

2024 Niagara Region Employment Inventory Results

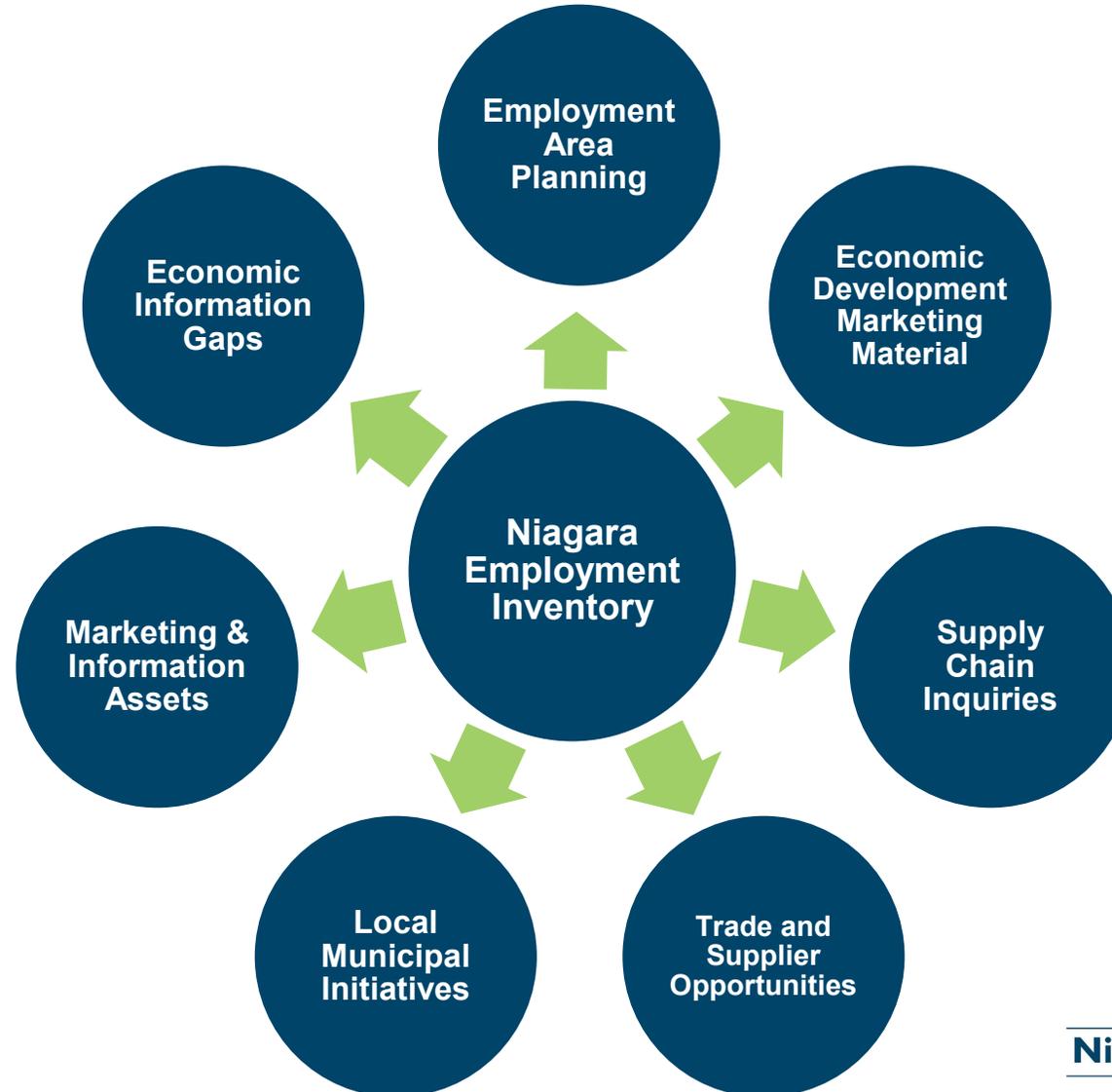
Planning and Economic Development Committee

