
Subject: ED 17-2021 Economic Development Strategy Update and Economic Base Analysis

Report to: Planning and Economic Development Committee

Report date: Wednesday, September 15, 2021

Recommendations

1. That Report ED 17-2021 **BE RECEIVED** for information.

Key Facts

- The purpose of this report is to update PEDC on the progress of the new 10 Year Economic Development Strategy and the Economic Base Analysis.
- The Economic Recovery Plan is for the most part implemented, with many actions ongoing to support business.
- The remaining activities in the Economic Recovery Plan are longer term actions and will be considered in the new strategy development process.
- At Council's direction, the Economic Development Strategy is being developed collaboratively with the economic development professionals across the region.

Financial Considerations

The activities described in this report are within the Council approved 2021 Economic Development operating budget.

Analysis

In May 2020 Council recommended that the process of developing a Long Term Economic Development Strategy be deferred until after the Economic Recovery Plan was implemented.

As reported in ED 15-2021 Economic Development Quarterly Update, the Economic Recovery Plan is for the most part completed with many of the actions ongoing to support local businesses. The actions that have not been completed are longer term and will be considered in the new 10 Year Economic Development Strategy.

A Strategy Advisory Council has been formed and met for the second time on September 7th, 2021. The Strategy Advisory Council membership consists of the

Director/Manager of all eight local area municipal economic development offices as well as the Regional Economic Development Officer responsible for providing support to the remaining four municipalities and the Regional Director and Associate Director, Economic Development. Letters of commitment to collaborate in the Strategy development process have been received from all eight municipalities. A Chair and Vice Chair were appointed at the first meeting on July 6th 2021. They are the Economic Development Manager, City of Thorold and the Director, Economic Development and Communications, Town of Lincoln respectively.

At the request of the group, there is representation from the Planning and Development Department on the Strategy Advisory Council, either the Director, Community and Long Range Planning or the Commissioner, to ensure that the Strategy takes into consideration the new Regional Official Plan. The Associate Director is the project manager for the development of the 10 Year Strategy.

Where appropriate, the Strategy is being developed through the lens of Gender-based Analysis Plus (GBA+). This is an analytical process used to assess how diverse groups of women, men and non-binary people may experience policies, programs and initiatives. The “plus” in GBA+ acknowledges that GBA+ goes beyond biological (sex) and socio-cultural (gender) differences and also considers many other identity factors, such as race, ethnicity, religion, age, and mental or physical disability.

Initial research to inform the strategy development process has included a review of all municipal economic development strategies to understand the common focus and issues. A review of long range Regional reports is currently ongoing as well as other pertinent reports and research, to ensure alignment.

Niagara Economic Development’s Manager Research and Analysis has developed an Economic Base Analysis to inform the strategy development. It is included here in Appendix 1. There will be a presentation of the Economic Base Analysis, preceding this report at PEDC. It was also presented to the Strategy Advisory Council on September 7th for comment.

The research and the Economic Base Analysis will be used not only to inform the Strategy but also to shape the topics for discussion during the stakeholder engagement.

A major component of the Strategy development will be the stakeholder engagement. As this process is resource intensive and more effective with a third party facilitator, a specialist company has been contracted to conduct all aspects of the engagement, with

direction from the Strategy Advisory Council. Intelligent Futures, was the successful proponent in a competitive RFP process. They held an initial four hour workshop to launch their project, with the Strategy Advisory Council, at the meeting on September 7th. Over the past months, Intelligent Futures have developed new innovative ways of engaging virtually with stakeholders. The stakeholder engagement will take place during the fall 2021, so it is expected to be virtual. Regional Council will be engaged by them for their input and perspectives.

A core group of stakeholders will be the 90+ members of the broad Economic Rapid Response Team (ERRT) which includes Chambers, Business Improvement Associations, Industry Associations, Destination Marketing Organizations, Small Business Enterprise Centres, Post- Secondary Institutions, Employment Help Centres etc. In addition, there will be engagement with specific groups representing women, youth, LGBTQ+ community, Indigenous people etc. Stakeholder sessions will include participants from different interest groups so that there is a range of opinions and perspectives in the discussion. As the Strategy timeframe is 10 years, stakeholders will be asked to consider what Niagara aspires to be by 2032.

Finally, Intelligent Futures will develop a report highlighting the engagement process, key themes that emerge and recommendations for the development of the Long Term Economic Development Strategy. The Strategy will consider disruptive influences such as climate change, automation, artificial intelligence where appropriate as well as building in resilience by addressing issues that have been accelerated by the pandemic, for example affordable childcare to enable women to return to the workforce and strengthening the local supply chain.

The intention is to present the final draft Strategy to PEDC in the spring 2022. It is intended that the Strategy is a 'living' document which will be reviewed regularly to ensure it remains relevant to the current economic situation. This is especially important in our current situation with the pandemic. There will be a major review after 5 years.

Alternatives Reviewed

None applicable.

Relationship to Council Strategic Priorities

Economic development activities described in this report directly support three of Council's 2019-2022 Strategic Priorities:

- Supporting Businesses and Economic Growth
- Responsible Growth and Infrastructure Planning
- Sustainable and Engaging Government

Other Pertinent Reports

ED 1-2020 Q4 Economic Development Quarterly Update and Annual Strategic Action Plan Report Card

ED 5-2020 Economic Development Offices Collaboration

ED 15-2021 Economic Development Quarterly Update

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Appendices

Appendix 1 Economic Base Analysis

Economic Base Analysis

Introduction

This report consists of an overview of the economic characteristics and industrial base in Niagara, Canada. It is intended to provide the reader an understanding of the Niagara economy, provide a factual foundation for the discussions informing the 10 Year Economic Development Strategy for Niagara, as well as benchmark Niagara's economic progress going forward.

Given the impacts of the pandemic on economic and industrial data, this analysis looks at data from prior to the COVID-19 pandemic (with the exception of population data) to gain a perspective on economic and industrial characteristics and trends in Niagara. The impacts of the pandemic have skewed the data for 2020 and using 2020 data would not be conducive to informing discussions around trends and characteristics about the economy. However, it is important to note that the research should be revisited once the economy is back on track when the pandemic is over.

Also, given the fact that 2021 is census year and given the impacts of the pandemic on the data available, it will be necessary to revisit and update the research within a couple of years to ensure that any long lasting impacts of the pandemic are captured and included in the analysis to address longer term challenges and opportunities in the economy.

This report consists of the following sections:

- Section 1: Demographic Characteristics
- Section 2: Labour Force
- Section 3: Industrial Base Analysis (Jobs by Sector and Industry)
- Section 4: International Trade
- Section 5: Macroeconomic Characteristics
- Section 6: Regional Benchmarking

Section 1: Demographic Characteristics

This section looks at population by municipality in Niagara, population by age range, educational attainment and field of study, commuting patterns, and commuting patterns.

1.1 Population

Total Population Forecasts by Local Municipality, 2016 to 2021

Municipality	2016	2021f	Change	% Change
Niagara Region	459,260	491,120	31,860	6.9%
St. Catharines	136,490	140,250	3,760	2.8%
Niagara Falls	90,310	97,220	6,910	7.7%
Welland	53,620	56,210	2,590	4.8%
Fort Erie	31,490	33,930	2,440	7.7%
Grimsby	28,010	30,300	2,290	8.2%
Lincoln	24,390	26,860	2,470	10.1%
Thorold	19,280	24,440	5,160	26.8%
Niagara-on-the-Lake	17,960	19,970	2,010	11.2%
Pelham	17,540	19,320	1,780	10.1%
Port Colborne	18,770	19,250	480	2.6%
West Lincoln	14,870	16,370	1,500	10.1%
Wainfleet	6,530	7,000	470	7.2%

Source: Hemson Consulting for Niagara Region Planning and Development Services, 2021

Niagara's population has historically grown slowly when compared to Ontario. From 2011 to 2016, Niagara's population grew by 3.8% compared to 4.6% for Ontario. However, Niagara's population growth has been increasingly rapidly since 2016. From 2016 to 2021, the population is forecasted to grow by 31,860 or 6.9%. The top 5 municipalities with the highest rate of relative growth include Thorold (26.8%), Niagara-on-the-Lake (11.2%), Pelham (10.1%), Lincoln (10.1%), and West Lincoln (10.1%).

