

2023 Municipal Snapshot

NIAGARA-ON-THE-LAKE

A Supplement to the Annual Labour Market Report

POPULATION TRENDS

According to the 2021 Census, Niagara-on-the-Lake was home to 19,088 people. From 2016-2021, Niagara-on-the-Lake's population grew by 9%, welcoming 1,577 new residents (see **Table 1**). Men made up 48.9% of the population, while women accounted for 51.1% in 2021 (**Figure 1**).

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

Niagara-on-the-Lake	2016	2021	Change 2016-2021	% Change 2016-2021
Total	17,511	19,088	1,577	9.0%

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

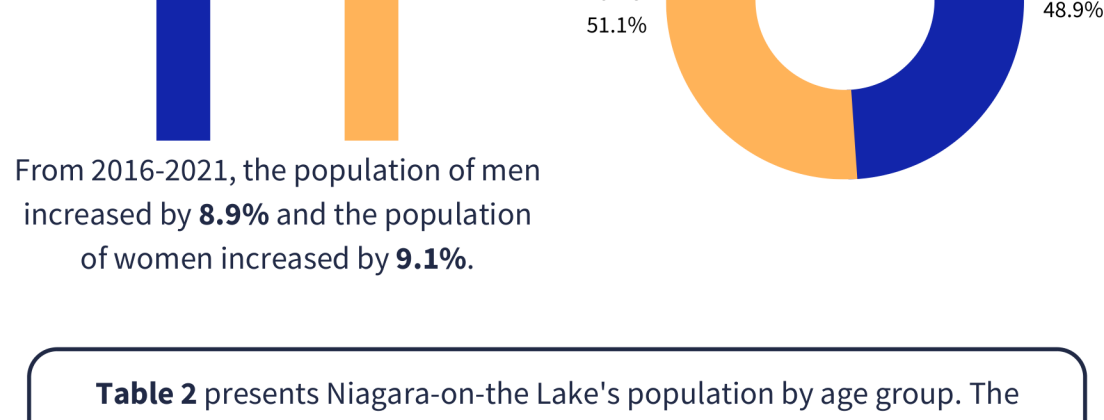


Table 2 presents Niagara-on-the Lake's population by age group. The 65 and older age group showed the largest proportional increase (27.5%), and the 25-64 age group and 0-14 age cohort showed very small increases (0.1% and 1.0% respectively).

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

Age	2016	2021	% Change
0-14	2,080	2,100	1.0%
15-24	1,675	1,730	3.3%
25-64	8,340	8,350	0.1%
65+	5,415	6,905	27.5%

INCOME

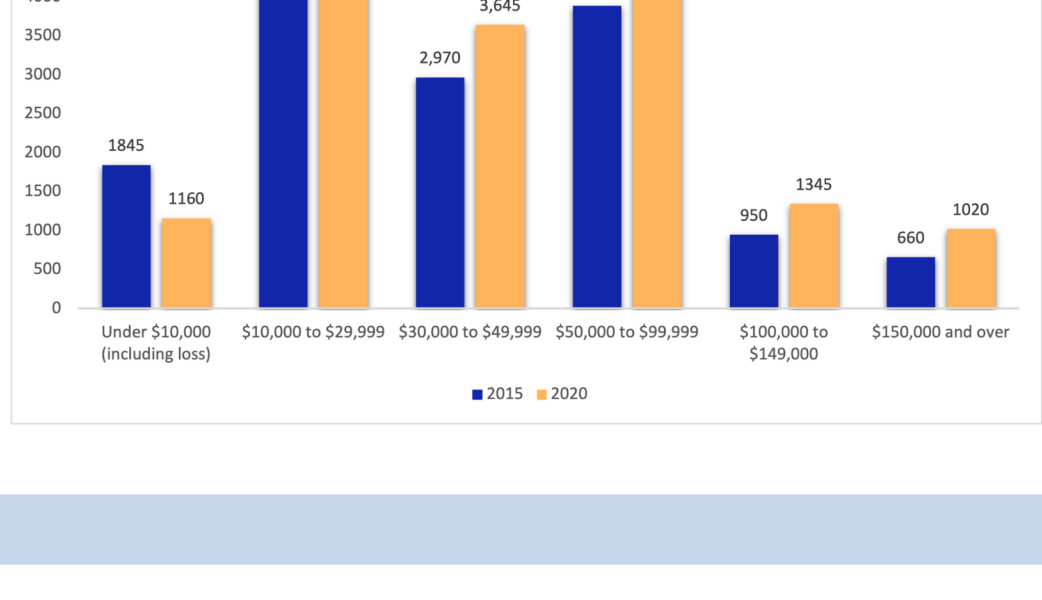
Table 3 shows the median total income for individuals living in Niagara-on-the Lake for the year 2020. Women reported a median income of \$37,600 compared with \$51,200 for men.