February 05, 2025

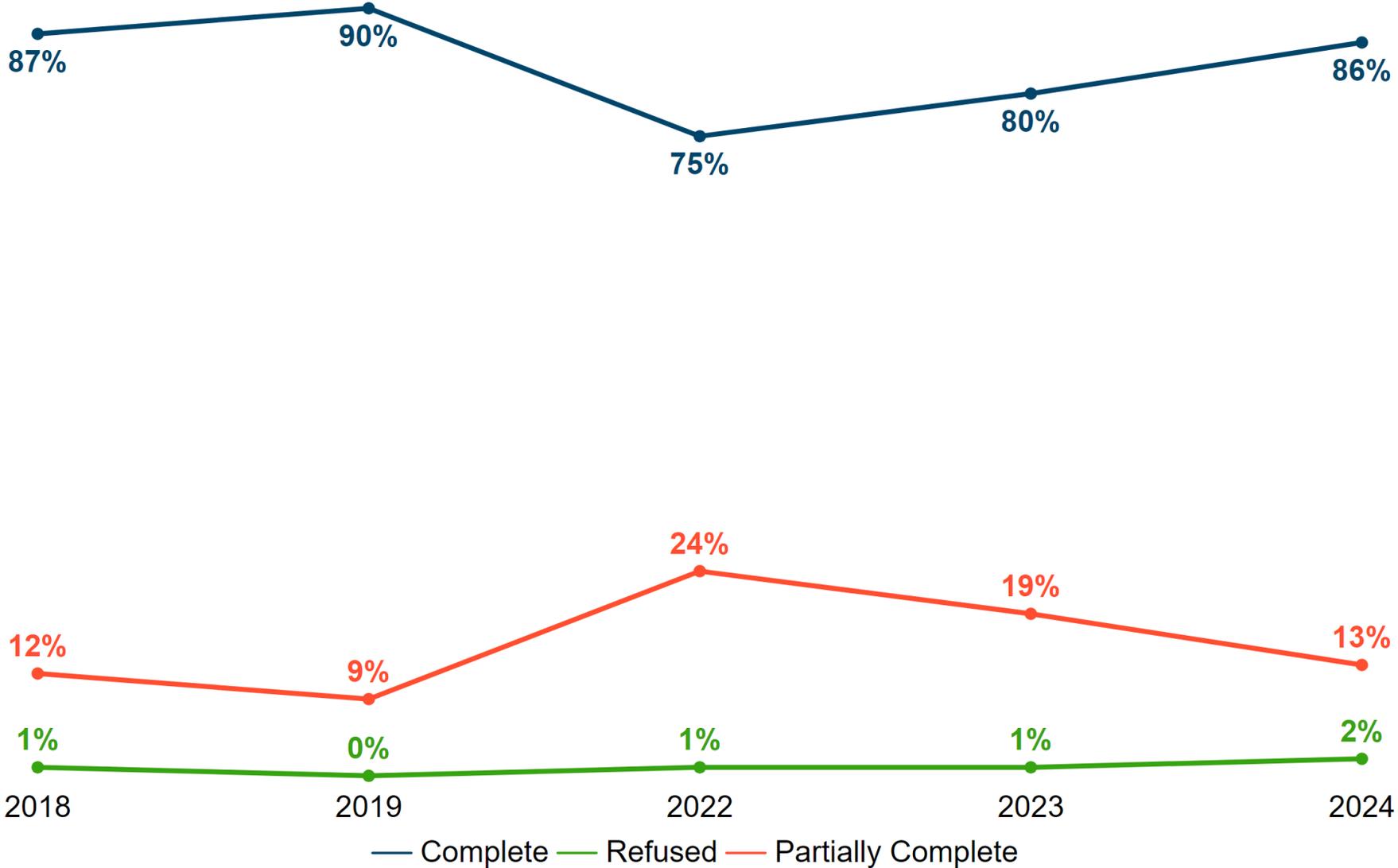
Employment Inventory Overview

