



Living in Niagara – 2023 Report Work and Employment

Jobseekers' access to quality jobs, workers' ability to make a living wage, and employers' ability to match jobs available with employees' skills are essential to a growing Niagara.

This Sector aligns with SDG #1 – No Poverty; #2 – Zero Hunger; #4 – Quality Education; #5 – Gender Equity; #8 – Decent Work and Economic Growth; #9 – Industry, Innovation and Infrastructure

Happening Now

- The [2023 Living Wage Calculation](#) for the Niagara region is \$20.35/hour, a 2.8% increase from \$19.80/hour in 2022. The estimated [2021 Cost of Living](#) in Niagara for a reference household of 4 (2 parents, 2 children) totalled \$74,984. For 2023, the Living Wage Calculation provides expenses for three household types (Family of four; Single adult; Single parent).
- In November, 2023, there were 91 Living Wage Employers across Niagara, among a total of 628 in Ontario. Results of a survey of Certified Living Wage Employers in Niagara and their employees show that the Living Wage program has positively impacted workplace culture and staff relationships.
- The [Workforce Collective 2023-24 Labour Market Report](#) highlights employment and local job demand trends, including:
 - As of June, 2023 there were about 13,397 businesses with employees (including nonprofits and registered charities). Of these, about 98% have fewer than 100 employees. There were also 28,748 self-employed individuals.
 - As of 2021, 83,005 immigrants lived in Niagara. In 2022, net international migration was the main source of population growth, a trend expected to continue over the next 5 years.
 - The proportion of youth (aged 15-24) in Niagara fell by 2.5% between 2016 and 2021. Workforce strategies such as job creation are critical to [retain and attract young people](#).
 - The Conference Board of Canada expects that, by 2025, as spending increases in the services and tourism sector in Niagara, it should help employment recovery.
 - Strategies to support workers and employers in the caring economy (childcare, non-profits in health care, education and social assistance); and in immigrant employment will help to strengthen employment outcomes for Niagara.
- Crisis-level labour shortages and staff burnout are being experienced in Niagara's non-profit sector, according to a [2023 Workforce Collective brief](#). Non-profit and charitable organizations employ more than 1 in 5 people in Niagara. Nationally, the sector contributes about 8.4% of Canada's GDP.



What's Emerging

- Attention is being paid to ensuring all individuals in Niagara have meaningful opportunities to contribute, through equitable access to decent work (inclusive of fair wages, secure work arrangements, and meaningful career advancement).
- A new Workforce Coalition is being formed, to integrate workforce planning and development efforts across the Niagara region. Members include Workforce Collective, local municipalities (including economic development teams), community services, industry associates and education providers. The intent is to enable decent work, share information and data, and engage in proactive and strategic workforce-related activities.
- Awareness is rising that an unprecedented level of demand is being experienced by Niagara's community services agencies. Several compounding factors are affecting agencies in varying ways: worker burnout, labour shortages, volunteer numbers slow to rebound post-pandemic, and inflation affecting charitable donations.

Suggested Community Action Steps

- Strengthen synergies between settlement service providers and other social service agencies, to ensure that newcomers to Niagara are able to equitably access the supports they need, as well as the employment opportunities that are available.
- Emphasize the importance of intentional multi-disciplinary collaborative actions to advance the success of both Niagara's workforce and employers.
- Acknowledge that hybrid work models help to maximize opportunities for all those who want to participate in the workforce. Having the option to work remotely can remove barriers to workforce participation, and create opportunities to have an inclusive workforce.
- Recognize the contribution that nonprofit organizations make to Niagara's economy, the value they bring as employers and the essential role their workforce plays in sustaining community well-being.

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 211 Ontario database includes Employment/Training resources searchable by location, in 15 categories. For example, a search for Job Search Support/Training category in the St. Catharines areas show 26 organizations that provide services.

Source: 211 Ontario

Retrieved From:

<https://211ontario.ca/search/?searchLocation=St.+Catharines&topicPath=35&latitude=43.194721221924&longitude=-79.2841796875&sd=25&ss=Distance#topics> and
<https://211ontario.ca/results/?latitude=43.194721221924&longitude=-79.2841796875&searchLocation=St.+Catharines&searchTerms=&exct=0&sd=25&ss=Distance&topicPath=43>

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 <https://www.tcu.gov.on.ca/eng/eopg/programs/est.html>

A December, 2023 memorandum to Employment Ontario Delivery Partners provides details about the evaluation of the Integrated Employment Services (IES) model prototype phase conducted by the Ministry of Labour, Immigration, Training and Skills Development (MLITSD) in collaboration with the Ministry of Children, Community and Social Services (MCCSS) from January 2021 to May 2022.

The evaluation focused on Hamilton-Niagara, Peel, and Muskoka-Kawarths, examining the implementation, service delivery, and outcomes of the integrated model. Key takeaways include positive outcomes for jobseekers and valuable employer support.

The IES model effectively engaged underrepresented groups and improved program delivery through innovative components. The report acknowledges the impact of COVID-19 on results and outlines ongoing efforts for continuous improvement. While the report won't be shared, its insights have influenced significant program enhancements. The government remains committed to monitoring and evaluating the IES model for continued refinement.

Following the IES model's implementation in prototype catchments (Peel, Muskoka-Kawarths, Hamilton-Niagara) in January 2021, the Ontario Ministry of Labour, Immigration, Training and Skills Development (MLITSD), in collaboration with the Ontario Ministry of Children, Community and Social Services (MCCSS), commissioned an external evaluation by Goss Gilroy Inc. The evaluation spanned January 2021 to May 2022, engaging nearly 3,000 individuals, including stakeholders, employers, and Ontarians through focus groups, interviews, and surveys, complemented by Employment Ontario administrative data and labor market analysis. Key takeaways include:

- Implementation Success:



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- The IES model was executed as intended, with Service System Managers (SSMs) tailoring programs to local needs, supporting clients accessing social assistance and those at high risk of long-term unemployment.
- Positive Outcomes for Jobseekers:
 - Survey results indicated that 87% of individuals completing preemployment services secured at least 20 hours of employment per week over one year post-program.
 - Nearly two-thirds of these clients achieved or exceeded their personal hourly wage goals, earning between \$18.70 and \$19.70 per hour.
- Employer Support and Retention:
 - The model offered valuable support to employers, with two-thirds reporting access to sufficient supports for jobseekers with disabilities.
 - Employers noted that these supports contributed to successful worker retention.

This evaluation serves as a crucial piece of evidence for ongoing monitoring and evaluation of the IES model. Continuous improvement will involve consultations with Service System Managers, stakeholders, and partners to enhance the effectiveness of the IES model.

