

# Avalon Peninsula Population and Labour Market Overview

## (Census Division 1)

March 2024

## Definitions and Notes

- **Note** that information for this Census Division includes the St. John's CMA region, which has its own separate profile available as well.
- **Page 3, 4:** Prior to the 2021 Census, the **Men+** category referred to males. Starting in 2021, this category includes men and boys, as well as some non-binary persons. Likewise, prior to the 2021 Census, the **Women+** category referred to females whereas, starting in 2021, this category includes women and girls, as well as some non-binary persons.
- **Page 3, 5:** Due to changes in the National Occupational Classification System (NOC) between the 2016 and 2021 censuses, NOC comparisons between the two latest census years are not possible.
- **Page 4:** The Indigenous Identity category includes persons who identify as First Nations (North American Indian), Métis and/or Inuk (Inuit) and/or those who report being Registered or Treaty Indians (that is, registered under the Indian Act of Canada), and/or those who report having membership in a First Nation or Indian band. Note that the earlier term 'Aboriginal' used in the 2016 census has been replaced with this updated term of '**Indigenous**' when referring to individuals who identify themselves as First Nations people, Métis and/or Inuit.
- **Page 5:** Income data includes data based on the number of weeks in which a person aged 15 years and over worked for pay or in self-employment in 2020 at all jobs held, even if only for a few hours, and regardless of whether these weeks were mostly full time (30 hours or more per week) or mostly part time (less than 30 hours per week). All income data, regardless of income source, is based on income in the reference year 2020. All other data pertaining to labour force and employment in this profile refers to such status in the reference week of each Census year (i.e., the reference week in May 2016 and May 2021, as applicable).
- **Page 9: 'Immigrant'** refers to a person who is, or who has ever been, a landed immigrant or permanent resident. Such a person has been granted the right to live in Canada permanently by immigration authorities. Immigrants who have obtained Canadian citizenship by naturalization are included in this group. In the 2021 Census of Population, 'Immigrant' includes immigrants who were admitted to Canada on or prior to May 11, 2021.
- **Page 9:** Data on mobility status refers to the status of a person with regard to their place of residence on Census Day (May 11, 2021) in relation to their place of residence on the same date 5 years earlier. Persons who, on Census Day, lived in the same residence as they did on the same date 5 years earlier are referred to as **non-movers**, and persons who, on Census Day, did not live in the same residence as they did 5 years earlier are referred to as **movers**. Movers include **non-migrants** and **migrants**. Non-migrants are movers who lived in the same census subdivision on Census Day as they did on the same date 5 years earlier. Migrants include **internal migrants** and **external migrants**. Internal migrants refers to migrants who lived in Canada 5 years ago. This includes persons who moved to a different city, town, township, village, municipality or Indian reserve within Canada. Greater detail can be provided for internal migrants by identifying whether they crossed a provincial boundary (**interprovincial migrants**) or the limits of a large municipality, specifically a census metropolitan area (CMA) or census agglomeration (CA) within a province (**intraprovincial migrants**). **External migrants** refers to migrants who did not live in Canada 5 years ago.