- 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

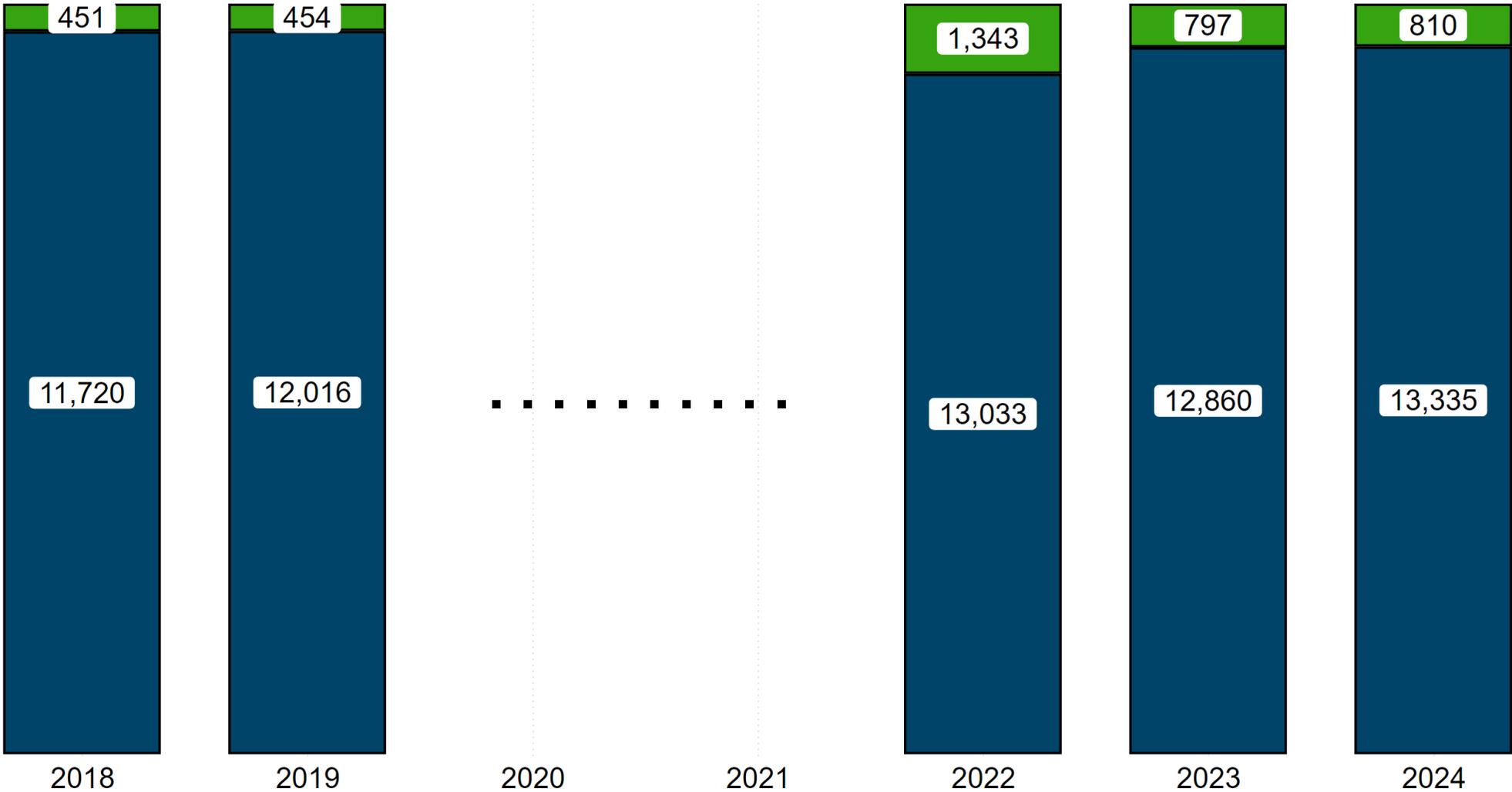
How is the Data used?



