

2023 Municipal Snapshot

LINCOLN

A Supplement to the Annual Labour Market Report

POPULATION TRENDS

According to the 2021 Census, Lincoln was home to 25,719 people. From 2016-2021, Lincoln's population grew by 8.1%, welcoming 1,932 new residents (see **Table 1**). Men made up 49.1% of the population, while women accounted for 50.9% in 2021 (**Figure 1**).

Table 1: Population Count, Census 2016 vs. Census 2021

Lincoln	2016	2021	Change 2016-2021	% Change 2016-2021
Total	23,787	25,719	1,932	8.1%

Figure 1: Population Breakdown, By Gender, Census 2016 vs. 2021

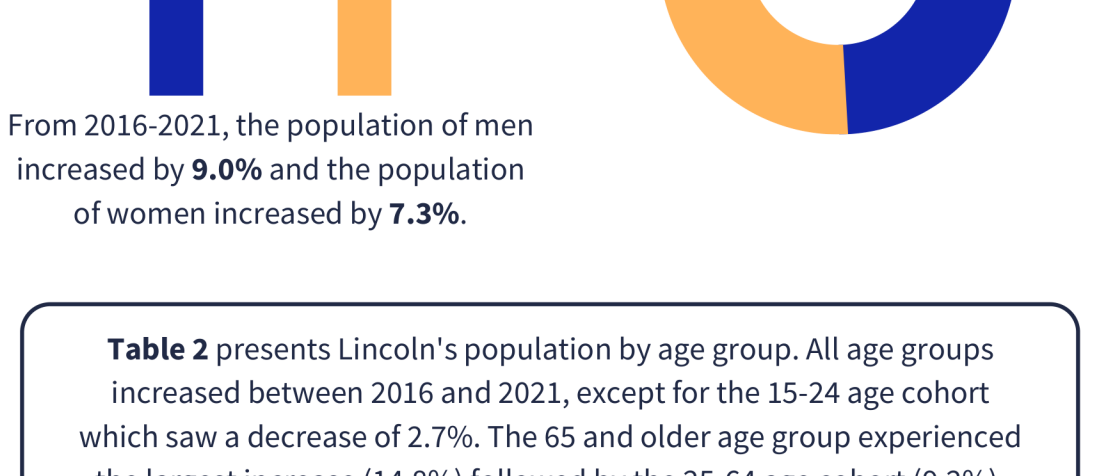


Table 2 presents Lincoln's population by age group. All age groups increased between 2016 and 2021, except for the 15-24 age cohort which saw a decrease of 2.7%. The 65 and older age group experienced the largest increase (14.8%) followed by the 25-64 age cohort (9.2%).

Table 2: Population Changes By Age Group, Census 2016 vs. 2021

Age	2016	2021	% Change
0-14	4,070	4,265	4.8%
15-24	2,830	2,755	-2.7%
25-64	11,895	12,995	9.2%
65+	5,000	5,740	14.8%

INCOME

Table 3 shows the median total income for individuals living in Lincoln for the year 2020. Women reported a median income of \$37,200 compared with \$54,400 for men.

Table 3: Median Total Income in 2020 Among Recipients

2020 Income		
Total	Men	Women
\$44,800	\$54,400	\$37,200

In 2020, the plurality of Lincoln's residents was in the income group of \$50,000 to \$99,999, which increased by 22.2% since 2015. The income group of \$100,000 to \$149,000 saw the largest percentage increase of 62.7% between 2015 and 2020, whereas the income group of under \$10,000 (including loss) experienced the largest percentage decrease of 35.8% (**Figure 2**).

Figure 2: Income Group Statistics



JOB DEMAND

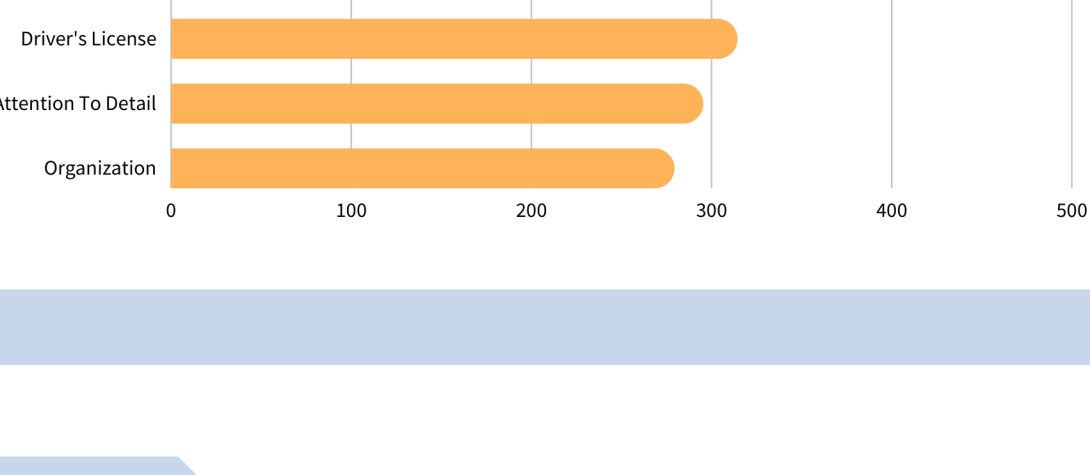
We estimate job demand through the aggregation of public-facing, online job postings. Between January 2023 and August 2023, there were **1,238 new job** postings listed in Lincoln. The five most common occupations listed in Lincoln's job postings are shown in **Figure 3**.

