NIAGARA WORKFORCE PLANNING BOARD

Niagara's In Demand Skilled Trades

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This project is funded in part by the Government of Canada and the Government of Ontario. The views expressed in this document do not necessarily reflect those of the Government of Ontario.

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NIAGARA WORKFORCE PLANNING BOARD

Introduction and Executive Summary

NWPB has prepared this report to answer a deceptively simple question**: what skilled trades are in demand in Niagara?** To fully come to terms with this question, NWPB interviewed 99 employers of skilled tradespeople to develop a boots-on-the-ground understanding of their need for apprentices and journeypersons.

The results of those consultations identified the following in-demand skilled trades at both the apprentice and journeyperson level:

Construction Trades	Industrial Trades	Automotive & Motive Power Trades	Service Trades
General Carpenter	CNC Programmer	Automotive service technician	Cooks / Chefs
Electrician Construction & Maintenance	Welder	Truck-trailer service technician	Hairstylist
Brick & Stone Mason	Industrial Mechanic Millwright	Automotive painter	Baker

Digging deeper into these responses to examine overall labour market supply and demand in the skilled trades is a more challenging process. As the definition of a skilled trade can vary from province to province, NWPB converted Ontario's skilled trades, as defined by the Government of Ontario and the Ontario College of Trades, into a series of **trades-related occupations.** These trades-related occupations are fully aligned to Canada's National Occupation Classification (NOC) system. Making this conversion offers four key advantages:

1) It allows for the measurement of additional in-demand skilled trades beyond those noted through consultation.
2) It allows for a measure of job growth/decline in the skilled trades.
3) It allows for a measure of employer-driven job demand in the skilled trades.
4) It allows for a measure of labour mobility in the skilled trades (i.e. do the skilled tradespeople who live in Niagara also work in Niagara?).

The balance of this report breaks down into four sections. Each section explores one of the major skilled trades sectors:

- ***Construction trades***
- ***Industrial trades***
- ***Automotive and motive power trades***
- ***Service trades***

Overall, we find that the majority of trades-related occupations have seen job growth over the last five years. Notable examples of the strongest growth include **carpenters, construction millwrights and mechanics**, **cooks**, and **bakers**.

When the number of existing jobs is compared to measurable job demand – as seen through the aggregation of online job postings – a number of trades-related occupations stand out as not only being on growth trajectories, but in clear need of new employees. Examples of occupations include **carpenters**, **automotive service technicians**, and **cooks**.

This report also found that Niagara is a net-exporter of skilled trades labour in every trades-related occupation that was examined. While there are individuals coming to Niagara for work in the skilled trades, Niagara's resident labour force in the examined trades-related occupations is consistently greater than the number of people who report working in Niagara. This final finding invites a re-examination of some commonly held notions on skill and labour shortages in Niagara.

While there are opportunities in developing strategies to retain some of Niagara's mobile workforce to support local skilled trades employers, the 99 employers who were consulted on this project sent a clear message that the sustainability of their operations will be informed by two overriding factors:

1) increasing the transfer of knowledge from the older workforce into the current and emerging generation
2) increasing the number of youth who are interested in building a career in the skilled trades

Although addressing those two issues is beyond the scope of this report, NWPB believes this project will help set priorities toward those goals.

Section 1: Construction Trades

Comprehensive engagement sessions with Niagara-based employers of apprentices and journeypersons in the construction trades identified the following trades as those that were most frequently in demand. Although the ranked order of trades changes between journeypersons and apprentices, the trades, themselves, remains constant between both groups.

Table 1-1. In Demand Construction Trades

Journeyperson	**Apprentice**
403A – general carpenters	401A – brick and stone mason
309A – electrician	403A – general carpenter
401A – brick and stone mason	309A – electrician

To gain additional insights on these trades, NWPB used the National Occupation Classification (NOC) system, as well as supplemental data from the Government of Ontario, to identify the measurable trades-related occupations that exist within each skilled trade designation. This approach also allows for the identification of additional trades that are likely in demand. These additional trades are seen in Table 1-2.

