



Work and Employment

Living in Niagara – 2020 Report Work and Employment

Jobseekers having access to quality jobs, workers' ability to make a living wage, and employers being able to find a match between employees' skills and the jobs being offered are key to Niagara's growth and development.

Happening Now

- Leading up to the onset of COVID-19 in early 2020, Niagara's employment rates had been increasing, in line with the national trend.
- 2019 data shows Niagara's top 5 sectors by employment: Accommodation and food services; Retail trade; Health care and social assistance; Manufacturing; and Construction. The top 5 sectors by employment growth rate were: Professional, scientific, technical service; Accommodation and food services; Transportation and warehousing; Health care and social assistance; and Educational services.
- Small businesses (including for-profit entities, non-profits and registered charities), with between 1 and 99 employees represent over 97% of Niagara's employers.
- The effect of employment precarity on individual, family and community health is becoming more recognized in Niagara.
- The Ontario Living Wage Network calculation for Niagara for 2019 was \$18.12/hour. A living wage reflects what earners need to be paid, based on actual costs of living and being included in the community. By December, 2020, a total of 45 Niagara employers had committed to being Certified Living Wage Employers.

What's Emerging

- Niagara is part of an employment services prototype project, with changes the provincial government is making to bring together services previously delivered separately through Ontario Works, the Ontario Disability Support Program and Employment Ontario Service. A consortium led by Fedcap began its role as service system manager for Hamilton-Niagara in 2020.
- The COVID-19 pandemic is an extremely challenging time for employers, employees and job-seekers alike. Barriers and supports are being identified, to assist these people as our community emerges from the pandemic.
- A surge in the Ontario Works caseload in Niagara is anticipated in 2021. People living in low income have been disproportionately impacted during the pandemic. They are more likely to live in overcrowded communities; be impacted by change in the employment landscape; and work in industries that increase proximity to the public.



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- Critical uncertainties that will affect labour supply and demand in the coming two years include: changes in women's participation in the labour force; and the ability of local tourism employers to maintain operations at reduced levels of capacity.
- Implications of the significant economic impact of COVID-19 on Niagara women in the workforce is being examined. Women dominate the workforce in some of the hardest-hit sectors, such as accommodation and food service; and the retail trade. Complex factors include: the role accessible childcare plays in the economy; necessity for flexible hours and paid sick leave for productivity; and the lower and part-time wages that have become associated with occupations dominated by women.

Suggested Community Action Steps

- Acknowledge the importance of health and well-being, including mental health, for individuals, families and everyone in the workplace, as our community emerges from the COVID-19 pandemic.
- Consider the effects of missed milestones during the pandemic; and related long-term impacts for the younger generation and jobseekers of all ages.
- Recognize that having digital skills is essential for modern workplace competency.

Indicators

- **Employment Services in Niagara**
- **Jobs in Niagara**
- **Labour Force in Niagara**
- **Niagara-wide Coordination and Planning**
- **Workplace Injuries and Workplace Psychological Health and Safety**



Indicator: Employment Services in Niagara

Employment Service Providers

The INCommunities/211 Niagara Community Information database includes 36 records for organizations that provide employment services. Of these, 12 locations around the region are shown, that offer Ontario Employment Services.

Source: Niagara Community Information Database, INCommunities

Retrieved From:

<https://niagara.cioc.ca/results.asp?STerms=%22Employment+Services%22&SType=A&CMType=L&CMID=587&GeoLocatedNearAddress=&GeoLocatedNearLatitude=&GeoLocatedNearLongitude=>

Government of Ontario Employment Services Transformation

Employment Ontario Service Providers in Niagara are part of the Ontario Ministry of Labour, Training and Skills Development Employment Services Transformation (EST) initiative.

Detailed information is available at <http://www.tcu.gov.on.ca/eng/eopg/programs/est.html>

Niagara is part of an employment services prototype catchment area project, within EST changes the provincial government is making, to bring together services previously delivered separately through Ontario Works, the Ontario Disability Support Program and Employment Ontario Service. In 2020, a consortium led by Fedcap began its role as service system manager for Hamilton-Niagara.

Source: Ontario Ministry of Labour, Training and Skills Development, January 28, 2021.

Retrieved From: <http://www.tcu.gov.on.ca/eng/eopg/publications/est-adm-memo-eo-network-integration-phase-en.pdf>

2018 Job Gym Employment Services Webinars

In 2018, Job Gym Employment Services (a division of John Howard Society of Niagara) presented two webinars designed to help employers build a stronger workforce, by better understanding: how to strengthen employee recruitment and selection processes; and hidden reasons behind absenteeism. Recordings of the webinars, which were hosted by Niagara Connects, are available on the Niagara Knowledge Exchange, at the following links:

- [Strengthening Employee Recruitment and Selection Processes in Niagara](#) (June 6, 2018)
- [The Hidden Reasons Behind Absenteeism and What You Can Do](#) (Sept. 26, 2018)

Adult Literacy Organizations

The INCommunities/211 Niagara Community Information database includes 18 records for organizations that provide Literacy and Basic Skills services across the Niagara region. A





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record for Literacy Link Niagara is also included. Literacy Link Niagara is a regional coalition of literacy programs committed to adult basic education.

Source: Niagara Community Information Database, INCommunities

Retrieved From:

<https://niagara.cioc.ca/results.asp?STerms=%22Literacy+and+Basic+Skills%22&SType=A&CMType=L&CMID=587&GeoLocatedNearAddress=&GeoLocatedNearLatitude=&GeoLocatedNearLongitude=>



Indicator: Jobs in Niagara

Median Income

Niagara Region Public Health provides “Niagara’s Village of 100” population and demographic statistics, including:

- Median family income in Niagara after taxes: \$72,105
- Median family income in Niagara for single parents: \$46,684

Source: Niagara Region Public Health Statistics. Niagara’s Village of 100

Retrieved From: <https://www.niagararegion.ca/health/statistics/demographics/default.aspx>

