2018 Niagara Region
Employment Inventory Results

Planning and Development Committee
March 20, 2019
Employment Inventory Overview

- Annual data collection exercise (May – September)
- Team of six (6) post secondary students conduct door-to-door surveys
- Targets all signed businesses in Niagara, in urban and rural areas
Key Differences - Employment Inventory and Census

<table>
<thead>
<tr>
<th>Employment Inventory</th>
<th>Statistics Canada Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collected Annually (May- Sept)</td>
<td>Collected Every 5 Years</td>
</tr>
<tr>
<td>Address Level Data</td>
<td>Aggregated Data (large geographies)</td>
</tr>
<tr>
<td>Micro Level Analysis</td>
<td>Macro Level Analysis</td>
</tr>
</tbody>
</table>
inventory
in·ven·to·ry | inˌvənˈtôrē

an itemized list of current assets

education levels
foreign investment
industry
international trade

location information
number of employees
sector
tourism
GIS Mapping – Captures Over 11,000 Businesses
GIS Mapping – Custom Geography

BROCK DISTRICT PLAN
Niagara Region - Headquarters

- **Municipality:** Thorold
- **Sector:** Public Administration
- **Industry:** Municipal & Regional
- **Street Number:** 1815
- **Street Name:** Sir Isaac Brock Way
- **Total Employees:** 886
- **Survey Status:** Complete
- **Additional Details:** • • •
Engaging the Business Community

“Is there anything Niagara Region can do to support your business? “

2069 responses received and classified into themes (15)
How Can Niagara Region Support Your Business 2018?

- Taxes and Utilities: 15%
- Business Exposure: 15%
- Beautification/Infrastructure/Traffic Issues/Construction: 14%
- Incentives/Grants/Contracts: 14%
- Skills and Labour Force: 10%
- Transit: 5%
- Social Support/Programs: 5%
- Awareness and Education: 5%
- Parking Issues: 4%
- Waste Management: 3%
- Development Process/Zoning/Land Use: 3%
- Health & Safety: 2%
- Development Charges: 1% (16)
- Minimum Wage Increase Concerns: 1%
- Uncategorized: 3%
- Waste Management: 3%
- Development Charges: 1%
Partnerships and Collaboration
Next Steps

• Disseminate data to local municipal partners (Q1)

• Publish to Niagara Region Open Data Portal (Q1)
  • Subset of attributes

• Team deployment (active surveying) – May 13, 2019
Questions?
NIAGARA EMPLOYMENT INVENTORY

KEY INDICATORS

Businesses Surveyed
11,720

Jobs Captured
161,300

Business Sectors Represented
20

Businesses by Municipality

Type of Employment

- Permanent: 83%
- Contract: 8%
- Seasonal: 9%

2018 Participation Rate

- Complete: 87%
- Partially Complete: 12%
- Refused: 1%