5-Year Participation Rate Trend

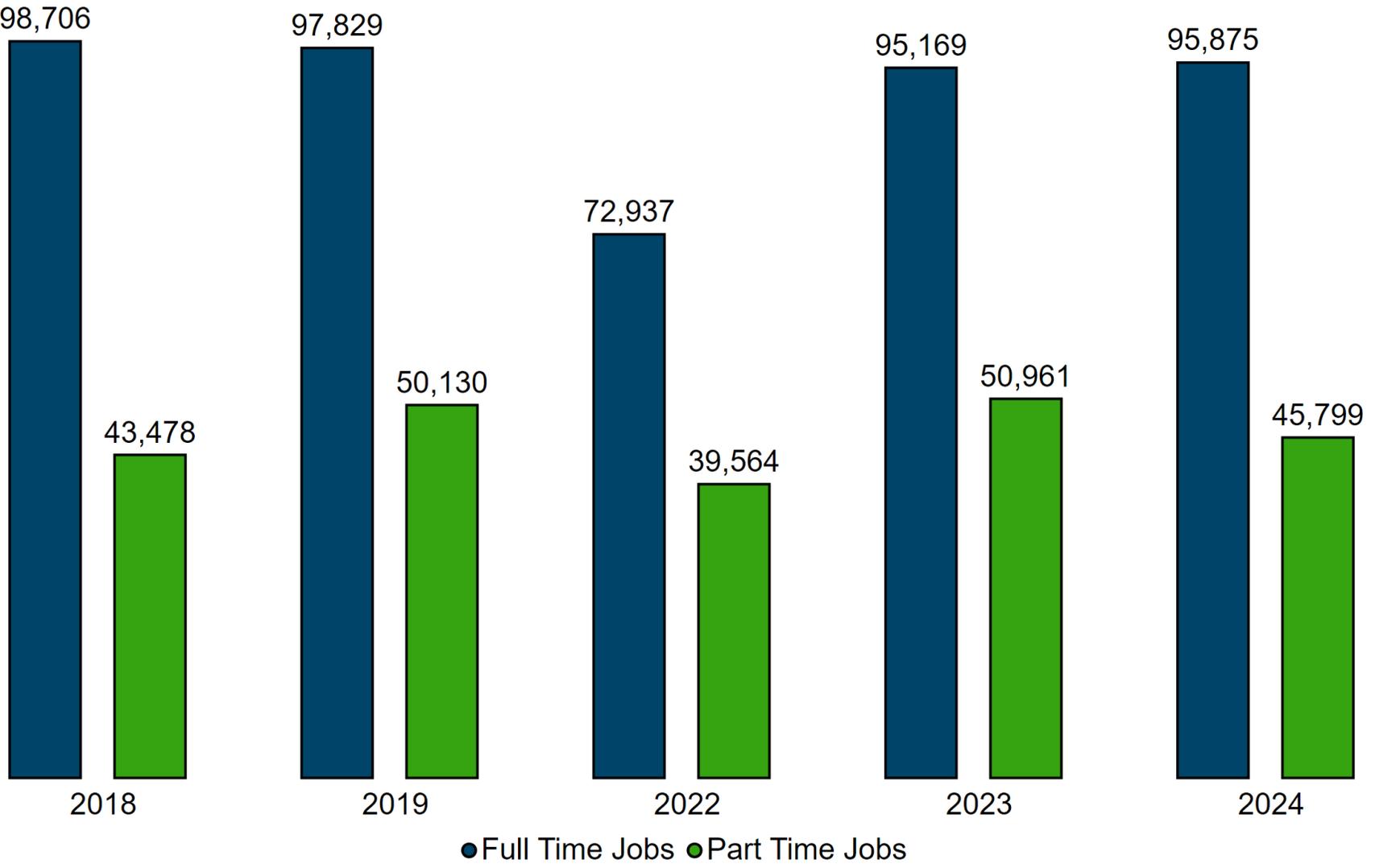


5-Year Business Rate Trend

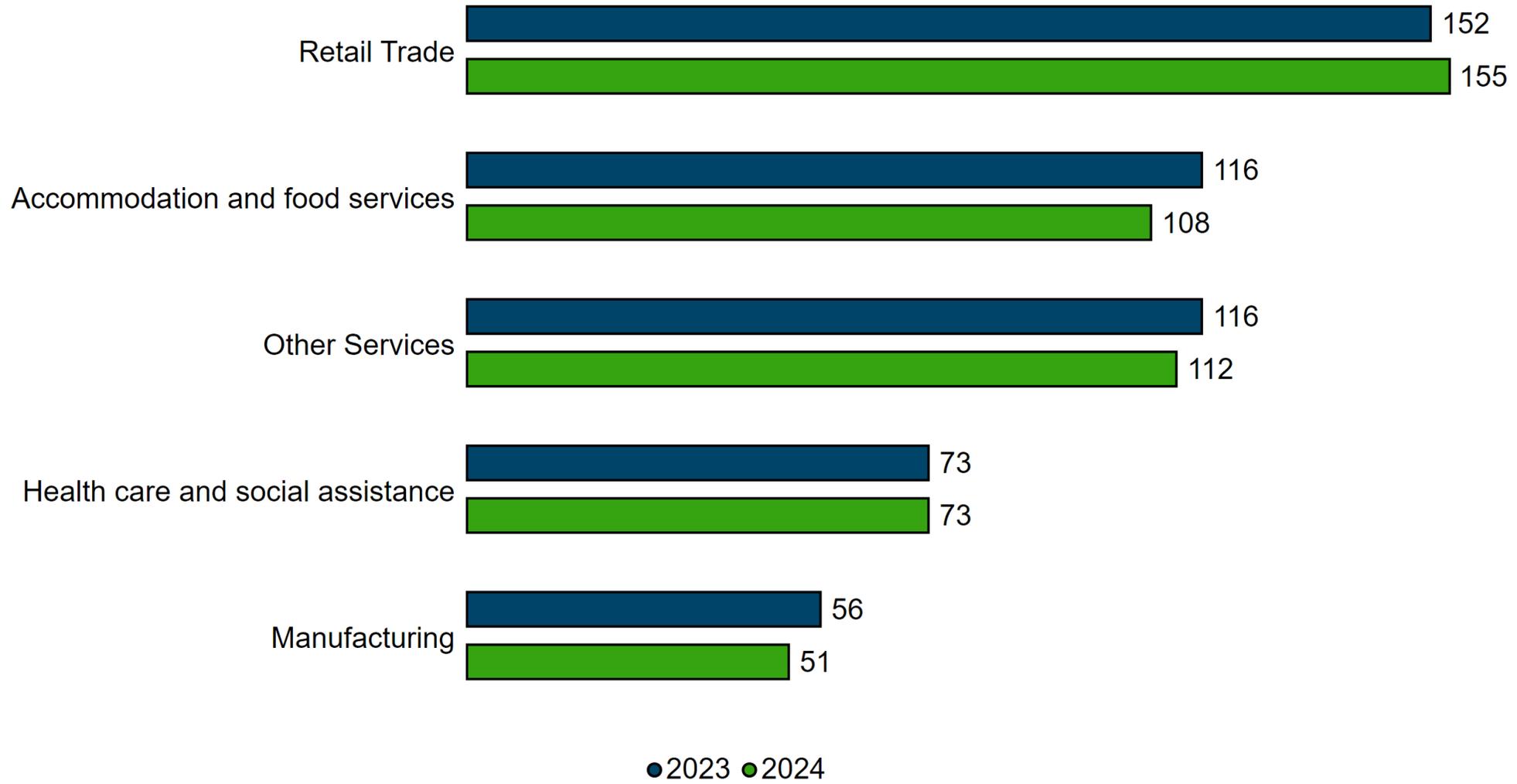