Summary Statistics of Tax filers, St. Catharines-Niagara CMA* <i>(*Census Metropolitan Area - does not include Grimsby, West Lincoln)</i>					
Year	2015	2016	2017	2018	2019
Number of tax filers	306,760	310,790	313,190	320,050	316,520
Average age of tax filers	51 years	51 years	51 years	51 years	51 years
Percent of tax filers aged 35 to 44 years	13%	13%	13%	13%	13%
Total income of tax filers (x 1,000)	\$12,630,460	\$12,762,430	\$13,210,530	\$13,971,065	\$14,114,740
Median employment income of tax filers	\$28,180	\$29,000	\$29,630	\$31,560	\$31,880
75th percentile employment income of tax filers	\$53,580	\$54,450	\$55,300	\$56,860	\$57,650
Median total income of tax filers	\$30,870	\$31,170	\$32,030	\$33,440	\$34,390
75th percentile total income of tax filers	\$53,090	\$53,480	\$54,820	\$56,200	\$57,550
% of tax filers with total income betwn \$40,000 and \$59,999	18%	18%	18%	19%	19%

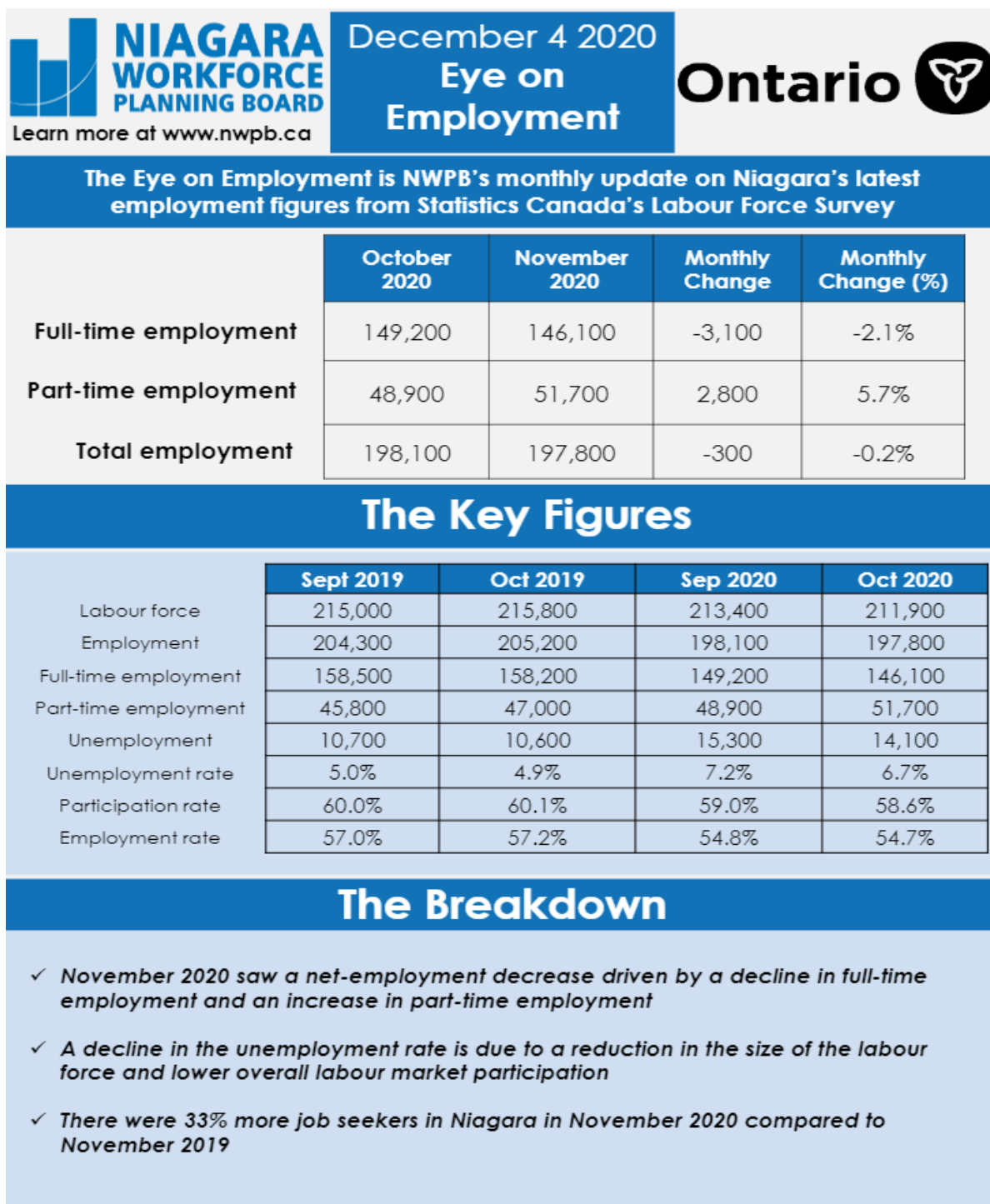
Source: Statistics Canada [Table 11-10-0047-01 Summary characteristics of Canadian tax filers \(preliminary T1 Family File\)](#)

Retrieved From: <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1110004701>



Employment and Unemployment Rate

Niagara Workforce Planning Board provides the December, 2020 monthly update on Niagara's latest employment figures (on this page and the following 3 pages).





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The Industry Update

Employment in the Goods Producing Sector

Oct 2020

44,900

Oct 2019

44,600

Nov 2020

44,600

Nov 2019

46,100

Employment in the Services Producing Sector

Oct 2020

153,200

Oct 2019

159,700

Nov 2020

153,200

Nov 2019

159,100

Industry	2019		2020	
	Oct	Nov	Oct	Nov
Agriculture	3,400	3,200	3,600	3,700
Construction	17,600	17,600	17,900	18,500
Manufacturing	21,500	23,000	22,100	21,100
Wholesale and retail trade	31,200	30,900	25,200	24,500
Transportation and warehousing	8,700	9,200	6,900	7,100
Finance, insurance, real estate, rental and leasing	9,600	8,700	13,600	12,600
Professional, scientific and technical services	8,400	7,800	9,700	10,300
Business, building and other support services	8,800	9,900	12,300	13,600
Educational services	14,900	15,700	14,300	16,000
Health care and social assistance	22,700	21,100	27,300	26,000
Information, culture and recreation	11,900	11,600	6,900	6,800
Accommodation and food services	25,100	24,800	19,400	19,400
Other services (except public administration)	9,200	10,300	11,000	10,800
Public administration	9,300	9,200	6,500	6,300
Total	204,300	205,200	198,100	197,800

