

2023 Municipal Snapshot

WEST LINCOLN

A Supplement to the Annual Labour Market Report

POPULATION TRENDS

According to the 2021 Census, West Lincoln was home to 15,454 people. From 2016-2021, West Lincoln's population grew by 6.6%, welcoming 954 new residents (see Table 1). Men made up 50.4% of the population, while women accounted for 49.6% in 2021 (**Figure 1**).

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

West Lincoln	2016	2021	Change 2016-2021	% Change 2016-2021
Total	14,500	15,454	954	6.6%

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



Table 2 presents West 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 4.7%. The 65 and older age group experienced the largest increase (24%) followed by the 0-14 age cohort (8.1%).

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

Age	2016	2021	% Change
0-14	2,890	3,125	8.1%
15-24	1,930	1,840	-4.7%
25-64	7,515	7,805	3.9%
65+	2,170	2,690	24.0%

INCOME

Table 3 shows the median total income for individuals living in West Lincoln for the year 2020. Women reported a median income of \$35,600 compared with \$54,400 for men.

Table 3: Median Total Income in 2020 Among Recipients

2020 Income		
Total	Men	Women
\$43,600	\$54,400	\$35,600

In 2020, the plurality of West Lincoln's residents was in the income group of \$50,000 to \$99,999, which increased by 21.5% between 2015 and 2020. The income group, under \$10,000 (including loss), experienced the largest decrease of 35.3% (including loss) (**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[CC1], there were **633 new job postings** listed in West Lincoln. The five most common occupations listed in West Lincoln's job postings are shown in **Figure 3**.

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

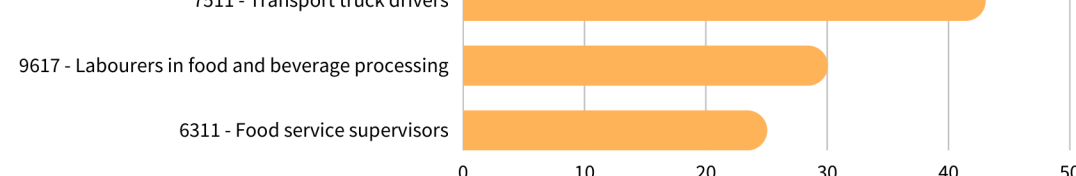
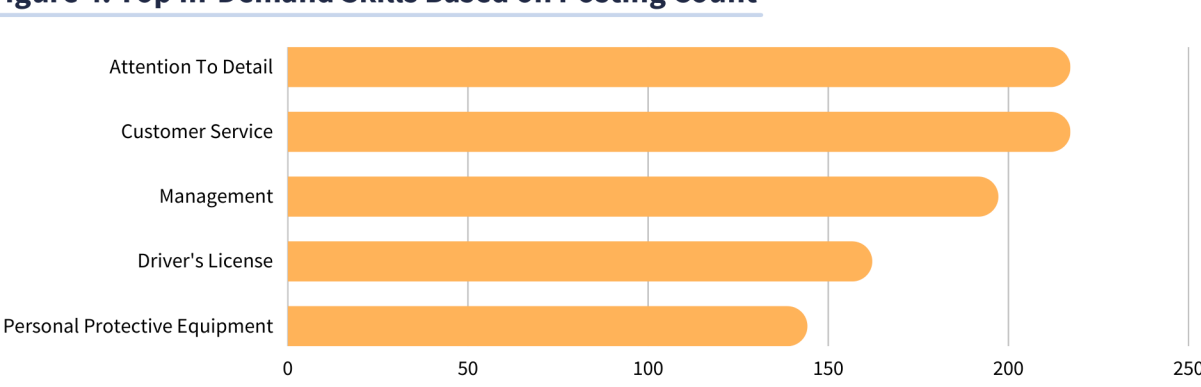


Figure 4 shows the most required skills across job postings between January 2023 and August 2023.

