



2019 MUNICIPAL SNAPSHOT WAINFLEET

A Supplement to NWPB's Labour Market Planning Report

INTRODUCTION

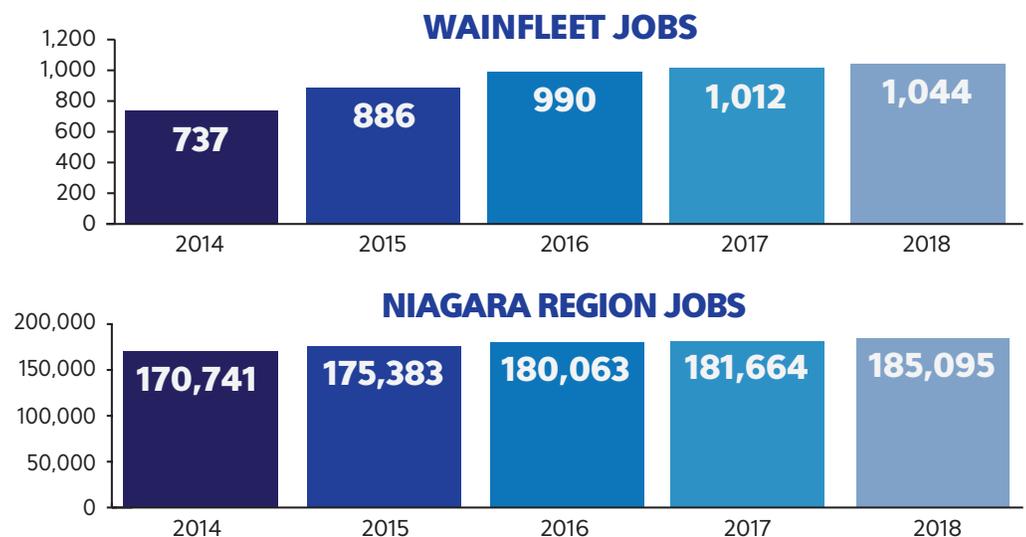
NWPB's annual Local Labour Market Report provides data at a regional level. However, consultations with local organizations and stakeholders have indicated a need for data at a deeper resolution. Thus, NWPB is pleased to continue providing annual municipal snapshots.

NWPB welcomes your comments and feedback on these documents.

WAINFLEET JOBS PROFILE, 2018

In 2018, there were an estimated **1,044** jobs in Wainfleet, which represented **0.6%** of all jobs in the Niagara region. Wainfleet saw an estimated increase of **32** jobs (or **3.2%**), between 2017 and 2018. This level of job growth was **larger** than the regional job growth of **1.9%** during the same time. These data are presented in Figure 1.

FIGURE 1. NUMBER OF JOBS IN WAINFLEET AND NIAGARA, 2014-2018



EMSI Analyst, 2019.1 run, employees, Wainfleet

Tables 1 and 2 present occupational and industrial location quotients (LQ). An LQ greater than 1.0 indicates that an occupation or industry is more heavily concentrated in Wainfleet relative to the rest of Ontario. In other words, it allows us to see the areas in which a municipality has a particular advantage. The five most common occupations within Wainfleet, based on the number of 2018 jobs, are presented in Table 1.

TABLE 1. TOP 5 OCCUPATIONS BY NUMBER OF JOBS, 2 DIGIT NOC, WAINFLEET, 2014-2018

OCCUPATION	2014 JOBS	2018 JOBS	CHANGE	% CHANGE	2018 LQ	2018 MEDIAN INCOME
Industrial, electrical & construction trades	51	81	30	58.8%	1.97	\$58,487
Transport & heavy equipment operation & related maintenance occupations	62	77	15	24.2%	2.55	\$44,347
Workers in natural resources, agriculture & related production	44	69	25	56.8%	15.30	\$30,029
Maintenance & equipment operation trades	42	64	22	52.4%	2.28	\$61,246
Sales representatives & salespersons - wholesale & retail trade	36	54	18	50.0%	1.06	\$40,143

EMSI Analyst, 2019.1 run, employees, Wainfleet

Table 2 provides job counts within a given industry in Wainfleet. Of note, jobs within the **farming industry** are vastly more represented in Wainfleet compared to the rest of Ontario. This industry has an LQ of **19.48**, meaning it is 19.48 times more concentrated in Wainfleet than Ontario as a whole.

TABLE 2. TOP 5 INDUSTRIES BY NUMBER OF JOBS, 4 DIGIT NAICS, WAINFLEET, 2014-2018

INDUSTRY	2014 JOBS	2018 JOBS	CHANGE	% CHANGE	2018 LQ	2018 AVERAGE INCOME
Farms	82	131	49	59.8%	19.48	\$27,063
Elementary & secondary schools	69	68	-1	-1.4%	1.46	\$63,850
Full-service restaurants & limited-service eating places	33	67	34	103.0%	1.11	\$17,738
Religious organizations	39	57	18	46.2%	14.54	\$35,892
Building equipment contractors	31	56	25	80.6%	3.24	\$61,386

EMSI Analyst, 2019.1 run, employees, Wainfleet



COMMUTER FLOW

This section presents data on Wainfleet's commuting workforce. Figure 2 presents the number of people who fall within each commuter category: those who live and work in Wainfleet, those who live elsewhere and commute into Wainfleet for work, and those who reside in Wainfleet but leave for work in other municipalities.