Table 1-2. Inferred Construction Trades

211W - Wooden Boat Rebuilder
309C- Electrician Domestic and Rural
244H - Restoration Mason
401R - Refractory Mason

Each of the seven trades identified in Table 1-1 and Table 1-2 map into one of three trades-related occupations groups within the NOC system: **carpenters, electricians,** or **bricklayers**. This means that every construction tradesperson, apprentice or journeyperson who is working in the trades noted in Table 1-1 and 1-2 will be included within these three occupation groups. Putting trades into this context allows for a better understanding of the number of jobs in Niagara, the measurable job demand in Niagara for these trades people, and understanding

whether the labour supply for these occupations is generally working in Niagara or commuting to other parts of Ontario for employment.

Table 1-3 reflects the current and historic number of jobs in Niagara for the three construction trades-related occupations. Note that the 2019 data is an estimate based on partial 2019 data. The 2020 data is a mathematical extrapolation. While both carpenters and bricklayers show steady job growth in Niagara, electricians show a 34% decline in the number of jobs.

Table 1-3. Historic and Current Job Levels in Construction Trades-Related Occupations in the Niagara region.

Construction Trades Related Occupation	2015 Jobs	2016 Jobs	2017 Jobs	2018 Jobs	2019 Jobs (estimate)	2020 Jobs (forecast)	Absolute Change	% Change
Electricians	918	863	744	651	627	609	-310	-34%
Carpenters	798	820	827	909	928	947	149	19%
Bricklayers	175	187	189	187	190	192	17	10%

Source: EMSI Analyst, 2019.1 data set, Niagara region, selected occupations

To offer additional context to these data, NWPB aggregates online job postings to produce a measure of job demand. Although NWPB typically excludes jobs posted on Kijiji.com from data aggregation, consultation with employers on this project revealed that a number of employers do post legitimate job offers on Kijiji.com. Employers noted that they find better quality applicants when posting vacancies on Kijiji.com compared to other job boards. As such, Table 1-4 reflects job demand that both excludes and includes demand seen on Kijiji.com.

Table 1-4. Job Demand for Construction Trades-Related Occupations in the Niagara region, 2019.

Construction Trades Related Occupation	Job Postings (excluding Kijiji)	Job Postings (Including Kijiji)
Electricians	32	41
Carpenters	37	95
Bricklayers	5	11
Total	**74**	**147**

Source: TalentNeuron, Niagara region, 2019, including and excluding kijiji.com

While the job count data seen in Table 1-3 shows a decline in the number of electrician jobs in the Niagara region, it is possible that the job demand seen in Table 1-4 represents an effort from employers to fill existing vacancies within their workforces.

Also noteworthy is that measurable demand for carpenters is almost two-and-a-half times higher when including job postings from Kijiji.com. These data suggest that job seekers, apprentices, and journeypersons who are looking for carpentry work may do well to explore Kijiji.com. Additionally, the measurable demand seen in Table 1-4 for carpenters represents 10.2% of the 2019 job count. This is suggests a pattern of long-term growth amid current job demand.

Where Table 1-4 examined job postings for carpenters, electricians, and brick layers, which speaks directly to demand for trades seen in Table1-1 and Table 1-2, Table 1-5 uses data from the census to measure available labour supply. In other words, this is a measure of the people who either live in Niagara or work in Niagara as a carpenter, electrician, or bricklayer.

Table 1-5. Labour Flow of Construction Trades-Related Occupations

Construction Trades Related Occupation	Labour Force Living in Niagara	Labour Force Working in Niagara	Labour Flow
Electricians	1,035	380	Exporting 665
Carpenters	1,520	445	Exporting 1,075
Bricklayers	260	40	Exporting 220

Source: 2016 Census, Custom Tabulations.

The data presented in Table 1-5 provides significant context on why employers are facing hiring challenges among these trades. In each of these occupations, there are more people living in Niagara than working in Niagara. Additionally, the number of people working in Niagara in Table 1-5 is lower than the job counts noted for all three trades-related occupations in 2016, noted in Table 1-3.

