



IMPACT REPORT

JUNE 1, 2024–MAY 31, 2025

Formerly operating as The Conference Board of Canada

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WHY WE CARE ABOUT
MAKING AN IMPACT

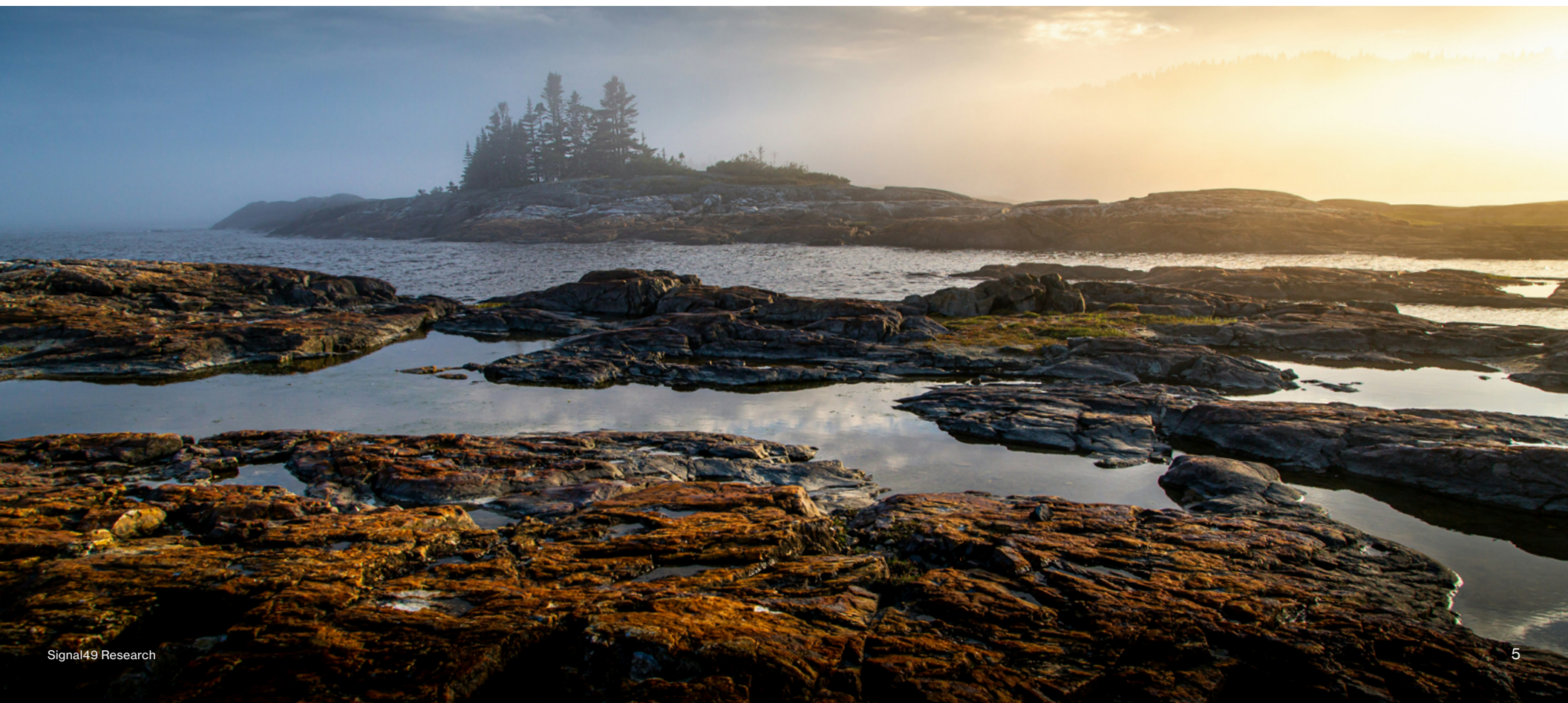
We endeavor to get our research into the hands of decision-makers—be they in government, business, or civil society—so that they can act on the best evidence and research in Canada. Through the strength of our analysis, the clarity of our recommendations, and the depth of our connections to decision-makers, we seek to **change the world for the better.**

New name, same organization

Our last year operating as The Conference Board of Canada, FY25 represents the turning of a page. Now operating as **Signal49 Research**, our name has changed but our role in the country has not.

We remain unique in the Canadian landscape.

We approach our work with a dedication to independence and neutrality. Our choice of research is driven by the needs of Canada's leaders, not by personal or political interests or ideology. Our relationships with leaders are anchored on their trust in the validity and objectivity of our analyses and insights.