Population by Age Range, Niagara Region, 2016

Age Range	Niagara Population	Niagara %	Ontario %
0 to 14 years	66,760	14.9%	16.4%
15 to 19 years	25,710	5.7%	6.0%
20 to 24 years	28,155	6.3%	6.7%
25 to 29 years	25,130	5.6%	6.5%
30 to 34 years	24,005	5.4%	6.4%
35 to 39 years	23,950	5.3%	6.3%
40 to 44 years	26,150	5.8%	6.5%
45 to 49 years	29,145	6.5%	7.0%
50 to 54 years	35,335	7.9%	7.9%
55 to 59 years	34,995	7.8%	7.4%
60 to 64 years	32,715	7.3%	6.3%
65 years +	95,845	21.4%	16.7%
Median Age	..	45.7	41.3

Source: Statistics Canada, 2016 Census

Niagara has an older population compared to Ontario. The median age of the Niagara population in 2016 was 45.7 years, compared to 41.3 years in Ontario. Niagara has a higher portion of seniors with the population aged 65 and over accounting for 21.4% of the total population. In comparison, seniors accounted for only 16.7% of the population in Ontario. Niagara's portion of the population 85 years and over (3.1%) is slightly higher than Ontario.

Niagara has a lower portion of population in the prime working age group (25 to 44 years) at 22.2% compared to 25.7% for Ontario in 2016.

1.2 Educational Attainment

Highest Educational Attainment, Population aged 24 to 64 years, Niagara Region, 2016

Highest Certificate, Diploma or Degree	Niagara #	Niagara %	Ontario %
Population aged 25 to 64 years	229,125
No certificate, diploma or degree	23,365	10.2%	10.4%
Secondary (high) school diploma or equivalency certificate	68,355	29.8%	24.5%
Postsecondary certificate, diploma or degree	137,400	60.0%	65.1%
Apprenticeship or trades certificate or diploma	19,245	8.4%	6.2%
Trades certificate or diploma other than Certificate of Apprenticeship/Qualification	9,140	4.0%	3.0%
Certificate of Apprenticeship or Certificate of Qualification	10,105	4.4%	3.1%
College, CEGEP or other non-university certificate or diploma	66,645	29.1%	24.7%
University certificate or diploma below bachelor level	4,000	1.7%	2.4%
University certificate, diploma or degree at bachelor level or above	47,515	20.7%	31.9%
Bachelor's degree	32,850	14.3%	21.0%
University certificate or diploma above bachelor level	3,230	1.4%	2.1%
Degree in medicine, dentistry, veterinary medicine or optometry	1,275	0.6%	0.9%
Master's degree	9,010	3.9%	6.9%
Earned doctorate	1,155	0.5%	1.0%

Source: Statistics Canada, 2016 Census

Niagara has lower educational attainment levels compared to Ontario. In 2016, a lower portion of the Niagara population aged 25 to 64 years had a postsecondary certificate, diploma or degree compared to Ontario (60%). Niagara has a notably smaller portion of population aged 25 to 64 years who have attained a university certificate, diploma or degree at the bachelor level of higher at 20.7%, compared to Ontario at 31.9%. A higher portion of the Niagara population have College, CEGEP or non-university certificates or diplomas at 29.1% compared to Ontario at 24.7%. Niagara also has a higher portion of people with an apprenticeship or trade certificate or diploma at 8.4% compared to 6.2% for Ontario, as well as a certificate of apprenticeship or certificate of qualification at 4.4% compared to 3.1% for Ontario.

Major Field of Study, Niagara Region, 2016

Major Field of Study	Niagara #	Niagara %	Ontario %
Education	8,745	6.4%	5.2%
Visual and performing arts, and communications technologies	5,050	3.7%	4.1%
Humanities	6,430	4.7%	5.7%
Social and behavioural sciences and law	16,380	11.9%	13.8%
Business, management and public administration	26,635	19.4%	21.8%
Physical and life sciences and technologies	3,815	2.8%	4.0%
Mathematics, computer and information sciences	4,365	3.2%	5.4%
Architecture, engineering; and related technologies	27,535	20.0%	18.7%
Agriculture, natural resources and conservation	3,010	2.2%	1.8%
Health and related fields	23,765	17.3%	14.1%
Personal, protective and transportation services	11,640	8.5%	5.5%
Total Persons with postsecondary diploma, degree or certificate	137,390	100.0%	100.0%

Source: Statistics Canada, Census 2016

Niagara has a lower portion of people with academic credentials than Ontario in business, management, and public administration (2.4% difference); mathematics, computer and information sciences (2.2% difference); social and behavioural sciences and law (1.9% difference); physical and life sciences and technologies (1.2% difference); humanities (1.0% difference); and, visual and performing arts, and communications technologies (0.4% difference).

Niagara has a higher portion of people with academic credentials in agriculture, natural resources and conservation (0.4% difference); education (1.2% difference); architecture, engineering, and related technologies (1.3% difference); personal, protective, and transportation services (3.0% difference); and health and related fields (3.2% difference).

1.3 Commuting Patterns

Commuting Flow from Geography of Residence to Geography of Work, Census Divisions, 2016

Residence	Work	Total	% Total	Male	Female
Niagara	Niagara	144,485	84.54%	65,465	79,025
Niagara	Hamilton	11,845	6.93%	7,115	4,725
Niagara	Halton	6,125	3.58%	3,710	2,415
Niagara	Peel	2,495	1.46%	1,765	735
Niagara	Toronto	2,395	1.40%	1,445	950
Niagara	Haldimand-Norfolk	1,000	0.59%	525	475
Niagara	Waterloo	515	0.30%	350	160
Niagara	York	490	0.29%	345	145
Niagara	Brant	275	0.16%	205	75
Niagara	Wellington	270	0.16%	170	100
Niagara	Middlesex	170	0.10%	90	80
Niagara	Durham	140	0.08%	115	20
Niagara	Ottawa	125	0.07%	45	80
Niagara	Simcoe	100	0.06%	60	40
Niagara	Oxford	55	0.03%	55	10
Niagara	Bruce	50	0.03%	40	10
Niagara	Division No. 16 (Saskatchewan)	45	0.03%	40	10
Niagara	Montréal	40	0.02%	15	25
Niagara	Lambton	40	0.02%	15	20
Niagara	Division No. 15 (Alberta)	40	0.02%	15	30
Niagara	Halifax	30	0.02%	10	20
Niagara	Greater Vancouver	30	0.02%	25	0
Niagara	Greater Sudbury / Grand Sudbury	25	0.01%	20	0
Niagara	Gatineau	20	0.01%	10	15
Niagara	Frontenac	20	0.01%	10	10
Niagara	Hastings	20	0.01%	15	0
Niagara	Essex	20	0.01%	15	0
Niagara	Cochrane	20	0.01%	15	0
Niagara	Kenora	20	0.01%	10	0

Source: Statistics Canada, 2016 Census

In 2016, 144,485 people or 84.5% of the commuting population in Niagara commuted to work within Niagara. 15.5% of Niagara residents that commute to work commuted to work outside of Niagara. The top 10 destinations for Niagara commuters included Hamilton at 11,845 (6.9%), Halton at 6,125 (3.6%), Peel at 2,495 (1.5%), Toronto at 2,395 (1.4%), Haldimand-Norfolk at 1,000 (0.6%), Waterloo at 515 (0.3%), York at 490 (0.3%), Brant at 275 (0.2%), Wellington at 270 (0.2%), and Middlesex at 170 (0.1%).

