

Job Ads Survey Initial Report

Prepared for the Northern Labour Market
Information Clearinghouse

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Introduction

According to recent media reports, Canadians are working part-time or on limited-term contracts more now than ever before. The newsletter, "Business and Employment Trends" looked at this development in its June/July 1997 issue. One article features results from a recent national study which found that "The trend toward defined term workers (temporary, short or long-term contract or project) will continue over the next 2 years". The same report says that about 12% of an organization's total workforce falls in the limited term category. "Business and Employment Trends" also reports that "There is a trend towards part-time jobs increasing more so than full-time jobs".

The important question for the Clearinghouse partners is; "to what degree is this broad trend true in northern Alberta"? In an attempt to answer this, we are conducting an ongoing survey of job ads in three northern Alberta newspapers, recording the numbers of jobs advertised as full-time permanent, full-time limited or part-time, broken down by a range of occupations. The results of this survey will, over time, provide a general picture of the trends in northern Alberta. This is the first of what will be a quarterly series of reports of the results of this survey.

Methodology

We chose to monitor job ads in the newspapers serving the three largest centres in northern Alberta; the Grande Prairie Herald Tribune, the Cold Lake Sun and Fort McMurray Today. The Sun is a weekly paper and is reviewed each week. The other two are daily papers and are reviewed every Friday as that day's paper includes the "Careers" section. The ads recorded are found in the Classified ads, in "Careers" sections and special advertising features such as the Bowes Publisher's "Best Buy Classifieds". The job ads are counted for each week, totalled monthly and reported every three months.

The numbers recorded are of jobs advertised rather than of advertisements. Where more than one position is listed in the same ad, each position is counted separately. Unspecified plural ads (such as might read "drivers wanted") are counted as two positions. Restaurants advertising for "general help" or "all positions" are counted as two full-time permanent positions and two part-time positions. Job ads that do not include full- or part-time designations or time limitations are treated as full-time, permanent positions. Many ads are repeated for several weeks and/or appear in more than one newspaper. For the sake of consistency, each ad is counted each time it appears. Ads for positions in which the primary work location is outside of the Clearinghouse region are not counted.

Employment categories are determined according to the National Occupational Classification's

list of skill types (see Appendix "A"). This list emphasizes skills rather than industries. For example, a job as a pipe-fitter for an oil company would be listed under Trades and Transport, not Primary Industry.

Reports of the survey refer to percentages of total ads rather than raw numbers. This allows for easier comparison, particularly in the case of misplaced issues or different numbers of issues published in a given month (due to publishing day of weekly papers).

Limitations

The data collected in this survey will give an indication of broad trends. It should be recognized however, that the jobs advertised in northern newspapers represent a small percentage of the jobs available in the region. One estimate suggests that 85% of job openings do not appear in newspapers. Many government jobs, for example, are advertised in internal bulletins only.

Findings

Full-time/Limited/Part-time

Overall, the national trend toward part-time and limited time employment does not appear to hold true in northern Alberta as represented by the job ads counted for this study.

Table 1, Full-time, Limited Term and Part-time Job Ads (figures as % of monthly totals).

| Full-time | Limited Term | Part-Time | Paper/Month |
|-----------|--------------|-----------|--|
| 81.2% | 9.6% | 9.2% | Grande Prairie <u>Herald Tribune</u> , April |
| 81.4% | 2.3% | 16.2% | GPHT, May |
| 80.0% | 6.7% | 13.3% | GPHT, June |
| 36.9% | 14.5% | 48.6% | Ft. McMurray <u>Today</u> , April |
| 48.1% | 8.9% | 43.0% | Ft. McM <u>Today</u> , May |
| 60.4% | 9.2% | 30.4% | Ft. McM <u>Today</u> , June |
| 49.4% | 18.4% | 32.2% | Cold Lake <u>Sun</u> , April |
| 67.3% | 16.4% | 16.4% | CL <u>Sun</u> , May |
| 80.5% | 4.7% | 14.9% | CL <u>Sun</u> , June |

The percentage of full-time permanent job ads dropped very slightly in Grande Prairie through the three month recording period but grew significantly in Cold Lake and Fort McMurray.