HOW WE MAKE
AN IMPACT

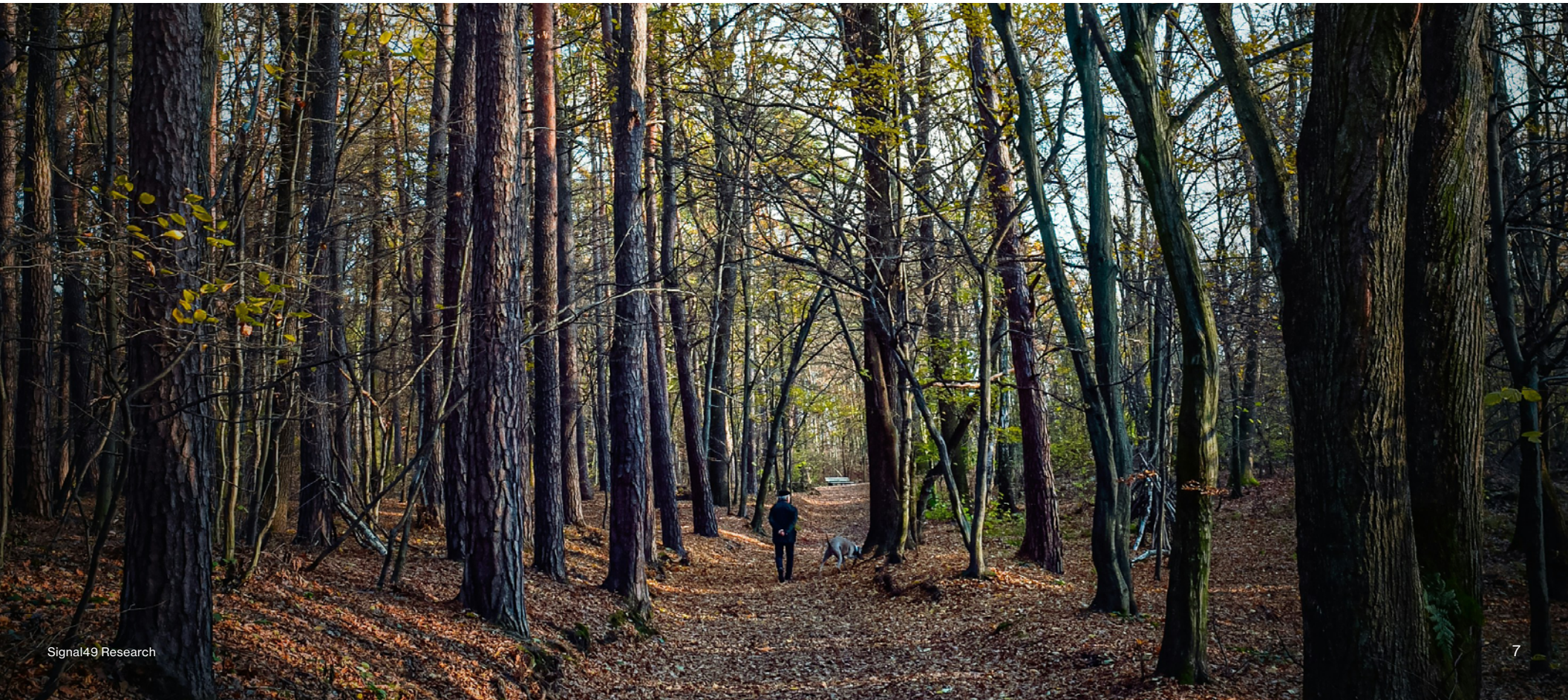
To ensure that our work matters, we:

Focus on relevant issues by researching the **Wicked Problems** Canada faces and convening around these most pressing and complex problems challenging our leaders.

Involve key thought leaders and practitioners in the design and delivery of our content to ensure it's focused on relevant questions and provides meaningful solutions.

Ground our work in the realities of politics, business practices, and systems change—so that our recommendations are applicable, and create momentum for change.

Provide meaningful and actionable recommendations for leaders, based on the evidence we generate.





THE QUANTUM OF
OUR OUTPUTS

16

COUNCILS

- Canadian Council of College Futures (CCCF)
- Compensation Research Centre (CRC)
- Council for Chief Data and Analytics Officer (CCDAO)
- Council for Chief Privacy Officers (CCPO)
- Council for Innovation and Commercialization (CIC)
- Council of Chief Information Officers (CCIO)
- Councils of Human Resource Executives – East (HRE) and West (HRW)
- Council of Labour Relations Executives (LRC)
- Council on Inclusive Work Environments (CIWE)
- Council on Workplace Health and Wellness (CWHW)

445

EXECUTIVE COUNCIL MEMBERS

- Corporate Ethics Management Council (CEMC)
- Corporate-Indigenous Relations Council (CIRC)
- Corporate Responsibility and Sustainability Council (CRSC)
- Strategic Risk Council (SRC)
- Strategic Resilience and Emergency Management Council – (SREM)

8

MULTI-FUNDED CENTRES

- Canadian Centre for the Innovation Economy (CCIE)
- Canadian Resilient Recovery Initiative (CRRI)
- Centre for Business Insights on Immigration (CBII)
- Centre for Canadian Growth and Prosperity (CCGP)
- Centre for the North (CFN)
- National Immigration Centre (NIC)
- Value-Based Healthcare Canada (VBHC Canada)
- Centre for Workplace Wellbeing and Effectiveness (CWWE)