The scope of this challenge is put into a very clear context when the 40 bricklayers working in Niagara in 2016 are compared to the 187 bricklayer jobs reported in Table 1-3. While these data come from different sources and ***must be treated with a measure of caution when drawing comparisons***, the difference between *job counts* and *individuals working in Niagara* adds context to employer consultations and consultations with the Niagara Home Builders association that have emphasized a persistent shortage for bricklayers.

Section 2: Industrial Trades

Comprehensive engagement sessions with Niagara-based employers of apprentices and journeypersons in the industrial trades identified the following trades as those that were most frequently in demand. Although the ranked order of trades changes between journeypersons and apprentices, the trades, themselves, remains constant between both groups.

Table 2-1. In demand Industrial Trades

Journeyperson	**Apprenticeship**
670C – computer numerical control (CNC) programmer	456A – welder
456A – welder	670C – computer numerical control (CNC) programmer
433A – industrial mechanic millwright	433A – industrial mechanic millwright

To gain additional insights on these trades, NWPB used the National Occupation Classification (NOC) system, as well as supplemental data from the Government of Ontario, to identify the measurable trades-related occupations that exist within each skilled trade designation. This approach also allows for the identification of additional trades that are likely in demand, as can be seen in Table 3-2.

Table 2-2. Inferred Industrial Trades

263F - Pump Systems Installer
426A - Construction Millwright
435B - Marine Engine Technician
609C- Packaging Machine Mechanic

Each of the **seven** trades identified in Table 2-1 and Table 2-2 map onto one of three trades-related occupations groups within the NOC system: ***Industrial engineering and manufacturing technologists and technicians,*** **welders and related machine operators,** and **construction millwrights and industrial mechanics.** This means that every industrial tradesperson, apprentice or journeyperson, who is working in the trades noted in Table 2-1 and 2-2 will be included within these three occupation groups.

Putting industrial trades into this context allows for a better understanding of the number of jobs in Niagara, the measurable job demand in Niagara for these trades people, and understanding whether the labour supply for these occupations is generally working in Niagara or commuting to other parts of Ontario for employment.

Table 2-3 reflects the current and historic number of jobs in Niagara for industrial trades-related occupations. Note that the 2019 data is an estimate based on partial 2019 data. The 2020 data is a mathematical extrapolation. All three occupations saw job growth between 2015 and 2020, with construction millwrights offering the largest proportional and absolute change in jobs.

Table 2-3. Historic and Current Job Levels in Industrial Trades-Related Occupations in the Niagara region.

Industrial-Trades Related Occupation	2015 Jobs	2016 Jobs	2017 Jobs	2018 Jobs	2019 Jobs (estimate)	2020 Jobs (forecast)	Absolute Change	% Change
Industrial engineering & manufacturing technologists & technicians	173	184	182	183	185	186	13	8%
Welders & related machine operators	1,037	1,088	1,057	1,043	1,058	1,074	36	4%
Construction millwrights & industrial mechanics	1,175	1,188	1,294	1,390	1,424	1,455	280	24%

Source: EMSI Analyst, 2019.1 data set, Niagara region, selected occupations

To offer additional context to these data, NWPB aggregates online job postings to produce a measure of job demand. Although NWPB typically excludes jobs posted on Kijiji.com from data aggregation, consultation with employers on this project revealed that a number of employers do post legitimate job offers on Kijiji.com. Employers noted that they find better quality applicants when posting vacancies on Kijiji.com compared to other job boards. As such, Table 2-4 reflects job demand that both excludes and includes demand seen on Kijiji.com.

Table 2-4. Job Demand for Industrial Trades-Related Occupations in the Niagara region, 2019.

Industrial-Trades Related Occupation	Job Postings (excluding Kijiji)	Job Postings (Including Kijiji)
Industrial engineering & manufacturing technologists and technicians	17	17
Welders & related machine operators	37	45
Construction millwrights & industrial mechanics	36	45
Total	**100**	**107**

Source: TalentNeuron, Niagara region, 2019, including and excluding kijiji.com.