● Businesses Inventoried ● Closed Businesses

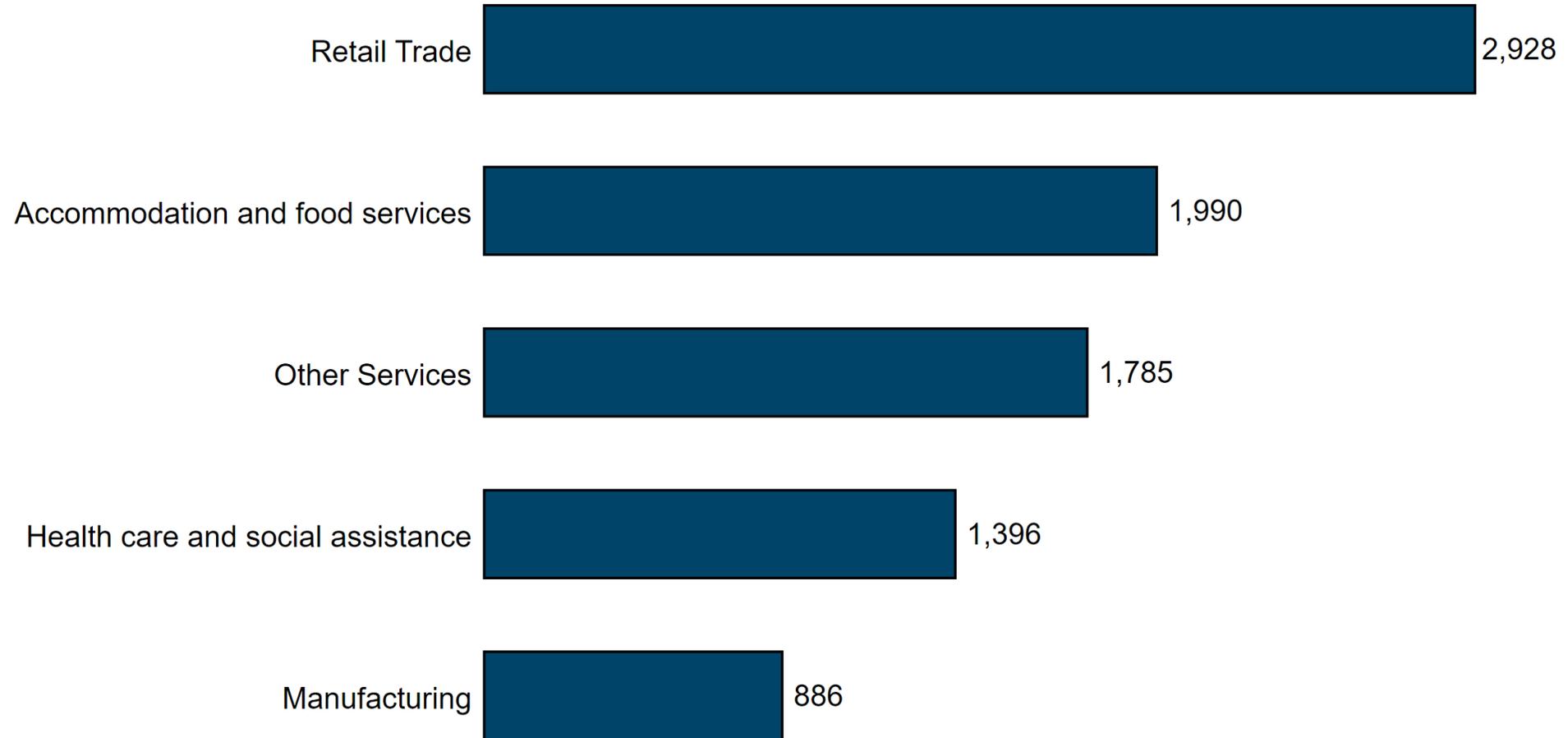