2

EVENTS

13

NEW PODCAST EPISODES

91

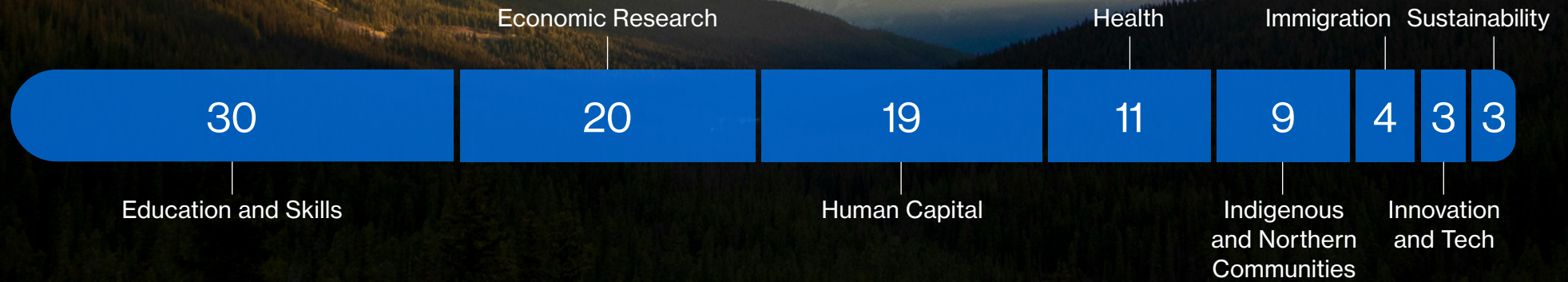
QUICK TAKES

RESEARCH OUTPUTS

439 Research outputs



Research reports
(n = 127)





HOW WE MEASURE
OUR IMPACT

Signal49 makes an impact when Canada's leaders are **aware** of our work, **value** our research and expertise, and **act** on our insights.



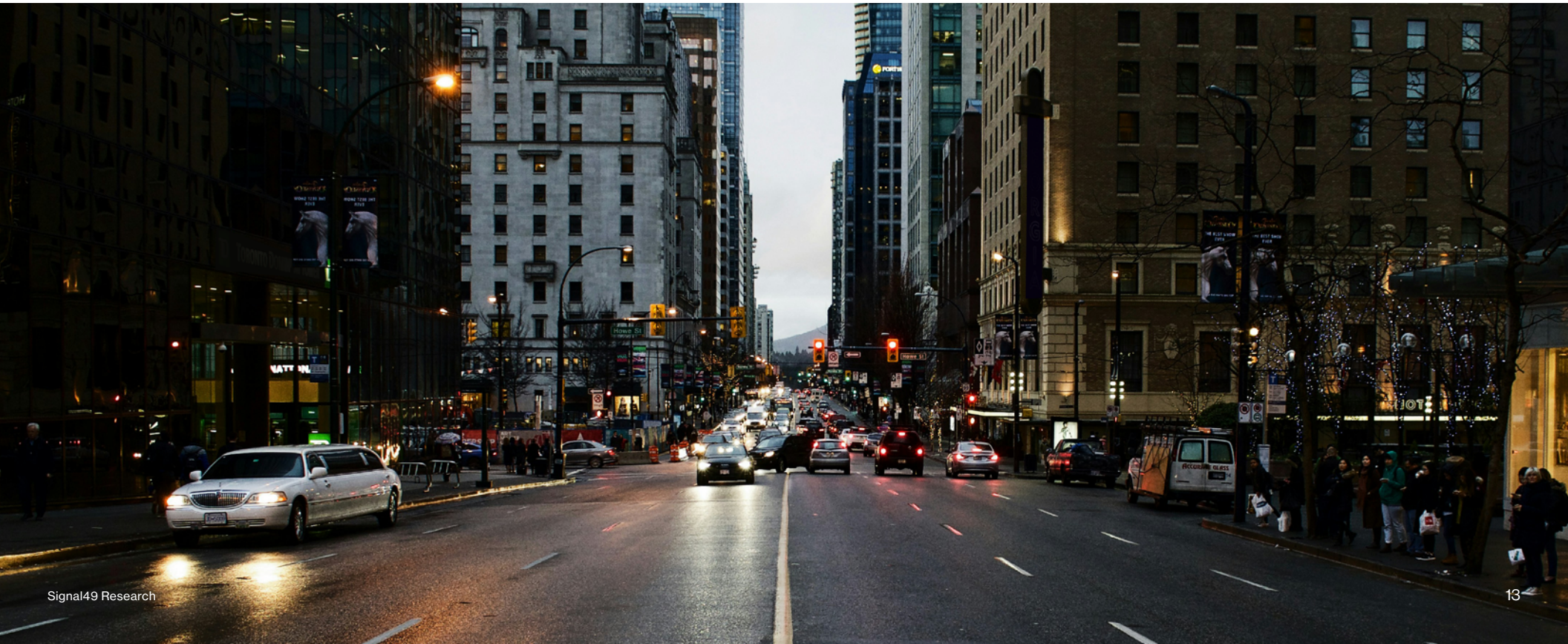
How we measure awareness of our work

Awareness is about our reach. Who is consuming our content? Who is meeting with us? Who is participating in our research and convening? We create content that resonates with a broad cross-section of Canadian leaders. We seek audiences with critical decision-makers in a deliberate way and know the 10 key people that need to see our work.