The data in Table 2-4 shows demand across these three industrial trades-related occupations. Unlike in the construction trades, there is very little difference between job demand that includes and excludes Kijiji.com. This suggests that job seekers looking to enter the industrial trades will likely not find many opportunities on Kijiji.com.

Although 2019's job demand for construction millwrights only represents 3.2% of the 2019 job counts, this demand is occurring within an occupation group that saw a 24% increase in total job counts from 2015-2020. While this may be an indicator of relatively low turnover in these positions, the level of year-over-year job growth for construction millwrights combined with the largest absolute demand in 2019 likely reflects clear local demand for tradespeople in this field.

Consultation with employers also informs why demand in these occupations might seem low amid overall growth trends. Therein, employers of industrial tradespeople reported equal preference for hiring through online job boards and word of mouth recruiting. This suggests that there is a segment of demand for industrial tradespeople that cannot be measured, and is not making its way toward prospective apprentices looking to build a career in the industrial trades.

Where Table 2-4 examined job postings for engineering and manufacturing technologists, welders, and construction millwrights, which speaks directly to demand for their relevant trades, Table 2-5 uses data from the census to measure available labour supply. In other words, this is a measure of the people who either live in Niagara or work in Niagara as an engineering and manufacturing technologist, welder, or construction millwright.

Table 2-5. Labour Flow of Industrial Trades-Related Occupations

Occupation	Labour Force Living in Niagara	Labour Force Working in Niagara	Labour Flow
Industrial engineering & manufacturing technologists & technicians	180	125	Exporting 55
Welders & related machine operators	1,315	800	Exporting 515
Construction millwrights & industrial mechanics	1,185	655	Exporting 530

Source: 2016 Census, Custom Tabulations

As was the case with construction trades, the data presented in Table 2-5 provide significant context on why employers are facing hiring challenges for these three occupations. In each of these occupations, there are more people living in Niagara than working in Niagara. Once again, these data allow us to infer that Niagara is exporting its skilled tradespeople to other regions rather than retaining it for local employment.

The gap between the reported jobs in industrial trades-related occupations, seen in Table 2-3, and the size of the workforce working in Niagara, reported in Table 2-5, invites questions on whether Niagara's employers, particularly employers of construction millwrights and industrial mechanics, may not be operating at their full capacity. If this is the case, efforts to retain a greater portion of the 530 individuals who have experience in this occupation group but leave the region for employment may quickly address labour shortfalls. Once again, the data in Tables 2-3 and 2-5 are from different, though equally valid sources. As such they must be treated with some caution, and should be seen as indicators of trends for future consultation and planning.

Section 3: Automotive and Motive Power Trades

Comprehensive engagement sessions with Niagara-based employers of apprentices and journeypersons in the automotive and motive power trades identified the following trades as those that were most frequently in demand. Although the ranked order of trades changes between journeypersons and apprentices, the trades, themselves, remains constant between both groups.

Table 3-1. Hard to Fill Automotive and Motive Trades

Journeyperson	**Apprenticeship**
310S – automotive service technician	310S – automotive service technician
310J – truck-trailer service technician	310J – truck-trailer service technician
410N – automotive painter	410N – automotive painter

To gain additional insights on these trades, NWPB used the National Occupation Classification (NOC) system, as well as supplemental data from the Government of Ontario, to identify the measurable trades-related occupations that exist within each skilled trade designation. This approach allows for the identification of additional trades that are likely in demand, as can be seen in Table 3-2.