Commuting Flow from Geography of Residence to Geography of Work, Census Divisions, 2016

Place of Residence	Place of Work	Total	% Total	Male	Female
Niagara	Niagara	144,485	94.00%	65,465	79,025
Hamilton	Niagara	4,350	2.83%	2,390	1,960
Haldimand-Norfolk	Niagara	1,140	0.74%	620	515
Halton	Niagara	1,130	0.74%	605	525
Toronto	Niagara	615	0.40%	350	270
Peel	Niagara	610	0.40%	350	265
York	Niagara	225	0.15%	135	95
Waterloo	Niagara	190	0.12%	130	65
Brant	Niagara	160	0.10%	95	65
Durham	Niagara	135	0.09%	80	60
Simcoe	Niagara	95	0.06%	50	45
Wellington	Niagara	90	0.06%	50	45
Middlesex	Niagara	65	0.04%	30	35
Lambton	Niagara	50	0.03%	30	15
Grey	Niagara	40	0.03%	10	25
Montréal	Niagara	35	0.02%	30	0
Essex	Niagara	30	0.02%	10	20
Ottawa	Niagara	25	0.02%	0	15
Leeds and Grenville	Niagara	25	0.02%	20	10
Hastings	Niagara	25	0.02%	10	10
Dufferin	Niagara	25	0.02%	10	10
Oxford	Niagara	25	0.02%	10	15
Nipissing	Niagara	25	0.02%	10	10
Division No. 6 (Alberta)	Niagara	25	0.02%	15	20
Division No. 7 (Saskatchewan)	Niagara	20	0.01%	15	0
Chatham-Kent	Niagara	20	0.01%	0	15
Bruce	Niagara	20	0.01%	0	15
Muskoka	Niagara	20	0.01%	10	0

Source: Statistics Canada, 2016 Census

In 2016, fewer people commuted into Niagara for work than residents of Niagara commuted to other regions for work. The top 10 places of residence for people commuting into Niagara for work included Hamilton at 4,350 (2.8%), Haldimand-Norfolk at 1,140 (0.7%), Halton at 1,130 (0.7%), Toronto at 615 (0.4%), Peel at 610 (0.4%), York at 225 (0.2%), Waterloo at 190 (0.1%), Brant at 160 (0.1%), Durham at 135 (0.1%), and Simcoe at 95 (0.1%).

Section 2: Labour Force

This section looks at labour force characteristics, and employment by sector and occupation.

2.1 Labour Force Characteristics

Labour Force Characteristics, Niagara CMA, 2016 to 2019

	Sex	2016	2017	2018	2019	Change	%
Indicator	<i>Persons</i>						
Labour force	Total	220.9	215.2	220.4	216.9	-4	-1.8%
	Males	112.8	112.7	116.1	113.7	0.9	0.8%
	Females	108.1	102.5	104.3	103.2	-4.9	-4.5%
Employment	Total	204.9	200.8	205.7	204.3	-0.6	-0.3%
	Males	103.2	103.9	108.2	106.1	2.9	2.8%
	Females	101.8	96.9	97.5	98.2	-3.6	-3.5%
Full-time employment	Total	159.1	155.5	156.3	158.4	-0.7	-0.4%
	Males	88	86.4	91.1	90.1	2.1	2.4%
	Females	71	69.1	65.1	68.3	-2.7	-3.8%
Part-time employment	Total	45.8	45.3	49.4	45.9	0.1	0.2%
	Males	15.1	17.4	17.1	16	0.9	6.0%
	Females	30.7	27.9	32.4	29.9	-0.8	-2.6%
Unemployment	Total	16	14.4	14.7	12.6	-3.4	-21.3%
	Males	9.6	8.8	7.9	7.6	-2	-20.8%
	Females	6.4	5.5	6.8	4.9	-1.5	-23.4%
	<i>Percentage</i>						
Unemployment rate	Total	7.2	6.7	6.7	5.8	-1.4	..
	Males	8.5	7.8	6.8	6.7	-1.8	..
	Females	5.9	5.4	6.5	4.7	-1.2	..
Participation rate	Total	63.1	60.5	61	59.1	-4	..
	Males	67.5	65	64.9	62.9	-4.6	..
	Females	59.1	56.3	57.1	55.4	-3.7	..
Employment rate	Total	58.5	56.5	56.9	55.6	-2.9	..
	Males	61.7	59.9	60.5	58.7	-3	..
	Females	55.7	53.2	53.3	52.7	-3	..

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

In 2019, Niagara's labour force was 216,900. From 2016 to 2019, Niagara's labour force declined by 4,000 or 1.8%. Males accounted for 900 or (0.8%) while females accounted for 4,900 or 4.5% of the decline.

Niagara's employed population was 204,300 in 2019, which was a decline of 600 or 0.3% over 2016. Male employment grew during this period by 2,900 or 2.7%, while female employment declined by 3,600 or 3.5%. Total full-time employment declined by 700 or 0.4%, while part-time employment grew by 100 or 0.2%. Full-time employment for males grew by 2,100 or 2.4%, while full-time employment for females declined by 2,700 or 3.8%. Part-time employment for males grew by 900 or 6.0%, while it declined for females by 800 or 2.6%.

In 2019, there were 16,000 unemployed people in Niagara's labour force. From 2016 to 2019, there were 3,400 or 21.3% fewer unemployed people in Niagara. Unemployment for males declined by 2,000 or 20.8%, while unemployment for females declined by 1,500 or 23.4%.

The unemployment rate made steady progress declining by 1.4% to 5.8% in 2019. The unemployment rate for males declined by 1.8% and 1.2% for females.

From 2016 to 2019, the participation rate for Niagara declined by 4% to 62.9%. It declined by 4.6% for males and 3.7% for females.

The employment rate also declined by 2.9% from 2016 to 2019 to 55.6%. It declined evenly for both males and females at 3.0%.

2.2 Employment by Sector and Occupation
Employment by Sector, Niagara CMA, 2016 to 2019

NAICS	2016	2017	2018	2019	Change	% Change
Wholesale and retail trade	34.5	32.3	32.5	31.4	-3.1	-9.0%
Health care and social assistance	28.2	24.9	25.7	26.6	-1.6	-5.7%
Accommodation and food services	24.2	24.5	25.1	24.3	0.1	0.4%
Manufacturing	19.8	22.4	18.6	19	-0.8	-4.0%
Construction	17.5	13.2	18.7	18.7	1.2	6.9%
Educational services	12.3	13.5	14.7	14.6	2.3	18.7%
Finance, insurance, real estate, rental, leasing	8.6	9.6	9.6	9.7	1.1	12.8%
Information, culture and recreation	11	9.4	9.7	9.7	-1.3	-11.8%
Other services	7.2	9.7	8.8	9.3	2.1	29.2%
Business, building and other support services	10.7	10.1	11.7	8.9	-1.8	-16.8%
Transportation and warehousing	8.9	8.2	9.2	8.9	0	0.0%
Public administration	9	8	7.4	8.7	-0.3	-3.3%
Professional, scientific and technical services	8.1	9.9	7.7	8.4	0.3	3.7%
Agriculture	3.7	3.2	3.6	4	0.3	8.1%
Utilities	x	1.7	1.6	1.5	x	x
Forestry, fishing, mining, quarrying, oil, gas	x	x	x	x	x	x
TOTAL	204.9	200.8	205.7	204.3	-0.6	-0.3%

Source: Statistics Canada, Table: 14-10-0384-01

In 2019, the top 10 employment sectors in Niagara included wholesale and retail trade at 31,400, followed by health care and social assistance at 26,000; accommodation and food services at 24,300; manufacturing at 19,000; construction at 18,700; educational services at 14,600; finance, insurance, real estate, rental and leasing at 9,700; information, culture and recreation at 9,700; other services at 9,300; and, business, building and other support services at 8,900.

From 2016 to 2019, the sectors with employment growth included education at 2,300; other services at 2,100; construction at 1,200; finance, insurance, real estate, rental and leasing at 1,100; agriculture at 300; professional, scientific and technical services at 300; and, accommodation and food services at 100.

During the same period, the top sectors by growth rate included other services at 29.2%; educational services at 18.7%; finance, insurance, real estate, rental and leasing at 12.8%; agriculture at 8.1%; construction at 6.9%; professional, scientific and technical services at 3.7%; and, accommodation and food services at 0.4%.

Employment by National Occupation Classification (NOC) Code, Niagara CMA, 2016 to 2019

NOC	2016	2017	2018	2019	Change	% Change
Sales and service	63.9	64.5	65.6	64.1	0.2	0.3%
Trades, transport, equipment operators	29.9	28	29.4	31.6	1.7	5.7%
Business, finance, administration	26.9	24.3	26.2	24.8	-2.1	-7.8%
Education, law, social, community, government	21.5	20	18.4	17.8	-3.7	-17.2%
Health	17.2	16.6	16.4	16.7	-0.5	-2.9%
Management	16.9	16	16.8	15.8	-1.1	-6.5%
Manufacturing, utilities	8	10.7	9.3	9.9	1.9	23.8%
Natural and applied sciences	8.8	8.2	9.2	7.4	-1.4	-15.9%
Art, culture, recreation, sport	5.6	5.6	6	6.5	0.9	16.1%
Natural resources, agriculture	4.5	3.9	4.4	5	0.5	11.1%
TOTAL	203.1	197.6	201.7	199.6	-3.5	-1.7%

Source: Statistics Canada, Table: 14-10-0314-01

In regards to employment by occupation, the top occupations included sales and services with 64,100; trades, transport and equipment operators at 31,600; business, finance and administration at 24,800; education, law, social community and government at 17,800; health at 16,700; management at 15,800; manufacturing and utilities at 9,900; natural and applied sciences at 7,400; art, culture, recreation and sport at 6,500; and, natural resources and agriculture at 5,000.

