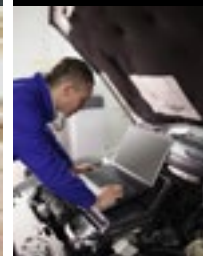




Grimsby



Labour Market Guide
2014

The Niagara Workforce Planning Board



Overview

Grimsby is home to 25,325 out of the region's 456,670 residents, as of 2011. Of these, 20,625 are over the age of 15 (i.e. of working age), and 13,745 are currently participating in the labour force—meaning that they are currently working or are actively seeking work.

The biggest industries, by employees, in 2011 were healthcare and social assistance, retail, and accommodation and food services.

Between 2001 and 2012, the number of jobs in the Niagara region increased from 175,220 to 203,650. Of that increase, 2,737 were in Grimsby.

While the regional figures represent an increase of 16%, Grimsby has taken off with a 46% increase in jobs.

Industrial profile

While the Niagara region has seen a general decline of the manufacturing sector, Grimsby has largely managed to preserve its manufacturing base, with 808 workers employed in 2001 and 826 in 2012. Healthcare and social assistance remains the dominant industry by number of workers in the region, with 1,254 jobs in 2012—an increase of 30% from 2001.

Retail trade has seen a similar increase from 912 workers to 1,164, while accommodation and food service has exploded from 481 jobs to 963.

With location quotients of 4.34 and 29.37 respectively, farms and farm product wholesaler-distributors are heavily concentrated in Grimsby, although the former has declined from 7.03 in 2011 while the latter has increased from 10.98.

Beverage and tobacco product manufacturing is also heavily concentrated in Grimsby, with an LQ of 7.39.

Poverty

Poverty figures were last available for the year 2010, when 6.6% of the Grimsby population was defined as low-income by the after-tax low-income measure (LIM-AT), compared to 13.9% in Ontario and 14.9% in Canada.

Only 7.8% of Grimsby children and youth live in poverty, compared to 17.3% in Ontario and Canada.

The proportion of senior citizens in poverty, at 4.1%, is less than half the provincial figure of 8.3%, and under a third of the Canadian proportion of 13.4%.



Income

Grimsby has a lesser reliance on government transfers for income than the rest of Ontario, with \$88.50 of every \$100 in income measured as market income (in Ontario, the figure is \$87.70). 7.8% of Grimsby's income comes from retirement pensions, superannuation and annuities (7% in Ontario), and 3.9% from Pension Plan benefits (3.4% in Ontario).

The Grimsby population is wealthier than the Canadian profile. 44.1% of residents have an income of less than \$27,815, which is the median Canadian income for all individuals over the age of fifteen. Grimsby also has a smaller proportion of extreme poor, with 21.7% of residents earning less than \$12,025 (the lowest Canadian quartile). More residents fit into the third quartile (\$27,815-51,304), at 23.5%, but there are many more wealthier residents in Grimsby, with 32.5% of the population in the fourth quartile of \$51,305 and over. Mean earnings in 2011 were \$41,800, or 91% of the national average.

Of the working population in Grimsby, 49.7% worked full-time all year round, compared with 52.2% of Ontarians. Their median income was \$58,803, while Ontarians in the same category earned \$50,116. The three most common full-year, full-time occupations were industrial, electrical, and construction trades, administrative and financial supervisors and occupations, and middle management in retail and wholesale trade and in customer service.

Workers in all categories earned substantially more than the Ontario and Canadian averages in those occupations, making \$53,915, \$50,291 and \$56,283 respectively, against Ontario medians of \$50,348, \$48,182, and \$45,682 and Canadian medians of \$49,983, \$45,758 and \$44,253. The median after-tax income of economic families in Grimsby in 2010 was \$79,751 against \$71,128 in Ontario. In all household sizes, Grimsby residents earned substantially more than the provincial median.

Unemployment

In 2012, Grimsby ranked fifth out of the twelve communities in the Niagara region for lowest unemployment rate.

The participation rate is the proportion of the population that are currently working, whether full-time or part-time and no matter their field, and all those who are actively seeking employment. It does not include those who are no longer working due to advanced age, who are too young to have entered the workforce, or are not working or seeking work because they are in education, are ill, are caring for relatives, and so forth.

The employment rate is the proportion of the population currently working. It includes the self-employed. The unemployment rate, conversely, is the proportion of the population that wants to work and is actively looking for a job, but cannot find one.