Occupations

The most commonly advertised positions are in Sales and Service, followed by Trades & Transport and Business, Finance and Administration.

Table 2: Percentage of Ads by Occupation (3-month Totals)

| Occupation | Ft. McMurray Today | Cold Lake Sun | GP Herald Tribune |
|---|--------------------|---------------|-------------------|
| Business, Finance and Administration | 9.2 | 7 | 5.5 |
| Natural and Applied Sciences | 3.3 | 2.5 | 2.6 |
| Social Sciences, Education, Religion, Government Services | 6.4 | 5.2 | 3.1 |
| Medicine & Health | 1.5 | 3.2 | 2.2 |
| Art & Recreation | 2.1 | 3.0 | 1.0 |
| Sales & Service | 65.4 | 50.5 | 44.8 |
| Trades & Transport | 11.0 | 26.6 | 38.1 |
| Primary Industries | 0.8 | 2.0 | 2.7 |
| Processing, Manufacturing and Utilities | 0.1 | 0 | 0 |

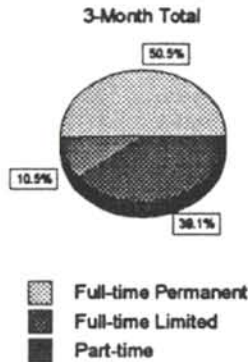
The jobs most likely to be time-limited are in Social Sciences, Education, Religion and Government Services; Business, Finance and Administration; and Art & Recreation.

The occupations with the highest percentages of part-time jobs advertised are: Medicine & Health and Sales & Service.

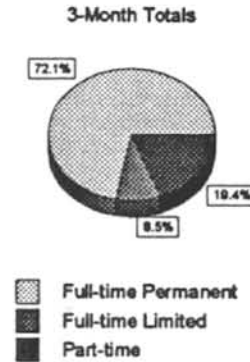
Regional Differences

The percentage of full-time, permanent jobs varied widely between the papers surveyed.

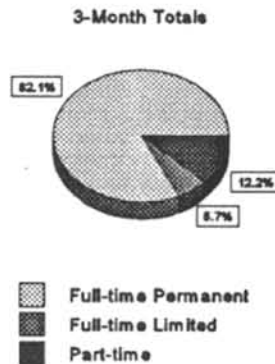
Fort McMurray Today



Cold Lake Sun



GP Herald Tribune



The high percentage of Sales and Service jobs advertised in Fort McMurray follows a large amount of retail construction in 1996. The growing retail sector accounts for the high percentage of part-time jobs advertised in Fort McMurray Today.

The current high levels of construction and industrial development in the Grande Prairie area account for the high percentage of "Trades and Transport" jobs advertised in the Herald Tribune. These jobs include 100 jobs listed in one ad for construction labourers that ran for three weeks. Very few jobs in the Trades & Transport area are listed as part-time or limited term. Many of the Sales and Service jobs listed in Grande Prairie are Sales Representative positions with firms serving the resource sectors.

The number of jobs advertised in Grande Prairie was significantly higher than that in Fort

McMurray or Cold Lake in each month surveyed.

Summary

It will take at least one more report period for any strong trends to appear, but the results so far suggest that in northern Alberta the number of limited-term and part-time employment is not growing faster than that of full-time permanent jobs.

Sources

“Business and Employment Trends”, Vol. 5, No. 1, June/July, 1997

Cold Lake Sun, April 1, 8, 15, 22, 29, May 6, 13, 27, June 3, 10, 17, 24, 1997.

Grande Prairie Herald Tribune, April 4, 18, 25, May 2, 9, 16, 23, 30, June 6, 13, 20, 27, 1997.

Fort McMurray Today, April 4, 11, 18, 25, May 2, 9, 16, 23, June 6, 13, 20, 27, 1997.

