

**Job Ads Survey
October to December, 1997**

Prepared for the
Northern Labour Market Information Clearinghouse

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Introduction

Part-time and limited-term employment is widely assumed to be on the increase in Canada and abroad. In order to test the truth of this in northern Alberta this series of reports tracks the jobs advertised in the newspapers of the three largest municipalities in the region. We look at the percentage of jobs that are part-time or limited-term, broken down by the type of employment (i.e. Natural and Applied Sciences, Sales and Service). These percentages are recorded monthly and are compared with total part-time employment province-wide.

Methodology

The Clearinghouse monitors job ads in the Grande Prairie Herald Tribune, the Cold Lake Sun and Fort McMurray Today. The Sun is a weekly paper and is reviewed every second week. The other two are daily papers and are reviewed every second 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 totalled for each month 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 "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. 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.

Provincial Trends

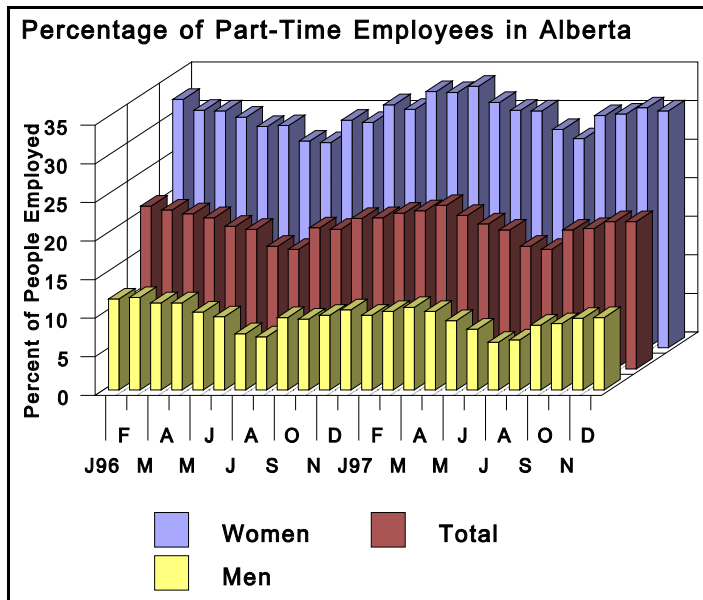


Figure 1: Part-time Employees in Alberta.

Figure 1 uses data from “Labour Force Statistics” produced monthly by Alberta Advanced Education and Career Development. It displays the percentage of employees who worked part-time (less than 30 hours per week) throughout Alberta, broken down by gender, through 1996 and 1997. This shows both the clear seasonal pattern of part-time employment and the disparity between men and women in terms of part-time work.

Northern Alberta Findings

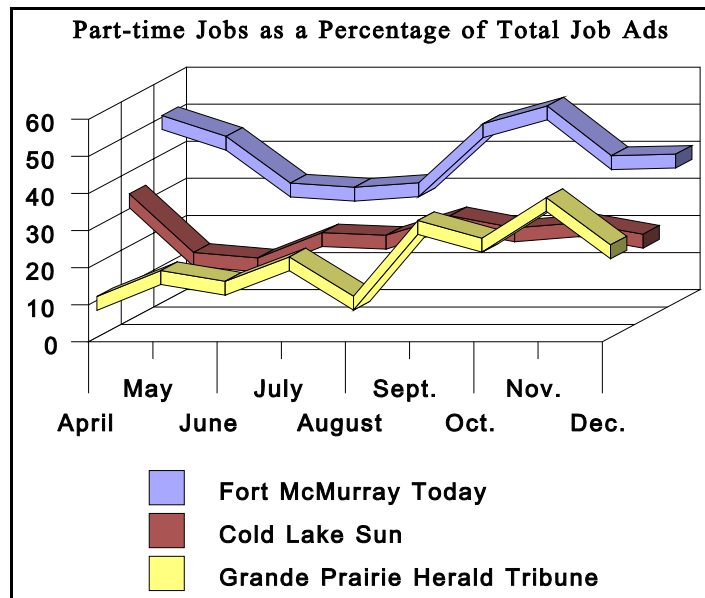


Figure 2: Part-time Jobs Advertised in Northern Alberta.