Grimsby boasts the second highest participation and employment rates in the Niagara region. High labour participation explains how the unemployment rate can remain relatively high in these circumstances.

Region	Participation	Employment	Unemployment
Fort Erie	60.1%	55.2%	8.2%
Grimsby	66.6%	61.6%	7.5%
Lincoln	64.0%	60.6%	5.4%
Niagara Falls	63.6%	57.9%	8.9%
NOTL	57.3%	53.8%	6.1%
Pelham	63.2%	59.4%	5.9%
Port Colborne	56.2%	51.6%	8.2%
St. Catharines	61.7%	55.7%	9.7%
Thorold	64.2%	58.6%	8.9%
Wainfleet	62.8%	55.6%	11.5%
Welland	59.3%	53.6%	9.5%
West Lincoln	69.0%	66.0%	4.3%
Ontario	65.5%	60.1%	8.3%



The health care and social assistance, wholesale trade, and other services (except public administration) industries have all added over 200 jobs each over the last ten years. However, the health care and social assistance industry shed a large number of jobs after 2012, probably due to closures and consolidations. Due to the aging population of the Niagara region and its increasing popularity as a retirement destination, this industry is expected to grow by 15% by 2020.

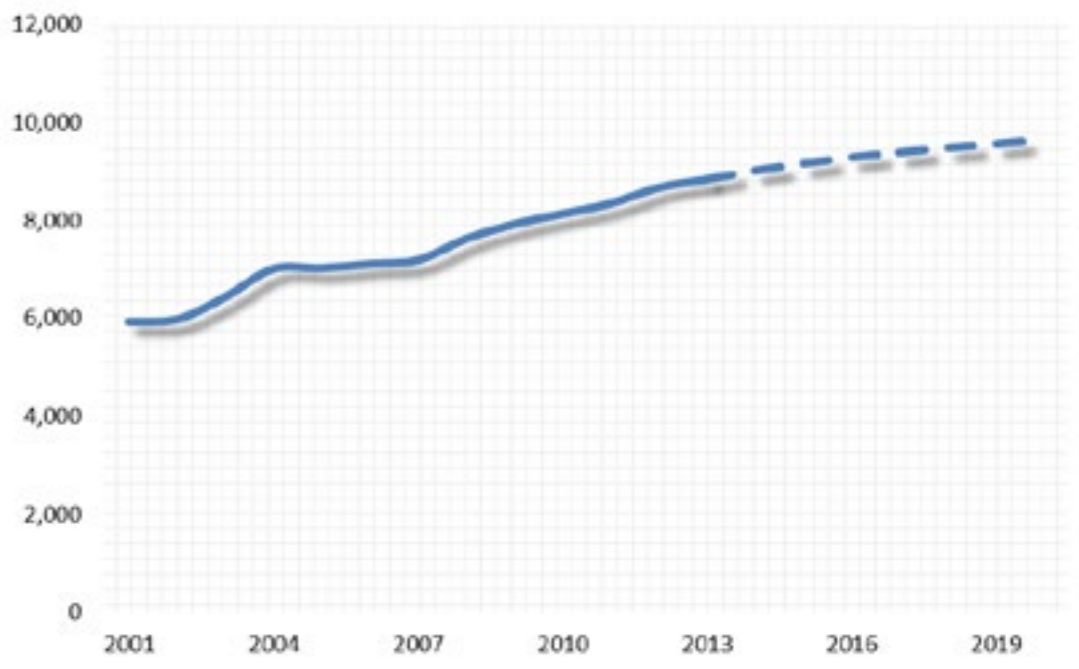
Utilities are the best-paying industries in Grimsby, but employ a negligible number of people (a total of 46 in 2012). Of the significant industries by employment (those employing more than 300 people in 2012, the best-paying were education (averaging \$60,652), construction (\$59,508), wholesale trade (\$55,922), manufacturing (\$53,736), and health care and social assistance (\$42,034). The worst-paid were accommodation and food services, averaging only \$17,415.

Growth industries

Jobs history and projections

Grimsby did not share in the effects of the economic downturn that affected many other municipalities in the Niagara region. Job growth is projected to continue, albeit at a slower rate, through 2020.

These data are gathered from the Survey of Employment, Payrolls and Hours, the Labour Force Survey, the Census, and Canadian Business Patterns.