From 2016 to 2019, the top occupations by employment growth included manufacturing and utilities at 1,900; trades, transport and equipment operators at 1,700; art, culture, recreation and sport at 900; natural resources and agriculture at 500; and sales and service at 200.

During the same period, the top occupations by growth rate included manufacturing and utilities at 23.8%; art, culture, recreation and sport at 16.1%; natural resources and agriculture at 11.1%; trades, transport and equipment operators at 5.7%, and sales and service at 0.3%.

Section 3: Industrial Base Analysis

This section focuses on Niagara's sector and industries from a job growth perspective, as well as provincial location quotients. Where the employment by sector table in the labour force section above shows employment characteristics for residents of Niagara, the tables in this section capture the jobs that actually exist in Niagara whether or not the workers are residents of Niagara or come from outside Niagara.

The intent of this section is to show which sectors and industries in Niagara have grown by jobs, as well as which sectors and industries where Niagara has some specialization.

Ontario provincial location quotients (LQ) are used to identify sectors and industries with some form of specialization. Location quotients are ratios that show the concentration of jobs relative to total jobs in an area compared to the concentration of jobs in a larger geographical area. In this case, the location quotients are comparing the concentration of jobs by sector and industry in Niagara relative to Ontario. For example, a location quotient of 1.0 means that Niagara has the same concentration of jobs in a sector or industry relative Ontario (1:1). A location of 2.0 means that Niagara has 2.0 times the concentration of jobs in a sector or industry relative to Ontario (2:1). A location less than means that Niagara has a lower concentration of jobs in a sector or industry relative to Ontario.

3.1 Jobs Growth and Location Quotients

Job Growth by NAICS and Provincial Location Quotient, Niagara Region, 2014 to 2019

NAICS	Description	2014	2019	Change	% Change	LQ
11	Agriculture, forestry, fishing, hunting	5,007	5,364	357	7%	2.2
21	Mining, quarrying, oil, gas	226	281	55	24%	0.4
22	Utilities	1,084	1,313	229	21%	0.9
23	Construction	13,534	14,635	1,101	8%	1
31-33	Manufacturing	16,581	16,445	-136	-1%	0.8
44-45	Retail trade	26,228	27,059	830	3%	1.2
48-49	Transportation and warehousing	7,969	8,757	788	10%	0.8
41	Wholesale trade	7,899	8,408	508	6%	0.8
51	Information and cultural industries	1,865	1,933	68	4%	0.4
52	Finance and insurance	5,691	5,499	-192	-3%	0.5
53	Real estate and rental and leasing	3,534	3,798	264	8%	0.7
54	Professional, scientific and technical services	9,564	10,727	1,162	12%	0.6
55	Management of companies and enterprises	671	392	-279	-42%	0.4
56	Admin, support, waste and remediation	11,717	12,349	632	5%	1
61	Educational services	13,382	14,949	1,566	12%	1
62	Health care and social assistance	23,164	26,539	3,375	15%	1.1
71	Arts, entertainment and recreation	8,085	8,316	231	3%	1.9
72	Accommodation and food services	24,008	28,323	4,314	18%	1.9
81	Other services	10,295	9,691	-604	-6%	1.1
91	Public administration	9,589	11,218	1,629	17%	0.9
X0	Unclassified	2,296	3,251	954	42%	1
	TOTAL	202,391	219,245	16,854	8%	..

Source: EMSI 2021.1

In 2019, there were 219,245 total jobs in Niagara, which includes both the employed and self-employed. Job growth in Niagara was 16,854 or 8% from 2014 to 2019.

The top 10 sectors by total jobs in 2019 included accommodation and food services with 28,323 jobs; retail trade with 27,059 jobs; health care and social assistance with 26,539 jobs; manufacturing with 16,445 jobs; educational services with 14,949 jobs; construction with

14,635 jobs; administrative support, waste management and remediation with 12,349 jobs; public administration with 11,218 jobs; professional, scientific and technical services with 10,727 jobs; and, other services with 9,691 jobs.

The top 10 sectors by real job growth from 2014 to 2019 included accommodation and food services with 4,314; health care and social assistance with 3,375; public administration with 1,629; educational services with 1,566; professional, scientific and technical services with 1,162 ;construction with 1,101; unclassified with 954; retail trade with 830; transportation and warehousing with 788; and, administrative support, waste management and remediation with 632.

The top 10 sectors by highest provincial location quotient in 2019 included agriculture, forestry, fishing and hunting at 2.2; accommodation and food services at 1.9; arts, entertainment and recreation at 1.9; retail trade at 1.2; Health care and social assistance at 1.1; other services at 1.1; unclassified at 1.0; educational services at 1.0; construction at 1.0; construction at 1.0; and administrative support, waste management and remediation at 1.0.

3.2 Industries with High Location Quotients and Job Growth

The following sectors have sub-industries that have both a high location quotient in 2019 and job growth from 2014 to 2019. This indicates that there is a level of specialization in these industries with further growth potential.

3.2.1 Agriculture

Agriculture (NAICS 11) in Niagara has a very high location quotient of 2.0 with substantial job growth of 357 or 7.1% growth from 2014 to 2019.

Farms (NAICS 1110) had a location quotient of 2.4 in 2019 with job growth of 398 or 8.2% from 2014 to 2019.

3.2.2 Utilities

Although the utilities (NAICS 22) sector does not have location quotient in Niagara, the sector did have jobs growth 229 jobs from 2014 to 2019.

Within the utilities sector, water, sewage and other systems showed a strong location quotient of 1.6 in 2019 and job growth of 48 or 29.8% from 2014 to 2019.

3.2.3 Construction

The construction (NAICS 23) sector in Niagara had a location quotient of 1.0 in 2019. This is not particularly high, but it did experience job growth of 1,101 or 8.1% from 2014 to 2019.

Other heavy and civil engineering construction (NAICS 2379) had a strong location quotient of 1.7 and job growth of 184 or 158.1% from 2014 to 2019.

3.2.4 Manufacturing

Manufacturing (NAICS 31-33) had a relatively low location quotient of 0.8 and actually had a job decline of 136 jobs or 0.8% from 2014 to 2019. However, manufacturing did have many successes in some sub-industries from a job growth perspective as well as some relatively high location quotients.

Sugar and confectionary product manufacturing (NAICS 3113) had a location of 1.6 in 2019 and job growth of 109 or 137.6% from 2014 to 2019.

Beverage manufacturing (NAICS 3121) had a very high location quotient of 3.4 in 2019 and job growth of 366 of 27% from 2014 to 2019.

Cannabis product manufacturing (NAICS 3123) had a very high location quotient of 3.2 in 2019 and job growth of 114 or 114% from 2014 to 2019. This was a brand new industry in Niagara during this period.

Other wood product manufacturing (NAICS 3219) had a high location quotient of 1.6 in 2019 and job growth of 74 or 17.4% from 2014 to 2019.

Resin, synthetic rubber, and artificial and synthetic fibres and filaments manufacturing (NAICS 3252) had a high location quotient of 2.2 in 2019, but only had job growth of 2 or 1% from 2014 to 2019.

Pesticide, fertilizer and other agricultural chemical manufacturing (NAICS 3253) had a high location quotient of 2.2 in 2019 and job growth of 52 or 127.7% from 2014 to 2019.

Other chemical manufacturing (NAICS 3259) had a location quotient of 1.6 in 2019 and job growth of 82 or 57.6% from 2014 to 2019.

Steel product manufacturing from purchased steel (NAICS 3312) had a location quotient of 1.9 in 2019 and job growth of 10 or 4.3% from 2014 to 2019.

Non-ferrous metal (except aluminum) production and processing (NAICS 3314) had a location quotient of 1.8 in 2019 and job growth of 35 or 57.2% from 2014 to 2019.

Foundries (NAICS 3315) had a location quotient of 1.8 in 2019 and job growth of 57 or 29.4% from 2014 to 2019.

Boiler, tank and shipping container manufacturing (NAICS 3324) had a high location quotient of 2.5 and job growth of 11 or 3.9% from 2014 to 2019.