## Highlights from Census 2021 – Avalon Peninsula

**POPULATION: 271,880 PERSONS**

**MEDIAN AGE: 44.8**

**51.2%**

FEMALE+

**48.8%**

MALE+

**138,100**  
LABOUR FORCE

**36.1%**

55 plus YEARS

**39.0%**

25 to 54 YEARS

**121,190**  
EMPLOYED

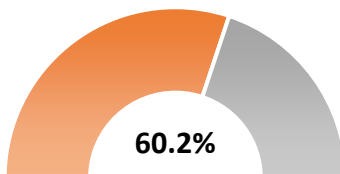
**11.0%**

15 to 24 YEARS

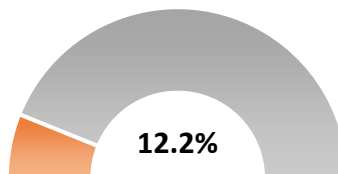
**14.1%**

0 to 14 YEARS

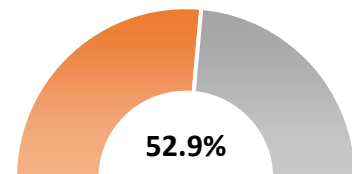
**16,910**  
UNEMPLOYED



PARTICIPATION RATE



UNEMPLOYMENT RATE



EMPLOYMENT RATE

## OCCUPATIONS AND INDUSTRIES

### TOP OCCUPATIONS AND THEIR SHARE OF THE LABOUR FORCE

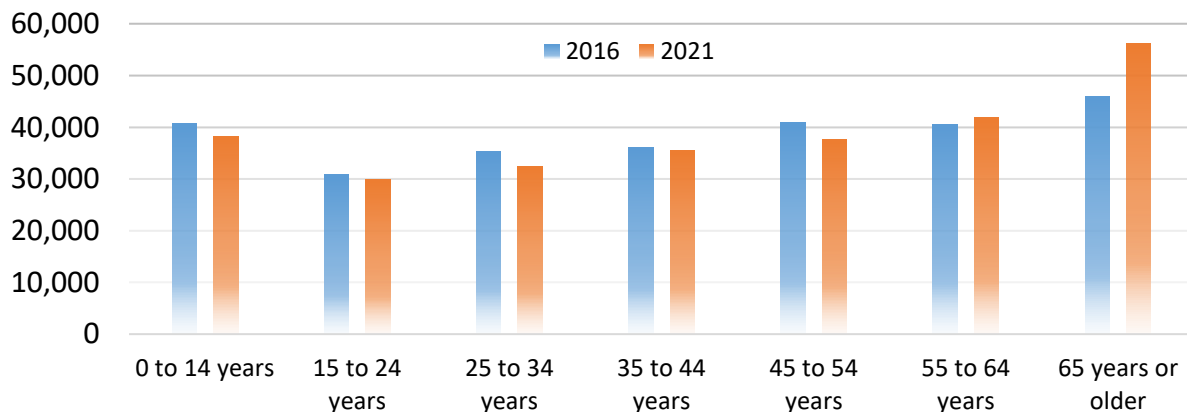
- 25.9% | Sales and service occupations
- 17.2% | Trades, transport and equipment operators and related occupations
- 16.5% | Business, finance and administration occupations
- 13.7% | Occupations in education, law and social, community and government
- 9.1% | Health occupations

### TOP INDUSTRIES AND THEIR SHARE OF THE LABOUR FORCE

- 15.7% | Health care and social assistance
- 12.3% | Retail trade
- 10.5% | Public administration
- 7.9% | Educational services
- 7.8% | Construction

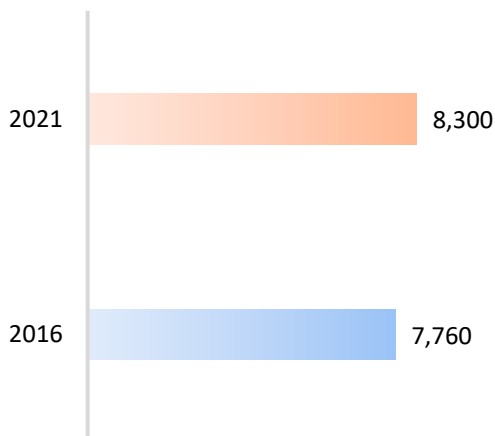
# Population Changes: 2016 to 2021

**POPULATION BY AGE GROUP (2016 COMPARED TO 2021)**

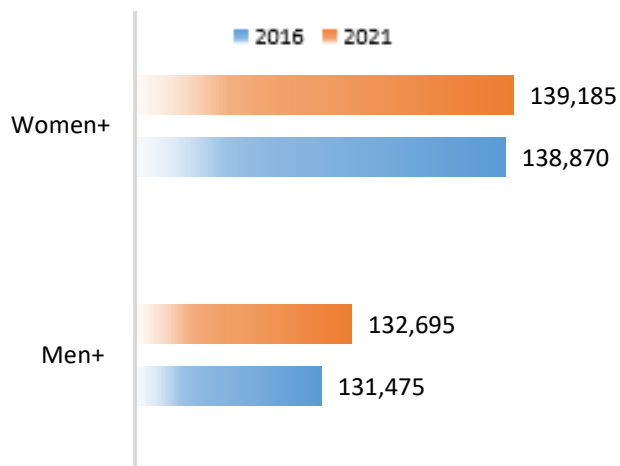


- In 2021, the total population for the Avalon Peninsula was 271,880 (up 0.6 per cent from 2016).
- The 2021 population was comprised of 51.2 per cent female and 48.8 per cent male.
- The 2021 population was comprised of 3.1 per cent residents with Indigenous Identity, with the actual number of such residents increasing between 2016 and 2021.
- See definitions and notes on page 2 for Census definition of “Indigenous Identity”.

