

# 2023 Municipal Snapshot

## THOROLD

### A Supplement to the Annual Labour Market Report

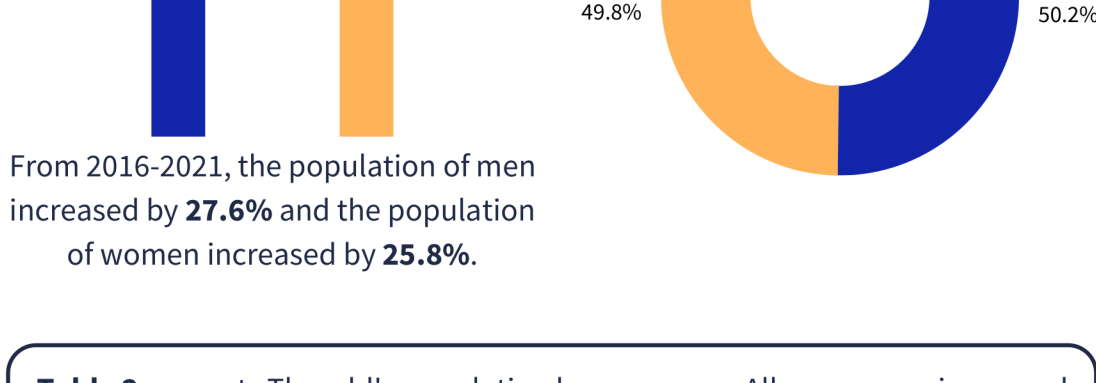
#### POPULATION TRENDS

According to the 2021 Census, Thorold was home to 23,816 people. From 2016-2021, Thorold's population grew by 26.7%, welcoming 5,015 new residents (see **Table 1**). Men made up 50.2% of the population, while women accounted for 49.8% 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	18,801	23,816	5,015	26.7%

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



**Table 2** presents Thorold's population by age group. All age groups increased between 2016 and 2021, with the 0-14 age group and 25-64 age cohort showing the largest proportional increases (37.7% and 27.6% respectively), and the 15-24 age group showing the smallest increase (14.9%).

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

Age	2016	2021	% Change
0-14	2,915	4,015	37.7%
15-24	2,890	3,320	14.9%
25-64	9,990	12,750	27.6%
65+	3,010	3,735	24.1%

#### INCOME

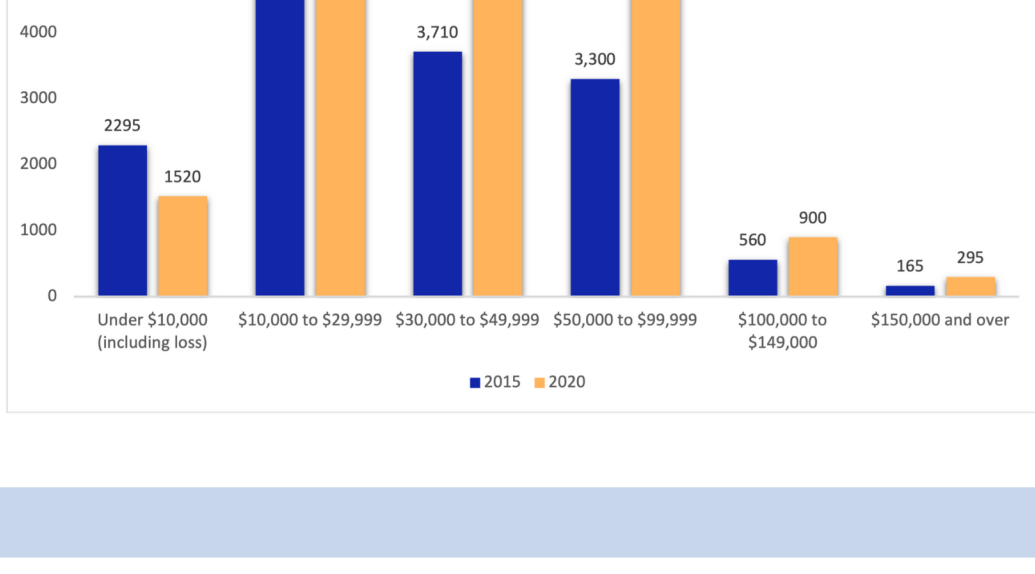
**Table 3** shows the median total income for individuals living in Thorold for the year 2020. Women reported a median income of \$34,800 compared with \$42,400 for men.

**Table 3: Median Total Income in 2020 Among Recipients**

2020 Income		
Total	Men	Women
\$38,000	\$42,400	\$34,800

In 2020, the plurality of Thorold's residents was in the income group of \$10,000 to \$29,999, which increased by 9.5% between 2015 and 2020. During that time, income group under \$10,000 (including loss) experienced the largest percentage decrease of 33.8% (**Figure 2**).