Electric lighting equipment manufacturing (NAICS 3351) had a location quotient of 1.8 and job growth of 35 or 57.2% from 2014 to 2019.

Lastly, other general purpose machinery manufacturing (NAICS 3339) had a location quotient of 1.8 in 2019 with job growth of 140 or 19.1% from 2014 to 2019.

3.2.5 Wholesale Trade

Wholesale trade (NAICS 41) had a lower location quotient of 0.8 in 2019, but the sector had substantial job growth of 508 or 6.4% from 2014 to 2019. The sector did have a number of sub-industries with both high location quotients in 2019 and job growth from 2014 to 2019.

Beverage merchant wholesalers (NAICS 4132) had a very high location quotient of 3.7 in 2019 and job growth of 69 or 23.1% from 2014 to 2019.

Used motor vehicle parts and accessories merchant wholesalers (NAICS 4153) had a very high location quotient of 4.5 and job growth of 27 or 25% from 2014 to 2019.

Farm, lawn and garden machinery and equipment merchant wholesalers (NAICS 4171) had a high location quotient of 2.5 and job growth of 58 or 13.2% from 2014 to 2019.

Chemical (except agricultural) and allied product merchant wholesalers (NAICS 4184) had a location quotient of 1.6 and job growth of 57 or 20.3% from 2014 to 2019.

3.2.6 Retail Trade

Retail trade (NAICS 44-45) had a location quotient of 1.2 in 2019 with job growth of 830 or 3.2% from 2014 to 2019. The sector had a number of sub-industries that had high location quotients in 2019 with job growth from 2014 to 2019.

Other motor vehicle dealers (NAICS 4412) had a location quotient of 2.1 in 2019 with job growth of 186 or 84.1% from 2014 to 2019.

Beer, wine and liquor stores (NAICS 4453) had a location quotient of 1.6 in 2019 with job growth of 238 or 39.2% from 2014 to 2019.

Florists (NAICS 4531) had a high location quotient of 2.5 with job growth of 31 or 11.6% from 2014 to 2019.

Lastly, used merchant stores (NAICS 4533) had a location quotient of 1.5 with job growth of 186 or 84.1% from 2014 to 2019.

3.2.7 Transportation and Warehousing

Transportation and warehousing (NAICS 48-49) had a lower location of 0.8 in 2019, but the sector did have job growth of 788 or 9.9% from 2014 to 2019. This sector also had certain sub-industries with high location quotients in 2019 and job growth from 2014 to 2019.

Inland water transportation (NAICS 4832) had a very high location quotient of 3.4 in 2019; however, the industry is relatively small in Niagara and only had job growth of 5 jobs (10 to 15) or 52.3% from 2014 to 2019.

Scenic and sightseeing transportation, land (NAICS 4871) had an incredibly high location quotient of 10.4 in 2019 and job growth of 188 or 1883.8% from 2014 to 2019.

Scenic and sightseeing transportation, water (4872) also had an incredibly high location quotient of 11.2 in 2019, but again, it is still a relatively small sector and job growth was 27 or 24.4% from 2014 to 2019.

Support activities for water transportation (4883) had a very high location quotient of 4.9 in 2019 and job growth of 84 or 68.7% from 2014 to 2019.

Lastly, local messengers and local delivery (4922) had a location quotient of 1.7 and job growth of 244 or 193.2% from 2014 to 2019.

3.2.8 Administrative and support, waste management and remediation

Administrative and support, waste management and remediation (NAICS 56) had a location quotient of 1.0 with job growth of 632 or 5.4% from 2014 to 2019. However, only one sub-industry had a location quotient of 1.5 or above.

Waste collection (NAICS 5621) had a location quotient of 1.7 in 2019 with job growth of 212 or 99.1% from 2014 to 2019.

3.2.9 Health Care and Social Assistance

Health care and social assistance (NAICS 62) had a location quotient of 1.1 in 2019 with job growth of 3,375 or 14.6% from 2014 to 2019. The sector only had a couple of sub-industries that showed both a strong location quotient in 2019 and job growth from 2014 to 2019.

Home health care services (NAICS 6216) had a location quotient of 1.5 in 2019 and job growth of 745 or 76.5% from 2014 to 2019.

Community care facilities for the elderly (NAICS 6233) had a location quotient of 1.9 in 2019 with job growth of 529 or 27.5% from 2014 to 2019.

3.2.10 Arts, Entertainment and Recreation

Arts, entertainment and recreation (NAICS 71) had a location quotient of 1.9 and job growth of 231 or 2.9% from 2014 to 2019. This can be attributed to the tourism offerings available in Niagara. The sector had a few sub-industries that had high location quotients in 2019 and job growth from 2014 to 2019.

Heritage institutions (NAICS 7121) had a very high location quotient of 3.8 with job growth of 47 or 6.0% from 2014 to 2019.

Amusement parts and arcades (NAICS 7131) had a very high location quotient of 2.9 with job growth of 254 or 97.8% from 2014 to 2019.

Lastly, other amusement and recreation industries (NAICS 7139) had a location quotient of 1.6 with job growth of 1,212 or 50.8% from 2014 to 2019.

3.2.11 Accommodation and Food Services

Accommodation and food services (NAICS 72) had a location quotient of 1.9 in 2019 with job growth of 4,314 or 18.0% from 2014 to 2019. This sector had four sub-industries with strong location quotients in 2019 and substantial job growth.

Traveller accommodation (NAICS 7211) had an exceptionally high location quotient of 4.8 in 2019 with job growth of 1,039 or 14.3% from 2014 to 2019.

Recreational vehicle (RV) parks and recreational camps (NAICS 7212) had a location quotient of 1.9 in 2019 with job growth of 224 or 163.6% from 2014 to 2019.

Rooming and boarding houses (NAICS 7213) had a location quotient of 1.8 in 2019 with job growth of 38 or 59.7% from 2014 to 2019.

Lastly, full-service restaurants and limited-service eating places (NAICS 7225) had a location quotient of 1.6 in 2019 and job growth of 3,118 or 20.4% from 2014 to 2019.

3.2.12 Other Services

Other services (NAICS 81) had a location quotient of 1.1 and actually had a job decline of 604 or 5.9%. However, the sub-industry religious organizations (NAICS 8131) had a strong location quotient of 1.5 with job growth of 11 or 1.1% from 2014 to 2019.

3.3 Industries with High Job Growth

The following industries are those that have a location quotient lower than 1.5, so there was not a level of specialization in Niagara in 2019, but have shown job growth of 150 jobs or more from 2014 to 2019, so there is potential for future growth and specialization.

3.3.1 Utilities

Under the utilities sector (NAICS 22), electric power generation, transmission and distribution had a location quotient of 0.8 in 2019, but job growth of 238 or 32.1% from 2014 to 2019.

3.3.2 Construction

Under the construction sector (NAICS 23), residential building construction (NAICS 2361) had a location quotient of 1.0 in 2019 and job growth of 500 or 17.9% from 2014 to 2019.

Utility system construction (NAICS 2371) had a location quotient of 1.3 in 2019 and job growth of 191 or 32.7% from 2014 to 2019.

Building equipment contractors (NAICS 2382) had a location quotient of 0.9 in 2019 and job growth of 261 or 8.2% from 2014 to 2019.

Other specialty trade contractors had allocation quotient of 0.9 in 2019 with job growth of 261 or 21.2% from 2014 to 2019.

3.3.3 Manufacturing

Under the manufacturing sector (NAICS 31-33), household and institutional furniture and kitchen cabinet manufacturing (NAICS 3371) had a location quotient of 1.1 in 2019 and job growth of 213 or 66.4% from 2014 to 2019.

3.3.4 Wholesale Trade

Under the wholesale trade sector (NAICS 41), lumber, millwork, hardware and other building supplies merchant wholesalers (NAICS 4163) had a location quotient of 0.9 in 2019 and job growth of 217 or 42.4% from 2014 to 2019.

3.3.5 Transportation and Warehousing

Under the transportation and warehousing sector (NAICS 48-49), general freight trucking had a location quotient of 0.7 in 2019 and job growth of 158 or 9.6% from 2014 to 2019.

Taxi and limousine service (NAICS 4853) had a location quotient of 0.7 in 2019 and job growth of 183 or 42.6% from 2014 to 2019.

Postal service (NAICS 4911) had a location quotient of 0.9 in 2019 and job growth of 171 or 31.3% from 2014 to 2019.