Source: Ontario Ministry of Labour, Immigration, Training and Skills Development, December 13, 2023.

Retrieved From: <https://www.tcu.gov.on.ca/eng/eopg/publications/est-adm-memo-eo-network-december-2023-update-en.pdf>

Literacy Organizations

The 211 Ontario Community and Social Resources database includes 16 organizations that provide Literacy services in the Niagara region. [Literacy Link Niagara](#), a support organization representing literacy programs in the Niagara region can also be found in the 211 database.

Source: 211 Ontario Database, INCommunities

Retrieved From: <https://211ontario.ca/results/?latitude=43.1593745&longitude=-79.2468626&searchLocation=St.+Catharines&searchTerms=Literacy&exct=0&sd=25&ss=Distance&topicPath=>



Indicator: Jobs in Niagara

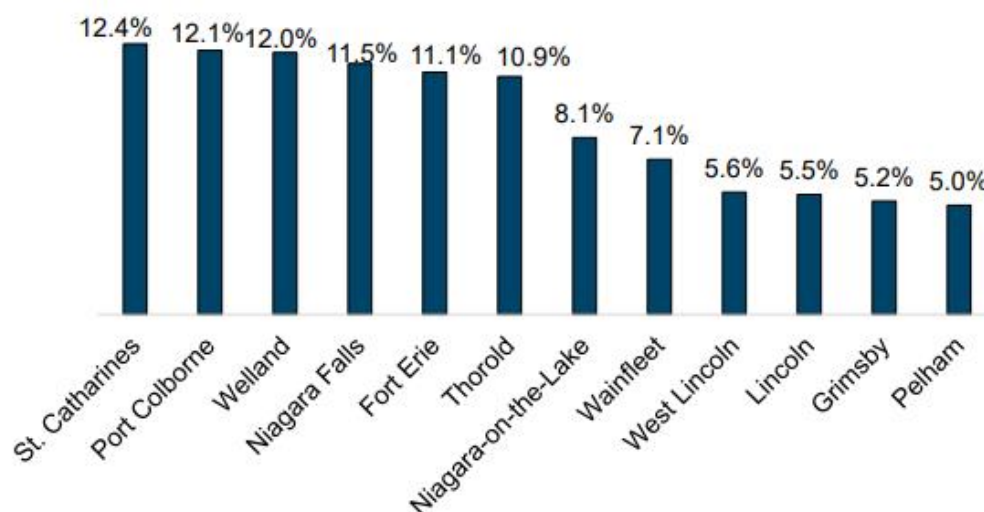
Median Income

Niagara Region Public Health provides [Niagara Priority Profile: Low Income \(Version 2\)](#), which uses data from the 2021 Census. Therefore, estimates in this profile, reports income data from 2020, and thus are influenced by the CERB (Canada Emergency Response Benefit) and CRB (Canada Recovery Benefit) measures which were in response to shut downs during the COVID-19 pandemic.

- Median After-Tax Income for Economic Families in Niagara region: \$ 86,000
- Median After-Tax Income for Economic Families in Ontario: \$ 96,000



Figure 2: Total percentage of households classified as low-income according to the LIM-AT, by municipality (2021)



Data Source: Statistics Canada, Census Profiles (2021)

Source: Niagara Region Public Health, Niagara Priority Profile: Low Income (Version 2)

Retrieved From: <https://www.niagararegion.ca/health/equity/pdf/priority-profile-low-income.pdf>



Summary Statistics of Tax filers, St. Catharines-Niagara CMA* <i>(*Census Metropolitan Area – does not include Grimsby, West Lincoln)</i>			
Year	2019	2020	2021
Number of tax filers	316,5200	326,060	329,100
Average age of tax filers	51 years	51 years	51 years
Percent of tax filers aged 35 to 44 years	13%	13%	13%
Total income of tax filers (x 1,000)	\$14,114,740	\$15,558,085	\$16,044,025
Median employment income of tax filers	\$31,880	\$29,360	\$33,590
75 th percentile employment income of tax filers	\$57,650	\$59,180	\$63,090
Median total income of tax filers	\$34,390	\$36,780	\$37,560
75 th percentile total income of tax filers	\$57,550	\$60,050	\$61,950
% of tax filers with total income between \$40,000 and \$59,999	19%	20%	20%

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

Workforce Collective (Niagara Workforce Planning Board) provides the 2022 Annual Labour Market Update. The report provides Emerging Trends and Insights from the 2021 Census and Local Employment Data for Niagara.

Population Trends:

- Population in Niagara increased by 6.7% between 2016 and 2021, reaching an estimated 477,941 people in 2021.
- Largest net migration in 2020-21 was observed for individuals aged 25-44.
- Net migration for youth aged 18-24 decreased in 2019-20/2020-21 but increased consistently for individuals aged 25-44 and aged 0-17 over time.

Business Landscape:

- As of June 2022, approximately 13,850 businesses with employees were operating in Niagara.
- Around 73% of businesses employed fewer than 10 employees.
- Additionally, there were 29,513 zero-employee businesses (self-employed individuals).

Job Demand and Postings:

- Throughout 2022, a high number of new jobs were posted online each month.
- Job posts were most frequent for sales and service occupations, business, finance, and administration, and trades, transport, and equipment operation.
- In the 2021-22 fiscal year, almost half (47.3%) of job-seeking clients were aged 25-44.

Employment Trends:

- In 2021, there was some employment recovery, with 8,100 more individuals reporting employment compared to 2020.
- Employment recovery varied between men and women, with women lagging behind.

Occupational and Industry Changes:

- Job counts in sales and service occupations and business, finance, and administration, which experienced significant losses in the previous year, saw the largest increases in the past year.

Community Insights and Themes:

- The report includes insights from community conversations and consultations.
- Themes discussed include pandemic impacts on women and youth, newcomer hiring trends, and the intersection of work and well-being.
- The findings from the report shape the action plan for the upcoming year.

Source: Workforce Collective (Niagara Workforce Planning Board)

Retrieved from: <https://workforcecollective.ca/3d-flip-book/2022-23-labour-market-report-english/>



Unemployment Rate in St. Catharines-Niagara CMA*

The Unemployment Rate *for the St. Catharines-Niagara CMA** (census metropolitan area; *does not include Grimsby and West Lincoln) was 7.3% as of January 31, 2024. This compares to a rate of 5.2% in October, 2022 and 4.8% in February, 2023.