Table 3: Median Total Income in 2020 Among Recipients

2020 Income		
Total	Men	Women
\$43,200	\$51,200	\$37,600

In 2020, the plurality of Niagara-on-the-Lake's residents was in the income group of \$50,000 to \$99,999, which increased by 18.1% between 2015 and 2020. The income group of \$150,000 and over saw the largest percentage increase of 54.5%. The income group under \$10,000 (including loss) experienced the largest percentage decrease of 37.1% (**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 101 new online postings listed in Niagara-on-the-Lake. It may be the case that employers in Niagara-on-the-Lake use alternate methods of hiring (e.g., word of mouth). The five most common occupations listed in Niagara-on-the-Lake's job postings are shown in **Figure 3**.

Figure 3: Top Five Occupations Found in Job Postings, Niagara-on-the-Lake

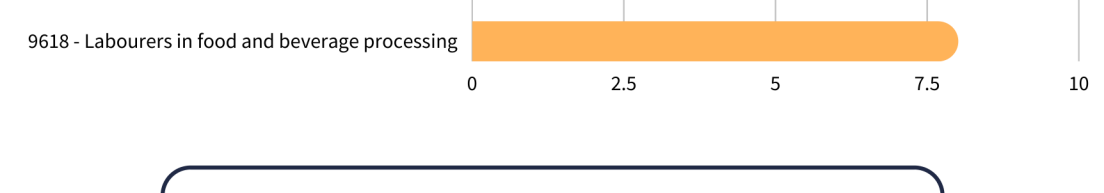
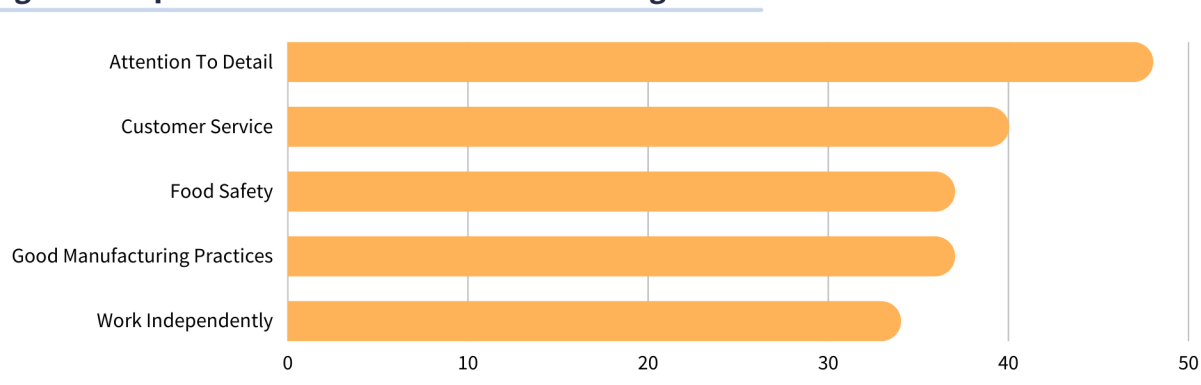


Figure 4 shows the most required skills across job postings between January 2023 and August 2023.