Table 3-2. Inferred Automotive and Motive Trades

295A -Tire, Wheel and Rim Mechanic
310C - Fuel and Electrical Systems Technician
310D - Transmission Technician
310E - Alignment and Brakes Technician
310K - Automotive Electronic Accessory Technician
310T - Truck and Coach Technician
615A- Bearings Mechanic
274L - Automotive Glass Technician
310B - Auto Body and Collision Damage Repairer
310Q - Auto Body Repairer

Each of the 13 trades identified in Table 3-1 and Table 3-2 map onto one of two trades-related occupations groups within the NOC system: **automotive service technicians, truck and bus mechanics and mechanical repairers** or **motor vehicle body repairers.**

This means that every automotive/motive power tradesperson, apprentice or journeyperson, who is working in the trades noted in Table 3-1 and 3-2 will be included within two occupation groups. Putting trades into this context allows for a better understanding of the number of jobs in Niagara, the measurable job demand in Niagara for these tradespeople, and understanding if the labour supply for these occupations is generally working in Niagara or commuting to other parts of Ontario for employment.

Table 3-3 reflects the current and historic number of jobs in Niagara for automotive and motive trades-related occupations. Note that the 2019 data is an estimate based on partial 2019 data. The 2020 data is a mathematical extrapolation. Automotive service technician jobs have shown slight growth between 2015 and 2020. During the same time the number of motor vehicle body repairers dropped by 24%.

Table 3-3. Historic and Current Job Levels in Automotive and Motive Trade Related Occupations in the Niagara region.

Motive Trades-Related Occupation	2015 Jobs	2016 Jobs	2017 Jobs	2018 Jobs	2019 Jobs (estimate)	2020 Jobs (forecast)	Absolute Change	% Change
Automotive service technicians, truck & bus mechanics & mechanical repairers	1,407	1,401	1,418	1,427	1,443	1456	49	3%
Motor vehicle body repairers	291	277	238	234	228	222	-69	-24%

Source: EMSI Analyst, 2019.1 data set, Niagara region, selected occupations

To offer additional context to these data, NWPB aggregates online job postings to produce a measure of job demand. Although NWPB typically excludes jobs posted on Kijiji.com from data aggregation, consultation with employers on this project revealed that a number of employers do post legitimate job offers on Kijiji.com. Employers noted that they find better quality applicants when posting vacancies on Kijiji.com compared to other job boards. As such, Table 3-4 reflects job demand that excludes and includes posts on Kijiji.com.

Table 3-4. Job Demand for Trades-Related Occupations in the Niagara region, 2019.

Motive Trades-Related Occupation	Job Postings (excluding Kijiji)	Job Postings (Including Kijiji)
Automotive service technicians, truck & bus mechanics & mechanical repairers	104	155
Motor vehicle body repairers	18	25
Total	**122**	**180**

Source: TalentNeuron, Niagara region, 2019, including and excluding kijiji.com

The data in Table 3-4 shows demand across both motive/automotive trades-related occupations. Demand for automotive service technicians stands as another example where including job demand on Kijiji.com offers a considerable increase in reported job demand. In this case, including Kijiji.com in job demand measures increased the overall results by 49%. Motor vehicle body repairers increase by 38.9%, however this increase only amounted to an additional 7 job postings compared to 51 for automotive service technicians.

Despite an overall decline in jobs for motor vehicle body repairers, the 25 (including kijiji.com) job postings for this occupation represent about 11.0% of the 2019 job count. This is quite comparable to automotive service technicians, where 155 job postings represent 10.7% of the forecast 2019 job count.

A potential means of understanding this demand emerged through our employer consultations. Therein, employers noted that the cost of buying tools for tradespeople was often prohibitively expensive. This had the effect of steering apprentices toward other trades, and creating a steady demand for new apprentices.

Other employers noted that automotive repair work is highly technical work, and core skills are frequently changing to keep up with the increasing sophistication of the modern automobile. This requires a high level of highly specialized knowledge from the prospective workforce, and leads to a high level of labour mobility within these trades as apprentices and journeypersons have the ability to move from one employer to another.

Where Table 3-4 examined job postings for automotive service technicians and motor vehicle body repairers, which speaks directly to demand for their relevant trades, Table 3-5 uses data from the census to measure available labour supply. In other words, this is a measure of the people who either live in Niagara or work in Niagara as **automotive service technicians** or **motor vehicle body repairers**.