Source: Niagara Region Community Dashboard

Retrieved from: https://www.niagararegion.ca/community_dashboard/indicator.aspx?q=16

Unemployment Rate in Niagara

2020	2021	2022
10.6%	10.3%	5.2%

Data Source: Statistics Canada, Table: 14-10-0385-01

Retrieved from: <https://niagaracanada.com/data/labour-force/>

Workforce in Niagara

2020	2021	2022
212,000	211,300	233,400

Data Source: Statistics Canada, Table: 14-10-0385-01

Retrieved from: <https://niagaracanada.com/data/labour-force/>

Participation Rate in Niagara

2020	2021	2022
57.1%	59.3%	62.0%

Data Source: Statistics Canada, Table: 14-10-0385-01

Retrieved From: <https://niagaracanada.com/data/labour-force/>

Ontario Works (OW) Caseload in Niagara

The Niagara Region Community Dashboard provides Ontario Works (OW) data. The average number of beneficiaries for Ontario Works in Niagara decreased between 2020 and 2021, from 16,572 average beneficiaries to 14,199; and then increased as of February, 2023 to 18,016.

Source: Niagara Region

Retrieved from: https://www.niagararegion.ca/community_dashboard/indicator.aspx?q=83



Household Income Per Capita in Niagara

2020	2021	2022
\$48,083	\$50,494	\$54,369

Data Source: The Conference Board of Canada, 2023

Source: Niagara Region

Retrieved from: <https://niagaracanada.com/data/labour-force/>

2023 Living Wage for Niagara

The 2023 Living Wage Calculation for Niagara is \$20.35/hr., a 2.8% increase from \$19.80/hr. in 2022. The calculation is updated annually for areas throughout the province, by the Ontario Living Wage Network (OLWN). The OLWN's core goal is the elimination of working poverty. There are 10 living wage calculations across Ontario. Niagara is grouped with the Brant, Haldimand and Norfolk regions in this calculation. Living wage variations across the province are due to the cost of living in different regions.

A living wage takes into consideration basic factors, like the cost of housing, food and transportation, as well as child-related costs, recreation, and technology. The living wage varies across the province because the wage is calculated by considering the local costs of where a worker lives.

As of November, 2023, there were 91 Living Wage Employers across the Niagara region. The OLWN reports a total of 628 in Ontario. Employers look to the living wage rate as a calculation that considers the real burdens that workers face, much better than the minimum wage.

Results of a survey of Certified Living Wage Employers and their employees in Niagara show that the program has positively impacted workplace culture and staff relationships.

The 2023 Living Wage Niagara Calculation announcement for Niagara notes that:

- Affordability is becoming an increasingly urgent issue in our community
- The rising cost of living impacts those at the bottom of the wage spectrum the most.
- Currently the living wage program is one of the most effective ways to reduce poverty for working people in Niagara

Published By: Living Wage Niagara, November 6, 2023

Retrieved from: <https://niagaraknowledgeexchange.com/resources-publications/2023-living-wage-for-niagara-is-20-35-hr/>

Occupation Concentration in Niagara

Table 2-3 from the Workforce Collective 2022- Labour Market Report shows 2017 and 2021 job counts for occupations in Niagara.

It also provides the location quotients (LQ) for each occupation. LQs allow us to compare the concentration or distribution of jobs in Niagara to Ontario. LQs greater



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than 1 indicate the concentration is higher in Niagara than what we would expect based on provincial concentrations. LQs lower than 1 indicate the concentration in Niagara is lower than in Ontario.

Table 2-3: Occupation Job Counts & Provincial Location Quotients, 5-year change, Niagara²³

Occupation	2017		2021		2017-2021		
	Jobs	LQ	Jobs	LQ	Job change	% Job change	LQ Change
Management	11,300	0.90	10,829	0.86	-471	-4.2%	-0.03
Business, finance & administration	25,958	0.81	25,462	0.81	-496	-1.9%	-0.00
Natural & applied sciences & related work	8,455	0.57	9,102	0.55	647	7.7%	-0.02
Health	12,178	1.07	12,807	1.10	629	5.2%	0.03
Education, law & social, community & government services	18,927	0.90	19,214	0.95	287	1.5%	0.06
Art, culture, recreation & sport	3,392	0.83	3,246	0.90	-146	-4.3%	0.08
Sales & service	59,232	1.30	54,519	1.30	-4,713	-8.0%	0.00
Trades, transport & equipment operators & related work	23,902	1.08	23,167	1.08	-735	-3.1%	0.00
Natural resources, agriculture & related production work	4,401	1.97	4,128	1.94	-273	-6.2%	-0.03
Manufacturing & utilities	9,567	0.83	9,082	0.88	-485	-5.1%	0.05
<i>Unclassified</i>	3,589	1.01	3,157	1.06	-432	-12.0%	0.05
Total jobs	180,900		174,713		-6,187	-3.4%	

Source: Workforce Collective (Niagara Workforce Planning Board)

Retrieved from: <https://workforcecollective.ca/3d-flip-book/2022-23-labour-market-report-english/>



Top Occupations in Niagara

TOTAL, ALL OCCUPATIONS	233,555
Management occupations	18,686
Business, finance and administration occupations	26,731
Natural and applied sciences and related occupations	9,854
Health occupations	14,283
Occupations in education, law and social, community and government services	20,397
Occupations in art, culture, recreation and sport	5,593
Sales and service occupations	57,617
Trades, transport and equipment operators and related occupations	27,646
Natural resources, agriculture and related production occupations	4,881
Occupations in manufacturing and utilities	9,493
Unclassified	6,460
Occupations in art, culture, recreation and sport	5,840
Legislative and senior management occupations	2,375

Data Source: Statistics Canada, 2021 Census

Source: Niagara Region – Niagaracanada.com – Data – Labour Force

Retrieved from: <https://niagaracanada.com/data/labour-force/>



Total Labour Force, Employed and Self-Employed in Niagara

Census Profile, 2021 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	233,555	120,570	112,985	7,399,205	3,847,325	3,551,880
Class of worker - not applicable	6,460	3,205	3,255	212,505	102,580	109,925
All classes of workers	227,095	117,365	109,730	7,186,695	3,744,745	3,441,950
Employee	194,420	97,570	96,850	6,109,070	3,071,915	3,037,155
Self-employed*	32,680	19,790	12,885	1,077,625	672,825	404,800

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

Source: Statistics Canada, 2021 Census

Retrieved From: <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=Ontario&DGUIDlist=2021A00033526,2021A000235&GENDERlist=1,2,3&STATISTIClist=1&HEADERlist=0>

2023 Local Municipal Snapshots in Niagara Provided by Workforce Collective

Annual Snapshots for the 12 local municipalities, and the Niagara region include population insights from the Census, local job demand trends, and an overview of the types of industries and occupations in each community.

