

# 2024 Niagara Region Employment Inventory Results

Planning and Economic Development Committee

February 05, 2025

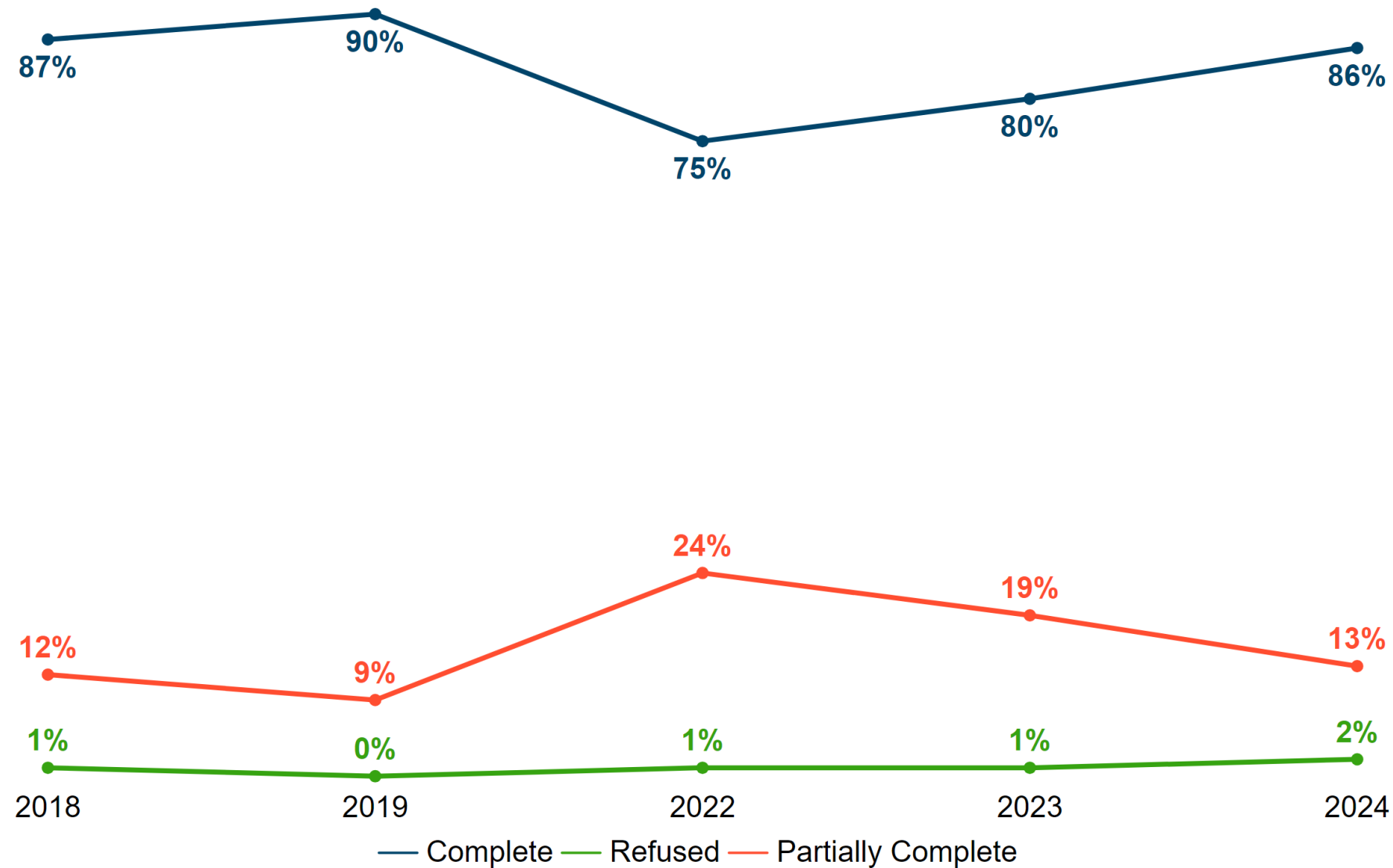
# Employment Inventory Overview

- Annual collection exercise (May – August)
- Team of five post-secondary students conduct door-to-door interviews with business owners/leadership teams
- Targets all publicly accessible (signed) businesses in Niagara, in urban and rural areas
- The NEI has been conducted annually except for a 2-year reporting gap from 2020 – 2021 as a result of the COVID-19 pandemic