The Breakdown

- ✓ *November 2020's employment declines were concentrated in the goods-producing sector, with losses in manufacturing outpacing gains in construction*
- ✓ *The two goods producing sectors that saw the most month-over-month employment gains were: educational services and business, building and other support services*
- ✓ *Wholesale and retail trade saw a slight employment decline, however that is consistent with month-over-month trends from 2019*



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The Youth Lens

	Oct 2020	Nov 2020	Monthly Change	Monthly Change %
Full-time employment	11,500	9,200	-2,300	-20.0%
Part-time employment	10,400	12,600	2,200	21.2%
Total employment	21,800	21,800	0 *	0.0%

The Big Figures

	Oct 2019	Nov 2019	Oct 2020	Nov 2020
Labour force	33,000	32,200	27,000	26,100
Employment	28,900	26,800	21,800	21,800
Full-time employment	15,500	12,600	11,500	9,200
Part-time employment	13,400	14,300	10,400	12,600
Unemployment	4,000	5,400	5,200	4,400
Unemployment rate	12.1%	16.8%	19.3%	16.9%
Participation rate	67.1%	65.3%	69.1%	65.4%
Employment rate	58.7%	54.4%	55.8%	54.6%

The Breakdown

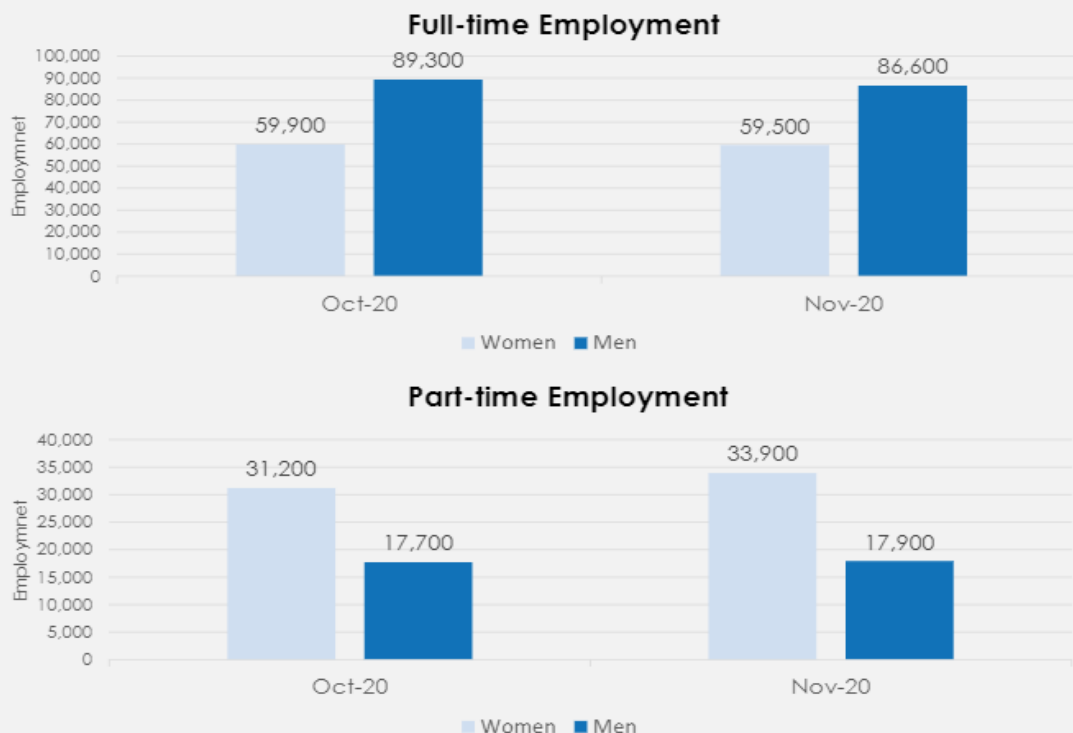
- ✓ * Rounding on the part of Statistics Canada accounts for zero net-employment change between October and November for youth
- ✓ November saw 2,300 fewer youth in full-time employment and 2,200 more youth in part-time employment
- ✓ Despite a 16.9% unemployment rate among youth, the youth participation rate in November 2020 was slightly higher than reported in November 2019

A few words on definitions: Monthly labour force survey data defines a youth as an individual age 15 to 24. An individual who is "not in the labour force" is an individual who is neither working nor looking for work. Full-time students are generally considered to be not in the labour force, even if they maintain part-time employment while in education and training.



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Employment and Gender



The Breakdown

- ✓ In total, 2,300 more women were employed in November 2020 compared to October 2020
- ✓ There were 7,300 fewer women employed in November 2020 compared to November 2019.
- ✓ Women were employed in 40.7% of full-time work and 65.6% of part-time work in November 2020.

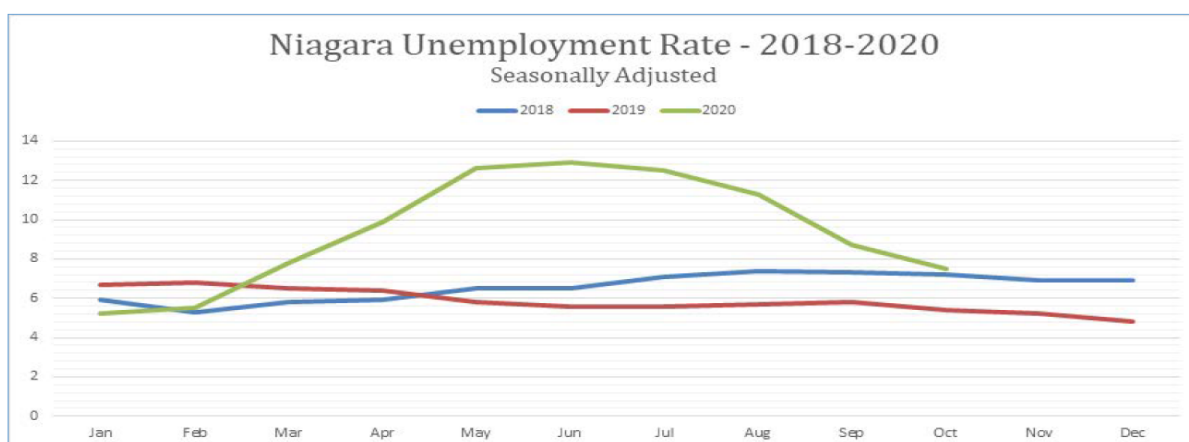
Would you like to know more?