**NUMBER OF RESIDENTS WITH INDIGENOUS IDENTITY (2016 COMPARED TO 2021)**



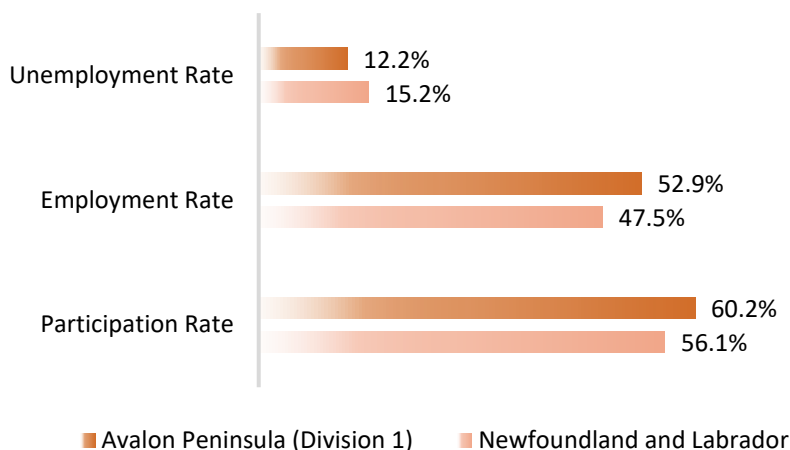
**POPULATION BY GENDER (2016 COMPARED TO 2021)**



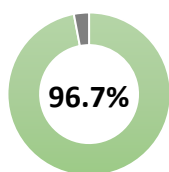
# Labour Force and Income Indicators

- Compared to all of NL, the Avalon Peninsula unemployment rate is **3.0 percentage points (ppt) less**, the **employment rate is 5.4 ppt more**, and the **participation rate is 4.1 ppt more**.
- Median employment income for the Avalon Peninsula Census Division (CD 1) is \$36,400.
- See definitions and notes on page 2 for clarification on the metrics used for Income and Occupation.

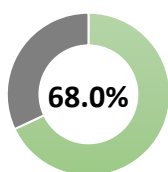
## LABOUR MARKET RATES, AVALON PENINSULA COMPARED TO NEWFOUNDLAND AND LABRADOR (2021)



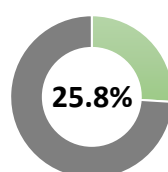
## SOURCES OF INCOME FOR POPULATION 15 YEARS OR OLDER (2020)



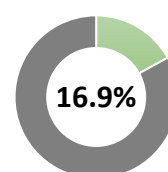
Collect Income



Collect Employment Income

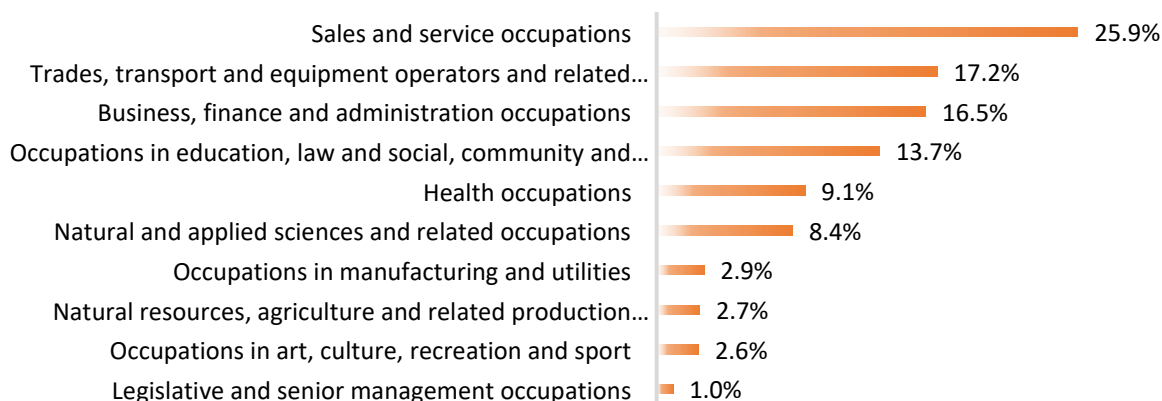


Collect CERB



Collect Employment Insurance (EI)