5-Year Full-time/Part-time Trend



2-Year Closed Businesses by Sector



Top 5 NAICS Sectors: Businesses

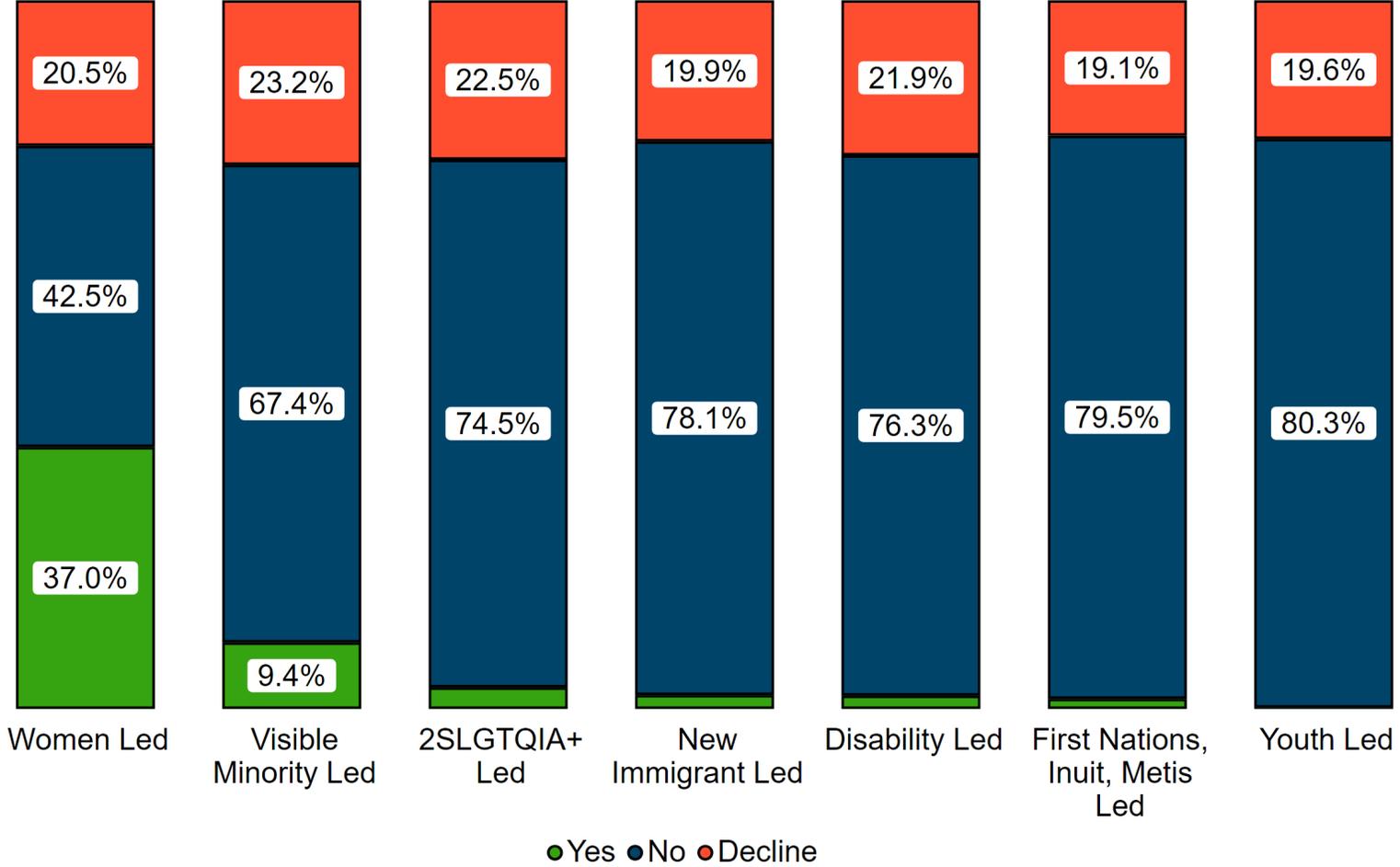