Retrieved from: <https://workforcecollective.ca/municipal-snapshots/>

- [Fort Erie](#)
- [Grimsby](#)
- [Lincoln](#)
- [Niagara Falls](#)
- [Niagara-on-the-Lake](#)
- [Pelham](#)
- [Port Colborne](#)
- [St. Catharines](#)
- [Thorold](#)
- [Wainfleet](#)
- [Welland](#)
- [West Lincoln](#)
- [Niagara region](#)



Work and Employment

Workforce Collective provides infographics about employment trends, skill development, and industry growth. Following are [5 infographics about Immigrants & Newcomers in Niagara](#).



workforce
COLLECTIVE

Canada

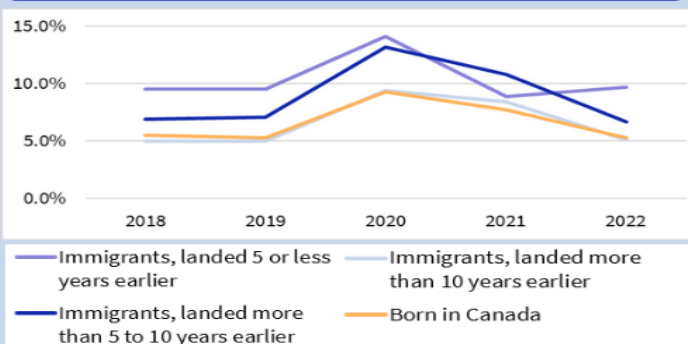
EMPLOYMENT
ONTARIO

Ontario

Immigrant Employment Trends

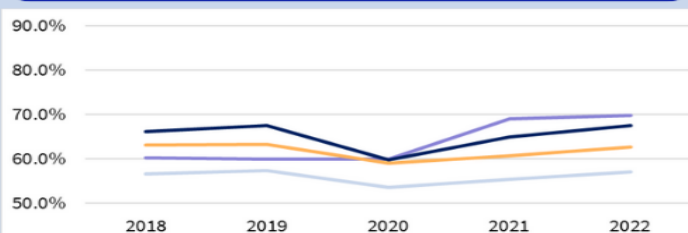
Employment Trends: Ontario 2018-2022

Unemployment Rate



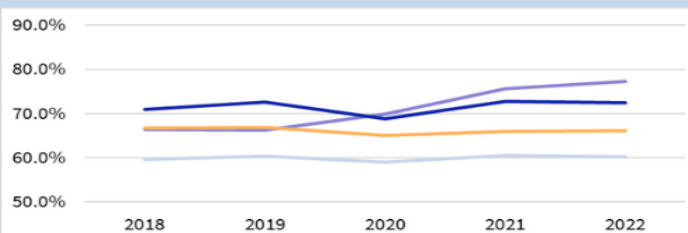
Unemployment rate: % of the labour force (i.e., those 15+ that are working or looking for work) that is looking for work

Employment Rate



Employment rate: % of people 15+ years old that is working

Participation Rate



Participation rate: % of people 15+ years old that is working or seeking work

Sources:

- Statistics Canada (2022). Immigration as a Source of Labour Supply. Available here: [The Daily — Immigration as a source of labour supply \(statcan.gc.ca\)](#)
- Statistics Canada. Table 14-10-0378-01 Labour force characteristics, three-month moving average, unadjusted for seasonality

National Insights, 2021

8%
of employed individuals were recent immigrants

Industry of Employment for Recent Immigrants
(% of individuals working in the industry)

Accommodation & Food Services



13%

Professional Services



11%

Manufacturing & Transportation

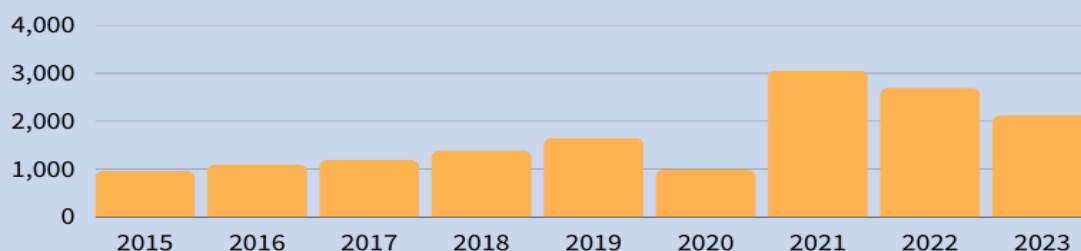


10%



Immigration at a Glance, Niagara

Permanent Residents Intending to Move to Niagara, 2015 - 2023 (Jan-July 2023)



Immigration by Admission Category, All Immigration Between 1980 - 2021

Admission Category	% of all Immigrants
Economic immigrants	44.2%
Immigrants sponsored by family	33.6%
Refugees	21.0%
Other immigrants	2.2%

Educational Attainment for Individuals Aged 15+, Immigrating Between 2016-2021, Niagara

Education	2021
Total	7,280
No certificate, diploma or degree	895 (12.3%)
High school diploma	1,385 (19.0%)
Post secondary certificate, diploma, or degree	5,000 (68.7%)

Other Immigration Pathways, 2022



- 8,020 international students studying at Brock University and Niagara College
- 4,000+ migrant agricultural workers were employed in Niagara for 4-8 periods in 2022

Sources:

- PR Admissions: IRCC, September, 2023. Permanent Residents - Monthly IRCC Updates
- Admissions & Education: Statistics Canada. 2023. Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released March 29, 2023. **Educational data are custom tables.**
- International Student Numbers: Data provided by Brock University and Niagara College
- Migrant Agricultural Workers: Data provided by Niagara Migrant Workers Interest Group



Newcomers to Niagara: Demographic Insights

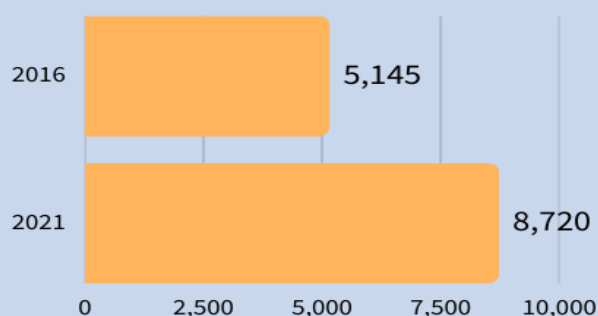
This infographic provides insights on newcomers (individuals that immigrated in the past 5 years) in Niagara.

