Question	Answer	Notes
What is the difference between LMI and LMI+?	<u>What is LMI and why is it important? – LMI For All</u> Some good definitions and explanations. Labour market information (raw data) needs analysis and interpretation (LMI+) Simply put, LMI is information about the economy and the world of work. It can tell you: • Which industries are recruiting and where they are located; • The number of people in certain types of jobs; • What skills and qualifications businesses are looking for (and what they're willing to pay for them!); • Growing or declining occupations; and • General employment and unemployment trends. Remember to check the monthly intelligence dashboards: <u>Research and Intelligence</u> | <u>Business Hampshire</u> | <u>Hampshire County Council : Business Hampshire</u>	LMI needs a context, and careers leaders need to help staff and students ask the right questions of the data.
What are the main industries in Hampshire?	The area is a great place to live, learn and work. There is a strong visitor economy with lots of places to visit, shop and eat, a large number of people with higher education qualifications and low unemployment. It's not surprising then, to find large numbers of people employed in industries that require interaction with others such as Retail, Health & Social Care, Education and Hospitality. The are also benefits from jobs with good salaries and a large proportion of those are in knowledge intensive services such as IT, Professional Scientific and Technical, Financial and Insurance. Other industries with high wages include Utilities – such as Electricity, Gas and Water – Mining and Quarrying, Manufacturing and Construction. Did you know the majority of businesses in the area you have probably never heard of? Around 1% of businesses are BIG businesses such as Sony, BMW and the NHS. Most others just employ a small number of people, so you get to learn a wide range of skills. Priority sectors are Animal Health, Creative, Digital, Life Sciences, Space & Satellite, Land & Property, Finance & Professional, and in the South of the County, Marine & Maritime. There's a lot of building going on, so Construction is also very important. 72% of businesses in the area employ 1-4 employees and over 99% are SMEs, employing 1-249 employees.	Other industries are equally important and students shouldn't be put off from careers in the creative industries etc, especially where these focus on transferable skills, eg. communication

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Who are the major employers in Hampshire?	This depends on where in Hampshire you are. Just try googling 'recruiting employers in Hampshire' as a starting point. Based on job posting analytics, health is a major employer everywhere, as is education and social care. Based on job postings analytics, the top companies recruiting between 2018 and 2023 include the NHS, Hampshire County Council, Tesco, Barchester Plc and Specsavers. Check out the sector pages on https://businesshampshire.co.uk	The large employers aren't always the ones students should aim for, sometimes small firms can offer a range of opportunities too, including well paid apprenticeship schemes.
What are the priority sectors in Hampshire?	For LSIP: Advanced manufacturing & Engineering, Aerospace, Space & Satellite, Construction, Creative, Health & Social Care, Hospitality & Tourism, IT, Land based, Professional Services and Low Carbon. For EM3: Construction, Creative, Digital, Land based, Life Sciences, Low Carbon and Aero/Space For Business Hampshire: Aerospace, Digital, Financial & Professional Services, Marine & Maritime, Life Sciences.	Other sectors are also important!
How do I find out what I can earn in different jobs? (LMI for all widget)	Careerometer – LMI For All Explore careers - icould Pathways: Labour Market Information in your college website > Articles — Float (floatdesign.net) – useful to embed into college websites for vocational subjects and where they can lead onto.	National average salaries, so not Hampshire specific
What sort of jobs are being advertised in Hampshire?	This really depends on your search criteria, but try Jobs in Hampshire - 2023 | Indeed.com	Limited industry scope - Duplications – And only based on one set of data.

