

An Overview of the 2019 Local Labour Market Planning Report

This document provides a brief overview of the Niagara Workforce Planning Board's annual labour market report. As it is our goal to ensure that the full version of the report includes both accurate data and community-identified priorities, we have prepared this summary as a foundation for our community engagement. We hope that this document evokes questions in its readers, and that we, in turn, can respond to those questions in our publications.

Our Local Labour Market Report addresses five key questions:

- 1) Who is living and working in Niagara?
- 2) What is the type of work in which Niagara's residents are engaged?
- 3) What type of industries are in Niagara?
- 4) What are the skills within Niagara's workforce?
- 5) What are the in-demand jobs in Niagara?

Our data sources include Statistics Canada's Labour Force Survey, Canadian Business Counts (formerly, Canadian Business Patterns), the 2016 Census (where data is available), analysis from more than 10,000 aggregated job postings, and the findings of our own Employer One survey.

Previously, NWPB has only been able to provide data on key performance indicators for the labour force in the St. Catharines-Niagara Census Metropolitan Area (CMA), which excludes Grimsby and West Lincoln. These exclusions were based on commuter flow which places Grimsby in Hamilton's CMA, and West Lincoln in non-CMA Ontario. However, NWPB has secured Labour Force Survey data for the Niagara region as a whole (i.e., all 12 municipalities). Some indicators (e.g., occupation and industry of employment for the labour force) will still be presented for the St. Catharines-Niagara Census Metropolitan Area (CMA), but, where possible, NWPB uses regional data in the production of the labour market report.

Our 2019-20 report will also provide municipal snapshots for every municipality in Niagara.

1: Who is living and working in Niagara?

Figure 1 provides current and historic population data for Niagara. These data are an essential starting point as the strength of Niagara's labour force is tied to the strength of its population.

Figure 1. Current and historical population estimates for the Niagara region¹

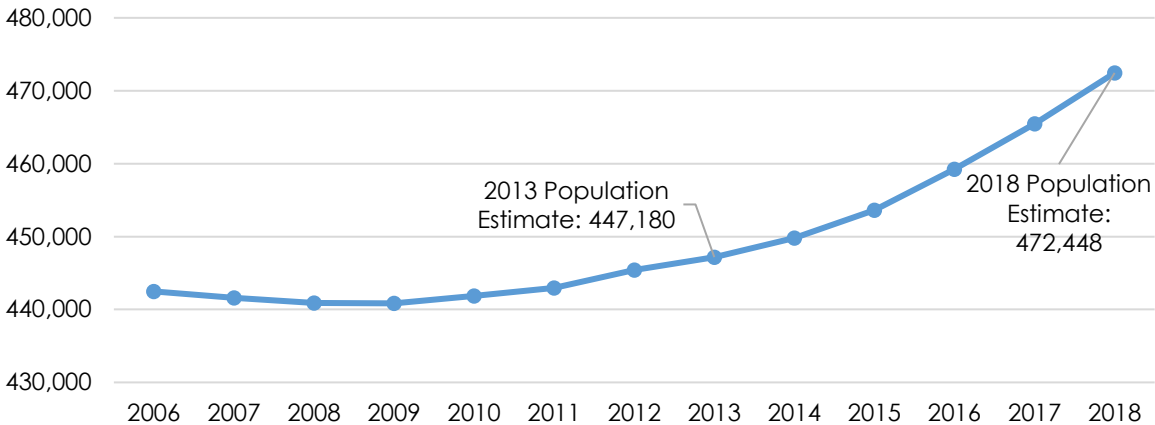


Table 1 provides a snapshot of labour force engagement in the Niagara region during the 2018 calendar year. These data show that 76.5% of employed individuals who lived in Niagara in 2018 were employed in a full-time capacity.

Table 1. Niagara region Labour Force Indicators, 2018²

Labour Force Indicators in 2018	
People in the labour force	228,900
People employed	214,300
<i>Full-time employment</i>	163,900
<i>Part-time employment</i>	50,500
Unemployment rate	6.4%
Participation rate	61.5%
Employment rate	57.6%

¹ Statistics Canada. Table 17-10-0139-01 Population estimates, July 1, by census division, 2016 boundaries

² Statistics Canada, Table 14-10-0096-01 Labour Force Characteristics by census metropolitan area.

2: What is the type of work in which Niagara's residents are engaged?

Examining the type of work in which Niagara's residents are employed builds on the population data outlined in Section 1. Table 2 presents data on the number of people employed by occupation within the St. Catharines-Niagara Census Metropolitan Area (CMA).

Table 2. Employment by 1-digit NOC, St. Catharines-Niagara CMA ³

Occupation	2014	2015	2016	2017	2018
Sales and service occupations	61,600	67,600	63,900	64,500	65,600
Trades, transport and equipment operators and related occupations	29,700	29,500	29,900	28,000	29,400
Business, finance and administration occupations	27,400	26,900	26,900	24,300	26,200
Occupations in education, law and social, community and government services	18,300	21,300	21,500	20,000	18,400
Management occupations	16,600	17,700	16,900	16,000	16,800
Health occupations	14,000	13,600	17,200	16,600	16,400
Occupations in manufacturing and utilities	10,700	8,600	8,000	10,700	9,300
Natural and applied sciences and related occupations	8,100	9,200	8,800	8,200	9,200
Occupations in art, culture, recreation and sport	4,800	5,900	5,600	5,600	6,000
Natural resources, agriculture and related production occupations	4,100	3,800	4,500	3,900	4,400
Total employed, all occupations	195,400	204,100	203,100	197,600	201,700

³ Statistics Canada, Table 14-10-0096-01 Labour Force Characteristics by census metropolitan area.