Top 5 NAICS Sectors: Jobs

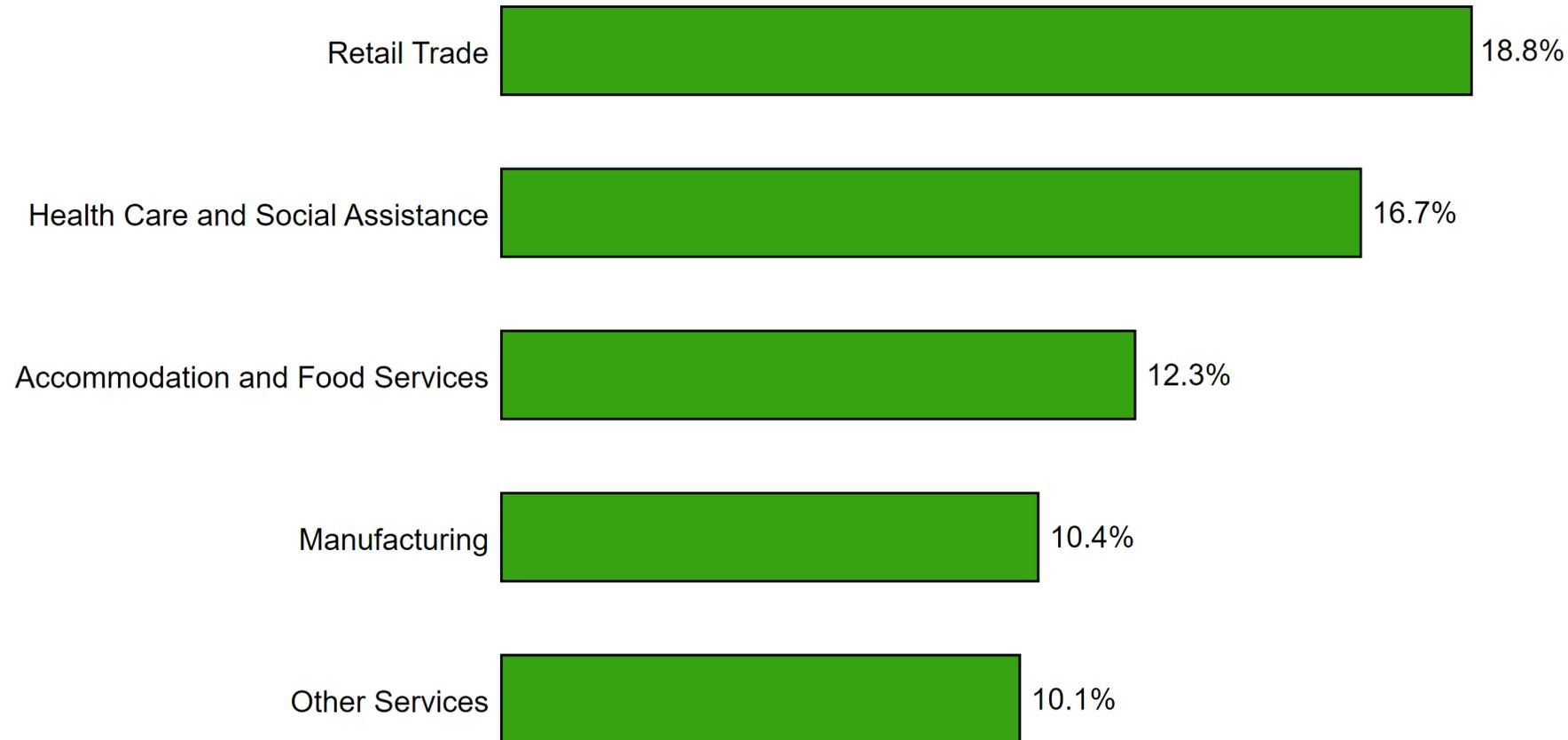


Diversity, Equity and Inclusion Demographics:

