NIAGARA WORKFORCE PLANNING BOARD

Ontario

2019 MUNICIPAL SNAPSHOT

NIAGARA-ON-THE-LAKE

A Supplement to NWPB's Labour Market Planning Report

INTRODUCTION

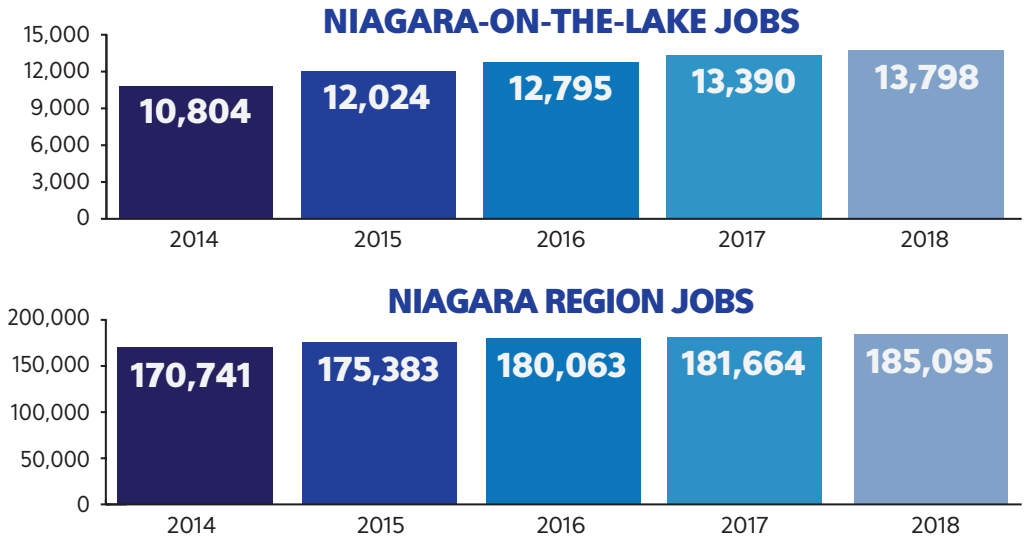
NWPB's annual Local Labour Market Report provides data at a regional level. However, consultations with local organizations and stakeholders have indicated a need for data at a deeper resolution. Thus, NWPB is pleased to continue providing annual municipal snapshots.

NWPB welcomes your comments and feedback on these documents.

NIAGARA-ON-THE-LAKE JOBS PROFILE, 2018

In 2018, there were **13,798** jobs in Niagara-on-the-Lake, which represented **7.5%** of all jobs in the Niagara region. Niagara-on-the-Lake saw an estimated increase of **408** jobs (or **3.1%**), between 2017 and 2018. This level of job growth was larger than the regional job growth of **1.9%** during the same time. These data are presented in Figure 1.

FIGURE 1. NUMBER OF JOBS IN NIAGARA-ON-THE-LAKE AND NIAGARA REGION, 2014-2018



EMSI Analyst, 2019.1 run, employees, Niagara-on-the-Lake.

Tables 1 and 2 present occupational and industrial location quotients (LQ). An LQ greater than 1.0 indicates that an occupation or industry is more heavily concentrated in Niagara-on-the-Lake relative to the rest of Ontario. In other words, it allows us to see the areas in which a municipality has a particular advantage. The five most common occupations within Niagara-on-the-Lake, based on the number of 2018 jobs, are presented in Table 1.