The Eye on Employment draws on data from Labour Force Survey Table 14-10-0095-01 and Table 14-10-0097-01. All data are seasonally unadjusted. Click our logo for more reports and to access our interactive job board.



Source: Niagara Workforce Planning Board, Eye on Employment, December 4, 2020

Retrieved from: <https://nwpb.ca/eye-on-employment-december-2020/>

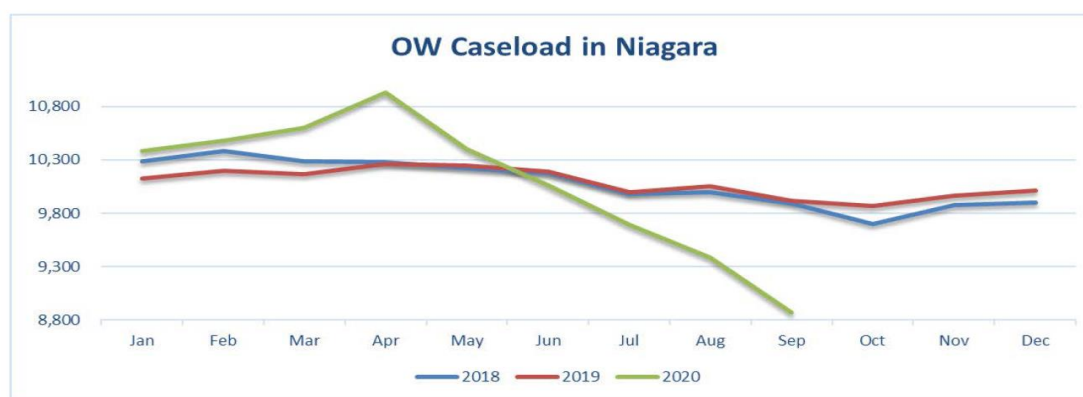


Niagara Region

Source: Ontario Works Caseload presentation by Niagara Region SAEO staff, cited below.

Ontario Works (OW) Caseload in Niagara

Ontario Works Caseload 2018 to 2020



Niagara Region

A surge in the Ontario Works caseload in Niagara is anticipated in 2021. People living in low income have been disproportionately impacted during the pandemic. They are more likely to live in overcrowded communities; be impacted by change in the employment landscape; and work in industries that increase proximity to the public.

Source: Niagara Region Public Health and Social Services Committee Agenda package, Dec. 08, 2020, pages 3 to 20, 'Impact of COVID-19 on the Ontario Works Caseload', Social Assistance and Employment Opportunities (SAEO) staff, December, 2020.

Retrieved From: <https://pub-niagararegion.escrimemeetings.com/FileStream.ashx?DocumentId=13083>



Precarious Employment

Precarious employment is defined as work that is typically part-time, temporary, or contract, and often without longer-term job security and employment-based benefits. It is also called non-standard employment. To better understand employment precarity and its impact in Niagara, PEPiN (Poverty and Employment Precarity in Niagara) completed a research study and 2018 report, *Uncertain Jobs, Certain Impacts: Employment Precarity in Niagara*. The report concludes:

Precarious employment has a significant impact on the individuals, families, and communities it touches, and these impacts are widespread and pervasive in Niagara.

Statistics gathered to inform the PEPiN study show that:

- Only forty-eight percent of all workers in the 12 local-area municipalities of Niagara region have stable, secure full-time jobs resulting from what is called a standard employment relation (SER). All other employees are working in situations with some measure of precariousness. This includes jobs without benefits and jobs with uncertain futures.
- In Niagara, precarity has been most prevalent among young adults (25-34 years of age), older adults, and foreign-born individuals who have been in Canada 20 or fewer years. However, precarity is found among all demographic groups.
- In Niagara, being precariously employed is has the most significant effects when you're earning a low income — and it's found across all income levels, hurting everyone who experiences it.
- Precarious employment has a harmful effect on individuals, children and families. It can damage the social fabric that ties together our communities because it makes it more difficult for people to form relationships and plan spending time with family and friends.
- Employer-provided health benefits are a regular feature of secure work but are very rare among precarious workers.

Study results also revealed critical information about the relationship between precarious employment and health, and indicated important demographic trends with regards to precarious work. Finally, the report concludes with a list of recommendations, aimed at government and employers, to reduce the incidence of precarious employment and to mitigate its impacts.

Sources: PEPiN, *Uncertain Jobs, Certain Impacts* research study report, 2018; Understanding Employment Precarity, PEPiN blog post, NKE, August 30, 2018; Better Business Outcomes Through a More Secure Workforce Event Recording, PEPiN webinar, May 16, 2019.

Retrieved From:

<https://niagaraknowledgeexchange.com/community-blog/understanding-employment-precarity-and-its-impact-in-niagara/>

<https://niagaraknowledgeexchange.com/work-employment/better-business-outcomes-through-a-more-secure-workforce-event-recording/>



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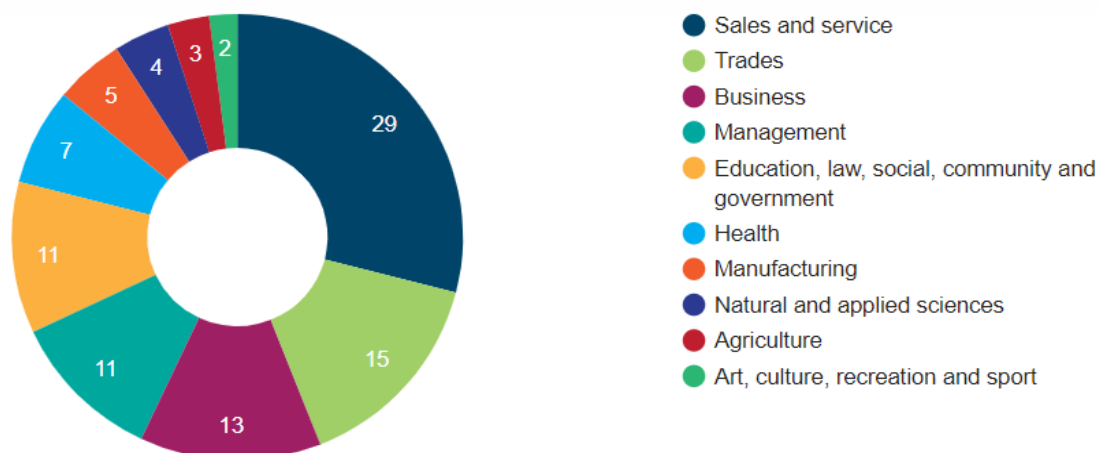
Work and Employment