Table 3-5. Labour Flow of Automotive and Motive Trades-Related Occupations

Occupation	Labour Force Living in Niagara	Labour Force Working in Niagara	Labour Flow
Automotive service technicians, truck & bus mechanics & mechanical repairers	1,985	1,645	Exporting 340
Motor vehicle body repairers	355	255	Exporting 100

Source: 2016 Census, Custom Tabulations

As was the case with both the construction and industrial trades, Table 3-5 provides another piece of context on why employers are facing hiring challenges for automotive service technicians and motor vehicle body repairers. In each of these occupations, there are more people living in Niagara than working in Niagara. From these data we can infer that Niagara is exporting its skilled tradespeople to other regions rather than retaining it for local employment.

Given that employers in automotive trades noted how the costs of purchasing tools can be significant within these trades, it is quite likely that competitive compensation from outside of Niagara is attracting some portion of the local workforce.

Section 4: Service Trades

Comprehensive engagement sessions with Niagara-based employers of apprentices and journeypersons in the service trades identified the following trades as those that were most frequently in demand. For this sector, employers prioritized the following four trades equally between journeypersons and apprentices.

Table 4-1. Hard to Fill Service Trades

Journeyperson	**Apprenticeship**
415A – Cooks	415A – Cooks
332A – Hairstylist	332A – Hairstylist
423A – Baker	423A – Baker
415C – Chef	415C – Chef

To gain additional insights on these trades, NWPB used the National Occupation Classification (NOC) system, as well as supplemental data from the Government of Ontario, to identify the measurable trades-related occupations that exist within each skilled trade designation. This approach allows for the identification of additional trades that are likely in demand, as can be seen in Table 4-2.

Table 4-2. Inferred Service Trades

415B - Assistant Cook
415D - Institutional Cook
423C - Baker-Patissier

Each of the 7 trades identified in Table 4-1 and Table 4-2 map into one of four trades-related occupations groups within the NOC system: ***cooks, hairstylists and barbers, bakers,*** and ***chefs.***

This means that every service tradesperson, apprentice or journeyperson, who is working in the trades noted in Tables 4-1 and 4-2 will be included within these four occupation groups. Putting trades into this context allows for a better understanding of the number of jobs in Niagara, the measurable job demand in Niagara for these tradespeople, and understanding whether the labour supply for these occupations is generally working in Niagara or commuting to other parts of Ontario for employment.

Table 4-3 reflects the current and historic number of jobs in Niagara for service trades related occupations. Note that the 2019 data is an estimate based on partial 2019 data. The 2020 data is a mathematical extrapolation. All of the occupations, with the exception of hairstylists and barbers have seen job growth between 2015 and 2020. One caveat to this data is that it is a measure of jobs where an individual works for an employer. Individuals who are self-employed or independent contractors would not be counted in this data. With respect to hairdressers and barbers, the 2016 census noted that 35.5% of these individuals who work in Niagara were self-employed. With this in mind, the number of jobs for hairdressers is likely low.

The most substantial job increases are seen among cooks which, based on the 2020 forecast, added 422 jobs between 2015 and 2020, amounting to a 15% increase.

Table 4-3. Historic and Current Job Levels in Service Trade-Related Occupations in the Niagara region.

Description	2015 Jobs	2016 Jobs	2017 Jobs	2018 Jobs	2019 Jobs (estimate)	2020 Jobs (forecast)	Absolute Change	% Change
Cooks	2,879	3,105	3,154	3,156	3,233	3,301	422	15%
Hairstylists and barbers	738	685	669	681	680	680	-58	-8%
Bakers	559	590	695	684	728	768	208	37%
Chefs	869	883	879	877	892	905	37	4%

Source: EMSI Analyst, 2019.1 data set, Niagara region, selected occupations

To offer additional context to these data, NWPB aggregates online job postings to produce a measure of job demand. Although NWPB typically excludes jobs posted on Kijiji.com from data aggregation, consultation with employers on this project revealed that a number of employers do post legitimate job offers on Kijiji.com and they report finding better quality applicants there than on other job boards. As such, Table 4-4 reflects job demand that both excludes and includes demand seen on Kijiji.com.