The creative class

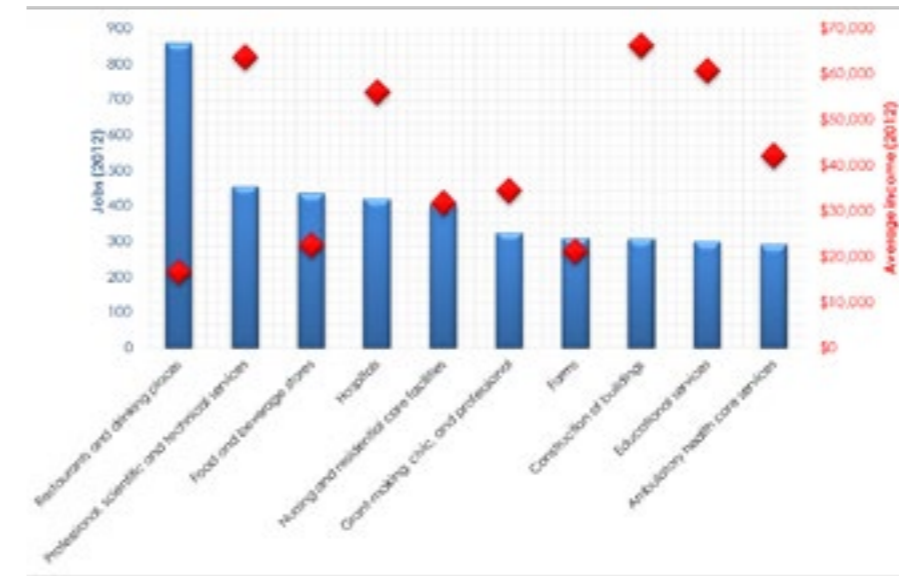
In 2012, 2,245 Grimsby residents were members of the creative class. This number has grown 48% since 2001, when the class numbered 1,520 workers; the occupational group is expected to add another 341 jobs by 2020—an increase of 15% — bringing the total to 2,586. Grimsby’s creative class has a national location quotient of 0.87, meaning there are fewer of these workers here than you would expect to find, compared to the country. Most of them were employed in the public sector, and median hourly earnings in 2012 were \$31.45.

With 7,855 workers leaving Grimsby to work elsewhere every day and only 3,475 workers commuting into the town, Grimsby is something of a bedroom community. 3,160 Grimsby residents are employed in Hamilton and 1,235 work in Burlington, while only 2,560 work in Grimsby itself. 910 Hamilton workers commute into Grimsby, along with 695 St. Catharines residents and 655 Lincoln residents. 405 Grimsby residents work in Oakville, 395 in Mississauga, and 335 in Toronto.

The “creative class” is a socioeconomic concept posited by Prof. Richard Florida, head of the Martin Prosperity Institute at the University of Toronto (although his theories on growing the class are now considered to be discredited). It can be broadly understood as a class of knowledge workers and white-collar professionals. They are people whose work primarily creates or utilizes knowledge as opposed to tangible goods. Some examples of creative class workers include programmers, architects, lawyers, engineers, teachers, web designers, artists, and scientists.

Commuter flows

In 2011, 86.2% of Grimsby residents drove to work, with only 1.7% taking public transit. 3.4% walked, and a mere 0.5% cycled. The average commute time for Grimsby workers was 25.7 minutes, against 27.6 in Ontario. This is one of the longest commute times in the region, probably explained by the large number commuting to Hamilton and Burlington. A total of 1,390 workers had no fixed workplace, while 735 worked at home, and 75 worked outside the country.