Human Resources Development Canada, “National Occupational Classification; Occupational Descriptions”, Ottawa, 1993

JOB ADS SURVEY APPENDIX A
NATIONAL OCCUPATIONAL CLASSIFICATION MATRIX

| | 1 BUSINESS, FINANCE AND ADMINISTRATION OCCUPATIONS | 2 NATURAL AND APPLIED SCIENCES AND RELATED OCCUPATIONS | 3 HEALTH OCCUPATIONS | 4 OCCUPATIONS IN SOCIAL SCIENCE, EDUCATION, GOVERNMENT SERVICE AND RELIGION |
|--------------------------------|---|--|---|--|
| 0 MANAGEMENT OCCUPATIONS | 011 Administrative Services Managers 012 Managers in Financial and Business Services 013 Managers in Communication (Except Broadcasting) | 021 Managers in Engineering, Architecture, Science and Information Systems | 031 Managers in Health, Education, Social and Community Services 041 Managers in Public Administration | ← |
| SKILL LEVEL A | Major Group 11 PROFESSIONAL OCCUPATIONS IN BUSINESS AND FINANCE 111 Auditors, Accountants and Investment Professionals 112 Human Resources and Business Service Professionals | Major Group 21 PROFESSIONAL OCCUPATIONS IN NATURAL AND APPLIED SCIENCES 211 Physical Science Professionals 212 Life Science Professionals 213 Civil, Mechanical, Electrical and Chemical Engineers 214 Other Engineers 215 Architects, Urban Planners and Land Surveyors 216 Mathematicians, Systems Analysts and Computer Programmers | Major Group 31 PROFESSIONAL OCCUPATIONS IN HEALTH 311 Physicians, Dentists and Veterinarians 312 Optometrists, Chiropractors and Other Health Diagnosing and Treating Professionals 313 Pharmacists, Dietitians and Nutritionists 314 Therapy and Assessment Professionals 315 Nurse Supervisors and Registered Nurses | Major Group 41 PROFESSIONAL OCCUPATIONS IN SOCIAL SCIENCE, EDUCATION, GOVERNMENT SERVICES AND RELIGION 411 Judges, Lawyers and Quebec Notar 412 University Professors and Assistants 413 College and Other Vocational Instru 414 Secondary and Elementary School Teachers and Counsellors 415 Psychologists, Social Workers, Counsellors, Clergy and Probation Officers 416 Policy and Program Officers, Researchers and Consultants |
| SKILL LEVEL B | Major Group 12 SKILLED ADMINISTRATIVE AND BUSINESS OCCUPATIONS 121 Clerical Supervisors 122 Administrative and Regulatory Occupations 123 Finance and Insurance Administrative Occupations 124 Secretaries, Records and Transcriptionists | Major Group 22 TECHNICAL OCCUPATIONS RELATED TO NATURAL AND APPLIED SCIENCES 221 Technical Occupations in Physical Sciences 222 Technical Occupations in Life Sciences 223 Technical Occupations in Civil, Mechanical and Industrial Engineering 224 Technical Occupations in Electronics and Electrical Engineering 225 Technical Occupations in Architecture, Drafting, Surveying and Mapping 226 Other Technical Inspectors and Regulatory Officers 227 Transportation Officers and Controllers | Major Group 32 TECHNICAL AND SKILLED OCCUPATIONS IN HEALTH 321 Medical Technologists and Technicians (except Dental Health) 322 Technical Occupations in Dental Health Care 323 Other Technical Occupations in Health Care (Except Dental) | Major Group 42 PARA-PROFESSIONAL OCCUPATIONS IN LAW, SOCIAL SERVICES, EDUCATION AND RELIGION 421 Paralegals, Social Services Workers and Occupations in Education and Religion, n.s.c. |
| SKILL LEVEL C | Major Group 14 CLERICAL OCCUPATIONS 141 Clerical Occupations, General Office Skills 142 Office Equipment Operators 143 Finance and Insurance Clerks 144 Administrative Support Clerks 145 Library, Correspondence and Related Information Clerks 146 Mail and Message Distribution Occupations 147 Recording, Scheduling and Distributing Occupations | | Major Group 34 ASSISTING OCCUPATIONS IN SUPPORT OF HEALTH SERVICES 341 Assisting Occupations in Support of Health Services | |
| SKILL LEVEL D | | | | |

The National Occupational Classification (NOC) matrix provides an overview of the classification at the minor group level. It also illustrates how the NOC is accessible on the basis of skill level, skill type, or on a combination of these two criteria. The four skill level categories are listed on the left side of the matrix, while nine skill type categories are listed across the top. The tenth skill type category (0 Management Occupations) is organized across the top of the matrix. In most cases, each matrix cell consists of a major group.