8,720

Newcomers arrived in Niagara between 2016 and 2021

Municipality of Residence for Newcomers

Number of Newcomers in Niagara, 2016 & 2021



Top 5 Places of Birth for Newcomers

Newcomers		% of all newcomers
India		15.7%
China		9.7%
Philippines		8.6%
USA		6.6%
Syria		4.0%

Municipality	% of Total Population
Niagara Falls	2.8%
Thorold	2.5%
St. Catharines	2.4%
Grimsby	1.5%
Niagara-on-the-Lake	1.3%
Welland	1.3%
Fort Erie	1.2%
Lincoln	0.8%
Port Colborne	0.5%
West Lincoln	0.4%
Pelham	0.4%
Wainfleet	0.2%

Sources:

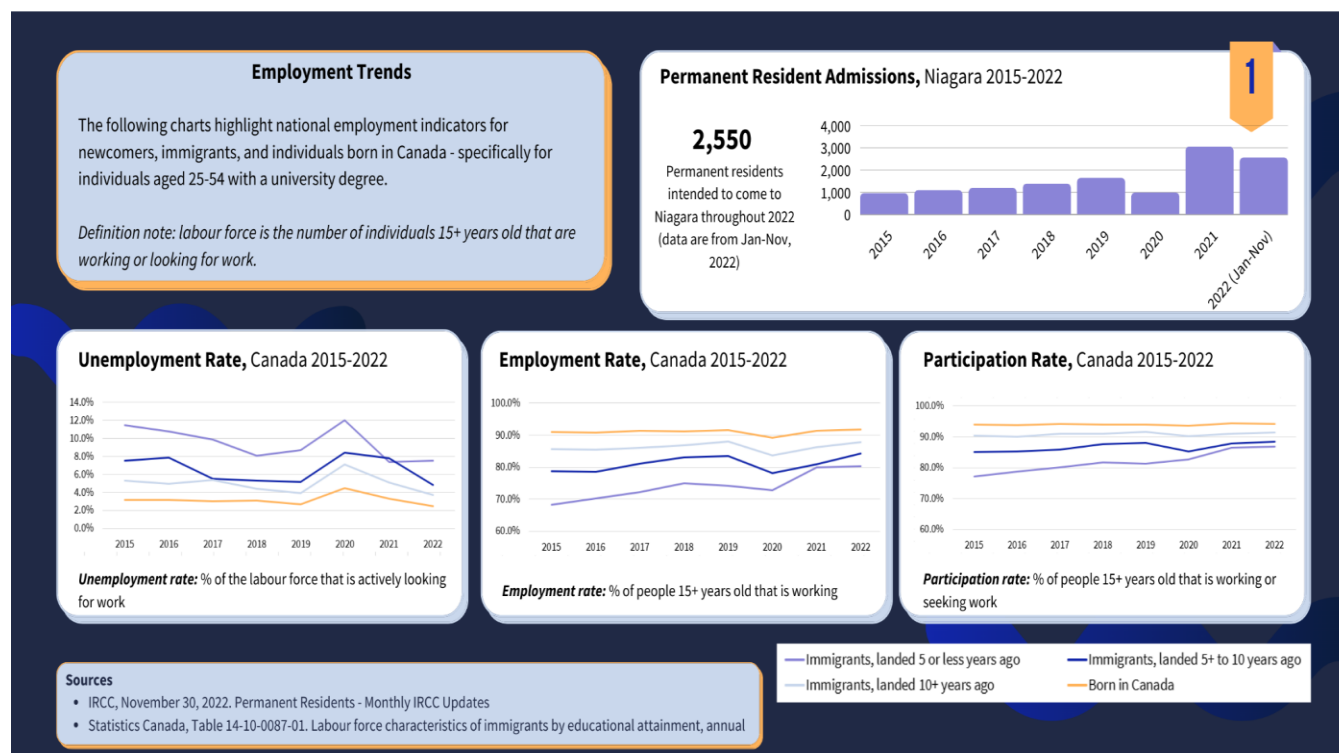
- Statistics Canada. 2023. Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released March 29, 2023. **Note: newcomers in 2021 immigrated between 2016 and 2021**
- Statistics Canada. 2017. Niagara, RM, Ontario and Ontario. Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. **Note: newcomers in 2016 immigrated between 2011 and 2016.**



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Immigrant & Newcomer Employment Trends



Source: Workforce Collective

Retrieved from: <https://workforcecollective.ca/tools-resources/infographics/#immigrants-newcomers>

Education and Training Sector in Niagara

A Glimpse into Our Education and Training Sector is an August, 2023 publication provided by Workforce Collective. Within Niagara, the education industry comprised 7.2% of the overall workforce in 2022, employing 16,000 individuals. Four of Niagara's top 10 largest local employers are in education – the District School Board of Niagara (1st), Brock University (2nd), Niagara Catholic District School Board (6th), and Niagara College (7th).

Source: Workforce Collective

Retrieved from: <https://workforcecollective.ca/a-glimpse-into-our-education-and-training-sector/>

Youth Employment in Niagara

The 3 infographics on the following 3 pages comprise the Workforce Collective 2021 Youth Employment Report.

Source: Workforce Collective

Retrieved from: <https://workforcecollective.ca/tools-resources/infographics/#youth-employment>



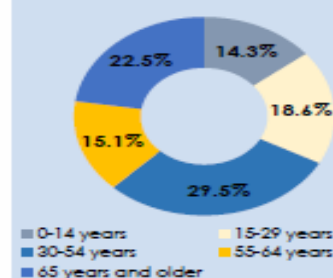
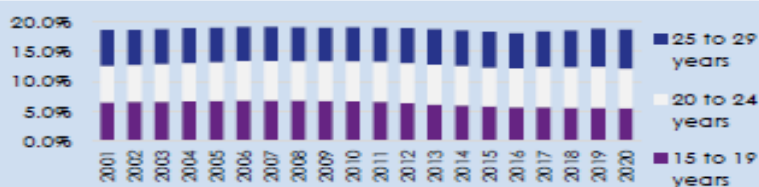


Youth Employment Report – Blog 1 Infographic

Niagara's youth population, 2020

481,727 Niagara's estimated 2020 population

18.6% Of the population are youth (15-29)



Key Youth Labour Market Indicators, Niagara 2019-2020

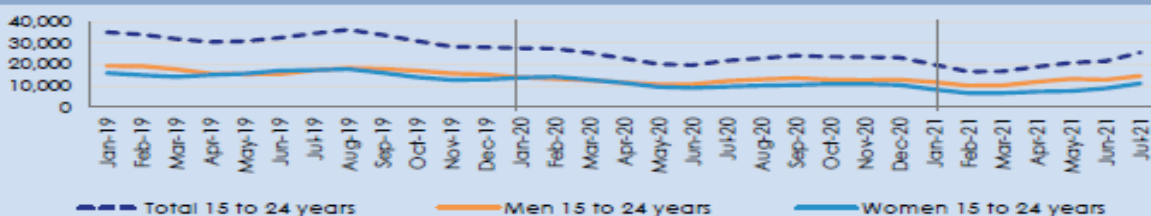
- The data outline key indicators for youth living in the St. Catharines-Niagara CMA.
- Note that these data exclude Grimsby and West Lincoln due to their commuting patterns.