Our country has long benefited from extraordinary strengths: abundant natural resources, trusted institutions, strong alliances, deep trading relationships, and a diverse, talented population. Today, those foundations are under strain. We cannot address the challenges we face in isolation.

Signal49 Research is at the centre of many of the biggest challenges facing our country. We work with our partners to shed light on the path forward. Failing to act is not an option.

A better future for all Canadians is at stake.



AWARENESS KPIs

Engagement

1.3M

Page views on signal49.ca

41,343

Downloads of our research outputs

299

Subscribers to our digital subscription line of business

Over
150,000

Listens to our podcast episodes

Podcast series:

- 40 Bright Future episodes
- 43 Leadership Perspectives episodes
- 19 Economics Matters episodes
- 25 The Future Skills Podcast episodes

15,897

Broadcast and media articles

1,479 of those are in Tier 1 media with an audience of over 500K

20 *Globe and Mail* articles

Top 10 digital subscription outputs

1. Compensation Planning Outlook 2025: Is Pay Transparency the New Competitive Advantage?– October 2024
2. Labour Relations Outlook 2025: Compensation Trends for Unionized Employees (December 2024) and Labour Relations Outlook 2024: Part II–Higher Expectations for Wage Increases Could Shift the Power Dynamic– July 2024
3. HR Metrics Quarterly: 2024
4. HR Insights: Pathways to Diversity, Equity, and Inclusion– December 2024
5. HR Metrics Benchmarking: Exploring How HR Professionals Are Using AI– May 2024
6. Letting the Dominoes Fall: Canada's Five-Year Outlook– October 2024
7. HR Insights: Crafting the Right Paid Time Off Package– October 2024
8. Impact and Outcomes of Returning to the Office– April 2025
9. HR Insights: Health and Safety for Remote/Hybrid Workers– February 2025
10. Shift in Immigration Policy Goes Too Far– December 2024

Top 10 free outputs

1. Skills and Productivity: Which Skills Shortages Are Impacting Canadian Productivity?– August 2024
2. Employability Skills
3. The Future of Work: Addressing Skill Imbalances in Canada– December 2024
4. Artificial Intelligence Talent in Canada: Emerging AI Skills and Future Workforce– October 2024
5. The Leaky Bucket 2024: A Closer Look at Immigrant Onward Migration in Canada– November 2024
6. Real Connections in a Virtual World: Designing Remote Workplaces for Social Connections– May 2024
7. Cracking the Productivity Code: Charting a New Path to Prosperity– June 2024
8. Small Business, Big Impact: Immigrant Hiring and Integration in Five Canadian Cities– August 2024
9. Tackling Canada's Critical Skill Gaps– March 2025
10. Making the Invisible Visible: Neurodivergent Students' Experiences in Canadian Higher Education– November 2024

FY25 was a banner year for presentations of our research to forums and workshops. We presented at over 160 events this year, directly reaching an audience of over 9,000 Canadians.

START
CONNECTING

Highlights included:

May 24, 2024—presentation to Northern Dialogues Conference on our Learning From One Another research series.

June 18, 2024—presentation to Canadian Public Sector Pension Benefits Conference on neurodiversity in the workplace.

July 30, 2024—presentation to Saskatchewan Economic Impact Assessment Tribunal on final results of Oil and Gas and Methane 75 policies' impacts on Saskatchewan's economy.

August 7, 2024—presentation to Regional Development Agencies (Directors) about AI research and related insights for regional development agencies.

September 16, 2024—presentation to Ontario Ministry of Finance on AI research.

September 19, 2024—presentation to Senate standing committee for Social Affairs, Science and Technology's investigations into Bill C-64, *An Act respecting pharmacare*, to discuss the findings from our project on health insurance coverage in Canada.

October 26, 2024—presentation to National AI Dialogue in AgriFood on the role of AI and technology-driven shifts in labour markets in agriculture and food.

November 12, 2024—presentation to Centre for Innovation Studies on immigration and its effect on the economy and productivity.

January 28, 2025—presentation at the 24th annual Canadian Business Continuity and Emergency Management Conference on disaster recovery frameworks.

February 19, 2025—presentation to the Assembly of First Nations National Housing and Infrastructure Conference on the economic impact of closing the infrastructure gap.

March 20, 2025—presentation to ESDC Directors General on the extent of our FSC work, with a particular emphasis on the economics work.