Employment Sectors in Niagara

Labour Force Occupations in Niagara is a graph presented on Niagara Region Public Health's 'Niagara's Village of 100' population and demographics webpage. If Niagara was a village of 100 people, the following numbers of people would work in ten labour force occupation areas.

Labour Force Occupations in Niagara	Number of people employed in the occupation, if Niagara was a village of 100 people
Sales and service	29
Trades	15
Business	13
Management	11
Education, law, social, community and government	11
Health	7
Manufacturing	5
Natural and applied sciences	4
Agriculture	3
Art, culture, recreation and sport	2

Labour Force Occupations



Data Source: Statistics Canada, 2016 Census of the Population.

Source: Niagara Region Public Health, Population and Demographics, Niagara's Village of 100
Retrieved From: <https://www.niagararegion.ca/health/statistics/demographics/default.aspx>



Occupations in Niagara

'Top Occupations in Niagara Canada' is a listing provided by Niagara Region Economic Development, based on 2019 EMSI data. Emsi is an Idaho-based labour market data company.

Total Employed, All Occupations in Niagara	220,385
Management occupations	20,410
Business, finance and administration occupations	29,811
Natural and applied sciences and related occupations	10,541
Health occupations	15,472
Occupations in education, law and social, community and government services	22,407
Occupations in art, culture, recreation and sport	6,126
Sales and service occupations	66,216
Trades, transport and equipment operators and related occupations	29,669
Natural resources, agriculture and related production occupations	5,247
Occupations in manufacturing and utilities	10,643
Unclassified	3,843
Data source: EMSI 2019.1	

Source: Niagara Region Economic Development, Top Occupations in Niagara Canada, 2019.
Retrieved From: <https://niagaracanada.com/data/labour-force/>

Occupation Concentration in Niagara

Table 3.6 on the next page is provided in the Niagara Workforce Planning Board (NWPB) Local Labour Market Planning Report 2020-21. The table shows the most *concentrated* occupations in the region. NWPB states:

*"To measure occupation and industry concentration, NWPB uses a measure called a **location quotient** or LQ. A location quotient is a measure of a job's presence in the region relative to the same job's presence in the province. An LQ greater than 1.0 indicates that an occupation or industry is more heavily concentrated in a region when compared to the rest of Ontario.*

Table 3-6 shows occupations with LQs above 2.5, offering a historical context between 2015 to 2019 in Niagara. This value means that occupations in this table are at least 2.5 times more concentrated in Niagara than they are in Ontario.



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The three occupations with the highest 2019 LQs are casino occupations (6.69), tour and travel guides (5.36), and managers in aquaculture (5.13). These three occupations show areas of employment that are particularly unique to Niagara. They also illustrate that a high LQ does not always translate to an abundance of work, as seen in the seven managers in aquaculture jobs.

Generally, the sectors in which these occupations are found emphasize two strengths in Niagara's regional economy: tourism and agriculture."

Occupations by Location Quotient (LQ), Niagara, 2019					
Occupation	2015 LQ	2019 LQ	2015 Jobs	2019 Jobs	2019 Median Income
Casino occupations	7.44	6.69	941	800	\$45,725
Tour and travel guides	4.24	5.36	118	105	\$35,033
Managers in aquaculture	4.45	5.13	9	7	\$53,909
Nursery and greenhouse workers	4.88	4.96	1,010	1,045	\$30,471
Accommodation service managers	3.28	4.91	256	274	\$55,623
Outdoor sport and recreational guides	3.24	4.12	30	40	\$33,496
Hotel front desk clerks	4.42	4.12	973	847	\$29,299
Managers in horticulture	3.25	3.94	63	62	\$55,193
Executive housekeepers	3.85	3.71	148	126	\$39,239
Boat and cable ferry operators and related occupations	2.66	3.28	22	26	\$49,484
EMSI Analyst, Niagara Census Division, 2020.3 dataset Table 3.6, Labour Market Planning Report 2020-21 Niagara Workforce Planning Board Local					

Source: Niagara Workforce Planning Board

Retrieved from: https://nwpb.ca/wp-content/uploads/2021/02/LMR-EN-2020_FINAL-feb24-2021.pdf



Self-Employment and Entrepreneurship

2016 Census data shows that approximately 10.8% of workers in Niagara are self-employed, compared to 11.8% for Ontario.

Of workers self-employed in Niagara, 62.4% are male and 37.6% are female. For Ontario, the proportions are 63.4% male and 36.6% female.

Census Profile, 2016 Census Niagara, Regional municipality [Census division], Ontario and Ontario [Province]						
Class of Worker (whether a person aged 15 years and over is an employee or is self-employed)	Niagara, Regional Municipality Ontario (Census division)			Ontario Province		
	Total	Male	Female	Total	Male	Female
Total labour force aged 15 years and over by class of worker - 25% sample data	226,590	115,825	110,765	7,141,675	3,689,625	3,452,055
Class of worker - not applicable	4,515	2,240	2,275	171,050	81,735	89,315
All classes of workers	222,075	113,590	108,490	6,970,625	3,607,890	3,362,735
Employee	198,085	98,615	99,470	6,146,035	3,084,740	3,061,295
Self-employed*	23,995	14,975	9,020	824,595	523,145	301,445

*Self-employed includes persons aged 15 years and over with or without an incorporated business with paid help or without paid help, as well as unpaid family workers.