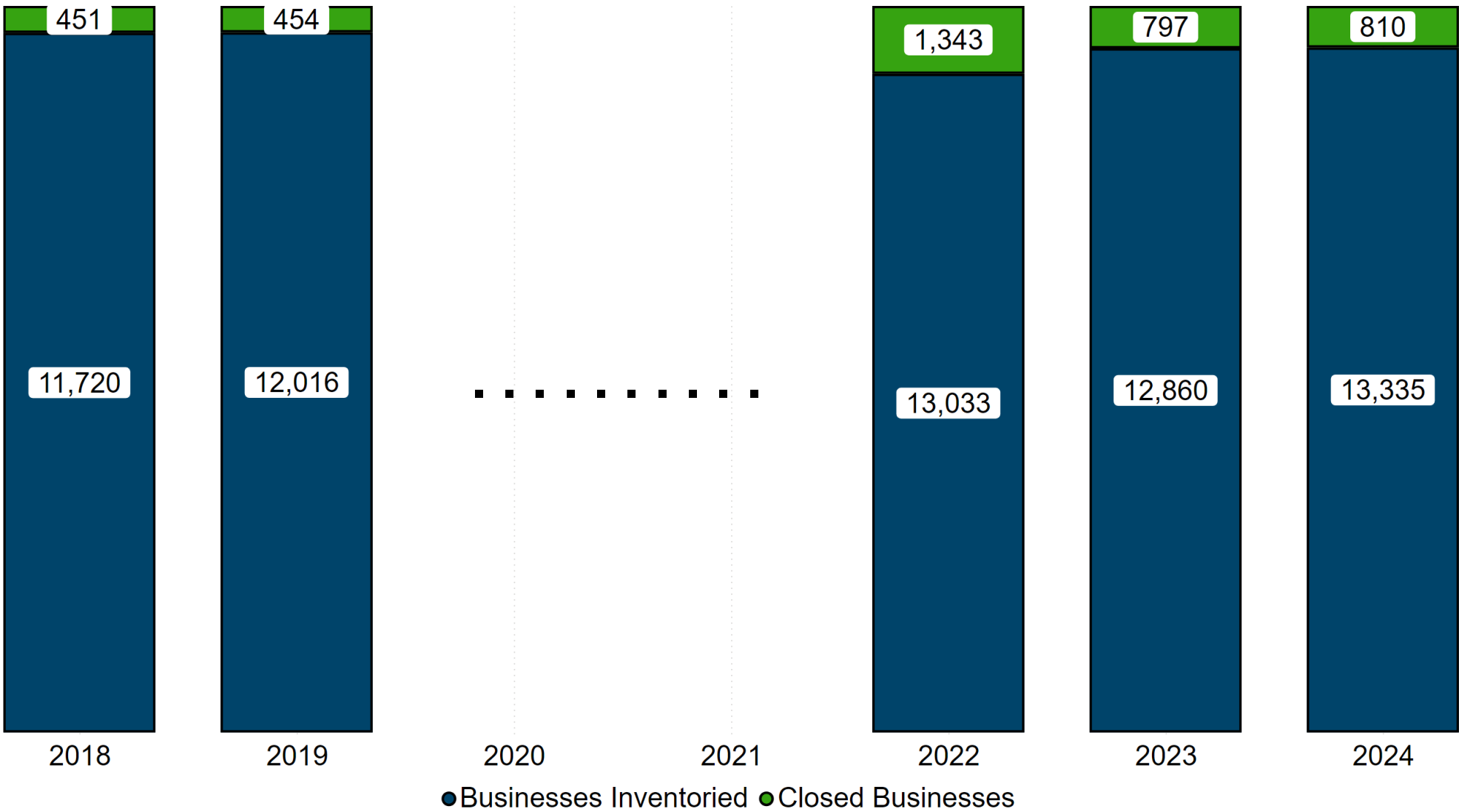
# How is the Data used?