April 3, 2025—presentation to WESC on the future of the immigration system.

April 4, 2025—presentation to Digital Innovation in Education 2025 Conference on AI and post-secondary institutions research.

May 21, 2025—presentation to Canada's Ocean Supercluster on the economic impact of Canada's ocean economy in 2035.

How we measure the degree to which our work is valued

We have influence when leaders who are aware of our work seek us out or agree to collaborate with us.

The **degree to which our work and expertise are valued** is reflected in the invitations we receive to share our insights, the frequency with which our work is referenced, and the calibre of the organizations and individuals who are willing to partner with us and lend us their voice.



VALUE KPIs

Profile

Instances of our research being cited in government or political statements, speeches, academic journals, or industry documents

500+

Our work was cited in many academic journals, including the following:

- | | | | |
|---|--|--|---|
| Canadian Journal of Cardiology | Journal of International Migration and Integration | Health Promotion and Chronic Disease Prevention in Canada: Research, Policy and Practice | Journal of Teaching and Learning for Graduate Employability |
| Canadian Journal on Aging/La Revue canadienne du vieillissement | Canadian Journal of Neurological Sciences | Journal of Occupational and Environmental Medicine | Harvard Business Review |
| Journal of Radiation Research and Applied Sciences | Journal of Occupational Health | International Journal of Mental Health and Addiction | The Journal of Prevention of Alzheimer's Disease |
| International Journal of Health Sciences | Quantum Journal of Medical and Health Sciences | Education and Information Technologies | Journal of Aging and Physical Activity |
| International Health Trends and Perspectives | The Canadian Geographer/ Le Geographe canadien | Journal of Clinical Medicine | European Journal of Radiology |
| Journal of Advanced Nursing | Equality, Diversity and Inclusion: An International Journal | Journal of Immigrant & Refugee Studies | Economic Development Journal of Canada |
| Canadian Water Resources Journal/ Revue canadienne des ressources hydriques | Canadian Journal of Science, Mathematics and Technology Education | Journal of Curriculum and Teaching | The International Indigenous Policy Journal |
| Canadian Journal for the Study of Adult Education | The Routledge Handbook of Tourism and Indigenous Peoples | Canadian Journal of Disability Studies | |
| Canadian Geriatrics Journal | Gerontechnology | Canadian Oncology Nursing Journal | |
| VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations | Digital Health | International Journal of Work-Integrated Learning | |
| Gender Issues and Challenges | Journal of Korean Society of Health-System Pharmacists | Frontiers in Public Health | |
| Journal of the Neurological Sciences | Healthcare Management Forum | Canadian Journal of Occupational Therapy | |
| Canadian Public Policy | Canadian Journal of Political Science/ Revue canadienne de science politique | GILE Journal of Skills Development | |
| Review of International Political Economy | | Industry and Higher Education | |

VALUE KPIs

Allies

We thank all of the **Research Advisory Board members** who contributed to our our research released this past year.

Dr. Megan Ames, Assistant Professor, Psychology, University of Victoria

Blair Attard-Frost, PhD Candidate, University of Toronto

Ameera Azam, Research and Engagement Coordinator, Employment Strategy for Youth with Disabilities, CanAssist

Joseph Bastien, Associate Director, Inclusive Economy, Shareholder Association for Research and Education (SHARE)

Jen Belcher, Vice President, Strategic Initiatives & Member Relations, Ontario Pharmacy Association

Roberto Bernabo, Senior Partner, Business Transformation Services Leader for Canada, IBM

Joel Blit, Associate Professor, University of Waterloo

Boyd Blundell, Research Director, Christian Labour Association of Canada

Alcia Brink, Program Manager, Embark, Confederation College of Applied Arts and Technology

Mark Brown, Chief of Health Professional Practice, Hamilton Health Sciences

Jason Brown, Director, Inuit Employment, Office of the Chief Administrative Officer, Nunavut Tunngavik Incorporated

Dr. Elizabeth Buckner, Canada Research Chair in Higher Education for Sustainable Global Development, University of Toronto

Richard Budgell, Assistant Professor, Department of Family Medicine, McGill University

Dr. Kiffer Card, Assistant Professor, Faculty of Health Sciences, Simon Fraser University

Ashley Casovan, Managing Director, AI Governance Center

Carol Cline, Dean, Workforce Development, Confederation College of Applied Arts and Technology

Dr. Catherine Connelly, Business Research Chair in Organizational Behaviour, McMaster University

Ginny Coyne, Department Head, Centre for Northern Innovation in Mining, Yukon University

Clarice Dale, Policy Advisor, Strategic Planning and Economic Policy Branch, Strategic Policy and Planning Division, Ontario Ministry of Indigenous Affairs and First Nations Economic Reconciliation

Dr. Ann Dale, Professor Emerita, School of Environment & Sustainability, Royal Roads University

Shelita Dattani, Senior Vice President, Pharmacy Affairs and Strategic Engagement, Neighbourhood Pharmacy Association of Canada

Lorrie Deschamps, President, Oshki-Pimache-O-Win: The Wenjack Education Institute

Wanda Deschamps, Founder and Principal, Liberty Co.