Part-time employment in the north still appears to be more common than in Alberta as a whole. The part-time percentage of jobs advertised in our sample newspapers remains higher than the part-time percentage of employees in Alberta. This is particularly true in Fort McMurray. As with the previous report however, there is no apparent change in the percentage of ads for part-time jobs beyond the seasonal pattern seen throughout Alberta.

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

Full-time	Limited-term	Part-time	Paper/Month
73.2%	2.0%	24.9%	Grande Prairie <u>Herald Tribune</u> , Oct.
62.7%	1.3%	35.9%	GPHT, November
75.6%	1.3%	23.1%	GPHT, December
47.7%	1.2%	51.2%	Ft. McMurray <u>Today</u> , October
62.2%	0%	37.8%	Ft. McM <u>Today</u> , Nov.
61.8%	0%	38.2%	Ft. McM <u>Today</u> , Dec.
68.0%	9.0%	23.0%	Cold Lake <u>Sun</u> , Oct.
75.6%	0%	24.4%	CL <u>Sun</u> , Nov
77.0%	1.6%	21.3%	CL <u>Sun</u> , December

Table 2: Percentage of Ads by Occupation (3-month Totals). Previous report totals are in parentheses.

Occupation	Ft. McMurray <u>Today</u>	Cold Lake <u>Sun</u>	GP <u>Herald Tribune</u>
Business, Finance and Administration	6.7% (7.4%)	5.3% (5.0%)	3.9% (4.5%)
Natural and Applied Sciences	1.2% (1.7%)	2.6% (0.3%)	1.2% (0.8%)
Social Sciences, Education, Religion, Government Services	1.2% (3.0%)	9.2% (4.1%)	1.1% (2.4%)
Medicine & Health	1.4% (2.8%)	3.9% (1.9%)	0.4% (0.8%)
Art & Recreation	1.6% (0%)	0.9% (0.3%)	0.3% (0.5%)
Sales & Service	81.2% (73.6%)	48.2% (49.2%)	63.6% (60.8%)
Trades & Transport	6.3% (11.3%)	27.6% (34.2%)	25.7% (25.2%)
Primary Industries	0.2% (0%)	2.2% (4.7%)	3.7% (4.6%)
Processing, Manufacturing and Utilities	0.2% (0.2%)	0% (0.3%)	0% (0.4%)

Major changes in percentage by occupation from July through September to October through December

Ft. McMurray Today

The most significant change in the Ft. McMurray Today job ads was the higher percentage of sales & service jobs from 73.6% to 81.2% of jobs advertised. This was skewed somewhat by one ad for “30 energetic, stay-at-home parents to become gift consultants”. Surprisingly, trades & transport jobs dropped from 11.3% to 6.3% of jobs advertised.

Cold Lake Sun

Significant increases are seen in natural & applied sciences; social sciences, etc.; and medicine & health. Trades & transport and primary industries both show noticeable decreases.

Grande Prairie Herald Tribune

Job ads in Grande Prairie did not show as much change as those elsewhere. Social sciences, etc. were down by about one-half, while sales & service and trades & transport jobs increased their shares somewhat.

Sources

Alberta Advanced Education and Career Development, "Labour Force Statistics", monthly, 1996 and 1997.

Grande Prairie Herald Tribune, October 10, 24, November 7, 14, December 7, 14, 1997.

Cold Lake Sun, October 7, 21, November 4, 18, August 12, 26, December 2, 16, 1997.

Fort McMurray Today, October 10, 24, November 7, 21, December 5, 19, 1997.