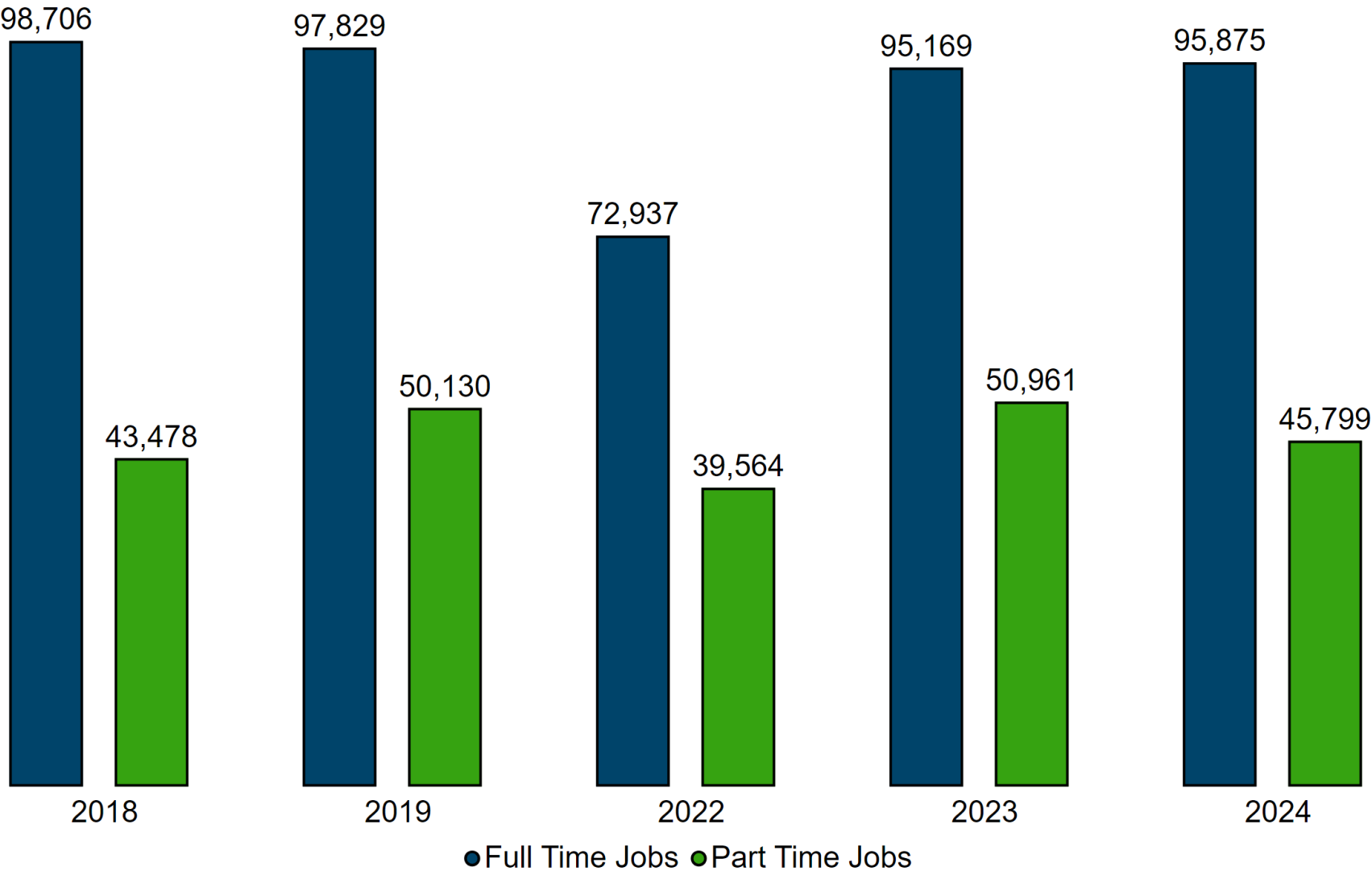
# 5-Year Participation Rate Trend



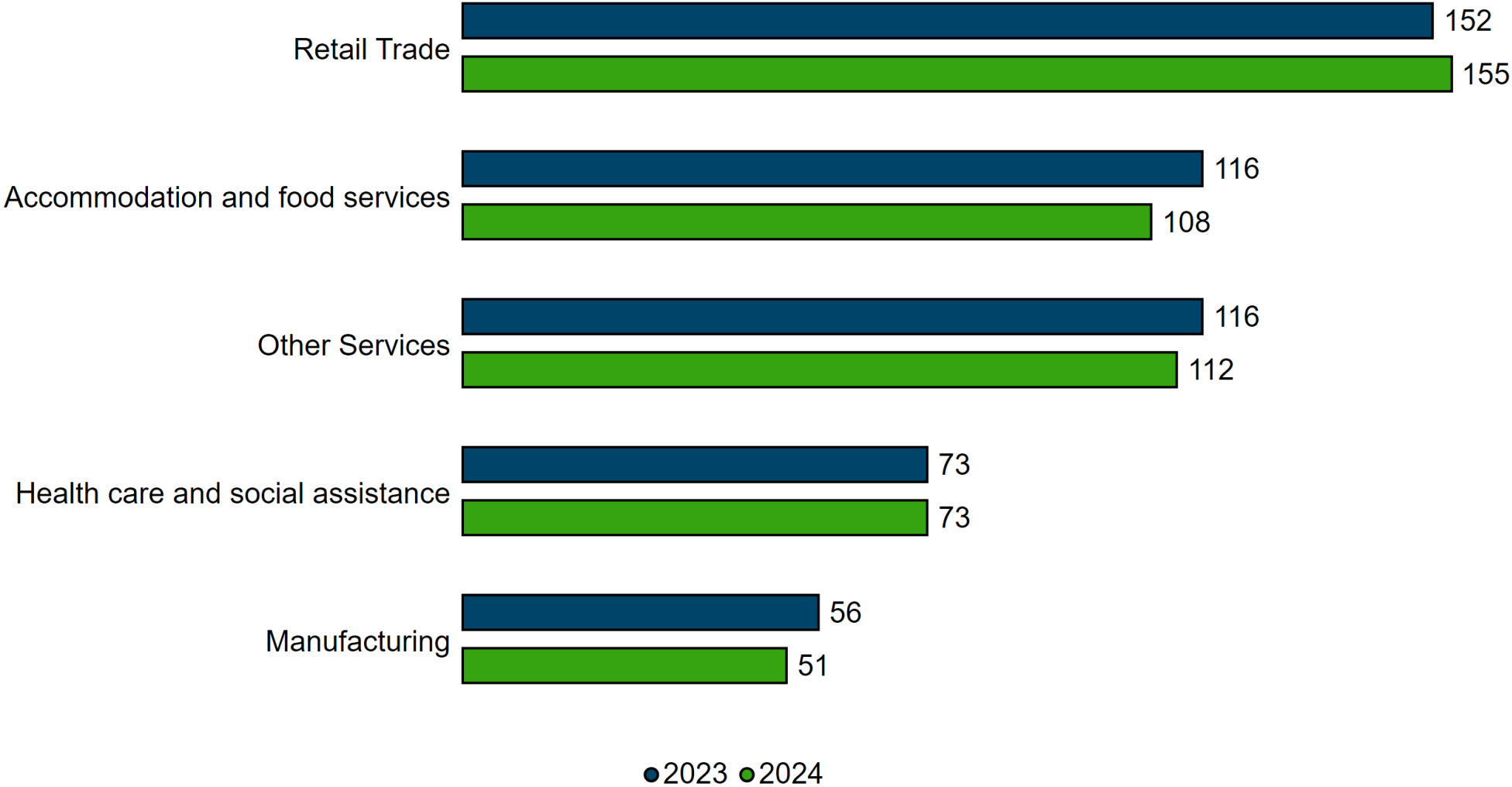