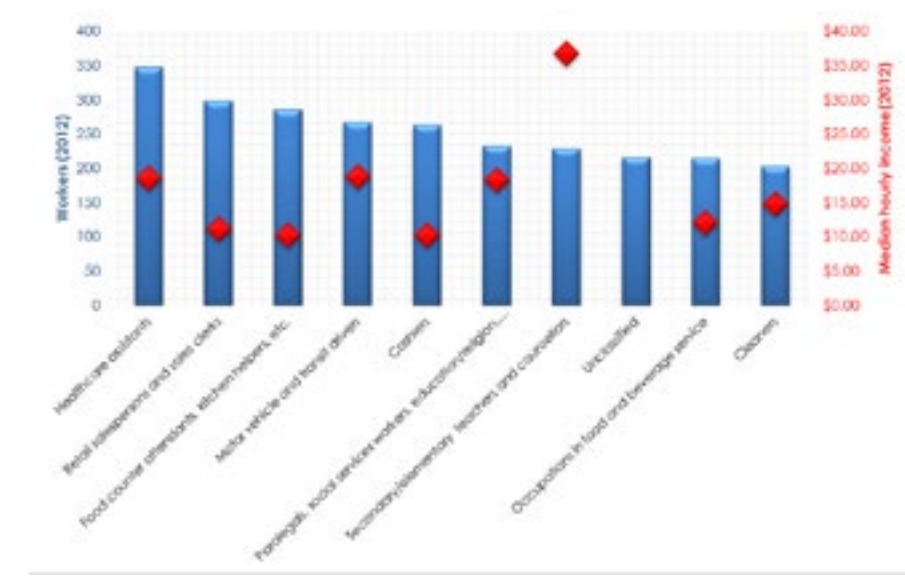


Industries

The top ten industries in Grimsby by employment are a mix of well-paid, secure jobs, often in the public sector, and low-paying, service-sector work. The most significant employers are in food and beverage service, where the average salary is a mere \$16,669— below the LICO poverty line, even for a single person.

All of these industries have grown significantly since 2001, except for farming and education, which have declined by 16% and 19% respectively. Restaurants and drinking places, professional, scientific and technical services, and grant-making, civic, and professional organizations have all expanded by at least 90% since 2001.

Other noteworthy industries include building construction, which employs 524% more workers than in 2001. Although the industry only employs a total of 306 people, the explosion is remarkable. The number of unclassified workers has increased by 500%, from 36 to 216.



Occupations

The most common occupations, based on 3-digit NOC codes, in Grimsby are assisting occupations in support of health services, numbering 348 workers. The location quotient for this occupation is 1.83, meaning that there are many more of these workers per thousand residents in Grimsby than is true of Canada as a whole.

Many of the workers in these occupations are low-paid, although wage rates for these jobs in Ontario tend to be very slightly higher than in Canada as a whole. Retail occupations are very numerous, unsurprisingly, although Grimsby is one of the few places where retail sales is not the most numerous occupation.

With the exception of secondary and elementary school teachers and educational counsellors, most of these jobs are low-paying, with none topping \$18.75 per hour as a median income in 2012. All of these occupations are expected to grow by 2020, although none by more than 18%.





Skilled trades

1,147 Grimsby workers make a living in the skilled trades. Of these, professional drivers are the most numerous tradespeople by employment in Grimsby, numbering 267 in 2012. Of these, more than two-thirds (204) were truck drivers. The median hourly wage for these jobs was \$18.74. The next most numerous were chefs and cooks, with 181 working in 2012 at a median wage of \$12.14 an hour. The third most numerous were automotive service technicians, numbering 117 and averaging \$21.16 an hour.

Almost as numerous were longshore workers and material handlers, both with 107 workers, and machinery and transportation equipment mechanics, with 103. These jobs paid \$15.30 and \$25.42 per hour respectively. The most well-paid tradespeople in 2012 were plumbers, pipe fitters, and gas fitters, at \$28.86 per hour, although only 20 people worked in this field.

Demand for skilled tradespeople is expected to remain fairly steady. By 2016, there will be a projected 1,214 workers in the skilled trades (up from 1,147 in 2012), and 1,262 by 2020. Of these, the professional driver, trade helper, and carpenter/cabinetmaker trades are expected to add the most jobs, with an additional 22, 17, and 12 workers respectively added by 2020. However, with numbers this small, these forecasts may not be accurate.

Employers seeking to hire apprentices in the trades have several incentives and programs available, including the Apprenticeship Training and Job Creation Tax Credits, the Co-operative Education Tax Credit, the Apprenticeship Completion Employer Bonus, and the Ontario Youth Apprenticeship Program. Further details of these programs, and others, can be found in the Niagara Workforce Planning Board's publication, *Destination: Apprenticeship*.

Jobs and growth compared

Grimsby added about 2,737 jobs since 2001, and is expected to add another 987 by 2020. The slower performance over the next eight years (at about 123 jobs per year, as opposed to the 248 per year seen between 2001 and 2012) may be due to the aging population and Grimsby's growth as a retirement destination.