	Total		Men		Women	
	2019	2020	2019	2020	2019	2020
Unemployment rate	12.3%	23.7%	13.6%	24.8%	10.8%	21.5%
Participation rate	68.0%	62.9%	67.7%	62.0%	68.7%	64.6%
Employment rate	59.6%	48.2%	58.2%	46.2%	61.3%	50.7%

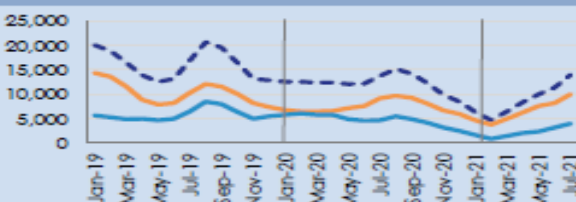
Youth Employment Trends, Niagara 2019-2021

- These data outline key indicators for youth living in the St. Catharines-Niagara CMA.
- Note that youth data exclude full-time students from the labour force even if they maintain part-time employment while in education and training.

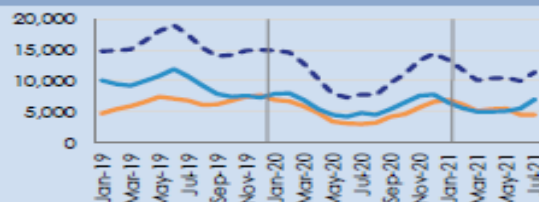
Youth Employment, 2019-2021



Full-Time Employment, 2019-2021



Part-Time Employment, 2019-2021



Sources: Statistics Canada Table 17-10-0139-01 Population estimates, July 1, by census division, 2016 boundaries; Table 14-10-0005-01 Labour force characteristics, annual



nwpb.ca

Ontario





Youth Employment Report – Blog 2 Infographic

Youth Labour Force Characteristics, Niagara

- These data outline key indicators for youth aged 15 to 24 living in the St. Catharines-Niagara CMA.
- Note that youth data exclude full-time students from the labour force even if they maintain part-time employment while in education and training.

Labour force characteristics	2018	2019	2020	July 2021	August 2021	September 2021
Population	52,900	52,500	47,500	46,900	47,200	48,000
Labour force	36,600	35,700	29,900	30,800	35,700	37,100
Employment	32,000	31,300	22,900	25,400	30,800	33,500
Full-time employment	16,500	15,600	11,800	14,000	17,300	17,700
Part-time employment	15,500	15,800	11,100	11,400	13,500	15,800
Unemployment	4,600	4,400	7,100	5,400	4,900	3,600
Not in the labour force	16,300	16,800	17,600	16,000	11,500	10,900
Unemployment rate	12.6%	12.3%	23.7%	17.5%	13.7%	9.7%
Participation rate	69.2%	68.0%	62.9%	65.7%	75.6%	77.3%
Employment rate	60.5%	59.6%	48.2%	54.2%	65.3%	69.8%

Youth Barriers to Employment

- Here we see commonly listed barriers to employment for youth.
- The below highlight barriers from national-level reports published by YMCA and YWCA Canada, and Canadian Heritage.
- We also have barriers identified through survey work conducted by Civiconnect and Niagara Workforce Planning Board.

National Insights

YMCA & YWCA Youth Report

- Limited access to technology
- Difficulties with reliable internet
- limited technological skills
- Difficulties with digital platforms

State of Youth Report

- Limited professional networks
- Limited career development opportunities
- Difficulty finding entry-level work
- Limited access to technology
- Limited technological skills

Local Insights

Civiconnect Survey

- Limited professional networks
- Not enough work opportunities
- Not enough work experience
- Mental health challenges

NWPB Workforce Survey

- Not enough opportunity in field or geography of desired work
- Not enough opportunity at desired level of compensation
- Compensation offered was lower than expected
- Physical health-related challenges
- Fear of contracting COVID-19 through employment

Sources:
 - Statistics Canada Table 17-10-0139-01 Population estimates, July 1, by census division, 2016 boundaries; Table 14-10-0365-01 Labour force characteristics, annual
 - YMCA Canada and YWCA Canada (August 2021). Preventing a lockdown generation: A plan to support Canada's youth in post-pandemic recovery. Retrieved from <https://www.preventingalockdowngeneration.ca/>
 - Canadian Heritage (2021). Canada's first state of youth report. Retrieved from <https://www.canada.ca/en/canadian-heritage/campaigns/state-youth.html>
 - Civiconnect (September 2021). Impacts of COVID-19 on youth in Niagara: A community needs assessment
 - NWPB Pandemic Impact Survey, Summer 2021





Youth Employment Report – Blog 3 Infographic

Barriers to Training, Education, & Skills Development –

These barriers outlines some of those identified by YMCA Canada and YWCA Canada, NWPB's youth consultations, and Civiconnect's youth survey.

Moving due to education

Socially isolated

Mental health difficulties

Delay in studies

Financial difficulties

Limited technology skills

Unreliable internet

Limited literacy skills

Balancing school & work

Success Story – Youth Skills Studio

As of Summer 2021...

Cohort 1 complete

45

Youth participants representing demographics historically excluded from STEM.

Projects are tech-based and focused on work in 1 of 3 areas:

- Digital marketing
- Web development
- IT systems administration



Cohort 2 (45 youth) is currently in training
Cohort 3 (45 youth) is expected to finish by March 2022.

Spring 2022 will see

75,000+

Hours of work-integrated learning

100+

Youth participants

75

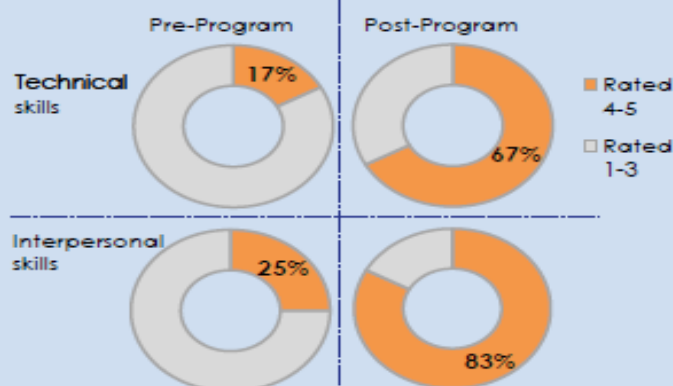
Employer-based projects

Skills Development

(1 = no skills, 5 = expert skills)



% of trainees rating skills as a 4-5



95% thought these skills would be transferrable to their careers

Sources:

- YMCA Canada and YWCA Canada (August 2021), *Preventing a lockdown generation: A plan to support Canada's youth in post-pandemic recovery*.
- Civiconnect (October 2021), *Impact of COVID-19 on youth in Niagara: A community needs assessment*.
- NWPB Pandemic Impact Survey, Summer 2021
- This program is run through a partnership between Civiconnect and the Town of Lincoln, and seeks to address barriers to training and employment. It is funded through a Skills Development Fund and the Information Technology Communications Council.