3: What type of industries are in Niagara?

Industry data provide insight on the types of industries in Niagara and the number of people reporting employment per industry. Table 3 outlines the number of Niagara's residents that report employment in each of these industries.

Table 3. Industry of Employment, St. Catharines-Niagara CMA ⁴

Industry	2014	2015	2016	2017	2018
Wholesale and retail trade	31,100	34,800	34,200	31,900	32,100
Health care and social assistance	23,300	23,900	28,000	24,500	25,200
Accommodation and food services	23,000	24,800	24,600	24,500	25,000
Construction	15,300	18,000	17,100	13,000	18,200
Manufacturing	20,800	18,300	19,100	21,600	18,000
Educational services	13,700	14,600	12,200	13,400	14,300
Business, building and other support services	11,100	14,800	10,700	10,000	11,500
Information, culture and recreation	8,400	9,300	10,900	9,300	9,800
Finance, insurance, real estate, rental and leasing	10,100	7,700	8,600	9,300	9,200
Transportation and warehousing	8,100	7,400	8,700	8,000	8,900
Other services (except public administration)	6,800	7,900	7,100	9,700	8,700
Professional, scientific and technical services	9,100	9,200	8,000	9,600	7,500
Public administration	8,400	7,500	8,900	7,800	7,200
Agriculture	4,000	2,900	3,700	3,000	3,400
Utilities	1,900	1,500	x	1,600	x
Forestry, fishing, mining, quarrying, oil and gas	x	1,700	x	x	x
Total	195,400	204,100	203,100	197,600	201,700

⁴ Statistics Canada, Table 14-10-0098-01 Employment by industry, annual, census metropolitan areas. Cells containing 'x' are suppressed data from Statistics Canada.

4: What skills does Niagara's workforce offer?

Section four identifies the highest level of completed education for Niagara's workforce. Educational attainment data is collected every five years, formerly through the National Household Survey and now through the long-form census. Table 4 presents the levels of educational attainment for Niagara's workforce.

Table 4. Niagara Region Labour Force Educational Attainment⁵

Level of Educational Attainment	2016 Workforce	Percentage
No certificate, diploma or degree	22,965	10.1%
Secondary (high) school diploma or equivalency certificate	71,520	31.6%
Postsecondary certificate, diploma or degree	132,110	58.3%
Total	226,590	100.0%

⁵ Source: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X2016365.

5: What are the in-demand jobs in Niagara?

Section 5 measures in-demand occupations through the aggregation of public-facing job postings. This allows us to measure where “the rubber meets the road” in terms of employer demand. Note: this information is only inclusive of job postings that are public facing and online; these tools cannot account for private posts (e.g., a private job board) or informal means of finding jobs (e.g., word-of-mouth).

Table 5. Job Postings by 1-Digit NOC, Niagara 2018⁶

Occupation	Count	Percent
Sales and service occupations	4,933	41.5%
Business, finance and administration occupations	1,815	15.3%
Trades, transport and equipment operators and related occupations	1,135	9.5%
Health occupations	811	6.8%
Occupations in education, law and social, community and government services	808	6.8%
Natural and applied sciences and related occupations	579	4.9%
Occupations in manufacturing and utilities	256	2.2%
Natural resources, agriculture and related production occupations	207	1.7%
Occupations in art, culture, recreation and sport	174	1.5%
Management occupations	870	7.3%
Unclassified occupation	302	2.5%
Unavailable	4	0.03%
Total	11,894	100.0%

⁶ Source: Gartner TalentNeuron; Niagara County; January 1 – December 31, 2018; excluding Kijiji; new jobs

Projects, 2019-2020

NWPB will be completing a series of projects in addition to the Local Labour Market Planning Report as a means of supporting employers and building our workforce. These projects are outlined briefly below:

- Employer One Survey: This survey is conducted annually to gain additional labour market demand data from local employers. NWPB will continue working with local partners in business and economic development to promote and deliver this survey in January of 2020. This year we are expanding Employer One to include a workforce survey with the purpose of engaging Niagara's residents to build a complimentary data set to Employer One. Through these two projects, we hope to better align labour market supply and demand in Niagara.
- Data Driven Career Planning: In partnership with the District School Board of Niagara (DSBN) and the Niagara Catholic District School Board (NCDSB), NWPB provides a suite of insights on both the local labour market and changing conditions in Ontario. These tools help educators, parents, and students plan for an ever-changing job market.
- Enhanced Skills Matching Support: NWPB supports the activities of local employment service providers and literacy and basic skills providers by providing monthly data on in-demand occupations. These data help job coaches and job developers gain a better sense of high-volume employment opportunities that might better serve their clients' needs.
- Region Building - Cannabis in Niagara: This project will comprise a comprehensive labour market report on the Cannabis industry in Niagara. This report will be followed by presentations from NWPB to local Employment Ontario service providers that will focus on up-to-date labour market and skills information on this emerging sector.



Next Steps

It is our hope that this report has prompted additional questions and lines of inquiry. Where possible we will work to respond to these questions in our long-form labour market report. NWPB aims to be an organization that is responsive to the challenges and opportunities of our community.

If you are interested in receiving subsequent data or working with NWPB to explore a specific challenge within your industry or sector, please contact Adam Durrant, NWPB's Interim Chief Executive Officer.

Thank you for your time and consideration on this matter.

Adam Durrant, Interim CEO

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