

2023 Municipal Snapshot

NIAGARA REGION

A Supplement to the Annual Labour Market Report

POPULATION TRENDS

According to the 2021 Census, Niagara was home to 477,941 people. From 2016-2021, Niagara's population grew by 6.7%, welcoming 30,053 new residents (see **Table 1**). Men made up 48.7% of the population, while women accounted for 51.3% in 2021 (**Figure 1**).

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

Grimsby	2016	2021	Change 2016-2021	% Change 2016-2021
Total	447,888	477,941	30,053	6.7%

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

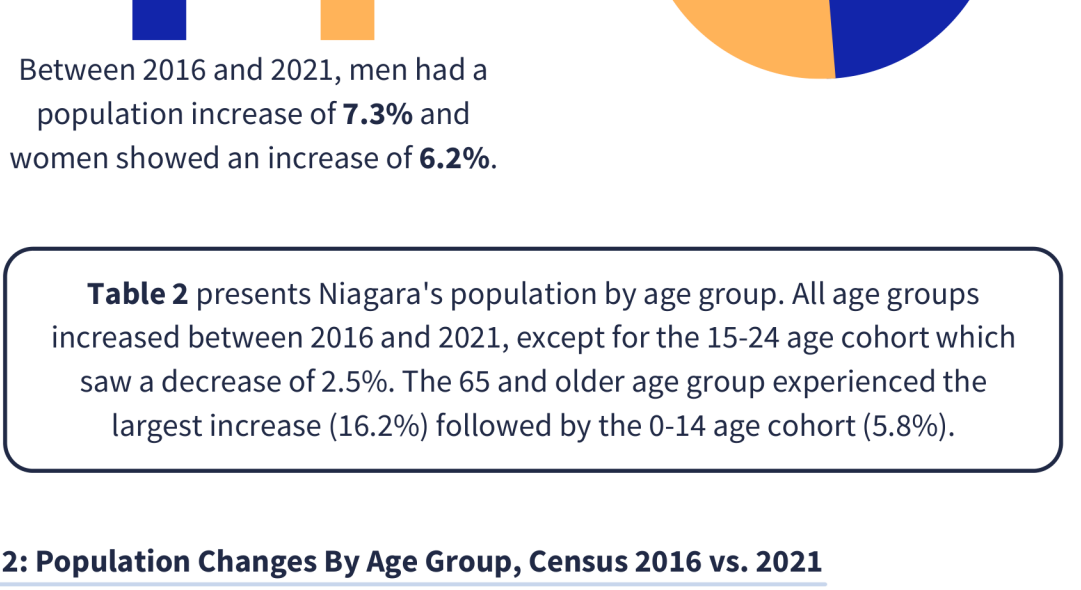


Table 2 presents Niagara's population by age group. All age groups increased between 2016 and 2021, except for the 15-24 age cohort which saw a decrease of 2.5%. The 65 and older age group experienced the largest increase (16.2%) followed by the 0-14 age cohort (5.8%).

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

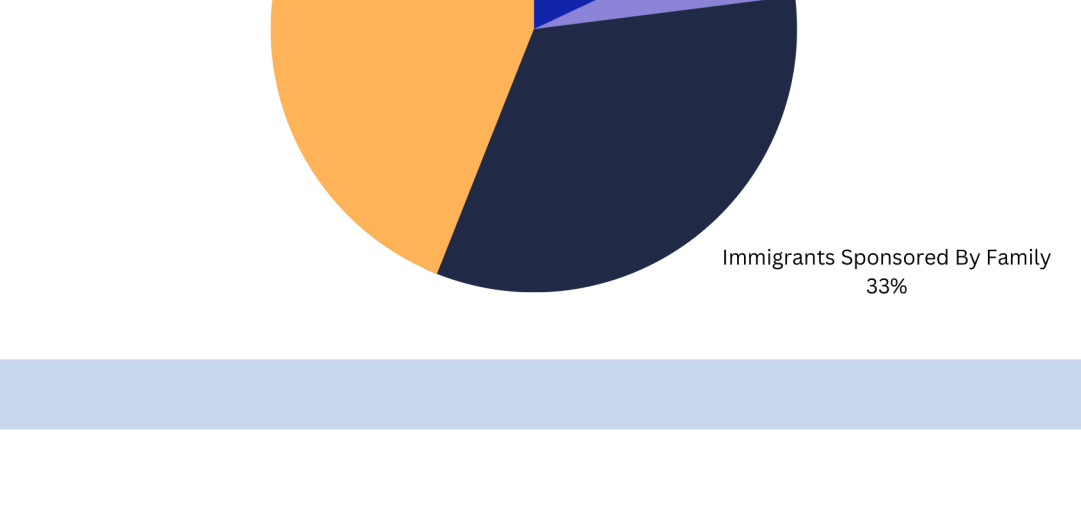
Age	2016	2021	% Change
0-14	66,760	70,600	5.8%
15-24	53,865	52,505	-2.5%
25-64	231,425	243,485	5.2%
65+	95,845	111,345	16.2%