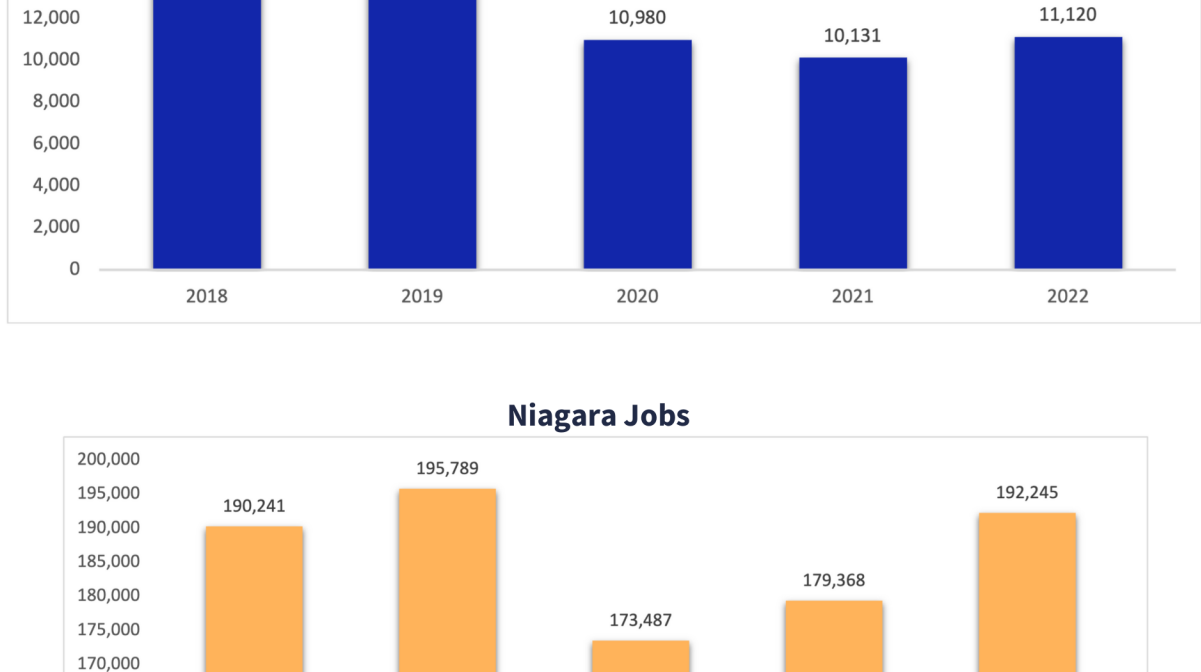
Figure 4: Top In-Demand Skills Based on Posting Count



JOBS PROFILE

In 2022, there were 11,120 jobs in Niagara-on-the-Lake, representing 5.8% of all jobs in the Niagara region. Niagara-on-the-Lake gained 989 jobs (or 9.8%), between 2021 and 2022. This level of job growth was higher than the regional job growth of 7.2% during the same time (see **Figure 5**).

Figure 5: Number of Jobs in Niagara-on-the-Lake 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 Niagara-on-the-Lake relative to Ontario as a whole.

Table 4 shows the top occupations in Niagara-on-the-Lake by the number of jobs in 2022.

Table 4: Top 5 Occupations By Number of Jobs, 2-Digit NOC, Niagara-on-the-Lake, 2018-2022

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Median Wages Per Job
Sales and service representatives and other customer and personal services occupations	2,304	1,437	-38%	1.57	\$39,287
Sales and service support occupations	2,082	1,413	-32%	1.38	\$32,591
Technical trades and transportation officers and controllers	763	666	-13%	0.94	\$67,777
Retail sales and service supervisors and specialized occupations in sales and services	858	602	-30%	1.45	\$46,481
Professional occupations in law, education, social, community and government services	571	551	-3%	0.67	\$87,799

Table 5 presents the top 5 largest industries in Niagara-on-the-Lake by number of jobs in 2022. These jobs make up 27.8% of all jobs in Niagara-on-the-Lake.

Table 5: Top 5 Industries By Number of Jobs, 4-Digit NAICS, Niagara-on-the-Lake, 2018-2022

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Average Wages Per Job
Full-service restaurants and limited-service eating places	1,260	967	-23%	1.62	\$20,669
Farms	1,019	737	-28%	10.50	\$37,040
Beverage manufacturing	760	469	-38%	14.36	\$41,280
Clothing stores	1,219	466	-62%	4.73	\$18,096
Traveller accommodation	1,164	456	-61%	6.20	\$30,804

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.