Source: Statistics Canada, 2016 Census

Retrieved From: <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CD&Code1=3526&Geo2=PR&Code2=35&SearchText=Niagara&SearchType=Begin&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=3526&TABID=1&type=0>

Improving Prosperity for Niagara's Women Business Owners is a 2018 report published by the Welland Heritage Council and Multicultural Centre. The report describes a 3-year project aimed to increase the economic prosperity of women business owners in Niagara through



implementing solutions to identified barriers. The report calls for advocacy for more equitable programming for women business owners in Niagara, through the implementation of systemic solutions, as follows:

Looking Forward

Systemic Solutions

Modifications to Existing Services

- Using advocacy and education, ensure all services being offered are cognizant of (and account for) the different barriers women entrepreneurs face.
- Use targeted marketing to ensure services are being marketed to women entrepreneurs. Focus on *why* women should use services, not just *what* services are available.
- Rather than offering a presentation on a specific topic for the duration of a workshop/seminar, begin with a short presentation and then invite entrepreneurs to apply the knowledge to their specific businesses while the presenter comes around offering specific and relevant support.
- Use smaller group sizes with several "experts" to offer one-on-one support.

Business Planning and Execution Support Service

- Develop an execution-focused business plan.
- Incorporate finding, securing, and strategically using financing from a variety of sources (including grants).
- Plan to balance time and finances between personal and professional obligations.
- Determine outsourcing and consultation needs (e.g. hiring an accountant vs. doing their own books).
- Select and prepare for strategic networking events and appropriately leverage contacts.
- Refer to relevant workshops, seminars, and tools.

Workshops, Seminars, and Tools

- Continue to update the "Micro-Business Toolkit for Women Entrepreneurs".
- Offer workshops specifically focused on developing entrepreneurship-positive skills (opportunity recognition, confidence, networking, management know-how, risk taking).

Mentorship

- Continue to offer and update "Success Circles".
- Continue to offer and update the "Niagara Women Entrepreneurs Mentorship Program".

Source: Improving Prosperity for Niagara's Women Business Owners (Final Report), 2018. Welland Heritage Council and Multicultural Centre.

Retrieved From: <https://niagaraknowledgeexchange.com/resources-publications/improving-prosperity-for-niagaras-women-business-owners-final-report/>



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The Niagara Entrepreneur of the Year Awards (NEYA) program celebrates the successes and accomplishments of Niagara's business leaders, who exemplify the true spirit of entrepreneurship. The goal of the awards is to help these entrepreneurs become more widely recognized in the Canadian and international business community. NEYA defines "entrepreneur" as an individual who best embodies innovation, growth, business leadership, mitigated risk, creativity, execution, success, optimism, persistence, initiative, and vision.

From 1994 through 2019, NEYA recognized over 1,100 nominees and 360 award recipients across a range of juried categories, and inducted outstanding entrepreneurs into NEYA's Hall of Fame in three categories: Lifetime Achievement; Community Contribution; and Historical. In 2009, NEYA introduced the Gene Luczkiw Spirit of Enterprise Scholarship Award, to recognize the enterprising spirit of some of Niagara's most outstanding students.

Source: Niagara Entrepreneur of the Year Awards

Retrieved From: <https://niagaraentrepreneur.com/>

Time Spent Working and Commuting to Work

In 2017, the Niagara Workforce Planning Board (NWPB) began releasing a series of local Municipal Snapshot reports, profiling Commuter Flow, along with other aspects, for each local municipal area in the Niagara region. Aspects include:

- Jobs Profile
 - Number of Jobs
 - Top 5 Occupations by Number of Jobs
 - Top 5 Industries by Number of Jobs
- Commuter Flow
- Job Demand

The reports can be found at the following links:

Local Municipality	Link for 2019 NWPB local municipality Snapshot Report
Fort Erie	https://nwpb.ca/wp-content/uploads/2020/07/FortErieSnapshot2019.pdf
Grimsby	https://nwpb.ca/wp-content/uploads/2020/07/GrimsbySnapshot2019.pdf
Lincoln	https://nwpb.ca/wp-content/uploads/2020/07/LincolnSnapshot2019.pdf
Niagara Falls	https://nwpb.ca/wp-content/uploads/2020/07/NiagaraFallsSnapshot2019.pdf
Niagara-on-the-Lake	https://nwpb.ca/wp-content/uploads/2020/07/NOTLSnapshot2019.pdf
Pelham	https://nwpb.ca/wp-content/uploads/2020/07/PelhamSnapshot2019.pdf
Port Colborne	https://nwpb.ca/wp-content/uploads/2020/07/PtCSnapshot2019.pdf
St. Catharines	https://nwpb.ca/wp-content/uploads/2020/07/StCSnapshot2019.pdf
Thorold	https://nwpb.ca/wp-content/uploads/2020/07/ThoroldSnapshot2019.pdf
Wainfleet	https://nwpb.ca/wp-content/uploads/2020/07/WainfleetSnapshot2019.pdf
Welland	https://nwpb.ca/wp-content/uploads/2020/07/WellandSnapshot2019.pdf
West Lincoln	https://nwpb.ca/wp-content/uploads/2020/07/WLincSnapshot2019.pdf



Youth Employment and Unemployment Rates (age 15 to 24)

The information on this page is also included on page 8 of this document.

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The Youth Lens

	Oct 2020	Nov 2020	Monthly Change	Monthly Change %
Full-time employment	11,500	9,200	-2,300	-20.0%
Part-time employment	10,400	12,600	2,200	21.2%
Total employment	21,800	21,800	0 *	0.0%

The Big Figures

	Oct 2019	Nov 2019	Oct 2020	Nov 2020
Labour force	33,000	32,200	27,000	26,100
Employment	28,900	26,800	21,800	21,800
Full-time employment	15,500	12,600	11,500	9,200
Part-time employment	13,400	14,300	10,400	12,600
Unemployment	4,000	5,400	5,200	4,400
Unemployment rate	12.1%	16.8%	19.3%	16.9%
Participation rate	67.1%	65.3%	69.1%	65.4%
Employment rate	58.7%	54.4%	55.8%	54.6%

The Breakdown

- ✓ * Rounding on the part of Statistics Canada accounts for zero net-employment change between October and November for youth
- ✓ November saw 2,300 fewer youth in full-time employment and 2,200 more youth in part-time employment
- ✓ Despite a 16.9% unemployment rate among youth, the youth participation rate in November 2020 was slightly higher than reported in November 2019

A few words on definitions: Monthly labour force survey data defines a youth as an individual age 15 to 24. An individual who is "not in the labour force" is an individual who is neither working nor looking for work. Full-time students are generally considered to be not in the labour force, even if they maintain part-time employment while in education and training.