IMMIGRATION

As of 2021, **83,005 immigrants** lived in Niagara. Between 2016 to 2021, approximately **8,720 newcomers** moved to Niagara.

- Of newcomers,
- 44% were Economic Immigrants
 - 18% were Refugees
 - 33% were Family-Sponsored Immigrants
 - 5% were Other Immigrants (**Figure 2**).

Figure 2: Immigration By Admissions Category



EDUCATION

In both 2016 and 2021, more than half the population aged 15 years and over had a post-secondary certificate, diploma, or degree (See **Table 3**)

Table 3: Highest Level Of Education, 2016 & 2021 Census, Niagara

Highest Certificate, Diploma or Degree	2016	2021	% Change 2016-2021
No certificate, diploma or degree	18.2%	15.4%	-2.8%
High (secondary) school diploma or equivalency certificate	31.2%	31.9%	0.7%
Postsecondary certificate, diploma or degree	50.5%	52.7%	2.2%

INCOME

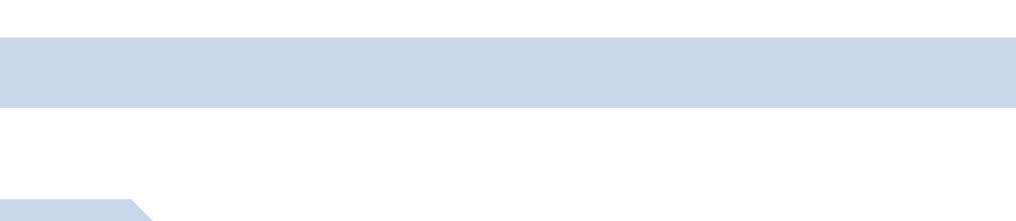
Table 4 shows the median total income for individuals living in Niagara for the year 2020. Women reported a median income of \$34,400 compared to \$44,000 for men.

Table 4: Median Total Income in 2020 Among Recipients

2020 Income		
Total	Men	Women
\$38,400	\$44,000	\$34,400

In 2020, the plurality of Niagara's residents was in the income group of \$10,000 to \$29,999, which decreased by 7.2% between 2015 and 2020. We also saw notable increases in the number of individuals with income between \$30,000-\$49,999 and \$50,000-\$99,999.

