

2017 MUNICIPAL SNAPSHOT THOROLD

A Supplement to NWPB's Labour Market Planning Report

INTRODUCTION

Niagara Workforce Planning Board's Municipal Snapshot series reflects one outcome of NWPB's consultations with local organizations and stakeholders. These consultations identified a need for more data at a deeper resolution than the regional focus of our Local Labour Market Planning Report. Therefore, it is the goal of this document to provide a brief overview of municipally-focused labour market trends, ensuring that job seekers, decision makers, and the public at large are informed on the overall trends within their community.

NWPB welcomes your comments and feedback on these documents.

DEMOGRAPHICS

As reported in the 2016 Census, Thorold had a population of **18,801**, which is a **4.9% increase** from 2011. The average age of a Thorold resident was 40.7 years old, and **68.5%** of the population was between the ages of 15 and 64.

Thorold's **median household after-tax income** was **\$58,065**, and the **median individual after-tax income** was **\$28,420**.*

* Income data from the 2016 Census refer to the 2015 calendar year and provide income in 2015 dollars.



INDUSTRY, OCCUPATIONS & EMPLOYMENT, 2016

There are two ways in which we can examine trends in industry and occupations: **job supply** and **demand**. We can measure supply by examining the number of people working in specific industries and occupations. The 2016 Census provides data on individuals' reported occupation and industry during the first week of May, 2016.

The **top three industries** in 2016, by number of people employed in the industry were:

- retail trade (13.7%)
- health care and social assistance (12.9%)
- accommodation and food services (12.1%)

The **top three occupations** were:

- sales and service (29.5%)
- trades, transport and equipment operators and related occupations (16.5%)
- business, finance and administration (12.8%)

We can estimate demand by reporting on aggregated job postings in Thorold. Between April 1, 2016 and December 31, 2016, the **top three identified occupations* in terms of demand** were:

- health occupations (14.3% of job postings)
- business, finance and administration occupations (9.9% of job postings)
- sales and service occupations (9.4% of job postings)

* at a 1-digit NOC level.

LABOUR FORCE

Of those who worked throughout 2015, **51.9% worked full-time**. The average number of weeks worked in 2015 was 43. Table 1 provides a breakdown of the participation rate, employment rate and unemployment rate for the first week of May, 2016.

TABLE 1: PARTICIPATION, EMPLOYMENT AND UNEMPLOYMENT RATES FOR THOROLD

	2016
Participation rate	65.0%
Employment rate	59.5%
Unemployment rate	8.5%

(Source: Statistics Canada. 2017. Census Profile. 2016 Census. Catalogue no. 98-316-X2016001)

Table 2 outlines the top five places of work for the employed labour force living in Thorold. The top destination for commuters is St. Catharines, followed by commuting within Thorold's borders.

TABLE 2: TOP 5 COMMUTER FLOW DESTINATIONS FOR THOSE LIVING IN THOROLD

Place of residence	Place of work	%
Thorold	St. Catharines	39.9%
Thorold	Thorold	16.1%
Thorold	Niagara Falls	15.5%
Thorold	Niagara-on-the-Lake	6.6%
Thorold	Welland	5.1%

(Source: Statistics Canada - 2016 Census. Catalogue Number 98-400-X2016325)

WOULD YOU LIKE TO KNOW MORE?

What you have read above is a brief sample of the data we have at our disposal. NWPB is committed to ensuring that the people and organizations we work with find value in the services we provide, and encouraging a spirit of curiosity for the benefit of the Niagara community.

If you are interested in information beyond the data represented in this report, please contact our CEO, Mario De Divitiis (mario@niagaraworkforceboard.ca), or visit our website: niagaraworkforce.ca.

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