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



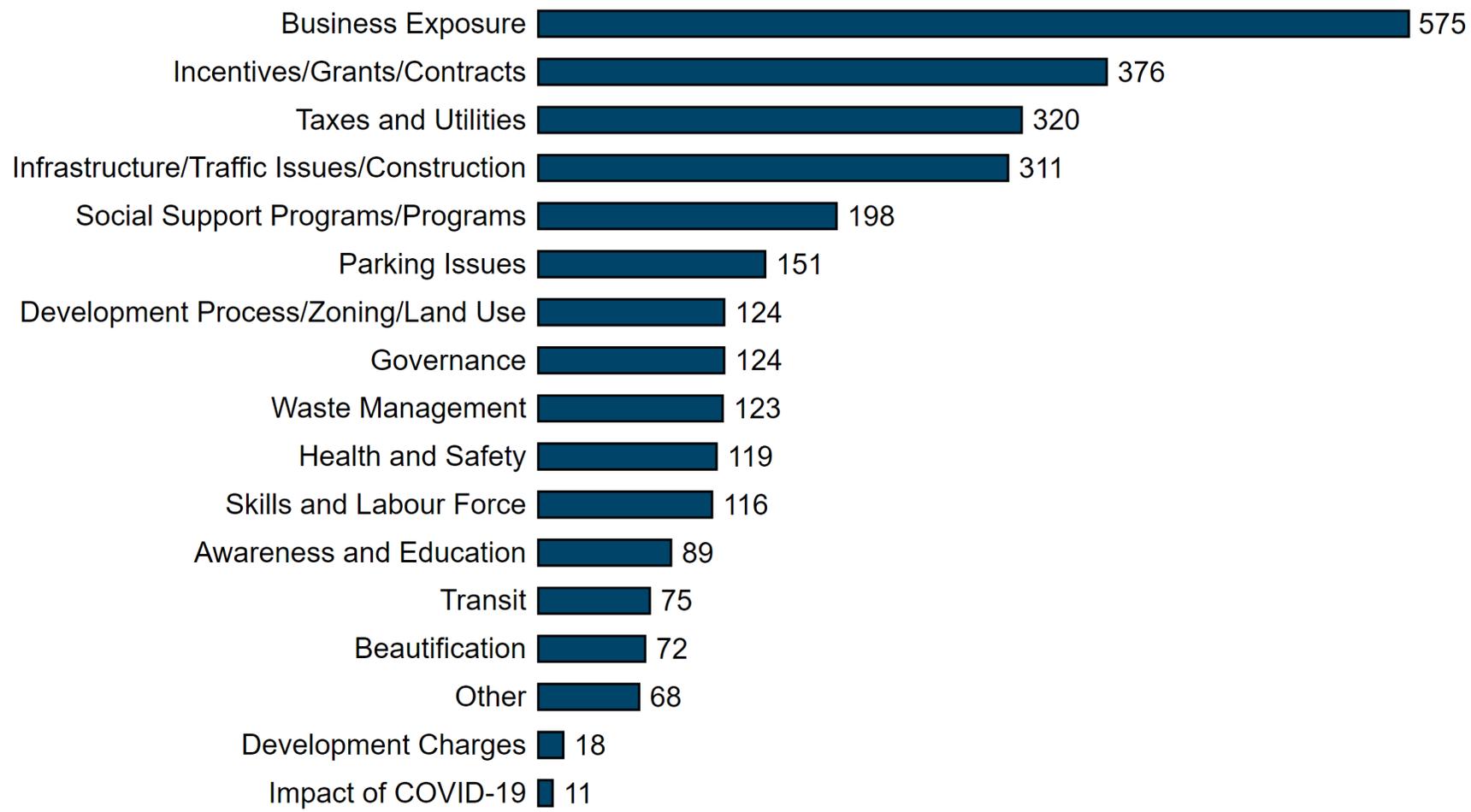
Diversity, Equity and Inclusion Primary Sector Breakdown



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