# 5-Year Business Rate Trend



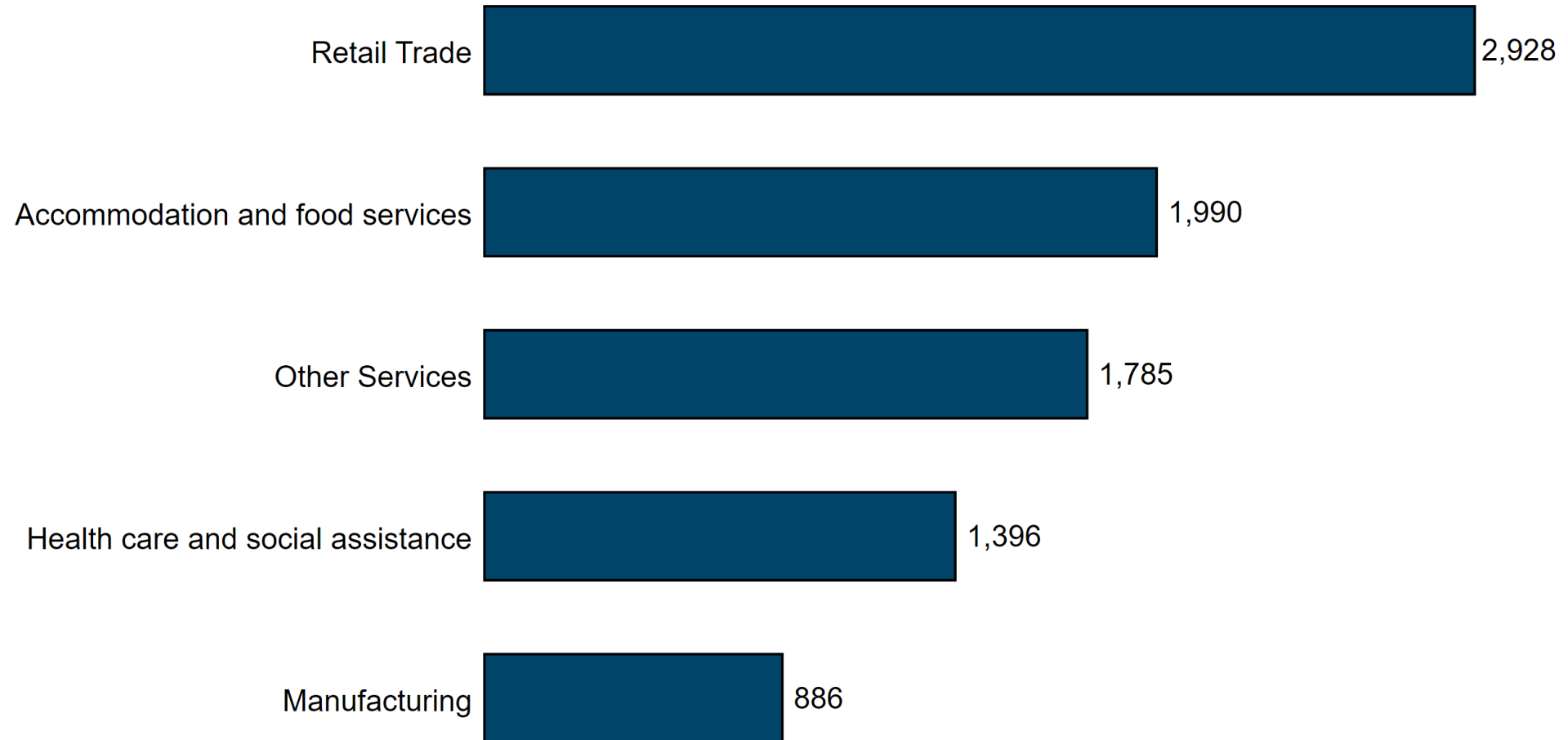
# 5-Year Full-time/Part-time