| 5 OCCUPATIONS IN ART, CULTURE, RECREATION AND SPORT | 6 SALES AND SERVICE OCCUPATIONS | 7 TRADES, TRANSPORT AND EQUIPMENT OPERATORS AND RELATED OCCUPATIONS | 8 OCCUPATIONS UNIQUE TO PRIMARY INDUSTRY | 9 OCCUPATIONS UNIQUE TO PROCESSING, MANUFACTURING AND UTILITIES |
|---|---|---|---|--|
| <p>Major Group 00 SENIOR MANAGEMENT OCCUPATIONS</p> <p>001 Legislators and Senior Management</p> | | | | |
| <p>051 Managers in Art, Culture, Recreation and Sport</p> | <p>061 Sales, Marketing and Advertising Managers</p> <p>062 Managers in Retail Trade</p> <p>063 Managers in Food Service and Accommodation</p> <p>064 Managers in Protective Services</p> <p>065 Managers in Other Services</p> | <p>071 Managers in Construction and Transportation</p> <p>072 Facility Operation and Maintenance Managers</p> | <p>081 Managers in Primary Production (Except Agriculture)</p> | <p>091 Managers in Manufacturing and Utilities</p> |
| <p>Major Group 01 PROFESSIONAL OCCUPATIONS IN ART AND CULTURE</p> <p>511 Librarians, Archivists, Conservators and Curators</p> <p>512 Writing, Translating and Public Relations Professionals</p> <p>513 Creative and Performing Artists</p> | | | | |
| <p>Major Group 02 TECHNICAL AND SKILLED OCCUPATIONS IN ART, CULTURE, RECREATION AND SPORT</p> <p>521 Technical Occupations in Libraries, Archives, Museums and Galleries</p> <p>522 Photographers, Graphic Arts Technicians and Technical Occupations in Motion Pictures, Broadcasting and the Performing Arts</p> <p>523 Announcers and Other Performers</p> <p>524 Creative Designers and Craftpersons</p> <p>525 Athletes, Coaches, Referees and Related Occupations</p> | <p>Major Group 03 SKILLED SALES AND SERVICE OCCUPATIONS</p> <p>621 Sales and Service Supervisors</p> <p>622 Technical Sales Specialists, Wholesale Trade</p> <p>623 Insurance and Real Estate Sales Occupations and Buyers</p> <p>624 Chefs and Cooks</p> <p>625 Butchers and Bakers</p> <p>626 Police Officers and Firefighters</p> <p>627 Technical Occupations in Personal Service</p> | <p>Major Group 73/73 TRADES AND SKILLED TRANSPORT AND EQUIPMENT OPERATORS</p> <p>721 Contractors and Supervisors, Trades and Related Workers</p> <p>722 Supervisors, Railway and Motor Transportation Occupations</p> <p>723 Mechanics and Related Occupations</p> <p>724 Electrical Trades and Telecommunication Occupations</p> <p>725 Plumbers, Pipefitters and Gas Fitters</p> <p>726 Metal Forming, Shaping and Erecting Occupations</p> <p>727 Carpenters and Cabinetmakers</p> <p>728 Masonry and Plastering Trades</p> <p>729 Other Construction Trades</p> <p>731 Machinery and Transportation Equipment Mechanics (except Motor Vehicle)</p> <p>732 Motor Vehicle Mechanics</p> <p>733 Other Mechanics</p> <p>734 Upholsterers, Tailors, Shoe Repairers, Jewellers and Related Occupations</p> <p>735 Stationary Engineers and Power Station and System Operators</p> <p>736 Train Crew Operating Occupations</p> <p>737 Crane Operators, Drillers and Blasters</p> <p>738 Printing Press Operators, Commercial Divers and Other Trades and Related Occupations, n.s.c.</p> | <p>Major Group 82 SKILLED OCCUPATIONS IN PRIMARY INDUSTRY</p> <p>821 Supervisors, Logging and Forestry</p> <p>822 Supervisors, Mining, Oil and Gas</p> <p>823 Underground Miners, Oil and Gas Drillers and Related Workers</p> <p>824 Logging Machine Operators</p> <p>825 Contractors, Operators and Supervisors in Agriculture, Horticulture and Aquaculture</p> <p>826 Fishing Vessel Masters and Skippers and Fishermen/women</p> | <p>Major Group 83 PROCESSING, MANUFACTURING AND UTILITIES SUPERVISORS AND SKILLED OPERATORS</p> <p>831 Supervisors, Processing Occupations</p> <p>832 Supervisors, Assembly and Fabrication</p> <p>833 Central Control and Process Operators in Manufacturing and Processing</p> |