## LABOUR FORCE BY OCCUPATION (2021)



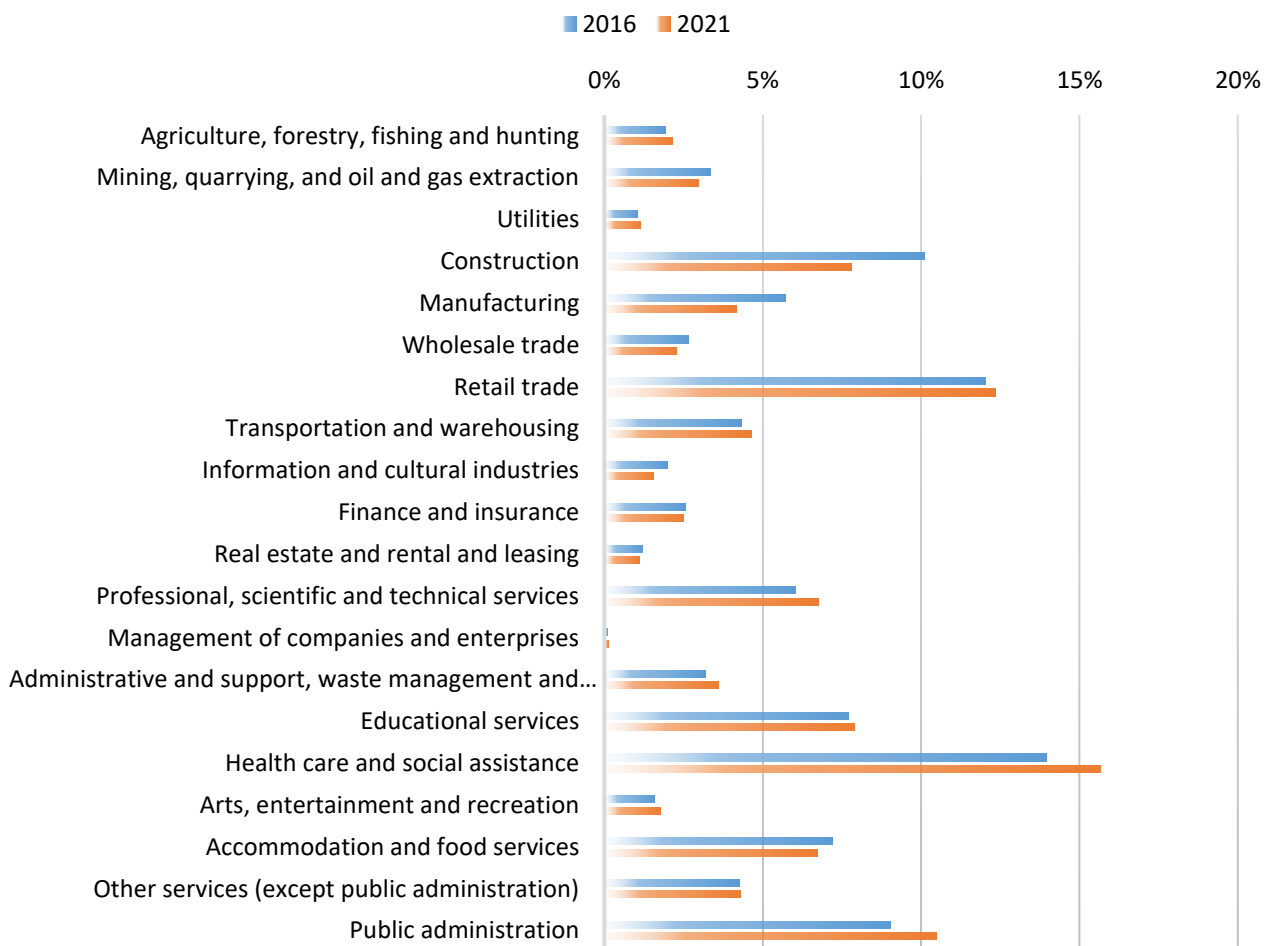
# Labour Force Indicators: Industries

- Overall labour force size across all industries in the Avalon Region decreased by **3.6 per cent** from 2016 to 2021
- The top 3 industries, by labour force size, in the Avalon in 2021 were (1) Health Care and Social Assistance, (2) Retail Trade, and (3) Public Administration.

