

Labour Market Trends Chart

Trend: A long-term change in social direction, broad in scope, and identified by many sources.

Trends affect us in a number of different ways, in our personal life, in our jobs, and as consumers.

There are consequences and effects on the economy from what we may think of as very simple trends. For example, an **aging population** can lead to more products and services (such as housing and television programming) geared to seniors.

Directions:

1. Examine the examples filled in the chart below. Add to the lists of changes and opportunities.
2. Identify three more trends that have developed in the last five to ten years.
3. Identify the type of trend each is—social, demographic, technological, environmental, economic, et cetera.
4. List the changes that have occurred as result of each of these trends.
5. Identify work or lifestyle opportunities that have opened up because of each of these changes.

Trend	Type of Trend	Changes	Opportunities
Aging population	Demographic	More seniors, more retired people	Special tours/travel, stores, and recreation aimed at seniors
Emphasis on health and fitness	Social	More prevention education	Fitness centres, organic foods and produce, stores that distribute prevention products