3.3.6 Information and Cultural Industries

Under the information and cultural industries sector (NAICS 51), motion picture and video industries had a location quotient of 0.4 in 2019 and had growth of 188 or 87.2% from 2014 to 2019.

3.3.7 Real Estate, Rental and Leasing

Under the real estate, rental and leasing sector (NAICS 53) commercial and industrial machinery and equipment rental and leasing had a location quotient of 1.1 in 2019 and job growth of 150 or 97.9% from 2014 to 2019.

3.3.8 Professional, Scientific and Technical Services

Under the professional, scientific and technical services sector (NAICS 54), accounting, tax preparation, bookkeeping and payroll services had a location quotient of 0.9 in 2019 and job growth of 167 or 10.5% from 2014 to 2019.

Specialized design services (NAICS 5414) had a location quotient of 1.0 in 2019 with job growth of 442 or 118.7% from 2014 to 2019.

Management, scientific and technical consulting services (NAICS 5416) had a location quotient of 0.6 in 2019 and job growth of 150 or 10.9% from 2014 to 2019.

Advertising, public relations, and related services (NAICS 5418) had a location quotient of 0.6 in 2019 and job growth of 260 or 39.7% from 2014 to 2019.

Lastly, other professional, scientific and technical services (NAICS 5419) had a location quotient of 1.0 in 2019 with job growth of 156 or 15.5% from 2014 to 2019.

3.3.9 Administrative and Support, Waste Management and Remediation Services

Under administrative and support, waste management and remediation services sector (NAICS 56), services to buildings and dwellings had a location quotient of 1.2 in 2019 and job growth of 681 or 17.1% from 2014 to 2019.

3.3.10 Educational Services

Under the educational services sector (NAICS 61), elementary and secondary schools had a location quotient of 1.0 in 2019 and job growth of 383 or 4.7% from 2014 to 2019.

Community college and CEGEPs (NAICS 6112) had a location quotient of 1.4 in 2019 and job growth of 528 or 34.3% from 2014 to 2019.

Universities (NAICS 6113) had a location quotient of 0.8 in 2019 with job growth of 407 or 18.1% from 2014 to 2019.

Educational support services (NAICS 6117) had a location quotient of 1.0 in 2019 and job growth of 167 or 181.0% from 2014 to 2019.

3.3.11 Health Care and Social Assistance

Under the health care and social assistance sector (NAICS 62), office of dentists had a location quotient of 1.1 in 2019 with job growth of 272 or 18.1% from 2014 to 2019.

Offices of other health practitioners (NAICS 6213) had a location quotient of 1.0 in 2019 and job growth of 332 or 20.5% from 2014 to 2019.

Out-patient care centres (NAICS 6214) had a location quotient of 1.3 in 2019 and job growth of 249 or 21.4% from 2014 to 2019.

General medical and surgical hospitals (NAICS 6221) had a location quotient of 0.9 in 2019 and job growth of 530 or 11.0% from 2014 to 2019.

Specialty (except psychiatric and substance abuse) hospitals had a location quotient of 1.4 in 2019 and job growth of 223 or 109.2% from 2014 to 2019.

Lastly, Individual and family services (NAICS 6241) had a location quotient of 1.2 in 2019 and job growth of 623 or 32.3% from 2014 to 2019.

3.3.12 Accommodation and Food Services

Under the accommodation and food services sector (NAICS 72), specialty food service (NAICS 7223) had a location quotient of 0.9 and job growth of 153 or 19.7% from 2014 to 2019.

3.3.13 Public Administration

Under public administration (NAICS 91), other federal services (NAICS 9112-9119) had a location quotient of 0.4 in 2019 and job growth of 209 or 15.0% from 2014 to 2019.

Provincial and territorial public administration (NAICS 9120) had a location quotient of 1.0 in 2019 and job growth of 394 or 20.0% from 2014 to 2019.

Lastly, local, municipal and regional public administration (NAICS 9130) had a location quotient of 1.3 in 2019 and job growth of 995 or 16.3% from 2014 to 2019.

3.4 Business Counts

Business Counts by NAICS, Niagara Region, June 2019

NAICS	Description	No Employees	Employees	Employment Range			
				1-9	10-49	50-199	200+
11	Agriculture, forestry, fishing and hunting	1,120	517	330	149	35	3
21	Mining, quarrying, oil, gas	11	12	7	5	0	0
22	Utilities	76	25	16	6	3	0
23	Construction	2,606	1,694	1,399	260	33	2
31-33	Manufacturing	464	639	324	213	93	9
41	Wholesale trade	498	511	335	149	25	2
44-45	Retail trade	1,274	1,877	1,180	557	129	11
48-49	Transportation and warehousing	1,107	555	419	109	24	3
51	Information and cultural industries	241	162	114	40	8	0
52	Finance and insurance	1,798	484	346	130	8	0
53	Real estate, rental and leasing	7,458	616	544	65	7	0
54	Professional, scientific, technical services	2,543	1,055	905	130	12	8
55	Management of companies	305	48	26	15	4	3
56	Admin, support, waste, remediation	858	601	432	133	29	7
61	Educational services	252	134	81	40	6	7
62	Health care and social assistance	1,317	1,356	954	334	51	17
71	Arts, entertainment and recreation	508	259	170	63	24	2
72	Accommodation and food services	653	1,146	475	517	133	21
81	Other services	1,838	1,271	1,086	169	16	0
91	Public administration	2	17	1	1	7	8
X0	Unclassified	3,224	662	596	60	5	1
	TOTAL	28,153	13,641	9,740	3,145	652	104

Source: Statistics Canada, Canadian Business Counts, June 2019

Business Counts data is organized by number of businesses without employees and number of business with employees by employment size range. In 2019, Niagara had 13,641 businesses with employees and 28,153 businesses without employees. In regards to businesses with employees, 71% had 1 to 9 employees, 23% had 10 to 49 employees, 5% had 50 to 199 employees, and 1% had more 200 plus employees.

The top 10 sectors by total business with employees included retail trade with 1,877; construction with 1,694; health care and social assistance with 1,356; other services with 1,271; accommodation and food services with 1,146; professional, scientific and technical services with 1,055; unclassified with 662; manufacturing with 639; real estate, rental and leasing with 616; and administrative support, waste management and remediation with 601.

The top 10 sector by total businesses without employees included real estate, rental and leasing with 7,458; unclassified with 3,224; construction with 2,606; professional, scientific and technical services with 2,543; other services with 1,838; finance and insurance with 1,798; health care and social assistance with 1,317; retail trade with 1,274; agriculture, forestry fishing and hunting with 1,120; and, transportation and warehousing with 1,107.

The top 10 sectors with the largest employers in Niagara were accommodation and food services with 21 businesses employing 200 plus people, followed by health care and social assistance with 17; retail trade with 11; manufacturing with 9; professional, scientific and technical services with 8; public administration with 8; administrative support, waste management and remediation with 7; and, transportation and warehousing with and management of companies tied with 3.

Section 4: International Trade

This section looks at number and growth of exporting and importing establishments, and export and import trade values and trade balance.

4.1 Exporting and Importing Establishments

Number of Exporter and Importer Establishments, Niagara CMA, 2016 to 2019

Type	2016	2017	2018	2019	Change	% Change
Exporters	613	609	641	625	12	2.0%
Importers	1,696	1,760	1,774	1,752	56	3.3%

Source: Statistics Canada, International Trade Division

In 2019, Niagara had 625 exporting establishments. This was an increase of 12 or 2.0% over 2016. In the same year, Niagara had 1,752 importers, which was an increase of 56 or 3.3% over 2016.

4.2 Import and Export Values, and Trade Balance

Value of Exports, Imports and Trade Balance (x\$1,000), Niagara CMA, 2016 to 2019

Type	2016	2017	2018	2019	Change	% Change
Exports	4,112,921	4,313,496	4,702,034	4,663,497	550,576	13%
Imports	2,010,491	2,337,742	2,403,656	3,166,899	1,156,408	58%
Balance	2,102,430	1,975,754	2,298,378	1,496,598	-605,832	-29%

Source: Statistics Canada, International Trade Division

In 2019, total export values for Niagara exporting establishments was \$4.7 billion. This was an increase of 13% over 2016. Total import values were \$3.2 billion, which was an increase of \$1.2 billion over 2016. In 2019, Niagara had a net trade balance of \$1.5 billion. This was a decrease of \$606 million or 29% over 2016.

