

2023 Municipal Snapshot

WAINFLEET

A Supplement to the Annual Labour Market Report

POPULATION TRENDS

According to the 2021 Census, Wainfleet was home to 6,887 people. From 2016-2021, Wainfleet's population grew by 8.1%, welcoming 515 new residents (see **Table 1**). Men made up 51.1% of the population, while women accounted for 48.9% in 2021 (**Figure 1**).

Table 1: Population Count, Census 2016 vs. Census 2021

Wainfleet	2016	2021	Change 2016-2021	% Change 2016-2021
Total	6,372	6,887	515	8.1%

Figure 1: Population Breakdown, By Gender, Census 2016 vs. 2021

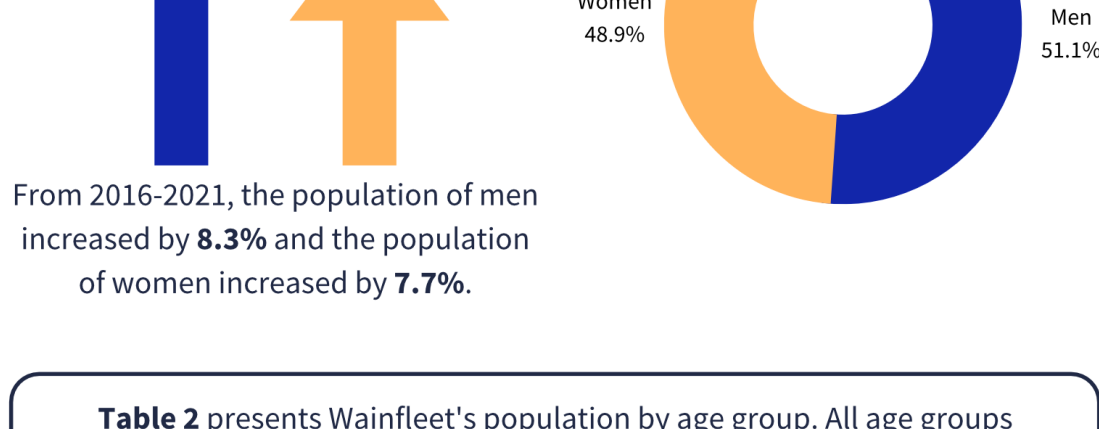


Table 2 presents Wainfleet's population by age group. All age groups increased between 2016 and 2021, except for the 15-24 age cohort which saw a decrease of 11.7%. The 65 and older age group experienced the largest increase (23.5%) followed by the 0-14 age cohort (11.1%).

Table 2: Population Changes By Age Group, Census 2016 vs. 2021

Age	2016	2021	% Change
0-14	990	1,100	11.1%
15-24	815	720	-11.7%
25-64	3,405	3,625	6.5%
65+	1,170	1,445	23.5%

INCOME

Table 3 shows the median total income for individuals living in Wainfleet for the year 2020. Women reported a median income of \$34,400 compared with \$50,800 for men.

Table 3: Median Total Income in 2020 Among Recipients

2020 Income		
Total	Men	Women
\$42,000	\$50,800	\$34,400

In 2020, the plurality of Wainfleet's residents was in the income group of \$50,000 to \$99,999, which increased by 26.5% between 2015 and 2020. The income group of \$150,000 and over doubled during this time, whereas the income group of under \$10,000 (including loss) experienced the largest percentage decrease of 39% (**Figure 2**).

Figure 2: Income Group Statistics



JOB DEMAND

We estimate job demand through the aggregation of public-facing, online job postings. Between January 2023 and August 2023, there were **21 new job postings** listed in Wainfleet. There are likely more available jobs in Wainfleet during this time, but employers may use alternate methods of hiring (e.g., word of mouth rather than online job posts). The five most common occupations listed in Wainfleet's job postings are shown in **Figure 3**.