TABLE 1. TOP 5 OCCUPATIONS BY NUMBER OF JOBS, 2 DIGIT NOC, NIAGARA-ON-THE-LAKE, 2014-2018

OCCUPATION	2014 JOBS	2018 JOBS	CHANGE	% CHANGE	2018 LQ	2018 MEDIAN INCOME
Sales representatives & salespersons - wholesale & retail trade	909	1,502	593	65.2%	2.25	$33,739
Service support & other service occupations	1,012	1,258	246	24.3%	1.73	$30,221
Service representatives & other customer & personal services occupations	805	919	114	14.2%	1.30	$31,078
Service supervisors & specialized service occupations	547	735	188	34.4%	1.63	$32,757
Administrative & financial supervisors & administrative occupations	471	627	156	33.1%	0.85	$50,692

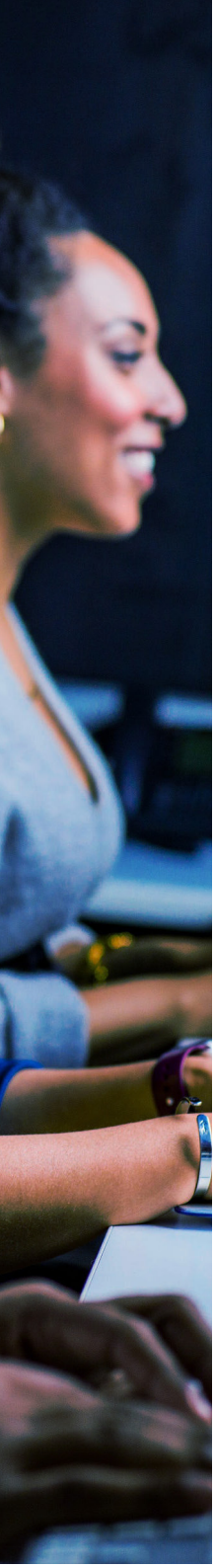
EMSI Analyst, 2019.1 run, employees, Niagara-on-the-Lake

Table 2 provides job counts within a given industy in Niagara-on-the-Lake. Of note, jobs within **beverage manufacturing** are vastly more represented in Niagara-on-the-Lake when compared to the rest of Ontario. This industry has an LQ of **18.37**, meaning it is 18.37 times more concentrated in Niagara-on-the-Lake than Ontario as a whole.

TABLE 2. TOP 5 INDUSTRIES BY NUMBER OF JOBS, 4 DIGIT NAICS, NIAGARA-ON-THE-LAKE, 2014-2018

INDUSTRY	2014 JOBS	2018 JOBS	CHANGE	% CHANGE	2018 LQ	2018 AVERAGE INCOME
Full-service restaurants & limited-service eating places	897	1,290	393	43.8%	1.62	$17,738
Traveller accommodation	1,033	1,093	60	5.8%	8.94	$24,222
Clothing stores	473	1,032	559	118.2%	6.66	$18,748
Farms	729	781	52	7.1%	8.80	$27,063
Beverage manufacturing	447	660	213	47.7%	18.37	$29,340

EMSI Analyst, 2019.1 run, employees, Niagara-on-the-Lake



COMMUTER FLOW

This section presents data on Niagara-on-the-Lake's commuting workforce. Figure 2 presents the number of people who fall within each commuter category: those who live and work in Niagara-on-the-Lake, those who live elsewhere and commute into Niagara-on-the-Lake, and those who reside in Niagara-on-the-Lake but leave for work in other municipalities.

FIGURE 2. COMMUTER POPULATIONS, NIAGARA-ON-THE-LAKE

2,325
Live & work in Niagara-on-the-Lake

3,350
Live in Niagara-on-the-Lake but **work** elsewhere

7,835
Work in Niagara-on-the-Lake but **live** elsewhere

Statistics Canada. Census 2016 data. Custom data tabulation

NWPB is able to identify the occupations in which Niagara-on-the-Lake's commuting residents are working. Table 3 outlines the top three commuter destinations for Niagara-on-the-Lake's residents (other than commuting within Niagara-on-the-Lake). This table also outlines the two occupations with the most commuters for each destination and the commuters' median employment income.

TABLE 3. PLACE OF EMPLOYMENT AND TOP OCCUPATIONS FOR PEOPLE COMMUTING OUT OF NIAGARA-ON-THE-LAKE

PLACE OF EMPLOYMENT	TOTAL COMMUTERS	OCCUPATION	NUMBER OF COMMUTERS	MEDIAN INCOME, 2015
St. Catharines	1,365	Occupations in education, law & social, community & government services	285	$72,691
		Sales & service occupations	230	$28,881
Niagara Falls	845	Sales & service occupations	265	$18,185
		Management occupations	175	$53,645
Toronto	160	Management occupations	45	$262,293
		Occupations in education, law & social, community & government services	35	N/A

Statistics Canada. Census 2016 data. Custom data tabulation. Cells with "NA" indicate suppressed data.