Section 5: Macroeconomic Characteristics

This section looks at gross domestic product (GDP, income, consumer price index (CPI), retail sales, and construction investment.

5.1 Gross Domestic Product (GDP)

Real GDP by Sector (x\$1,000,000), Niagara CMA, 2016 to 2019

Sector	2016	2017	2018	2019	Change	% Change
Manufacturing	1,696.6	1,716.5	1,751.7	1,756.8	60.2	4%
Construction	1,242.7	1,304.8	1,323.6	1,289.8	47.0	4%
Primary and utilities	818.8	817.7	845.5	882.1	63.2	8%
Wholesale trade	762.2	784.5	789.6	821.9	59.7	8%
Retail trade	1,093.2	1,139.1	1,109.0	1,061.5	-31.7	-3%
Transportation and warehousing	507.5	514.5	509.0	489.9	-17.5	-3%
Information and cultural services	272.1	272.6	265.2	263.6	-8.4	-3%
Real estate	3,612.3	3,627.6	3,642.6	3,713.3	101.0	3%
Professional, scientific, technical services	588.7	583.0	578.6	573.6	-15.1	-3%
Educational services	1,058.2	1,070.9	1,110.2	1,147.1	89.0	8%
Health care and social assistance	1,290.6	1,314.6	1,354.8	1,396.9	106.3	8%
Arts, entertainment, and recreation	288.0	296.7	298.9	294.0	5.9	2%
Accommodation and food services	791.3	827.4	840.3	852.7	61.4	8%
Other services	335.4	348.0	364.9	387.9	52.4	16%
Public administration	961.6	947.1	925.6	880.9	-80.7	-8%
TOTAL	15,319.3	15,564.8	15,709.4	15,812.1	492.8	3%

Source: *The Conference Board of Canada*

Total real GDP for Niagara was \$15.8 billion in 2019. This was an increase of \$492.8 million over 2016. Niagara's top 10 sector by total GDP included real estate at \$3.7 billion; manufacturing at \$1.8 billion; health care and social assistance at \$1.4 billion; construction at \$1.3 billion; educational services at \$1.1 billion; retail trade at \$1.1 billion; primary and utilities (which includes agriculture) at \$882.1 million; public administration at \$880.9 million; accommodation and food services at \$852.7 million; and, wholesale trade at \$821.9 million.

The top 10 sectors by GDP growth from 2016 to 2019 included health care and social assistance at \$106.3 million; real estate at \$101.0 million; educational services at \$89.0 million; primary and utilities (which includes agriculture) at \$63.2 million; accommodation and food services at \$61.4 million; manufacturing at \$60.2 million; wholesale trade at \$59.7 million; other services at \$52.4 million; construction at \$47.0 million; and, arts, entertainment and recreation at \$5.9 million.

The top 10 sectors by GDP growth rate from 2016 to 2019 included other services at 16%; health care and social assistance at 8%; educational services at 8%; primary and utilities at 8%; accommodation and food services at 8%; wholesale trade at 8%; manufacturing at 4%; construction at 3%; real estate at 3%; and, arts, entertainment and recreation at 2%.

5.2 Income

Total Household Income (x\$1,000,000), Niagara CMA, 2016 to 2019

	2016	2017	2018	2019
Household income	13,388.4	13,753.5	14,284.8	14,648.7
Change	..	365.0	531.3	364.0
% Change	..	2.7%	3.9%	2.5%

Source: *The Conference Board of Canada*

Total household income for Niagara for 2019 was \$14.6 billion. Total household income grew by \$365.0 million or 2.7% from 2016 to 2017, \$531.3 million or 3.9% from 2017 to 2018, and \$364.0 million from 2018 to 2019.

Household Income Per Capita (x\$1,000), Niagara CMA, 2016 to 2019

	2016	2017	2018	2019
Household income per capita	32.2	32.6	33.3	33.7
Change	..	0.4	0.8	0.4
% Change	..	1.3%	2.4%	1.2%

Source: *The Conference Board of Canada*

Household income per capita for Niagara in 2019 was \$33,700. Household income per capita for Niagara grew \$400 or 1.3% from 2016 to 2017, \$800 or 2.4% from 2017 to 2018, and \$400 or 1.2% from 2018 to 2019.

5.2 Consumer Price Index (CPI)

Consumer Price Index (CPI), Niagara CMA, 2016 to 2019

	2016	2017	2018	2019
CPI (2002=1.0)	1.30	1.32	1.35	1.37
Change	..	0.02	0.03	0.03
% Change	..	1.7%	2.4%	1.9%

Source: The Conference Board of Canada

CPI for for Niagara was 1.37 in 2019. CPI grew by 0.02 or 1.7% from 2016 to 2017, 0.03 or 2.4% from 2017 to 2018, and 0.03 or 1.9% from 2018 to 2019. CPI slightly outpaced household income per capita in 2017 and 2019, which means cost of living accelerated more than income.

5.3 Retail Sales

Retail Sales (x\$1,000,000), Niagara CMA, 2016 to 2019

	2016	2017	2018	2019
Value	5,379.3	5,737.0	5,941.7	5,975.1
Change	..	357.7	204.7	33.4
% Change	..	6.6%	3.6%	0.6%

Source: The Conference Board of Canada

Retail sales for Niagara in 2019 was \$6.0 billion. Retail sales grew by \$357.7 million or 6.6% from 2016 to 2017, \$204.7 million or 3.6% from 2017 to 2018, and \$33.4 million or 0.6% from 2018 to 2019.

5.4 Investment in Construction

Investment in Building Construction, Constant Values (\$), Niagara CMA, 2016 to 2019

Type	2016	2017	2018	2019	Change
Residential	953,911,253	968,262,025	972,237,959	1,324,904,313	370,993,060
% Change	..	1.5%	0.4%	36.3%	38.9%
Industrial	58,100,239	109,065,462	147,154,152	102,379,971	44,279,732
% Change	..	87.7%	34.9%	-30.4%	76.2%
Commercial	163,674,357	203,259,554	240,584,083	332,954,445	169,280,088
% Change	..	24.2%	18.4%	38.4%	103.4%
Institutional	87,372,732	97,450,849	65,529,201	46,217,198	-41,155,534
% Change	..	11.5%	-32.8%	-29.5%	-47.1%
Total	1,263,058,581	1,378,037,886	1,425,505,398	1,806,455,931	543,397,350
% Change	..	9.1%	3.4%	26.7%	43.0%

Source: Statistics Canada, Table: 34-10-0175-01

From 2016 to 2019, Niagara experience very strong growth in investment in building construction across all types except for institutional, which includes government funded building construction. Total investment in residential building construction was \$1.8 billion in 2019, which was an increase of \$543.4 million or 43% over 2016.

Investment in residential building construction was \$1.3 billion in 2019, which was an increase of \$371.0 million over or 39% over 2016.

Investment in industrial building construction was \$102.4 million in 2019, which was an increase of \$44.3 million or 76% over 2016.

Investment in commercial building construction was \$333.0 million, which was an increase of \$169.3 or 103% over 2016.

Investment in institutional building construction was \$46.2 million, which was a decrease of \$41.2 million or 47% over 2016.

Section 6: Regional Benchmarking

This section benchmarks the Niagara census metropolitan area (CMA) with the Hamilton CMA, the Waterloo CMA, the London CMA, and the Windsor CMA across indicators including population growth, labour force characteristics, international trade, and construction investment.

6.1 Population Growth

Population Growth by CMA, 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	350.0	355.7	361.6	367.3	17.3	5%
Hamilton	636.2	644.2	652.2	660.2	24.0	4%
Waterloo	442.6	453.3	466.5	481.0	38.4	9%
London	421.2	430.9	441.8	452.8	31.6	8%
Windsor	278.9	282.8	289.8	296.1	17.2	6%

Source: Statistics Canada, Table: 17-10-0135-01

Niagara's population growth was 5% from 2016 to 2019. Although Niagara's population growth has accelerated in recent years, during this period it still lagged Waterloo by 4%, London by 3%, and Windsor by 1%, but it surpassed Hamilton by 1%.

6.2 Labour Force Characteristics

Labour Force by CMA, 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	220.9	215.2	220.4	216.9	-4.0	-1.8%
Hamilton	402.3	429.9	424.2	430.0	27.7	6.9%
Waterloo	309.1	318.1	326.2	340.7	31.6	10.2%
London	261.1	260.0	269.2	268.7	7.6	2.9%
Windsor	172.9	170.9	174.7	182.7	9.8	5.7%

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

Niagara's labour force declined by 1.8% from 2016 to 2019. Comparable CMAs experienced labour force growth during this period with Waterloo growing by 10.2%, Hamilton growing by 6.9%, Windsor growing by 5.7%, and London growing by 2.9%.