Figure 3: Top Five Occupations Found in Job Postings, Wainfleet

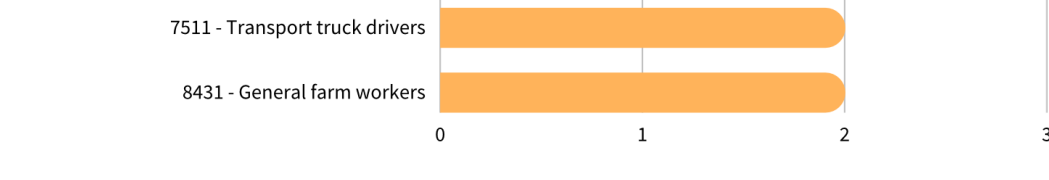
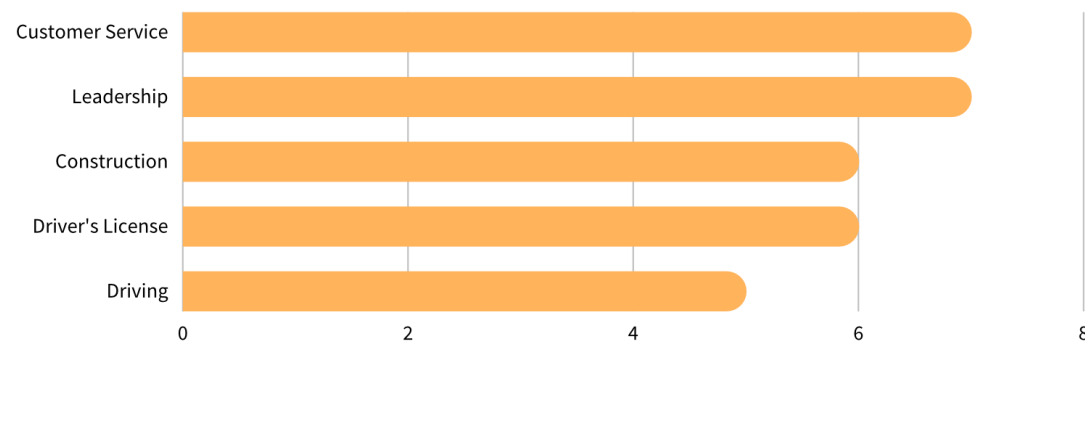


Figure 4 shows the most required skills across job postings between January 2023 and August 2023.

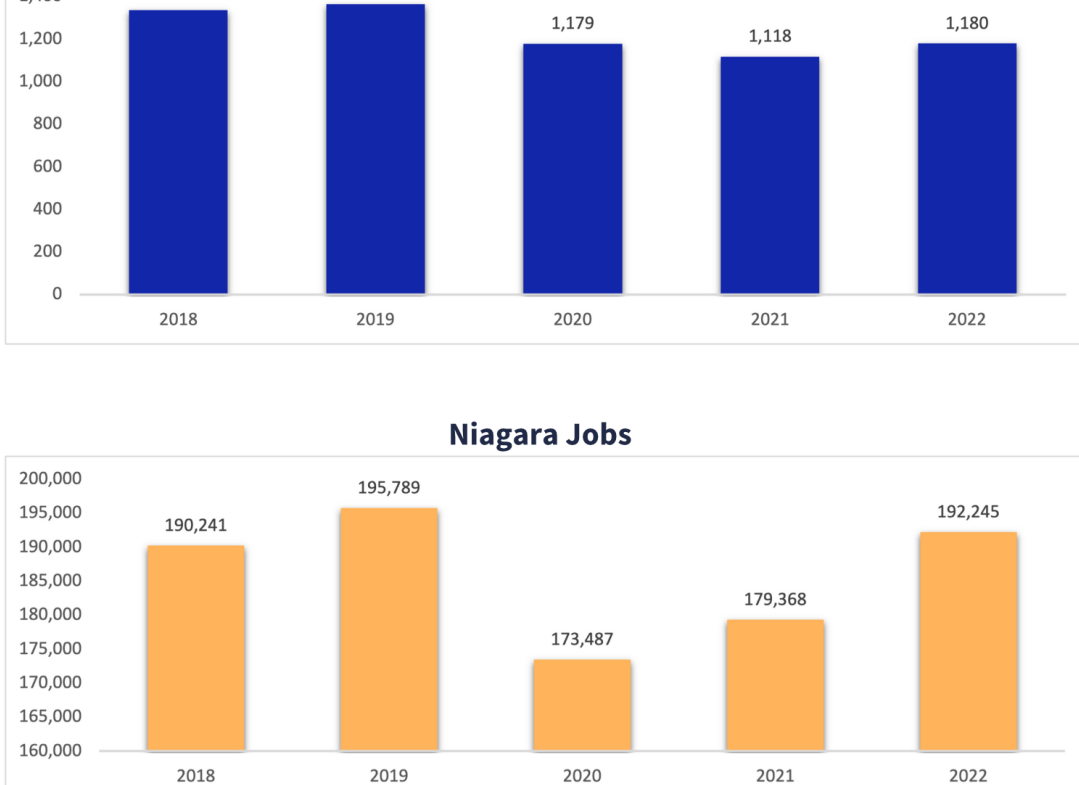
Figure 4: Top In-Demand Skills Based on Posting Count



