

2023 Municipal Snapshot

NIAGARA FALLS

A Supplement to the Annual Labour Market Report

POPULATION TRENDS

According to the 2021 Census, Niagara Falls was home to 94,415 people. From 2016-2021, Niagara Falls' population grew by 7.2%, welcoming 6,344 new residents (see **Table 1**). Men made up 48.6% of the population, while women accounted for 51.4% in 2021 (**Figure 1**).

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

Niagara Falls	2016	2021	Change 2016-2021	% Change 2016-2021
Total	88,071	94,415	6,344	7.2%

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



Table 2 presents Niagara Falls' population by age group. All age groups increased between 2016 and 2021, with the 65 and older age cohort showing the largest proportional increase (15.7%), and the 15-24 age group showing the smallest increase (1.7%).

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

Age	2016	2021	% Change
0-14	13,250	13,895	4.9%
15-24	10,465	10,640	1.7%
25-64	46,505	49,215	5.8%
65+	17,850	20,660	15.7%

INCOME

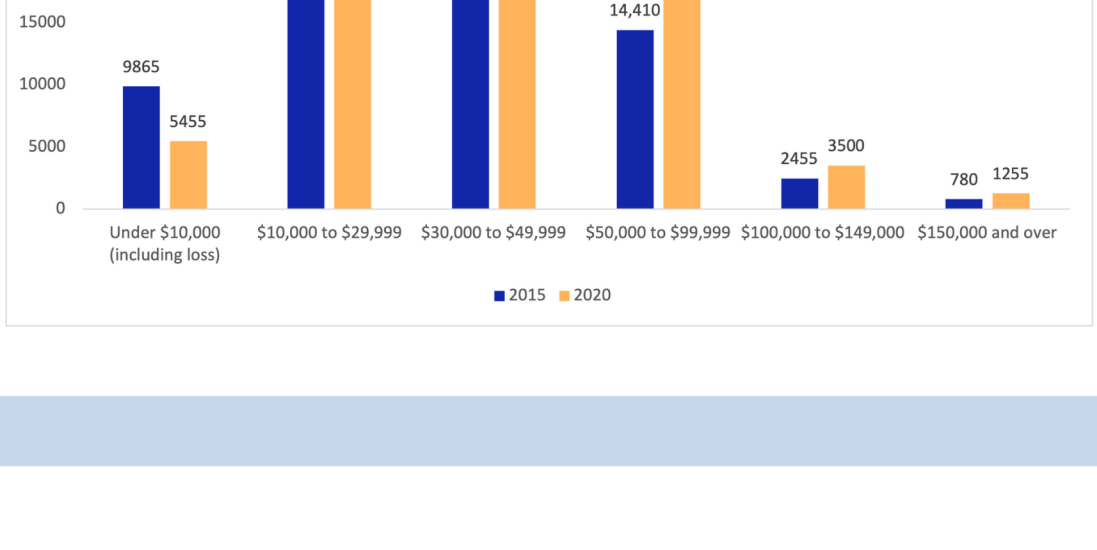
Table 3 shows the median total income for individuals living in Niagara Falls for the year 2020. Women reported a median income of \$32,800 compared with \$38,800 for men.

Table 3: Median Total Income in 2020 Among Recipients

2020 Income		
Total	Men	Women
\$35,600	\$38,800	\$32,800

In 2020, the plurality of Niagara Falls' residents was in the income group of \$10,000 to \$29,999, which decreased by 4.8% between 2015 and 2020. The income group under \$10,000 (including loss) experienced the largest percentage decrease of 44.7% (**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 **8,408 new job postings** listed in Niagara Falls. The five most common occupations listed in Niagara Falls's job postings are shown in **Figure 3**.

Figure 3: Top Five Occupations Found in Job Postings, Niagara Falls

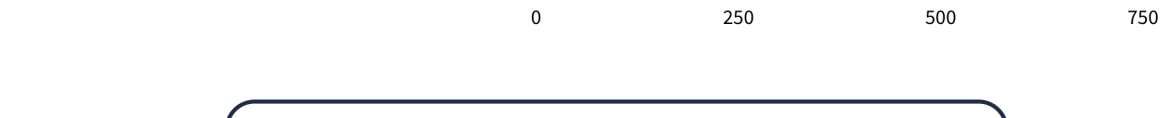
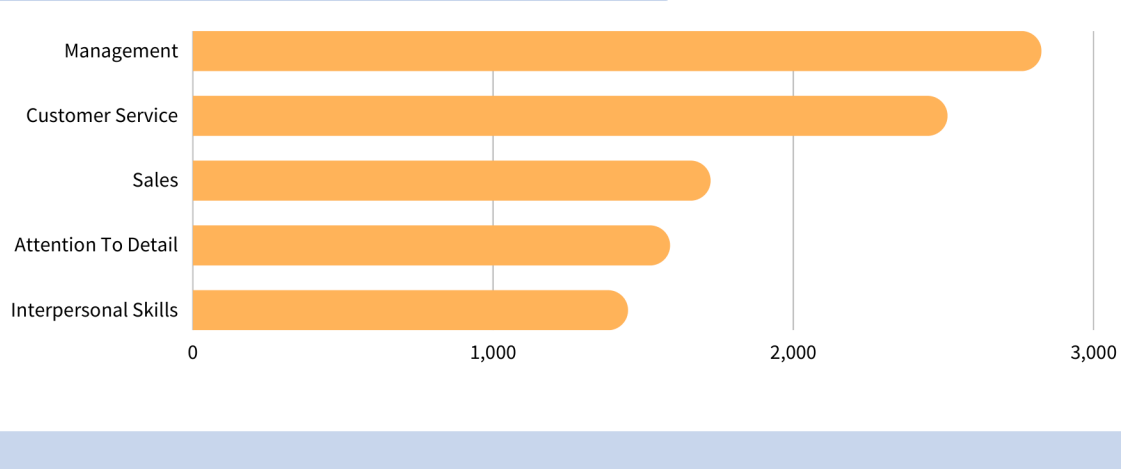