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What does Hampshire's population look like in terms of age, gender, ethnicity, education levels and location?	The resident workforce is highly qualified with more than four in ten (44%) holding a degree or equivalent compared to the region (39%) and the nation (37%). The workforce has a history of strong economic activity, strong employment and low unemployment, when compared to the region and the nation. Age and Gender: In 2021, just over 60% of the population were aged 16-64 – less than both the South East region and the Nation. Of the 1,406,200 residents in the area in 2021, 49% were male. Ethnicity: In 2021 (Census), 93% of the population were White; 4% Asian; 2% Mixed; 1% Black and 1% Other ethnic group. Education levels: In 2021, around 40% had a level 4+ qualification – less than both the South East region and the Nation.	As with any data, the average figures mask a range of statistics.
Is Hampshire wealthy?	Relatively speaking yes, though some there are some pockets of 'deprivation' 2019 Latest Deprivation Data in Hampshire and the Isle of Wight - HIWCF	Obviously a lot of areas aren't wealthy, and are becoming increasingly poor.
Which jobs might be in demand in the next 5 years?	Future of Jobs 2023: These are the fastest-growing jobs | World Economic Forum (weforum.org) Working Futures 2017-2027: Long-run labour market and skills projections for the UK - main report (publishing.service.gov.uk) What careers will the class of 2030 aspire to? | Blog | Lightcast As we might perhaps expect, the data shows that many of the current in-demand graduate occupations are IT roles, such as Software Developer/Engineer (almost 495,000 online job postings over the last year), Data/Data Mining Analyst (149,000), and Computer Support Specialist (127,000). However, demand for more 'traditional occupations', such as Lawyer (166,000) and Accountant (164,000), is also significant. In terms of growth in online postings for graduate occupations over the past five years, the picture is especially interesting. Although the highest growth has been for Sales Representative (1,050% growth) and Data Engineer (450%), with the exception of Video Game Designer (230%) the rest of the top ten is dominated not by IT jobs, but by social positions such as Prison Officer (340%), Community Health Worker (280%), Probation Officer (280%), Youth and Community Workers (200%), and Academic/Guidance Counsellor (190%).	This is based on projections only, and is reliant on a lot of political and socio-economic factors we can't control or anticipate

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	In terms of growth in online postings for graduate occupations over the past five years, the picture is especially interesting. Although the highest growth has been for Sales Representative (1,050% growth) and Data Engineer (450%), with the exception of Video Game Designer (230%) the rest of the top ten is dominated not by IT jobs, but by social positions such as Prison Officer (340%), Community Health Worker (280%), Probation Officer (280%), Youth and Community Workers (200%), and Academic/Guidance Counsellor (190%).	
Which jobs might be in decline in the future?	This really depends on how fast AI develops, but it seems likely that more tasks will become automated. So low skilled jobs will probably decline, highly skilled jobs are in demand – so this is another argument for gaining qualifications! Future of Jobs 2023: These are the fastest-growing jobs | World Economic Forum (weforum.org)	This isn't a sudden overnight shift. Predictions concerning skills and roles that are decreasing in demand often reflect trends that you're already seeing and have experienced. While in some cases roles disappear, in other cases technology provides opportunities for roles to be moved into new areas and or to create new management, strategy and oversight positions.

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Which transferable skills are employers looking for?	• Communications • Leadership • Sales • Teaching/Coaching • Cleanliness • Enthusiasm • Management • Customer service • Planning • Detail oriented • Problem solving	Students don't have to be expert in all of these. What helps develop these skills? Work experience, extra curricular activities, mock interviews etc. Give your students the space to reflect on where they have developed these, and to write and talk about them.
Where can I find out more about LMI for Hampshire?	Home - Office for National Statistics (ons.gov.uk) Nomis - Official Census and Labour Market Statistics (nomisweb.co.uk) and department-for-education.shinyapps.io/local-skills-dashboard/ https://www.hants.gov.uk/landplanningandenvironment/facts-figures Research and Intelligence	Business Hampshire	Hampshire County Council : Business Hampshire.	Each dataset has its limitations; some isn't always easy to interpret so wouldn't be useful to share with students.
Suggested lesson starters for LMI …	How many people do my job? - Office for National Statistics (ons.gov.uk) (Year 7/8) Students are given a range of jobs to look up, each group could have a sector so they can see what the range is within, eg, healthcare, IT etc. They could also look up what they would like to do if they have any ideas, or what their relatives do. Feed back to the group, or via a handout. • How did Covid affect the world of work? (Year 10/11) Get students to discuss in small groups what they remember about Covid? Then to swap groups and discuss how they think jobs were affected? Give prompt questions like what were the 'keyworker' industries? What impact did it have on working from home? What jobs couldn't be done? Feedback, and discuss what long term impacts can be felt today. Get the students to consider how this might impact their own career plans.	