Employee Engagement and Retention in Niagara

Workforce Collective Infographics on the following 2 pages provide Employee Attraction and Retention insights. Retrieved from: <https://workforcecollective.ca/tools-resources/infographics/#employee-engagement>

Employee Engagement and Retention

Pre-pandemic Employee Attraction & Retention Insights

In the summer of 2019 NWPB surveyed **184** local employees to gain insight on the most important job attraction and retention factors. Below we see the **top 3 responses** by percentage of respondents.

Most Important Aspects of a Job Offer

Compensation (56.0%)

Meaningfulness of work (49.5%)

Non-compensation benefits (47.8%)

Most Important Retention Factors

Personal satisfaction in work (60.3%)

Culture of dignity & respect (47.3%)

Feel valued by peers & managers (45.1%)

Employee Engagement and Retention, Niagara 2021

Recent work undertaken by Trusted Time Inc. has examined how employee perceptions of employers' breach/fulfillment of obligations made to their employees – *whether written or implied* – plays a role in workforce engagement and retention.

This employee survey included:

570

Participants working in small-to-medium enterprises across Niagara

Most common industry representation:

- Construction
- Manufacturing
- Not-for-profits
- Business and finance
- Professional, scientific, and technical services

Examples of employer obligations

Reasonably secure job

Participate in decision-making

Provide a good working atmosphere

Fair treatment by managers and supervisors

Opportunities to advance and grow

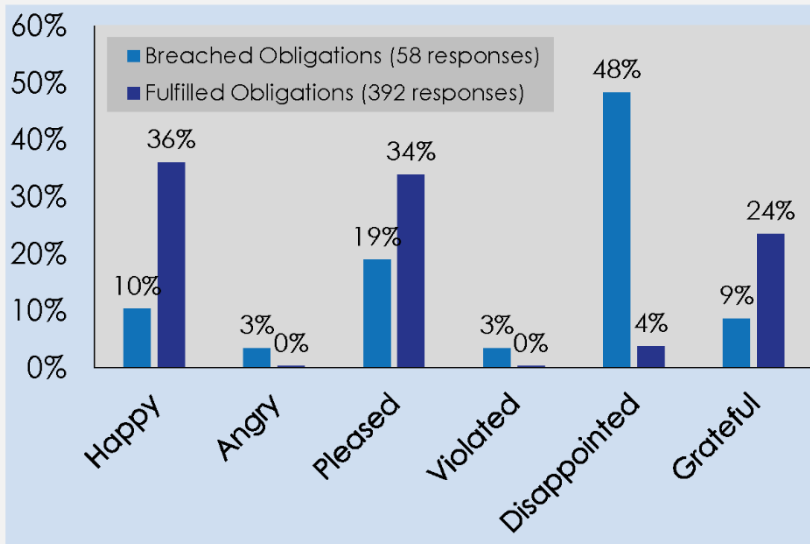
Provide an environment free from violence and harassment



Employee Engagement and Retention

Emotional relationships with employer obligations

We see that breached or fulfilled obligations are particularly associated with employees feeling either **happy** or **disappointed**.



The belief that an employer has fulfilled its obligations are also highly related to:

- ❖ Perceived supervisor support
- ❖ Feeling a part of the workplace

Employee Engagement and Intention to Quit

Employee beliefs that the contract is fulfilled are related to...

Higher levels of employee engagement

Lower levels of employee intention to quit

Drivers of employee engagement include sentiments such as feeling part of the organization, helpful supervisors, knowing one's work is impactful for the organization.

Intention to quit include sentiments such as being unhappy with one's job, often feeling like quitting, and often bored with one's job.

Sources: NWPB 2019 Labour Market Insight Survey; Trusted Time Inc. workforce survey

Main Takeaway: Employee beliefs of fulfilled employer obligations are key to engaging and retaining a workforce. Important factors that relate to fulfilled obligations are *supervisor support*, and *workplace belonging*.





Indicator: Labour Force in Niagara

Labour Force Characteristics

Highlights of the 2022-2023 Workforce Collective Labour Market Planning Report for Niagara include:

- **Population Growth:** Between 2016 and 2021, Niagara's population increased by 6.7%, reaching an estimated 477,941 people as of 2021.
- **Migration Patterns:** The largest net migration occurred in 2020-21 for individuals aged 25-44. However, there was a decrease in net migration for youth aged 18-24 during 2019-20/2020-21.
- **Business Landscape:** As of June 2022, Niagara had approximately 13,850 businesses with employees, with 73% employing fewer than 10 people. Additionally, there were 29,513 zero-employee businesses (self-employed individuals).
- **Job Demand:** In 2022, there was a high number of online job postings, with a focus on sales and service occupations, business, finance, administration, and trades, transport, and equipment operation.
- **Employment Recovery:** 2021 represented a year of employment recovery, with 8,100 more individuals reporting employment between 2020 and 2021. However, women's employment recovery lagged behind that of men.
- **Occupational Trends:** Sales and service occupations and business, finance, and administration, which experienced significant job losses in the previous year, saw the largest increase in job counts in the current year.
- **Job Seeker Insights:** In the 2021-22 fiscal year, nearly half (47.3%) of job-seeking clients were aged 25-44, and many had completed at least high school.
- **Employment Services:** Insights from Niagara's Integrated Employment Service providers contribute additional data on job-seeking clients and their characteristics.
- **Community Consultations:** The report concludes with themes gathered from conversations and consultations, including the impact of the pandemic on women and youth, newcomer hiring trends, and the intersection of work and well-being.
- **Action Plan:** The findings in the report will inform the development of an action plan for the upcoming year based on the identified trends and community insights.