Source: Niagara Workforce Planning Board, Eye on Employment, December, 2020.

Retrieved From: <https://nwpb.ca/eye-on-employment-december-2020/>



Indicator: Labour Force in Niagara

Labour Force Characteristics

The 2020-2021 edition of the annual [Niagara Workforce Planning Board \(NWPB\) Local Labour Market Planning Report](#) was written during an extremely challenging time for employers, employees and job-seekers alike. “As COVID-19 makes hiring and job seeking a more difficult prospect for both employers and job-seekers, local Employment Services providers continue to operate on the front lines of serving both groups”.

The 2020-2021 NWPB report profiles:

- Industries in Niagara
- Who is Living and Working in Niagara
- Occupations in Which Niagara’s Residents are Engaged
- Measures of Available Labour Supply
- Employer Challenges and Opportunities in 2020
 - Overall Employer Health
 - Changes in Employer Capacity
 - Employer-Identified Barriers to COVID-19 Recovery
 - Employer-Identified Supports to COVID-19 Recovery

Data insight activities the NWPB could undertake to support Niagara’s changing labour market needs as our region emerges from COVID-19 are highlighted:

- Ongoing tourism and gender-focused employment impacts of COVID-19
- Workforce Skills Alignment
- Understanding Barriers to Employment
- Youth Employment

Source: Niagara Workforce Planning Board

Retrieved from: https://nwpb.ca/wp-content/uploads/2021/02/LMR-EN-2020_FINAL-feb24-2021.pdf

Prior versions (2016 to 2019) of the NWPB Local Labour Market Planning Report are available at this link: <https://nwpb.ca/archived-llmp/> (2016 to 2019 versions).

Characteristics of the St. Catharines-Niagara CMA (census metropolitan area) labour force, compared to Kitchener-Cambridge-Waterloo, Hamilton, Toronto, London, and Windsor CMA are provided in the 2017 and 2019 versions of the NWPB report, at:

- [NWPB Local Labour Market Planning Report 2017](#)
- [NWPB Local Labour Market Planning Report 2018](#)



Proportion of Working-Age People in Niagara

Three policy briefs provided by the Niagara Community Observatory (NCO) at Brock University shed light on issues around engaging young skilled workers in the Niagara workforce.

“Growing Niagara: A closer look at Niagara’s aging population” is a January, 2017 policy brief that looks at Niagara’s population changes, and offers ideas about how Niagara can leverage its unique strengths – with a university, a college, world-renowned location, and proximity to the Canada-US border, to establish itself as a desirable destination for people of all ages.

The brief states:

“The numbers show us that Niagara’s population since 2001 has grown in the 20-29 age cohort, and it is actually the 0-14 and 30-44 age cohorts that have declined, suggesting that the focus of “youth” retention and attraction be broadened. The Ontario government’s population estimates also show that the numbers currently in the 15-29 age cohorts will remain steady as they shift into the 20-34 cohorts in 2020.”

Source: Growing Niagara: A closer look at Niagara’s aging population, NCO Policy Brief, January, 2017.

Retrieved From: <https://niagaraknowledgeexchange.com/resources-publications/growing-niagara-a-closer-look-at-niagaras-aging-population-policy-brief-26/>

“Youth Employment in Niagara: Mapping the Opportunities” is an October, 2017 policy brief that begins to investigate the multi-dimensional topic of addressing challenges around youth employment in Niagara. Geospatial data shows transit accessibility for five core economic driver industry sectors. Life Sciences and Tourism industries were the most accessible to public transit riders; Agribusiness was the least accessible; and Advanced Manufacturing and Goods Transportation presented moderate accessibility.

The brief calls for further investigation with more focused data, to better understand employment needs and perceived skills mismatches; to link public transit accessibility more closely to employment accessibility for vulnerable populations; to synchronize youth skills coming out of their education with the region’s growing job sectors; and to use the geospatial data findings to help Niagara build on current strengths.

Source: Youth Employment in Niagara: Mapping the Opportunities, NCO Policy Brief, 2017.

Retrieved From: <https://niagaraknowledgeexchange.com/resources-publications/youth-employment-in-niagara-mapping-the-opportunities-policy-brief-28/>

‘Youth in Niagara: Highly Skilled, Highly Mobile’, is a 2018 NCO Policy Brief that explores Niagara’s youth population through the themes of population, education and occupation. Table 5 from that brief is presented on the following page.



Work and Employment

The following table and analysis wording is reproduced from NCO Policy Brief #32, Youth in Niagara: Highly Skilled, Highly Mobile. Page 6 of the brief includes 'Table 5: Occupation of Employment for Youth and Working Age Populations'. Source: Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-400-X20166295.

Occupation	Youth (15-29) Employment	Working Age (15+) Employment
Management occupations	2,050	20,2070
Business, finance and administration occupations	3,375	24,795
Natural and applied sciences and related occupations	1,560	8,520
Health occupations	2,485	13,875
Occupations in education, law and social, community and government services	3,190	20,450
Occupations in art, culture, recreation and sport	1,405	4,505
Sales and service occupations	21,675	55,805
Trades, transport and equipment operators and related occupations	5,125	27,270
Natural resources, agriculture, and related production occupations	1,810	4,565
Occupations in manufacturing and utilities	1,545	8,160
All occupations	44,225	188,215

Using data from the 2016 Census, we can gain an understanding of youth employment patterns for residents of the St. Catharines-Niagara Census Metropolitan Area (or CMA)*.