Note: Median and average incomes that would fall below the minimum wage are generally indicative of part-time or part-year employment.

JOB DEMAND IN NIAGARA-ON-THE-LAKE

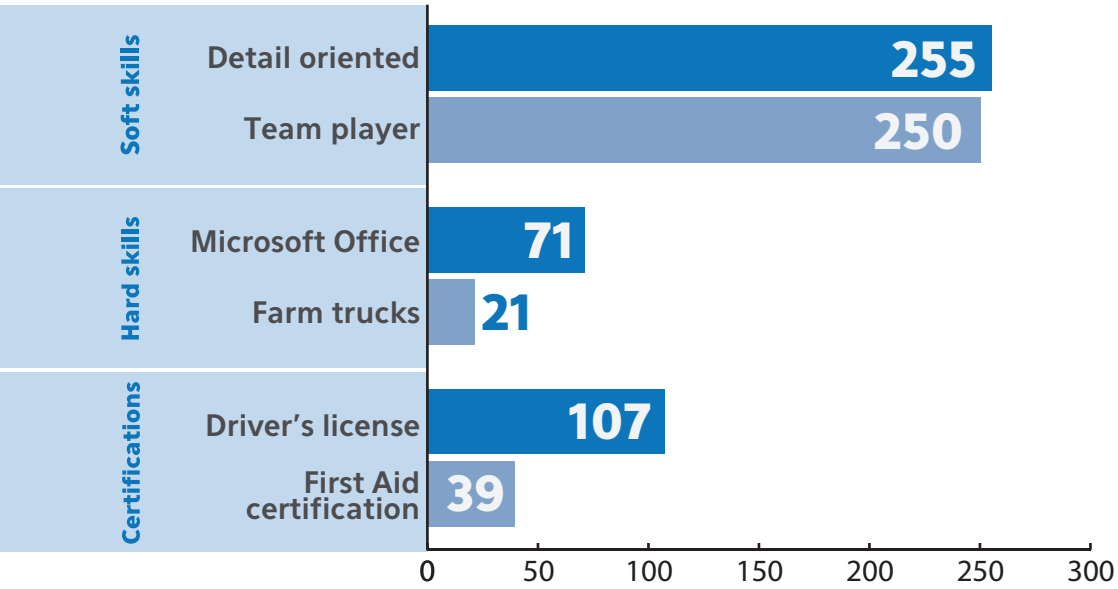
NWPB estimates job demand through the aggregation of public-facing, online job postings. Between January 1, 2018 and December 31, 2018 there were **971** job postings in Niagara-on-the-Lake.

The **top three occupations** in terms of demand were:

- **Sales and service occupations** (**46.1%** of job postings),
- **Trades, transport and equipment operators** (**12.2%**), and
- **Business, finance and administration occupations** (**10.3%**)

NWPB is also able to assess the skills and certifications required by employers. The top two soft skills, hard skills, and certifications required across job postings in 2018 are identified in Figure 3.

FIGURE 3. MOST REQUIRED SOFT SKILLS, HARD SKILLS, AND CERTIFICATIONS IN NOTL JOB POSTINGS, 2018



Source: Gartner TalentNeuron; Niagara-on-the-Lake; January 1 – December 31, 2018; excluding Kijiji; available jobs.

WOULD YOU LIKE TO KNOW MORE?

For more information on Niagara's labour market profile, please consult our full **Local Labour Market Planning Report**. For more information on specific aspects of Niagara-on-the-Lake's economic outlook, please contact our CEO, **Vivian Kinnaird (vivian@niagaraworkforceboard.ca)** or visit our website: **niagaraworkforce.ca**