Grimsby did not suffer terribly in the 2008 recession, as seen clearly on page 3, but the projections assume no economic setback will occur in the next seven years.

Region	2001 Jobs	2012 Jobs	2020 Jobs
Fort Erie	10,674	11,528	11,591
Grimsby	5,927	8,664	9,651
Lincoln	8,239	8,439	9,154
Niagara Falls	35,202	44,157	47,583
NOTL	8,507	10,437	11,159
Pelham	3,100	3,367	3,911
Port Colborne	5,774	6,378	6,727
St. Catharines	58,854	64,844	71,365
Thorold	7,507	8,412	9,148
Wainfleet	832	1,226	1,291
Welland	20,381	22,060	23,254
West Lincoln	2,289	2,990	3,016

Region	\$0-12k	\$12k-28k	\$28k-51k	>\$51k
Fort Erie	23.6%	28.4%	29.7%	18.3%
Grimsby	21.7%	22.4%	23.5%	32.5%
Lincoln	24.8%	22.1%	24.7%	28.4%
Niagara Falls	24.6%	28.8%	26.6%	19.9%
NOTL	20.6%	23.9%	25.6%	29.8%
Pelham	21.5%	21.9%	21.2%	35.4%
Port Colborne	22.8%	28.4%	29.9%	18.9%
St. Catharines	23.7%	28.4%	26.9%	21.0%
Thorold	24.4%	25.6%	28.1%	21.7%
Wainfleet	29.4%	21.7%	24.2%	24.6%
Welland	23.1%	29.5%	28.7%	18.7%
West Lincoln	25.3%	22.6%	25.4%	26.7%

Income distribution

The four income brackets shown at left represent the overall income quartiles for Canada.

In the country as a whole, 25% of people earn less than \$12,025, 25% earn between \$12,025 and \$27,814, 25% make between \$27,815 and \$51,304, and the top 25% earn over \$51,304.

The richest 10% of Canadians earn \$80,420 and above, and the top 1% earn over \$191,150.



By comparing the proportion of the population of various municipalities against the national figures, we can make a quick assessment of whether a municipality is "poor" or "rich" - if its inhabitants tend to be higher or lower earners compared with the rest of the country.

Grimsby is generally a wealthy city, with a smaller proportion of people in the lowest three brackets than in the country as a whole, but a much greater proportion in the highest. Most people are in the upper two income brackets. The mean income in Grimsby was \$41,800 in 2012; this was 91% of the national average.

The low-income cutoff (LICO) in 2012 for a community between 100,000 and 499,999 people (such as Niagara) was \$20,366, before taxes, for a single-person household, \$25,353 for a couple, \$31,168 for a family of three, and \$37,843 for a family of four. Persons below the LICO usually spend more than 63.6% of their income on food, shelter and housing, but the LICO is only one measure of poverty.

The working class

In 2012, 1,625 of Grimsby workers were employed in the working class, including the goods-producing sector and also the laboring occupations of the service sector (such as skilled tradespeople).

Median hourly wages in 2012 were \$20.58, but this covered a wide range, from power system electricians at a median of \$37.15 an hour to labourers in textile processing at a median of \$10.62 an hour.

The top 10% of workers earned \$30.78 an hour or above; the bottom 10% earned \$13.12 an hour or less.

The working-class occupation with the most workers in Grimsby is building construction, with 179 workers in 2012. This number is expected to grow to 215 by 2020. The next most numerous occupations was truck transportation and fabricated metal product manufacturing, with 116 and 114 workers each. Neither occupation is expected to grow.

The working class numbered 1,253 jobs in 2001, and grew steadily to a high of 1,529 in 2006. Since then, it declined to as low as 1,433 in 2010, but has since recovered. Slight growth is predicted for the next few years; 1,769 workers are expected to be employed in the class by 2020. This 2012-2020 growth represents an increase of 9%.



Retail and service

The most numerous occupations at the 4-digit NOC level in Grimsby, in 2012, were retail salespeople and sales clerks (at 299 jobs), food counter attendants, kitchen helpers and related occupations (286), and cashiers (263). These are all growth industries, expected to expand by 7%, 11%, and 10% respectively by 2020. All are low-paying; the median hourly wage in 2012 was \$10.25 for food service workers and cashiers (i.e. provincial minimum wage) and \$11.11 for retail salespeople and sales clerks. Grimsby has more of the latter two categories per capita than either the province or the country, and the same in the first. Little change is expected over the next eight years.