Figure 3: Top Five Occupations Found in Job Postings, Lincoln



Figure 4 shows the most required skills across job postings between January 2023 and August 2023.

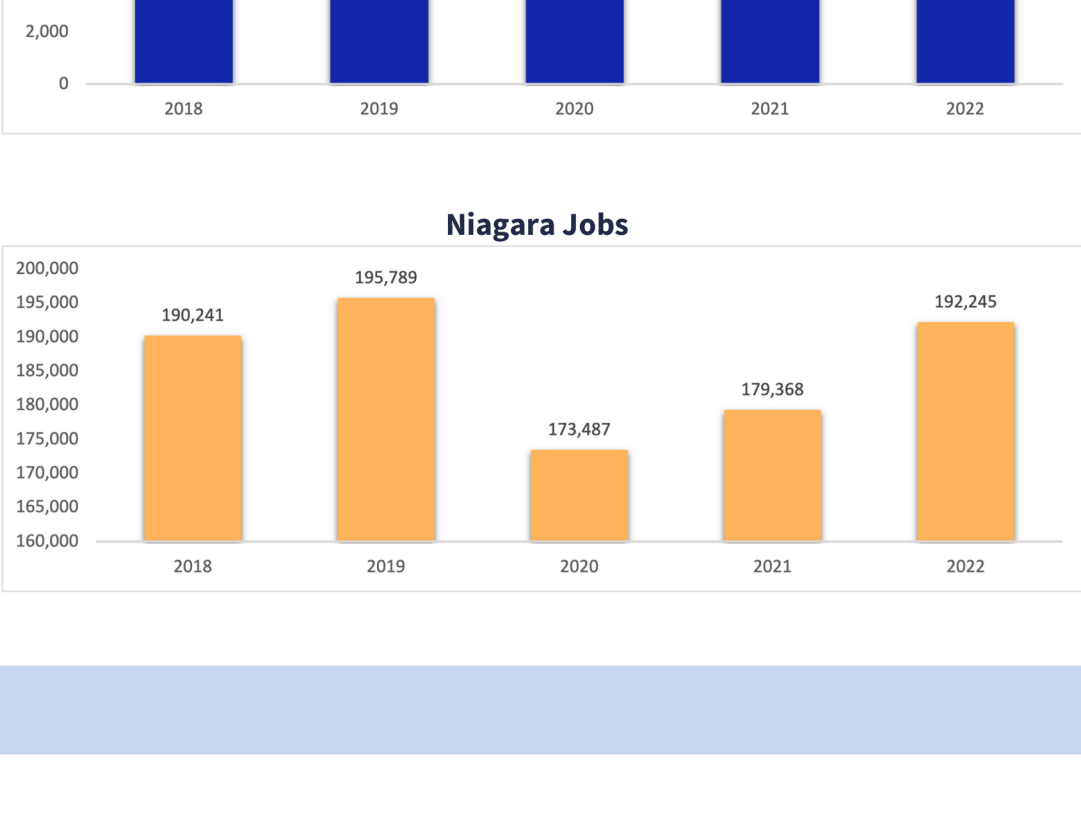
Figure 4: Top In-Demand Skills Based on Posting Count



JOBS PROFILE

In 2022, there were 12,997 jobs in Lincoln, representing 6.8% of all jobs in Niagara. Lincoln gained 739 jobs (or 6.0%), between 2021 and 2022. This level of job growth was lower than the regional job growth of 7.2% during the same time (see **Figure 5**).

Figure 5: Number of Jobs in Lincoln and Niagara Region, 2018-2022



INDUSTRY, OCCUPATIONS AND WAGES, 2022

Tables 4 and 5 present occupation and industry job counts, wages, and location quotients (LQ). An LQ greater than 1.0 indicates that an occupation/industry is more concentrated in Lincoln relative to Ontario as a whole.

Table 4 shows the top occupations in Lincoln by the number of jobs in 2022.

Table 4: Top 5 Occupations By Number of Jobs, 2-Digit NOC, Lincoln, 2018-2022

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Median Wages Per Job
Sales and service support occupations	1,226	1,296	6%	1.08	\$32,470
Technical trades and transportation officers and controllers	1,152	1,173	2%	1.41	\$65,530
Sales and service representatives and other customer and personal services occupations	904	1,009	12%	0.95	\$43,024
Harvesting, landscaping and natural resources labourers	738	804	9%	7.55	\$37,865
Professional occupations in law, education, social, community and government services	619	733	19%	0.76	\$89,800

Table 5 presents the top 5 largest industries in Lincoln by number of jobs in 2022. These jobs make up 26.6% of all jobs in Lincoln.

Table 5: Top 5 Industries By Number of Jobs, 4-Digit NAICS, Lincoln, 2018-2022

Industry	2018 Jobs	2022 Jobs	% Change	2022 LQ	Average Wages Per Job
Farms	1,239	1,186	-4%	14.44	\$37,040
Full-service restaurants and limited-service eating places	779	834	7%	1.20	\$20,669
Elementary and secondary schools	496	547	10%	0.97	\$64,704
Nursing care facilities	272	504	85%	3.11	\$43,725
Beverage manufacturing	334	390	17%	10.20	\$41,280

Sources

Table 1, Figure 1, Table 2, Figure 2
• 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 3
• Statistics Canada. 2022. Census Profile, 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released August 17 2022

Figure 3, Figure 4
• Workforce Collective job demand aggregator

Figure 5, Table 4, Table 5
• Lightcast™. 2023.1 run – employees, accessed August 10, 2023. Access to Lightcast is supported through the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The views expressed in this report do not necessarily reflect those of OMAFRA.