



# MEET *Elizabeth.*

Elizabeth owns a small business and has been operating for two years. Up until now, she has been the sole employee. The business has been so successful she is ready to expand her existing business as well as establish a second location. To do this, she needs information on current wage rates, recruitment, training and worker retention as well as information on similar employers in the area. Elizabeth knows the economy is changing and must update her business plan. To do this, she needs information about her community such as income, age and educational levels as well as household and community demographics.

**Find out how NTAB's resources can assist Elizabeth in growing her business.**

Labour Market Information helps *you* identify and evaluate **business opportunities** and respond to **human resource** challenges, today and tomorrow.

### Elizabeth can:

- Find current wage information for specific occupations she will employ.
- Research employers in her community that have hired people for the same jobs she will employ. This information will give her an idea of any competition in the area for qualified employees.
- Access local business support services such as:
  - » Economic Development Offices
  - » Business Enterprise Centres
  - » Community Futures Development Corporation
  - » Chambers of Commerce
- Research local labour market information which may include; industries that are growing/disappearing, size of businesses, education, income and skill level of population.
- Research community demographics which may include information on age, sex, ethnic and immigration status and participation rate in the labour force. This information will help her determine/understand who her potential customers may be.
- Explore all programs and services offered to employers in her community.

**NTAB** providing  
Labour Market Information  
to assist  
**EMPLOYERS**



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