Trend



# 2-Year Closed Businesses by Sector



# Top 5 NAICS Sectors: Businesses



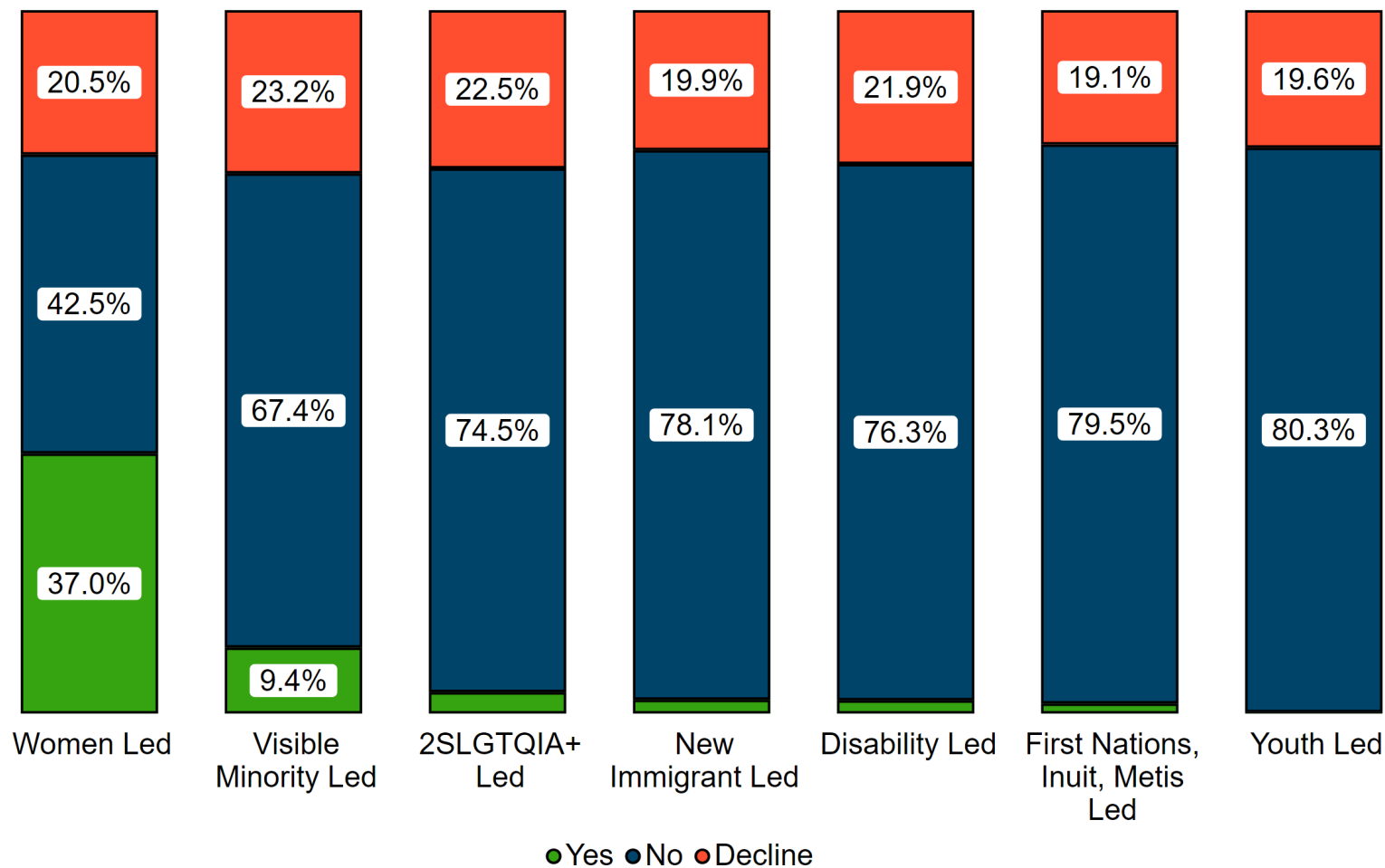


# Top 5 NAICS Sectors: Jobs



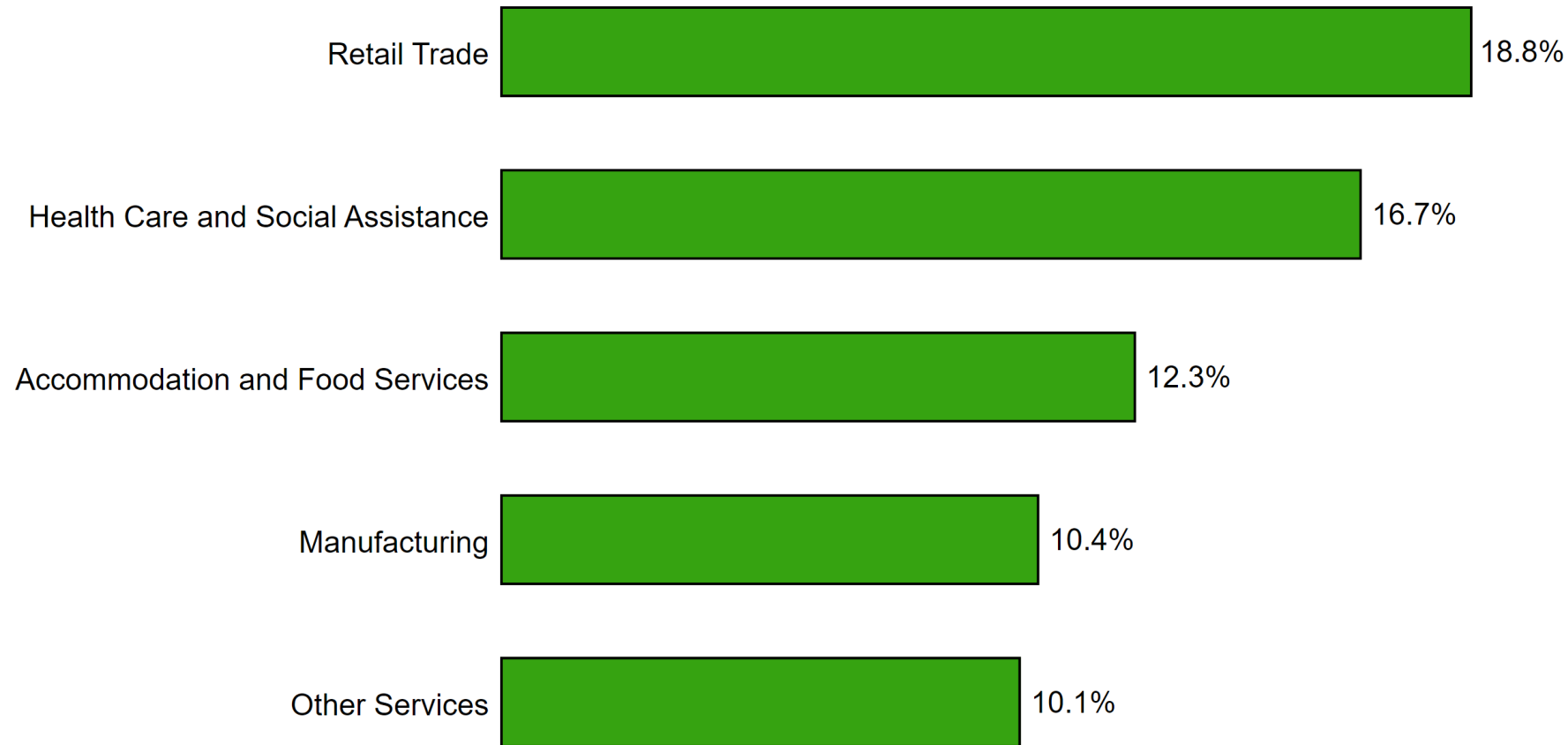
# Diversity, Equity and Inclusion Demographics:

Is your business led or owned (+50%) by any of the following?