Figure 3: Income Group Statistics



JOB DEMAND

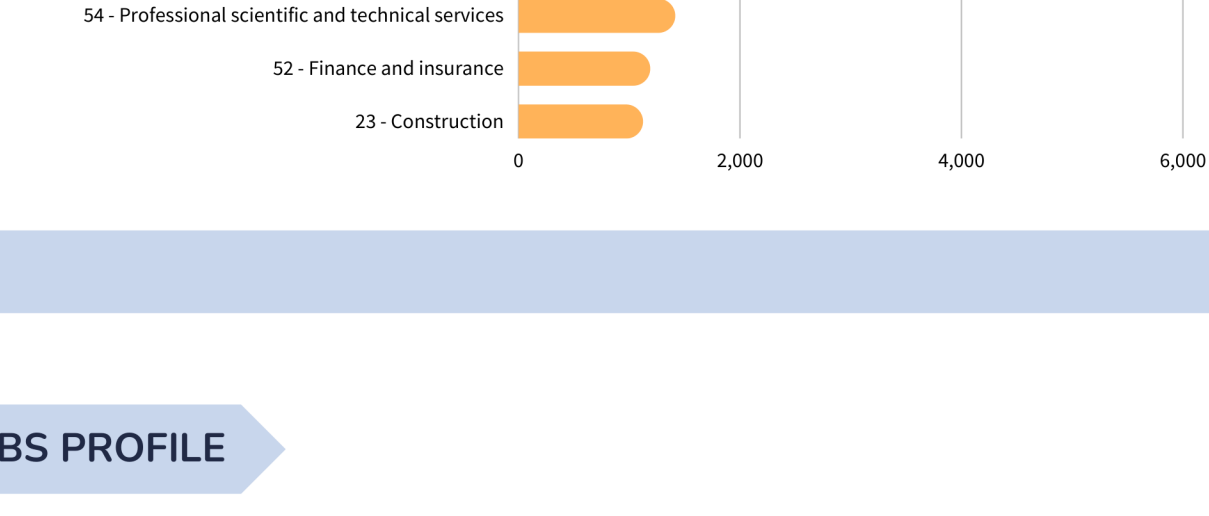
We estimate job demand through the aggregation of public-facing, online job postings. Between January 2023 and August 2023, there were 33,798 online job postings in Niagara. The five most common occupations listed in Niagara's job postings are shown in **Figure 4**.

Figure 4: Top Five Occupations Found in Job Postings, Niagara



Figure 5 shows the industries in Niagara with the highest number of job posts between January 2023 and August 2023.

Figure 5: Top Industries Based on Posting Count



JOBS PROFILE

In 2022, there were 192,245 jobs in Niagara, which represented 2.8% of all jobs in Ontario. Niagara saw an estimated increase of 12,877 jobs (or 7.2%), between 2021 and 2022. This level of job growth was higher than the provincial growth of 6.9% during the same time (see **Figure 6**).

Figure 6: Number of Jobs in Niagara and Ontario, 2018-22



INDUSTRY, OCCUPATIONS AND WAGES, 2022

Tables 5 and 6 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 relative to Ontario as a whole.

Table 5 shows the top occupations in Niagara by the number of jobs in 2022.

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

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Median Wages Per Job
Sales and service support occupations	25,325	23,479	-7%	1.32	\$32,363
Sales and service representatives and other customer and personal services occupations	20,722	18,855	-9%	1.19	\$39,979
Technical trades and transportation officers and controllers	13,745	14,649	7%	1.19	\$65,797
Professional occupations in law, education, social, community and government services	12,143	13,332	10%	0.93	\$89,742
Retail sales and service supervisors and specialized occupations in sales and services	9,128	9,108	-0.2%	1.26	\$47,966

Table 6 presents the top 5 largest industries in Niagara by number of jobs in 2022. These jobs make up 21.9% of all jobs in Niagara.

Table 6: Top 5 Industries By Number of Jobs, 4-Digit NAICS, Niagara, 2018-2022

Industry	2018 Jobs	2022 Jobs	% Change	2022 LQ	Average Wages Per Job
Full-service restaurants and limited-service eating places	16,330	15,104	-8%	1.47	\$20,669
Elementary and secondary schools	8,474	9,265	9%	1.11	\$64,704
Local, municipal and regional public administration	7,202	7,106	-1%	1.33	\$70,146
General medical and surgical hospitals	5,351	5,371	0%	0.89	\$58,986
Grocery stores	5,084	5,168	2%	1.28	\$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 2**
- Statistics Canada. 2023. Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released March 29, 2023.
- **Figure 3, Table 3, Table 4**
- Statistics Canada. 2022. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released August 17 2022
- **Figure 4, Figure 5**
- Workforce Collective job demand aggregator
- **Figure 6, Table 5, Table 6**
- 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.