Source: Workforce Collective

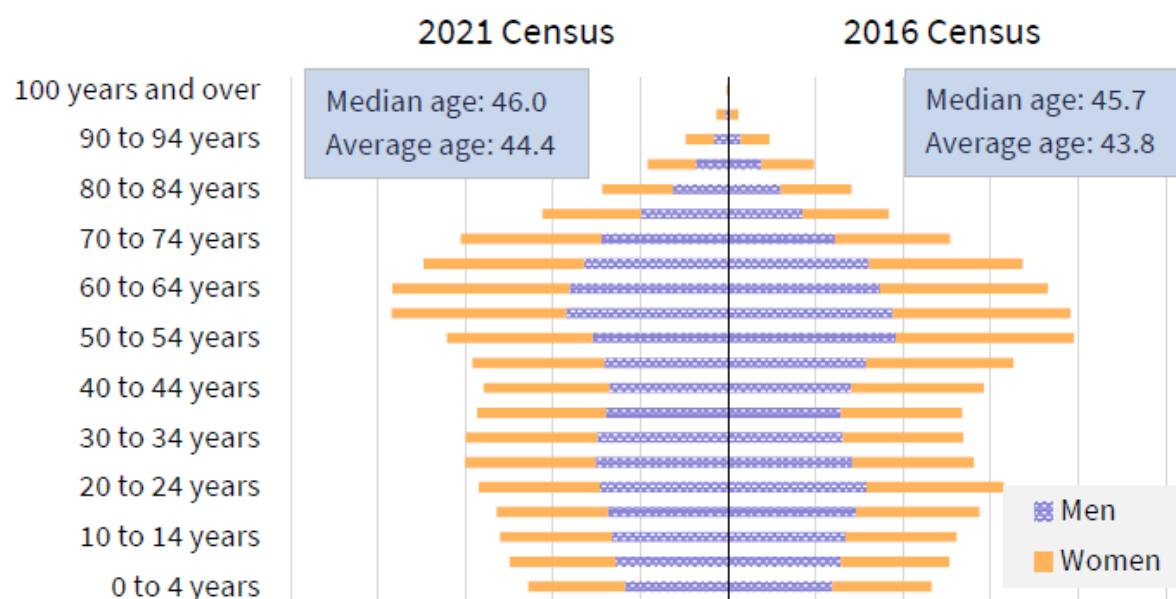
Retrieved from: <https://workforcecollective.ca/3d-flip-book/2022-23-labour-market-report-english/>



Proportion of Working-Age People in Niagara

The next 3 figures are from the Workforce Collective 2022 - 23 Annual Labour Market Update. Retrieved from: <https://workforcecollective.ca/3d-flip-book/2022-23-labour-market-report-english/>

Figure 1-2: Population demographics in Niagara, 2021 Census²



¹ Statistics Canada. 2022. (table). *Census Profile*. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released July 13, 2022.

² *ibid*

Table 1-8 outlines age and gender characteristics for Niagara's 2021 labour force.

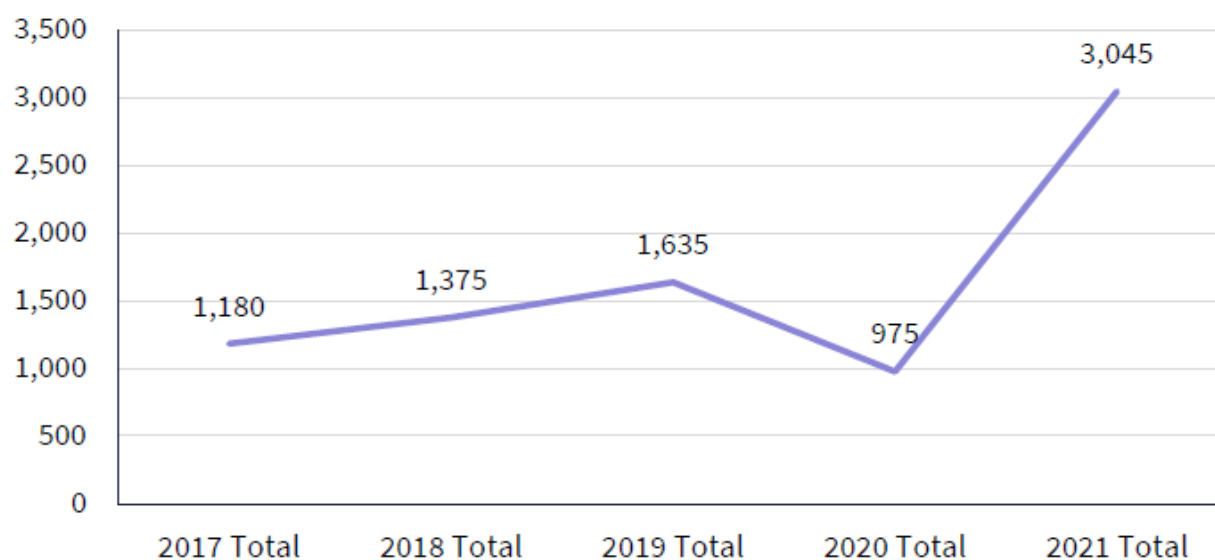
Table 1-8: Age and Gender Cohorts, 2021, St. Catharines-Niagara CMA¹⁷

Age Cohort	Total	Men	Women
15 to 24 years	29,900	17,200	12,600
25 to 54 years	134,800	68,900	66,000
55 to 64 years	42,600	20,400	22,200
65 years and over	13,100	7,800	5,300
15 years and over	220,400	114,300	106,200



Figure 1-4 shows the annual number of new permanent residents intending to move to Niagara. Since 2017, new arrivals steadily increased with a marked drop in 2020 (a 40% decrease from 2019), which could be attributed to the closing of borders due to the COVID-19 pandemic. However, in 2021 Niagara saw more than three times the number of new permanent residents than in 2020.

Figure 1-4: Permanent residents intending to move to Niagara (2017-2021)⁵



Source: Workforce Collective

Retrieved from: <https://workforcecollective.ca/3d-flip-book/2022-23-labour-market-report-english/>



Indicator: Niagara-wide Coordination and Planning

Workforce Collective

In the fall of 2022, the Niagara Workforce Planning Board rebranded as Workforce Collective. After decades of analyzing labour market dynamics, listening to employers and working within different employment systems, the organization is committed to community-based approaches that address the complex workforce issues Niagara residents are all navigating.

Source: Workforce Collective

Retrieved From: <https://workforcecollective.ca/about-us/>

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

WSIB Ontario (Workplace Safety and Insurance Board) provides Health & Safety Statistics at https://safetycheck.onlineservices.wsib.on.ca/safetycheck/explore/provincial/SH_12?lang=en

Psychological Health and Safety and Workplace Productivity

The first 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:

1. Promote mental health across the lifespan in homes, schools, and workplaces, and prevent mental illness and suicide wherever possible.
2. Foster recovery and well-being for people of all ages living with mental health problems and illnesses, and uphold their rights.
3. Provide access to the right combination of services, treatments and supports, when and where people need them.
4. Reduce disparities in risk factors and access to mental health services, and strengthen the response to the needs of diverse communities and Northerners.
5. Work with First Nations, Inuit, and Métis to address their mental health needs, acknowledging their distinct circumstances, rights and cultures.
6. Mobilize leadership, improve knowledge, and foster 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>