# Diversity, Equity and Inclusion

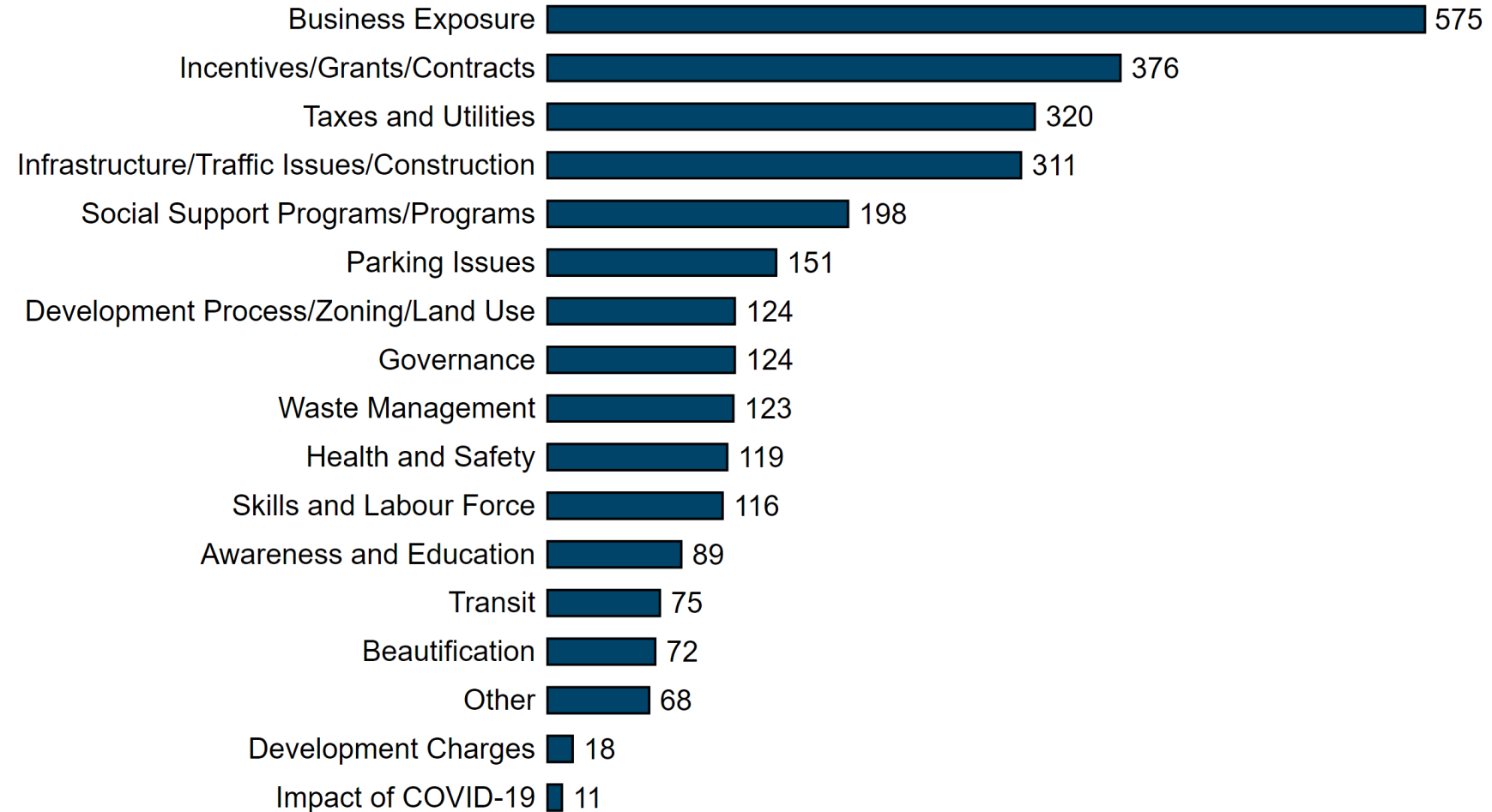
## Primary Sector Breakdown



# Engaging the Business Community

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

2,870 responses received



# Key Highlights

- Participation rate increased by 6%
- 158 new businesses in 2024
- Retail trade, Accommodation, and Other Services are the top business sectors for the 3rd year in a row
- ~20% participation rate for DEI
- What Can Niagara Do (WCND) top theme: business exposure