Education

With 20.9% of the population over 25 being university-educated, Grimsby is a relatively well-educated municipality compared to the Niagara region, ranking behind only Pelham in this metric. This does not compare well against the Ontario and Canadian numbers of 26% and 23.3% respectively, however. Only 48.1% of Grimsby adults had a post-secondary education, compared to 59.6% of Canadians and 60.3% of Ontarians. 12.6% had no educational credentials at all, against 15.6% in Ontario and 17.3% in Canada.

Region	<Grade 12	Grade 12	Trade School	College	University
Fort Erie	17.4%	34.5%	10.7%	25.5%	11.9%
Grimsby	12.6%	25.3%	11.2%	25.9%	20.9%
Lincoln	16.3%	25.7%	11.1%	28.6%	18.4%
Niagara Falls	19.2%	29.4%	10.8%	26.8%	13.8%
NOTL	9.7%	22.7%	10.0%	29.2%	16.1%
Pelham	11.4%	21.7%	10.3%	28.2%	28.4%
Port Colborne	22.6%	29.3%	12.3%	25.1%	10.7%
St. Catharines	17.9%	27.3%	10.1%	26.3%	18.3%
Thorold	20.9%	28.6%	11.1%	27.0%	12.4%
Wainfleet	20.4%	28.1%	15.8%	27.4%	8.5%
Welland	20.0%	30.3%	10.8%	27.5%	11.4%
West Lincoln	18.7%	27.2%	13.0%	28.4%	10.9%



Self-employment

Grimsby has relatively few workers who are self-employed, both compared with other municipalities in the region, at an average self-employment rate of 11.4%, and with the Ontario rate of 10.9%. The slightly higher rate in Niagara may be owed to the more rural nature of the economy and a correspondingly higher number of farmers, who are more likely to be self-employed. However, the figures are not broken down by industry or sector, so further study will be needed to confirm the veracity of this proposition. As can be seen on the right, the municipalities with higher proportions of self-employed workers also tend to be rural.

Region	Workers
Fort Erie	1,425
Grimsby	1,220
Lincoln	1,495
Niagara Falls	3,255
NOTL	1,355
Pelham	1,190
Port Colborne	705
St. Catharines	5,365
Thorold	665
Wainfleet	475
Welland	1,640
West Lincoln	835

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Projections and forecasts are derived from EMSI Analyst data provided courtesy of the Ministry of Agriculture. We provide them for interest and as a basis for further inquiry and study. Economic forecasting is extremely difficult, especially with populations as small as seen here, and the methodologies used may not produce accurate results. Additionally, because of the paucity of data in the 2011 National Household Survey, some forecasts are based on 2006 data gathered before the recession. We strongly urge that no policy decisions be made upon the basis of these forecasts alone. Further, with a high non-response rate of 21.4%, Grimsby's National Household Survey data may not always be accurate.

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Data Sources

2006 Census

2011 National Household Survey (Grimsby non-response rate: 21.4%)

EMSI Analyst

Survey of Employment, Payrolls and Hours

Labour Force Survey

Canadian Business Patterns

Canadian Occupational Projection System

The Niagara Workforce Planning Board

Niagara Workforce Planning Board (NWPB) serves the Niagara region as a leader in local labour market planning, delivering authoritative research, identifying employment trends, targeting workforce opportunities, and bringing people together to produce solutions. The organization conducts annual research on the trends, opportunities, and priorities impacting Niagara's labour market and produces publications that capture strategic actions to address key priorities.

NWPB is one of the 25 planning regions in Ontario that make up the Local Boards Network. Local Boards are funded through Employment Ontario. Each year, they provide labour market planning that is tailored to local economic realities, delivering activities and projects to help communities achieve better results.

Niagara Workforce Planning Board's role is one of facilitation and communication. Bringing community stakeholders of the Niagara region together to identify labour force issues and develop possible solutions for labour force development is a key focus. As importantly, NWPB strives to ensure that information on community initiatives and actions are disseminated in an accurate and concise manner throughout the Region of Niagara.

NWPB consists of a volunteer Board of Directors, appointed from various Labour Market Partner Groups, and three permanent staff members. The members of our Board of Directors include representatives of women, youth, visible minorities, persons with disabilities, Francophones, and all levels of government in ex-officio capacity.



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