FIGURE 2. COMMUTER POPULATIONS, WAINFLEET



Statistics Canada. Census 2016 data. Custom data tabulation

NWPB is able to identify the occupations in which Wainfleet's commuting residents are working. Table 3 outlines the top three commuter destinations for Wainfleet's residents (other than commuting within Wainfleet). This table also outlines the two occupations with the most commuters for each destination and the commuters' median employment income.

TABLE 3. PLACE OF EMPLOYMENT AND TOP OCCUPATIONS FOR PEOPLE COMMUTING OUT OF WAINFLEET

PLACE OF EMPLOYMENT	TOTAL COMMUTERS	OCCUPATION	NUMBER OF COMMUTERS	MEDIAN INCOME, 2015
Welland	370	Business, finance & administration occupations	90	\$38,993
		Sales & service occupations	80	\$21,605
Port Colborne	280	Sales & service occupations	70	\$10,949
		Trades, transport & equipment operators & related occupations	55	\$63,624
St. Catharines	240	Business, finance & administration occupations	45	\$43,220
		Trades, transport & equipment operators & related occupations	35	\$49,815

Statistics Canada. Census 2016 data. Custom data tabulation.

Note: Median and average incomes that would fall below the minimum wage are generally indicative of part-time or part-year employment.

JOB DEMAND IN WAINFLEET

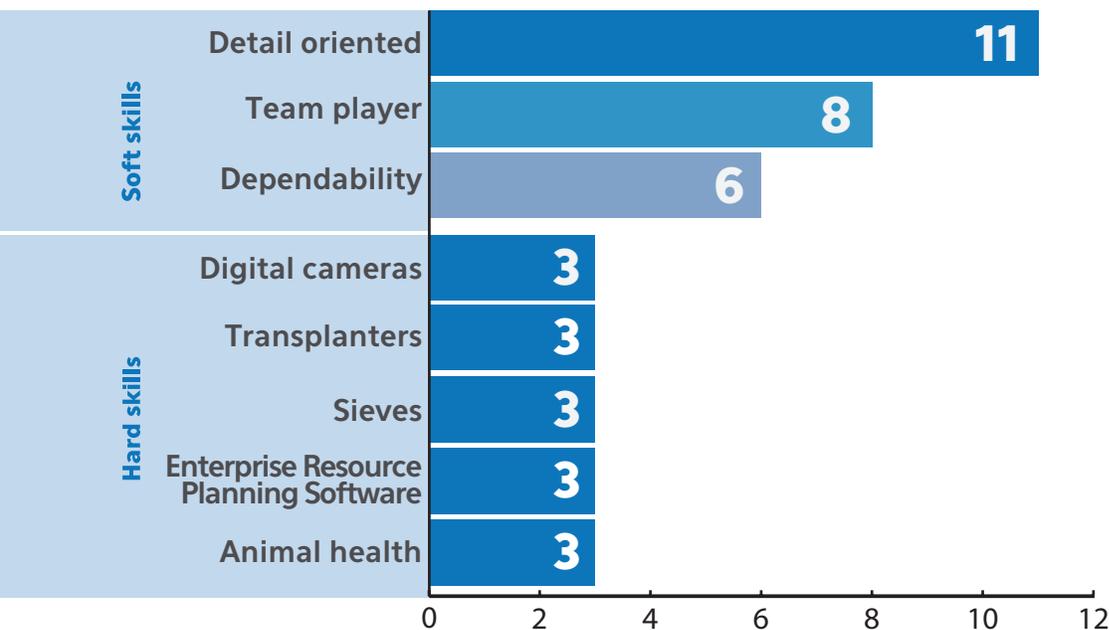
NWPB estimates job demand through the aggregation of public-facing, online job postings. Between January 1, 2018 and December 31, 2018 there were **41** job postings in Wainfleet.

The **top three occupations** in terms of demand were:

- **Sales and service occupations** (22.0% of job postings),
- **Business, finance & administration occupations** (19.5%), and
- **Natural resources, agriculture and related production occupations** (19.5%)

NWPB is also able to assess the top soft and hard skills required by employers. The top three soft skills and all measurable hard skills required across job postings in 2018 are identified in Figure 3.

FIGURE 3. MOST REQUIRED SOFT AND HARD SKILLS IN WAINFLEET JOB POSTINGS, 2018



Source: Gartner TalentNeuron; Wainfleet; January 1 – December 31, 2018; excluding Kijiji; available jobs.

WOULD YOU LIKE TO KNOW MORE?

For more information on Niagara's labour market profile, please consult our full **Local Labour Market Planning Report**. For more information on specific aspects of Wainfleet's economic outlook, please contact our CEO, **Vivian Kinnaird** (vivian@niagaraworkforceboard.ca) or visit our website: niagaraworkforce.ca