**126,910**  
were employed in the Avalon in 2016

**121,190**  
were employed in the Avalon in 2021

## LABOUR FORCE BY INDUSTRY (2016 COMPARED TO 2021)



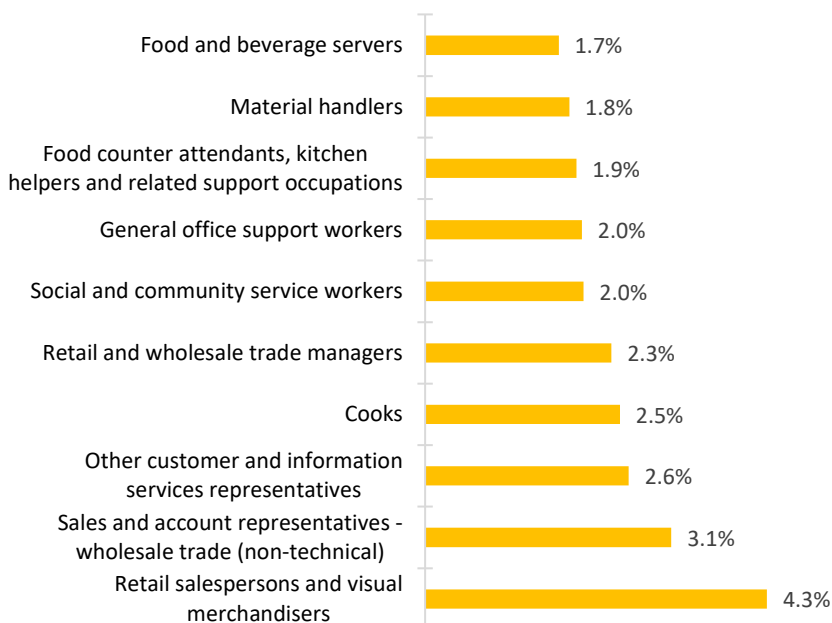
# Labour Force Indicators: Job Vacancies

**19,271**

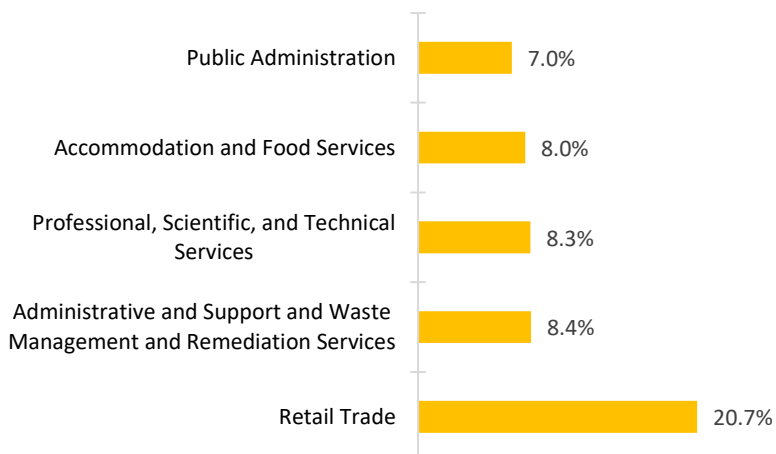
Total number of public job vacancies for 2023

- Top occupation and industry percentages represent the total share of all job postings posted that were able to be classified (18,825 for occupation and 10,991 for industry).
- The top occupations with the highest job vacancy share in the region for 2023 were (1) Retail Salespersons and Visual Merchandisers, (2) Sales and Account Representatives – Wholesale Trade (Non-Technical), and (3) Other Customer and Information Services Representatives.
- The top industries with the largest share of posted vacancies for the region during 2023 were (1) Retail Trade, (2) Administrative and Support and Waste Management and Remediation Services, and (3) Professional, Scientific and Technical Services.
- The top five industries with publicly posted vacancies in the region made up 52.4 per cent of all classified job ads.

