

# 2023 Municipal Snapshot

## WELLAND

### A Supplement to the Annual Labour Market Report

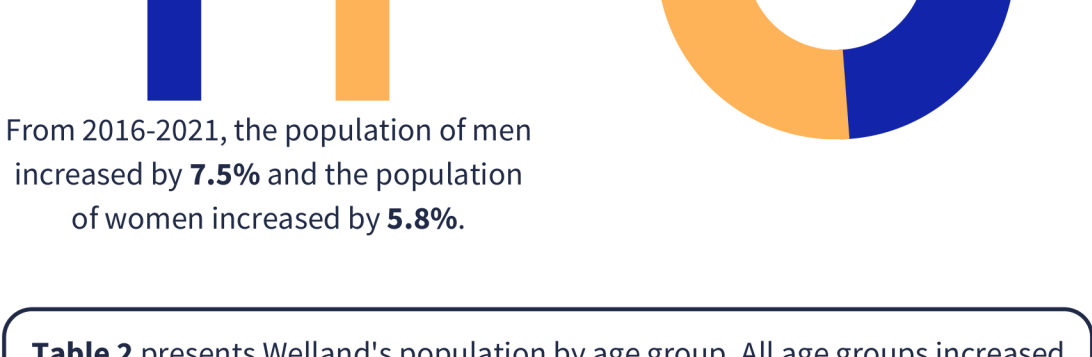
#### POPULATION TRENDS

According to the 2021 Census, Welland was home to 55,750 people. From 2016-2021, Welland's population grew by 6.6%, welcoming 3,457 new residents (see Table 1). Men made up 48.8% of the population, while women accounted for 51.2% in 2021 (**Figure 1**).

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

Welland	2016	2021	Change 2016-2021	% Change 2016-2021
Total	52,293	55,750	3,457	6.6%

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



**Table 2** presents Welland'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 2.4%. The 65 and older age group experienced the largest increase (15.4%) followed by the 0-14 age cohort (7.1%).

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

Age	2016	2021	% Change
0-14	7,760	8,310	7.1%
15-24	6,150	6,005	-2.4%
25-64	27,245	28,580	4.9%
65+	11,130	12,840	15.4%

#### INCOME

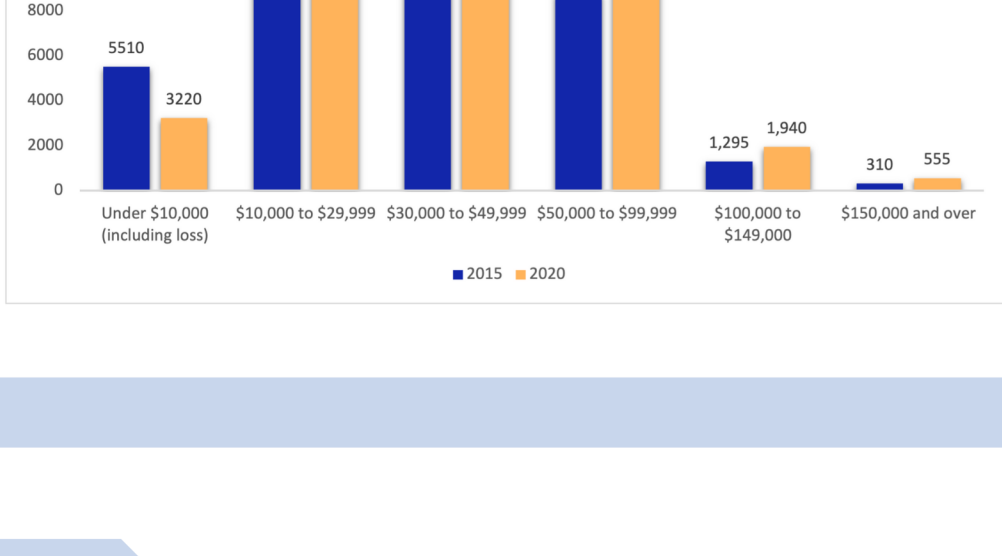
**Table 3** shows the median total income for individuals living in Welland for the year 2020. Women reported a median income of \$33,600 compared with \$42,000 for men.

Table 3: Median Total Income in 2020 Among Recipients

2020 Income		
Total	Men	Women
\$37,200	\$42,000	\$33,600

In 2020, the plurality of Welland's residents was in the income group of \$10,000 to \$29,999, which decreased by 11.1% between 2015 and 2020. We saw notable increases in the income groups of \$30,000 - \$49,999 and \$50,000 - \$99,999 (**Figure 2**).