| <p>Major Group 04 INTERMEDIATE SALES AND SERVICE OCCUPATIONS</p> <p>641 Sales Representatives, Wholesale Trade</p> <p>642 Retail Salespersons and Sales Clerks</p> <p>643 Occupations in Travel and Accommodation</p> <p>644 Tour and Recreational Guides and Amusement Occupations</p> <p>645 Occupations in Food and Beverage Service</p> <p>646 Other Occupations in Protective Service</p> <p>647 Childcare and Home Support Workers</p> <p>648 Other Occupations in Personal Service</p> | | | | |
| <p>Major Group 74 INTERMEDIATE OCCUPATIONS IN TRANSPORT, EQUIPMENT OPERATION, INSTALLATION AND MAINTENANCE</p> <p>741 Motor Vehicle and Transit Drivers</p> <p>742 Heavy Equipment Operators</p> <p>743 Other Transport Equipment Operators and Related Workers</p> <p>744 Other Installers, Repairers and Servicers</p> <p>745 Longshore Workers and Material Handlers</p> | | | | |
| <p>Major Group 84 INTERMEDIATE OCCUPATIONS IN PRIMARY INDUSTRY</p> <p>841 Mine Service Workers and Operators in Oil and Gas Drilling</p> <p>842 Logging and Forestry Workers</p> <p>843 Agriculture and Horticulture Workers</p> <p>844 Other Fishing and Trapping Occupations</p> | | | | |
| <p>Major Group 94/98 PROCESSING AND MANUFACTURING MACHINE OPERATORS AND ASSEMBLERS</p> <p>941 Machine Operators and Related Workers in Metal and Mineral Products Processing</p> <p>942 Machine Operators and Related Workers in Chemical, Plastic and Rubber Processing</p> <p>943 Machine Operators and Related Workers in Pulp and Paper Production and Wood Processing</p> <p>944 Machine Operators and Related Workers in Textile Processing</p> <p>945 Machine Operators and Related Workers in Fabric, Fur and Leather Products Manufacturing</p> <p>946 Machine Operators and Related Workers in Food, Beverage and Tobacco Processing</p> <p>947 Printing Machine Operators and Related Occupations</p> <p>948 Mechanical, Electrical and Electronics Assemblers</p> <p>949 Other Assembly and Related Occupations</p> <p>951 Machining, Metalworking, Woodworking and Related Machine Operators</p> | | | | |
| <p>Major Group 05 ELEMENTAL SALES AND SERVICE OCCUPATIONS</p> <p>651 Cashiers</p> <p>652 Other Sales and Related Occupations</p> <p>653 Elemental Medical and Hospital Assistants</p> <p>654 Food Counter Attendants and Kitchen Helpers</p> <p>655 Security Guards and Related Occupations</p> <p>656 Cleaners</p> <p>657 Other Attendants in Travel, Accommodation and Recreation</p> <p>658 Other Elemental Service Occupations</p> | | | | |
| <p>Major Group 78 TRADES HELPERS, CONSTRUCTION LABOURERS AND RELATED OCCUPATIONS</p> <p>781 Trades Helpers and Labourers</p> <p>782 Public Works and Other Labourers, n.s.c.</p> | | | | |
| <p>Major Group 85 LABOURERS IN PRIMARY INDUSTRY</p> <p>851 Primary Production Labourers</p> | | | | |
| <p>Major Group 95 LABOURERS IN PROCESSING, MANUFACTURING AND UTILITIES</p> <p>951 Labourers in Processing, Manufacturing and Utilities</p> | | | | |