Ninad Dhawle, Senior Instructor, Yukon University

Michael Di Tommaso, Associate Director, Policy and Government Affairs, Merck Canada

Cary DiPietro, Dean of Learning, Teaching and Scholarship, Centennial College

Albert Drapeau, Former Executive Director, Yukon First Nations Chamber of Commerce

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Martine Elias, Executive Director, Myeloma Canada

Kristie Faasen, Senior Director, Labour and Employee Relations, University of Ottawa

Kim Falcigno, Vice President, Oshki-Pimache-O-Win: The Wenjack Education Institute

Dr. Tao (Tony) Fang, Professor and Stephen Jarilowsky Chair in Economic and Cultural Transformation, Memorial University

Sydney Forbes, Co-Chair East, Indigenous Medical Students' Association of Canada

Dr. Marc Frenette, Research Economist, Statistics Canada

Matt Garrow, Senior Director, Economic Reconciliation, Indigenous Services Canada

Joe Giannini, Vice President, Sales Strategy and Enablement, BD Canada

Leila Gillis, Acting Director General and Chief Nursing Officer Office of Primary Health Care, First Nations and Inuit Health Branch, Indigenous Services Canada

Ramon Goomber, Head of Pharmacy and Clinical Innovation, Pharmacy Solutions, GlaxoSmithKline

Dr. Joanna Gotfrit, Medical Oncologist, The Ottawa Hospital

Gerald Grant, Co-Lead and Principal Investigator of the Black Entrepreneurship Knowledge Hub (BEKH), Director of the Centre for Information Technology, Organizations, and People (CITOP), and Full Professor of Information Systems at the Sprott School of Business, Carleton University

Wojciech Gryc, CEO, Co-founder, Phase AI

Karen Hay, Health Industry Advisor, Population & Public Health, Global Public Sector, Salesforce

K.C. Herne, Medical Student, Faculty of Medicine, McGill University

Dr. Christopher Hillis, Chief of Oncology, Hamilton Health Sciences

Lien Ho, Senior Manager Compensation & Analytics, EPCOR

Andrea Hoff, PhD candidate, University of British Columbia

Paul Holba, Senior Vice-President, Empire Life Investments Inc.

Dr. Charles Hopkins, UNESCO Chair in Reorienting Education towards Sustainability, York University

Brenda Hublely, Chief Program Officer, Cancer Care Alberta

Christy Huey, Researcher, Yukon University

Rodney Hulstein, Instructor, School of Business and Leadership, Applied Science and Management Division, Yukon University

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Meredith Keenan, Vice President, Human Resources, General Electric Canada

Tammy Kelly, Director, Human Resources, IBM Canada

Janet Knight, CCP Program Lead, Senior Planner, Nishnawbe Aski Development Fund

Katrin Kohl, Executive Coordinator to the UNESCO Chair, York University

Michelle Kolla, Secretary Treasurer, Yukon First Nations Chamber of Commerce

Sarah Konwahahawi Rourke, Director, Indigenous Health Professions Program, McGill University

Vivek Krishnan, Trades Program Coordinator, Oshki-Pimache-O-Win: The Wenjack Education Institute

Sonya Kunkel, Chief Data & Analytics Officer, Marketing, BMO Financial Group

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Sylvie Latulippe, Director, HR Policies, Programs and Business Partnership, Bank of Canada

Doug Lauvstad, President and Chancellor, University College of the North

Peter Leclaire, Vice President, Academic, Northern Alberta Institute of Technology (NAIT)

Randy Lindsay, Chief Executive Officer, Futureworx

Radha MacCulloch, CEO, Specialisterne Canada

VALUE KPIs

Carol MacDonald, Senior Strategic Healthcare Partner Lead – Pharmacy, Pfizer Canada

Pierre Mani, Former Manager of Economic and Fiscal Policy, Government of Nunavut

George Marchewa, Principal Economist, Finance, Government of Yukon

Dr. Randall Martin, Executive Director, BC Council for International Education

Sally Martins, Director Total Rewards North America, PepsiCo

Stephen Maynard, Manager Results and Economic Intelligence, Federal Economic Agency for Northern Ontario

Susan McCahan, Vice-Provost, Innovations in Undergraduate Education, University of Toronto

Dr. Carly McMorris, Associate Professor, University of Calgary

Jiaojiao Meng, Human Resources Generalist, Wyndham Hotels & Resorts Canada, Inc.