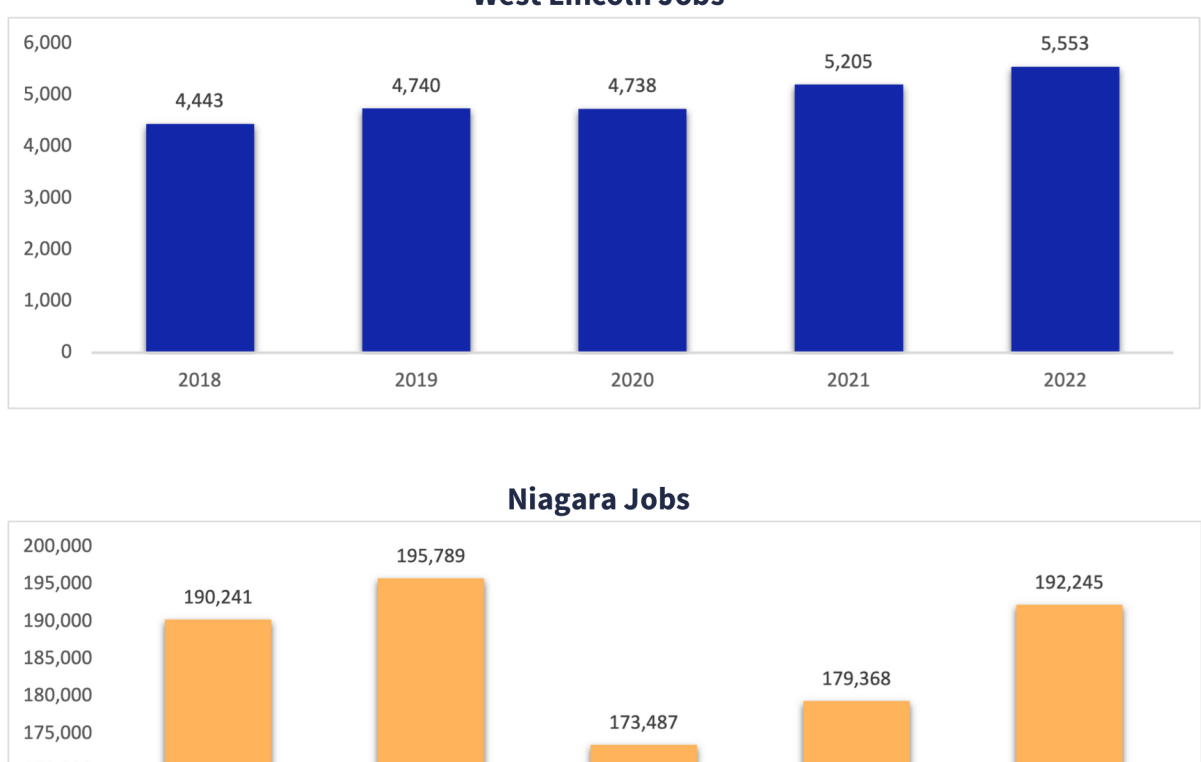
Figure 4: Top In-Demand Skills Based on Posting Count



JOBS PROFILE

In 2022, there were 5,553 jobs in West Lincoln, representing 2.9% of all jobs in Niagara. West Lincoln gained 348 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 West 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 West Lincoln relative to Ontario as a whole.

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

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

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Median Wages Per Job
Technical trades and transportation officers and controllers	518	613	18%	1.73	\$65,794
Machine operators, assemblers and inspectors in processing, manufacturing and printing	409	476	17%	2.31	\$48,605
Sales and service support occupations	360	404	12%	0.79	\$32,969
Sales and service representatives and other customer and personal services occupations	332	384	16%	0.84	\$42,974
General trades	312	358	15%	1.93	\$51,299

Table 5 presents the top 5 largest industries in West Lincoln by number of jobs in 2022. These jobs make up 22.6% of all jobs in West Lincoln.

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

Industry	2018 Jobs	2022 Jobs	% Change	2022 LQ	Average Wages Per Job
Converted paper product manufacturing	324	401	24%	39.54	\$49,559
Elementary and secondary schools	149	294	98%	1.22	\$64,704
Farms	247	212	(14%)	6.04	\$37,040
Full-service restaurants and limited-service eating places	111	192	73%	0.65	\$20,669
Grocery stores	164	157	(4%)	1.35	\$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.

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.