Table 4-4. Job Demand for Service Trades-Related Occupations in the Niagara region, 2019.

Description	Job Postings (excluding Kijiji)	Job Postings (Including Kijiji)
Cooks	425	519
Hairstylists and barbers	62	98
Chefs	57	66
Bakers	1	1
Total	**545**	**684**

Source: TalentNeuron, Niagara region, 2019, including and excluding kijiji.com

The data in Table 4-4 shows demand across the four relevant service trade-related occupations. Similar to the industrial and construction trades, including job demand from Kijiji.com results in a 25.5% increase in visible job demand. Cooks see the largest absolute increase in job demand with an additional 94 job postings when Kijiji.com is included in job demand measures. Job demand for cooks represents 16.1% of the 2019 job count for this occupation. This is not surprising given an occupation group that has seen considerable year-over year growth.

Despite an 8% job decrease between 2015 and 2020, the 98 job postings for hairstylists and barbers represented 14.4% of this occupation's job count in 2019. Once again, changes within this industry that see more hairstylists and barbers acting as independent contractors rather than employees may account for considerable job demand amid overall job decline. Consultations with employers of bakers noted a strong tendency toward hiring through word of mouth recruiting and other informal channels. This finding corroborates with the low frequency of baking job postings.

Where Table 4-4 examined job postings for cooks, hairstylists and barbers, chefs, and bakers, which speaks directly to demand for their relevant trades, Table 4-5 uses data from the census to measure available labour supply. In other words, this is a measure of the people who either live in Niagara or work in Niagara as cooks, hairstylists and barbers, chefs, or bakers.

Table 4-5. Labour Flow of Service Trades-Related Occupations

Occupation	Labour Force Living in Niagara	Labour Force Working in Niagara	Labour Flow
Cooks	3,585	3,085	exporting 500
Hairstylists and barbers	1,440	1340	exporting 100
Bakers	600	545	exporting 55
Chefs	955	870	exporting 85

Source: 2016 Census, Custom Tabulations

As was the case with all other trades sectors, Table 4-5 provides another piece of context on why employers are facing hiring challenges in cooks, hairstylists, bakers, and chefs. In each of these occupations, there are more people living in Niagara than working in Niagara.

The outflow of labour is particularly pronounced among cooks, wherein there are 500 more people who live in Niagara in this occupation than work in Niagara. From these data we can infer that Niagara is exporting its skilled tradespeople to other regions rather than retaining it for local employment.

Implications and Next Steps

One of the consistent findings in this report is that in every skilled trades-related occupation group, Niagara exports its resident labour force to other parts of Ontario. While this export is more pronounced in some sectors than in others, it remains a constant challenge. With this in mind, efforts at meeting overall labour demand could likely be supported through targeted activities that promote labour retention.

Data from NWPB's 2019 Labour Market Insights survey, which surveyed Niagara's employed, unemployed, and self-employed population, found that while 56% of respondents prioritized compensation as a factor that would pull them to a new job, only 40.8% noted it as a factor that kept them in their current job. In contrast, the factors that kept employees engaged with their current employer were built around personal satisfaction in the work (noted by 60.3% of respondents), a culture of dignity and respect in the workplace (noted by 47.3% of respondents) and feeling valued by co-workers and managers (noted by 45.1% of respondents). In other words, compensation might pull an employee to a new job, but a positive work culture is what keeps someone in their current job. This finding could readily be leveraged by employers who are seeking to retain the commuting workforce that is leaving the region.

With respect to future developments on this project, NWPB has the capacity to update job counts and job demand measures on an annual basis. Updated place of work and place of residence data, which allowed us to measure the outflow of labour from Niagara, will be updated with the 2021 census.

In the near-term, NWPB will be able to work with local employers to repeat the data analysis seen in this report as a means of measuring the pressures on regional supply and demand for skilled trades workers.

In the mid-term, the entirety of this report could be updated as early as 2022, depending on the data release schedule of the 2021 census.