## TOP 10 OCCUPATIONS WITH PUBLICLY POSTED VACANCIES IN THE REGION (2023)



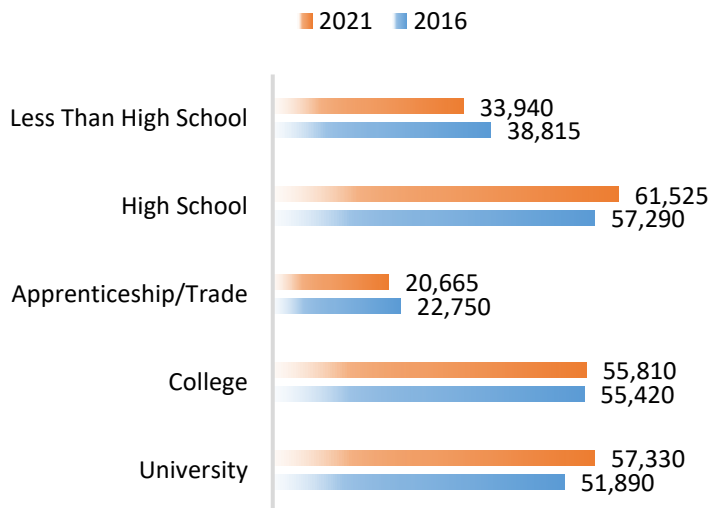
## TOP INDUSTRIES WITH PUBLICLY POSTED VACANCIES IN THE REGION (2023)



## Educational Attainment

- **58.4 per cent** of the Avalon Peninsula population has some form of post-secondary education (up 0.9 percentage points compared to 2016).

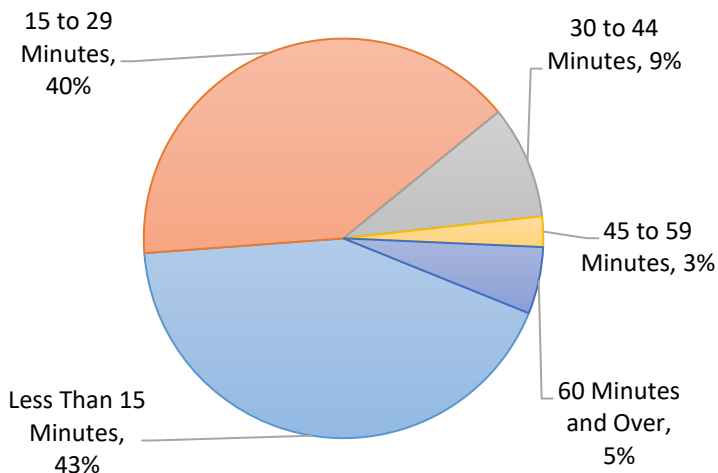
### EDUCATIONAL ATTAINMENT (2016 COMPARED TO 2021)



## Commuting

- **83.0 per cent** of commuters on the Avalon Peninsula spend less than 30 minutes travelling to work (compared to 82.6 per cent for all of Newfoundland and Labrador).
- In addition, a large share of commuters (**42.7 per cent**) have a commute of less than 15 minutes in the region, compared to 51.4 per cent for the province.

