2022 MUNICIPAL SNAPSHOT
ST. CATHARINES
A SUPPLEMENT TO THE LABOUR MARKET REPORT

POPULATION TRENDS

According to the 2021 Census, St. Catharines was home to 136,803 people, a 2.8% increase since 2016 (see Figure 1). Men made up 48% of the population, while women accounted for 52% in 2021. Men showed the largest proportional population increase of 3.4% and women showed an increase of 2.2%.

FIGURE 1: POPULATION COUNT BY GENDER

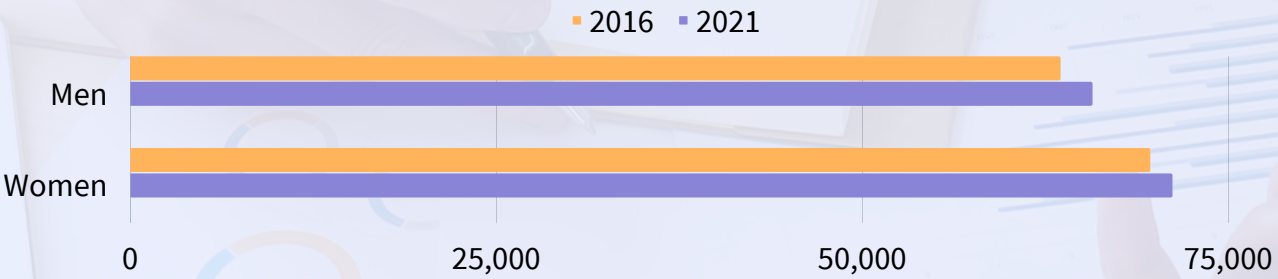


Table 1 shows St. Catharines' population by age group. All age groups increased between 2016 and 2021, except for the 15-24 age cohort which saw a decrease of 8.9%. The 65 and older age group experienced the largest increase (10.4%) followed by the 0-14 age cohort (2.7%).

TABLE 1: POPULATION COUNT BY AGE GROUP

Age	2016	2021	% Change
0-14	18,840	19,350	2.7%
15-24	16,960	15,455	-8.9%
25-64	68,435	70,135	2.5%
65+	28,875	31,865	10.4%

INCOME AND JOB DEMAND

Table 2 shows the median total income for individuals living in St. Catharines for the year 2020. Statistics Canada reports these data in the Canadian dollar at current prices. Women reported a median income of $34,400 compared with $42,000 for men.

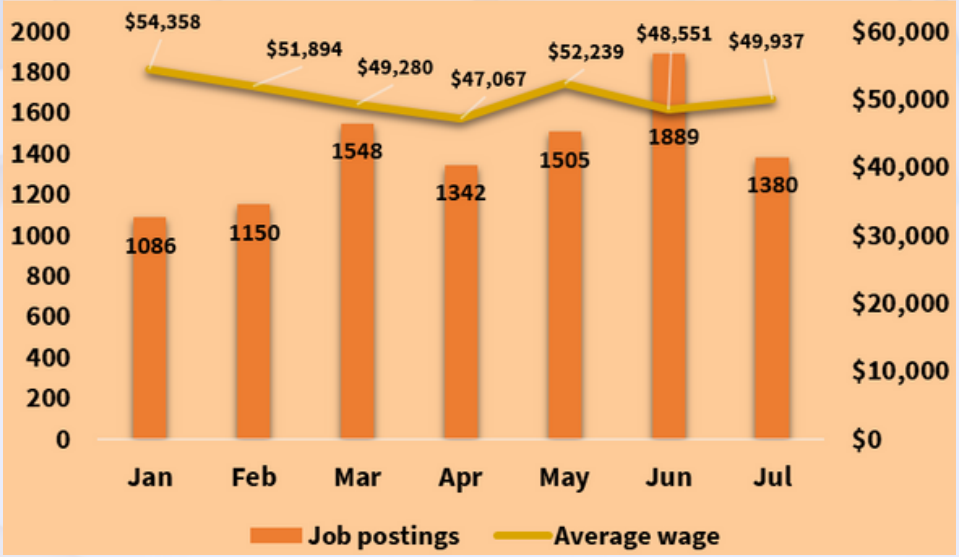
TABLE 2: MEDIAN TOTAL INCOME IN 2020 AMONG RECIPIENTS

2020 Income		
Total	Men	Women
$37,600	$42,000	$34,400

We estimate job demand through the aggregation of public-facing, online job postings. Between January 2022 and July 2022, there were 9,900 new job postings listed in St. Catharines. Figure 2 provides a monthly overview of job demand as well as the monthly average income reported across all job postings.

The data seen in Figure 2 show two upward trends: one from January to March - with a decrease in April (-13.3% compared to March), and one from April to June with a decrease in July (-26.9% from June's job postings). It is worth noting that the 2020 median total income differs from advertised wages, which is likely due to St. Catharines residents working outside of St. Catharines, and people from other municipalities working in St. Catharines.