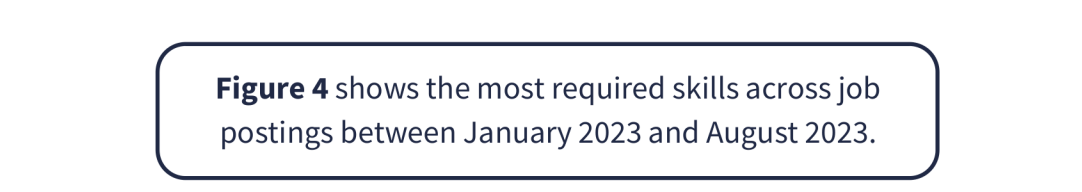
**Figure 2: Income Group Statistics**



#### JOB DEMAND

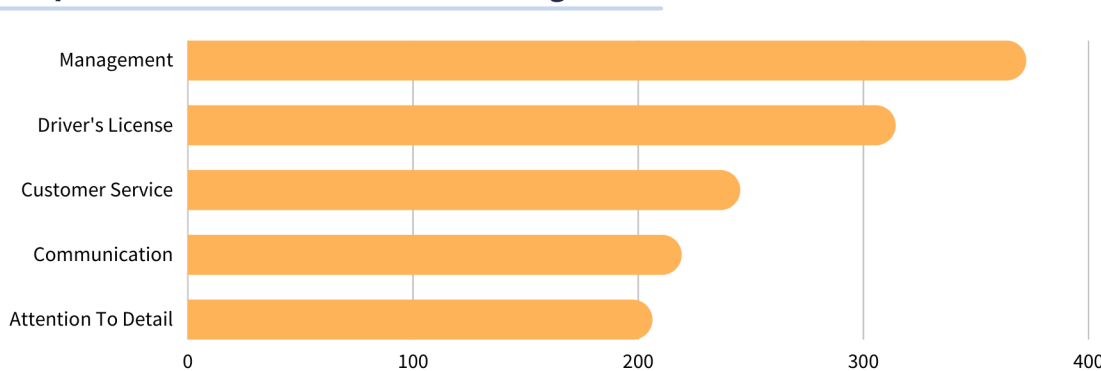
We estimate job demand through the aggregation of public-facing, online job postings. Between January 2023 and August 2023, there were **1,040 new job postings** listed in Thorold. The five most common occupations listed in Thorold's job postings are shown in **Figure 3**.

**Figure 3: Top Five Occupations Found in Job Postings, Thorold**



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

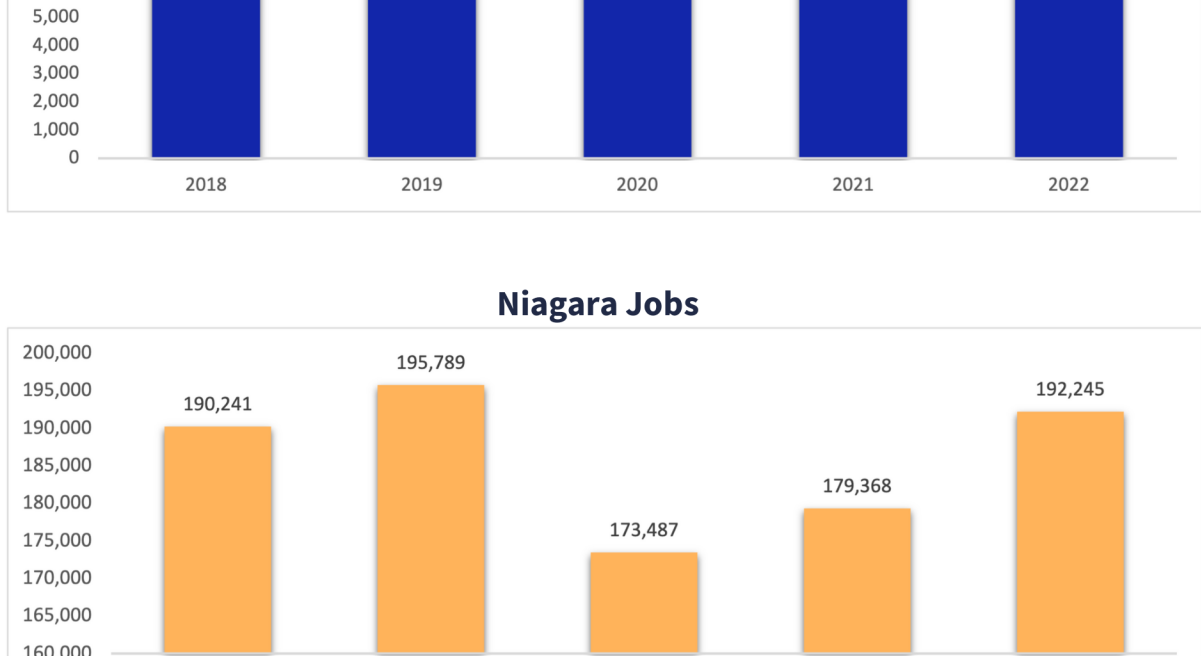
**Figure 4: Top In-Demand Skills Based on Posting Count**



#### JOBS PROFILE

In 2022, there were 9,088 jobs in Thorold, representing 4.7% of all jobs in Niagara. Thorold gained 567 jobs (or 6.7%), 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 Thorold 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 Thorold relative to Ontario as a whole.

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

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

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Median Wages Per Job
Technical trades and transportation officers and controllers	791	834	5%	1.44	\$66,740
Sales and service representatives and other customer and personal services occupations	758	735	-3%	0.98	\$42,736
Professional occupations in law, education, social, community and government services	557	698	25%	1.04	\$87,474
Sales and service support occupations	716	618	-14%	0.74	\$32,639
Administrative and financial support and supply chain logistics occupations	599	548	-8%	1.13	\$46,235

**Table 5** presents the top 5 largest industries in Thorold by number of jobs in 2022. These jobs make up 21.9% of all jobs in Thorold.

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

Industry	2018 Jobs	2022 Jobs	% Change	2022 LQ	Average Wages Per Job
Local, municipal and regional public administration	851	709	-17%	2.81	\$70,146
Personal goods merchant wholesalers	285	430	51%	41.69	\$41,117
Elementary and secondary schools	300	391	30%	0.99	\$64,704
Full-service restaurants and limited-service eating places	263	260	-1%	0.53	\$20,669
Out-patient care centres	251	203	-19%	4.36	\$50,508

#### 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.