JOBS PROFILE

In 2022, there were 1,180 jobs in Wainfleet, representing 0.6% of all jobs in the Niagara region. Wainfleet gained 62 jobs (or 5.5%), between 2021 and 2022. The level of job growth was lower than the regional job growth of 7.2% during the same time (see **Figure 5**).

Figure 5: Number of Jobs in Wainfleet and Niagara Region, 2018-2022



INDUSTRY, OCCUPATIONS AND WAGES, 2022

Tables 4 and 5 present occupation and industry job counts, wages, and location quotients (LQ). An LQ greater than 1.0 indicates that an occupation/industry is more concentrated in Wainfleet relative to Ontario as a whole.

Table 4 shows the top occupations in Wainfleet by the number of jobs in 2022.

Table 4: Top 5 Occupations By Number of Jobs, 2-Digit NOC, Wainfleet, 2018-2022

Occupation	2018 Jobs	2022 Jobs	% Change	2022 LQ	Average Wages Per Job
Professional occupations in law, education, social, community and government services	122	124	1%	1.41	\$91,593
Technical trades and transportation officers and controllers	149	105	-30%	1.39	\$65,730
Sales and service support occupations	96	91	-5%	0.83	\$33,397
Sales and service representatives and other customer and personal services occupations	110	91	-18%	0.94	\$45,085
Harvesting, landscaping and natural resources labourers	93	78	-16%	8.11	\$37,930

Table 5 presents the top 5 largest industries in Wainfleet by number of jobs in 2022. These jobs make up 36.2% of all jobs in Wainfleet.

Table 5: Top 5 Industries By Number of Jobs, 4-Digit NAICS, Wainfleet, 2018-2022

Industry	2018 Jobs	2022 Jobs	% Change	2022 LQ	Median Wages Per Job
Elementary and secondary schools	121	122	1%	2.39	\$64,704
Farms	166	114	-32%	15.23	\$37,040
Local, municipal and regional public administration	55	70	27%	2.14	\$70,146
General freight trucking	66	61	-8%	7.47	\$62,000
Other amusement and recreation industries	20	61	201%	5.40	\$31,332

Sources

Table 1, Figure 1, Table 2, Figure 2
 • Statistics Canada. 2022. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released August 17 2022.
 • Statistics Canada. 2017. Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29 2017.
 Table 3
 • Statistics Canada. 2022. Census Profile. 2021 Census. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released August 17 2022
 Figure 3, Figure 4
 • Workforce Collective job demand aggregator
 Figure 5, Table 4, Table 5
 • Lightcast™. 2023. I run – employees, accessed August 10, 2023. Access to Lightcast is supported through the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The views expressed in this report do not necessarily reflect those of OMAFRA.