These data reflect all those individuals who lived in the St. Catharines-Niagara CMA, who were at least 15 years of age and reported working at some point between January of 2015 and May of 2016. As seen in Table 5, **the resident youth workforce represented 23.5 per cent of all employed individuals residing in the CMA during the census May 2016 reference period. In terms of total employment, 21,675 youth in Niagara reported employment in sales and service occupations. Those individuals represented 38.8 per cent of the total employed workforce within that major occupation group.**

*The St. Catharines-Niagara Census Metropolitan Area (CMA) includes all municipalities within the Niagara region except for West Lincoln and Grimsby. Grimsby is part of Hamilton's CMA and West Lincoln is in non-CMA Ontario. 2016 Census profiles report 14,710 people in Grimsby's labour force and 8,050 in West Lincoln's labour force. These definitions, set by Statistics Canada, are beyond the control of the authors of this report.

Source: Youth in Niagara: Highly Skilled, Highly Mobile, NCO Policy Brief, 2018.

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/youth-in-niagara-highly-skilled-highly-mobile-policy-brief-32/>



Labour Force Participation of Seniors

A 2019 Environics presentation to the Ageworks Business of Ageing Niagara Network shows that many older adults aged 55-64 are still employed.

- 2017 Labour Force Participation Rate data for the St. Catharines-Niagara CMA (census metropolitan area) shows the following rates for older adults

Males	age 55 to 64 years:	69.9 per cent
Females	age 55 to 64 years:	64.7 per cent
Males	age 65 years and over:	18.1 per cent
Females	age 65 years and over:	12.7 per cent

Source: Ageworks Business of Ageing Niagara Network Presentation (slide #31), September 18, 2019

Retrieved From: <https://ageworks.co/wp-content/uploads/2019/09/1.-Niagara-Presentation.pdf>



Indicator: Niagara-wide Coordination and Planning

Workforce Planning

The Niagara Workforce Planning Board (NWPB) is one of 26 regional planning boards in Ontario making up the Local Boards Network. NWPB provides data and insight in support of a diverse and talented workforce that contributes to a prosperous community. NWPB helps to prepare the community for the workforce challenges and opportunities of today and the future.

Source: Niagara Workforce Planning Board

Retrieved From: <https://nwpb.ca/>

Niagara Regional Council 2019-2022 Strategic Plan

In 2018, Niagara Region engaged the community to gather feedback on what Niagara Regional Council should focus on in the development of their 2019-2022 strategic plan. Input was collected through in-person engagement events and an online survey. The resulting strategic plan was released in 2019. Of the five priorities identified in the Niagara Regional Council Strategic Plan, one is directly relevant to the Work and Employment Sector:

Priority 1: Supporting Businesses and Economic Growth – a coordinated approach to fostering economic growth in Niagara

Objective 1.2: Support Retention and Development of a Skilled Labour Force

- *Partner with all levels of education, private sector businesses and industry associations to advocate for skilled trade labour to address the workforce gap*
- *Explore the development of a regional talent network, and develop an advanced manufacturing workforce strategy for Niagara*

Source: Niagara Region

Retrieved from: <http://www.niagaraknowledgeexchange.com/resources-publications/niagara-region-strategic-plan-2019-2022/>

Small Business Enterprise Centres

Niagara is home to 2 of Ontario's network of over 47 similar small business enterprise centres and other business support services through the Ontario Network of Entrepreneurs (ONE).

- The Niagara Falls Small Business Enterprise Centre provides information and advice for people starting or growing their small business. The Centre offers free and confidential consultations to assist in business plan development; guide business owners through registration/licensing requirements and help answer business-related questions.
- The St. Catharines Enterprise Centre provides information, resources and tools to support entrepreneurs in starting and growing a business. The Centre has an office in downtown St. Catharines and a satellite office in Welland.

Source: Niagara Falls Small Business Enterprise Centre; and St. Catharines Enterprise Centre

Retrieved From: <https://niagarafalls.ca/business/small-business/default.aspx> and <https://www.stcatharines.ca/en/investin/StartingaBusiness.asp>



Indicator: Workplace Injuries and Workplace Psychological Health and Safety

Workplace Injuries

The Workplace Safety and Insurance Board (WSIB) provides a Report Builder tool that allows users to build customized reports by geographic region in Ontario. Reports generated by the Report Builder tool are governed by Ontario's Open Data Directive.

Source: WSIB Ontario By the Numbers 2019 Statistical Report

Retrieved From: <http://www.wsibstatistics.ca/> and

http://www.divvy123.ca/ReportBuilder2019/Pages/report_builder.php

Prevention of workplace injuries and promotion of workplace wellness is addressed below.

Psychological Health and Safety and Workplace Productivity

The Mental Health Strategy for Canada, 'Changing Directions, Changing Lives' was released in May, 2012 by the Mental Health Commission of Canada. It includes 26 priorities and 109 recommendations for action, grouped under 6 strategic directions that focus on:

- lifespan mental health;
- recovery and well-being for people of all ages;
- access to services;
- reducing disparities in risk factors and access to services;
- acknowledging distinct circumstances, rights and cultures of First Nations, Inuit, and Metis; and
- mobilizing leadership, knowledge and collaboration at all levels.

Source: Mental Health Commission of Canada

Retrieved From: <https://www.mentalhealthcommission.ca/English/focus-areas/mental-health-strategy-canada>

Implementing the National Standard of Canada for Psychological Health and Safety in the Workplace (the Standard) can reduce risks of workplace stress that may give rise to mental health problems and illnesses. Adopting the Standard can help organizations with:

- Productivity
- Financial Performance
- Risk Management
- Organizational Recruitment
- Employee Retention

Source: Mental Health Commission of Canada

Retrieved From: <https://www.mentalhealthcommission.ca/English/what-we-do/workplace/national-standard>



Work and Employment

Niagara Region Public Health provides Workplace Health toolkits and resources, to help maximize the benefits of a healthy workplace for both organizations and employees.

Various toolkits focus on:

- Walk for Wellness
- Investing in Physical Activity for Workers
- Sun Safety
- Creating a Healthy Workplace
- Substance Misuse
- Stress/Mental Health
- Violence/Harassment
- Customizable workplace health and wellness survey from the Canadian Centre for Occupational Health and Safety

Resources focus on:

- Alcohol
- Cancer Prevention
- Cannabis
- Eating/Nutrition
- Health and Safety
- Tobacco
- Stress/Mental Health

Source: Niagara Region Public Health

Retrieved From:

https://www.niagararegion.ca/living/health_wellness/workplace/default.aspx?professional=1