FIGURE 2: JOB POSTINGS AND AVERAGE INCOME, ST. CATHARINES, 2022



The five most common occupations listed in St Catharines can be found in Figure 3. The top three identified occupations in terms of demand were:

- Retail salespersons (7.9% of job postings)
- Other customer and information services representatives (3.8% of job postings)
- University professors and lecturers (3.7% of job postings)

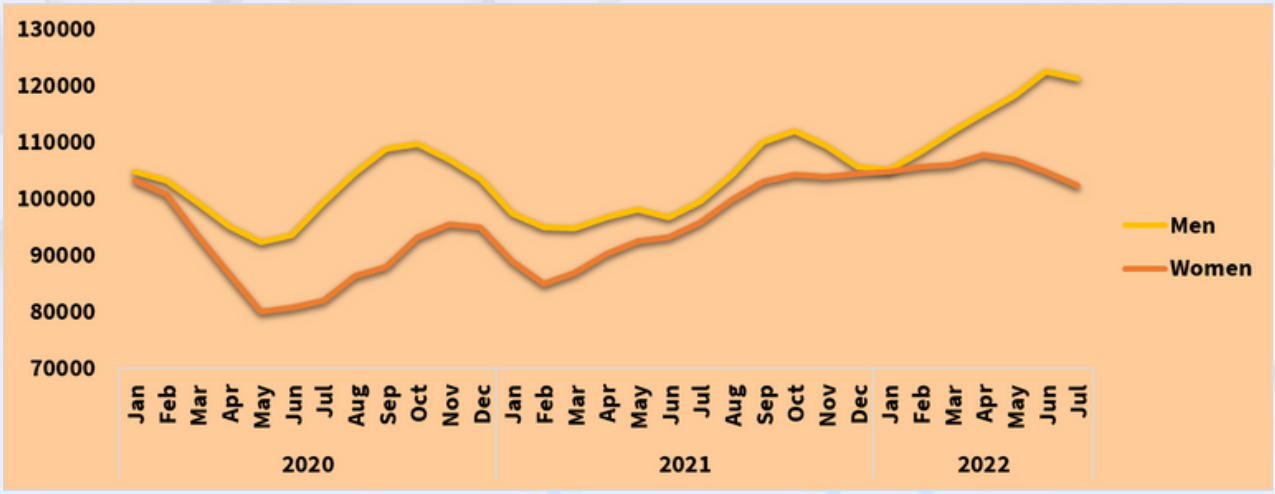
FIGURE 3: TOP FIVE OCCUPATIONS FOUND IN JOB POSTINGS, ST.CATHARINES

EMPLOYMENT TRENDS

Figure 4 displays monthly employment data from January 2020 to July 2022 in Niagara. The largest drop in employment for men and women was in May 2020, right at the onset of the COVID-19 pandemic; another significant decline was between February and March 2021, likely due to the second wave restrictions of the pandemic.

For men, employment was back to pre-pandemic levels after July 2021, with an incremental trend up until June 2022. Women experienced an upward trend in employment from February 2021, surpassing pre-pandemic employment levels in September 2021, up until April 2022, after which employment has slowly decreased.

FIGURE 4: MONTHLY EMPLOYMENT, ST. CATHARINES-NIAGARA CMA, 2020-2022



INDUSTRY, OCCUPATIONS AND WAGES, 2021

Tables 3 and 4 present occupation and industry location quotients (LQ). An LQ greater than 1.0 indicates that an occupation/industry is more concentrated in St. Catharines relative to Canada as a whole. Table 3 shows the top occupations in St. Catharines by the number of jobs in 2021.

TABLE 3: TOP 5 OCCUPATIONS BY NUMBER OF JOBS, 2-DIGIT NOC, ST. CATHARINES, 2017-2021

Occupation	2017 Jobs	2021 Jobs	% Change	2021 LQ	2021 Median Income
Service support and other service occupations, n.e.c.	3,417	3,487	2%	1.18	$33,510.29
Professional occupations in education services	3,543	3,417	-4%	1.29	$90,451.49
Administrative and financial supervisors and administrative occupations	2,999	3,229	8%	0.95	$54,735.82
Service representatives and other customer and personal services occupations	3,551	3,158	-11%	1.18	$35,135.90
Sales representatives and salespersons - wholesale and retail trade	3,032	2,970	-2%	1.11	$38,168.43

Table 4 presents the top 5 largest industries in St. Catharines by number of jobs in 2021. The number of jobs in these industries make up a total of 23.7% of the jobs in St. Catharines.

TABLE 4: TOP 5 INDUSTRIES BY NUMBER OF JOBS, 4-DIGIT NAICS, ST. CATHARINES, 2017-2021

Industry	2017 Jobs	2021 Jobs	% Change	2021 LQ	2021 Average Income
Full-service restaurants and limited-service eating places	4,610	3,818	-17%	1.35	$20,004
Elementary and secondary schools	3,058	2,888	-6%	1.07	$71,427
Universities	2,379	2,561	8%	2.35	$63,489
General medical and surgical hospitals	2,249	2,378	6%	1.20	$61,214
Local, municipal and regional public administration	1,733	2,004	16%	1.34	$71,994

Sources:

Figure 1, Table 1

- Statistics Canada. 2022. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released August 17 2022.
- Statistics Canada. 2017. Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29 2017.

Table 2

- Statistics Canada. 2022. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released August 17 2022.

Figure 2, Figure 3

- Workforce Collective job demand aggregator, excluding posts on Kijiji.

Figure 4

- Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality

Table 3, Table 4

- EMSI Analyst, 2022.1 run, employees. Access to EMSI Analyst is supported through the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The views expressed in this report do not necessarily reflect those of OMAFRA.