Figure 2: Income Group Statistics



#### JOB DEMAND

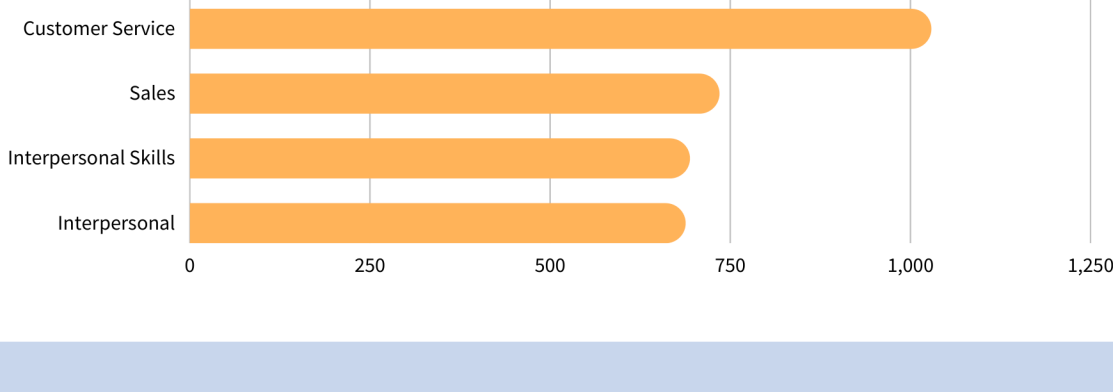
We estimate job demand through the aggregation of public-facing, online job postings. Between January 2023 and August 2023, there were **3,616 online job postings** listed in Welland. The five most common occupations listed in Welland's job postings are shown in **Figure 3**.

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



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

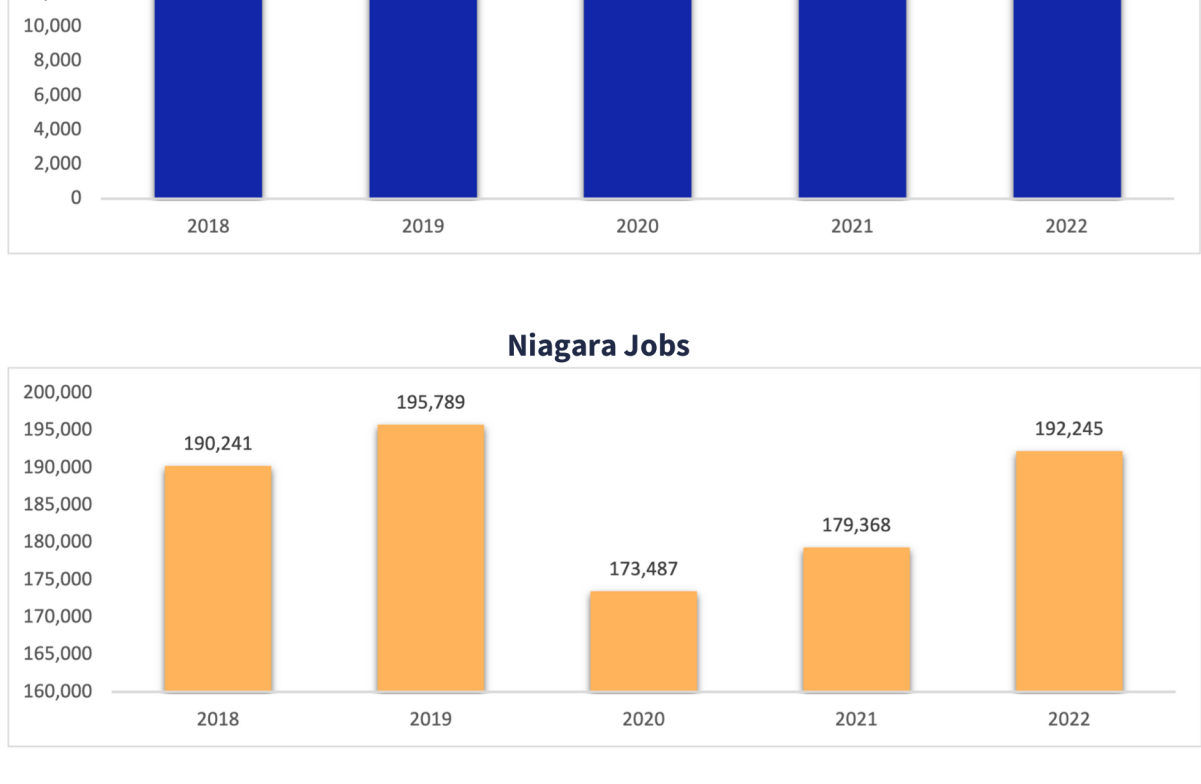
Figure 4: Top In-Demand Skills Based on Posting Count



#### JOBS PROFILE

In 2022, there were 18,850 jobs in Welland, representing 9.8% of all jobs in Niagara. Welland gained 1,024 jobs (or 5.7%), 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 Welland 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 Welland relative to Ontario as a whole.

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

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

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Median Wages Per Job
Sales and service support occupations	2,266	2,556	13%	1.47	\$32,171
Sales and service representatives and other customer and personal services occupations	1,633	1,637	0.3%	1.06	\$38,526
Professional occupations in law, education, social, community and government services	1,665	1,629	-2%	1.16	\$90,343
Technical trades and transportation officers and controllers	1,112	1,282	15%	1.06	\$65,026
Retail sales and service supervisors and specialized occupations in sales and services	730	865	18%	1.22	\$45,900

**Table 5** presents the top 5 largest industries in Welland by number of jobs in 2022. These jobs make up 27.8% of all jobs in Welland.

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

Industry	2018 Jobs	2022 Jobs	% Change	2022 LQ	Average Wages Per Job
Full-service restaurants and limited-service eating places	1,507	1,704	13%	1.69	\$20,669
Elementary and secondary schools	1,257	1,268	1%	1.55	\$64,704
General medical and surgical hospitals	1,129	842	-25%	1.42	\$58,986
Local, municipal and regional public administration	787	730	-7%	1.39	\$70,146
Grocery stores	620	699	13%	1.76	\$23,209

#### 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.

Figure 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.