Dr. Janet Morrison, President & Vice-Chancellor, Sheridan College

Mellisa Murray, Executive Director, Yukon First Nations Chamber of Commerce

Vivian Ng, National Lead, Access and Health Policy Strategy, Roche Diagnostics

Jennie Nilsson, Associate Director, Indigenous and Canada North Relations, Co-operative Education and Work-Integrated Learning Canada

Dr. Jane O'Reilly, Associate Professor, Telfer Fellow in Workplace Wellbeing, University of Ottawa

Melanie Osmack, Executive Director, Indigenous Physicians Association of Canada

Maria Paquet, Vice-President, Human Resources, Shell Canada Limited

Dan Paradis, Manager, Community Development, Nishnawbe Aski Development Fund

Dale Payne, Senior Manager, National Policy and Partnerships, AstraZeneca Canada

Melissa Payne, Director, Membership, Research and Learning, Canadian Bureau for International Education

Dr. Genevieve Peters, Director of Research, ECO Canada

Julie Philippe, General Manager, Total Compensation, Canada Post

Corinne Pohlmann, Executive Vice-President, Advocacy

Jackie Price, Vice-President, Nunavut Arctic College

Carlo Rupnik, Economic Advisor, Indigenous Services Canada

Robyn Saccon, Vice President, Public Affairs, BD Canada

Daniel Safayeni, Vice President, Policy, Ontario Chamber of Commerce

Melissa Salvatore, Director, Total Rewards & Wellness, Export Development Canada

Laure Salvis, Senior Marketing Advisor, Marketing, Communications, Desjardins Insurance

Darren Sander, Executive Director, Human Resources, Total Rewards, Alberta Health Services

Dr. Sandeep Sehdev, Medical Oncologist, The Ottawa Hospital

Sam Senecal, Director, Indigenous Affairs, Northern Ontario School of Medicine University

Dr. Robin Shaban, Principal, Robin Shaban Consulting

Dr. Andrew Sharpe, Executive Director, Centre for the Study of Living Standards (CSLS)

Gordon Shuster, Director, International Education, Okanagan College

Aaron Sihota, Pharmacist, Clinical Associate Professor, UBC Faculty of Pharmaceutical Sciences, University of British Columbia

Christina Sit, Manager, Community and Strategic Partnerships, The Leukemia & Lymphoma Society of Canada

Peder Soeraas, Senior Research Analyst, Colleges and Institutes Canada

Anton Solomon, Director, Labour Market Development Branch, Department of Economic Development, Government of Yukon

Chris Stacey, Education Analyst, Yukon First Nation Education Directorate

Crystal Su, Manager, Health Economics and Outcomes Research, BD Canada

Malcolm Taggart, Senior Economic Research Analyst, Government of Yukon

Patrick Tammer, Senior Investment Director, SCALE AI

Bryan Tennant, Scientific Director, GlaxoSmithKline

Derek Thompson, Director of Indigenous Engagement, University of British Columbia

Steven Tobin, CEO and Founder, LabourX

Sara Tune, Director of Labour Economics, Ontario Finance

Neil Turner, Head of Total Rewards Canada and Latin America, Lockheed Martin

Peter M. Turner, Economic Development Analyst, Council of Yukon First Nations

Linda Vickers, Director Total Rewards & HR Services, Maple Leaf Foods Inc.

Viet Vu, Manager of Economic Research, The Dais at TMU

Lindsay Walker, Director, Sustainability, Humber College

Dr. Margaret Walton-Roberts, Professor, Geography and Environmental Studies, Wilfrid Laurier University

Delmar Washington, Vice-President, Yukon First Nations Chamber of Commerce

Vickie Whitehead, Principal, VLW Financial Management Ltd.

James Wilson, Director, Labour Relations, Bell

Michelle Wilson, VP, People and Communications, Lundbeck Canada

Nancy Wuttunee, Vice-President, People Potential, A&W Food Services of Canada Inc.

Alura Wynn, Project Assistant Intern, Oshki-Pimache-O-Win: The Wenjack Education Institute

How we measure the degree to which our work has resulted in positive change

Making an impact is a journey composed of many small steps. Each step builds understanding that the Wicked Problems facing our country have solutions. Through our work, we seek to bring about positive change.

The journey of impact culminates when leaders place such a high value on our insights that they are **persuaded to take action**. These actions result in new or adjusted policies and practices that provide social, environmental, and economic benefits to Canadians.



Through our impact key performance indicators, we track our organization's steps on the journey to change. Our **awareness** and **value** indicators demonstrate how our research and expertise are being received outside of our organization.

Our **impact in action** narratives show how leaders are implementing changes based on our insights.



IMPACT IN ACTION



A tip list for neurodivergent students finds its audience

Signal49 has produced a growing body of research on the experiences of neurodivergent individuals, and this year one resource in particular stood out: [Navigating Higher Education: A Neurodivergent Student's Guide](#).

This guide offers six practical tips to help neurodivergent learners prepare for and succeed in higher education, drawing on insights from several of our recent studies, including:

- [Making the Invisible Visible: Neurodivergent Students' Experiences in Canadian Higher Education](#) (Nov 2024)
- [Creating Inclusive Campuses: Neuroinclusive Policies and Practices in Post-Secondary Education](#) (Feb 2025)

The guide resonated widely—directly reaching students, parents and career development advisors after being shared by the Ontario School Counsellors Association (OSCA)—and illustrates how research-to-practice tools can meaningfully support neurodivergent learners.