Figure 4 shows the most required skills across job postings between January 2023 and August 2023.

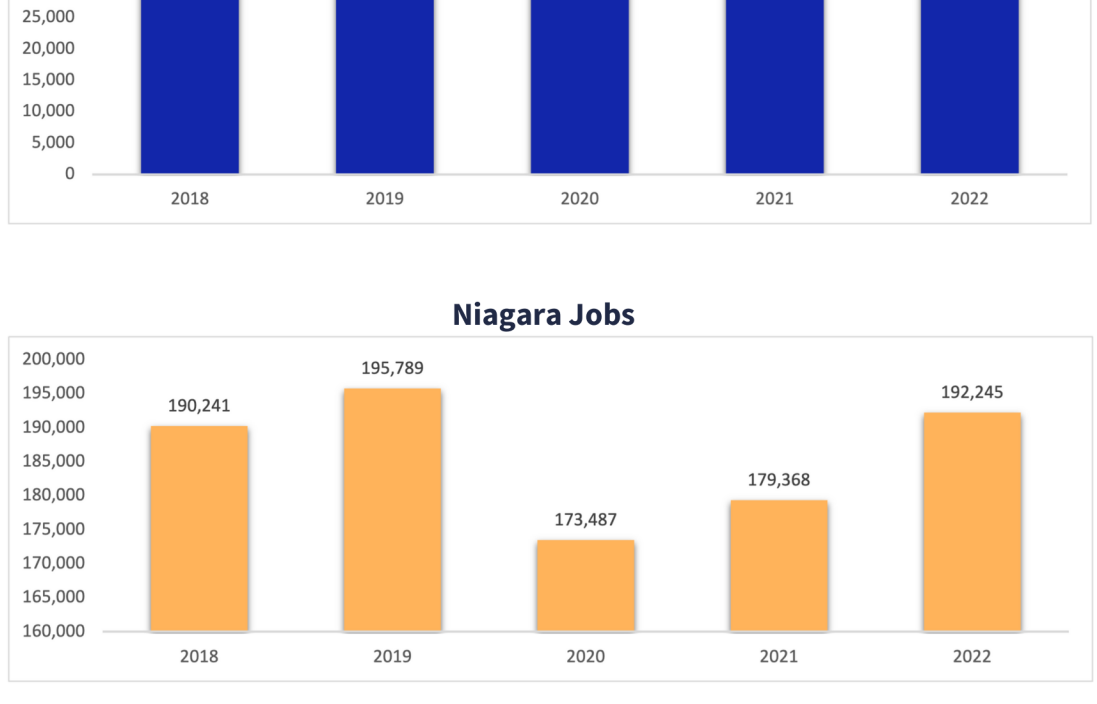
Figure 4: Top In-Demand Skills Based on Posting Count



JOBS PROFILE

In 2022, there were 37,793 jobs in Niagara Falls, representing 19.7% of all jobs in the Niagara region. Niagara Falls gained 3,266 jobs (or 9.5%), 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 Falls 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 Falls relative to Ontario as a whole.

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

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

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Median Wages Per Job
Sales and service support occupations	7,610	5,702	-25%	1.63	\$32,410
Sales and service representatives and other customer and personal services occupations	5,835	4,654	-20%	1.50	\$40,161
Technical trades and transportation officers and controllers	2,691	2,898	8%	1.20	\$67,138
Retail sales and service supervisors and specialized occupations in sales and services	2,713	2,201	-19%	1.55	\$46,136
Professional occupations in law, education, social, community and government services	1,615	1,918	19%	0.68	\$89,520

Table 5 presents the top 5 largest industries in Niagara Falls by number of jobs in 2022. These jobs make up 28.7% of all jobs in Niagara Falls.

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

Industry	2018 Jobs	2022 Jobs	% Change	2022 LQ	Average Wages Per Job
Full-service restaurants and limited-service eating places	5,021	3,753	-25%	1.85	\$20,669
Traveller accommodation	5,371	2,529	-53%	10.13	\$30,804
Local, municipal and regional public administration	1,758	2,075	18%	1.98	\$70,146
Elementary and secondary schools	1,264	1,417	12%	0.87	\$64,704
General medical and surgical hospitals	972	1,066	10%	0.90	\$58,986

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.