### COMMUTING DURATION FOR EMPLOYED LABOUR FORCE 15 YEARS AND OLDER (2021)

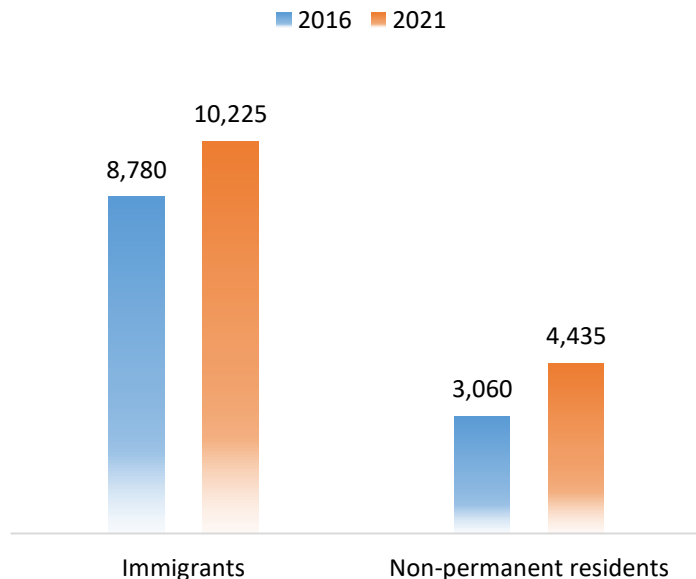




# Immigration and Migration

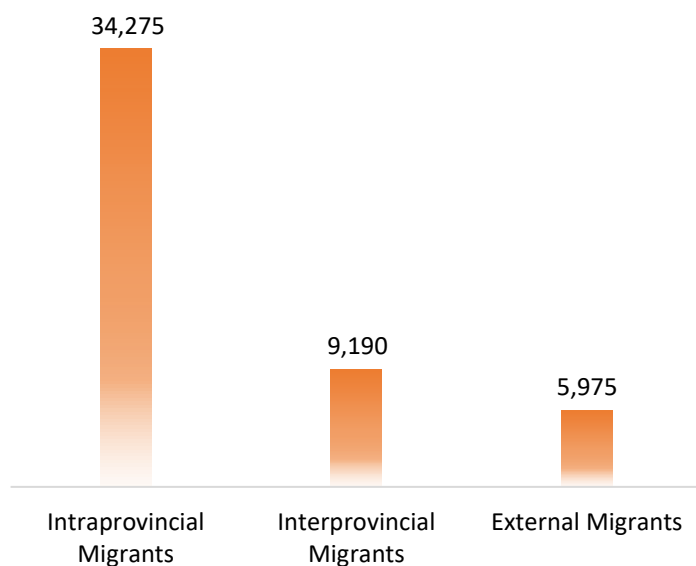
- In 2021, there were **14,660 newcomers** in the Avalon Peninsula Region. Of the total census division population:
  - 3.8 per cent were immigrants (16.5 per cent increase from 2016)
  - 94.5 per cent were non-immigrants (0.8 per cent decrease from 2016)
  - 1.7 per cent were non-permanent residents (44.9 per cent increase from 2016)
- See definitions and notes on page 2 for Census definition of “Immigrants”.

**NUMBER OF NEWCOMERS  
(2016 COMPARED TO 2021)**

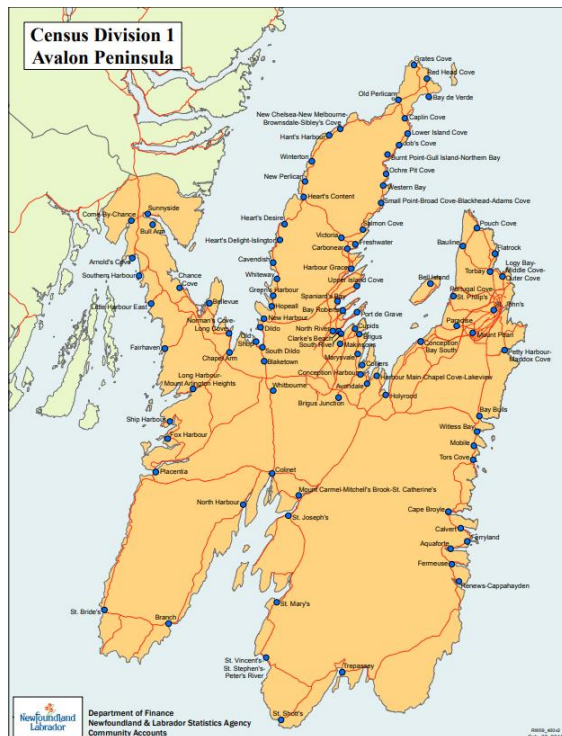


- In 2021, there were **49,440 migrants** in the Avalon Peninsula Region. Of the total census division population:
  - 13.4 per cent were Intraprovincial Migrants
  - 3.6 per cent were Interprovincial Migrants
  - 2.3 per cent were External Migrants
  - 80.7 per cent were Non-Movers/Non-Migrants
- See definitions and notes on page 2 for Mobility Status Census definitions.

**NUMBER OF MIGRANTS IN 2021**



## Avalon Peninsula – Census Division 1 Map



## Data Sources

- Statistics Canada, 2016 Census of Population
- Statistics Canada, 2021 Census of Population
- 2023 Lightcast Job Posting Data

Labour Market Information (LMI) describes any type of information used to make informed decisions about the labour market.

**Want More LMI?**

<https://www.gov.nl.ca/labourmarketinformation/>