In addition to this resource, Signal49 continues to advance work that supports neurodivergent individuals transitioning into the workforce. These studies include:

- [Breaking Down Barriers: Improving the Workplace Experience for Neurodivergent Canadians](#) (March 2023)
- [Building Workplaces Where Neurodivergent Workers Thrive](#) (November 2022)



Indigenous equity participation in major projects

As national attention began to focus on major project development in Canada, we were there to help shape the conversations. Our work on Indigenous participation in major projects is helping to inform Canada's efforts to advance reconciliation while attracting investment through large-scale projects.

In FY25, we presented our *Indigenous Equity Participation in Major Projects* research to more than 600 people. We also delivered tailored briefings to leadership teams at seven organizations.

We're now seeing our recommendations adopted across key sectors. For example, the federal government has moved toward a national loan guarantee program. And more mining companies are recognizing that equity ownership can deliver stronger longer-term outcomes than traditional impact and benefit agreements.

Read more

- [*Indigenous Ownership—Strengthening Economic Autonomy*](#) (July 2023)
- [*Indigenous Ownership—Best Practices for Major Project Success*](#) (March 2023)
- [*Indigenous Ownership: Overcoming Obstacles and Forging Partnerships*](#) (September 2022)



Everything artificial intelligence

We're tracking how artificial intelligence is reshaping workplaces and post-secondary education – and what that means for skills, teaching, and economic prosperity.

In FY25, we published:

- [*Who Is Using Generative AI in Higher Education?*](#) (July 2024)
- [*Artificial Intelligence Talent in Canada: Emerging AI Skills and Future Workforce*](#) (October 2024)
- [*How Are Educators Navigating the AI Revolution?*](#) (October 2024)
- [*AI-PowerED: Will AI Change Post-Secondary Teaching and Learning?*](#) (December 2024)
- [*Canada's AI Economy*](#) (May 2025)

Our research is shaping how leaders understand where and how artificial intelligence is affecting different industries. Early on, we recommended that organizational leaders and C-suite executives lead informed discussions on AI capabilities, limitations, and risks. Throughout the year, we advanced that recommendation by presenting to senior decision-making forums across agrifood, AI safety, and labour market policy.

In May 2025, we also were invited to participate in an OECD working group focused on small and medium-sized enterprise adoption of AI.

Canada's AI Economy was released at the B7 meeting in Canada in May 2025, in front of business leaders from G7 countries and with senior government representation, including Mélanie Joly. We highlighted that Canada leads the G7 in artificial intelligence (AI) talent growth and research output per capita, supported by strong public investment and a globally competitive start-up ecosystem. However, gaps in infrastructure readiness and challenges in retaining top AI talent continue to limit Canada's ability to translate research strength into economic impact at scale.

This work has positioned us as a go-to source for practical AI insight – especially on the future of work and AI-driven economic prosperity.



Thinking differently about labour market information

Signal49 is recognized for turning labour market information into clear, actionable insights. In FY25, we expanded that capacity through the acquisition of Vicinity Jobs.

Vicinity Jobs' technology and data capabilities strengthen our ability to produce innovative, tailored research and more targeted insight into Canada's labour market. The acquisition also deepens our commitment to equip Canada's leaders with rigorous research and practical intelligence they can use in decision making.

Vicinity Jobs has been collecting online job postings across Canada for over a decade. We now have access to more than 20 million high quality, unique English and French job posting records. This gives Signal49 a stronger foundation for applied labour market analysis. It also allows us to examine employer demand by occupation, job title, skills, geography, education, experience, and other key variables.

The impact of that capability is reflected in the breadth of organizations using the data.

Today, over 20 post secondary institutions and more than 50 organizations use Vicinity Jobs data in their work. The majority of Canadian provinces, through their labour market divisions, also leverage the data to support workforce planning, policy development, and education investment decisions. In post secondary education, the data helps validate existing degree and continuing education programs, identify emerging skill needs, and shape new offerings that reflect changing employer demand. It also informs workforce and immigration planning by pinpointing where labour demand is strongest and where shortages persist.

Together, these expanded capabilities strengthen Signal49's ability to serve partners across the country with timely, applied insight. That work supports workforce planning, program design, policy development, and a better understanding of changing labour market needs.

Learn more on our [website](#).



Where knowledge inspires action

Formerly operating as The Conference Board of Canada
Effective January 26, 2026, Signal49 Research discontinued use of 'The Conference Board of Canada' name and trademark, which had been used by Signal49 Research under license from The Conference Board, Inc. The Conference Board, Inc. and/or its licensees have the exclusive right to use 'THE CONFERENCE BOARD' marks in Canada.

Signal49
RESEARCH

signal49.ca