Unemployment Rate by CMA, 2016 to 2019

CMA	2016	2017	2018	2019	Change
Niagara	7.2	6.7	6.7	5.8	-1.4
Hamilton	6.2	5.0	5.0	4.4	-1.8
Waterloo	5.6	5.2	5.2	5.3	-0.3
London	7.0	6.0	5.6	5.6	-1.4
Windsor	6.0	5.7	6.1	6.5	0.5

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

Although Niagara’s unemployment rate was historically low in 2019 at 5.8%, it was still higher than the other comparable CMAs with the exception of Windsor, which was 6.5%. However, from 2016 to 2019, Niagara’s unemployment rate declined by 1.4%, which only Hamilton surpassed at a decline of 1.8%

Participation Rate by CMA, 2016 to 2019

CMA	2016	2017	2018	2019	Change
Niagara	63.1	60.5	61.0	59.1	-4.0
Hamilton	63.2	66.7	65.0	65.1	1.9
Waterloo	69.8	70.2	69.9	70.8	1.0
London	62.0	60.3	60.9	59.3	-2.7
Windsor	62.0	60.4	60.3	61.7	-0.3

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

Niagara had a relatively low participation rate in 2019 compared to the other CMAs at 59.1%. London’s participation was not much higher at 59.3%. Windsor was substantially higher at 61.7%, while Hamilton and Waterloo had much higher participation rates at 65.1% and 70.8%. Niagara also had a substantial participation rate decline of 4.0%, while London and Windsor participation rates declined by 2.7% and 0.3%. Waterloo and Hamilton had participation rate growth by 1.0% and 1.9%.

Employment by CMA, 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	204.9	200.8	205.7	204.3	-0.6	-0.3%
Hamilton	377.3	408.3	403.0	411.2	33.9	9.0%
Waterloo	291.7	301.6	309.4	322.7	31.0	10.6%
London	242.8	244.3	254.0	253.8	11.0	4.5%
Windsor	162.5	161.2	164.1	170.9	8.4	5.2%

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

In regards to employment, Niagara did not fare as well as the other CMAs from 2016 and 2019. Niagara had a decline in employment of 600, while Hamilton had growth of 33,900 or 9.0%, Waterloo had growth of 31,000 or 10.6%, London had growth of 11,000 or 4.5%, and Windsor had growth of 8,400 or 5.2%.

6.3 International Trade

Export Values by CMA (\$billions), 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	4.113	4.313	4.702	4.663	0.55	13.4%
Hamilton	6.868	7.309	8.225	8.084	1.22	17.7%
Waterloo	20.978	20.411	18.503	19.898	-1.08	-5.1%
London	5.132	5.128	6.181	7.393	2.26	44.1%
Windsor	15.946	16.161	16.912	14.976	-0.97	-6.1%

Source: Statistics Canada, International Trade Division

Niagara had lower export values than the comparable CMAs in 2019. However, from 2016 to 2019, Niagara experienced a relative high level of growth at \$550 million or 13.4%. During this period, Waterloo exports declined by \$1.1 billion or 5.1% and Windsor's exports declined by \$970 million or 6.1%. London had the highest level of growth at \$2.26 billion or 44.1% and Hamilton had growth of \$1.2 billion or 17.7%

Import Values by CMA (\$billions), 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	2.01	2.274	2.404	3.167	1.157	57.6%
Hamilton	13.34	14.387	15.941	14.066	0.726	5.4%
Waterloo	17.007	16.476	15.194	15.619	-1.388	-8.2%
London	5.055	5.164	5.863	6.508	1.453	28.7%
Windsor	20.493	20.477	18.911	19.154	-1.339	-6.5%

Source: Statistics Canada, International Trade Division

In 2019, Niagara had very low import values compared to the other CMAs. However, Niagara had substantial growth in import values from 2016 to 2019 at \$1.2 billion or 57.6%. London was the only CMA with higher growth in imports at \$1.5 billion or 28.7%. Hamilton had lower growth at \$726 million or 5.4%. Windsor had a decline in import values by \$1.3 billion or 6.5% and Waterloo also had a decline in import values by \$1.4 billion or 8.2%

Trade Balance by CMA (\$billions), 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	2.102	2.039	2.298	1.497	-0.605	-28.8%
Hamilton	-6.473	-7.078	-7.715	-5.983	0.49	-7.6%
Waterloo	3.971	3.935	3.309	4.28	0.309	7.8%
London	0.076	-0.036	0.318	0.884	0.808	1063.2%
Windsor	-4.547	-4.316	-1.998	-4.178	0.369	-8.1%

Source: Statistics Canada, International Trade Division

In 2019, Niagara had a net trade balance of \$1.5 billion. Waterloo is the only comparable region with a higher trade balance at \$4.3 billion. London also had a trade balance in 2019 at \$884 million. Windsor had a trade deficit of \$4.2 billion and Hamilton had a trade deficit of \$6.0 billion.

From 2016 to 2019, Niagara was the only CMA with a trade balance decline. It declined by \$605 million or 28.8%. Waterloo had a trade balance increase of \$309 million or 7.8%, Windsor had a trade balance increase of \$369 million or 8.1% (although they remained in a trade deficit overall), Hamilton had a trade balance increase of \$490 million or 7.6% (although they remained in a trade deficit overall), and London had a substantial trade balance increase of \$808 million or 1,063.2%.

6.4 Construction Investment

Total Construction Investment by CMA (x\$1,000,000), Constant Values, 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	1,263.1	1,378.0	1,425.5	1,806.5	543.4	43%
Hamilton	2,700.5	3,089.7	3,210.4	2,835.7	135.2	5%
Waterloo	2,240.6	2,249.5	2,139.6	2,344.3	103.7	5%
London	1,942.9	2,087.6	1,721.7	1,731.5	-211.5	-11%
Windsor	794.6	863.7	805.9	758.7	-35.9	-5%

Source: Statistics Canada, Table: 34-10-0175-01

From 2016 to 2019, Niagara had the highest growth in investment in building construction compared to the other CMAs. Niagara's growth was valued at \$543.3 million or 43%, compared to Hamilton with \$135.2 million or 5%, and Waterloo at \$103.7 million or 5%. Windsor had a decline in building construction investment values by \$35.9 million or 5%, and London had a decline of \$211.5 million or 11%.

Residential Construction Investment by CMA (x\$1,000,000), Constant Values, 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	953.9	968.3	972.2	1,324.9	371.0	39%
Hamilton	1,903.7	2,195.0	2,224.7	1,919.3	15.6	1%
Waterloo	1,377.3	1,456.8	1,334.5	1,497.1	119.8	9%
London	1,261.8	1,374.7	1,122.9	1,177.1	-84.6	-7%
Windsor	561.1	547.8	493.1	526.9	-34.3	-6%

Source: Statistics Canada, Table: 34-10-0175-01

From 2016 to 2019, Niagara also had the highest growth in investment in residential building construction compared to the other CMAs. Niagara's growth was valued at \$371.0 million or 39%. Waterloo had growth of \$119.8 million or 9%, and Hamilton had growth of \$15.6 million or 1%. Windsor had a decline of \$34.3 million or 6%, and London had a decline of \$84.6 million or 7%.

Non-residential Construction Investment by CMA (x\$1,000,000), Constant Values, 2016 to 2019

CMA	2016	2017	2018	2019	Change	% Change
Niagara	309.1	409.8	453.3	481.6	172.4	56%
Hamilton	796.8	894.7	985.7	916.4	119.6	15%
Waterloo	863.3	792.7	805.1	847.2	-16.1	-2%
London	681.2	712.9	598.8	554.3	-126.8	-19%
Windsor	233.4	315.9	312.8	231.8	-1.6	-1%

Source: Statistics Canada, Table: 34-10-0175-01

In regards to investment in non-residential building construction, Niagara continued to have the highest growth. Niagara had growth by \$172.4 million or 56%, and Hamilton had growth of \$119.6 million or 15%. Windsor had a declined in investment of \$1.6 million or 1%. Waterloo had a decline of \$16.1 million or 2%, and London had a decline of \$126.8 million or 19%.