timeliness and granularity, could make it more useful in career and employment decisions.

Based on the feedback we received from CDPs, LMI can be improved in various ways in Canada to support CDPs and their clients. Understanding where there is demand for change can help LMI providers find avenues to ensure their information meets users' needs. From CDPs, we learned that:

- **There is demand for LMI that is easier to access and understand.** CDPs identified a need for more streamlined access to available LMI and clearer ways of presenting the information.
- **There is demand for LMI that is timelier and more granular.** Outdated LMI and a lack of granularity can limit LMI's usefulness in supporting individual clients.
- **There is demand for forward-looking LMI** to help people make decisions about future careers, education, and training.
- **There is demand for inclusive and representative data.** Greater demographic detail can help CDPs understand how labour market experiences and outcomes differ across populations.
- **There is demand for more training on LMI.** Training gives both CDPs and the public an opportunity to learn about available information and how to use it, particularly in the face of new technologies (like AI) that can change the way people access information.



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